

Managing The Beef Herd

Planning... to capture opportunities

The past ten years has seen many challenges for Beef Producers. We saw fertilizer prices soar to levels never seen before, which caused changes in how we manage our forages. We saw the worst drought in my career. The historic drought of 2011 caused many producers to liquidate cow herds and rethink the way they managed their cattle herds. Following the drought we saw historic low cattle numbers which in turn allowed us to see record high prices for a time. We quickly rebuilt numbers which drove prices back down. The export market and high consumer demand for red meat has helped stabilize prices. We need both to help negate the current cattle numbers. We have other possible negative factors on the horizon as well: threat of tariffs on red meat, looming drought conditions, growing cow numbers, high hay prices.

With all these factors in mind the 2018 version of "Managing the Beef Herd" will focus on managing for profitability. We have put together a topnotch group of Extension Specialist to present cost saving ideas for Beef Producers.



Date: Friday, September 21, 2018

**Location: Camp Cooley Ranch Sale Pavilion
4297 Camp Cooley Ranch Rd, Franklin, TX 77856**

Please call to Pre-Register (979)828-4270

Two CEU's will be given for private applicators needing hours.
(2 General)
pay \$25.00 registration fee at the door (check or cash)

7:45am –9:00am Registration and Booth Visitation

9:00am - 9:10am Introduction and Welcome

9:10am – 10:10am Dr. Jason Johnson will discuss how to design a budget to fit your ranching operation. He will also discuss several changes in the tax law for 2018.

10:10am – 11:10am Dr. Vanessa Corriher-Olson will discuss management strategies to use your fertilizer, weed control and hay dollars wisely.

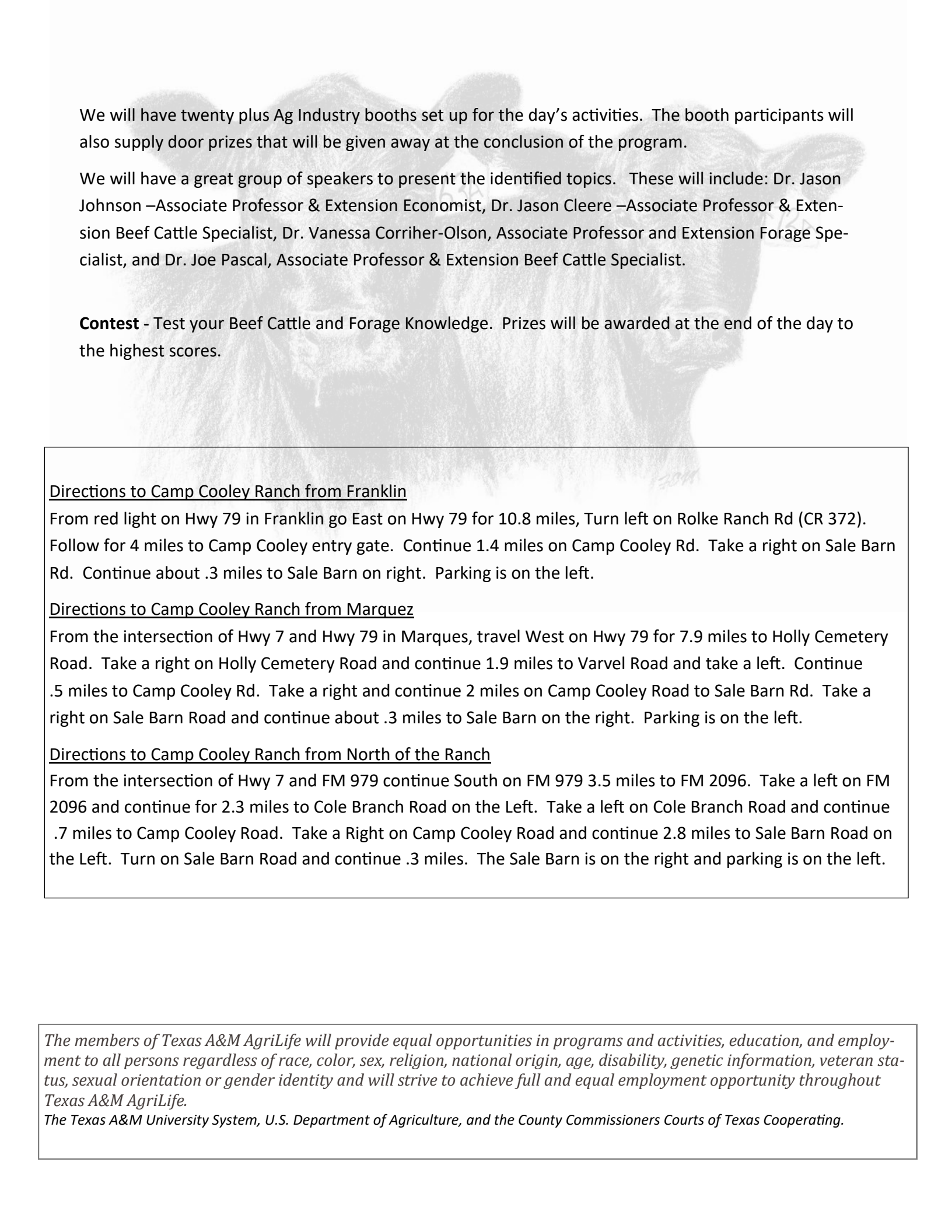
1:10am – 12:10pm Dr. Joe Pascal will discuss management decisions that affect your bottom dollar on a beef cattle ranch. As well as using available beef cattle genetics to positively influence your revenue on the ranch.

12:10am –1:20pm Lunch, Booth Visitation & some door prizes.

1:20pm – 2:20pm Dr. Jason Cleere will discuss beef cattle nutrition management strategies and cost saving strategies.

2:20pm –2:30pm Fill out evaluations, announce contest winners, draw for door prizes, and hand out CEU certificates.

2:30pm Adjourn



We will have twenty plus Ag Industry booths set up for the day's activities. The booth participants will also supply door prizes that will be given away at the conclusion of the program.

We will have a great group of speakers to present the identified topics. These will include: Dr. Jason Johnson –Associate Professor & Extension Economist, Dr. Jason Cleere –Associate Professor & Extension Beef Cattle Specialist, Dr. Vanessa Corriher-Olson, Associate Professor and Extension Forage Specialist, and Dr. Joe Pascal, Associate Professor & Extension Beef Cattle Specialist.

Contest - Test your Beef Cattle and Forage Knowledge. Prizes will be awarded at the end of the day to the highest scores.

Directions to Camp Cooley Ranch from Franklin

From red light on Hwy 79 in Franklin go East on Hwy 79 for 10.8 miles, Turn left on Rolke Ranch Rd (CR 372). Follow for 4 miles to Camp Cooley entry gate. Continue 1.4 miles on Camp Cooley Rd. Take a right on Sale Barn Rd. Continue about .3 miles to Sale Barn on right. Parking is on the left.

Directions to Camp Cooley Ranch from Marquez

From the intersection of Hwy 7 and Hwy 79 in Marquez, travel West on Hwy 79 for 7.9 miles to Holly Cemetery Road. Take a right on Holly Cemetery Road and continue 1.9 miles to Varvel Road and take a left. Continue .5 miles to Camp Cooley Rd. Take a right and continue 2 miles on Camp Cooley Road to Sale Barn Rd. Take a right on Sale Barn Road and continue about .3 miles to Sale Barn on the right. Parking is on the left.

Directions to Camp Cooley Ranch from North of the Ranch

From the intersection of Hwy 7 and FM 979 continue South on FM 979 3.5 miles to FM 2096. Take a left on FM 2096 and continue for 2.3 miles to Cole Branch Road on the Left. Take a left on Cole Branch Road and continue .7 miles to Camp Cooley Road. Take a Right on Camp Cooley Road and continue 2.8 miles to Sale Barn Road on the Left. Turn on Sale Barn Road and continue .3 miles. The Sale Barn is on the right and parking is on the left.

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The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.