



Observations of a Traveling Veterinarian...

Practices That Pay, Some That May and Others No Way

Montana Nutrition Conference 2011
Bruce W. Hoffman, DVM



API

ANIMAL PROFILING INTERNATIONAL, INC

Why do I travel and not have a vet practice?



Philosophy of Products/Services

“Management Over Medicine”



Set Your Priorities

Faith
Family
Farm



Can you get lost in the crowd?

This is a photograph of 2009 Obama Inauguration.

The picture was taken with a robotic 1474 megapixel camera (295 times the standard 5 megapixel camera).

Click on:

<http://gigapan.org/viewGigapanFullscreen.php?auth=033ef14483ee899496648c2b4b06233c>

<http://gigapan.org/viewGigapanFullscreen.php?auth=033ef14483ee899496648c2b4b06233c>

Changes/Thoughts to set the tone

- Most college freshman have never used a phone with a cord
- How many had a computer in 1990?
- Cell phone use...only since the 90s
- GPS and farming
- That your holey jeans would be worth more than when you bought them!!!

Is **our industry** changing?

Basics are the same

- Breed a cow
- Have a calf
- Raise a calf
- Sell a calf

BUT.....

Will Dad ever let me try some of that stuff I learned in school?

Why am I listening to this guy?

What bull? EPDs?

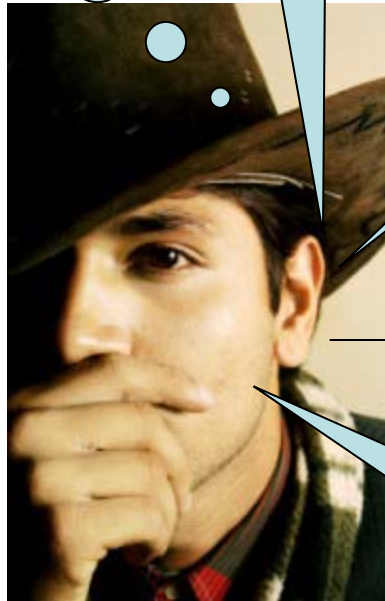
Do I buy land?

What should I vaccinate for?

Where should I sell my calves?

How can I afford to buy feed?

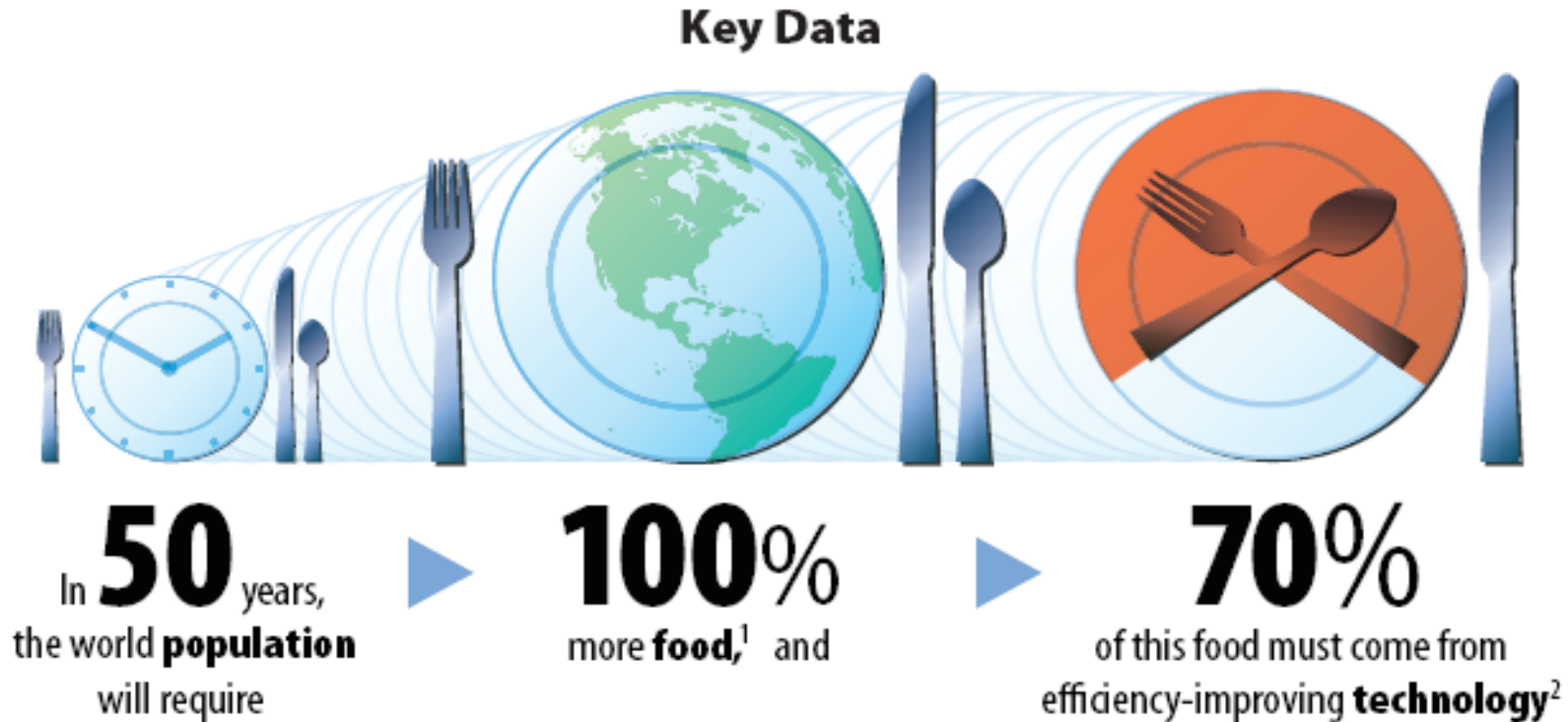
What is risk management?



Recent Cattle Meeting



We Have a PURPOSE



We each feed 155 people

Goal: Productivity and Sustainability

??????

- **U.N. report criticizes industrial farming**
 - 4/8/11 The United Nations' has released a report urging the world to turn away from modern, industrial farming practices and adopt small-scale, simpler methods. Oliver De Schutter, the U.N.'s special rapporteur on food and author of the report, says, "To feed 9 billion people in 2050, we urgently need to adopt the most efficient farming techniques available...where hungry people live".

That Pay

- Good relationship with a nutritionist
- Record keeping AND analysis
- Genetics
 - Quality bulls
 - AI
 - Crossbreeding
 - Genetic markers?

That Pay

- Improved Management Practices
 - Nutrition- Feeding/Grazing
 - Amount
 - Quality
 - Timing
 - Calving
 - Time of year
 - Environment
 - Weaning



That Pay

- A Focused Marketing Plan
 - Best option?
 - Direct
 - Video/Internet
 - Salesbarn
 - Verification Programs
 - Age and Source
 - NHTC
 - Health Programs
 - Vaccination

That Pay

- Maintaining a healthy Herd
 - Veterinary relationship
 - What are you exposing the herd to?
 - New cattle purchases
 - Proper Vaccination program
 - Health
 - Marketing
- Implanting

That May

- BVD PI testing
 - Poor reproduction
 - Sick calves
- Natural
 - Local or partnership
- Carbon sequestering
 - Future advantage of ranching?



No way

- Poor handling of cattle
 - Research Reveals Value of Selecting Calm Cattle Jan. 24, 2011
 - Proper handling –Facilities and Training Temple Grandin
- Animal abuse
 - HSUS attack on livestock production
 - stated goal...to make livestock production so expensive that it will make it cost prohibitive for people to continue eating, drinking or wearing their products.

No way

- **Not** communicating about what we do to the consumer
 - Farmers and ranchers must do something they have never done – **“tell urbanites why they farm differently from their grandfathers to feed the hungry...”**
 - Food safety is getting better
 - Modern agriculture is reducing GHG
 - Technology advances
 - www.truthinag.com

No way

- Fighting Amongst Ourselves
 - We can agree to disagree
- Negative attitude
- Practices that sound too good to be true...they probably are...do your homework

Summary

Don't Be Afraid of Change...It is happening

- “Farmers in a Changing World”
- If you don't know... ask someone who does or can head you in the right direction



Questions?



406-282-7414

bwh@animalprofiling.com