



**CAVENDER-DRAGGIN' M**  
AND PARTNERS

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For Immediate Release  
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**Joe Cavender Announces the Addition of Mark Cowan to CDP Team**

Cavender-Druggin' M and Partners (CDP) are pleased to announce the appointment of Mark Cowan as CDP President. Duties will include assisting in the budgeting, marketing and development of the CDP brand while expanding the scope and reach of their marketing and breeding program.

“We are delighted to add Mark Cowan to the CDP team,” remarks Joe Cavender, owner of Cavender Ranches. “His knowledge and experience in the Brangus and Charolais breeds, marketing on a large scale and building quality programs while increasing output will be invaluable in the future with CDP.”

Cavender-Druggin' M and Partners combine vast experience coupled with the desire to make each successive generation just a little bit better. The visionaries involved have created a program based on performance, comparative data and testing that breeds cattle for today and tomorrow – in real time. CDP is taking bold steps towards the future, with unparalleled service post-sale, marketing assistance, calf buyback programs, and always answering your call. CDP is here to be more than just your genetic supplier. We are the new brand standard of excellence and your go-to resource for navigating this fast moving and ever-changing industry.

Cowan most recently has been a partner in American Marketing Service, the premier Brangus sale management firm. He was also formerly the president of Camp Cooley Ranch which grew to become the third largest seedstock operation in the United States involved in the Brangus, Charolais and Angus breeds, marketing over 2,000 bulls per year.

“I look forward to working with Mark Cowan again and, together, propelling the CDP partnership and the cattle we produce and market to new heights. Our relationship and teamwork are a proven commodity and one based on success,” says Craig Green, longtime Sales and Marketing expert at Camp Cooley Ranch, GeneTrust and now CDP.

According to Cowan, “I am excited about this new opportunity and the challenge of continuing the growth and development of the CDP brand as they build on their past success and expand their market both in quality and numbers.”