

CASH COW

THE RISK AND REWARD OF RAISING
BEEF CATTLE IN KENTUCKY



TRUE OR FALSE?

- Kentucky has more beef cattle than any other state east of the Mississippi River.

TRUE!

**KENTUCKY FARMERS
CARE FOR MORE
THAN
1 MILLION
BEEF COWS**



BEEF COWS

Have different traits – color, size, how they handle weather,
how they mother

BEEF COWS

- Give birth once a year
- Most cows have 1 calf each year
- May give birth in the spring or the fall



BEEF COWS

- Are kept on pasture most of the time
- More Kentucky farmers keep beef cattle than any other livestock





**TRUE OR
FALSE?**

**WE GET BEEF
FROM THESE
COWS**

TRUE!

**ALL COWS CAN
PROVIDE US BEEF,
BUT SOME ARE
RAISED TO GIVE
MILK FIRST**

WHICH TYPE OF COW IS BETTER FOR PRODUCING MEAT?





LET'S PLAY A GAME!

CASH COW

YOU ARE ASKED TO CARE FOR A FARMER'S 100 COWS

- You are given \$10,000 for operating cash.
- You keep what is left over at the end of the game
- You also get \$100 per calf that is born and sold.
- Goal – Make the most \$\$\$\$, but cattle farming is RISKY!



Buy 5 new cows. Add 5 to the COWS/CALVES column. Subtract \$8,000 from your CASH column.



Buy a new bull. Subtract \$3,000 from your CASH Column



Sell 3 older cows. Subtract 3 from the COWS/CALVES column. Add \$3,000 to your CASH Column.



No change. You like your herd the way it is.



Sell 4 champion heifers. Subtract 4 from the COWS/CALVES column. Add \$10,000 to your CASH Column.



Buy 2 new cows. Add 2 to the COWS/CALVES column. Subtract \$3,200 from your CASH column.

IMPROVE YOUR HERD





Too hot and dry, so you need to buy hay in the summer. Subtract \$2,000 from your CASH column.



Perfect crop season and you are able to sell extra hay. Add \$1,500 to your CASH column.



You lost 2 cows due to a flash flood. Subtract 2 from the COWS/CALVES column.



Fair weather. No change.



A lightning strike killed 5 cows standing under a tree. Subtract 5 from the COWS/CALVES column.



Great weather increased the grain supply and reduces your feed prices. Add \$1,000 to your CASH column.

WEATHER





Add fertilizer to improve your pasture.
Subtract \$1,500 from your CASH column.



Save on water expenses by digging a well.
Add \$1,000 to your CASH column.



Win a state Conservation Award.
Add \$10,000 to your CASH column.



Reseed your pasture to improve your pasture.
Subtract \$500 from your CASH column.



Add rock and trees to protect the farm stream.
Subtract \$2,000 from your CASH column.



Hire a pasture consultant.
Subtract \$1,000 from your CASH column.

SOIL AND WATER





Vaccinate your cattle.
Subtract \$1,000 from your CASH column.



Two cows get tangled in a fence and need stitches.
Subtract \$250 from your CASH column.



Veterinarian makes a visit.
Subtract \$500 from your CASH column.



Calves get sick with Scours (diarrhea).
Subtract \$2,000 from your CASH column.



Buy fly and parasite control.
Subtract \$500 from your CASH column.



A rare disease kills 2 of your cows.
Subtract 2 from the COWS/CALVES column.

HERD HEALTH AND PESTS





TWINS! 2 cows have sets of twins.
Add 2 to the COWS/CALVES column.



COYOTE! Subtract 2 from your CALVES column.



WINTER STORM.
Subtract 3 from the COWS/CALVES column.



TWINS! 3 cows have sets of twins.
Add 3 to the COWS/CALVES column.



TWINS! 1 cow has a set of twins.
Add 1 to the COWS/CALVES column.



BLACK VULTURES! Subtract 4 from the
COWS/CALVES column.

CALVING STATION 1





Hire someone to feed the cows while you are vacation.
Subtract \$250 from your CASH column.



Buy herd insurance.
Subtract \$1,000 from your CASH column.



Construct a new hay shed.
Subtract \$5,000 from your CASH column.



Someone ran their car through your fence.
Subtract \$1,500 from your CASH column.



Buy two llamas to help protect your calves.
Subtract \$500 from your CASH column.



Buy new watering troughs and freeze protection.
Subtract \$1,000 from your CASH column.

FARM EXPENSES





Shortage of hay causes the price to go up.
Subtract \$500 from your CASH column.



Purchase vitamin and mineral blocks.
Subtract \$250 from your CASH column.



Attend a nutrition seminar to increase weight gain.
Add \$1,000 to your CASH column.



Perfect weather reduces your hay costs.
Add \$1,500 to your CASH column.



Sell your extra hay. Add \$500 to your CASH column.



Reseed your pasture to improve your pasture.
Subtract \$500 from your CASH column.

FEED & NUTRITION





Provide farm tours for school children and tourists.
Add \$1,500 to your CASH Column.



Sell beef to local customers.
Add \$2,000 to your CASH column.



Buy an ad in the newspaper.
Subtract \$250 from your CASH column.



Sell tickets for people to visit your corn maze.
Add \$2,500 to your CASH column.



Sell tickets for a dinner on your farm.
Add \$1,000 to your CASH column.



Sell your champion bull at an auction.
Add \$8,000 to your CASH column.

MARKETING





More people are eating beef. Add \$2,000 to your CASH column.



Cattle diseases reduces beef herds, and supply is down. Add \$3,000 to your CASH column.



Market is stable. No change.



An article in a magazine says beef is not healthy. Subtract \$2,500 from your CASH column.



Great weather and lower feed prices cause farmers to raise more cattle. Subtract \$1,500 to your CASH column.



People in Asia want to eat American beef, and demand is higher. Add \$3,000 to your CASH column.

SUPPLY & DEMAND





DISEASE.

Subtract 5 from the COWS & CALVES column.



TWINS! 4 cows have sets of twins.

Add 4 to the COWS/CALVES column.



BLACK VULTURES!

Subtract 4 from the COWS/CALVES column.



LOST CALVES.

Subtract 2 from the COWS/CALVES column.



TWINS! 3 cows have sets of twins.

Add 3 to the COWS/CALVES column.



TWINS! 2 cows have sets of twins.

Add 2 to the COWS/CALVES column.

CALVING STATION 2





HOW DID YOU DO?

**ADD UP YOUR
PROFITS AND
SHARE!**





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