Ranching 101:
Ranch Record Keeping

Terrell Miller
terrell@cattlemax.com
About CattleMax

- Company founded in 1999
- Headquarter in Bryan/College Station, TX
- Rancher-based team in TX, WY, MT, and IL
- Customers in 70+ countries
Cattle Identification
Why Tag Cattle?

- Inventory control
- Animal Management
- Compliance
What You’ll Get by Identifying your Cattle

- Breeding Cattle Inventory
- Female Culling
- Carcass Data for Female Selection
- Premium beef programs
- Make the most of your production & mgmt processes

USDA Animal Traceability Rules

“Livestock belonging to species covered by the regulations that are moved interstate must be officially identified and accompanied by an interstate certificate of veterinary inspection or other documentation.”

“It is our view that recognizing any identification method agreed to by the shipping and receiving States or Tribes as official would expand the range of identification methods that would be so recognized to an unacceptable degree, thereby hindering traceability. However, in keeping with our goal of having a flexible traceability system, we will allow for the use of other options deemed adequate at the local level by retaining in this final rule the provision that the shipping and receiving States or Tribes may agree to accept any other form of identification in lieu of official identification.”

Complete details can be found at http://www.aphis.usda.gov
“All sexually intact cattle, parturient or post parturient, or 18 months of age and older changing ownership must still be officially identified with Commission approved permanent identification.”

Various acceptable forms of official identification include:
- Official breed association tattoo or brand # (unique)
- RFID tags
- Visual tag printed with ranch name and mgmt number

**RFID tags (840/USDA) are highly recommended**

Complete details at: [http://www.tahc.state.tx.us](http://www.tahc.state.tx.us)
Types of Cattle Tags

- **Visual Tags**
- **Electronic ID Tag (RFID Tag)**
- **Matched Pair Tag**
Visual Tag Sizes

- Super Maxi (4 5/8” x 3”)
- Maxi (4” x 3”)
- Large (3” x 2 ¼”)
- Medium (2” x 1 5/8”)

Ear Tags by Size
Popular Layout Options

- **Maxi Layout 1**: Management code on front
- **Maxi Layout 3**: Management code and line of text
- **Maxi Layout 4**: Management code and 2 lines of text on front
- **Maxi Layout 5**: Management code and logo on front
Approximate Cattle Tag & EID Costs

- Ear Tag: ~$1.45
- Electronic ID Tag: $2.20
- Matched Pair Tag: ~$3.75
- Tag Applicator: $24.00
- EID Reader: $325 - $1,375
  - LPR reader (compact 9” long, no screen): $325
  - Stick reader (~ 24” long, has screen & addl features): $1,375
Cattle Numbering System Example

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1969</td>
<td>U</td>
<td>1986</td>
</tr>
<tr>
<td>B</td>
<td>1970</td>
<td>W</td>
<td>1987</td>
</tr>
<tr>
<td>C</td>
<td>1971</td>
<td>X</td>
<td>1988</td>
</tr>
<tr>
<td>D</td>
<td>1972</td>
<td>Y</td>
<td>1989</td>
</tr>
<tr>
<td>E</td>
<td>1973</td>
<td>Z</td>
<td>1990</td>
</tr>
<tr>
<td>F</td>
<td>1974</td>
<td>A</td>
<td>1991</td>
</tr>
<tr>
<td>G</td>
<td>1975</td>
<td>B</td>
<td>1992</td>
</tr>
<tr>
<td>H</td>
<td>1976</td>
<td>C</td>
<td>1993</td>
</tr>
<tr>
<td>J</td>
<td>1977</td>
<td>D</td>
<td>1994</td>
</tr>
<tr>
<td>K</td>
<td>1978</td>
<td>E</td>
<td>1995</td>
</tr>
<tr>
<td>L</td>
<td>1979</td>
<td>F</td>
<td>1996</td>
</tr>
<tr>
<td>M</td>
<td>1980</td>
<td>G</td>
<td>1997</td>
</tr>
<tr>
<td>N</td>
<td>1981</td>
<td>H</td>
<td>1998</td>
</tr>
<tr>
<td>P</td>
<td>1982</td>
<td>J</td>
<td>1999</td>
</tr>
<tr>
<td>R</td>
<td>1983</td>
<td>K</td>
<td>2000</td>
</tr>
<tr>
<td>S</td>
<td>1984</td>
<td>L</td>
<td>2001</td>
</tr>
<tr>
<td>T</td>
<td>1985</td>
<td>M</td>
<td>2002</td>
</tr>
</tbody>
</table>

In Practice
- Cow 100M is born in 2002
- Her bull calf 100P is born in 2004
- Her heifer calf 100R is born in 2005
- Heifer calf 100R is kept as replacement and retagged to 130R

Source: Beef Improvement Federation
Cattle Weighing
Why weigh cattle?

- We sell by the pound (commercial operations)
- Our customers sell by the pound (registered operations)
- Identify efficient cattle for breeding
- Identify inefficient cattle for culling

“You can’t manage what you can’t measure”
- Peter Drucker, 1993
Where will you weigh your cattle?

Under a Squeeze Chute (Permanent)

Under a Platform (Portable)
How will you be recording weights?

- Not at All
- Pencil and Paper
- Scale Indicator
What can you do with a weight?

- Adjusted Weaning Weight (AWW, also ABW, AYW)
- Weight per Day of Age (WDA)
- Average Daily Gain (ADG)
- Percent Dam Weight
- Dam MPPA
- Ratios (Weight, ADG, WDA)
- Used in EPDs (registered cattle)
Approximate Cattle Scales Costs

Portable
- Load bars: ~$1,100.

Permanent
- Load bars: ~$1,700.

Scale Indicators
- Display weight only: $785.
- Download capability: $1,349 +

5% Rebate for TSCRA members on Tru-Test scales
Cattle Record Keeping
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
“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
# Cattle record keeping options

Several tools to get the job done

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Paper</th>
<th>Spreadsheets</th>
<th>Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to backup</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Easily read by others</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Time saving features</td>
<td>Limited</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Data export capabilities</td>
<td>Limited</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Data import capabilities</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Equipment compatibility</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Data validation and error checking</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Flexible reporting</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Key Cattle Records to Track
Organize all of your information in a single place

- **Production records**
  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
Reporting

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

Types of Reports

- Inventory Lists
- Animal Performance Analysis on individual and herd level
- Financial summaries for analysis and tax needs

Report Options

- Sorting
- Filtering
- Grouping
- Exporting to Excel

“A record keeping system without reporting and analysis is simply an electronic file cabinet.”

- Louis Martin
Exchanging data with breed associations

- **Herd extract (inventory)**
  - Active animals, weights, EPDs, 3-gen pedigree

- **Electronic registration**
  - Register cattle using information already in your records

- **Performance data**
  - Report weights, heights, carcass data

- **EPD updates**
  - Stay current with each sire summary
Trends in Herd Management
Increased collaboration across the ranch

- Data entry in the field
- Generational transition
- Owners, managers, employees, spouses
Bring your own device

- Desktops and laptops for the office
- Tablets at home
- Smartphones in the pasture
Streamlining data entry with technology

- Digital Weigh Scales
- RFID / Electronic ID Readers
- Matched Pair and Electronic ID tags
CattleMax cattle software
CattleMax software

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

TSCRA Members receive
10% Discount
## CattleMax Editions and Pricing

Low monthly fee or pay yearly and receive one free month

<table>
<thead>
<tr>
<th>Edition</th>
<th>Monthly</th>
<th>or Yearly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Small Herd – 100 active animals</td>
<td>$9</td>
<td>$99</td>
</tr>
<tr>
<td>Commercial Standard – 500 active animals</td>
<td>$14</td>
<td>$154</td>
</tr>
<tr>
<td>Commercial Large – 1,000 active animals</td>
<td>$24</td>
<td>$264</td>
</tr>
<tr>
<td>Registered Small Herd – 100 active animals</td>
<td>$15</td>
<td>$165</td>
</tr>
<tr>
<td>Registered Standard – 500 active animals</td>
<td>$25</td>
<td>$275</td>
</tr>
<tr>
<td>Registered Large – 1,000 active animals</td>
<td>$45</td>
<td>$495</td>
</tr>
</tbody>
</table>

10% TSCRA Member Discount

*Unlimited Edition Available*
See CattleMax in Action