



"Howdy, Educators!"

The National Ranching Heritage Center and Texas Beef Council have partnered to present educators with a fun resource to get your students talking about ranching in the classroom.

The following pages contain a science and a social studies activity designed to coordinate with Chapter 6 in *Ranch Life Learning Series, Book 1: Ranching and Livestock*.



NATIONAL RANCHING
HERITAGE CENTER
AT TEXAS TECH UNIVERSITY





RANCH LIFE SERIES | BOOK 1

"RANCHING & LIVESTOCK" | ACTIVITY GUIDE

- ACTIVITY 7 OF ACTIVITY GUIDE -

CATTLE CHARACTERISTICS

1. CONTENT AREA: Science

2. TOPIC: Structure, Function, Adaptations

3. OBSERVATIONS: Students will observe unique traits for cattle breeds and apply inherited traits to the cattle business.

■ **TEKS:** Science

- ▷ 1.10: The student knows that organisms resemble their parents and have structures and processes that help them survive within their environments.
- ▷ 2.10: The student knows that organisms resemble their parents and have structures and processes that help them survive within their environments.
- ▷ 3.10: The student knows that organisms undergo similar life processes and have structures and behaviors that help them survive within their environment.
- ▷ 4.10: The student knows that organisms undergo similar life processes and have structures and behaviors that help them survive within their environment.
- ▷ 5.10: The student knows that organisms have structures and behaviors that help them survive within their environments.

RANCH LIFE SERIES | BOOK 1

"RANCHING & LIVESTOCK" | CURRICULUM GUIDE

- ACTIVITY 7 OF CURRICULUM GUIDE -

CATTLE CHARACTERISTICS

1. **CONTENT AREA:** Science
2. **TOPIC:** Structure, Function, Adaptations
3. **OBSERVATIONS:** Students will observe unique traits for cattle breeds and apply inherited traits to the cattle business.
 - TEKS: Science
 - ▷ 1.10: The student knows that organisms resemble their parents and have structures and processes that help them survive within their environments.
 - ▷ 2.10: The student knows that organisms resemble their parents and have structures and processes that help them survive within their environments.
 - ▷ 3.10: The student knows that organisms undergo similar life processes and have structures and behaviors that help them survive within their environment.
 - ▷ 4.10: The student knows that organisms undergo similar life processes and have structures and behaviors that help them survive within their environment.
 - ▷ 5.10: The student knows that organisms have structures and behaviors that help them survive within their environments.

- ACTIVITY 8 OF CURRICULUM GUIDE -

HEADING TO THE CATTLE MARKET

1. **CONTENT AREA:** Social Studies
2. **TOPIC:** Cattle Markets
3. **OBSERVATIONS:** Students will learn how the cattle market is impacted by geography, climate, and animal characteristics.
 - TEKS: Social Studies
 - ▷ 1.5: The student understands physical and human characteristics of place to better understand their community and the world around them.
 - ▷ 3.3: The student understands how humans adapt to/modify the physical environment.
 - ▷ 4.6: The student understands the concept of regions.
 - ▷ 4.7: The student understands the location and patterns of settlement and the geographic factors that influence where people live.
 - ▷ 4.8: The student understands how people adapt to and modify their environment.



CATTLE CHARACTERISTICS

ACTIVITY 7



RANCH LIFE SERIES | BOOK 1 | RANCHING & LIVESTOCK:

Chapter 6

CONTENT AREA

Science

TOPIC

Structure and Function, Adaptations

OBJECTIVE

Students will observe unique traits for cattle breeds and apply inherited traits to the cattle business.

TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS):

K.10A, 1.10A, 2.10A, 3.10A, 4.10AB, 5.10B





EDUCATOR'S GUIDE

CATTLE CHARACTERISTICS

Activity 7 of Curriculum Guide

CONTENT AREA: Science

TOPIC: Structure and Function, Adaptations

GAME MATERIALS:

- Security Briefing (page A7-2): 1 per student or student group
- Cattle Breed Quick Reference cards (pages A7 | 3 - A7 | 8): 1 set per student group
 - * Note: Only the front side of the reference card will be used in Activity 7. You will only need to copy the back side of the reference cards if your students will also be completing Activity 8.
- Large blank paper to make a poster
- Markers, crayons, colored pencils, pencil or pen
- The Bottom Line (page A7 | 10): 1 per student or student group

READING STRATEGY:

- Students will read Chapter 6 (pages 29 - 43) before completing the activity below.

GAME INSTRUCTIONS:

- ☐ Divide students into groups and give each a complete set of the **Cattle Breed Quick Reference Cards**.
- ☐ Each group will assume the role of "rancher".
- ☐ Referencing the **Cattle Breed Quick Reference Cards**, each group will need to determine which of their breeds has the characteristics they believe will sell best at auction. Students will do this by comparing and contrasting characteristics between different breeds. They will also need to consider the inherited traits that will be passed on to young calves when the newly acquired cattle reproduce with existing cattle on the ranch.
- ☐ After a breed has been chosen, each group will make an easy-to-read poster advertising the benefits, adaptations, and inherited traits of their chosen breed.
- ☐ Students will use their poster as a visual aide as they attempt to "sell" their cattle breed to the class during their group's presentation to the class.

STUDENT SKILLS ASSESSMENT:

- Have students (or groups) complete The Bottom Line worksheet at the end of the game.

★ BONUS MATERIAL

CATTLE BREED BINGO!

A reading strategy activity where students can work individually or in groups. Visit:

bit.ly/CattleBreedBingo



for further instructions and access to print-friendly bingo cards.



SECURITY BRIEFING

CATTLE CHARACTERISTICS

Activity 7 of Curriculum Guide

WORDS OF WISDOM

from Hank the Cowdog:

Running a ranch is big business. There is a lot of information that Loper has to know about his cattle. There are many different breeds of cattle and each breed has adaptations that make it suitable for living in certain climates.

Our ranch is located in the Panhandle which is in the Great Plains of Texas. Our climate is hot and dry. The cattle that roamed this area long before our ranch was established was the Texas Longhorn. They are perfectly suited for our area. We still have some Longhorns on the ranch, but I don't mess around with those guys!



ACTIVITY INSTRUCTIONS:

★ You are a rancher and need to choose the breed of cattle you want to sell at auction.

Auction is the market where ranchers bring cattle to sell to and buy from other ranchers.

- ☐ Look at your **Cattle Breed Quick Reference Cards** and identify characteristics each breed has in common. Then identify the characteristics that are different.
- ☐ Decide as a group what **breed of cattle you would like to sell**, taking into consideration the characteristics you think would be most appealing to other ranchers. Don't forget to consider the inherited traits that will be passed on to young calves when the new cattle reproduce with the rancher's own cattle!
- ☐ As a group, **make an informative and easy-to-read poster** to help advertise the benefits, adaptations, and inherited traits of your chosen cattle breed.
- ☐ Use your group's poster as a visual aide when it is your turn to sell your cattle to your class, ur, I mean... **sell your cattle at auction!**

WRAP UP:

- ☐ Fill out the **BOTTOM LINE** worksheet after you have completed the activity.

BONUS ACTIVITY (OPTIONAL):



Peruse the "Regions of Texas" powerpoint presentation at:

RanchingHeritage.org/wp-content/uploads/2021/02/RegionsofTexas.pptx

- Student notes can be found at:
RanchingHeritage.org/wp-content/uploads/2021/02/RegionsStudentNotes.pdf



CATTLE BREED QUICK REFERENCE

ANGUS



BENEFITS

- High-quality meat
- Relatively hardy
- Calm
- Calves easily

ADAPTATIONS

- Coloring prevents sunburns and cancer

ORIGIN

- Scotland

SIZE

- Bull: 1800-2400 lbs.
- Cow: 1200-1600 lbs.

COLOR(S)

- Black



CATTLE BREED QUICK REFERENCE

RED ANGUS



BENEFITS

- Long life span
- Quiet, easy going
- Good maternal instincts
- Easy calving
- High-quality, marbled meat

ADAPTATIONS

- Hardy to a variety of weather conditions

ORIGIN

- England
- Scotland

SIZE

- Bull: 1800-2300 lbs.
- Cow: 1100-1500 lbs.

COLOR(S)

- Red



CATTLE BREED QUICK REFERENCE

BEEFMASTER



BENEFITS

- High fertility, good maternal instincts
- Intelligent, gentle
- Most hardy breed
- Excellent growth

ADAPTATIONS

- Heat, drought, and insect tolerant

ORIGIN

- U.S.A. (Texas)

SIZE

- Bull: 1900-2400 lbs.
- Cow: 1050-1250 lbs.

COLOR(S)

- No color restriction
- Mainly red and dun colors



CATTLE BREED QUICK REFERENCE

BONSMARA



BENEFITS

- High-quality meat
- Large size
- High fertility
- Calm, easy to handle

ADAPTATIONS

- Sub-tropic climate

ORIGIN

- South Africa

SIZE

- Bull: 2000 lbs.
- Cow: 1100 lbs.

COLOR(S)

- Red



RED ANGUS

BULL - \$ 200 COW - \$ 160

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

- 1. GEOGRAPHIC LOCATION OF YOUR RANCH**
Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



ANGUS

BULL - \$ 225 COW - \$ 190

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

- 1. GEOGRAPHIC LOCATION OF YOUR RANCH**
Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



BONSMARA

BULL - \$ 250 COW - \$ 200

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

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Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



BEEFMASTER

BULL - \$ 295 COW - \$ 240

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

- 1. GEOGRAPHIC LOCATION OF YOUR RANCH**
Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



CATTLE BREED QUICK REFERENCE

BRAFORD



BENEFITS

- Good beef yields
- Superior maternal ability
- Best in warm climates

ADAPTATIONS

- A chemical in their blood makes them heat and insect repellent

ORIGIN

- U.S.A. (Louisiana)
- Australia

SIZE

- Bull: 1750-2000 lbs.
- Cow: 1150-1250 lbs.

COLOR(S)

- Red with white head, feet and underbelly



CATTLE BREED QUICK REFERENCE

BRAHMAN



BENEFITS

- Thrives in warm tropical conditions
- Intelligent, shy, sensitive
- Quick growth

ADAPTATIONS

- Skin oil repels insects
- Glossy hair reflects sunlight
- Loose skin allows for fast cooling
- Hump provides fat energy

ORIGIN

- India

SIZE

- Bull: 1600-2200 lbs.
- Cow: 1000-1400 lbs.

COLOR(S)

- Light gray, red and black



CATTLE BREED QUICK REFERENCE

BRANGUS



BENEFITS

- Heat/high humidity resistant
- Hardy in cold climates
- Good maternal instincts
- Resistant to ticks/bloat
- Rapid weight gain

ADAPTATIONS

- Hump provides fat energy
- Produce more hair in cooler conditions
- Adapts to most climates

ORIGIN

- U.S.A.

SIZE

- Bull: 2000 lbs.
- Cow: 1200 lbs.

COLOR(S)

- Solid black with small amounts of white on the under belly/quem



CATTLE BREED QUICK REFERENCE

CHAROLAIS



BENEFITS

- High-quality beef
- Grow fast and large in size
- Ease of handling/calving

ADAPTATIONS

- Maintains longer, thicker hair in winter/sleeker, shorter in summer
- Sturdy hooves
- Large, hardy calves
- Prone to sunburn (light coat)

ORIGIN

- France

SIZE

- Bull: 2000-2400 lbs.
- Cow: 1250-1600 lbs.

COLOR(S)

- Cream/white



BRAHMAN

BULL - \$ 250 COW - \$ 200

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

- 1. GEOGRAPHIC LOCATION OF YOUR RANCH**
Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



BRAFORD

BULL - \$ 275 COW - \$ 225

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

- 1. GEOGRAPHIC LOCATION OF YOUR RANCH**
Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



CHAROLAIS

BULL - \$ 280 COW - \$ 240

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

- 1. GEOGRAPHIC LOCATION OF YOUR RANCH**
Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



BRANGUS

BULL - \$ 250 COW - \$ 200

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

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Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



CATTLE BREED QUICK REFERENCE

HEREFORD



BENEFITS

- Beef sells for high price
- Calves bring high sales price
- Lower winter costs
- Long life span

ADAPTATIONS

- Hardy breed
- Withstands tougher climates and weather

ORIGIN

- England

SIZE

- Bull: 1800-2400 lbs.
- Cow: 1200-1500 lbs.

COLOR(S)

- Red to yellow with white face



CATTLE BREED QUICK REFERENCE

LONGHORN



BENEFITS

- High fertility
- Hardy breed
- Disease/parasite resistant
- Long life span
- Lean meat

ADAPTATIONS

- Resistant to drought
- Gain weight rapidly in good conditions

ORIGIN

- U.S.A. (Texas)

SIZE

- Bull: 1500 lbs.
- Cow: 1000 lbs.

COLOR(S)

- Red, black, yellow, brown, cream, spotted



CATTLE BREED QUICK REFERENCE

SHORTHORN



BENEFITS

- Mild disposition
- Long life span
- Superior marbling in meat

ADAPTATIONS

- Female traits of early maturity, fertility, docility, ease of calving
- Increased tenderness in meat

ORIGIN

- England

SIZE

- Bull: 2200-2800 lbs.
- Cow: 1300-1700 lbs.

COLOR(S)

- Red, white, roan



CATTLE BREED QUICK REFERENCE

ZEBU



BENEFITS

- Heat tolerant
- Hardy breed
- Used most in ag work
- Disease/parasite resistant

ADAPTATIONS

- Skin oil repels insects
- Glossy hair reflects sunlight
- Loose skin allows for fast cooling
- Hump provides fat energy

ORIGIN

- Southwest Asia

SIZE

- Bull: 440 lbs.
- Cow: 331 lbs.

COLOR(S)

- Red



LONGHORN

BULL - \$ 225 COW - \$ 175

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

- 1. GEOGRAPHIC LOCATION OF YOUR RANCH**
Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



HEREFORD

BULL - \$ 250 COW - \$ 200

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

- 1. GEOGRAPHIC LOCATION OF YOUR RANCH**
Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



ZEBU

BULL - \$ 100 COW - \$ 75

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

- 1. GEOGRAPHIC LOCATION OF YOUR RANCH**
Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
- 2. COST FOR FEED PER BULL/COW**
The more cattle you buy, the more feed you will also need to purchase. Feed costs \$100 - \$200 per month depending on the amount of cattle you buy, how much they eat, and how much grass you grow on your ranch. (Be sure to note the feed cost for each breed of cattle you are considering.)
- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.



SHORTHORN

BULL - \$ 250 COW - \$ 200

WANT TO PURCHASE ADDITIONAL CATTLE FOR YOUR RANCH?

BE SURE TO CONSIDER THE FOLLOWING FIRST!

- 1. GEOGRAPHIC LOCATION OF YOUR RANCH**
Does your region have grass as a food source for your cattle? What type of terrain is found in your region? What is your climate?
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- 3. AMOUNT OF ACREAGE YOU OWN**
Each bull or cow will need 25 acres of grass.

CATTLE CHARACTERISTICS



NAME: _____ DATE: _____

THE BOTTOM LINE

Cattle come in many sizes, shapes, and colors. Each cattle breed has different **benefits** and **limitations** that make it ideal for certain **climates** and ranches.

Answer the questions below:

1. Which physical characteristics do the cattle have in common? (shape, hooves, coloring, etc.)
2. What did the cattle from tropical warm locations have in common?
3. Why do ranchers pay such close attention to the different inherited traits such as: structures, weight, and color?
4. What behaviors would a rancher prefer in his/her cattle herd? Explain your answer.
5. If you had to choose your favorite breed of cattle, what would it be and why?



HEADING TO THE CATTLE MARKET

ACTIVITY 8



RANCH LIFE SERIES | BOOK 1 | RANCHING & LIVESTOCK:

Chapter 6

CONTENT AREA

Social Studies

TOPIC

Heading to the Cattle Market

OBJECTIVE

Students will learn how the cattle market is impacted by geography, climate and animal characteristics.

TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS):

K.6C, 1.8B, 3.7C, 3.8A, 3.8B, 4.12A, 5.13B





EDUCATOR'S GUIDE

HEADING TO THE CATTLE MARKET

Activity 8 of Curriculum Guide

CONTENT AREA: Social Studies

TOPIC: Heading to the Cattle Market

GAME MATERIALS:

- Security Briefing (page A8-2): 1 per student or student group
- Heading to the Cattle Market cards (pages A8 | 4 - A8 | 9): 1 set per student or student group
- Cattle Breed Quick Reference cards (from Activity 7, pages A7 | 2 - A7 | 6): 1 set per student or student group
- Pencil or pen
- The Bottom Line (page A8-10): 1 per student or student group

READING STRATEGY:

- Students will read Chapter 6 (pages 29-42) before they play the game. They can reference the text as they play.

GAME INSTRUCTIONS:

- ☐ Each student (or student group) needs a **Heading to the Cattle Market card** and **Cattle Breed Quick Reference card**.
- ☐ Students will need to read their cards and decide how many cattle they are going to buy based on their budget, geographic location, and available land. There are 12 different **Heading to the Cattle Market cards**, each with different variables. Review the climates in the different regions of the state with the students, if necessary.
- ☐ Use the budget guidelines below to complete your activity:
 - Each rancher has a loan from the bank for \$50,000
 - Factors students need to consider when purchasing cows at market:
 - ☐ Geographic location of their ranch (Is the region they chose suited to their cattle? (For example, the Beefmaster breed is heat, drought, and insect resistant, making it ideal for hotter regions of the state, while the Red Angus is hardy to a variety of weather conditions, making him more suited to colder parts of the state)
 - ☐ Cost for feed per cattle and bull (The more cattle you buy, the more feed you will need!)
 - ☐ Feed costs \$100-\$200 per month depending on the amount of cattle you buy. (How much they eat, time of year, and how much grass you grow on your ranch)

STUDENT SKILLS ASSESSMENT:

- Have students (or student groups) complete The Bottom Line worksheet at the end of the game.



SECURITY BRIEFING

HEADING TO THE CATTLE MARKET

Activity 8 of Curriculum Guide

WORDS OF WISDOM from Hank the Cowdog:



If you wanted to run a ranch, you would be buying and selling cattle fairly often. When Loper buys or sells cattle, we hook up the flatbed pickup to the 24' gooseneck trailer and head off to the county auction. (He usually insists that I go along and ride shotgun on these deals, and I am glad to do it! To be real honest, I need a break from Drover.)

In order to have good, healthy cattle to sell at market, a lot of hard work must go into feeding, raising and protecting the cattle. After all, if we weren't able to sell our cattle at market, we wouldn't make a profit. If we didn't make a profit, we wouldn't be able to purchase new cattle - and then all of our hard work would be for nothing! So make sure there's enough money in your budget to care for the cattle once they're on your ranch!!

ACTIVITY INSTRUCTIONS:

★ **You are a rancher! The bank has given you a loan for \$50,000.
You will use this money to purchase cattle for your ranch.**

1. Using your **Cattle Breed Quick Reference card**, you will need to determine how many cattle you can purchase based on your budget, geographic location, and available land.
2. Consider these budget guidelines as you complete this activity:
 - ☐ **Ranch Location**
What is the geographic location of your ranch? Is the region you chose best suited for your cattle? (For example, the Beefmaster breed is heat, drought, and insect resistant, making it ideal for hotter regions of the state, while the Red Angus is hardy to a variety of weather conditions, making him more suited to colder parts of the state.)
 - ☐ **Cost of Cattle Feed**
Feed costs \$100-\$200 per month depending on the amount of cattle you buy. (Remember, the more cattle you buy, the more feed you will need!) In determining how much money you will need to budget to feed your cattle, consider:
 - ▷ How much each bull and cow will eat
 - ▷ The season/time of year
 - ▷ How much grass you grow on your ranch

WRAP UP:

- ☐ Fill out the **BOTTOM LINE** worksheet after you have completed the activity.



HEADING TO THE CATTLE MARKET

LOCATION: Mountains and Basin Region of Texas
LAND: 10,000 acres
GRASS: Short, sparse
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?



HEADING TO THE CATTLE MARKET

LOCATION: Great Plains Region of Texas
LAND: 10,000 acres
GRASS: Available April - October
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?





HEADING TO THE CATTLE MARKET

LOCATION: North Central Plains Region of Texas
LAND: 10,000 acres
GRASS: Available April - November
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?



HEADING TO THE CATTLE MARKET

LOCATION: Coastal Plains Region of Texas
LAND: 10,000 acres
GRASS: Available year round
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?





HEADING TO THE CATTLE MARKET

LOCATION: Mountains and Basin Region of Texas
LAND: 15,000 acres
GRASS: Short, sparse
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?



HEADING TO THE CATTLE MARKET

LOCATION: Great Plains Region of Texas
LAND: 15,000 acres
GRASS: Available April - October
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?



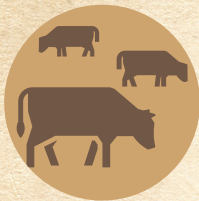


HEADING TO THE CATTLE MARKET

LOCATION: North Central Plains Region of Texas
LAND: 15,000 acres
GRASS: Available April - November
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?

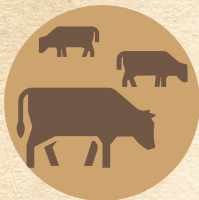


HEADING TO THE CATTLE MARKET

LOCATION: Coastal Plains Region of Texas
LAND: 15,000 acres
GRASS: Available year round
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?



HEADING TO THE CATTLE MARKET

LOCATION: Mountains and Basin Region of Texas
LAND: 20,000 acres
GRASS: Short, sparse
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?



HEADING TO THE CATTLE MARKET

LOCATION: Great Plains Region of Texas
LAND: 20,000 acres
GRASS: Available April - October
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?



HEADING TO THE CATTLE MARKET

LOCATION: North Central Plains Region of Texas
LAND: 20,000 acres
GRASS: Available April - November
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?



HEADING TO THE CATTLE MARKET

LOCATION: Coastal Plains Region of Texas
LAND: 20,000 acres
GRASS: Available year round
BUDGET: \$50,000 (Feed costs \$100/mo)



1. What breed of cattle are you going to buy?
2. How many bulls are you going to buy? What is the total cost of your bulls?
3. How many cows are you going to buy? What is the total costs of your cows?
4. How much of your budget are you going to set aside for feed? Explain.
5. What is your estimated profit for the year?



HEADING TO THE CATTLE MARKET



NAME: _____ DATE: _____

THE BOTTOM LINE

The cattle **market** (the price of cattle) is set by **supply and demand**. It can rise and fall at both convenient and inconvenient times for the rancher. Given that cattle have to eat regardless of the current state of the market, you can see how this could make things complicated! The market can really make or break a ranch!

Answer the questions below:

1. What was the most difficult part of the cattle market?
2. What type of cattle did you buy? Why?
3. How much of your budget did you save to buy feed for your cattle? Why?
4. Did you stay under your budget, or did you go over? Explain.
5. Do you think you will make a profit at next year's cattle market? Explain.



Want More?

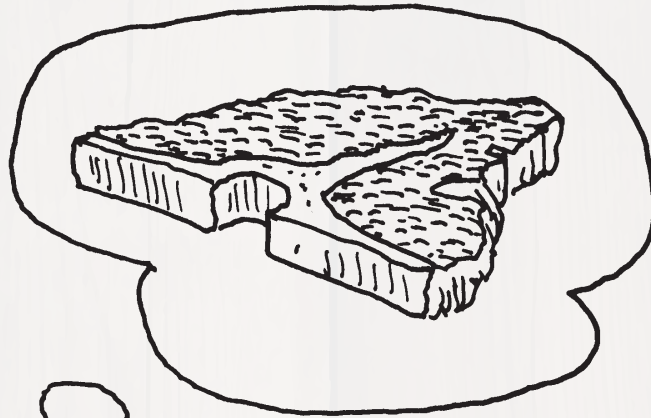
Visit **RanchLifeLearning.com** for more information or additional educator guides for the Hank the Cowdog Ranch Life Series *and more!*

About the Curriculum Authors

Educators **Jenny Gaona** and **Michelle Sedberry** are the creative minds behind this guidebook. Sedberry is a science specialist and Gaona is a social studies specialist. The cross-curricular chemistry between these two master educators makes this guidebook a one-of-a-kind resource for educators.

National Ranching Heritage Center's Director of Education, **Julie Hodges**, served as editor.

**This special edition booklet was created specifically for and by the Texas Beef Council for Beef Checkoff use.*



The Texas Beef Council and the National Ranching Heritage Center are proud to partner on this project to bring Hank the Cowdog to classrooms across Texas. We look forward to many additional projects to continue reaching beef-loving Texans of all ages.

