

# Record Keeping for Ranch Analysis & Benchmarks



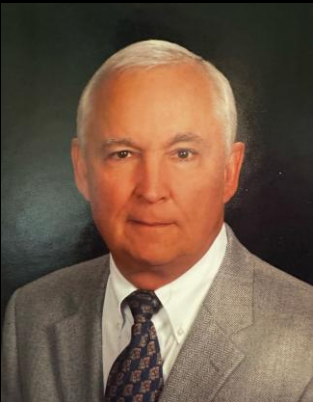
# The 5% Rule

*“A 5% increase in price received,*

*A 5% decrease in costs, &*

*A 5% increase in yield will often produce more than a 100% increase in net returns.*

*The effect is cumulative, multiplicative, and compounding!”*



*Dr. Danny Klinefelter (deceased)  
Agricultural finance professor and economist  
Texas AgriLIFE Extension and Texas A&M University*

# How Can you improve by 5%?

- **What is your income per cow exposed?**
- **What are your cost per cow exposed?**
- **What is your average weaning weight per cow exposed?**
- **You must keep good records and analyze them every year to set benchmarks for change.**



# Terrell Miller, CEO CattleMax

**Quotes** - *Drover's Journal* - January 15, 2026



- **“Organization is such a key. If you’re not organized and don’t have all your information together, it’s really hard to set goals or measure progress.”**
- **“Record keeping is not one size fits all. A 1,000-head commercial operation has different needs than a 20-head registered herd. Producers have to find the ‘just right’ amount of information to track. Keeping too little information means you can’t make informed decisions. Keeping too much just bogs you down.”**
- **“Without reporting and analysis, you’re simply filling file cabinets. It’s not just about putting data in — it’s about getting useful information out.”**

# Required Records

1. Schedule F for **Taxes**
2. Restricted Use **Pesticide Applications**
3. **Worker Protection Standards**
  - OSHA requires employee and worker protection standard records to protect worker safety and health for operations with 11 or more employees.
4. **Senate Bill 712: Fertilizer applications on farms in a BMAP**
5. **Veterinary-Client-Patient Relationship & VFDs - Antibiotic feeding prescriptions**



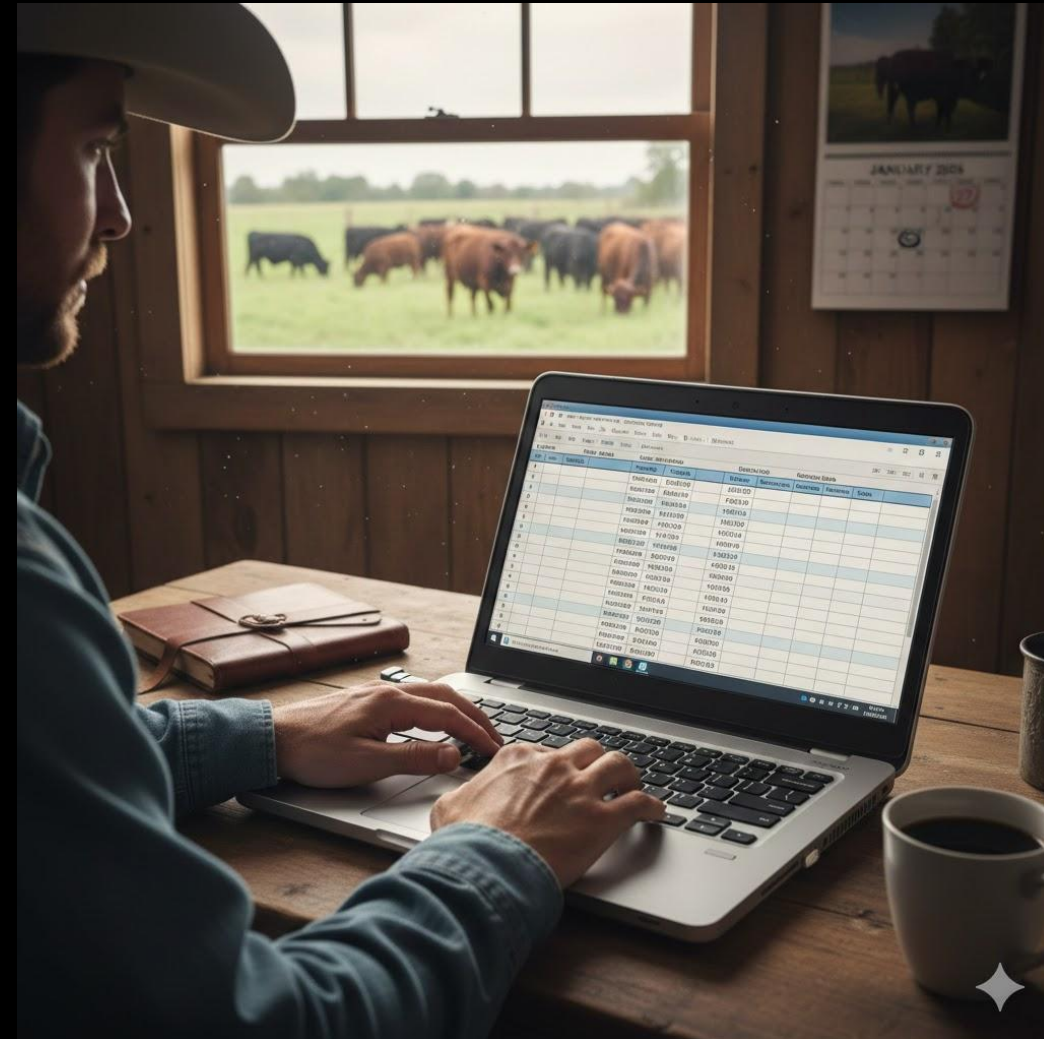
# Key Records for Ranch Management

- **January Inventory**
- **Pasture and Field Records**
- **Hay Inventory & Feeding**
- **Breeding Season Records**
- **Calving Season Records**
- **Cattle Performance**
- **Herd Health**
- **Finances: Expenses & Income**
- **Year-end Analysis**



# Record Keeping Systems

- **Computer Software**
  - **Annual or Monthly subscription**
    - **Example – CattleMax for  $\leq 100$  hd - \$23/month or \$216/year**
      - **NFREC Beef Unit Marianna**
  - **Purchase software**
    - **Cattle Works is \$74.95 to purchase the software**
    - **CowSense \$150-\$300**
  - **Hardest part is trying to figure out what to buy?**
    - **Talk to people who use them**
    - **OK State Fact Sheet**
      - **All offer free trials**



# Manual Record Keeping

- **2022 Florida Rancher Survey Results**
  - **Beef Herd Records: 90% of ranchers kept some form of financial an/or production records**
    - 49% used the records for business analysis, and
    - 55% used the records to select heifers or cull cows
    - 47% of those keeping records **use a computerized system**

***Over half prefer not to spend time on a computer managing records!***



# Record Keeping Systems

- **NCBA Redbook**

- **Calendar**

- **Calving Records**

- **Basic cattle performance**

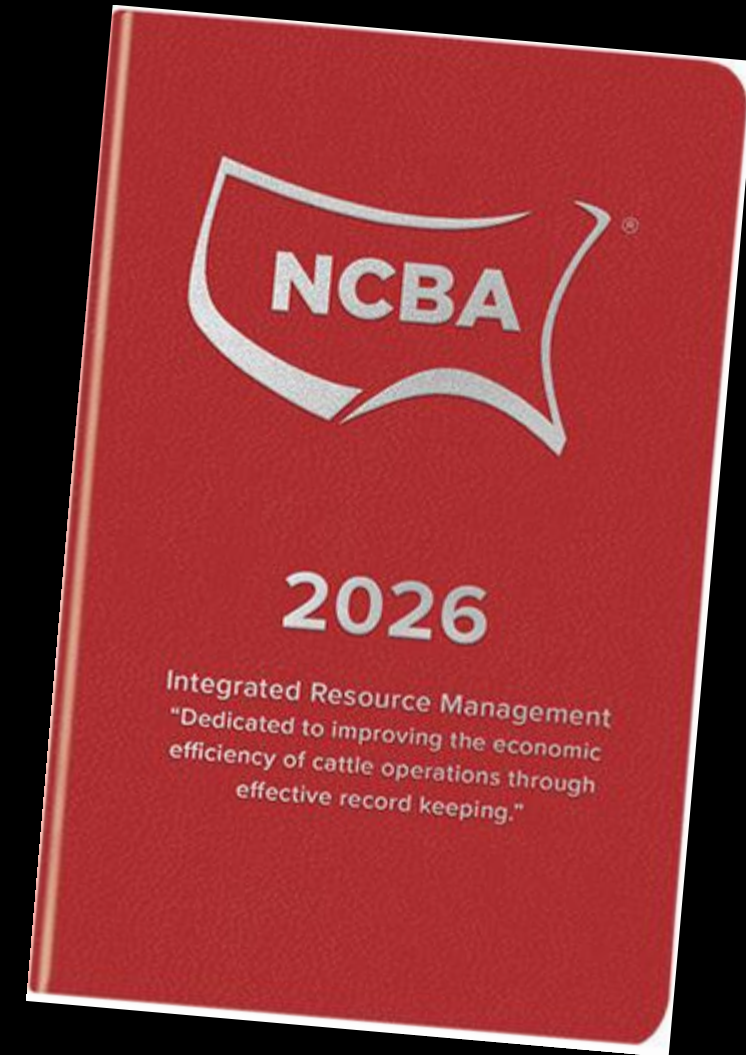
- **No financial records**

- **Need a new one each year**

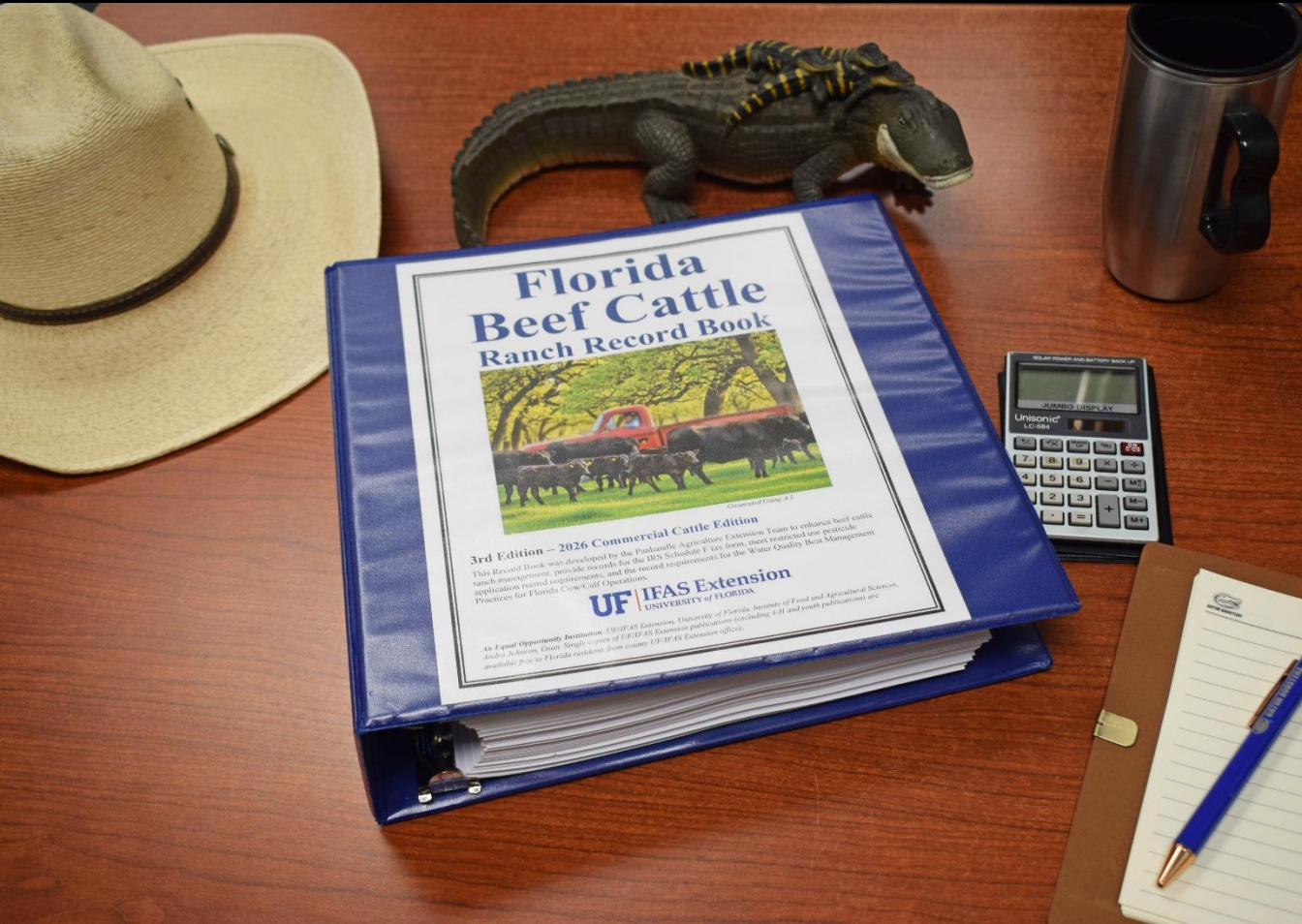
- **Available in October for coming year**

- **<https://store.ncba.org/Departments/Redbooks.aspx>**

- **\$16.50 per book**



# 3<sup>rd</sup> Edition Beef Cattle Ranch Record Book



UF IFAS Extension  
UNIVERSITY of FLORIDA



## Florida Beef Cattle Ranch Record Book

1	Planning Calendar
2	Annual Inventory
3	Daily Rainfall
4	Pasture/Field Records
5	Hay & Feeding
6	Breeding Records
7	Calving Records
8	Health Records
9	Weaning/Post Weaning
10	Individual Cow Cards
11	Financial Records
12	Annual Ranch Analysis
13	Useful Information
14	Ranch Jokes
15	Field Notes & Other Info

# Manual Record Keeping System

- **3<sup>rd</sup> Edition Florida Beef Cattle Ranch Record Book**
  - 386-page organized system for handwritten records
  - Cattle performance and basic financial records
    - **Manual entry means manual analysis**
  - All available to print for free
    - <https://go.ufl.edu/ranchrecordbook>
  - **Beef Cattle Conference Debut**
    - **\$20 Purchase a printed copy to pick up**
    - **\$30 Print and shipped to you**



# Florida Ranch Record Book 3.0

## Lifetime Cow Performance

### Commercial Cow Production History

UF IFAS Extension  
UNIVERSITY of FLORIDA

Cow ID# 0240

Cow ID Bessie Lou 240

Description (Breed/color) SimAngus X Black with white star

Sire Stud Muffin 6437 Sire Breed SimAngus

Dam 147 Dam Breed Angus X

Birth Date November 15, 2020 205 Adj. WWt. 565 lbs.

Date added to Herd September 2021 Value / Purchase ~Price \$1,800

Health or Management Issues \_\_\_\_\_



Cow Age (1) or Year	Calving												Weaning						Preg Test			
	Calf ID#	Birth Date M/D/Y	(2) Julian Birth Date	Calf Sex B/H	Bull ID or Breed	Birth Weight	(3) Calving Ease 1 - 5	(4) BCS at Calving 1 - 9	(5) Udder Score 1-9	(6) Teat Score 1-9	(7) Calving Interval (Days)	(8) Death Loss 1-5	Wean Weight	(9) Julian Wean Date	(10) Age at Wean	(11) Muscle Score - 0 +	(12) 205 Adj. Wean Wt.	(13) Wean Wt. Ratio	Value When sold	Preg Status P / O	Cow Wt.	(14) Cow BCS 1-9
2	112	11/10/22	314	H	AI 7563	65	1	6	6	7	-	-	485	227	278	0	408	85	\$1.89	P	1215	5
3	103	12/1/23	335	B	345	76	1	5	5	5	386		520	227	257	+	502	103	\$2.70	P	1230	4.5
4	284	11/20/24	324	H	435	71	1	5	5	4	354		515	227	268	0	457	98	\$2.89	P	1240	5
5	155	11/15/25	319	B	AI 6204	81	1	5	6	4	360		560	227	273	++	502	121	\$3.68	P	1250	5

# Florida Ranch Record Book 3.0

- **Annual Ranch Analysis**

- Expense summary
- Income summary
- Profit / Loss
- Cattle performance
- Costs per cow
- Break even
- Profit / loss per cow

- **Annual benchmarks**

**Webster' Dictionary:**

**Benchmark is a point of reference from which measurements may be made.**



**Pregnancy Percentage** = # Bred Cows \_\_\_\_\_ divided by # Cows Exposed \_\_\_\_\_ = \_\_\_\_\_

**Calving Percentage** = # Calves Born \_\_\_\_\_ divided by # Cows Exposed \_\_\_\_\_ = \_\_\_\_\_

**Weaning Percentage** = # Calves Weaned \_\_\_\_\_ divided by # Cows Exposed \_\_\_\_\_ = \_\_\_\_\_

**Pounds Weaned/Cow Exposed** = Weaned Lbs. \_\_\_\_\_ multiplied by Weaning % \_\_\_\_\_ = \_\_\_\_\_

**Costs/cow** = Total expenses \_\_\_\_\_ divided by # Cows Exposed \_\_\_\_\_ = \_\_\_\_\_

**Break-even price per pound** = Total Expenses \_\_\_\_\_ divided by total pounds sold \_\_\_\_\_ = \_\_\_\_\_

**Profit/Loss per cow** = Total Profit/Loss \_\_\_\_\_ divided by # of cows exposed \_\_\_\_\_ = \_\_\_\_\_

# Final Thoughts to Manage Well

- **Find a record system that is most comfortable for you and your operation**
- **Track how well you are currently managing:**
  - **Cattle Performance**
  - **Pastures & Hay Fields**
  - **Hay & Supplemental Feeds**
  - **Expenses & Income**
  - **Do Annual Evaluations**
  - **Set Benchmarks to start managing well to make progress towards the 5% Rule**



# Questions?

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