

THE LEADING VOICE OF THE DEER INDUSTRY IN TEXAS

# TRACKS



**POST RUT  
MORTALITY  
AND FAWN  
RECRUITMENT**

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## **THE WEBSTER FAMILY**

**NUTRITIONAL  
MANAGEMENT  
OF PENNED DEER**  
BEYOND NUTRITIONAL  
REQUIREMENTS

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**PRACTICAL OPTICS**

**A NEW GENERATION FEEDER  
FOR A NEW GENERATION HUNTER**



Photo by MVPWhitetails

# MVP WHITETAILS

## “THE WEBSTER FAMILY”

BY JACOB BEAM

*“If you’re going to go in and do it, you need to go all in and do it right. That’s the way I’ve always done business.”*

**I**t takes courage, the willingness to put in long hours, and even longer days to build a successful deer breeding business. Jade Webster decided he would take that chance. With a past in the beloved Texas tradition of Whataburger he knows a thing or two about customer service and how a focus on the prior translates into a solid business model. Jade Webster’s deer breeding operation is more than a business, it’s a family affair.

We sat down and talked with Jade Webster of MVP Whitetails about his family, his life, his love of deer, and a little about what’s he’s learned since joining the deer breeding industry.

**Check out our interview with Jade below.**

TDA: Let’s start with talking a little about where you grew up and what lead you to where you are today.

Jade: Man, I grew up in Kilgore, Texas and started hunting deer at the age of five years old. I loved hunting deer and just enjoyed it with my family and enjoyed spending time with my brothers and my dad.

We ended up purchasing some land about 30 miles east of Dallas in Kaufman, Texas to build a house on that initially did not have deer on it. We decided to high fence it because I wanted to walk outside and have deer in



*The Webster Family - Jade, Stefani, Jalen, Jett, and Journey Photo by TDA*

my backyard, and that's what got us into deer breeding.

TDA: How much does the support of your family mean to you and the business?

Jade: The support is amazing with my wife and kids. The beauty of the deer breeding business to me is that I get to enjoy so much of it with my wife and kids. They're involved just as much as I am. From going to the auctions to social events, to the everyday routine of feeding the deer, working the deer, and everything else involved.

TDA: You've done an excellent job of building your brand. The MVP Whitetails brand is everywhere. It's on your shirt and hat today, and people love it. Tell us about your logo?

Jade: No doubt. If you look at the MVP logo, my 15-year-old son designed that logo for us. He's a huge baseball player, so it's sporty, it's athletic. I can wear this shirt and this hat anywhere, and I'm comfortable, man. I love the brand, and I love my family. We're out in our pens every evening together. We're just a family-run business.

TDA: How important is customer service?

Jade: Customer service is the number one priority, in our opinion. Our background is in customer service, having operated several family-owned Whataburgers. That's what I've done since I was 15 years old. We plan on continuing that tradition of excellent customer service in the deer industry.

TDA: Can you tell us about your facility?

Jade: Our facility is located in Kaufman, Texas. When we first started building it up, we went to a ton of ranches. We got the good, the bad, and the ugly. We talked to so many people and tried to put everybody's good into our facility. We're super happy with the outcome. There are so many people to thank that shared information with us.

TDA: Everybody likes to brag about their foundations. Tell us about yours.

Jade: Honestly, I feel like we did a really good job starting out. We went after the high-profile, productive, and marketable deer. We handpicked some amazing foundation does with top quality

genetics. Pedigree, Pedigree, Pedigree... Quality vs. Quantity, that's the MVP way!

TDA: It takes courage and commitment to get started and to get started in a notoriously tough period like you did.

Jade: Yes, it definitely does. A lot of people were shocked when we were buying expensive animals, but my philosophy is if you're going to go in and do it, you need to go all in and do it right. If not, sit on the sideline. That's the way I've always done business. It's worked for me. We just went all-in from the quality of animals, to the pens, to the facility, to the office we built. That's just the only way I know how to do business.

TDA: So we have to ask, tell us about your amazing breeder bucks Horsepower and High Heat.

Jade: We are so proud of both High Heat and Horsepower. They have the look, pedigree, and marketability that we feel will produce great for us as well as our customers. We have had several ranches that have sent us some outstanding



*Ranch Manager Rob TEMAAT and his wife Meagan TEMAAT Photo by TDA*

yearling pictures out of Horsepower, and that makes us very proud. I could not have picked better partners on both of these bucks!

TDA: Do you currently have a ranch manager and if so, how important is he to MVP Whitetails?

Jade: Rob is our Ranch Manager here. He's been with us for a year-and-a-half now. He and his wife Meagan live on the ranch. Rob is super calm, super good at what he does, and he and his wife are

just outstanding people. He handles everything on the day-to-day operations. Rob is a valuable piece to the success of MVP Whitetails.

TDA: Talk about if there have been any pitfalls or if you've stepped in any leg traps.

Jade: I'll be honest, and this sounds crazy to say but, as of right now there have been no pitfalls and no traps. We're happy with every decision, every purchase, and every partnership that

we've done in the deer industry. We're just happy, man.

TDA: Well, I know I speak on behalf of our association and all of our membership when we say the way you've built the MVP Whitetails brand and the way you're doing things right now, we wish every breeder that got into the business would do it like you. You've done a great job.

Jade: I appreciate it. It's been great working with you guys. 🙌



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Photo by TDA

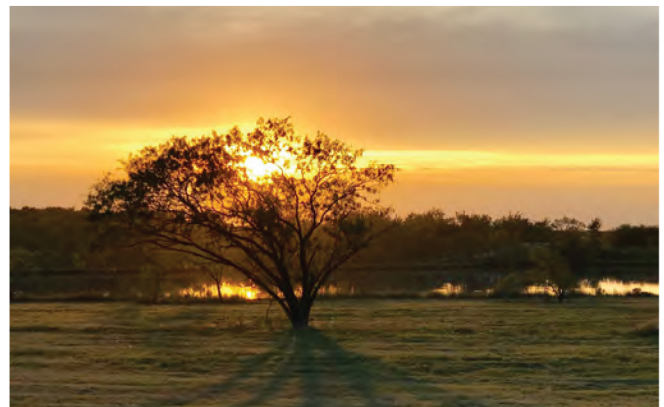


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MVP WHITETAILS SUPPORTS

**THE TEXAS DEER ASSOCIATION**

SO OUR FUTURE GENERATIONS CAN

**HUNT THEIR WAY**

