

# RANCHING FOR PROFIT

## THE THREE SECRETS FOR INCREASING PROFIT

There are only three choices in any business: 1. We can make it profitable; 2. We can subsidize the business; or, 3. We can go out of business (bankruptcy). Whether we realize it or not, most of us choose the second option, we subsidize our businesses. I'm not speaking about government subsidies, but rather the ways in which we subsidize ourselves. Living off inherited wealth and appreciating land values, relying on off-farm income to make ends meet and working for less than it would cost to replace yourself are all ways in which we subsidize our ranches.

I'll assume that most ranchers would rather not have to subsidize their ranches and would prefer to make profit. There are only three ways to increase profit. At Ranch Management Consultants we call them the three secrets. They are:

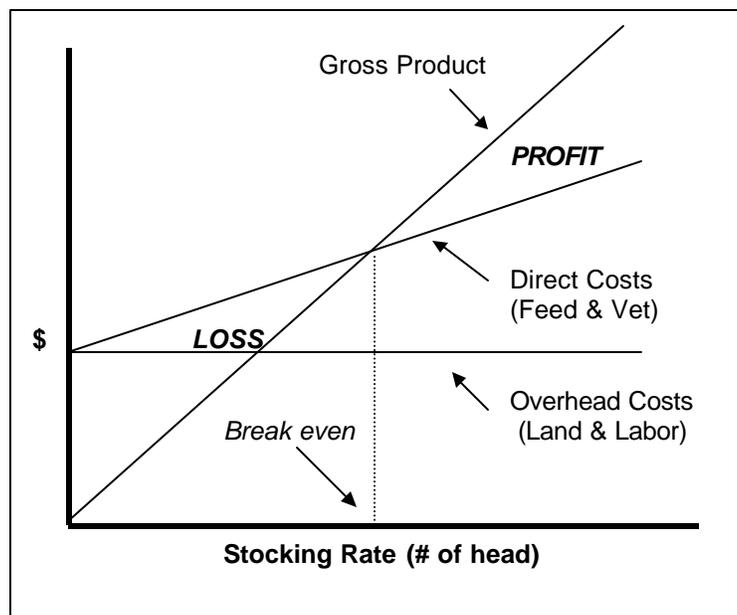
1. Reduce Overhead Costs
2. Improve Gross Margin Per Unit
3. Increase Turnover

### **Reducing Overhead Costs**

Overhead costs are those costs that don't change much as livestock numbers change. There are two types of overheads: land and labor costs. Any costs related to land (e.g. fencing or water trough repairs, property taxes, leases, etc.) are overheads. Likewise, any costs related to labor (e.g. salaries and benefits, vehicles and equipment costs, etc.) are labor overheads. Economists sometimes call these fixed costs. But they are not fixed, they can be changed, and that is one of the three secrets for increasing profit.

### **Improve Gross Margin Per Unit**

Gross margin is a measure of the economic efficiency of your livestock. It is calculated by subtracting the *direct costs* of production from *gross product*. Direct costs are those costs that increase or decrease as cow numbers increase or decrease. Direct costs include feed, health, freight, marketing commissions, and interest on livestock loans. Gross product refers to the gross value of production. This includes livestock sales minus purchases. It also includes changes in the value of your herd. Total gross margin is divided by the number of animals in the herd to calculate gross margin per unit. Increasing gross margin per unit (the efficiency of production) is another way to increase profit.



### ***Increase Turnover***

In ranching, “turnover” is the number of animal units carried. If gross margin is positive, increasing turnover will increase profit if it doesn’t increase land or labor costs or damage the resource base. However, there is no point in increasing the number of units if each unit makes a negative contribution toward overhead costs.

Historically, as an industry we have tried to increase profit by increasing production (increasing gross product). We have done an amazing job increasing conception rates and weaning rates. In fact, I’m told that the average beef cow in Alberta produces 20% more pounds of beef per year than she did just 20 years ago. So why aren’t we 20% more profitable? Part of the answer is obvious: the increased production resulted from, among other things, increasing direct costs (e.g. feed, health products, etc.). But there is more to the story. Those direct costs had to be administered by someone (increasing labor overheads) somewhere (increasing land overheads). On most ranches today, overheads account for 60-80% of total costs. It is the cost of building and maintaining the infrastructure we created to increase our efficiency that has depressed profit.

Imagine a chain with three economic links: overheads, gross margin per unit and turnover. If the gross margin link is weak, strengthening the overhead and turnover links won’t make the chain stronger, in fact, they may make the chain weaker by putting more stress on the weak link. In the next article in this series I’ll describe how to find the weak link for your business. That’s critical if you want to be Ranching For Profit.

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