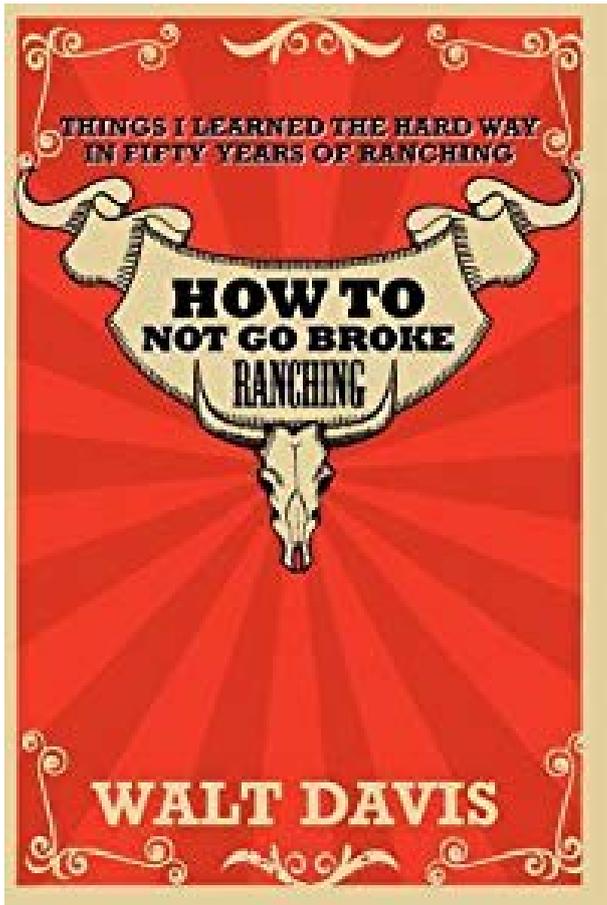


# How to Not Go Broke Ranching: Things I Learned the Hard Way in Fifty Years of Ranching



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How to Not go Broke Ranching is the irreverent and sometimes humorous effort of a multi generation rancher to help people keep from making all of the mistakes that he made in fifty + years of ranching. It is drawn from real life though some names are changed or not given to protect the guilty. The vast majority of ranches in the United States, whether commercial or life style, are neither profitable nor sustainable; the author explains why this is so and what must be done to improve the situation. The changes in philosophy and in management practices required to do this are spelled out in some detail by a man who used them to turn an almost bankrupt ranch into a consistently profitable and stable operation.

The book is not a how-to cookbook but rather is an attempt to get people to think of ranching, and agriculture in general, as the biological endeavors, run on sunshine and rainfall that they once were and should be again, rather than the industrial enterprises that are common today. The methods described have been proven effective by people all over the world and their results can be duplicated by anyone who is willing to think through the situation and is not afraid to be different. As the authors' father once told him, "You have two kinds of neighbors, half of them think you are crazy and the other half knows you are crazy." The management described is not yet universally accepted but it works from all standpoints: it is financially sound, ecologically

sound and it is a good way to live and raise a family. Both the new, or would be, rancher just starting out and the established rancher will find information and advice in this book that can be used to make their operation more profitable, dependent on purchased inputs and markets and a whole lot more fun.