

University of Wyoming Range Club  
Integrated Ranch Management Symposium  
May 13- 17, 2013 Laramie, Wyoming

# Integrated Ranch Management Symposium

Presented by the University of Wyoming Range Club



**Low- Stress Stockmanship \* Sell- Buy Livestock Marketing \***  
**Grazing Management \* Unit Cost of Production**

May 13- 17, 2013

University of Wyoming

Hansen Arena, Mary Mead Room

Laramie, Wyoming

[rangelands.org/IRMS](http://rangelands.org/IRMS)

<http://www.facebook.com/UWIRMS>

## Agenda

---

Monday, May 13<sup>th</sup>

- Dallas Mount- University of Wyoming Extension
  - Mary Mead Room (Hansen Arena)

**8:00 am- 9:00 am**- What is unit cost of production (UCOP)

**9:00 am- 12:00 pm**- Using UCOP (cow- calf operation)

**12:00 pm- 1:00 pm**- Lunch (provided)

**1:00 pm- 3:00 pm**- Using unit cost of production for analysis of stocker, hay, and land business

**3:00 pm- 5:00 pm**- Putting it all together; benchmarking and improving profitability

---

Tuesday, May 14<sup>th</sup>

- Curt Epler and Ross Wahlert- Livestock Marketing Experts
  - Mary Mead Room (Hansen Arena)

**8:00 am- 10:00 am**- Introduction to sell-buy marketing; compare a ranch model using traditional marketing vs. sell-buy marketing

**10:15 am- 12:00 pm**- Increasing cash flow in all types of markets, up or down

**12:00pm- 1:00 pm**- Lunch (provided)

**1:00 pm- 3:00 pm**- The value of cattle vs. feed vs. money; managing ranch inventory

**3:15 pm- 5:00 pm**- What when and why to sell

- Charley Orchard- Land EKG Inc.
  - Sims Cattle Company, McFadden, WY

**7:30 am**- Registration

**8:00 am- 12:00 pm**- Start workshop; Introduction to monitoring, Management, Habitat and grazing.

**12:00 pm- 1:00 pm**- Lunch (provide your own)

**1:00 pm- 4:00 pm**- Site field work; short term production, reconnaissance monitoring, Grazing indexing (E-Z EKG)

**4:00 pm**- Conclude

Wednesday, May 15<sup>th</sup>

- Curt Epler and Ross Wahlert- Livestock Marketing Experts
  - Mary Mead Room (Hansen Arena)

**7:30 am- 9:45 am**- Determining the value of breeding stock

**10:00 am- 12:00 pm**- Making sell-buy marketing work

- Charley Orchard- Land EKG Inc.

- Sims Cattle Company, McFadden, WY

**7:30 am- 12:00 pm**- Transects, transects and more transects. Record keeping, repeat photography, management direction, and EKG DataStore

**12:00 pm- 1:00 pm**- Lunch (Bring your own)

**1:00 pm- 4:00 pm**- Permanent monitoring sites and how to read EKG's

**4:00 pm**- Conclusions/ comments and Monitoring Kit sales

- Integrated Ranch Management Symposium; Banquet  
**6:00 pm**- Mary Mead Room (Hansen Arena)

Thursday, May 16<sup>th</sup>

- Charley Orchard- Land EKG Inc.
- Scott Sims- Sims Cattle Company
  - Sims Cattle Company, McFadden, WY

**8:00 am- 12:00 pm**- Introduction to ecological processes and the importance of good monitoring practices.

**12:00 pm- 1:00 pm**- Lunch (provided)

**1:00 pm- 5:00 pm**- How to use EKG- EZ field cards to evaluate rangeland health and make management discussions.

---

Friday, May 17<sup>th</sup>

- Dr. Tom Noffsinger- DVM
  - Mary Mead Room (Hansen Arena)

**9:00 am- 1:00 pm**- Classroom based lecture on the importance and advantages of using low- stress stockmanship

**1:00 pm- 2:00 pm**- Lunch (provided)

**2:00 pm- 5:00 pm**- Dr. Noffsinger will offer a live animal demonstration of proper animal handling.

## **Session: Unit Cost of Production**

Dallas Mount

University of Wyoming Extensions specialist  
Wheatland, Wyoming

### **About the speaker:**

#### **Dallas Mount**

Dallas Mount is a University of Wyoming Cooperative Extension Educator, serving the South East Area of Wyoming. He and his family reside in Wheatland. Dallas works primarily with livestock producers and small farms and ranches on sustainable land management practices including grazing management, livestock nutrition, and alternative production systems. Dallas has been actively involved with the Small Acre Issue Team and is a creator of the High Plains Ranch Practicum, an eight day, six month school for ranchers.



### **About the topic:**

Southeast Wyoming Area extension educator Dallas Mount updated the work of well-known livestock economist Harlan Hughes to fit today's livestock production environment. This ranch financial analysis tool is known as the Unit Cost of Production (UCOP) model and has been used in each of the last three High Plains Ranch Practicum schools conducted by

the University of Wyoming Cooperative Extension Service and Nebraska Extension. The UCOP model has proven very popular among ranchers as it allows producers to compare the financial performance of their ranches with that of other ranches in the model. This comparison is known as benchmarking and allows ranchers to identify where their costs are high and where their costs are low, allowing them to identify areas needing management attention.

[http://www.uwyo.edu/ces/pubs/impact\\_statements/2010/platte.pdf](http://www.uwyo.edu/ces/pubs/impact_statements/2010/platte.pdf)

---

## Session: Sell/ Buy Livestock Marketing

Curt Epler and Ross Wahlert

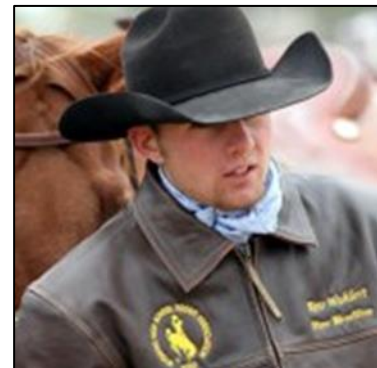
Marketing specialist

Cheyenne, Wyoming

### About the speaker:

#### **Ross Wahlert**

Mr. Wahlert is from Grover, Colorado where he was raised on a family ranch. As part of his FFA student activity event, Ross employed both Bud Williams low- stress stockmanship practices and his sell/ buy marketing techniques into his 30 head cattle trading enterprise. Ross has attended several of Bud William stockmanship and marketing courses and came highly recommended to us by Bud himself when we acquired to him last year who he recommended as a presenter for this



topic. Ross is currently attending Eastern Wyoming College on rodeo scholarship. More information on Ross and his knowledge in this topic can be found at:

<http://stockmanship.com/?p=1340>

### **Curt Epler**

Mr. Epler ranches in the Cheyenne area with his wife and family. Curt employs Bud Williams' stockmanship and marketing practices on his progressive operation. Curt personally knew Bud and had the opportunity to practice what was preached to him for many years now and has a firm grasp on how to take the principles of the topic and apply them in the real world.

---

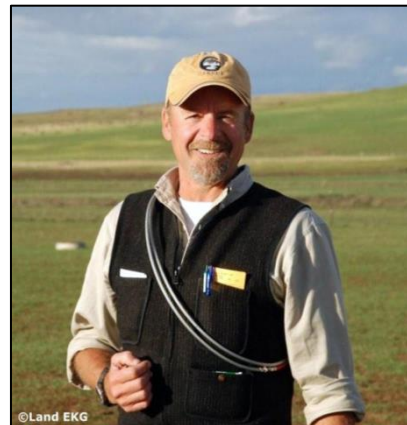
## **Session: EKG Blink**

Charley Orchard  
Land EKG Inc.  
Bozeman, Montana

### **About the speaker:**

#### **Charley Orchard**

Fourth generation Wyoming rancher, Charley Orchard, developed what has become known as the Land EKG<sup>®</sup> Monitoring System, a land health monitoring, management information, and reporting system. Since 1994, he has worked with ranchers across the US, Canada, Australia, and South Pacific, helping thousands track land health,





improve management skills, and decision making. Charley's background, experience, and education enable him to address many land issues and concerns. His business, Land EKG Inc., has a constant driving goal – to promote sustainable business and ecological information models for those noble few stewarding the land and feeding our nation and the world.

**About the topic:**

Participants will leave this NEW two-day course with well-practiced abilities in choosing monitoring sites; transect layout mechanics, and EKG photo procedures. This class is designed for any rancher or conservation manager seeking a rapid, repeatable monitoring program, right away. Participants will practice through land monitoring basics, soil surveys, grazing indexing, forage production methods, surface cover percent's, and EZ-EKG assessments, but will spend the majority of time learning monitoring mechanics for EKG transect lines. Additional time will be spent on "situational monitoring" and site recording techniques including an introduction to EKG DataStore. <http://www.landekg.com/descriptions.html> In addition to attending the two day field day, Participants will leave the school with these additional materials:

- 2013 EKG Blink & Site Mechanics Field Guide
- Permanent Location Forms
- EZ-EKG pocket field cards for quick land assessment
- 6 month trial subscription to EKG DataStore (**\$120 value**)

There will also be Land EKG Monitoring Kits available for purchase after the school. These kits have everything you will need to go home and begin your own monitoring program on your ranch.

<http://www.landekg.com/kits.html>

## Session: Introduction to Land Monitoring

Charley Orchard and Scott Sims  
Land EKG Inc.; Sims Cattle Company  
Bozeman, Montana; McFadden, Wyoming

### About the speakers:

#### **Scott Sims; Sims Cattle Company**

Sims Cattle Co. LLC is a 4<sup>th</sup> generation family owned ranching business in the Rock Creek Valley, near McFadden, Wyoming. We are a cow/calf operation that runs a three breed composite cow herd made up of angus, simmental, and gelbvieh genetics. Our ranch sits at 7200 feet in elevation where the growing season is short and the winters are long. This makes it a challenge to grow enough forage to meet our cow nutritional needs and keep our costs at a level to be profitable. This has to be done in a way to meet our needs while being careful not to harm our land.



Several years ago we asked ourselves the question of if we were being sustainable. Through holistic management training we were able to learn how to better make the land support our needs and also thrive at the same time. This has mainly been done through fencing and water development to better manage the movement of livestock on our land. The only way that we could know for sure that we were applying the right tools, to reach

our goal of being profitable and sustainable, was through the use of rangeland monitoring. In 1989 we set up our first monitoring transects to measure the progress we were making on the land. We are still doing monitoring today but have refined it in a way to make it more reliable and user friendly. Monitoring data is invaluable in tracking our progress in our management. We are always willing to share our management with others as it is an opportunity to learn from other people as well.

**About the topic:**

This practical one-day workshop is designed for laypersons, ranchers or land managers seeking the building blocks of range ecology and grazing monitoring. Training covers the benefits of ecological monitoring and grass/grazing processes. Stimulating discussion and hands-on field exercises allow participants to determine rangeland production, proper stocking rates, scoring of grazing practices, and management options. Exercises using EZ-EKG field cards will give participants the skills to rate and document ecological health, function, and pasture condition at temporary short-term monitoring plots. This is a good foundational course for anyone



interested or involved in land management and seeking monitoring skills to apply on many landscapes

<http://www.landekg.com/descriptions.html>

## **Session: Low- Stress Stockmanship Clinic**

Dr. Tom Noffsinger  
DVM  
Benkelman, Nebraska

### **About the speaker:**

#### **Dr. Tom Noffsinger**

Dr. Tom was raised on a ranch in Eastern Colorado. Dr. Tom attended Colorado State University where he earned his veterinary degree. He is an important member of the veterinary practice community, receiving many awards and recognitions. Dr. Tom and his wife of 43 years have two sons. He



now ranches in Benkelman, Nebraska where he enjoys the ranching lifestyle and family time. For the past eight years, Dr. Tom has provided feedlot consultations and given stockmanship workshops.

### **About the subject:**

Low-Stress Livestock Handling is the practice of improving the handler's and the animal's attitudes through investments of time that train both the animal and handler to respond to each other. The practice is based upon the willingness of the handler to use their powers of observation to address the situation and the animals' reactions, by working slowly to guide the animal where it feels it will be safe. It is important to create an environment that the animals are comfortable in. This will help make the working of the animals safer and more efficient.

---

A special thank you to our sponsors:

