

23rd Annual HOLT CAT® Symposium on Excellence in Ranch Management

Digital Solutions for Ranch Management: Harnessing Value-Driven Technology

November 5-6, 2026 || Kingsville, TX || Hybrid Event

THURSDAY, NOVEMBER 5

- 11:00 AM Registration & Trade Show**
- 1:00 PM Welcome**
- 1:15 PM Keynote: The Ever-Quickening Advances in Natural Resource and Animal Management Technology**
Ryan Reuter, Professor, Dept. of Animal and Food Sciences, Oklahoma State University
- 2:00 PM Monitoring the Liquid that Supports Life and Other Infrastructure**
Andrew Coppin, Co-Founder and CEO, Ranchbot
- 2:45 PM Break**
- 3:15 PM Ground Level – Food and fiber production begins with healthy soil, so how can we better manage our dirt?**
Rachel Larsen, Founder, Grounded Life Soil Consulting, LLC
- 4:00 PM Managing Resources Rooted in the Soil**
James Clement III, Chief Growth Officer & President, Grass and Rangeland, Earth Optics
- 4:45 PM Speaker Panel Discussion**
- 5:15 PM Adjourn**
- 5:45 PM Social Hour**
- 6:45 PM Prime Rib Dinner**
- 7:30 PM Texas Farm Credit Certificate Awards**

FRIDAY, NOVEMBER 6

- 7:00 AM Coffee & Tradeshow**
- 8:00 AM Harnessing Genetic Potential to Improve Production Efficiency and Enhance Beef Quality**
David Thomas, Vice-President, Jorgensen Land & Cattle
- 8:45 AM Technology Affords More Frequent and Closer Observations of Animal Behavior and Health**
Chip Kemp, Chief Strategy Officer, 701X
- 9:30 AM Break**
- 10:00 AM Posts, Wire, and Sagging Gates are No Longer *Essential* for Managing Livestock**
Jeff Young, General Manager, Ensign Ranches
- 10:45 AM Putting It All in Perspective**
Charley Martinez, Director, King Ranch® Institute for Ranch Management
- 11:30 AM Speaker Panel Discussion**
- 12:00 PM Lunch**
- 1:00 PM King Ranch Tour**
- 4:30 PM Adjourn**