



200,000 beef cattle a year through two feed lots owned by Texas Beef.

TEXAS BEEF

AN AMAZING GLIMPSE INTO 'REAL' TEXAS RANCHING

This is a story that mirrors the development of America's western cowboy heritage. Imagine a Texas ranch built by Major George W. Littlefield — a primary architect of the trail drives to Dodge City, Kansas, that ultimately grows to a thousand square miles, is sold to a British syndicate for \$253,000 in 1881; reduced in size and sold back to a neighboring rancher in 1913 — then stays in the same family through the 1980's, but diminished to only, just 60,000

acres; bought by another, 4 generation West Texas family...and today is a totally integrated operation that still raises cattle on lush, Texas pastures, feeds 200,000 cattle a year in two feedlots and sells premium Texas steaks with the Littlefield Ranch brand. Well, whew! that's Texas Beef!!

And a small fleet of Kawasaki-KCM 70Z7 loaders have the privilege of mixing and distributing their feed, and keeping their sites in top shape..

A QUALITY PRODUCT

From the thousands of calves born on the ranch, carefully bred for a superior beef product, to the high protein native grasses, humane treatment of the animals and rigid quality controls of the operation, Texas Beef is committed to delivering the finest and most consistent beef products on the marketplace. Says their website, 'We know a stress free animal, properly raised, grazed and fed, will translate into a wonderful eating experience.'



Texas Beef uses two dedicated 70Z7 loaders to charge the mixers.

Of course, to keep their feedlots at capacity, the company also buys thousands of beef cattle from nearby, like-minded ranchers.

IT'S ALL ABOUT 24/7 CONSISTENCY

In the feedlot business, the keys to success are maintaining a regular schedule of feeding a gradually changing ration of increased grains, with good taste and consistency, to the cattle every day, seven days a week, having plenty of clean, fresh water and having decently clean pens. The goal is to take grass-fed one year olds weighing around 750 lbs. and efficiently getting

them to around 1,200 lbs., with the desired carcass quality and composition, during the last 100 days or so of their lives before slaughter.

"It's all about healthy beef cattle gaining great weights without too much fat, and at a profitable cost," summarizes Jeremy

The family owning Texas Beef has been producing beef for over 100 years in the Texas Panhandle.

Holmes, Amarillo Machinery's salesman assigned to the Texas Beef companies. "Ration elements are carefully selected for best gain at least cost and all ingredients are carefully weighed as they're blended in a stationary mixer, and then the blended ration is carefully weighed as the feed truck augers it out for each pen. Twice a day, multiple rations are made to fill multiple feed truck runs."

THE RIGHT MACHINE

"We looked for a stable machine where the loader operator mixing the rations can feel comfortable with the joystick operation and the loader is not bouncing him around as he's carefully pushing each ingredient into the mixer according to the scale that he's watching in the cab," notes Matt McLennan, Feed Yard Manager at the Palo Duro yard. His yard uses a Kawasaki-KCM 70Z7 loader with ride control, radial tires for increased stability, and a 6.5 Cu. Yd. Dymax push out bucket. This bucket is made specifically for hydraulically pushing out light weight products faster and more precisely than the roll of a standard bucket. The second yard uses a similar 70Z7.

"We want to hold people accountable for exact amounts, or as close to exact as possible," says McLennan.

"The loader that best fits us," continues McLennan, "is one that delivers longevity and ease of operation. I want it made stout to hold up and backed by a good dealer.

The 70Z7 provides pressurized comfort and an especially solid ride for accurate feed measurement.



The Dymax hydraulic push out bucket is designed specifically for feedlots, dairies and biomass applications.

We want to maintain the equipment, but that said, we're excited about the satellite link that our dealer has for checking our equipment. I like that. It's a plus."

Adds Holmes, "We had one incident that's a perfect example of how the remote monitoring helps. Their feed operator called us from his cab panicked that his dash

instruments had quit and that he didn't know what else to do but shut down. We were able to remotely check all of the machine functions and report that all was well, keep running and that we'd have a technician on the way immediately. Turns out a wiring harness connection had come loose."

"On the ease of operation, we have a number of long-term people, but I also have a lot of people who are short hires. We need to have a loader that a guy is comfortable operating after a day of training. They may not be mixing feed, but we want a beginner to be able to load hay or scrape pens for manure without damaging anything."

Of interest to McLennan in his buying decision was the no DPF and pretty automatic regen. "I was impressed that the regen looked automatic and it has been. And, it seemed like the Kawasaki provided a more-simple, safe and less maintenance oriented approach," he said.

Texas Beef is serviced by Amarillo Machinery, Inc., Amarillo, Texas.

