



Herrin to Take Over Ranch Management at East Foundation, Riojas to Lead Financial Operations at La Babia Cattle Company

San Antonio, TX – December 8, 2020 – The East Foundation’s longtime Ranch General Manager Gilly Riojas will be taking over financial operations at La Babia Cattle Company after more than seven years at the Foundation. Current East Foundation Cattle Operations Manager Zane Herrin will be stepping up to take over leadership of cattle operations duties effective Jan 1, 2021.

During his time with the East Foundation, Riojas added effective new controls and operational clarity to Foundation cattle inventories, improved ranching systems across the Foundation’s six ranches in South Texas and contributed to organizational efforts resulting in better range utilization and more effective ranch infrastructure.

“I would like to thank the East Foundation for their support over the last seven and a half years,” said Riojas. “It has been a blessing to work with an organization that is so supportive. The time has come for me and my family to pursue another path in our life and we are very excited about the new adventure we are going to embark on. I will continue to be a champion for what the East Foundation represents, and I wish nothing but continued success for the Foundation.”

A graduate of Texas A&M University, Riojas was a Unit Manager for the Santa Gertrudis Division of the King Ranch from 2002 to 2004, overseeing the northern portion of the Santa Gertrudis. From 2004 to 2013 he was the General Manager for GilMac Cattle Company, where he oversaw the day-to-day operations of his family’s cow/calf and stocker operation.

“Gilly was an important part of our leadership team and leaves behind a positive and lasting impression on our organization. His expertise and experience will be missed,” said East Foundation CEO Neal Wilkins. “Looking forward, our team has full confidence in Zane Herrin, who will be stepping into a leadership role.”

Herrin, who has previously served as the Foundation’s cattle operations manager, was raised in Big Spring, Texas, where his family owns and operates a cow/calf operation throughout West Texas. He graduated from Tarleton State University in 2014 with a B.S. in Wildlife Management, Production Concentration. During his last summer at Tarleton, he worked for the East Foundation as an intern.

After graduating, Herrin eventually returned to the East Foundation as the assistant livestock manager where he managed the Las Coloraditas Grazing Research and Demonstration Area on the San Antonio Viejo ranch near Hebbronville. In 2018, Zane was accepted into the King Ranch Institute for Ranch Management at Texas A&M University – Kingsville, where he graduated with an M.S. in Ranch Management in 2020.

Herrin and his wife Sarah currently live on the San Antonio Viejo where they are passionate about the beef industry, land stewardship, animal husbandry, and the ranching lifestyle.

“The Foundation will make some organizational adjustments that include Zane Herrin taking on an expanded role at the first of the year,” added Wilkins. “I have full faith in Zane to lead our highly skilled team in managing the East Foundation ranches and our cattle operations, and we look forward to continuing operational success.”

About the East Foundation

The East Foundation promotes the advancement of land stewardship through ranching, science, and education. We manage over 217,000 acres of native South Texas rangeland, operated as six separate ranches in Jim Hogg, Kenedy, Starr, and Willacy counties. The lands were bestowed to the Foundation through the generous gift of the East family in 2007. To honor their legacy, we uphold their vision and values that were established more than a century ago.

For more information on our work, visit www.eastfoundation.net.

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