

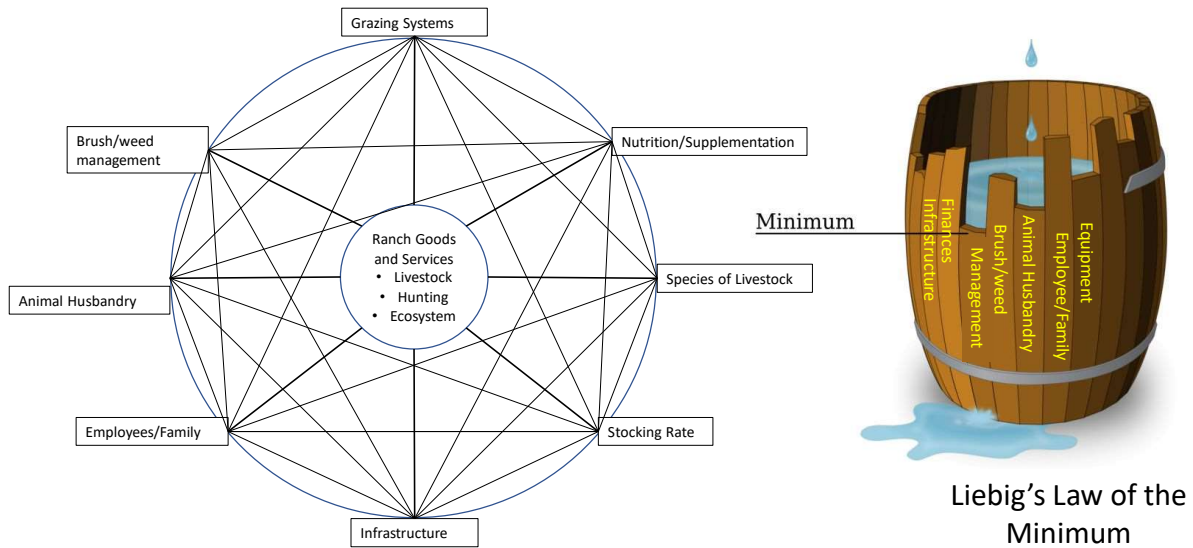
I started my career in rangeland management and grazing management in eastern Colorado doing a M.S. project on forage fed beef using complementary grazing systems or integrated crop and pasture grazing systems in the late 1970's

Then I moved to Texas and worked on short duration grazing at a time when Allan Savory was promoting rotational grazing as a way to double the carrying capacity of rangelands. Following my Ph.D. I worked at the U.S. Sheep Experiment Station in southeast Idaho for 10 years and worked on using livestock to manage invasive weeds.

For the last 24 years I have worked in Texas primarily as an administrator responsible for managing 5 different ranches in 5 different counties.

Most recently I have been working on a sustainable ag project in cooperation with Oklahoma State University and University of Nebraska to use fire and goat browsing to control woody plant encroachment.

# Management the limiting resource



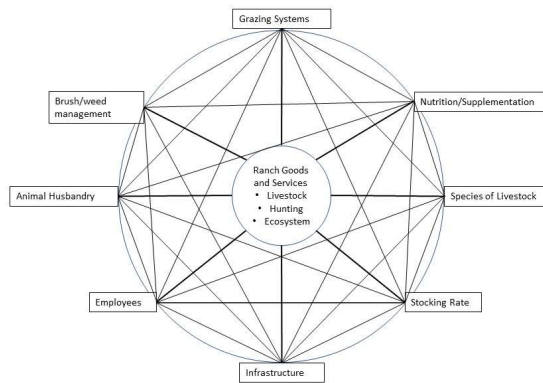
Ranch management is complex and there is only so much complexity that we can deal with.

# Management

The organization and coordination of the activities of a business in order to achieve defined objectives. Management is often included as a factor of production along with machines ([grazing animals](#)), materials ([rangeland resource, infrastructure](#)), and money.



I like this definition of management that Jack Welch wrote. He was the CEO of GE and would not let his employees call him Mister, so don't call me Dr.



Because of the Complexity Agriculture producers are not profit maximizers.



Because of the complexity of agricultural systems Agriculture producers are not profit maximizers. So if you hear a talk including this one that states you could make more money if you did this or that there are likely to be good reason why you are not going to adopt the suggested practices.

Having said that: Earl Ainsworth an editor of the Farm Journal back when LISA, i.e., Low Input Sustainable Agriculture, was a catch phrase (you can see I have been doing this for a long time) said that the only sustainable agriculture is profitable agriculture. So the premise of this talk is that although you are not profit maximizers you do not want to go broke.

## Principles of Grazing Management

- Distribution (rotational grazing)
- Species of Livestock
- Stocking Rate



This list of principles of grazing management, i.e., Distribution, Species of livestock, and stocking rate are listed reverse order of importance. However, most managers choose the kind of livestock and grazing system for many different reasons and are not likely to change.

# HIGH PLAINS JOURNAL™

TOP STORY

## The great debate of grazing systems

By Lacey Newlin Jul 10, 2020 Updated Nov 18, 2020 0

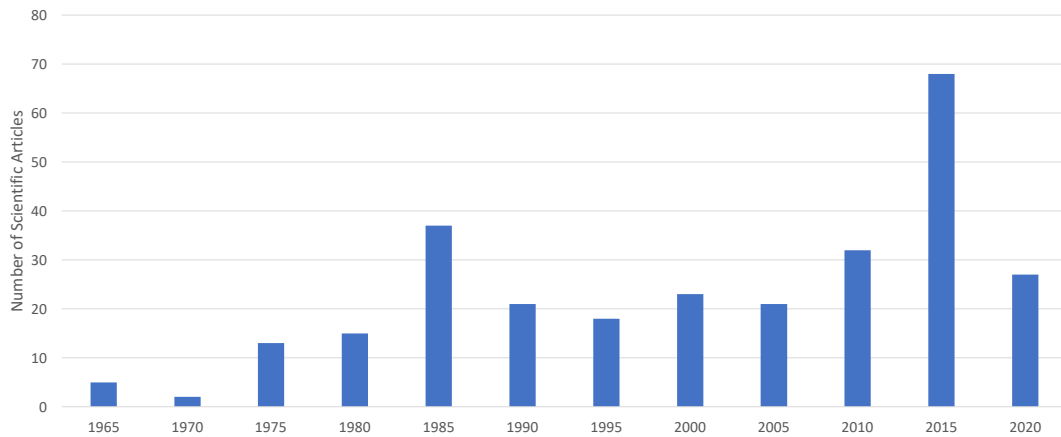


Which grazing system to use has been a long-standing debate for years. (Journal photo by Lacey Newlin.)

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## Scientific Articles on Rotational vs Continuous Grazing

source: Web of Science



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Primarily because of Allen Savory promoting rotational grazing beginning in the late 1970's and at that time suggesting that it could double stocking rate, research was started in many places to investigate rotational grazing, which resulted in a lot of publication in the late 1980's and early 1990's. Then interest died down until 2008 when David Briske and colleagues published a paper that said the scientific evidence was that there was not advantage to rotational grazing.

## Short Duration Grazing and the Savory Grazing Method in Perspective

Rod Heitschmidt and John Walker

“Realistically the only point of controversy is rate of stocking.”

The primary objective of most grazing management practices is to maximize livestock and/or wildlife production per unit area of rangeland. But in order to satisfy this objective, management practices must insure that the forage resource is maintained over time. Currently, considerable controversy exists concerning the relative merits of short duration grazing systems in general and specifically the Savory Grazing Method as viable grazing management concepts. The primary objective of this presentation is to establish a balance between traditional concepts of range and ranch management and those associated with the Savory Grazing Method. We hope to satisfy this objective by first reviewing some of the basic principles of grazing management and then addressing points of controversy in an open and direct manner. First, let's review some of the basic principles.

### Rangeland Productivity

Rangeland productivity, relative to stable livestock products, is primarily a function of three factors: (a) amount of forage produced; (b) forage quality; and (c) the efficiency with which the forage is harvested (Heitschmidt et al. 1982). The primary objective of essentially all grazing management practices is centered around the manipulation of these factors. For example, common methods of management used to increase quantity and quality of forage produced include irrigation, fertilization, and seeding of more productive species. Fencing and strategic location of water facilities and mineral boxes are common methods of management that enhance efficiency of harvest.

But in many instances, the relative increase in production that is attainable from the application of present technology to native rangeland does not economically justify the implementation of such practices as irrigation and fertilization. Thus, various grazing management systems are often utilized as a method for increasing productivity. But just as the relative success of irrigation and fertilization is related to these three factors, so is the relative success of any grazing system; only the method differs.

### Basic Principle of Grazing Management

All systems of grazing management are centered around the basic principle of grazing management which is the

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control of frequency and severity of defoliation of individual plants. Scientific research has repeatedly documented the adverse effects that frequent and severe defoliation of plants have on entire rangeland ecosystems. But to understand these effects, one must evaluate both the short-term and long-term responses of an individual plant to defoliation.

Basically, the short-term or immediate responses of an individual plant to any defoliation event may be limited to three. First, it may flourish which conceptually may be perceived as an increase in size or number of plants. Secondly, it may die or at least decline in vigor. Thirdly, it may not respond in either a positive or negative manner.

As a result of these basic short-term responses, the competitive abilities of individual plants are altered. For example, a major difference in competitive abilities may result if one plant species is grazed and another is not grazed. These relative changes in the ability of plants to compete for a given resource results in a change in their relative abundance. One goal of any grazing management scheme is to prevent this shift in species composition toward less desirable species.

The major factor controlling frequency and severity of defoliation regardless of type of grazing system is grazing pressure. Grazing pressure is defined as the animal unit to forage unit ratio (Soc. Range Manage. 1974). Severity and frequency of defoliation will always increase as grazing pressure increases. But the relationship between grazing pressure and frequency and severity of defoliation is extremely complex in any rangeland because livestock are selective grazers and forage preference and availability vary between the growing season and the dormant season. Basically, these factors create a situation whereby grazing pressure varies between plant species. Thus, the most preferred plants will generally be defoliated more frequently and severely than the less preferred plants. This is true regardless of type of grazing system.

### Role of Grazing Systems

How is the frequency and severity of defoliation controlled in various types of grazing systems? Again for the sake of simplicity, let us limit our discussion of grazing systems to three basic types: continuous (1-herd, 1-pasture); deferred rotation (multi-herd, multi-pasture); and short duration (1-herd, multi-pasture).

Under continuous grazing schemes stocked with a single class of livestock, rate of stocking is the principal factor

The Savory Method of short duration grazing can be successful on any given ranch.

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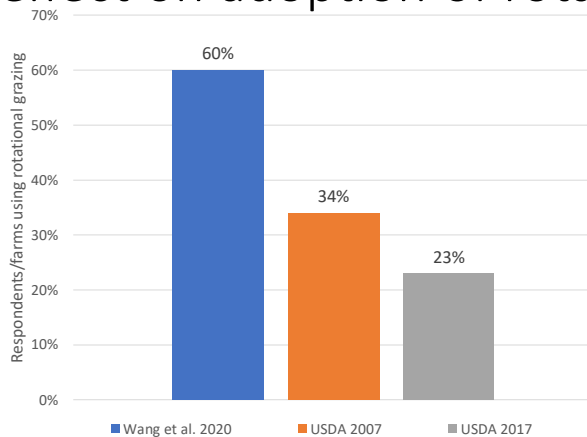
This is a paper that I co-wrote with my mentor Rod Heitschmidt in 1983 almost 40 years ago and not much that has happened in the intervening years has changed my mind. Furthermore, my colleague Poncho Ortega at Texas A&M Kingsville still uses this paper to teach his grazing management class.



## Two reasons to rotationally graze

- If your ranch has multiple pastures, grouping all animals that can be managed as a group into 1 pasture makes routine checking more efficient.
- Over time, rest especially long rest will improve the ecological health of rangelands and result in greater primary production and animal carrying capacity.

## Science and strong arguments will have little effect on adoption of rotational grazing



### Ranchers are a lot like scientists!

A new scientific truth does not triumph by convincing its opponents and making them see the light, but rather because its opponents eventually die and a new generation grows up that is familiar with it.

— Max Planck, Scientific autobiography, 1950, p. 33



The USDA data percentage of farms that use rotational grazing was calculated by dividing the number of farms that use that practice by the number of **Permanent pasture and rangeland, other than cropland and woodland pastured farms, which** may overestimate the percentage of farms that use rotational grazing because rotational grazing is probably more common on cropland pastures. The difference between Wang et al. 2020 and USDA can also likely be attributed to the fact that Wang only surveyed operations with 100 hd or more non-feedlot cattle and in the USDA Census of AG less than 10% of the farms have 100 hd of cattle and calves.

Max Planck received the Nobel Prize in Physics in 1918 for his development of the quantum theory, which revolutionized human understanding of atomic and subatomic processes

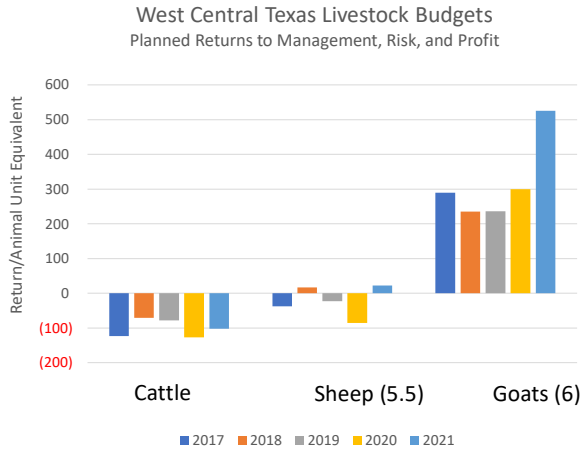
# Livestock species



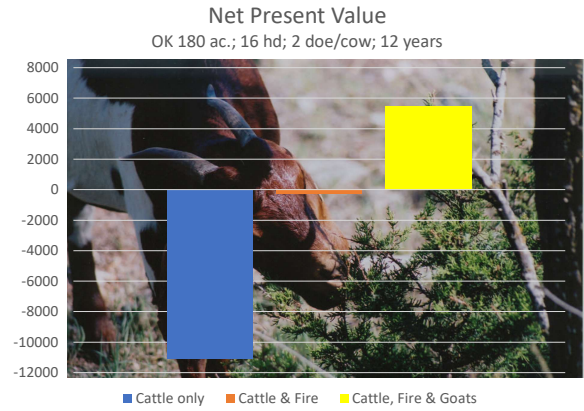
Diagram created by weedcenter.org

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# Goats have consistently been most profitable



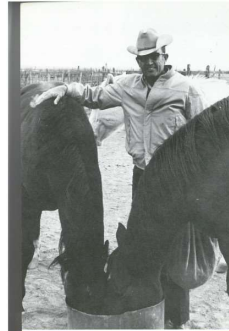
Source: <https://agecoext.tamu.edu/resources/crop-livestock-budgets/budgets-by-extension-district/district-7-west-central/>



Source: Hintze, K., Bir, C. & Peel, D. 2021. Economic Feasibility of Mixed-Species Grazing to Improve Rangeland Productivity. *Animals*, 11, 1226.



Ranching is not a business it's a disease!



Asa Jones enjoys  
**Ranching the  
Greasewood  
Country**

By Paul W. Huhn

**N**OT MANY MEN who have traveled across land as lush as the equatorial pasture and above the timberline of the mountainous Andes would settle in the grass-covered country of Fossil county on a Texas bank. Even fewer would choose a ranch that breeds the finest former operators.

Perhaps Asa Jones does not belong in this generation, but rather among the pioneers who faced no challenge, with the success and freedom for acquisition. Indeed he was fortunate to have grown up among some giants of the Texas cattle industry. A lot of their attitudes rubbed off on him.

Originally this grass-covered country west of Fort Stockton is far from glamorous with country supporting a cow to 150 acres when run right. It is flat and contains but thick with the wind-torn brush and punctuated with outcroppings of limestone that refuse to support a blade of green grass but on any scale it holds the world together. But George Asa Jones saw a lot of potential here that most men overlook. Apparently the three successive former owners overlooked it.

"I won't even take this land except on the bank," Jimmy Mitchell of the National Finance Credit Corp. of Texas told Asa in 1950. "The last three operators were broke there. I don't want to be a party to breaking the fourth man."

But Asa was married to the brilliant Kennedy Ranch could be run right and in time make good cattle country. The success of overgrazing could be overcome and the money he had inherited was to build one of the finest country that holds good from an estate. Steadily the bank grew until the third man.

He found financial help from Martin Production Credit Association and with his wife Nancy and three children moved his one of the finest homes west of the Pecos. His origin is lost history, but Asa was never told he is elderly later that she went to a dance there in 1980. It was a trip on the Butterfield Stage route.

Today Jimmy Mitchell remembers the ranch in its second days before Asa made things. "I just think you had a great good management can perform," he says. "But back in those days you'd look like a new man-killer."

As for the big, framed Angus and Ayrshire cows that roam the Kennedy Ranch today, you wouldn't think a lot of anybody would use herding this operation into existence. But Asa had wanted the development and even worked in Mexico and South America, making out the drought and disposition for the chance to get to his own.

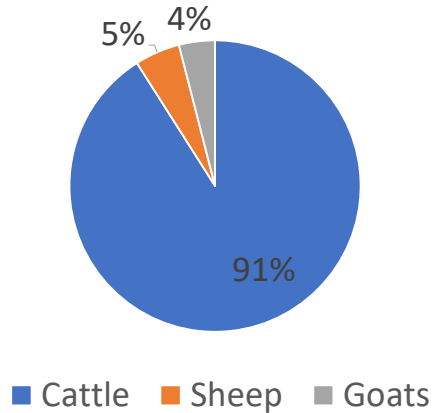
He was born in San Antonio but by the time he was six weeks old, George Asa Jones was settled in ranch life south of Houston. The father, Asa Jones, had done time west from the country to South Texas in 1887 to work for Starbuck and Aycock. Eventually he ran cattle in Hopkins and Brewster counties and then joined a partnership to run the 700 sections of the Double Creek Cattle Co. with landowner Jerry Williams. Asa, the partnership included Jim Pitt.

THE CATTLEMAN

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## West Central Texas livestock composition

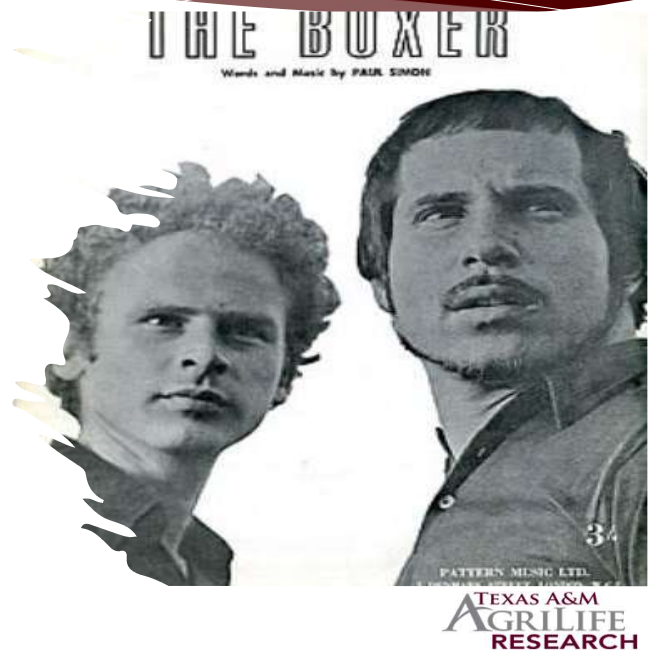
Animal Unit Equivalents



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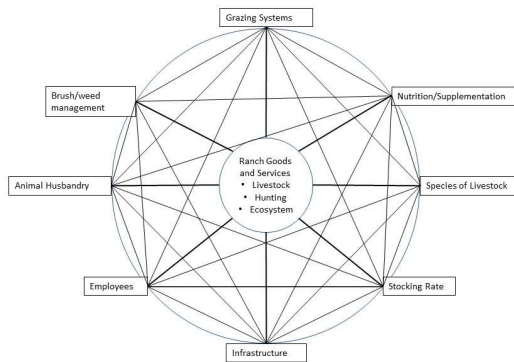
These statistics are for Texas the largest sheep and goat producing state in the U.S. Not only that they are for the heart of the sheep and goat producing region of Texas. What does that mean? There are many reasons for not integrating small ruminants into a ranching operation. For me the number one would be not getting phone calls at all hours of the day and night that your goats were on the County road or had their head caught in the fence.

Still, a man hears  
what he wants to  
hear  
And disregards the  
rest



This is the long and the short of 2 out of 3 of the principles of grazing management.

If Management is limiting  
Mange what is most important

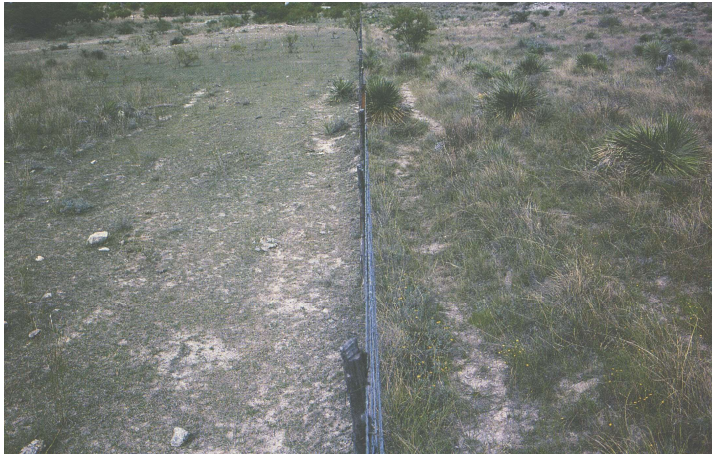


- ~~Distribution (rotational grazing)~~
- ~~Species of Livestock~~
- Stocking Rate



# Stocking Rate

Nothing else matters until this is right!



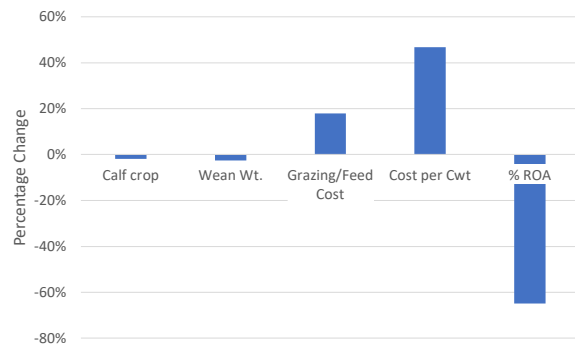
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# Proper stocking rate drives profitable livestock production

## Principles of profitable livestock production

- Low production cost
- High reproductive efficiency

### • Effect of 10% increase in Stocking Rate



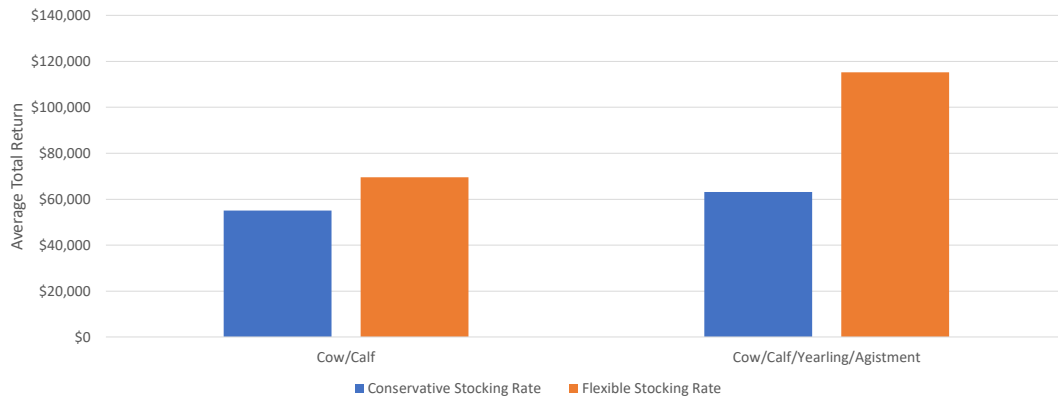
Source: Standardized performance analysis data – 475 Herds, TX, NM, OK 1991 – 2004 Herd Sizes 10 - 13,884

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Analysis of 185 Cow-Calf Operations in the Northern Great Plains by Barry Dunn  
Grazing management is the key to Low production cost and High reproductive efficiency. Purchased feed was 30% less for High compared to Medium and Low ROA operations were stocked 10% heavier the High or Medium ROA operations.

Of the 23 SPA production measurements used to describe the cow-calf enterprise that were compared for Low, Medium, and High Profit, the only measurement for which High Profit enterprises were higher ( $P < 0.10$ ) than Medium and Low Profit enterprises was weaning percentage. On a per 100 lb. of weaned calf basis, High Profit enterprises had fewer total dollars invested than did Medium Profit ( $P < 0.05$ ). They also had lower depreciation expenses ( $P < 0.10$ ) and lower total expenditures ( $P < 0.05$ ) than both Medium and Low Profit enterprises. High Profit enterprises had higher revenue ( $P < 0.05$ ), lower breakevens ( $P < 0.05$ ), and higher net income and ROA ( $P < 0.01$ ) (Table 2) than Medium and Low profit enterprises. production systems in the three designated regions within this analysis vary, region was not a factor affecting profitability. This would indicate that the opportunity for profit was not determined by geographical region, but management's response to opportunities and challenges within regions. Purchased feed was 30% less for High compared to Medium and Low ROA operations were stocked 10% heavier the High or Medium ROA operations.

## Flexible stocking rates can double net ranch return



Torell, L. A., S. Murugan, and O. A. Ramirez. 2010. Economics of Flexible Versus Conservative Stocking Strategies to Manage Climate Variability Risk. *Rangeland Ecology & Management* 63(4):415-425. doi: 10.2111/rem-d-09-00131.1

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28,000 acre; 575 Animal Unit ranch. 40 year planning horizon. Conservative stocking was flexible but could not

## Management options for annual variation in forage availability

### Good year



- Increase stocking rate
  - Retain calves
  - Reduce culling rate
  - Purchase stockers
  - Lease grazing to others
- Prescribed Fire: Forage = Fuel
- Do nothing

### Bad year



- Reduce stocking rate
  - Sell livestock
    - Cull heavy
    - Wean early
  - Lease pasture
  - Feed more
- Do nothing



# Is your stocking rate about equal to the carrying capacity of your grazing land?

- **Conclusion**

- These results indicate that, as a whole, the state of Nebraska was operating at 100% of carrying capacity.

- **Simplifying assumptions.**

- Cattle production is the sole user of the perennial grazing resources.
- The potential perennial forage production in each county was based on the most productive plant community best adapted to each ecological site.

Western Economics Forum

A Journal of the Western Agricultural  
Economics Association

**WEF**

2019

## Examining the capacity of Nebraska rangelands for cattle production

*Katie Cumming<sup>1</sup>, Jay Parsons<sup>2</sup>, Walter Schacht<sup>3</sup>, and Brian Baskerville<sup>4</sup>*

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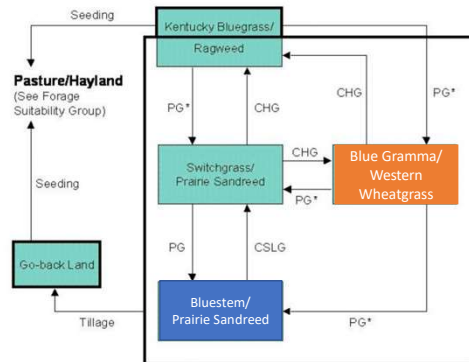
Ignoring other grazers, i.e., bison, sheep & goat not a big problem they would increase forage demand by only about 2%.

using the most productive plant community would cause the actual forage production to be lower than what we estimate for this analysis. This may impact the results significantly; for example, in Eastern Nebraska, where a majority of pasture acres are predominantly smooth brome grass and Kentucky bluegrass, the actual plant production is less than the most productive plant community for most Eastern Nebraska soil map units.

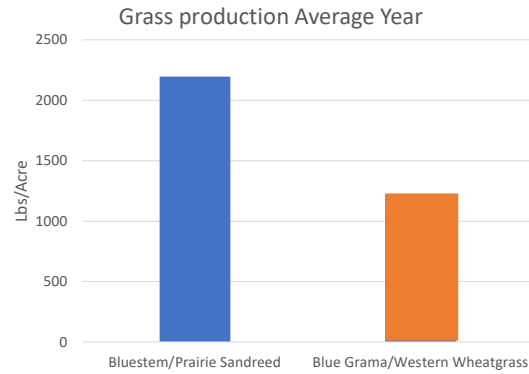
# Ecological condition affects forage production

## Sandy Medium Ecological Site

State and transition model



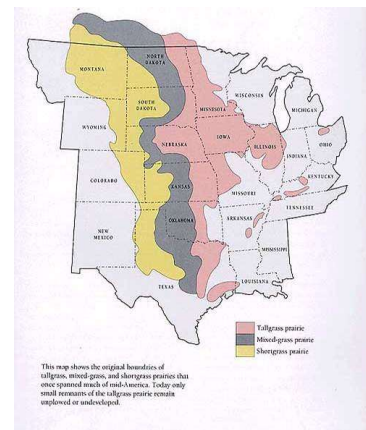
**CHG** - continuous heavy grazing, **CSLG** - continuous season-long grazing, **PG** - prescribed grazing w/ adequate recovery period, \*if tall warm-season grass remnants are present



Proper stocking rate should be based on residual forage prior to the next growing season.

**Table 1. Suggested forage residue levels for maintaining soil stability and plant vigor.**

Vegetation type	Precipitation (in)	Lbs/ac	Stubble height (in)
Tallgrass	30	1200 – 1500	10 – 15
Midgrass	20	750 – 1100	6 – 8
Shortgrass	15	300 – 500	2 – 3



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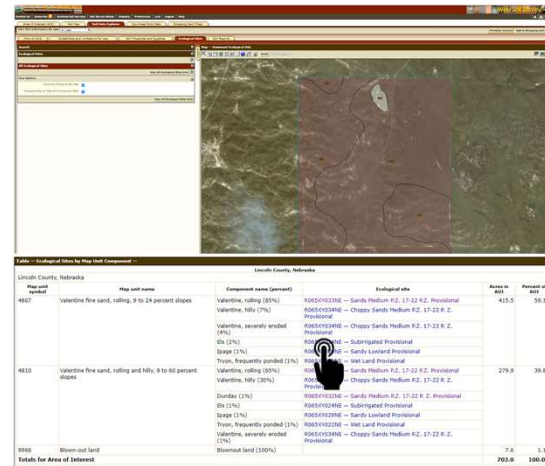
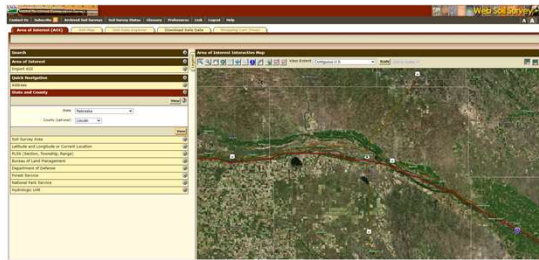
## Monitoring end of grazing season forage production



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# Determining carrying capacity

<https://websoilsurvey.sc.egov.usda.gov/App/WebSoilSurvey.aspx>



Map unit symbol	Map unit name	Component name (comment)	Ecological site	Acres to 801	Percent of 801
4807	Valentine fine sand, rolling, 9 to 24 percent slopes	Valentine, rolling (55%)	R05S1V022M - Sandy Medium P-Z, 17-22 P-Z, Provisional	423.5	58.1%
		Valentine, mly (2%)	R05S1V022M - Cherty Sands Medium P-Z, 17-22 P-Z, Provisional		
		Valentine, severely eroded (4%)	R05S1V022M - Cherty Sands Medium P-Z, 17-22 P-Z, Provisional		
		Stape (1%)	R05S1V022M - Subergated Provisional		
4810	Valentine fine sand, rolling and hills, 9 to 60 percent slopes	Tronx, frequently ponded (1%)	R05S1V022M - Sandy Lowland Provisional	279.9	38.8%
		Valentine, rolling (55%)	R05S1V022M - Sandy Medium P-Z, 17-22 P-Z, Provisional		
		Tronx, frequently ponded (1%)	R05S1V022M - Sandy Lowland Provisional		
		Stape (1%)	R05S1V022M - Subergated Provisional		
		Tronx, frequently ponded (1%)	R05S1V022M - Sandy Lowland Provisional		
		Tronx, frequently ponded (1%)	R05S1V022M - Sandy Lowland Provisional		
		Tronx, frequently ponded (1%)	R05S1V022M - Sandy Lowland Provisional		
		Tronx, frequently ponded (1%)	R05S1V022M - Sandy Lowland Provisional		
		Tronx, frequently ponded (1%)	R05S1V022M - Sandy Lowland Provisional		
		Tronx, frequently ponded (1%)	R05S1V022M - Sandy Lowland Provisional		
9966	Blown-out land	Blown-out land (100%)	R05S1V022M - Cherty Sands Medium P-Z, 17-22 P-Z, Provisional	7.6	1.1%
				903.6	100.0%



I suspect that many of the people that are overgrazing do not know the true carrying capacity of their ranch. The next few slides demonstrate a method that I have used successfully to estimate carrying capacity.

# Ecological site descriptions

Sands Medium P.Z. 17-22

Home / Site Details / Metadata / Ecological Site Description

General information

Physiographic features

Climatic features

Water features

Soil features

Ecological dynamics

Interpretations


Supporting information

Reference sheet

Print options

**General information**

**Provisional** A provisional ecological site description has undergone quality control and quality assurance review. It contains a working state and transition model and enough information to identify the ecological site.



Download the description

USDA Natural Resources Conservation Service

## Ecological site R065XY032NE Sandy Medium P.Z. 17-22

Accessed: 07/16/2021

### General information

**Provisional.** A provisional ecological site description has undergone quality control and quality assurance review. It contains a working state and transition model and enough information to identify the ecological site.



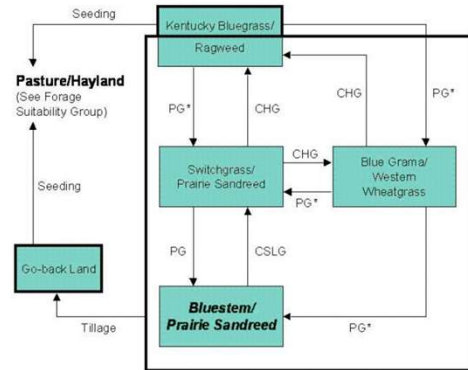
Figure 1. Mapped extent

Areas shown in blue indicate the maximum mapped extent of this ecological site. Other ecological sites likely occur within the highlighted areas. It is also possible for this ecological site to occur outside of highlighted areas if detailed soil survey has not been completed or recently updated.

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$$\text{Acre/AU} = (26_{\text{lbs forage/AUD}} \times \text{days grazed}) / (\text{Lbs/Acre} \times 0.25)$$

State and transition model Forage demand



CHG - continuous heavy grazing, CSLG - continuous season-long grazing, PG - prescribed grazing w/ adequate recovery period, \*if tall warm-season grass remnants are present

Forage available

Bluestem / Prairie Sandreed

Table 5. Annual production by plant type

Plant Type	Low (Lb/Acre)	Representative Value (Lb/Acre)	High (Lb/Acre)
Grass/Grasslike	1760	2196	2625
Forb	20	132	250
Shrub/Vine	20	72	125
<b>Total</b>	<b>1800</b>	<b>2400</b>	<b>3000</b>

$$(26 \times 365) / (2196 \times 0.25) = 17 \text{ ac/AU}$$

Blue Grama / Western Wheatgrass

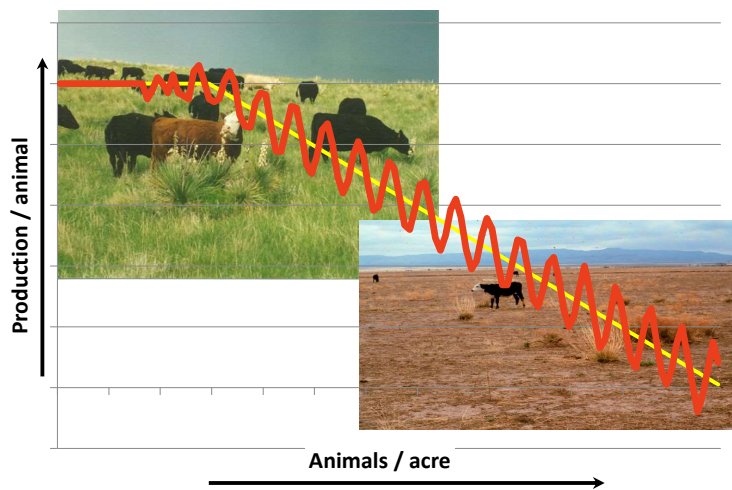
Plant Type	Low (Lb/Acre)	Representative Value (Lb/Acre)	High (Lb/Acre)
Grass/Grasslike	1025	1218	1410
Shrub/Vine	10	77	145
Forb	65	105	145
<b>Total</b>	<b>1100</b>	<b>1400</b>	<b>1700</b>

$$(26 \times 365) / (1218 \times 0.25) = 31 \text{ ac/AU}$$

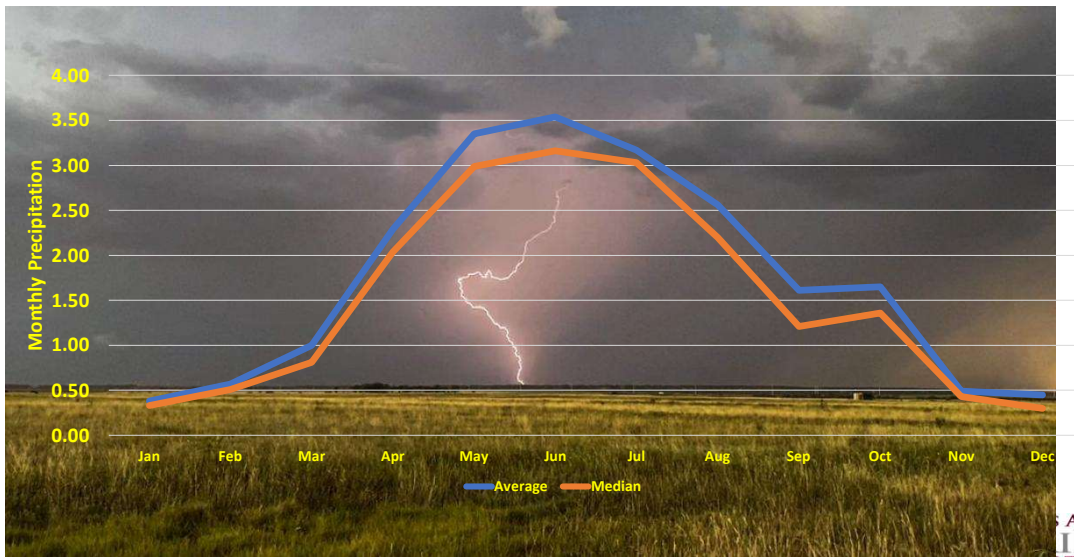


26 lbs of feed a day is the forage intake on a yearlong basis for a 1,000 lb cow raising a calf. If your cow herd averages 1,200 lb then use 31 lb/day.

# Planning for forage variability

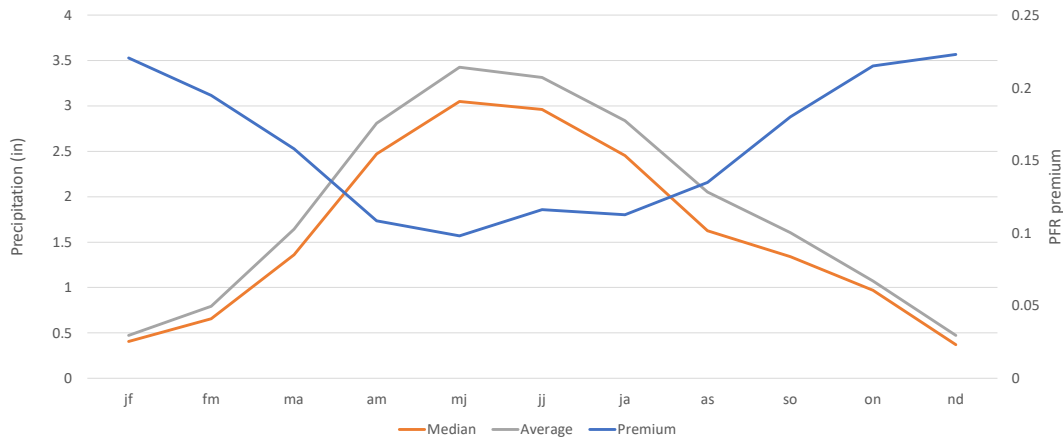


## North Platte Precipitation



Nebraska precipitation is more normally distributed than in the areas that I have spent most of my time. The median, that number for which half of the events are above and half of the events are below is about 10% less than the average. In many places the difference is 20%. That means that you should not count on getting average precipitation because you will be overestimating your expected precipitation. Rather you should plan for the median year.

## North Platte precipitation and PRF premium



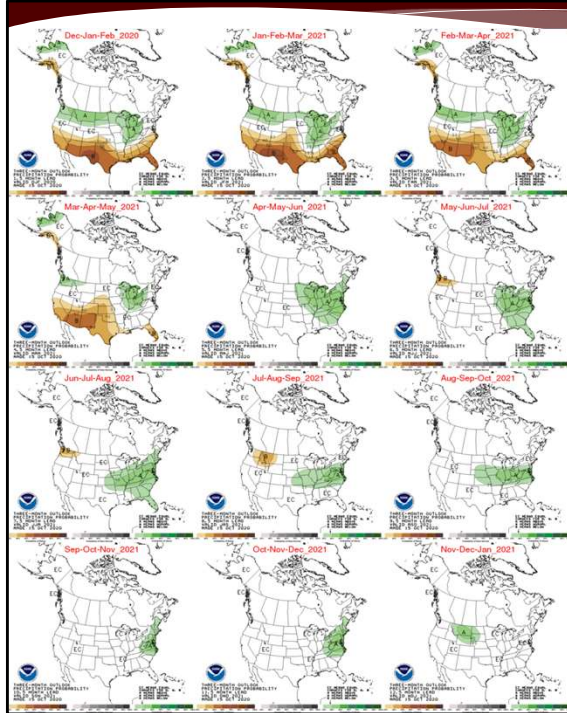
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This slide is a bonus and not related to this talk, but of economic importance. When the median growing season precipitation diverges most from the average precipitation is also when the premium for PRF insurance is lowest. Take home message is don't divide your acreage evenly across all intervals but put more acres in the growing season intervals.

# Use long-term forecasting to plan for Stocking Rate adjustments

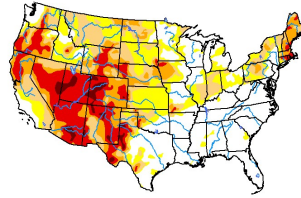
- International Research Institute for Climate and Society
  - <https://iri.columbia.edu/our-expertise/climate/forecasts/seasonal-climate-forecasts/>
- National Weather Service – Climate Prediction Center
  - [https://www.cpc.ncep.noaa.gov/products/predictions/long\\_range/](https://www.cpc.ncep.noaa.gov/products/predictions/long_range/)
- Harris-Mann Climatology
  - <http://www.longrangeweather.com/>
- Weather Trends 360
  - <https://www.weathertrends360.com/>





**U.S. Drought Monitor  
Continental U.S. (CONUS)**

**October 13, 2020**  
(Released Thursday, Oct. 15, 2020)  
10:08 a.m. EDT



**Intensity:**  
 None  
 D0 Abnormally Dry  
 D1 Moderate Drought  
 D2 Severe Drought  
 D3 Extreme Drought  
 D4 Exceptional Drought

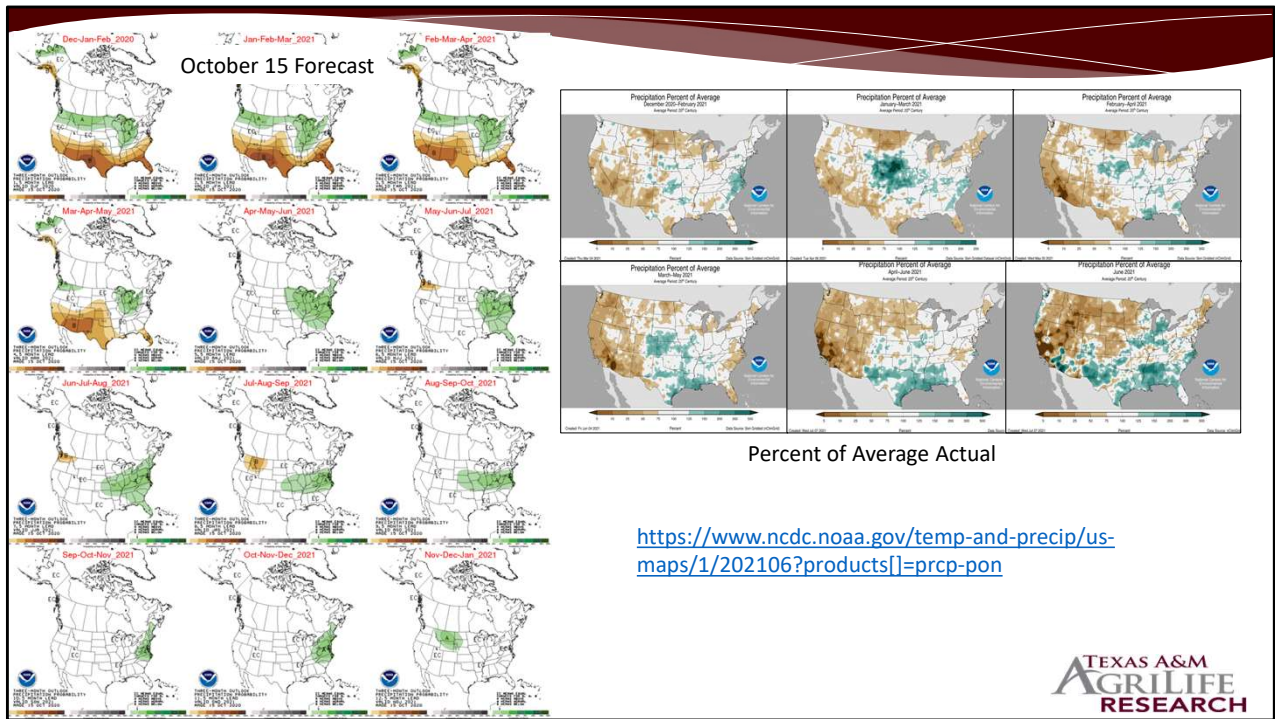
The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. For more information on the Drought Monitor, go to <http://droughtmonitor.unl.edu/about.aspx>.

**Author:**

Curtis Riggs  
 National Drought Mitigation Center  
  
[droughtmonitor.unl.edu](http://droughtmonitor.unl.edu)

**Long range precipitation  
forecast October 15, 2020**





# Free rainfall data for your pastures

<https://climate.com/>

**CLIMATE FIELDVIEW** Features Partners Pricing Support

## Digital Farming's leading software platform

Analyze your farm's data in one place with the Climate FieldView app

Get Started with FieldView

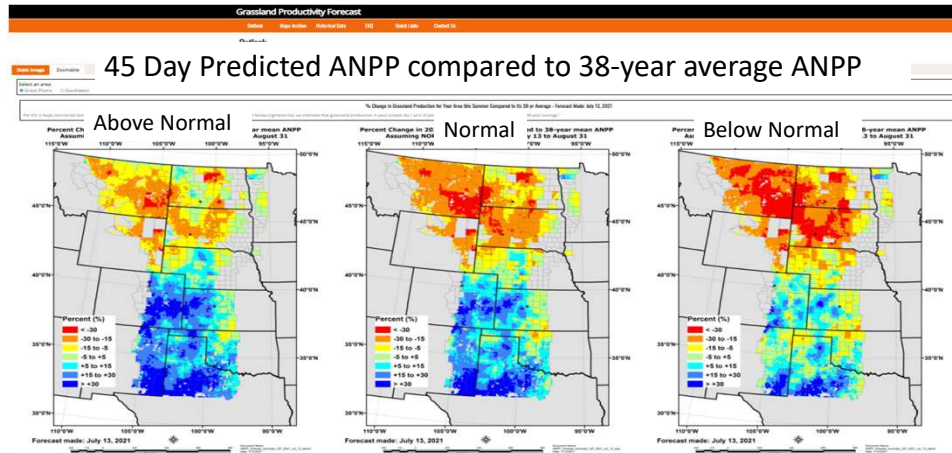
### Precipitation Report for August 2, 2021

Precipitation was detected on 8 of your fields on August 2, 2021.  
For more up-to-date estimates, please check your rainfall in the Climate FieldView app.

	Martin Ranch East Menard, TX 1279.74 ac	0.8"
	Martin Ranch South West Menard, TX 2779.43 ac	0.7"
	Martin Ranch North West Menard, TX 1348.70 ac	0.7"
	San Angelo Tom Green, TX 1829.78 ac	<b>0.27"</b> 0.2"
	Sonora South Edwards, TX 999.01 ac	0.1"
	Read Ranch Middle Crockett, TX 1279.24 ac	0.1"
	Sonora North Edwards, TX 1103.99 ac	0.1"
	Sonora HQ Edwards, TX 449.16 ac	<b>0.05"</b> 0.1"

**TEXAS A&M AGRILIFE RESEARCH**

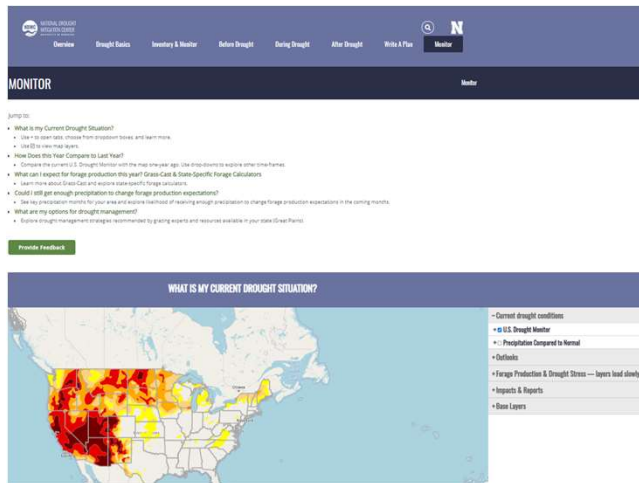
Grass-Cast <https://grasscast.unl.edu/>



TEXAS A&M  
AGRI LIFE  
RESEARCH

# Ranch drought monitoring dashboard

<https://drought.unl.edu/ranchplan/monitor.aspx>



- What is my Current Drought Situation?
- How Does this Year Compare to Last Year?
- What can I expect for forage production in the next 30 days?
- Could I still get enough precipitation to change forage production?
- What are my options for drought management?



Best monitoring  
tool:  
Look, Think,  
Record

TEXAS A&M  
AGRI LIFE  
RESEARCH

# Grazing management apps

## PastureMap

U.S. \$750, \$500, \$200

The screenshot shows the PastureMap website with a navigation bar at the top containing 'PastureMap', 'Home', 'Features', 'Pricing', and 'Blog'. The main content area features a section titled 'What's Next for PastureMap?' with a sub-heading 'Improved Map View' and four bullet points: 'Provide photos directly on the map', 'Improve map functionality for your herds and infrastructure', 'Review and associate planned moves from the map view', and 'Check your ranch status at a glance'. To the right of this text is a circular image showing a mobile app interface overlaid on a satellite map of a field. Below this is a section titled 'Your feedback matters' with the sub-heading 'Help shape the future of PastureMap!'. At the bottom, there are four buttons: 'New Weather Forecast and rainfall calculator', 'Data Layer Settings', 'New herd view', and 'New Pasture View', each with a small icon and a right-pointing arrow.

## Maiagrazing

Australia \$2,300; \$1,150

The screenshot shows the Maiagrazing website with a navigation bar at the top containing the 'maiagrazing' logo and 'Australia' with a menu icon. The main content area features a section titled 'Farm Management Made Easy' with six icons arranged in a 2x3 grid. The top row icons are: a checkmark (Meet compliance requirements), a location pin (Track paddock performance with accuracy), and a bar chart (Avoid over-stocking (and under-stocking)). The bottom row icons are: a bar chart (See the implications of your grazing plans), a target icon (Accurately manage your Trading/Journal/Stockflow), and a line graph (Use regional benchmarking data to improve your position). The Texas A&M AgriLife Research logo is visible in the bottom right corner.



# That's My Story

