Cattle prices have never been this high for so long, with more stability in the history of the American cattle business. Yet, many ranchers are struggling to make a profit or even to break even.

Obviously expenses have never been this high before either.

What needs to happen for ranches to be consistently profitable? Higher prices? Lower costs’? Or is it something we CAN control?

We all make our choices by asking questions? But in economically troubling times, it is hard to know what the right questions are. Consequently, it is difficult to make the right decisions to be profitable.

“The cattle business is a simple business; the hard part is keeping it simple.”
Tom Lasater, Colorado rancher

At the core, the cattle business is managing grass, livestock, and money, as Bud Williams says.

This isn’t necessarily easy since at times it seems that what is best for the cattle is not best for the grass, or what is best financially is not best for the grass. It is a balancing act to keep all three in the proper perspective. When we add in the human factors, such as family and community, we now have to manage the needs of the grass, cattle, and money, and we also have to consider the expectations of the people involved.

This seminar is intended to teach ranchers how to keep ranching simple, managing the needs of the land, the livestock, the people, and making a profit while doing so.

Kit Pharo will be making the connection between genetics and economics. The wrong genetics can guarantee you will not be profitable. The right genetics are a critical part of the profitable ranch and will continue to be important as feed and fuel costs continue to rise. There is a very strong connection between genetics and economics.

Wally Olson will be presenting what he has learned from a practical application of Bud Williams’ stocker marketing and livestock handling techniques. The profit in stocker cattle is made when you buy them, not when you sell them. Wally has been successful for many years with stocker cattle. He has been spent many hours with Bud learning how to use his information to increase profits.
Walt Davis has many years experience in successfully managing a ranch with nature instead of fighting nature. The symbiotic relationships between plants and livestock are another key to profitable ranching. We simply cannot win a war with nature; it is too expensive to fight. Walt will present the things he has learned about working with nature, which is probably the single best way to cut costs.

Kim Barker will be presenting some of the basics of analyzing the ranch business. We as ranchers need to know what we are doing right, that makes a profit, and what we are doing wrong that takes it away. There are tools such as a gross margin analysis, enterprise analysis, and simply knowing who you are and what you will and won’t do that are very useful in managing for profit.

We intend for this session to be valuable to you for managing your ranch. There will be plenty of time for questions with Kit, Walt, Wally, and Kim.