

North Central
**Highland
Cattle**
ASSOCIATION

A detailed black and white illustration of a Highland cow, showing its characteristic long, shaggy coat and curved horns. The cow is standing and facing left.

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?

“Know” = Plan



Plan

- ▶ 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



sadeejohnston

+ Follow



Know When to Hold 'Em

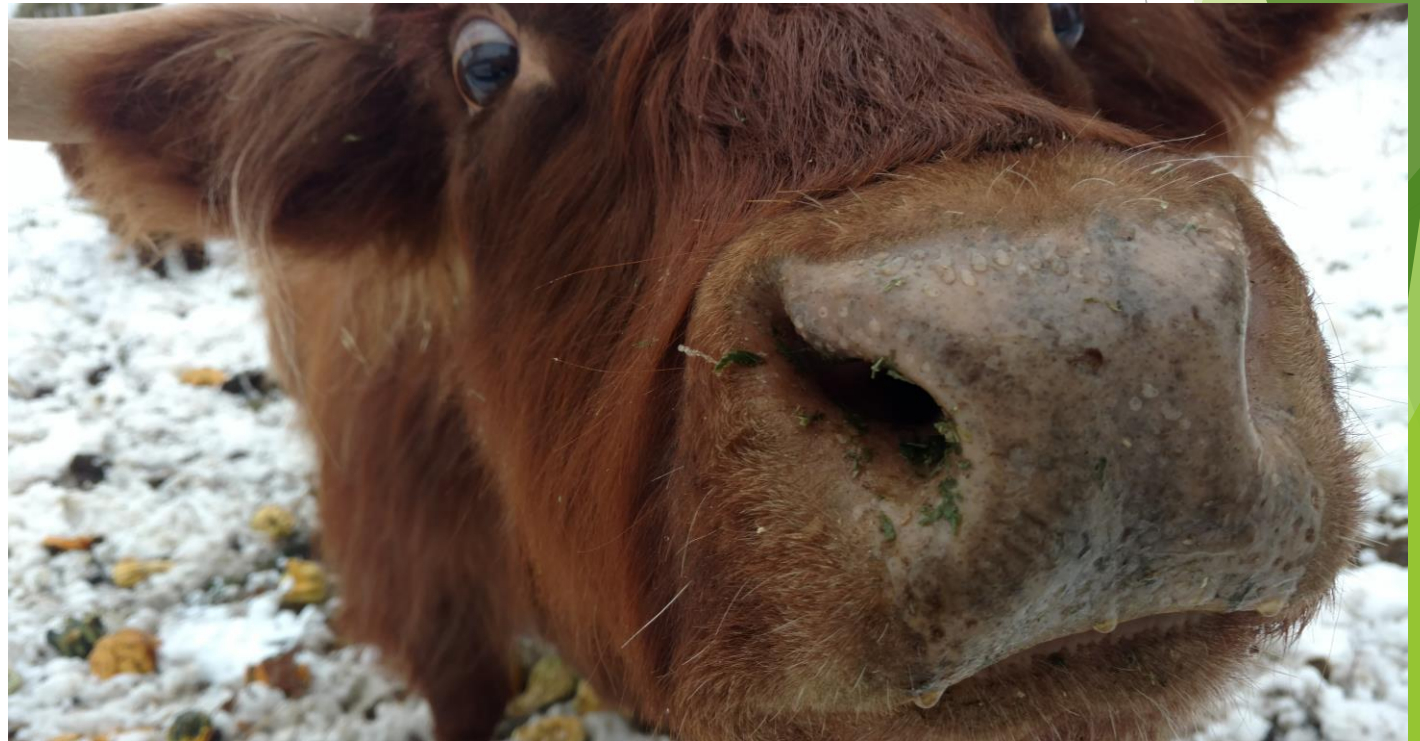
- ▶ **For the Purpose (Market)**

- ▶ Breeding Stock
- ▶ Stocker/Finisher
- ▶ Beef
- ▶ Pets

- ▶ **Goal**

- ▶ We want to Raise Highland Cattle

- ▶ **Because (Motivation)**



My Goal is to
raise Highland Cattle

because _____
Motivation

& I intend to use them for
this _____.
Market

Know When to 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?

Know When to Hold 'Em

Implementation

- ▶ Location
- ▶ Size
- ▶ Scale
- ▶ Cost
- ▶ Labor



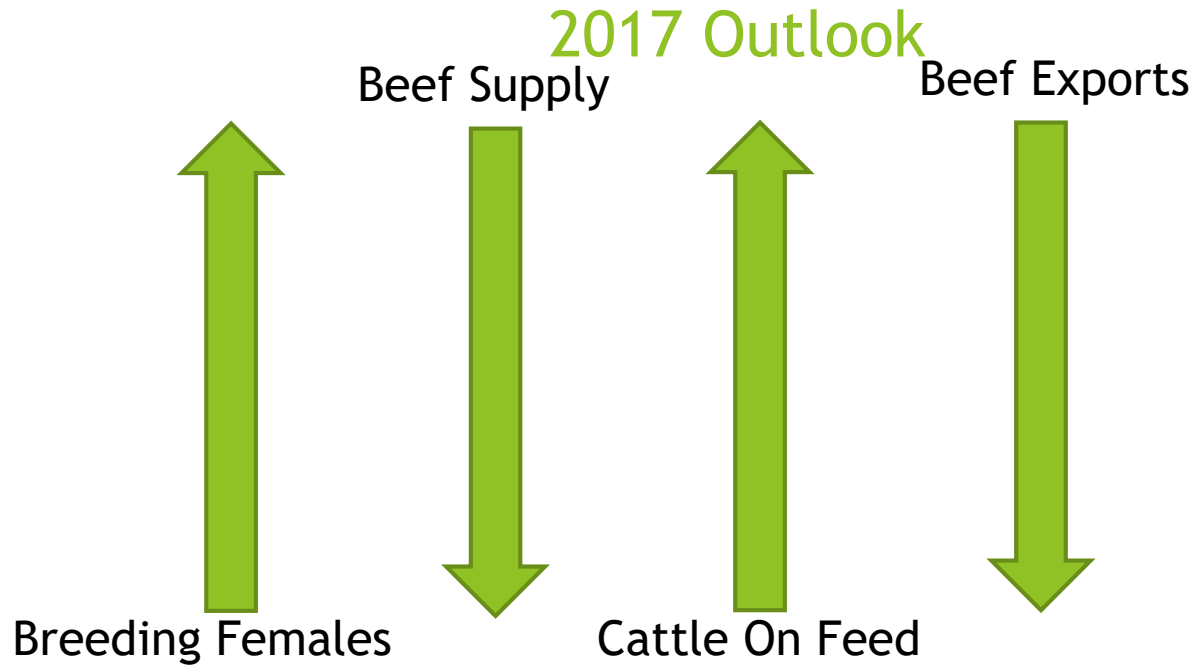
Management

- ▶ Breeding
- ▶ Nutrition
- ▶ Feed
- ▶ Herd Health

Know When to Hold 'Em

External Factors

- ▶ Availability
- ▶ Supply
- ▶ Demand
- ▶ Market Access
- ▶ Price



\$\$\$???

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

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?

North Central
**Highland
Cattle**
ASSOCIATION

A detailed black and white illustration of a Highland cow, showing its characteristic long, shaggy coat and curved horns. The cow is standing and facing left.

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

Josh Krenz
Windland Flats