

## Ranch Record Keeping

Terrell Miller  
[terrell@cattlemax.com](mailto:terrell@cattlemax.com)



## About CattleMax

- Company founded in 1999
- Headquarters in Bryan/College Station, TX
- Rancher-based team in Texas, Montana, Illinois, and Wisconsin
- Customers in 70+ countries



## An illustrated history of herd management



Past



20<sup>th</sup> Century



21<sup>st</sup> Century

## Why Keep Cattle Records?

How keeping good records can help increase your bottom line.

- Learn which cattle are truly productive
- Identify cows for culling
- Demonstrate goal of running ranch as a business
- Track sales and purchases for taxes and accounting

*"You can't manage what you can't measure"*  
- Peter Drucker, 1993

## Key Cattle Records to Track

Organize all of your information in a single place

- **Production records**  
Inventories, breeding history, pregnancy checks, calvings
- **Performance records**  
Weights, BCS, hip heights, carcass
- **Health records**  
Medical treatments, notes, pasture movements
- **Financial/tax records**  
Purchases, sales, death loss, income & expenses
- **Seedstock records**  
EPDs, pedigrees, semen & embryos

## "Investing" in a management system

Your time is the biggest investment you will make in cattle record keeping

### Investment

- Money - Software, hardware, tags, reader
- Setup Time – tagging cattle, entering records, learning components
- Update Time – updating records with births, sales, treatments, etc

### Returns

- Save Time
- Better organization
- Quality and Accuracy
- Understood by others
- Marketing
- Improved decision making



## Reaping the rewards of good records

Makes a real difference in getting benefit of your record keeping time/effort

### Getting more out of your data

- Calculated performance numbers (adj weights, % dam wt, MPPA)
- Ratios and indexing
- Automatic updating of animal status

### Generating Reports and Worksheets

- Herd inventory lists and worksheets
- Individual animal performance
- Accounting (purchase & sale) reports
- Customer buying history

*"A record keeping system without reporting and analysis is simply an electronic file cabinet"*  
- Louis Martin

## Comparing record keeping systems

Several tools to get the job done

Benefit	Paper	Spreadsheets	Software
Easy to backup		Yes	Yes
Easily read by others		Yes	Yes
Time saving features		Limited	Yes
Data export capabilities		Limited	Yes
Data import capabilities			Yes
Equipment compatibility			Yes
Data validation and error checking			Yes
Flexible reporting			Yes

## Technologies to Help in Record Keeping

## How do we make hay in 2017?



A



B

PC: North Bay Hay & Grain, John Deere

## So why are we keeping paper records in 2018?



A



B

PC: Kids, Cows and Grass

## Using Technology to Increase Collaboration

- Data entry in the field
- Generational transition
- Access ranch records from anywhere
- Used by owners, managers, employees, spouses
- Share with accountants, advisors, vets, etc



## Web-based software

- Use on desktops and laptops for the office
- Tablets at home
- Smartphones in the pasture
- Work from anywhere
- CattleMax starts at \$9/month
- QuickBooks Online starts at \$10/month



## QuickBooks – Financial Records



## CattleMax – Production Records

- On-farm herd management and production
- Accessible from any web browser
- Herd sizes from 10 head in to the thousands
- Editions for Commercial and Registered Herds
- Pricing starts at \$9/mo



TSCRA Members receive  
10% Discount



## Digital Weigh Scales – Data Collection

- Install under squeeze chute or in alley
- Store weights for importing in to spreadsheet or software
- Calculate average daily gain
- Ensure accurate treatment dosages



TRU-TEST



## RFID Tags and Readers – Cattle Working

- Round tag the size of a half dollar
- Priced ~\$2.25/tag, readers start at \$329
- Scan and store list of scanned tags
- Scan and lookup on phone



## Questions?

Feel free to contact us with questions or comments.

CattleMax cattle software  
[www.CattleMax.com](http://www.CattleMax.com)

Terrell Miller  
[howdy@cattlemax.com](mailto:howdy@cattlemax.com)

The Cattle Tags Store  
[www.CattleTags.com](http://www.CattleTags.com)



The Cattle Scales Store  
[www.CattleScales.com](http://www.CattleScales.com)