From the show ring to the Sullivan Supply trailer, Sam Schmitt has built a career around a passion for the livestock industry and helping exhibitors succeed. Growing up in northwest Iowa, Sam was introduced to agriculture through a family cow-calf operation. While livestock had always been a part of life, joining 4-H is what truly sparked a passion for the industry.



“I grew up around cattle, but once I got involved in 4-H, my passion for the livestock industry really grew,” he said.

Throughout his youth, Sam showed both cattle and goats, gaining valuable experience that would later help shape a career in the industry. Rather than pointing to a single banner or championship as a favorite memory, he reflects most on the personal growth that came through showing livestock.

“I started in the industry not really knowing much about anything,” he said. “As my passion grew, my knowledge grew too. It’s really cool to look back and see how far I’ve come.”

Sam started working at Sullivan Supply in December 2025 and serves as a sales representative, a role that keeps him constantly on the road serving livestock families across the country.

“We’re always on the move,” he said. “If we’re not at a show, we’re packing for one. At events, we’re responsible for setting up the trailer, helping customers, and sharing our product knowledge to make sure exhibitors have what they need to be successful.”



Equally rewarding are the relationships built with exhibitors and their families. Whether it's helping a customer find the right product or seeing them return to the trailer after achieving positive results, those interactions are what make the job meaningful.

"I enjoy helping customers with product advice and seeing them come back happy because it worked," he said. "You also develop great relationships when you see the same families consistently throughout the year."

One experience that stands out during his time with Sullivan Supply was attending Cattlemen's Congress for the first time.

“The most memorable moment I’ve had with the company was getting the opportunity to attend Cattlemen’s Congress,” Sam recalled. “I had never been there before, and it was an incredible experience.”

From learning the ropes as a young exhibitor to helping others achieve success in the show ring today, Sam Schmitt continues to make an impact on the livestock industry one show at a time. Say hi and visit him at the MHBA Junior Nationals today for all your stock show needs!