

John C. Scharbauer

Bio

Fifth-generation Scharbauer Cattle Company cattleman John C. Scharbauer began ranching full-time over 20 years ago. His career started after he graduated from Texas Christian University's Ranch Management Program in 2004. John then launched his own commercial cattle operation, breeding Hereford and Angus cattle before introducing Wagyu into the herd in 2009.

John is the owner of Scharbauer Ranch Beef LLC, Midland Meat Company and the restaurant The Half Acre. He currently serves on the board of directors for the Midland Appraisal District and as vice president of the Midland Athletic Syndicate, an upcoming state-of-the-art nonprofit athletic facility dedicated to promoting amateur athletics, teamwork and sportsmanship with a focus on physical and mental well-being. John also previously served as the vice president and executive director of the Texas Hereford Association from 2022 to 2023.

John credits the TCU Ranch Management Program with giving him the resources and knowledge to grow his cow/calf operation into a full cattle enterprise. John's time in this program taught him the art of properly feeding, providing and serving others. He states that the field trips taken to visit other fully operational ranches were instrumental in allowing him to build the vision for his own fully integrated ranch operations.

John's honors include Scharbauer Cattle Company's induction into the Texas Cowboy Hall of Fame in 2022. The Half Acre was named one of Texas Monthly's Top 25 New or Improved BBQ Restaurants in 2023 and later one of Texas Monthly's Top 50 BBQ Joints in Texas in 2025, and it earned the Midland Reporter-Telegram Readers' Choice Gold Awards in multiple categories. Midland Meat Company has earned local, national and world championships, along with multiple Reporter-Telegram Readers' Choice Gold Awards for Customer Service and Best Meat.

Still, John often says his greatest honor is the ability to be deeply involved in local organizations. His servant's heart has led him to work with the West Texas Food Bank, Breaking Bread Kitchen, Make-A-Wish, Life Center, Teen Challenge, Safe Place and numerous local veteran, first responder and youth sports groups.

John resides in Midland, Texas, and operates a ranch north of Midland, a ranch west of Vega, Texas, and a farm east of Gruver, Texas. He says his "why" and the source of his servant's heart come from his deep faith in God and his calling to serve and feed others. He is also quick to say that his greatest blessings in life are his wife, Amy, and their four children: Mabry, 17; Tesher, 15; and twins Holland and Saylor, 11.