

RANCH STEWARDSHIP

**Call it a farm.
Call it a ranch.
Fact is, you have a lot
of responsibilities.**

When you get up every day, do the work and keep moving forward, there's not a lot of time to give to warm, fuzzy words and far-off goals. In fact, you probably spend more time acting as a steward than you do thinking about if you are one.

At its core, ranch stewardship is taking care of your animals, your land, your livelihood and your people — things that come second-nature to a cattleman.

This section is devoted to showing what you've already accomplished and what's on the horizon that could help marry environmental targets with profitability parameters. It includes genetics, range management and mental health — all pieces that add up to a well-managed operation.