



The Good, the Blond, and the Ugly

Alisa Ogden; Ogden Farms and Cattle Co., Loving, NM

Alisa Ogden is a fifth-generation rancher on the ranch homesteaded by her great-great-grandfather, John DeMoss Forehand, in 1890. Her father leased the ranch from Alisa's grandmother, Masie Forehand, in the late 1950s following the devastating drought years of the 50s. He immediately started erosion control and reclamation projects to restore the grasslands which were water-starved for years. In the early 70s, Jim Ogden purchased the ranch from his mother-in-law and the ranch became known as "Ogden Farms and Cattle Co.". Erosion control projects have been an on-going effort all these years, with major brush control projects initiated in the early 1980s. Alisa will share the trials and tribulations of ranching in the desert of New Mexico on a combination of private, state and federal lands.

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