



## 2019 Cattle Raisers Convention and Expo — Opportunities to Learn, Shop, Enjoy and Connect

Coverage of the 132nd Cattle Raisers Convention and Expo by Lindsay Allen, Mike Barnett, Sydnee Beach, Ellen H. Brisendine, Adora Campbell, Liberty Campbell, Robert and Janelle Fears, Kristin Hawkins, Joyce Marsden, Keni Reese and Professional Images Photography.

The 2019 Cattle Raisers Convention drew more than 4,300 registrants to hear industry experts, engage in educational opportunities, connect with other ranchers, and browse an enormous trade exposition featuring the latest and greatest products available to cattle raisers.

The Cattle Raisers Convention and Expo is the largest ranching event of the year in the Southwestern U.S. This was the 142nd annual event.

The event featured programs and activities of interest to cattle raisers, landowners, and the general public, with opportunities for everyone to participate.

Browse the following pages for an overview of the Cattle Raisers Convention. Then block out March 27 to 29, 2020, to attend the 143rd Cattle Raisers Convention and Expo in Fort Worth. ■

Robert E. McKnight, Fort Davis, president of Texas and Southwestern Cattle Raisers Association (TSCRA), welcomed more than 4,300 registrants to the 142nd Cattle Raisers Convention and Expo, March 29 to 31, Fort Worth.



More than 250 businesses brought their best goods and services to the Convention and Expo.



Bret Baier, Fox News senior political correspondent, was the keynote speaker for the general session of the Cattle Raisers Convention.



Safe cattle handling is good for the cattle and the humans. Curt Pate, noted stockmanship instructor, presented a demonstration of safe cattle handling techniques during the 2019 event.



TSCRA hosts the Cattle Raisers Convention for the benefit of ranchers, landowners and natural resources managers in Texas and the Southwest. Speakers in classroom sessions offered education on cattle health, rangeland health, business management and more. Demonstrations in the Priefert Demonstration Area, such as the calving demonstration presented by Joe Paschal, Texas A&M AgriLife Extension Service, offered additional free education.





Dan Gattis, chair of the TSCRA Private Property Rights and Tax Committee and member of the TSCRA board of directors, encouraged attendees to get involved in the work to reform eminent domain laws in Texas via a simple text service.



Sarah Fitzgerald, Farm Credit, welcomed more than 1,000 guests to the Cattle Raisers Dinner and Dance on Saturday night.



Registrants were greeted with a smile at the registration desk.



The School for Successful Ranching offers ranchers and landowners opportunities to choose classes of interest and the time to interact with the instructors. Questions from the audience are always encouraged.



The Cattle Raisers Expo drew diverse crowds such as these young members.





Cow Camp is a great day for Cattle Raisers ages 5 to 10. Many thanks to the Cattle Raisers Museum for helping our youngest members create fun memories.



You are sure to enjoy delicious beef meals at the Cattle Raisers Convention. This was one of the buffet lines at the Cattle Raisers Dinner and Dance.



TSCRA Director Freddy Nieto, Raymondville, welcomes new TSCRA members at the New Member Orientation.



Cattle Raisers Expo exhibitors know to come ready to do business.

## 2019 CONVENTION BY THE NUMBERS

**\$1,000,000**

Investment by sponsors, exhibitors, and attendees

**128,321**

Square feet of carpet on the Expo floor

**12,500**

Hours attendees spent in the Expo

**5,000**

Photos taken

**4,640**

Beef meals served

**4,300+**

People in town for Convention, Expo & special events

**3,674**

Feet of drape

**3,000**

Convention handbooks

**2,500**

Gift bags

**250+**

Exhibitors in the Expo

**161**

Gallons of coffee

**29**

Sponsors of the Convention events

**40**

Hours of educational programs

**40**

U.S. states represented by attendees and exhibitors

**24**

Interns on hand





Arthur Uhl, San Antonio, serves as second vice president of TSCRA.



Hughes Abell, Austin, serves as first vice president of TSCRA.



(L-R) Gary Price, Blooming Grove; Gerald Nobles, Brady; and Dan Gattis, Georgetown, were elected to serve on the TSCRA Executive Committee.



Two members of TSCRA were elected honorary directors. From left are David Mayfield, Dublin, and Markham Dossett, Waco.



New members of the TSCRA board of directors are, seated from left, Amanda Dyer, Fort Davis; James Clement III, Kingsville; April Bonds, Saginaw; standing from left are James H. Dudley IV, Horseshoe Bay; Bobby Dobson, San Antonio; Gage Moorhouse, Benjamin; and Lew Thompson, Pearsall. Not pictured is Edward Bordovsky Jr., Riviera.



Three members of the TSCRA Executive Committee completed their terms and were thanked for their service at the Cattle Raisers Convention. From left are President Bobby McKnight; Leslie Kinsel, Cotulla; Clay Jones, Brady; Brian McLaughlin, Midland; First Vice President Hughes Abell; and Second Vice President Arthur Uhl.





Kelley Sullivan, Crockett, rotated out as chair of the Association Promotion Committee and Markham Dossett, Waco, completed his term as a member of the Regional Association Promotion team. From left are Bobby McKnight; Dossett; Sullivan; Hughes Abell; and Arthur Uhl.



David Kitner, manager of the Killam Duval County Ranch, was not able to accept the Outstanding Rangeland Stewardship Award in person. He was ably represented by Stephen Diebel, Victoria, left, chair of the TSCRA Natural Resources and Environment Committee. At right is President McKnight.

From left are Heath Hemphill, Coleman, chair of the TSCRA Law Enforcement Committee; President McKnight; and Scott Williamson, executive director, Law Enforcement, Brand and Inspection Services. On behalf of the TSCRA special rangers, Hemphill and Williamson recognized William Torrey, Milam County District Attorney, for being named Prosecutor of the Year.



Kara Matheney, Washington County Extension Agent for agriculture and natural resources, was named outstanding county agriculture Extension agent. At left is James Palmer, Roaring Springs, chair of the Agriculture Education Committee. At right is President McKnight.



TSCRA Honorary Director Trainor Evans, Mercedes, right, presented TSCRA Director Jason Harlow, Dallas, with a pair of custom boots as an award for winning the membership contest.



The TSCRA board of directors presented a custom saddle to Eldon White, who retired as CEO/executive vice president of TSCRA at the end of 2018. From left are Arthur Uhl; Hughes Abell; daughter Kelly Smith and granddaughter Kylie Smith, Keller; Val and Eldon White; Bobby McKnight; and Past President Joe Parker Jr., Byers.



# The Trump Administration, Congress and a Look at Politics in America

The ten days before the Cattle Raisers Convention in late March were pretty good for President Trump.

The Mueller investigation ended, the attorney general released a four-page report that was favorable to the president and the economy just kept chugging along.

“Covering that ten days was like drinking from a fire hose,” said Bret Baier, anchor of the Fox News Special Report.

Baier shared his perspective on what is going on in the White House and on Capitol Hill at a general session at the convention.

Baier said Republican support for Trump remains strong despite the controversy swirling around the president. He said the administration has accomplished a lot, including the appointment of two Supreme Court judges, filling other judicial spots in federal courts across the country, doing away with many regulations, instituting tax cuts, and restructuring the Veterans Administration.

He said Republicans fully support the president while Democrats fully oppose him. Baier said Trump is emphasizing four pillars during his campaign for re-election to attract the swing Independent votes: the economy, immigration (finish the wall), late term abortion and socialism.

Baier said that with 20 Democrats in the race and policies like the New Green Deal and Medicare for All, Trump has plenty of ammunition for his campaign. Beto O’Rourke could be a formidable candidate, Baier said, citing the \$80 million he raised after losing in his Senate campaign in Texas. He predicted a close race.

As for Congress? “If you’re worried Congress will do something in the next year and a half, don’t be,” he said. ■



Cattle Raisers welcomed Fox News Senior Political Correspondent Bret Baier to the general session of the Cattle Raisers Convention. Baier, anchor of Fox News’ Special Report, shared his insights into the Trump administration and answered several questions from the audience.



Doris Jones, Brady, was among more than 900 audience members at the general session who listened to the engaging stories from Baier.



Baier opened the general session up to questions from the audience. Alvin Kaddatz, Hillsboro, was one of several with questions for the keynote speaker.



TSCRA Director Buck Arrington, Pampa, seems to enjoy Baier’s impressions of frequently heard comments made by President Donald Trump.



Many thanks to Hargrove Ranch Insurance for sponsoring the general session. From left are Arthur Uhl, Hughes Abell, Bret Baier, Bobby McKnight and Rafe Hargrove.





Chuck Coffey brought a report from the Cattlemen's Beef Board to the TSCRA board of directors meeting.



National Cattlemen's Beef Association President Jennifer Houston spoke at the TSCRA board meeting.



Jason Skaggs, executive vice president/CEO of TSCRA, gave an association report to the board.



TSCRA Special Ranger H.D. Brittain, District 19 in West Texas, spoke about the basics of branding at one of the demonstrations in the Priefert Demonstration Area.



Scott Williamson, TSCRA executive director of law enforcement, brand and inspection services, explained livestock brand design and basics at the Branding 101 demonstration.



Rayford Pullen, The Wax Company, did double duty at the Cattle Raisers Convention. He represented his company in the Cattle Raisers Expo and gave a demonstration on the value of various types of cattle in the Priefert Demonstration Area.



Bart Larremore, Jordan Cattle Auction, and Surcy Peoples, Cactus Feeders, discussed the potential dollar value of a set of calves during one of the demonstrations at the Cattle Raisers Expo.



Curt Pate, stockmanship expert, taught cattle handling safety.



Demonstrations in the Cattle Raisers Expo are free to attend and offer valuable opportunities for learning. Joe Barbour, Livestock Marketing Association of Texas, presented one of these useful demonstrations.



Joe Paschal and Tom Hairgrove, Texas A&M AgriLife Extension, were back at the Cattle Raisers Expo again this year with their calving demonstration. They came supplied with a beef cow pelvic structure and a life-size dummy of a calf. Members of the audience were invited to "assist" the calf during the demonstration.



Cattle handling equipment companies demonstrated the workings of their squeeze chutes during the Arrowquip Chute Out in the Cattle Raisers Expo. The chutes were set up in the Priefert Demonstration area and cattle were worked through each. This gave the audience members the chance to see their possible purchase in action.



T. Saunders, Powder River Livestock

CATTLE EQUIPMENT  
 CHUTE OUT  
 SPONSORED BY ARROWQUIP



Rusty Alexander, Alexander Livestock



Joey Gamble, Priefert



David Pearson, Pearson Livestock



Lane Thompson, Arrowquip



Randy Blach, CEO of CattleFax, Denver



Greg Hanes, USMEF, discussed international trade and the beef industry. Austin Brown III, TSCRA director from Beeville, introduced Hanes.



Kaleb McLaurin, TSCRA executive director of government and public affairs, explained TSCRA's work to reform eminent domain in the 2019 session of the Texas Legislature.



Dan Gattis, TSCRA director from Georgetown, chairs the Property Rights and Tax Committee. He moderated the session on eminent domain reform.



Randy Blach, CattleFax, brought a market report to a packed session. Julie Porter Mayfield and her colleagues at Lone Star Ag Credit sponsored his talk. TSCRA Director Jody Bellah, vice chair of the Marketing and Transportation Committee, introduced Blach.



From left are Alisa Harrison, TSCRA Past President Jon Means of Van Horn, and Colin Woodall. Harrison directs National Cattlemen's Beef Association's checkoff-funded national and state partnership. Woodall is the senior vice president of government affairs for NCBA.



Jeff Gore brought his guitar and a message to Cowboy Church on Sunday morning.





From left, Stan Bevers, one of the School for Successful Ranching keynote speakers, visits with TSCRA Director Gary Price, Blooming Grove.

Dr. Rick Machen, King Ranch Institute for Ranch Management, and Stan Bevers, economist, presented School students with predictions about the ranching world in 20 years.

## 20 Years From Now: An Informed Estimate of the Ranching World in 2039

Dr. Rick Machen and Stan Bevers, King Ranch Institute for Ranch Management, Texas A&M University at Kingsville, offered their best projections for what the industry may look like in 20 years.

- U.S. rural land and where will the cows be located? The number of acres does not change but the amount of available rural land has decreased as urban acres have increased. Average age of producers is 58.3 years now; we are facing a large turnover of land ownership.
- Population dynamics of the planet and its influence on U.S. beef. The world's population is expected to rise to 9.2 billion and beef continues to be important, but shopping and spending habits will change. We must educate consumers with facts, using their preferred means of communication.
- Climate change and weather influence. The climate

is changing but cows and livestock are not the biggest problem. Beef industry participants must speak with a common voice to tell their success stories. None of us can afford to be passive in this fight.

- U.S. Government. The post-WW2 policy of cheap food is being used to fuel a government-dependent agenda; fake meat and other health and nutrition policies are also anti-ag.
- U.S. Cattle/Beef Industry. As costs of production continue to rise, efficiencies become more and more important. Partnerships and new technologies should be investigated.

Takeaway: You can choose not to change but know that you will be competing against those who are willing to change. ■



Taylor Yeates helps a School for Successful Ranching student with a question after the Hall and Hall Partners LP class.



Adrian McDonald Jr., Bryan, has a question for Tyler Jacobs, one of the presenters at the School for Successful Ranching.

## Is Your Ranch an Investment or Production Asset?

There is a big difference in running your ranch as a production asset versus using it as an investment for your family.

“As a rancher, you are in the real estate business,” Tyler Jacobs said. “And, in many cases, you are managing millions and millions in real estate.”

Jacobs and Taylor Yeates of Hall and Hall Partners LP, a ranch real estate firm, spoke to participants at the School for Successful Ranching, part of the 2019 Cattle Raisers Convention hosted by Texas and Southwestern Cattle Raisers Association (TSCRA).

Ranch owners often want to believe a new owner will continue to run the ranch the way they do.

“In many cases family and business collide and you have to sell the ranch,” Jacobs said. “Maybe you are tired of it. Maybe you want to hand it down to family, but they have no interest.”

There are two schools of thought when it comes to operating a ranch. One is to manage as an investment by holding the asset for future return. The other is to run it for production and “squeeze every drop of income out of it that you can,” Jacobs said.

Jacobs and Yeates offered several observations on managing a ranch for production or as an investment, including the following:

- 1) When selling a ranch, realize that water is always a sound investment — ponds, lakes, etc. Solar wells are a game changer in that you can put water where you want. “Water is the single most important improvement to add value to your property,” Yeates said.

- 2) If you are a buyer and want to get in the cattle business, decide if you want to run a commercial or seedstock operation. “Many ranch buyers are businessmen who want to run with the big boys. Say the bull you want to run with your registered cows costs \$100,000. Can you afford to play at that level?” Yeates asked.
- 3) Be aware of family dynamics regardless of whether you are on the investment or production side. What will become of the ranch when you die? Do the kids want it? Are they split on buying and selling? Are there estate tax consequences if you die? “These things need to be considered,” Yeates said.
- 4) Don’t narrow the focus of the ranch to one area. For example, a monocultured ranch with no brush or few trees will appeal only to someone who wants to run cattle. Chances on finding that person to buy that ranch are slim.
- 5) A good tenant will take care of your land. A bad tenant will use all the resources and the land depreciates in value.
- 6) Before you make an improvement, determine whether it adds to or takes away value for the ranch.
- 7) Communicate with family. A big problem is trying to value a multipurpose ranch and ending up “with a mishmash of additions that have no value to any buyer,” Yeates said.
- 8) Make clean and functional improvements. “When rich people buy a ranch, they want everything they build to be the best,” Yeates said. “And they are



disappointed that they don't get that investment back when they sell."

Yeates said many buyers want a toy when they purchase a ranch. They buy a ranch and need a manager.

And 17 or 18 years later, the kids lose interest in hunting or fishing or whatever they were doing there.

"We're seeing more and more of that in Texas," Jacobs said. ■

## Keeping the Ranch in the Family and the Family on the Ranch

*When a family has held on to their land for five generations, going on six, they must be doing something right.*

Donnell Brown shared his perspectives on keeping the ranch in the family, and the family on the ranch in a breakout session at the TSCRA School for Successful Ranching. He told the story of how the R.A. Brown Ranch of Throckmorton has kept their ranching heritage alive over five generations, working on the sixth, and offered his perspectives on how you can achieve similar results.

His No. 1 piece of advice is for parents and children to sit down and talk, in a civil manner, about what they will do when you are no longer around.

"It's not easy to accomplish when the family can't see where you are headed," he said. "Don't give up. It's well worth the effort."

Brown gave several tips on estate planning and handing off the ranch to your children, including the following:

- 1) You need to be able to talk about death with your parents. In the case of the R.A. Brown Ranch, the parents made the commitment to keep the ranch in the family because the children wanted to stay in ranching. "You don't want to talk about death with your parents," Brown said. "Get over it."
- 2) Get out of the ranch environment to talk about transition. "Getting away from daily worries and chores from the ranch tends to let you look at things more objectively," Brown said.
- 3) Take care of siblings who want out. In the Brown's case, a sister who didn't want to stay in ranching was bought out.
- 4) If you want to come back to the ranch, do one of two things. Come back as an employee, Brown said, or bring back a business plan to "grow the pie" to support more people.
- 5) Get an expert to handle the legal work. There are different ways to approach estate planning. "I'm not an expert," Brown said. "Go to a professional



Ron Hays, right, with the Oklahoma Farm Report, Oklahoma City, had a few questions for Donnell Brown, who spoke about keeping the ranch in the family.

- to make sure everything is legal and done right."
- 6) Know if your children are "boots on the ground or are they on the fence?" Get your children involved when they are young, Brown said. Teach them how to work. "Let them pursue their passion, wherever it leads them."
  - 7) If your children choose the ranch, let them share responsibilities so they can prepare for the future. "Let them make mistakes," Brown said. "That's how we learn."
  - 8) Teach your children to be the best that they can be. They should learn to work, earn, save, and invest. "And be willing to help them in anything they wish to pursue."
  - 9) What you want should not lead you into making bad decisions. Life is full of unexpected twists and turns. "Whatever generation you are in, you need to prepare," Brown said.
- There are four siblings in the fifth generation of the R.A. Brown Ranch. There are 17 children in the next.
- "It's important to start the transition early," Brown said. "When you give the ranch to the kids, let the kids decide how they want to run it." ■

## Ranch Records: Save Time, Get Organized and Make Sound Decisions



Terrell Miller, CattleMax Software, talked about ranch recordkeeping and developing a plan to get organized.



Whether you prefer a paper and pen or a smartphone, Miller gave tips and real-life examples of the ways that recordkeeping can improve your operation and make your job easier.

## Feed Those Soon-To-Be-Born Calves Right for Long-Term Herd Success

Dr. Kelly Sanders, Westway Feed Products, says that feeding pregnant cows a restricted diet affects the unborn calf in ways that won't appear until well after that calf is born, weaned, and begins her breeding career. Insufficient nutrition stresses the cow and can hamper proper development of the unborn calf, resulting in pregnancy losses, plus productivity losses in the calf later.

Insufficient nutrition in the first trimester can affect reproductive tract development and tax the growing circulatory systems. Areas affected in the second trimester include muscle structure and development, weaning, finishing, and carcass weights. Improper nutrition in the third trimester can derail a calf's potential age of puberty, conception rates, and general health.

Cows with suboptimal nutrition also produce lower quality colostrum, which can affect a calf's immunity.

Environmental stressors cannot be managed, but you can plan what to do around weather, diseases, and parasites. Have contingencies for feed, vaccinations, and treatment of injury or disease, to help mitigate the factors you cannot control.

A better body condition score overall can help females wean earlier and larger, plus cycle faster.

Keep in mind that nutrition is a three-sided triangle with energy, protein and minerals/vitamins all providing sides of equal importance.

Design a nutrition program that works for where you live. There is no one-size-fits-all program. ■



## Herd Health Calendar Development

Understanding the essential elements of a productive beef cow-calf herd health calendar and the economics of disease was the topic for an hour of in-depth discussion with Drs. John Davidson and Bud Dinges. There isn't a one-size-fits-all approach to herd health, but there are common activities, considerations, and benchmarks all producers should keep in mind. Sitting down and developing a calendar for these tasks can make your job easier and your cattle happier.

- Work with a veterinarian to define your herd goals.
- Find your optimal breeding season. If you don't have a breeding season, establish one.
- Keep records to help measure your success and stay on course.
- Determine the best time to vaccinate or treat certain diseases and conditions. You could be leaving yourself exposed and not know it.
- Vaccinate for the diseases your animals have or that are regional. Ask around to see what others are doing.

## More Cow Pregnancies, Fewer Calf Losses, Faster Genetic Improvement

Dr. Brad Lindsey explained to attendees how techniques used in purebred cattle operations can work for commercial herds to improve pregnancy rates and minimize calf losses. Following are a few of his recommendations:

- Do testing on heifers to gauge follicle viability like you check bulls for scrotal circumference.
- Onset of puberty in a heifer can be affected by many environmental factors like body condition and being fenceline with bulls.
- Optimize feeding and keep an eye on body condition score, or BCS — start feeding at the right time, usually 60 days before breeding.
- Use a balanced ration that complements forage or hay.
- Monitor intake and gain.
- Feed through the first trimester, but second trimester is better.
- Use selective culling to ensure efficiency.
- EPDs can be useful to improve fertility, calf loss and genetic quality: calving ease direct, scrotal circumference/ovarian size, stayability, longevity, docility, and cow energy value.



Bud Dinges, DVM, left, and John Davidson, DVM, DABVP, of Boehringer Ingelheim. Dr. Davidson took questions from the audience after his presentation.

- Read all labels and instructions, every time.
- Follow proper Beef Quality Assurance guidelines and biosecurity measures. ■



Burt Barnes, session moderator, and Dr. Brad R. Lindsey, Ovitra Biotechnology.

- Make a plan dependent on what works best for you, your cows, or heifers, and what is feasible.
- Cull, cull, cull. Resist keeping cows you "like."
- Consider sexed semen. ■

## Utilizing Technologies to Enhance Beef Cattle Reproductive Efficiency

Dr. Cliff Lamb, professor and Department of Animal Science head, Texas A&M University, led a panel of educators from the university's beef cattle program to explain how producers can use technology to enhance beef cattle reproductive efficiency. Each speaker covered an area of research and emerging thought on improving the reproductive ability — and bottom line — for the beef industry.

By utilizing different methods, cow-calf producers can improve pregnancy loss numbers and success by focusing on what elements can influence fertility. Many of these techniques build on each other to help increase female fertility, a trend that has been on the downturn.

### Factors Associated with Pregnancy Loss in Beef Herds — Ky Pohler, PhD, Assistant Professor

- There is some evidence and data that overall beef cattle female fertility is decreasing. Pregnancy loss causes significant losses to beef operations.
- Pregnancy success can have both a maternal and paternal cause: Some pregnancy loss can be minimized with careful sire selection and influence.
- Estrus intensity at time of conception can also be a factor in pregnancy success.
- The economics of heifer development and early puberty in females can be an advantage.

### Relationship Between Temperament and Fertility — Reinaldo Cooke, PhD, Associate Professor, Beef Cattle Production

- Cattle temperament is being investigated as a factor in fertility and pregnancy success. An excitable temperament could be detrimental to the reproductive performance of females and to the overall productivity of beef operations, independent of breed type.
- Temperament is a heritable trait and can be used as breeding and culling criteria. Select sires for temperament and cull aggressive and unproductive females. Care should also be taken to cull docile animals to keep some temperament in the herd.

### Puberty and Heifer Development — Rodolfo C. Cardoso, DVM, PhD, Assistant Professor, Physiology of Reproduction

- Age at puberty will influence the female's ability to rebreed in subsequent years and remain in the herd.



Dr. Cliff Lamb

- The seasonal nature of beef production means that females must hit puberty at the right time to remain efficient.
- Longevity is also important to keeping efficient females in the herd. Cows must wean 3 to 5 calves to pay for the cost of their own development.
- Heifers bred to calve at 2 years of age produce more weaned calf weight in their lifetime. However, first calves from heifers are lighter at weaning than those from mature cows, regardless of whether they calve first at 2 or 3 years of age.

The two main factors affecting sexual maturation in the heifer are genetics and pre- and post-weaning nutrition.

- Age at puberty can be decreased by breed selection, selection within a breed for younger puberty age, and crossbreeding with a breed that has a younger age at puberty.
- Nutrition from weaning to onset of breeding season can impact the age of puberty. However, while effective in most *Bos taurus* breeds, it does not consistently induce puberty by 14 months of age in *Bos indicus*-influenced heifers. Constant birthweight gain from weaning to breeding is not the most efficient and cost-effective solution. Therefore, alternate methods of pre-breeding nutrition may be a consideration.
- Hormonal technologies may provide a more consistent and reliable method to induce early puberty in all groups of heifers. BUT hormonal approaches should NOT be substituted for proper heifer development and nutritional management. ■



## Is Improving Beef Quality Free?

Better quality beef brings a better price. That is a given. But is there a hefty increase in the cost to produce high quality beef?

Mark McCully, Certified Angus Beef, says no. Speaking at the School for Successful ranching, he said cattlemen seek profitability by having the income side go up and the expense line down.

He shared data from Five Rivers Cattle Company that compares the performance difference and cost difference between a pen of high-grading cattle and a pen of low-grading cattle.

“And ultimately they are the same,” he said. “So, it starts to support the idea we can improve the quality of our product while maintaining or improving feed efficiency and growth rates, all the production traits that are really important to profitability.”

More of McCully’s observations include:

- 1) There has been a tremendous shift to a much higher quality beef in the last five or six years as cattlemen have focused on improving the product.
- 2) Selecting for marbling over multiple generations

has resulted in a new, younger cow herd. Now we have heavier cattle and higher quality. Prime has grown 158 percent over the past few years compared to an 86 percent increase in Premium Choice and a 40 percent decrease in Select.

- 3) There has been some compression in the spreads between Prime, Certified Angus Beef, branded programs, Choice and Select. “But we have also seen some cases where, given the amount of production and the high quality we have put out there, the spreads have actually been pretty resilient,” McCully said.
- 4) There is basically no impact on maternal function when quality is improved. “I won’t call it a free trade yet, but in essence, marbling is a trait we can select for and not have the downside effect on feed efficiency,” McCully said.
- 5) There are many demand drivers for this quality beef including export markets, the ground beef product, and merchandising and using more grilling products from the chuck and round. ■

## The Art and Science of Grazing Management

Range specialists pretty much know the science behind range management. But they have never been able to explain the art, because the art is unique to individuals.

“All we ever talk about is the how,” said Charles Kneuper with USDA-NRCS. “We never talk about the why.”

Kneuper and several other range management professionals and ranchers discussed natural resources management practices recently at the TSCRA School for Successful Ranching. They offered several hows and whys as ranchers work to create a canvas of a range management strategy, including:

- 1) Water distribution. Put water in the correct spots to keep livestock moving throughout the landscape.
- 2) Fences. Electric, permanent or both? Use fences to concentrate livestock to get where you want with your grazing strategy.
- 3) Brush management. Herbicides or mechanical? Create a pattern landscape if you want to emphasize wildlife and decide what you need to leave to meet their needs.
- 4) Prescribed fire. What is your objective? Brush

control? Grazing? Mitigation to protect wildlife?

- 5) Prescribed grazing. Get away from cookie-cutter grazing systems. Figure out what you want to achieve with your grazing strategy to meet your time and management goals.
- 6) “Take half, leave half.” Which is more important? The half you leave. One secret to grazing strategies: you need grass to grow grass.

Michael Vance, managing partner of Stark Ranch, home to abundant wildlife and a Red Angus cow herd, offered his perspective as a ranch manager, including:

- 1) Cattlemen can be too repetitive. Be flexible and use different means to meet your goal. For example, many ranchers lock in on selling their calves at the same time year after year. It will get you into trouble if market prices are not part of the equation.
- 2) Grazing is an art. It’s easy to grow beautiful grass with a low stocking rate. There are several considerations for the best use of your grass including cattle fill and satisfaction, watching what cattle are eating at different times of day, grass

height and regeneration, root structure and depth, and many others. Tools are great, but experience counts.

- 3) Bull selection. Use a bull raised in the type of environment your calves are raised and don’t let the almighty dollar make your decision. Spend more money or less money but get a bull that fits your operation.
- 4) Be willing to adjust variables. Little changes can make or lose you \$50 a head. “Some don’t know when to hold ‘em and when to fold ‘em. Don’t mind taking a loss if you can make money doing something different,” Vance said.

- 5) Have something green in the pasture. If you have grass, you have options.

Vance said that developing strategies to make the best use of your natural resources is an individual approach gained by experience and profitability. Long term profitability, he said, requires investment of time and money.

“Are you managing for profitability?” he concluded. “Think about that next person in line whether it is a client, a landowner or a beef consumer.” ■



Bill Fox, associate professor at the Texas A&M AgriLife Research — Blackland Research & Extension Center in Temple.



Charles Kneuper, USDA Natural Resources Conservation Services state rangeland management specialist, Temple.



Jenny Pluhar, Texas Grazing Lands Coalition.

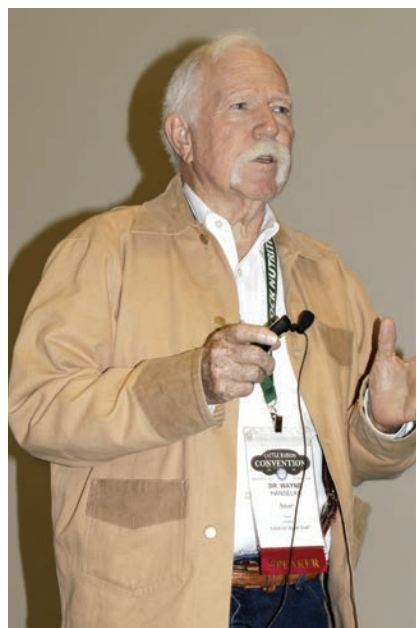


Michael Vance, Stark Ranch, Gainesville.



TSCRA Director Frank Price, Sterling City.





Dr. Wayne Hanselka explained common mistakes landowners might make with herbicides.



Carvin Youngbloom, Hutto, and Dora Wright, Menard, ask a few more questions of Dr. Allan McGinty after his program on herbicide use on the ranch.

## Avoid Common Herbicide Mistakes

There's not really much to proper herbicide management. Use common sense, Dr. Allan McGinty said.

McGinty and Dr. Wayne Hanselka talked about pesticides and their proper use at the TSCRA School for Successful Ranching. Both men are Texas A&M AgriLife Extension Range Specialists Emeritus.

"Set your goals, McGinty advised. And do it safely and effectively."

McGinty and Hanselka offered the following observations:

- 1) Make sure to avoid herbicide drift, (allowing the treatment to move off site). You must use the correct dose and volume. If some of it drifts, you are not getting the volume needed to kill the target.
- 2) Choose the kind of herbicides and formulations that target the plant you are trying to control.
- 3) Make sure the sprayer is calibrated and equipped with a pressure regulator. Too large a droplet will fall off the target and not give good coverage. Too fine a mist is subject to drift.

- 4) Use mist blowers carefully. They generate fine droplets and can cause damage five miles downwind.
- 5) Some herbicides are not sprayed at all. Velpar, for example, is pre-mixed and applied at the base of the plant. Spike is a pellet. They will move off target in a heavy rain.
- 6) Do not go off label. It's illegal. The herbicide label will say what it is for. Use it according to the label instructions or the herbicide is not guaranteed.
- 7) Time the application carefully. Spray in conditions as the label directs. For example, there's a narrow window for effective control for mesquite in the spring. And you spray huisache in the fall.
- 8) More is not better when it comes to control. There is no advantage, but it does cost more. Stay with the label recommendations.
- 9) Practice herbicide safety. Wear long pants, gloves, and proper eye protection.
- 10) Texas Department of Agriculture (TDA) may audit you at any time so keep good records and store herbicides properly. ■



Dr. Jason Banta, associate professor and Extension beef cattle specialist stationed at the Texas AgriLife Research and Extension Center in Overton, provides more information to a School student after one of his classes. Banta spoke on mineral supplementation and weaning strategies.



Dr. Jason Banta and School Moderator and Convention Intern Logan Papineck.

## Mineral Supplements: What Do I Need for My Operation?

Dr. Jason Banta, Texas A&M AgriLife Extension, gave an excellent primer course on choosing the right minerals. He described the various macro and micro (trace) minerals and how mineral products differ among manufacturers. Options in mineral mixes such as insect

growth regulators (IGRs), antibiotics, ionophores, and additives for increasing intake were discussed. He explained how to target mineral intake and the effects on mineral requirements due to use of poultry litter on pastures. ■



(L-R) Jason Bagley, Stephen Diebel, James Henderson and Bryan Morris.

## Make or Save Money with Better, Practical Pasture Management

This session involved a panel of Texas ranchers which included Jason Bagley, Navasota Ranch, Prairie Hill; Stephen Diebel, Diebel Cattle Company, Victoria; James Henderson, Bradley 3 Ranch, Memphis; and Bryan Morris, EG Cattle Company, Ivanhoe. Each panel member was given a different topic to discuss. The topics came from a rancher survey conducted by Corteva Agriscience. Henderson discussed rotational grazing, Bagley presented his experiences with brush control, Morris talked about his successes with weed control and Diebel described their water development activities.

Dr. Chad Cummings, Corteva Agriscience, moderated the session. ■



### Three Keys to Pricklypear Control

Dr. Charlie Hart, Corteva Agriscience, opened this session with a discussion on the three keys to successful pricklypear control — application timing, pricklypear condition and spray coverage. He was followed by James Jackson, who reviewed field trial results with Tordon® 22K, Surmont® and Mezavue® for pricklypear control. The third and last presentation in the session was by Dr. Morgan Russell Treadwell, who reviewed individual plant treatment (IPT) trials with the same three herbicides. Both Jackson and Treadwell are with Texas A&M AgriLife Extension. ■



(L-R) Dr. Charlie Hart, Corteva Agriscience, Dr. Morgan Treadwell, and James Jackson with Texas A&M AgriLife Extension.



(L-R) Corey Reed and Reed Baer with Case IH.

### High Efficiency Hay Production: Beyond “Making Hay While the Sun Shines”

The subject of this session was selecting hay harvesting equipment; it was presented by Corey Reed and Reed Baer of Case IH.

The two presenters discussed how to match a job size with the specifications on tractors, mowers, rakes, tedders, and balers. Baler technology in the hay field was discussed, which included auto-guidance, on-board moisture sensors, on-board scales, automatic shut-offs and automatic net wraps. ■

### Cows and Bulls: Make Informed Breeding Decisions

When you boil it down, bull and cow selection is fairly simple.

Identify your goals, said Dr. David Roper of Tarleton State University, and implement changes slowly.

“From a bull selection and cow selection standpoint, identify what you have versus what you need to go and improve on,” Roper told cattlemen.

He listed several factors to consider including the following:

- 1) Fit cows to their environmental inputs.
- 2) For cows, focus on maternal traits and balance with carcass and traits. Udder quality is important.
- 3) Make progress through culling your cow herd. “Set your carcass traits at one level and your maternal

traits at another and stick to your guns on these selection decisions,” Roper said.

- 4) Most genetic improvement is from the bull side. Sires account for up to 50 percent or more in genetic improvement.
- 5) Look for terminal characteristics in your bulls such as muscle, carcass, and extra growth.
- 6) Check sire reproductive traits, such as scrotal circumference, which affect daily sperm output, sperm quality and onset of puberty in daughters.
- 7) Do a reproductive soundness exam and check reproductive anatomy and semen motility and morphology.
- 8) There are different selection methods including

visual/phenotype; genetic (expected progeny differences or EPDs; indexes; genomic-enhanced EPDs; pedigrees; and performance. Use them all.

- 9) EPDs estimate the genetic value of an animal as a parent and predict performance of progeny for animals of the same breed. EPDs do not predict uniformity in offspring.
- 10) Some EPDs track maternal and growth weight, calving ease and birth weight, carcass traits, longevity, and reproduction.
- 11) Challenges of EPD use include balancing trait selection (which traits and weighing of traits) and single trait selection.
- 12) Indexes involve the combination and weighting of multiple traits and their relative economic impact into one value that can be used to rank one animal. Although they are challenging to develop, they are easy to use and result in directional changes in multiple traits.
- 13) Genomic Enhanced EPDs are tracked with the use of DNA tests, performance, and progeny data. They improve accuracy in younger animals but do not replace the need for traditional methods. Benefits of the traits are hard and expensive to measure and are based on the DNA relationship to other animals with known data.

Roper said EPDs are only a tool. “You need to understand what those EPDs are doing,” he said. “Don’t get lost in the definition of them but get the general idea of what they are trying to do with that trait. So, on weaning weight you are trying to improve rates on weaning. On carcass weight you are trying to improve ribeye size or marbling.” ■

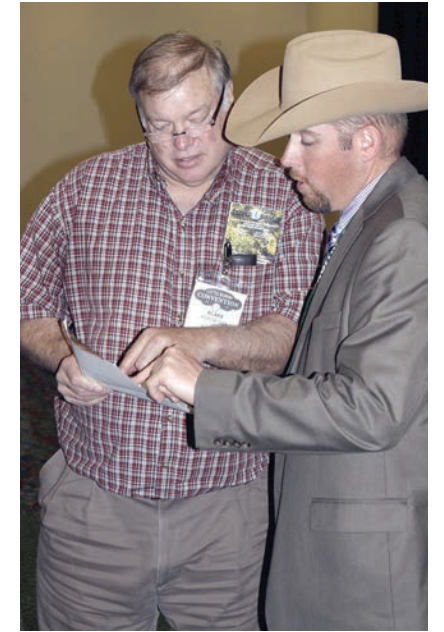
### Ask an Ag Lawyer

It was standing-room-only at this popular, lively session as ag lawyers Tiffany Lashmet, Texas A&M AgriLife Extension Service; James Decker, Shahan Guevara Decker Arrott; Jim Bradbury, James D. Bradbury PLLC; and Kyle Weldon, Brown Pruitt Wambsganss Ferrill & Dean PC fielded numerous questions related to a variety of pertinent topics.

- Water laws depend of what type of water you are dealing with
  - Groundwater or water below the surface (aquifers hold much of this)
  - Surface water; the key word is navigable; a gray area
- Fence law. Download the publication *Five Strands: A Landowner’s Guide to Fence Law in Texas*, available

at <https://agrillife.org/texasaglaw/files/2016/08/Five-Strands-for-Download.pdf>

- Energy law/leases. Mineral ownership may not be included when you purchase property. Determining ownership is essential for understanding the



Dr. David Roper, right, answers a question from School student Blake Kornegay, Fort Worth.



(L-R) James Decker, Kyle Weldon, Jim Bradbury and Tiffany Lashmet.



rights to use or benefit from a property, as well as being aware of the rights others may have to use it.

- Eminent domain/pipeline easement negotiations. There is no substitute for legal counsel, but much preliminary gathering of information can help with the cost.

Takeaway: In general, with law, if it's not in writing, it doesn't count. ■



The four attorneys answered many questions during the Ask an Ag Lawyer session and many more after its conclusion. Tiffany Lashmet, right, helps with more information for School students. Lashmet also offered additional classes on legal issues during the School.



James and Lauren Decker, Stamford, and their daughter enjoyed some family time in the Cattle Raisers Expo after the Ask an Ag Lawyer session.



Kyle Weldon, left, answers individual questions after the Ask an Ag Lawyer panel discussion.



Jim Bradbury, right, participated in the Ask an Ag Lawyer panel discussion, and spoke at the information session on eminent domain reform.

## How Tax Reform Affects Cattle Raisers

Paul Neiffer and Brandt Self, CliftonLarsonAllen, brought an informative session regarding recent changes to the tax laws and how these changes affect cattle raisers. Tax law modifications are ongoing and often driven by the political party in power. Current modifications provide an opportunity to transfer assets over the next few years, before the next election.

Tax laws are complex; there are many ways to legally minimize taxes, but you need CPA help. Some provisions in one area can affect provisions in another area. Each operation is unique and good CPA will help determine what is most beneficial for you.

Other considerations include, but are not limited to:

- State tax laws
- Employees' compensation, including housing
- Children who work for you
- Business structure
- Depreciation

Takeaway: There are too many variables and the consequences can be too great not to have the help of the experts in this field. ■



Paul Neiffer and Brandt Self with CliftonLarsonAllen helped ranchers understand how tax reform affects their business during the School for Successful Ranching.

## How Landowners Can Protect Themselves From Liability

Tiffany Lashmet, Texas A&M AgriLife Extension, discussed two types of liability and how they are treated differently in court. Negligence is injury caused by an ongoing activity. Premises liability is for conditions on the land. Steps to protect yourself include:

- Carry liability insurance; the type and amount are determined by what is happening on the property.
- Identify dangerous conditions on the land and provide warnings or make them safe. Texas recognizes three categories and duty levels for each.
  - Trespasser — enters property without permission
  - Licensee — enters property for their own benefit
  - Invitee — enters property for mutual benefit of himself and landowner

- Obtain written liability releases from anyone entering the property
- Ensure that all limited liability statutes apply to their operation — Texas has three
  - Texas Recreational Use Statute
  - Texas Agritourism Act
  - Texas Farm Animal Liability Act
- Use a limited liability business entity structure

Takeaway: The risk of being sued or held liable for injuries occurring on your property is a real concern. However, taking responsible steps can limit liability and protect your operation. ■





Congratulations to the winners of the Youth Contests at the 2019 Cattle Raisers Convention. These young contestants were given cash awards for their efforts. Many thanks to Farm Credit for sponsoring the annual Cattle Raisers Convention Youth Contest.

## Youth Contest Photo & Art Winners



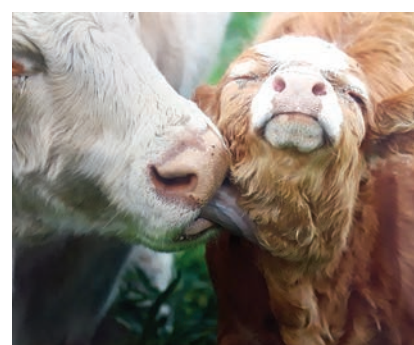
### PHOTOS



Age Division – 5 to 8 years old  
Annie Whalen, "Windmill"



Age Division – 9 to 13 years old  
Faith Fry, "The Baby Sitter"



Age Division – 14 to 18 years old  
Braylee Macklin, "Motherly Love"

### ART



Age Division – 5 to 8 years old  
Madeline Stone,  
"Cranes in the Pond"



Age Division – 9 to 13 years old  
Faith Fry, "How Ya Doing?"



Age Division – 14 to 18 years old  
Maera Campbell, "Green Acres"

## Youth Contest Essay Winners



### Ranching Is Important to My Daddy

By Cody Fry

Age Division – 5 to 8 years old

Ranching is important to my Daddy and our family. Ranching gives Daddy a job. Daddy raises cattle. He feeds them and takes care of them. When they get big, he sells them.

Cattle give us BEEF, which we use to make hamburgers, tacos, and steak. Steak is good and it is my favorite food. Without ranchers we would not have steak, hamburgers, or any BEEF!

To be a good rancher, we need to wear boots and a hat! Boot leather comes from the cow's skin! Some shoes are made from leather.

Daddy takes good care of the cows and gives them feed and clean water. We must take care of the land and cattle so we can have healthy cattle and a place for them to live! ■



### What Ben Doesn't Have

By Sierra Allen

Age Division – 9 to 13 years old

We have a picture of a boy named Ben on my refrigerator. If I had to guess, he doesn't know much about ranching. Ben lives in Africa and doesn't always know where his next meal will come from. I live in the United States, on a ranch, and am very thankful that I live near a lot of other ranchers who all are raising food and I do not have to go to bed hungry, like Ben does.

I am lucky enough to eat great meals every night because of our country's farmers and ranchers, but Ben does not have the option to grow his own food and he lives in a country where ranching is not nearly as important as it is in the United States. Most nights he goes to bed hungry, because African agriculture and ranches have not been preserved well or are not able to produce meat and crops like our farmers and ranchers can.

I can look at Ben's picture and see his thin body and understand why it is so important that we ranch and farm and grow delicious and nutritional food.

My family and I raise our own cattle so that they can eat the grass that we cannot eat. Our cows are able to turn that grass into meat, which turns into food for me and many others. What our family does is important, lots of hard work and fun.

Because ranching is important, we need to preserve it, so people like Ben and I can eat and grow. We can preserve ranching by telling other people how important it is. When someone sees the importance of something, they will care about it a lot more. Helping others connect to ranching and the reason behind it will help our citizens see how important ranching is and why it should be preserved. ➤



Programs like 4-H and FFA are also a great way to preserve agriculture and ranching. Helping kids understand more and more about growing crops and livestock will help them see the value in it from a young age and maybe they will even grow up to be a rancher themselves. Either way, I bet 4-H and FFA will help them see the importance of ranching and these kids will want to help preserve ranching when they grow up because they were taught about it when they were little.

I just took a field trip with my fourth-grade class to Austin. We visited the Capitol and learned about how laws are made and sent

a letter to our Congressman. I now know that laws decide almost everything I can and cannot do. Which means that we need to have laws in place that protect ranchers so that they can continue to do what they have always done. Another way to preserve ranching would be to talk to our law makers at the Capitol and ask them to make laws that help preserve ranching.

I don't want to be like Ben and go to bed hungry. I want to keep living on a ranch and eat the food that other ranchers and my family are raising. We have to preserve this important work we do so that we can feed everyone. ■



## Preserving the Ranching Way of Life Through Education

By Miles Mathis

*Age Division – 14 to 18 years old*

The ranching way of life is important because there is no life without agriculture! The United Nations projects that by 2050 the world population will have risen to 9.7 billion people — 2 billion more people than today! This population growth, combined with rising incomes and changing diets, will require the world to produce around 60 percent more food by 2050 than today. The truth is, about 2 percent of the U.S. population feeds the rest of the 98 percent, and many are not getting what they need to survive. Approximately 9 million people die of hunger each year, and 12.3 percent of U.S. households were classified as “food insecure” in 2016.

Preserving the ranching way of life is instrumental to successfully feeding our growing population. The ranching way of life values faith, family, strong character, hard work, and excellent ethics. Ranching is not only a way of life, but our heritage. We have to tell our story! We have to use our story to

educate others, and help them understand the need for agriculture. However, we must tell this story in a way that emotionally connects with the general consumer.

Agriculture will be challenged in the future to find labor, navigate regulations, and respond effectively to the growing social interests in food production practices. Through my Texas 4-H Livestock Ambassador training, I have learned that the public's view of agriculture is one of the biggest obstacles our industry faces. Many of the people who are passionately fighting against agriculture simply do not understand that they are also making the issue of starvation worse.

In today's intense social media climate, we see a lot of “false claims” made against agriculture spread viciously. Currently, our country has lawmakers working to pass a “New Green Deal”. Well-intentioned, but grossly uneducated, lawmakers are once again proposing legislation that will not

support agriculture. In fact, a portion of the legislation is still concerned with the carbon footprint of cattle even though sound, factual science has proven this is not a real issue.

Education is the key. Our next generation of ranchers has to be educated and involved at all levels of the decision making affecting our ranching way of life and ability to feed the world. We must be willing to extend our comfort zones into the battlefields starting close to home and extending into the very groups such as the Humane Society of the United States (HSUS) and People for the Ethical Treatment of Animals (PETA) who advocate against agriculture and ranching. We have to proactively spread truths about agriculture and advancements in agriculture even more widely than these groups spread false claims and harmful information.

Serving as a Texas 4-H Livestock Ambassador, I have learned to share my story connecting one on one as well as utilizing social media. I have educated consumers in the grocery store by engaging in conversations, asking questions, and answering consumer questions about agriculture. In this process, I was able to share the truth about animal welfare issues, hormones and antibiotics, and GMOs. Additionally, I have developed a social media campaign using scientific evidence to show how technologies in agriculture are necessary to feed our growing population. The truth is the need for more food is growing, but the amount of land available

is not! Farmers are using drones and satellites to get data that will help them monitor crop yields, soil levels, and weather patterns that will help them make better decisions regarding their crops. Drones can even look for diseased plants, track livestock, and help decide the most efficient and safe use of pesticides and fertilizers. Proactively educating others is the only way to begin to change how the public perceives the relevancy of agriculture.

Marketing truth by effectively telling our agriculture story can change the public's perception of the industry that we love. We have to tell them why we love ranching, how hard we work to take care of our animals and their needs, why raising animals for food is necessary, and how technology can help us raise more food safely to help feed more people successfully.

We must find our common ground. No one wants more people to go hungry. Spreading false claims about hormones and antibiotics in our beef only makes it more difficult to feed the growing population. We have to be willing to utilize social and mass media to opportunistically engage in communication, boldly start conversations, ask questions, and share our true story of sustainable ranching and agriculture. We have to be not only part of the solution, but the spark that ignites a new generation educated on the importance of our ranching way of life, our heritage, and our desire to continue to ethically raise the safest protein source in the world! ■







Cattle Raisers age 40 and younger are welcome participants in the Young Leadership Series (YLS), which is led by the YLS Steering Committee. From left are Steering Committee member Alexis Cowan, Detroit; Tara Clackler, Benefitfocus, who spoke on leveraging your LinkedIn presence; Jordan Simons with the Fort Worth Stock Show and Rodeo, who spoke on crafting your message for social media; and Wade Perks, San Angelo, YLS Steering Committee member.

## 100 YEARS

Texas and Southwestern Cattle Raisers Association and *The Cattleman* magazine are proud to recognize and congratulate the following members who have been part of the association for 100 years or more.

Binford Ranch, Wildorado

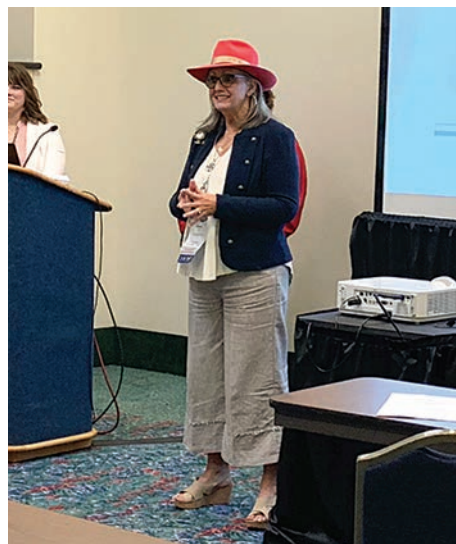
G.G. Swickhimer Estate/  
M.L. Cattle Co., Fannin

Duncan D Cross Ranch, Burnet

Martin O'Connor Cattle  
Company Inc., Victoria



The Texas CattleWomen met in conjunction with the Cattle Raisers Convention. President Debbie Gill, College Station, provided a report on TCW activities during the general session.



## Youngest Cattle Raisers Attend Convention Cow Camp at Museum

On March 30, the Cattle Raisers Museum and Foundation hosted Cow Camp for the Cattle Raisers Convention attendees ages 5 to 10.

They participated in a number of activities throughout the day including touring the museum,

creating crafts, trying on traditional ranch working clothes, and showing off their roping skills.

The Cattle Raisers Museum staff did an excellent job of helping the young members have fun while their parents attended the convention and expo. ■







The Cattle Raisers Museum was the site of a special art exhibit of works by Tom Lea. On loan from the prestigious Dallas Museum of Art, the exhibition is a series of 11 paintings that highlight the artist's admiration of the cattle raising profession. Commissioned by *LIFE* magazine, the paintings present a powerful meditation on the role of cattle in Texas history. TSCRA President Bobby McKnight and Lynda McKnight welcomed friends to the opening of the Tom Lea exhibit.



Adair Margo, founder of the Tom Lea Institute of El Paso, was the special guest speaker at the opening of the Tom Lea exhibit.



From left, Joe and Louise Leathers, Guthrie, and Patti and Steve Sikes, Fort Worth, attended the opening of the Tom Lea art exhibit.



From left are TSCRA Director Ray Willoughby, Eldorado, and Director Bart Wulff and Bonnie Wulff, Dallas.



From left are West Texans Mike Micallef, Alpine, and Dawn and TSCRA Honorary Director Chris Lacy, Fort Davis.

## Alumni Gather to Celebrate and Connect

School spirit was running high at the Texas Tech Alumni reception during the Cattle Raisers Convention, due to the Red Raiders' great showing in the NCAA basketball championship.

Texas Tech University, Texas A&M University, and TCU Ranch Management host receptions for their alumni each year at the Cattle Raisers Convention.

A new event, the Social at the Depot, offered special networking opportunities for Cattle Raisers. This social was hosted by Boehringer-Ingelheim, Datamars and Tru-Test. ■





Thanks to the more than 250 businesses that displayed at the 2019 Cattle Raisers Expo, this was the largest ranching Expo in the region. Exhibits ranged from ranching supplies and equipment to apparel, jewelry, and hand-crafted foods. ■



Arbuckle Coffee was part of the Expo, making sure anyone interested in their product had a chance to take some home.



Some exhibitors, such as Boehringer Ingelheim, were clever in their display. Here, BI gave attendees a chance to sink a long putt in front of their LongRange product.



Sean Davidson at the Texas Farm Credit booth drew attendees in for a friendly game of cards.



Delicious aromas from the HeartBrand booth made it hard to pass up sampling the Akaushi beef products.



The distinctive green of the John Deere equipment drew kids of all ages to check out the equipment.



Lux Boot Bags was one of 18 companies that participated in a special Expo drawing. Attendees carried a card to the participating booths to be stamped. Completed cards were entered into a drawing for generous prizes from the participating companies.



Merck Animal Health staff were kept busy answering questions from ranchers about the animal health needs of their cattle herds.



Kahr Arms found interested attendees at the Cattle Raisers Expo.



Moly Manufacturing brought their Silencer line of hydraulic squeeze chutes to the Cattle Raisers Expo. These top-notch chutes got a close look from potential buyers.



Noble Research Institute made sure they had plenty of blue cows and blue-cow ribbons on hand for attendees.





The Patriot booth offered attendees time to look closely at feeders and other useful equipment for the ranch.



Rex Coulter, Cattle Concepts, showcased the cattle handling equipment his company offers.



(L-R) TSCRA Director Van Baize, Nocona, Craig Buford, Oklahoma City, and TSCRA Director Grant Jones, Brady.



Peggy and R.A. Brown, Throckmorton, attended their son Donnell's presentation about keeping the ranch in the family and the family in the ranch at the School for Successful Ranching. Donnell is a TSCRA director and R.A. is an honorary director.



Marvin Thornton, Callicrate Banders, explains why a herd owner might consider the product.



Westway Feed Products staff were generous with their time when they did double duty at the Cattle Raisers Convention — staffing a booth in the Cattle Raisers Expo and teaching a class on cattle nutrition in the School for Successful Ranching.



(L-R) Ruth and Chuck Coffey, Springer, Okla., and Bob and Wanda Kilmer, Matador.



Mark Waters, right, with Pneu-Dart, explains his company's product to Expo attendees.



(L-R) The Hudson Livestock Supplements booth was well-staffed by Langston Upton, Jake, Ronnie and Clay Hudson.



(L-R) Kelley Cole, San Angelo; La Vonne Scharbauer, Fort Worth; Linda and TSCRA Director Larry Horwood, Sterling City.





Jake Hooker and the Outsiders entertained more than 1,000 Cattle Raisers and friends at the Cattle Raisers Dinner and Dance, sponsored by Farm Credit.



The Saturday night Cattle Raisers Dinner and Dance is a well-loved tradition at the Cattle Raisers Convention.



TSCRA Director Austin Brown III and his daughter Addie, Beeville, took to the dance floor at the Cattle Raisers Dinner and Dance.



Past President Dick Sherron and Ella Sherron, Beaumont.



Meanwhile, Addie Brown's grandparents, Austin, also a TSCRA director, and Nana, Beeville, were elsewhere on the dance floor.



Stephanie and Matt Teagarden travelled from Kansas to attend the Cattle Raisers Convention. Matt is CEO of the Kansas Livestock Association.



Lori and Mark Messenger, Woodward, Okla., at the Cattle Raisers Dinner and Dance.



The Moore family of Lufkin, Jarrett and Holli and their daughter, danced the night away at the Cattle Raisers Dinner and Dance.



Patrick Dudley and Dr. Jean Lonie, both of Elgin.





Various beef dishes were on the menu at the Cattle Raisers Expo reception. Thanks to HeartBrand Beef for helping to supply the beef.



George Georgiades, College Station, and Charles Long, Overton, join other attendees in reciting the Pledge of Allegiance at the TSCRA board of directors meeting.



(L-R) Dr. Ron Gill, College Station, and Hugh Soape, Troup.



The TSCRA Special Ranger Silent Auction went electronic this year with a smartphone app. While convention goes relaxed in the Silent Auction seating area to study the Convention handbook and the auction items, TSCRA Special Ranger Jay Foster, standing right, shows an attendee some of the donated items.



Judy Parton was the grand prize winner of the Greeley Hat Works Drawing at the Cattle Raisers Expo. Parton had been chosen from earlier Greeley prize drawings, which had been featured in the POSTED vlog on thecattlemanbuyersguide.com. This allowed her to be in the running for the grand prize.

### Letter From a Winner!

Congratulations to Judy Parton, the winner of the Greeley Hat Works grand prize drawing at the 2019 Cattle Raisers Convention. Parton writes:

What a great contest, great day, great convention. I loved it!

I won a beautiful handmade mesquite writing pen in the silent auction in the last 30 seconds!

The painting "Proud Momma" that I donated to the auction did well!

I appreciate you and everyone at TSCRA for all of your hard work.

I can't wait to get my custom hat to wear to convention next year :)

TSCRA has been good to me!

Thanks again,  
Judy Parton



The youngest Cattle Raisers found ways to entertain themselves thanks to prepared parents and thanks to The Happy Toymaker, one of the repeat exhibitors in the Cattle Raisers Expo.

### Many Thanks to the Cattle Raisers Convention Sponsors!

*The help of these great business and individuals boosted the success of the 2019 Cattle Raisers Convention and Expo.*

Farm Credit

Heritage Land Bank

Lone Star Ag Credit

Cactus Feeders

Corteva Agriscience

Hargrove Ranch Insurance

Merck Animal Health

Arrowquip

John Deere

Frost Bank

Priefert

Cattlemen's Education Series

Farm Credit of Texas

Luther King Capital Management

Rabo AgriFinance

Texas Beef Quality Assurance

Capital Farm Credit

44 Farms

HeartBrand Beef

Houston Livestock Show and Rodeo

Stay-Tuff Fence Manufacturing

Mid-Continent Livestock Supplements

National Finance Credit Corporation

Texas Range Minerals

Rios of Mercedes/Anderson Bean/  
Olathe

Express Scale Services

Bamert Seed

Postive Feeds

Lincoln Financial Agribusiness



Sarah Fitzgerald, right, and her colleagues at Farm Credit, generously supported the Cattle Raisers Dinner and Dance. She and friend Mary Franks, left, took a short break during the Convention to enjoy the Expo with some of the younger crowd.



44 Farms helped to provide high-quality beef at certain meals during the Cattle Raisers Convention, including beef on the Sunday Brunch buffet. Doug Slattery, 44 Farms chief operating officer, spoke briefly at the brunch.



Kacey Cornelius and his colleagues at Frost Bank supported the 2019 Cattle Raisers Convention with a generous sponsorship.