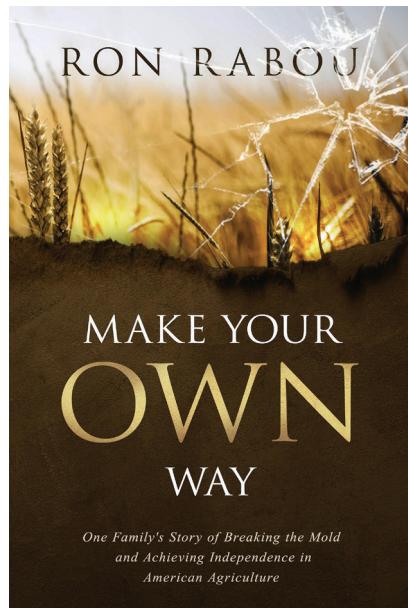


For Immediate Release

Ron Rabou is proud to announce the launch of his new book, "***Make your Own Way: One Family's Story of Breaking the Mold and Achieving Independence in American Agriculture***" on August 10, 2020. The book describes his personal journey with family farm transition and the processes that should be implemented and followed by any family business generational transfer. Years of consulting, first hand experience, speaking and research on the subject gives Mr. Rabou a unique and innovative approach in a largely traditional industry.

“Make your Own Way” provides insight on the process and struggles of family farm transition while offering valuable lessons about maintaining the proper perspective in a hostile environment and making good choices amidst turmoil and uncertainty. Rabou describes the book in the following way: “None of us are exempt from the difficulties that life can sometimes bring. Unforeseen and unfavorable circumstances can change our realities so significantly that our entire being is fundamentally changed forever. What we sometimes fail to understand is that this change can serve as a catalyst that can propel us to heights we never dreamed possible. When we collide with a reality that isn’t fair and isn’t planned, we are faced with a choice: to either be overcome by our circumstances or to move with purpose and make our own way.” Directly quoted from the book, “Stepping out and making your own way doesn’t necessarily have to be about making more and having more; what it’s really about is being more”. This book is perfect for anyone facing the difficult task of thriving through major life changes.



You can find the book online at raboufarms.com and ronrabou.com

Along with several other business ventures, Mr. Rabou owns and operates Rabou Farms, Inc. in Southeastern Wyoming. The farm is a certified organic operation that raises wheat, proso millet, garbanzo beans, lentils, yellow peas, flax, safflower, buckwheat and hemp. Rabou’s operation was recently recognized by National Farm Journal Media as one of three farms in the nation for Top Producer of the Year.

In addition to his farm, Ron also speaks nationwide on various topics involving agriculture and family farm transition. He is a past radio host and co-author of the book, “Keep it Simple: The 12 Core Values that Lead to Personal and Professional Success”. Rabou holds a Bachelor of Science in Agricultural Business from the University of Wyoming and is currently working toward a dual Master’s in Leadership and Negotiation and Conflict Resolution from Creighton University. He resides on his farm with his wife and three sons.



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