

For many cattle producers, the year 2011 will always be remembered as the year of one of the worst droughts they have ever experienced. With total rainfall reaching record lows, and average temperatures reaching record highs, the drought quickly intensified, leaving producers little time to adequately prepare for the conditions they would face. An article in “The New York Times” best summarized the events of the drought as “farmers are running wells dry, crops aren’t growing, and livestock can’t be fed”.

The drought of 2011 was a “hole below the waterline” that unfortunately sank many cattle operations throughout the state of Texas. Although weather conditions have been reasonably fair this year, and many producers seem to have more hay than they need, we urge you to look ahead, and plan for a worst case scenario, like that we faced in 2011. Climatologists are forecasting more drought conditions for 2015. In order to best prepare for this, producers should make sure that they have plenty of hay stored up. It may also be wise to begin deciding which, if any, cattle will need to be culled from the herd first. When faced with situations that have the potential to put holes below the waterline (as described in our “Waterline Principle” article), it is important that your actions prove to be safe. Can you honestly say that your actions and decisions *now* are helping to create a low risk result if faced with a high risk situation?

We encourage you to use your resources wisely in the coming months in order to best prepare for whatever we may face in 2015. If managed correctly, we believe it is possible to go through another drought and still have a productive operation. If you have any questions about the Waterline Principle, or have your own “holes below the waterline” that you would like to discuss, please contact us.

Thanks,

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