



**Our Beef is...**

100 % grass-fed. No grain

All natural. No hormones or antibiotics.

Certified by A Greener world as 100% Grass-fed and Animal Welfare Approved.

## *Technology in Ranching*

As a scientist and a rancher, I am always interested in what is new in ranching. We have always tried to use new advances and technology in our operation when feasible, such as the use of solar energy for our fence chargers and water pumps or using data analytics for improving our genetics and determining which cows to retain or cull. Like every other industry, technology has exploded over the last few years. Cattle ranching is no exception. Just to name a few:

1. Drones. Drones can be used to monitor and search for cattle and monitor pasture and water source quality/quantity. Larger drones can even be used for herding. Some drones may be equipped with image analysis software to estimate weight/volume and health of cattle.



2. Ear tags with a chip that emits a radio frequency to monitor movement and even the health of the cattle. The USDA has recently required that all cattle (and bison) have these tags for interstate movement. This does not apply to us, but there is talk that this ruling may be expanded in the future.
3. Invisible fences for cows. This requires “collars” for the cattle to train them where the fences are located.
4. Monitoring devices in your watering systems to determine water intake and detect leaks/waste.
5. Software for tracking, monitoring, and analyzing all of this data. They call this precision livestock farming (PLF).
6. Ultrasound for early detection of pregnancy. This can be used in lieu of the old fashion method, which is less accurate, more invasive, and dangerous to the checker. Cows that are not pregnant can be culled earlier.

These advances are definitely intriguing and I can certainly see the benefits of them for creating a more

efficient operation. The downside to these technologies is that the initial investment of these is very high, and it may not be feasible to implement most of them in an operation of our size. However, we will continue to evaluate these new technologies (and others as they come up) so we can determine if/when we might be able to use them in the future.

In my opinion, there is nothing better than driving out to the herd on a warm sunny day and checking out all these thing in person. Of course that opinion is subject to change when the temperature is subzero and the snow starts flying!

From our family to yours...We wish you a very happy and blessed New Year in 2025! We are so grateful to all of our loyal customers for making 2024 a successful year here on the ranch.



*Beef Updates:*

**BULK BEEF**

Whole, half, or quarter beef

- We will begin taking orders for our previous customers in January. We will open up ordering for new customers in February
- The way it works is: 1) You tell us you want a quarter, half, or a whole. 2) We will follow up with you with additional details. 3) You can confirm your interest and send a deposit (\$100) to reserve your beef
- Please contact us with any questions.

**RETAIL BEEF**

Cuts directly from MJ Ranch

- We have a limited quantity of retail beef , primarily ground beef, available on the farm. Contact Joyce at mj ranch66044@gmail.com or 785-865-2503 if you are interested. Please leave a message if we do not answer.



*What's New on the Ranch*

We will be taking orders for 2024 beginning in January. As usual, we will be only taking orders from previous/existing customers in January. In February, we will open it up to new customers until we sell out (which happens every year). So, if you are a returning customer, make sure to check your email in early January for our 2024 information sheet and instructions on ordering. If you do not get an email in early January and are a returning customer, please contact me before February 1st. Every year some regular customers do not get the e-mail for various reasons, miss this deadline, and miss out on ordering. So get your orders in early!

This is the third year in a row that we have had a late calf born on Christmas morning. This is always a nice Christmas surprise, particularly since we did not think this cow was pregnant.



Our beef is all 2-year old, 100% grass-fed Angus beef, that has **never** been fed grain, always been kept on pasture, never in a feedlot, no growth hormones or antibiotics, and always been given humane care....as certified by A Greener World. We have 2 certifications: Animal Welfare Approved (humane care) & Certified Grass-fed (fed only grass/hay)!



**Connect with us!**

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**We're on the web at [www.mandranch.com](http://www.mandranch.com)**

**And on Facebook and Instagram [@MJRanchLLC](#)**