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Ranch Records

How to save time, get organized and make informed decisions

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About CattleMax




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

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Record keeping across the ages

Past 20th Century 21st Century

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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

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Key cattle records to track

Organize all of your information in one place

- **Production records**
Inventories, breeding history, pregnancy checks, calving
- **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

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"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 features
- Update Time - updating records with births, sales, treatments, etc

Returns

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



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Reaping the rewards of good records

Makes a positive difference in getting benefits from 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

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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

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Current Trends in Herd Management

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How do we make hay in 2019?






A B

PC: North Bay Hay & Grain, John Deere

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Why are we keeping paper records in 2019?

A B

PC: Kids, Cows and Grass

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Electronic records improve organization

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







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● ● ● | **Digital scales streamline data collection**

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

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● ● ● | **RFID tags increase working efficiency**

- Round tag that is the size of a half dollar coin
- Scan and store list of scanned tags
- Scan and lookup on phone
- Priced ~\$2.35/tag, readers start at \$345




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● ● ● | **Questions?**
Feel free to contact us with questions or comments.

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