

Managing the Cow-Calf Business

January 12-13, 2022 || Kingsville, TX || Hybrid Event

INSTRUCTORS:

Clay Mathis, Director and Endowed Chair, KRIRM

Tylor Braden, Area Manager of Cattle Operations, King Ranch, Inc.

Rick Machen, Paul Genho Endowed Chair in Ranch Management, KRIRM

Jason Sawyer, Associate Professor and Research Scientist, KRIRM

WEDNESDAY, JANUARY 12, 2022

- 8:30 AM** Introduction and Welcome
- 8:45 AM** Priority One: Identifying and Communicating Ranch Goals
- 9:15 AM** King Ranch, Inc: Ranching and Wildlife Approach to Profitable Stewardship
- 9:45 AM** Fundamentals of the Cow/Calf Business
- Understanding and using financial statements
 - Understanding fixed vs. variable costs and direct vs. indirect costs
- 10:20 AM** Break
- 10:40 AM** Fundamentals of the Cow/Calf Business (continued)
- Calculating depreciation
 - Understanding accounting approaches
 - Cash vs. accrual accounting
 - Tax vs. managerial accounting
 - Setting-up cost center, support center, and profit center
 - Understanding market vs. book valuation
- 12:00 PM** Lunch
- 1:00 PM** Impact of Cow Inventory on Profit
- Determining the value of one more cow to the enterprise
 - Identifying how much you can spend to keep cows in drought
- 1:30 PM** Stocking Rate: A Critical Decision
- Determining carrying capacity and stocking rate
 - Getting started with limited information

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- 2:40 PM** **Break**
- 3:00 PM** Management for Optimal Reproductive Performance
- Balancing performance with costs
 - Supplementing the cowherd strategically
- 4:00 PM** Cow-Calf Health Guidelines
- 5:00 PM** **Adjourn**

THURSDAY, JANUARY 13, 2022

- 8:30 AM** Management and Marketing to Maximize Value
- Calf weaning and post-weaning decisions
 - Raising market cow revenue
- 9:15 AM** Defining and Measuring Financial Success
- Defining Profitability
 - Implementing enterprise accounting and suitable cost allocation
 - Determining and tracking financial metrics that matter most
- 10:00 AM** **Break**
- 10:20 AM** Finding Profitability Leverage Points and Making Business Decisions
- Analyzing cost reductions and revenue enhancements
 - Making stocking rate and supplementation decisions
 - Making replacement female purchasing decisions
 - Evaluating capital investments
- 11:40 AM** Wrap-Up
- 12:00 PM** **Adjourn**