



RANCH MANAGEMENT PROGRAM

THE CATTLE CALL
Newsletter for Alumni of the
TCU Ranch Management Program
Winter 2017

From the President, Wayne Cockrell '98
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It is hard to believe that 2017 is almost over. Looking back at where the cattle market was at this time last year, I say we should celebrate this year. The 2017 spring fed cattle rally reduced carcass weights and carried us a long way this year. The export market certainly helped as well. This has been one of the rare years where every segment of the beef sector was profitable. Of course, the profitability depended upon market timing and cost of gain. The market volatility is not going away any time soon, so market research and a creative market strategy are important tools. Cheaper costs of gains are like looking for the perfect roping horse - you think yours is pretty good, but somebody else has a better one, so you keep looking.

The end of the year is the time to look at your yearly performance records and make an honest assessment of what you did great and what areas you need improvement in. More often than not these areas are affected by weather, and although we can't control that, we can reflect on how well we responded to its impact. Looking at 3-5-10 year performance trends work better. My third grade teacher made the class recite, "Good, Better, Best. Never rest until your Good is Better, and your Better is Best!" every day in school. I hated reciting it day after day, but it sure got stuck in my head and she was sure right!

What I like best about the end of the year is looking forward to the next year with a fresh new management plan, new goals, and a renewed sense of optimism. Successful businesses or organizations are led by optimistic people! To get everyone in your business to follow your lead, they better have confidence that you know where you are going! Even during the tough times, great leaders adjust as necessary and remain positive. Although, I still reserve the right to use the term "cautiously optimistic" anytime we are talking about the cattle business!

I also look forward to the New Year because that means our annual TCU Ranch Management Roundup will be coming up at the end of January. I always look forward to seeing classmates, old friends, RM staff, and making new friends. If you have not attended in a while, or have never attended, come join us. You will be glad you did, and I promise you, your classmates will be glad you did.

See you in Fort Worth!



Kerry Cornelius
 Director
 Burnett Ranches Professorship
k.cornelius@tcu.edu

Where We Have Been and Where We Are Headed

Roundup is scheduled for January 27. Our morning speaker this year is Dennis Stiffler, Ph.D., is president of the Texas Division, Halpern's Steak and Seafood, headquartered in Atlanta. He is the former chief executive officer of Mountain States Rosen, a fully integrated, livestock producer-owned, fabricator, processor, and distributor supplying quality lamb and veal products. Stiffler has 30 years of livestock, meat industry, and international marketing experience, and spent 10 years at major universities involved in teaching, research, and extension services. During his tenure in academia, Stiffler traveled abroad on numerous occasions representing both USMEF and the U.S. Grains Council in education and market development programs. Mr. Stiffler is going to give an outlook on the beef market where we have been and a projection on what we need to look for in the future.



TCU Gives Day 11.10.17



East Wildlife Foundation 10.31.17

Have you submitted your Merck invoices to Missy Bonds or Ranch Management yet? Merck has committed to giving back 1% (up to \$3,000) of total Ranch Management alumni invoices to the Merck Animal Health Scholarship for Ranch Management students. This commitment is reviewed on a yearly basis. All size producers are encouraged to submit invoices; no invoice is too small! Merck analyzes the growth of their products that RM alumni use. Invoices or computer runs must show Merck product, price, dates, and account name. Invoices may be submitted directly to Missy or to Ranch Management before January 15, 2018. Alumni or their drug representatives can contact Missy for more information at 817.232.3555 (office), 817.917.2958 (cell), or by email at msag98@aol.com.

Continued from page 3 Is She Open or Not?

I have also used this blood test on day 34 after breeding a heifer with AI to determine if we needed to plan on a cleanup bull or rebreeding her with AI again. The ease of use, accuracy, and cost of this BioPRYN blood test has become a very practical tool in my ranch management tool box. For any further questions about blood testing cows for pregnancy or reproductive concerns contact Chris Farley. 817.257.7145 j.farley@tcu.edu

Is She Really Open or Not?



Chris Farley

Assistant Director

Southwestern E & L S Professorship

j.farley@tcu.edu

Pregnancy testing cows can pay great dividends when reducing non-producing females. Early determination of pregnancy can help decide management factors that can also save money and reduce expensive bull cost. Rectal palpation of cows can be done by an expert as early as 30 days after breeding, although, beginners should not try this because the embryos are delicate at that stage. Many times in a ranch setting we need to have either an additional confirmation of someone's palpation results or a way to test a cow in an early pregnancy stage when it is not safe to palpate because the breeding date is unknown.

Rectal palpation is an ART *and* a Science. No expert is 100% accurate when palpating at 30 days or 6 months. Many times I find myself in situations that make me question whether those cows that are palpated open, are truly open, and should be sold as such. How many times have we all shipped open cows to a sale barn, had the sale barn test the cows just to be sure, and found one cow bred? The value difference between an open cow and a bred cow could be as much as \$600.00 depending on her age. I have found myself in situations prepared to pull blood on these open cows before shipping. Pregnancy testing cows by pulling blood has been around for more than 10 years, but why are we not using it?

BioPRYN[®] (Pregnancy Ruminant Yes No) is a pregnancy detection procedure in cattle, bison, sheep, and goats. This test offers a safe, accurate, and easy alternative for confirming a pregnancy. BioPRYN measures the presence of Pregnancy-Specific Protein B (PSPB), a protein only produced by the placenta of a growing fetus, in the blood circulation of the animal. BioPRYN can be used 28 days after breeding, but lactating cows must also be 73 days after calving. For embryo transfer cows it will need to be 25 days post-implant or 32 days of embryo life. They also have come out with a BioPRYNqk (quick) which offers same-day results.

BioPRYN testing labs are all over the United States. The accuracy of this test ranges from 97-99%. The best part of this test is that you only need to pull 2ml of blood into a syringe and NO refrigeration is needed. I have left these syringes full of blood in a bag for more than a week sometimes with no negative results to the test. I use 4 cc syringes with 18 gauge 1 inch needles and just number them with a black sharpie. The blood can be pulled from anywhere, but underneath the tail head is the easiest place to consistently pull the blood. There is a slight indentation in the center of the tail that a vein or artery can be found. You can also use a vacuum sealed tube if you prefer. Like everything in this world, there is also a YouTube video you can watch to help build your confidence with pulling blood.

You can mail or drop the syringes off at the Integrated Dairy Services in Dublin, TX and they will email the results to you within 48 hours. The emailed results will list the ID number with Pregnant, Recheck, or Open for each syringe. I have sent tubes with less than 1 ml of blood in them and never had a Recheck. The test cost approx. \$2.50 per sample + the syringe and needle \$1.00 + shipping = the *best* \$4.00 I can spend to save a bred cow from going to town.

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TCU RM Alumni Roundup 2018

Saturday, January 27

- 8:30 a.m.** - Registration, Lite Breakfast, and Visit (Brown-Lupton University Union/Ballroom, TCU, Fort Worth, TX) **\$5/person**
- 9:00 a.m.** - Morning Session with Dennis M. Stiffler, Ph.D., Chairman, U.S. Meat Export Federation
- 2:00-5:00 p.m.** - Matinee Rodeo Performance (Southwestern Exposition & Livestock Show; block of 50 tickets, first come-first served) **\$30/person**
- 6:30-7:30 p.m.** - Cocktails (Stockyards Station/Stampede Room, 130 East Exchange Avenue, Fort Worth, TX) cash bar, nothing brought in
- 7:30 p.m.** - Buffet Dinner **\$30/person**
- 8:30-9:30 p.m.** - Silent Auction
- 9:30-12:00 a.m.** - Dance with music by Jake Hooker & The Outsiders

Payment for ALL events due by Friday, January 19, 2018

Hotel reservations can now be made at:

- *Hyatt Place FW Historic Stockyards*

132 East Exchange

Fort Worth, TX 76164

Room Rate: \$199 per night

Phone: 800-833-1516 and refer to the group under the name of *TCU Ranch Management 2018* with group code *TCU8*

Online: https://stockyards.place.hyatt.com/en/hotel/home.html?corp_id=G-TCU8

Reservation Due Date: December 26, 2017

- *Courtyard Marriott Fort Worth Historic Stockyards*

2537 North Main Street

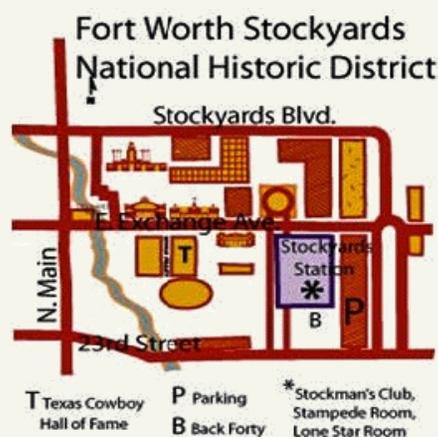
Fort Worth, Texas 76164

Room Rate: \$195 per night

Phone: 888-236-2427 and refer to the group under the name of *TCU Ranch Management*

Online: http://www.marriott.com/meeting-event-hotels/group-corporate-travel/groupCorp.mi?resLinkData=TCU%20Ranch%20Management%5Edfwn%60TCUTCUA%7CTCUTCUB%60195.00%60USD%60false%604%601/26/18%601/28/18%601/12/18&app=resvlink&stop_mobi=yes

Reservation Due Date: January 12, 2018



2018 ROUNDUP RESERVATION FORM

Number Attending:

Morning: No. _____ x \$ 5.00 = \$ _____

Rodeo: No. _____ x \$30.00 = \$ _____

Dinner/Dance: No. _____ x \$30.00 = \$ _____

Total Amount Enclosed \$ _____

Payment Is Due By Friday, January 19, 2018

Online registration and payment with check or credit card is available this year!

https://secure.touchnet.com/C21491_ustores/web/classic/store_main.jsp?STOREID=20&SINGLESTORE=true

OR mail registration form and check to:

TCU Ranch Management, TCU Box 297420, Fort Worth, TX, 76129

Your Name: _____

Grad Year: _____

Address: _____

Email: _____

Telephone Number: _____

Guest Names:

AUCTION DONATION FORM

(Please include value of item(s) listed)

ITEM(S): _____

2018 ROUNDUP AGENDA

Saturday, January 27, 2018

8:30 – 9:00

REGISTRATION, LITE BREAKFAST, & VISIT

Brown-Lupton University Union/Ballroom
Texas Christian University
Fort Worth, TX

9:00

MORNING PROGRAM

Dennis M. Stiffler, Ph.D.
Chairman, U.S. Meat Export Federation

12:00

LUNCH

(On Your Own)

2:00 – 5:00

MATINEE RODEO PERFORMANCE

Southwestern Exposition & Livestock Show
block of 50 tickets
first come - first served basis

6:30 – 7:30

COCKTAILS

Stockyards Station/Stampede Room
Cash Bar (nothing brought in)
130 East Exchange Ave.
Fort Worth, TX 76164

7:30

DINNER

Buffet (menu below)

8:30 – 9:30

AUCTION

9:30 – 12:00

DANCE

to the music of
Jake Hooker & The Outsiders



ROUNDUP MENU

Chicken Fried Steak
served with Cream Gravy
Green Salad
Mashed Potatoes
Green Beans
Dinner Rolls
Apple Cobbler
Cherry Cobbler

Three Ways to Register/Pay:

- ONLINE

[https://secure.touchnet.com/
C21491_ustores/web/classic/
product_detail.jsp?
PRODUCTID=206&SINGLESTORE=true](https://secure.touchnet.com/C21491_ustores/web/classic/product_detail.jsp?PRODUCTID=206&SINGLESTORE=true)

- MAIL

TCU RANCH MANAGEMENT

TCU BOX 297420

FORT WORTH, TX 76129

- CALL

(817) 257—7145

REGISTRATION AND PAYMENT
DUE FRIDAY, JANUARY 19, 2018

Ranch Brigade – Warren Ranch, Santa Anna, TX July 16-20, 2018

2018 Summer Camp Applications Available Now! CADET APPLICATIONS DUE MARCH 15, 2018

We are looking for 13-17 year old students (incoming 8th graders to incoming seniors) who are highly motivated, active in a variety of extracurricular activities, and interested in the outdoors, wildlife, and natural resource conservation.

Being accepted to a Texas Brigades Summer Camp (becoming a Cadet) is a competitive process. Applications for each camp are pooled and graded by a committee; the top 20-30 applicants are selected and notified of their acceptance.

All camp locations and dates are mentioned throughout the website and application; please consider your summer schedule when making camp selections.

<https://www.texasbrigades.org/> to apply

For more information contact Chris Farley 817.257.7145 j.farley@tcu.edu



Thank You

Many thanks to Alltech, Icon Global Real Estate, Lone Star Ag Credit, and Patrick Murray for sponsoring the 6th Annual TCU RM Alumni Reunion and Recruitment Tailgate!



Who did what??

- mail: TCU Box 297420,
Fort Worth, TX 76129 OR
- call: 817-257-7145 OR
- email: ranching@tcu.edu



Thank You!!!

Grad Year _____

Name _____

NEW ADDRESS/PHONE/EMAIL

Address _____

City _____ State/Zip _____

Home Phone _____

Cell Phone _____

E-Mail _____

JOB CHANGE

Company _____

Position _____

Address _____

City _____ State/Zip _____

Work Phone _____

Work E-Mail _____

WEDDING

Spouse's Name _____

Date Married _____

Where _____

BIRTH

Baby's Name _____

Date Born _____

Weight _____ Length _____

We are pleased that so many of you take advantage of this form to indicate change of address, marriage, birth, or job. You are helping us keep up with you and that's what we want to do!



Cattle Call by email

SEE ALL OF THE PICTURES IN COLOR!

Cattle Call can be sent out by email for those of you who would like to cut down on the amount of mail that accumulates in your mailbox.

To receive your copy of *Cattle Call* by email, just send an email to ranching@tcu.edu with "Email Cattle Call" in the subject line.

Please be sure to give us your name if it isn't clear from your email address.



Kevin Johnson
Assistant Director
Houston L S & R Professorship
k.l.johnson79@tcu.edu

Antibiotic Resistance 2.0

It has been another busy year here at Ranch Management. I recently had the opportunity to attend the National Institute of Animal Agriculture's antibiotic resistance conference in Washington, D.C. This meeting brings people from many different backgrounds together to work on antibiotic resistance, and to understand different aspects of the food business. Participants in the conference included government agencies (such as the Food and Drug Administration), food companies, producers, hospitals, doctors, veterinarians, college personnel, food activists, and many others. All phases of animal meat production were represented. The Center for Disease Control presented an interesting paper on pets being a source of bacteria to humans. In addition, the paper covered misusing antibiotics in pets and humans, and the problems this abuse brings to society. In my opinion, meetings like this play an important role in educating people about how we produce food animals, and how antibiotics are used outside of food animal medicine. It was encouraging to see the progress that has been made in the last year on antibiotic use in humans, companion animals, and food animals.

It is clear from this meeting that more veterinary oversight in the cattle business will be needed in the coming years. As producers, it is very important to have a veterinarian that understands the food animal medicine involved in our operations. I'm aware there is a shortage of this type of veterinarian in many areas, but we all need to make a real effort to have a reputable veterinarian working closely with us in our operations.

On another note, I want to mention that as we come to the end of this year it may be a good time to reflect on our business structure and employee management. The number one call I receive from alumni is about labor issues. Now may be a good time to reflect on how we work with employees and family. Whether it is recruiting, hiring, motivating, communicating, training, retaining, reviewing performance, or relationships with a boss or employees, the questions keep coming. I have worked on these questions since last June and still do not have all the answers, but I have gained some insight I hope to share in this column during 2018. With the current job market, having excellent job descriptions in place is essential when hiring a new employee. In the past, I was not sold on employee performance reviews every six months to a year, but at this point in my life, I understand their value in training and employee retention. We will go into the labor issue along with family business structure and family business transition more at a later time.

We had a good fall semester at Ranch Management. It is a privilege to work with such a fine group of young men and women along with a staff that is top notch. I enjoy hearing from the alumni and look forward to working with all of you in the coming year. May the peace and joy of Christmas be with all of you and may each of you have a prosperous new year.

Merry Christmas!