

SUPPLYING LEADERSHIP



Every year Texas Tech University gives an agribusiness award. This award honors someone from around the community who has demonstrated outstanding leadership qualities across the South Plains. Joe Hurst, of Lorenzo, Texas, will receive the 2012 agribusiness award, from the College of Agricultural Sciences and Natural Resources.

The award is given at the pig roast. CASNR hosts this long-time ceremony. The pig roast is held to honor scholarship donors and recipients, along with people who have demonstrated excellence around the community.

Hurst, of Hurst Farm Supply, credits his success to the Lord, and his strong family bond. His career at Hurst Farm Supply began in 1981. Two years prior to joining the family business, Hurst was an agriculture teacher at Roosevelt Independent School District. Hurst said he began working at the farm supply because his dad needed help and he needed to make more money.

Hurst Farm Supply was started in 1955 by L.J. Hurst. From the time when Hurst's father founded the business, Hurst Farm Supply has expanded to

seven locations around the South Plains. Hurst is one of four, who are partners in the business, but many members of the Hurst family are involved in the business, and Hurst said they all play their own role at Hurst Farm Supply.

Hurst said he had no time for hobbies or extracurricular activities in college because he had to split his time between work, school and his wife. Hurst has a very hard work ethic, he graduated from Texas Tech University in 1979 with a degree in agricultural education.

Hurst and his family have a trend of being Texas Tech graduates. His wife, Christy, who he married when he was 18, received an early childhood education degree. Son, Jerred, received a management of information systems degree, and his other son, Jay, received a degree in psychology. All of which are from Texas Tech University. Furthermore, both of his sons married Texas Tech graduates. After each of Hurst's sons graduated, they became involved in the family business.

At Hurst Farm Supply, they take the customers best interest to heart. That is how Joe and the farm supply company have built a reputation they and their family can be proud of. Joe said customer service has always been their top priority.

"We pride ourselves in customer service," Hurst said. "And it has paid off."

Kerry Hurst is Joe's brother; he works at the Lubbock location of Hurst Farm Supply. He is Joe's older brother of five years. Kerry speaks very highly of his brother and said his work ethic has helped him succeed.

"Joe has always been a very hard worker. He is vision oriented and able to see outside the box," Kerry said. "He is able to build the processes that are necessary to take John Deere beyond what everyone thought."


Kerry Hurst also spoke of his brother Joe's leadership qualities and how Joe is able to make an excellent job environment for employees to work at.

"He is a good leader and is committed to employees and provides a good job environment that makes it worthwhile for employees to work at Hurst Farm Supply," Kerry said. "Joe is compassionate, and not just a boss, he is a great Christian man."

Hurst Farm Supply prides themselves in their customer base at their stores. They do some exporting; Hurst said they export all over the country, and sometimes even the world.

With seven locations, in different towns across the South Plains, Hurst is able to give back to the communities surrounding their stores. They support high school band, cheerleaders, FFA, the boy's ranch and the agriculture museum, just to name a few.

Hurst said he received the news of his award from the dean of CASNR. His family will be in attendance when he receives the award.

Texas Tech University's CASNR chose Joe Hurst to receive the 2012 agribusiness award. He takes the interest of the Lord, his family, and his community in his daily work. 

"We pride ourselves in customer service, and it has paid off."

Emily Gallagher
Lubbock, Texas

