

"King Ranch...what a wonderful place to learn"

Helen Kleberg Groves



Cover Photo: “The Borrowed Rope”
by Janell Kleberg, from the *Waiting for Daylight* Collection



KING RANCH INSTITUTE
FOR RANCH MANAGEMENT

TEXAS A & M UNIVERSITY - KINGSVILLE

presents

The *2nd* HOLT CAT Symposium on
Excellence in Ranch Management

October 20-21, 2005
Caesar Kleberg Wildlife Center
Texas A&M University-Kingsville Campus
Kingsville, Texas
USA

About the Institute



The birth of the King Ranch Institute for Ranch Management (KRIRM) was in commemoration of the 150th Anniversary of King Ranch in 2003. In collaboration with Texas A&M University-Kingsville and in keeping with their long history of leadership and philanthropy, King Ranch and its family and friends decided to create and endow the KRIRM. The program is designed for a high level of study, and emphasizes the recruitment of mature and experienced students who can be educated in the complexities of managing large ranches. In the fast paced and progressive world in which we now live, this program will help to ensure that ranching remains a vital part of our lives, and that ranchers will stay on the land.

We believe our students will be some of the future managers that will carry this industry into the 21st Century. They will go on to progressively manage our country's rangeland and wildlife resources, will produce livestock as part of our nation's food supply, and most importantly, will influence the lives of people on ranches and in the communities that they support. We also believe that the KRIRM will have a strong and positive impact on the ranching industry of South Texas, our nation, and the world.

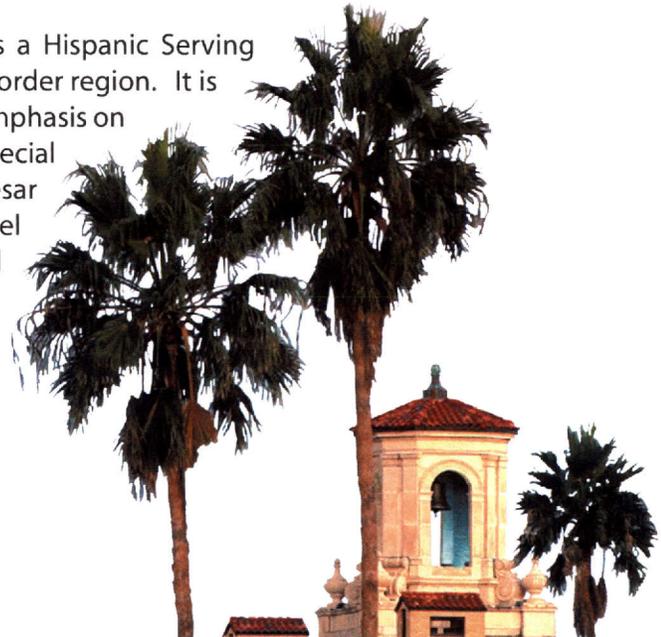
About the Symposium

Due to their long-standing relationship with King Ranch and because of their involvement and dedication to the ranching industry, Peter and Julianna Holt endowed the Symposium on Excellence in Ranch Management in 2003. This generous contribution was made to commemorate King Ranch's 150th anniversary, and to ensure that the symposium would be long-lived and dynamic in nature.

The HOLT CAT Symposium on Excellence in Ranch Management was designed as an annual forum that would keep ranchers and students informed about the latest trends and technology in today's quickly advancing ranching industry. A unique approach is used to combine presentations from the industry's leading experts with experiences from ranchers who are applying the latest techniques in a real working environment. Symposium participants are also provided with opportunities to visit some of South Texas' largest and most successful ranches, and to interact with other ranchers to share ideas and challenges.

About the University

Texas A&M University-Kingsville (TAMUK) contains 7 colleges and is a Hispanic Serving Institution that educates over 6,000 students in South Texas and the border region. It is also a critical hub to the agricultural community because of the high emphasis on research at the university. The KRIRM was designed to function as a special unit within TAMUK and is a sister institute to the world renowned Caesar Kleberg Wildlife Research Institute (CKWRI). The 2-year Master's level program offered through the KRIRM recruits mature and experienced students who have had at least 2 years of work experience in the ranching industry before applying to the program. KRIRM students graduate from TAMUK with a Master's degree in Agribusiness, which includes a well-rounded curriculum in range and wildlife management, business and finance, and animal science. Part of the curriculum is provided through the KRIRM's endowed lectureship series and annual HOLT CAT Symposium on Excellence in Ranch Management.



Symposium Agenda

Thursday, October 20, 2005

*All activities will take place at and
depart from the
Caesar Kleberg Wildlife Center*

- 1:00 pm Check-in
- 2:00 pm **Guiding Principles and Trends in Cattle Marketing**
Mr. Randy Blach, CattleFax
- 2:50 pm **Marketing a South Texas Calf-Crop: Making it Work**
Mr. Dave DeLaney, King Ranch, Inc.
- 3:30 pm Break
- 3:45 pm **The Bovine Genome and Genetic Selection**
Dr. Dick Quaas, Cornell University
- 4:25 pm **Genomics on the Ranch**
Dr. Paul Genho, Farm Management Company
- 5:15 pm Reception
- 6:30 pm **Dinner and Keynote Speaker**
Mr. Jay O'Brien, JA and Swamp Ranch



Friday, October 21, 2005

7:00 am Cowboy Breakfast

8:00 am **Fire: Facts Not Fiction**
Dr. Allen Rasmussen, Texas A&M University-Kingsville

8:45 am **Managing Fire on a Working Ranch**
Mr. Bob McCan, McFaddin Enterprises

9:15 am Break

9:45 am **Principles of Successful Deer Management**
Dr. Dave Hewitt, Caesar Kleberg Wildlife Research Institute

10:25 am **Quality vs. Trophy Deer Management**
Dr. Mick Hellickson, King Ranch, Inc.

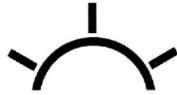
11:00 am Discussion Session

11:15 am **Ranch Management: Art and Science**
Dr. Barry Dunn, King Ranch Institute for Ranch Management

12:00 pm **Lunch** - South Texas Barbeque

1:00 - 5:00 pm **King Ranch Tour** with educational stops and refreshment break. Buses leave from the Caesar Kleberg Wildlife Center.





Mr. Jay O'Brien
JA Cattle Company



Mr. Jay O'Brien is the 2005 Vice Chairman of the Cattlemen's Beef Board (CBB). He is a managing partner in JA Cattle Company and JJOB, Ltd., and a partner in Corsino Cattle Company. These companies pasture cows and yearlings on wheat and grass in the Texas Panhandle, New Mexico, Colorado and Oklahoma, and feed cattle in commercial lots in the High Plains. Jay started in the cattle business in 1967 after graduating from Yale University. He was southwestern editor of CALF NEWS between 1967 and 1978, as he concurrently built his cattle operation. Jay served three terms on the Texas Cattle Feeders Association board, including a stint as TCFA president in 1991.

Is "Successful Rancher" an Oxymoron?

Defining success in ranching has changed as reasons for owning ranches have changed. Success is no longer just who is the best steward of the ranch, who has the most profitable ranch or who has the most improved ranch. Success now relates to the owner's goals, even though most owners do not define their goals. The actions of one successful rancher might be destructive to the goals of another rancher. Whether one's goals are psychological rate of return or internal rate of return, understanding the ecosystem and the interrelationship of its inhabitants and vegetation is essential. The goals need to be compatible with the land's potential. Once goals are established and are realistic, the successful rancher is still susceptible to the chaos of nature making success a temporal measure. The problem becomes instituting and adapting to change.

Mr. Jay O'Brien, Box 15305, Amarillo, TX 79105; (806) 376-4147; Jay@ranches.org

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Mr. Randy Blach *CattleFax*

Randy Blach, a Colorado native, was raised on a family ranching and farming operation in Yuma, Colorado. He graduated from Colorado State University with a degree in Animal Science. Randy has been with Cattle-Fax since 1981. He worked as an Analyst for many regions, was Director of Market Analysis for 15 years, and was appointed to Executive Vice President in February of 2001. He and his family remain actively involved in a cattle ranching business that includes cow/calf, stocker and finishing cattle. Randy is also an owner/operator of High Country Steaks which delivers high quality aged steaks to consumers across the U.S.

Guiding Principles and Trends in Cattle Marketing

Mr. Blach discusses the current market situation and outlook and will focus on the cattle cycle, herd expansion, beef demand and world beef trade. He takes an in-depth look at cattle price and profitability trends and shares his ideas on which strategies producers may need to emphasize during the next decade in order to ensure success. Randy shares survey results that outline the main management differences between “high return” cow/calf producers and “low return” producers. He also shares his thoughts on where the industry is headed, and how the business may look and operate in the future. The beef industry is changing at a rapid pace. Are you prepared?

Mr. Randy Blach, Cattle-Fax, P.O. Box 3947, Englewood, CO 80155; (800) 825-7525; randy@cattle-fax.org



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Mr. Dave DeLaney *King Ranch, Inc.*

Dave DeLaney is the Vice President and General Manager of Livestock and Ranching Operations for King Ranch, Inc. From 1992-2003, Dave worked with Friona Industries, L.P. where he served as General Manager between 1996 and 2003. Between 1984 and 1992, Dave was the Operations and Procurement Manager of Corsino Cattle Company of Amarillo, Texas. Dave has served on the Boards of Directors and on various committees for the Texas Cattle Feeders Association (TCFA), the National Cattleman's Beef Association (NCBA), and the Texas Southwestern Cattle Raisers Association. He also serves as an Advisor to the King Ranch Institute for Ranch Management.

Marketing a South Texas Calf-Crop: Making it Work

Even among the most productive cow/calf producers, there exists a huge variation in profitability largely explained by cow cost and/or calf break-even. While managing cost should remain a major focus, producers sometimes pay too little attention to marketing the calf. While most producers are aware of current market conditions and prices, few have incorporated a marketing plan and/or goals into their overall business plan. The choices made in their approach, methodology and timing of marketing can have a huge effect on the profitability of their operation. The successful cattlemen in today's environment must not only be production oriented, but they must also have a disciplined marketing strategy which takes into account all of their ownership options and marketing outlets. It is important for the producer to become knowledgeable concerning the performance of their cattle, and begin to make improvements where necessary for a particular targeted market in mind. These improvements can include: changes in production systems, health management, genetic and phenotypic changes, and other areas.

Mr. Dave DeLaney, Vice President and General Manager of Livestock and Ranching Operations, King Ranch, Inc., PO Box 1090, Kingsville, TX 78363; (361) 592-6411; ddelaney@king-ranch.com



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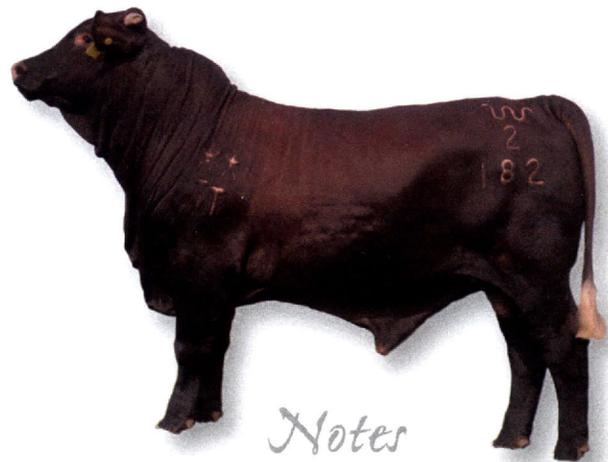
Dr. Dick Quaas Cornell University

Dick Quaas is a beef cattle geneticist at Cornell University and has spent the last 26 years collaborating with his research partner, John Pollak, in developing and applying new statistical techniques for evaluating genetic merit of beef cattle using field data. According to BEEF magazine, their work was integral to the expected progeny differences (EPD) revolution of the 1980s and '90s, and earned them the selection of some of the top 40 influential people in the beef industry. Dick currently chairs the NBCEC committee charged with validating commercial DNA tests and incorporating genomic information into national cattle evaluation. In 1999, Dr. Quaas, along with John Pollak, received the Beef Improvement Federation Pioneer Award with an inscription that stated: "There have been few advances in applied beef cattle genetic prediction in the last 20 years that have not been influenced by the work of Pollak and Quaas." [Excerpted from BEEF Magazine].

The Bovine Genome and Genetic Selection

Dr. Quaas discusses the DNA tools currently available to beef producers from several genomics companies. This will require a minimal amount of explanation of terms and concepts but the primary focus will be on what's 'out there' based on experience gained while validating these tests on behalf of the National Beef Cattle Evaluation Consortium. He also discusses the difference between a DNA test useful for genetic selection – those being marketed – and one useful for sorting cattle for management purposes – being developed. He will comment on current work regarding how to combine DNA test results with the standard phenotypic measurements for a marker-assisted EPD.

Dr. Richard L. "Dick" Quaas, Animal Science Department, B47 Morrison Hall, Cornell University, Ithaca, NY 14853; (607) 255-2853; r1q1@cornell.edu



Notes

Dr. Paul Genho *Farm Management Company*

Paul is the President of the Farm Management Company in Utah. He was the General Manager of King Ranch from 1998-2004, where he was responsible for managing cattle and wildlife on 825,000 acres in South Texas. He was also a catalyst in the development of the new King Ranch Institute for Ranch Management at Texas A&M University-Kingsville. From 1981 to 1998, Paul managed Deseret Cattle and Citrus in Florida. He currently serves as Adjunct Professor at Texas A&M University-Kingsville; he also served as Adjunct Professor at Brigham Young University between 1998-2001, and at Utah State University between 1998-1999. He was recently nominated by Beef Magazine as one of the "Beef Top 40" most influential people in the beef development industry.

Genomics on the Ranch

A rancher's decision to use new tools for genetic evaluation and selection needs to consider several factors. These would include economic relevance, changing markets, and selection differential. Genes for specific traits under consideration have different frequencies between breeds and between herds. For example, if a herd of cattle already has a high frequency for marbling, there may be little room for improvement and further selection for specific genes that influence this trait of little economic importance. However, the heat tolerant cattle in South Texas have a reputation of not grading and of having tough carcasses. The impact of selecting for specific markers that improve marbling and tenderness may be a very positive economic return through carcass premiums, loss of discounts for feeder cattle, and access to emerging markets. As the bovine genome is explored further, ranchers should be aware of breakthroughs in the identification of genetic markers for feed efficiency and reproduction.

Dr. Paul Genho, President, Farm Management Company, 139 East South Temple, Suite 110, Salt Lake City, UT 84111-1103; (801) 715-9110; pgenho@fmc-slc.com



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Dr. Allen Rasmussen *Texas A&M University-Kingsville*

Allen Rasmussen is currently the Associate Dean in the College of Agriculture and Human Sciences at Texas A&M University-Kingsville and has a research appointment with the Caesar Kleberg Wildlife Research Institute. He has worked to help people understand how their management and decisions affect rangeland resources. His extension programs have focused on helping land managers and the public understand how rangelands function and how they can be managed as a system. Often, this entailed getting people together to deal with conflicts over techniques or information so they could make acceptable resource decisions. He has taught courses ranging from prescribed burning to conflict management in natural resources.

Fire: Facts Not Fiction

Prescribed fire has been described as one of the most versatile tools available to a range manager when applied properly. It is defined as the judicious use of fire to meet specific management objectives. But in North America, it has only been since the 1970's that research has been able to provide an understanding of how fire can be used on rangelands. Before this period few land managers felt fire had a role in helping them achieve management objectives. It was not until the first fire prescriptions for rangelands were developed that we began to understand how fire could be used in a safe and predictable manner. However, why have so many been reluctant to use this tool? Fire is a classic two-edged sword that has both benefits and negative consequences. To take advantage of these strengths and to minimize weakness, a systems approach had to be developed that helped land managers address when fire would be appropriate and provide when its negative consequences would over shadow the benefits.

Dr. Allen Rasmussen, Associate Dean, College of Agriculture & Human Sciences, MSC 156, Texas A&M University-Kingsville, Kingsville, TX 78363; (361) 593-2454; allen.rasmussen@tamuk.edu

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Mr. Bob McCan *McFaddin Enterprises*

Bob McCan of Victoria, Texas oversees cattle and recreational wildlife enterprise operations in Victoria, Refugio and Bee counties, Texas, as ranch manager for his family's McFaddin Enterprises. Bob became Director of the Texas and Southwestern Cattle Raisers Association (TSCRA) in 1990 and was elected 2nd Vice President in 1999. He assumed the Presidency of TSCRA in 2004 and currently is serving as Past President. Bob received his BS degree in Range Science in 1980 from Texas A&M University. He has served as a Director of the National Cattleman's Beef Association since 1993 and currently serves on their Executive Committee. Bob is also a director of the First Victoria National Bank, a director of the Victoria County Soil and Water Conservation District, past Chairman of the state Fire Ant Research and Management Account Advisory Committee, President of the Grazing Lands Conservation Initiative (GLCI) Texas coalition and an alternate on the National GLCI Steering Committee. He also serves on the Management Council for the King Ranch Institute for Ranch Management.

Managing Fire on a Working Ranch

At the McFaddin Ranches, prescribed burning of rangelands has been successfully implemented. While challenging, fire as a management tool has proven to not only be doable, but valuable. Controlled burns have reduced levels of brush, improved forage production, and enhanced wildlife populations.

Mr. Bob McCan, McFaddin Enterprises, P.O. Box 146, Victoria, Texas 77902-0146; (361) 572-8031

Notes



Dr. David Hewitt

Caesar Kleberg Wildlife Research Institute

David received a Bachelor's degree in wildlife biology from Colorado State University (1987). He studied bear nutrition for his Master's degree at Washington State University (1989), and ruffed grouse nutrition and ecology at Virginia Tech for his Ph.D. (1994). He lectured at Humboldt State University and held a post-doctoral research position at Utah State University before joining the Caesar Kleberg Wildlife Research Institute. His primary interests include wildlife ecology, nutrition and physiology, and he has worked with several species, including bears, galliforms, and ungulates. He has extensive experience with white-tailed deer management in South Texas, and is a leading researcher in ruminant nutrition.

Principles of Successful Deer Management

Management of large mammal populations for recreational harvest requires integration of the manager's goals with the biological attributes of the population. Important biological attributes to consider are the population's reproductive rate, survival rate, nutritional plane, and breeding system along with the degree of control the manager has over these factors. The degree of management control is influenced by many factors including weather patterns and the scale of management relative to the scale of landscape use by the animals. Because of the intensity of white-tailed deer management in southern Texas and the body of research on deer in the region, it will be used as a model to illustrate basic principles of deer management. These principles will serve as a base which could be applied to management of deer and elk populations in rangelands elsewhere.

Dr. David Hewitt, Caesar Kleberg Wildlife Research Institute, MSC 218, Texas A&M University-Kingsville, Kingsville, TX 78363; (361) 593-3963; david.hewitt@tamuk.edu

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Dr. Mick Hellickson *King Ranch, Inc.*

Mick is originally from Iowa, where he earned a Bachelor of Science degree in Fisheries and Wildlife Biology from Iowa State University in 1988. Later that fall, he moved to south Texas to pursue a Masters Degree from Texas A&I University in Range and Wildlife Management, which he completed in 1991. Mick then began work toward a Ph.D. Degree in Wildlife Management from the University of Georgia, which he completed during the summer of 2002. Mick worked as a Wildlife Research Scientist at the Caesar Kleberg Wildlife Research Institute (CKWRI) for one year prior to becoming the Chief Wildlife Biologist for King Ranch in 1999. He also continues to serve as an adjunct professor at the CKWRI. His research background and management interests have been focused on white-tailed deer.

Quality vs. Trophy Deer Management

The primary difference between quality and trophy deer management is the age at which bucks are targeted for harvest. Under quality deer management, the harvest of young bucks (1-2 years old) is discouraged to allow more bucks to reach middle age (3-4 years old). Therefore, harvest is shifted from young bucks to middle-aged bucks. Under trophy deer management, the harvest of both young and middle-aged bucks is discouraged to shift the harvest toward mature bucks (5+ years old). Under most management scenarios, more middle-aged bucks are present in the population than mature bucks due to natural mortality. However, mature bucks, due to their larger antler size, are of more economic value than smaller-antlered middle-aged bucks. Therefore, the question arises as to which management strategy results in higher profits. Together with King Ranch Institute for Ranch Management graduate student David Genho, we used Stella, a computer modeling program, to model revenue generated from the two contrasting management strategies. Modeling results indicate higher gross revenue for trophy management.



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Dr. Barry Dunn

King Ranch Institute for Ranch Management

Dr. Barry Dunn graduated from South Dakota State University (SDSU) with a Masters degree in Animal Science in 1977. He then managed a beef cattle research facility for North Dakota State University (NDSU) located on the Carrington Research and Extension Center, Carrington, ND. In 1979 he returned to his family's "L7 Ranch" near Mission, South Dakota. In 1996, Barry returned to academia to work on his Ph.D. in Animal Science at SDSU, which he received in 2000. Barry served as a Range Livestock Production Extension Specialist with SDSU for four years. He accepted the position of Director of the King Ranch Institute for Ranch Management in 2004.

Ranch Management: Art and Science

A definition of management is to handle something with skill. "Handling" a ranch takes a great deal of many diverse skills. A modern ranch is a business, usually with a family orientation, with an important emphasis on the rich heritage of western culture. Its basic production unit is a unique and precious rangeland ecosystem that is home to literally thousands of animal and plant species. The livestock produced on a ranch are part of a sophisticated and very large food system that is becoming increasingly demanding. Wildlife, recreation, watershed management, fragmentation, and property rights are just a few of the many issues that impact ranching and are part of public debate. A 21st Century rancher needs to balance sound scientific information on production and business topics with the indigenous knowledge of community and family to "handle" this complex entity called a ranch. While challenging, a ranching community that can share and discuss both scientifically based information on important topics, along with knowledge gained from practical application and experience, will be enriched.

Dr. Barry Dunn, Director, King Ranch Institute for Ranch Management, MSC 137, Texas A&M University-Kingsville, Kingsville, TX 78363; (361) 593-5401; barry.dunn@tamuk.edu



Notes

King Ranch Tour



Guests will not depart from buses unless otherwise noted

- **Main House**

View the beautiful Main House, along with the Commissary and Carriage House.

- **Brush Control Demonstration Area - Main Entrance**

See King Ranch's newest brush control device that selectively removes individual shrubs and trees.

- **Loop Road**

See the Santa Gertrudis Creek, which is the ranch's original namesake and a critical water source during the ranch's early days. Visit the Creek Barn, home of the King Ranch Quarter Horses. You will also see wildlife and different brush control pastures. The Calera Camp is one of the original "cow camps" where vaqueros once met up each day to eat their meals.

King Ranch's genetic research results will be discussed while viewing 3 different cattle groups: King Ranch Santa Gertrudis, New Generation Santa Gertrudis, and F-1 Red Angus x Santa Gertrudis. Also view King Ranch Santa Cruz first-calf heifers.

Learn about King Ranch's different test pastures containing Tifton-85 Bermuda and Buffel grass.

- King Ranch Feed Yard

Visit the preconditioning traps, the feed mill, and the feed yard containing 16,000 head of cattle.

- Escondido Dam

View hundreds of species of birds, and King Ranch's famous alligators in this unique desert oasis.

- Holt Hunting Camp and Refreshment Break (visitors will depart from buses)

Visit with King Ranch biologists about white-tailed deer and quail management. Also talk with hunting lease managers about King Ranch's innovative hunting lease program. The famous "Kineños" will be on hand with their horses to talk about traditional vaquero skills used in the South Texas brush country.

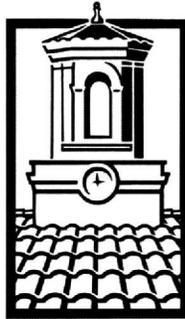
- Brush Control Experiments

Visit the Jensen Pasture and see the results of different brush control techniques such as root plowing, spraying, burning, and chaining. King Ranch range managers will discuss the incorporation of the Merrill grazing system into pasture management.

- Return to parking area on TAMUK campus



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