



# ACTIVITY 8

## *Heading to the Cattle Market*

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***RANCH LIFE SERIES / BOOK 1 / RANCHING AND 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

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## Heading to the Cattle Market

**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 #1-6 (page A8-4 thru A8-9): 1 set per student/student group
- CATTLE CHARACTERISTICS - QUICK REFERENCE CARDS (from Activity 7, pages A7-2 thru 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:

1. Each student (or student group) needs a set of HEADING TO THE CATTLE MARKET - CARDS and CATTLE CHARACTERISTICS - QUICK REFERENCE CARDS.
2. 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.)
3. 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:
    1. 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)
    2. Cost for feed per cattle and bull (The more cattle you buy, the more feed you will need!)
    3. 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.

# Heading to the Cattle Market



## SECURITY BRIEFING –

### 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:

1. 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.
2. Using your CATTLE CHARACTERISTICS - QUICK REFERENCE CARD and HEADING TO THE CATTLE MARKET - CARDS, you will need to determine how many cattle you can purchase based on your budget, geographic location, and available land.
3. 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:

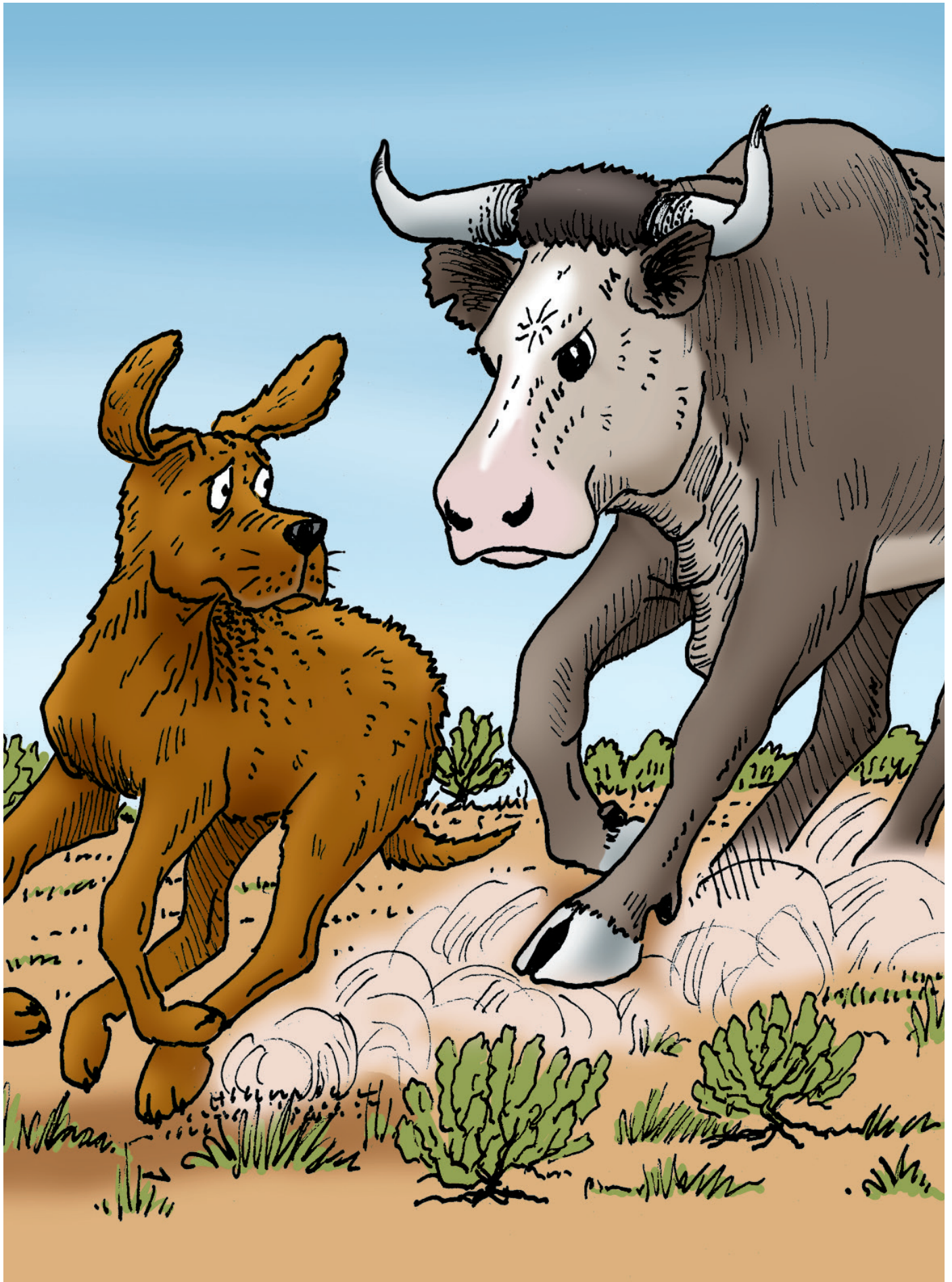
- How much each bull and cow will eat
- The season/time of year
- How much grass you grow on your ranch.

### WRAP UP:

Fill out THE BOTTOM LINE worksheet after you have completed the activity.











## HEADING TO THE CATTLE MARKET

LOCATION: *Mountains & 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 through 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 through 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

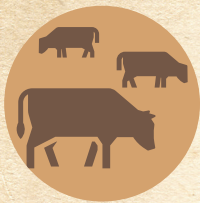
GRASS: Available Year Round

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 & 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*

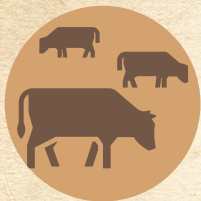
GRASS: *Available April through October*

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 through 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 & 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 through 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 through 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.

