

21st Annual HOLT CAT® Symposium on Excellence in Ranch Management

*Reducing Exposure in a Rapidly Changing Business*

**November 7-8, 2024 || Kingsville, TX || Hybrid Event**

**THURSDAY, NOVEMBER 7**

Trade show open from 11:00 AM to 5:00 PM

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**11:00 AM Registration & Trade Show**

**1:00 PM Welcome** Rick Machen

**1:15 Exposure Comes from Every Direction** Aaron Berger  
*The speed of change will likely be faster tomorrow than it was today. As the pace of the beef business quickens, exposures will appear with less time to react. Hence, identifying and preparing for risks will be essential for sustaining the business. University of Nebraska Extension Beef Systems Educator Aaron Berger leads off the 2024 symposium by canvassing sources of exposure that pose a risk for beef producers.*

**1:45 Erosion of Natural Resources** Jeff Goodwin  
*All life depends on soil, water, and energy from the sun. Stewardship of natural resources has been an expectation from the beginning; failing to protect the resources may be the greatest form of exposure. Having invested a career in practicing and teaching sound stewardship and currently serving as Director for Texas A&M's Center for Grazinglands and Ranch Management, Jeff Goodwin will start from ground level and identify resource exposures to watch for.*

**2:30 Break to the Tradeshow**

**3:00 Labor Limitations** Diane Charlton  
*'Help Wanted' signs frequent the front window of most every business these days. Labor availability resides among Generation X, Z and Millennials who work differently than Baby Boomers did. Recruiting and retaining help requires a different approach. Diane Charlton studies the intersections of labor markets, labor migration, and agricultural production at Montana State University. Her insights will sharpen your vision as you search for help.*

**3:45 People and Infrastructure Require Management** Phil George  
*Failing to do so creates vulnerabilities in the business. Phil George led the development of Miratorg Agribusiness Holding, the largest vertically integrated animal protein production system in the world. Doing so required avoiding risks associated with managing people and infrastructure.*

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- 4:30**      **Speaker Panel**
- 5:00**      **Adjourn**
- 5:30**      **Social Hour** at Caesar Kleberg Wildlife Research Center
- 6:30**      **Prime Rib Dinner**
- 7:30**      **Recognition and Texas Farm Credit Certificate Awards**

## **FRIDAY, NOVEMBER 8**

*Trade show open from 7:00 AM to Noon*

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- 7:00 AM**      **Coffee & Trade Show**
- 8:00**      **Beef – The Big Picture** Walt Keeling  
*Smallest cow herd since 1962, fewer feeder cattle, record high cattle and beef prices, cheaper competing proteins, dependence on export consumers... too often we never read deeper than the headlines. The daily grind often precludes considering the beef business beyond the front gate. Cobalt Cattle Company VP for Risk Management Walt Keeling will put elements of the big picture in perspective.*
- 8:45**      **Managing Price Risk: Stories of Success... and Shortfalls** Ron Rowan  
*When beef producers hear ‘risk exposure’, their minds quickly turn to price risk management, even though cost management may afford greater exposure reduction. For the past 20 years, Ron Rowan has focused on cattle and grain marketing and customer development for Beef Northwest. Condensing two decades of experience into a few pointers in 45 minutes is a tough task, but Ron is up for it.*
- 9:30**      **Break to the Tradeshow**
- 10:00**      **Diversification is Essential** Darren Bevans  
*Though the symposium focus is beef production, few ranches can overlook management opportunities to spread fixed costs and thereby reduce financial risk. Diversification of enterprises and income streams is essential for success. Working for Deseret Ranches, Darren Bevans evaluates a variety of opportunities for diversification and will share some of his experiences.*

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- 10:45**      **The Endless Pursuit To Strengthen Beef's Reputation**      Molly McAdams  
*Ultimately, consumers determine the success of our industry. Sustaining positive eating experiences and confidence in the safety, wholesomeness, and nutrition of beef is integral for keeping it center of the plate. Molly McAdams, PhD, Executive Vice President of the Texas Beef Council, will highlight how Beef Checkoff investments are bolstering beef's reputation and securing a strong market for our product in Texas and beyond.*
- 11:15**      **Speaker Panel Discussion**
- 11:45**      **So Where from Here?**      Aaron Berger  
*Often, participants depart a conference like this overwhelmed with information and uncertain where to start when they get home. As an exceptional systems thinker and analyst, Aaron will summarize the discussion and provide focus for your trip home.*
- 12:00**      **Lunch**
- 12:45 PM**      **King Ranch Tour**
- 4:30**      **Adjourn**