



Whole Ranch Planning Series

Southwest Grass-fed Livestock Alliance New Mexico

The Whole Ranch Planning Series integrates holistic management principles with grass-fed marketing and production options – giving livestock producers in **NM, CO, AZ, MT, CA** and **OK** the tools and information necessary to implement a Whole Systems approach to business and financial planning for their operations. For the past 4 years, 100+ participants have been provided with a solid evaluation and decision making framework for making informed decisions and implementing specific actions to minimize risk on their livestock operations.

Results that deal with the principles of holistic range management, including reducing financial risk through business and marketing plans, as well as grazing and drought plans are being achieved by the majority of participants. The process puts an emphasis on goal setting, which helps participants accomplish their objectives through a core set of values that can be applied to any life situation. A clear vision of the direction, combined with individual follow-up, mentorship and facilitated group

discussion provides necessary support for implementing a Whole System plan.

Being able to evaluate and look at other producers' real life situations has given some livestock operators the confidence to financially re-structure their individual operations while helping others to develop an exit strategy.

Producer Stories

The Ramah Navajo Chapter has received approval to begin a cooperative, rotational grazing program on 5,120 acres of the reservation; with future plans to include an additional 25,000 acres of tribal land which will undergo a new management plan to increase yields of grasses and forage.

The Fort Union Ranch has instituted a grazing plan for the first time in the history of this vast historic ranch. They have begun to market a portion of the herd as grass-fed to a local cooperative.

As a result of participating in the first Whole Ranch Planning series, a Gila, NM couple has purchased livestock (cattle, sheep, goats, chickens and turkeys), developed a grazing, marketing and business plan and have opened a store in Silver City, NM.



Black Willow Ranch in Watrous, NM is refining their ranch business plan to incorporate a grass finishing operation – reducing financial risk through obtaining a premium price for a grass finished beef product.





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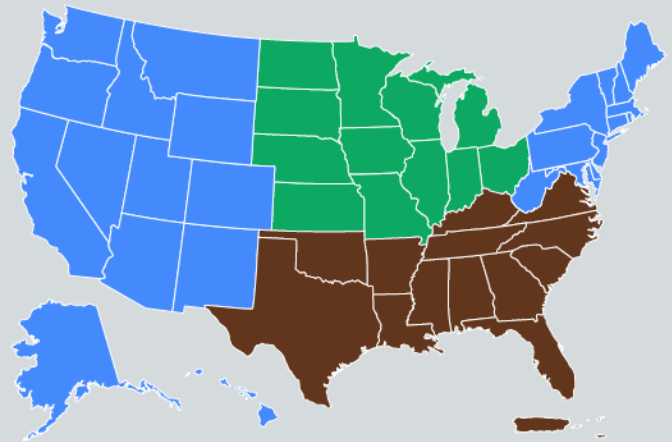
National Institute
of Food and
Agriculture

**“Educating America’s farmers and ranchers
to manage the unique risks of producing food
for the world’s table.”**

Extension Risk Management Education (ERME) is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.
<http://ExtensionRME.org>



ERME Regional Centers



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