Know When to Hold ‘Em, Know When to Fold ‘Em

Josh Krenz
Windland Flats
Know when to hold ‘em

Know when to fold ‘em
Know When to Hold/Fold ‘Em

Retain Asset
- Keep Cow
- Replacement Heifers
- Breeding Bulls
- Steer Bulls

Apply Asset
- Breed Cow
- Breed Heifer
- Sell Breeding Bull
- Use Breeding Bull
- Fatten Steer

Redeploy Asset
- Cull Cow
- Sell Breeding Heifer
- Cull Heifer for Beef
- Sell Breeding Bull
- Butcher Steer for Beef

Acquire Asset
- Purchase Cow/Heifer
- Calf Born
- Purchase Bull/Semen
- Purchase Embryo
- Purchase Steer

GOAL?
A plan is typically any diagram or list of steps with timing and resources, used to achieve an objective. See also strategy. It is commonly understood as a temporal set of intended actions through which one expects to achieve a goal.
Types of Plans

- Wing It Plan
- Do what my “Boss Says” Plan
- Customer Reaction Plan
- Short Term Opportunistic Plan
- Long Term - Strategic Plan
Strategic or “Intentional” Plan

Goal
- We want to Raise Highland Cattle
- Because (Motivation)

intentional (adj.)
an action performed with awareness; done deliberately, consciously, on purpose
Know When to Hold ‘Em

Motivation
(Why Cattle & Then Why Highlands?)

- Pleasure
- Lifestyle
- Maintain Land
- Taxes
- Beef
- Farm
- Profit
Know When to Hold ‘Em

Goal
- We want to Raise Highland Cattle
- Because (Motivation)

For the Purpose (Market)
- Breeding Stock
- Stocker/Finisher
- Beef
- Pets
My **Goal** is to raise Highland Cattle because **Motivation** & I intend to use them for this **Market**.
Know When to Fold ‘Em

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GOAL?
Know When to Hold ‘Em

Implementation
- Location
- Size
- Scale
- Cost
- Labor

Management
- Breeding
- Nutrition
- Feed
- Herd Health
Know When to Hold ‘Em

2017 Outlook

External Factors
- Availability
- Supply
- Demand
- Market Access
- Price

Breeding Females
- Beef Supply
- Beef Exports

$$ $$???
Know When to Fold ‘Em

Factors
- Production Capabilities
  - Genetics
  - Phenotype Expression
  - Age
- Impact on Herd
  - Short Term
  - Long Term
- Management Capabilities
  - Current Capability
  - Future Capability
- Value to Goal
  - Scorecard

Measurement
- Pedigrees
- Herd Records
- Feed/Nutrition Intake (ADG)
- Weights
- Performance (EPDs)
- Beef Quality & Quantity
  - Days to Market
  - REA
  - Grade & Yield
Know When to Fold ‘Em

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