



Ranching 101: Ranch Record Keeping

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About CattleMax

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



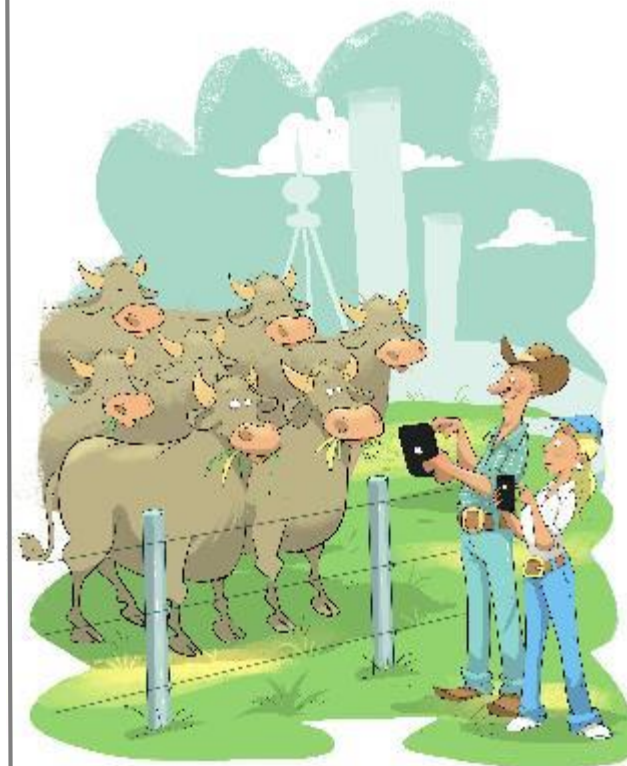
Record Keeping Throughout the Ages



Past



20th Century



21st Century



Cattle Identification

Why Tag Your 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

** Ideas based on: "Individual Cattle Identity Records for Cow-Calf Producers: Ways to Make Records Cost Effective" by James M. McGrann, Lawrence Falconer, and Gary Rupp.*

USDA Animal Disease Traceability



Effective March 11, 2013

“Under the final rule, unless specifically exempted, livestock moved interstate would have to be officially identified and accompanied by an interstate certificate of veterinary inspection or other documentation, such as owner-shipper statements or brand certificates.”*

“Beef cattle under 18 months of age, unless they are moved interstate for shows, exhibitions, rodeos, or recreational events, are exempt from the official identification requirement in this rule.”

* Official identifications vary by state

Complete details can be found at

<http://www.aphis.usda.gov>



Texas Animal Health Commission Animal Disease Traceability



*“All adult breeding cattle (>18months), except cattle going directly to slaughter, shall be permanently identified **within seven days of change of ownership**.*

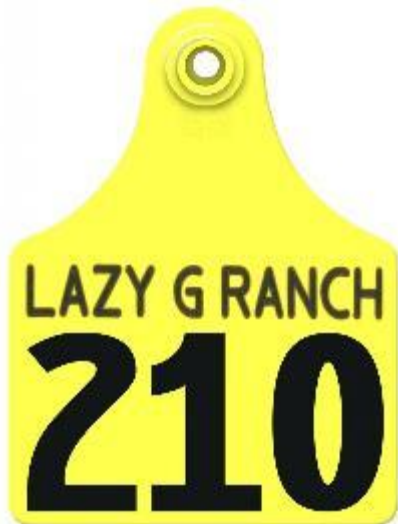
Untagged adult cattle have seven days after purchase to be delivered to a slaughter facility, resold through a livestock market, or have acceptable permanent official identification applied. Slaughter type cattle that will be put on feed prior to slaughter shall also be permanently identified within seven days of purchase.”

Various acceptable forms of official identification as of May 2017 include:

- USDA NUES tags (silver metal ear tags)
- USDA Brucellosis Calfhood Vaccination tags (orange metal ear tags)
- USDA approved 15-digit Animal Identification Number (AIN) as RFID or Visual tag
- Breed association registration tattoo, freeze or fire brand + reg. paper

Complete details at: <http://www.tahc.state.tx.us/adt/>

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 1/4")
- Medium (2" x 1 5/8")

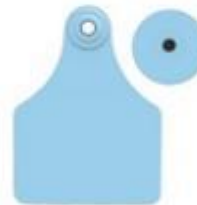
Ear Tags by Size



Super Maxi



Maxi



Large



Medium

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

| | | | | | |
|---|------|---|------|---|------|
| A | 1969 | U | 1986 | N | 2003 |
| B | 1970 | W | 1987 | P | 2004 |
| C | 1971 | X | 1988 | R | 2005 |
| D | 1972 | Y | 1989 | S | 2006 |
| E | 1973 | Z | 1990 | T | 2007 |
| F | 1974 | A | 1991 | U | 2008 |
| G | 1975 | B | 1992 | W | 2009 |
| H | 1976 | C | 1993 | X | 2010 |
| J | 1977 | D | 1994 | Y | 2011 |
| K | 1978 | E | 1995 | Z | 2012 |
| L | 1979 | F | 1996 | A | 2013 |
| M | 1980 | G | 1997 | B | 2014 |
| N | 1981 | H | 1998 | C | 2015 |
| P | 1982 | J | 1999 | D | 2016 |
| R | 1983 | K | 2000 | E | 2017 |
| S | 1984 | L | 2001 | F | 2018 |
| T | 1985 | M | 2002 | G | 2019 |

In Practice

- Cow 123A is born in 2013
- Her bull calf 100C is born in 2015
- Her heifer calf 100D is born in 2016
- Heifer calf 100D is kept as replacement and retagged to 130D





Cattle Weighing



Why Weigh Your 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
- Platform: ~\$550

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

“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





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



Cattle record keeping options

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 |



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

How do we make hay in 2017?



A



B

So why are we keeping paper records in 2017?



A



B



Trends in Herd Management

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



Production Records

Weaning

[Edit Report](#)

Criteria: Animal Status = Active, Animal Category = Fall Calvers

| | | | | |
|---|--|--------------------------------|-------------------------|-------------------------|
| Weaned 192 Avg Age: 300 days | Avg. WW 542.16 Total lbs: 104095 | Avg. AWW 460.42 - | ADG 1.88 - | WDA 2.12 - |
|---|--|--------------------------------|-------------------------|-------------------------|

[Animal Ear Tag](#)[Weaning Date](#)[Category](#)[Measure Date](#)[Weight](#)[Adjusted Weight](#)

20-93

Weaning

540

478

20-96

Weaning

525

Pregnancy Checks

[Edit Report](#)

Criteria: Check Method = Palpation, Animal Category = Fall Calvers, Animal Status = Active

| | | | |
|---|---|--|--|
| Total Pregnancy Checks 264 - | Pregnant 231 % of Checks: 87.5% | Open 33 % of Checks: 12.5% | Recheck 0 % of Checks: 0.00% |
|---|---|--|--|

[Animal Ear Tag](#)[Check Date](#)[Time Pregnant](#)[Expected Due Date](#)

17-96

11-12-2012

6

02-21-2013

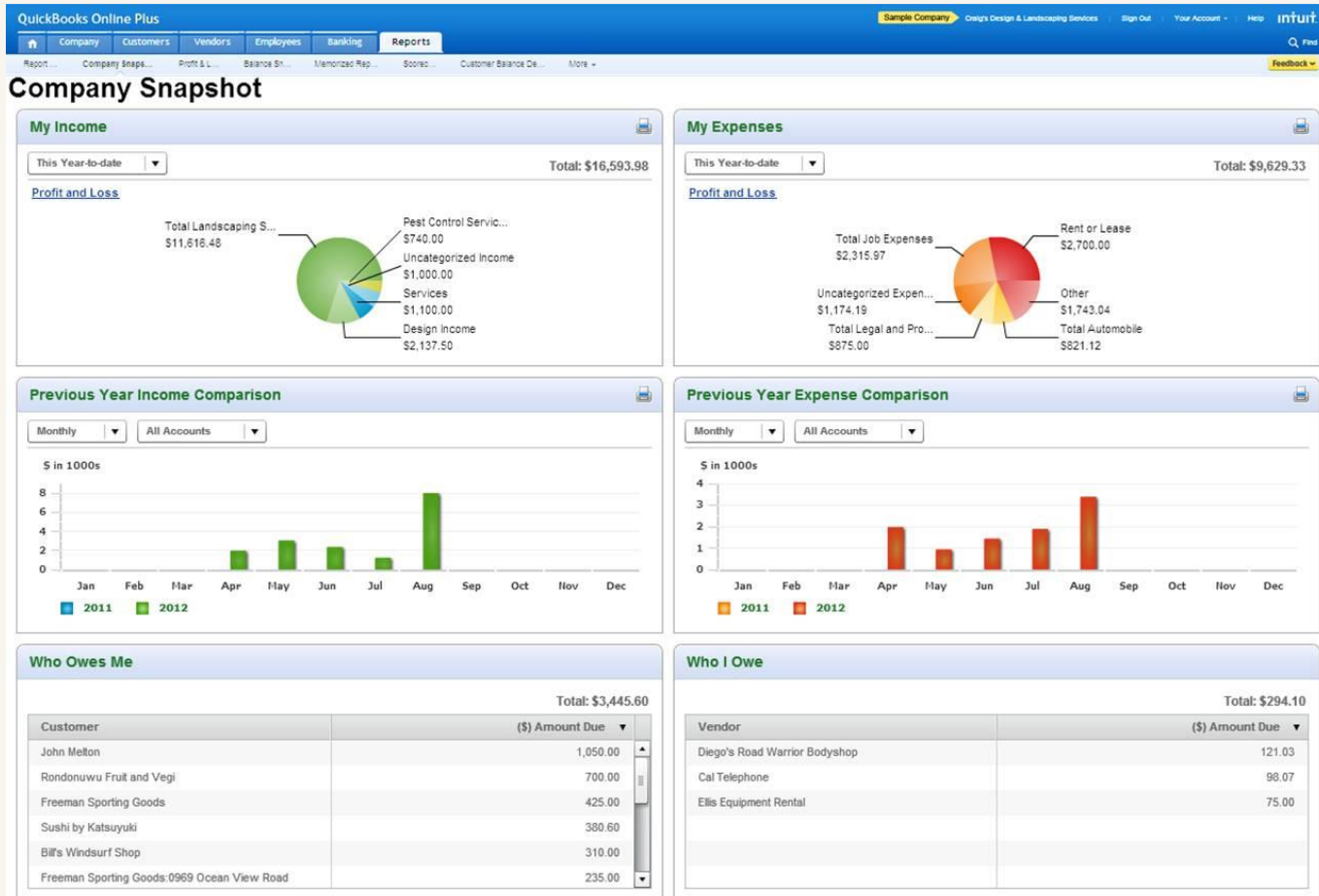
59-96

11-12-2012

5

03-24-2013

Financial Records - QuickBooks



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





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**





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

Streamlining data collection with digital scales

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



Efficient cattle working with RFID tags

- 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





CattleMax Editions and Pricing

Low monthly fee or pay yearly and receive one free month

| Edition | Monthly | or Yearly |
|--|---------|-----------|
| Commercial Small Herd – 100 active animals | \$9 | \$99 |
| Commercial Standard – 500 active animals | \$14 | \$154 |
| Commercial Large – 1,000 active animals | \$24 | \$264 |
| | | |
| Registered Small Herd – 100 active animals | \$15 | \$165 |
| Registered Standard – 500 active animals | \$25 | \$275 |
| Registered Large – 1,000 active animals | \$45 | \$495 |

10% TSCRA Member Discount

Unlimited Edition Available



See CattleMax in Action