

# Reimagining Value in a Grazing Enterprise



Coordinators: Dr. Jacquelyn Prestegaard  
Dr. Jeff Goodwin



**AG SOUTHWEST  
CROP & RANCH INSURANCE**



TEXAS A&M  
**AGRI**LIFE  
EXTENSION



# Reimagining Value in a Grazing Enterprise





**CALLING CATTLE PRODUCERS!**

# WE WANT YOUR PASTURE PERSPECTIVES

Texas A&M AgriLife Extension wants your input on a grazing management survey.

If you're a cow/calf, stocker, or backgrounder producer, scan the QR code or go to:

[livestock-sustainability.com/survey](https://livestock-sustainability.com/survey)

**TO TAKE THE SURVEY AND  
ENTER TO WIN ONE OF 6, \$150  
VISA GIFT CARDS**

**Drawings will occur on the last day of  
August and September.**

This research is being conducted by Jacquelyn Prestegaard, Assistant Professor and Livestock Sustainability Specialist. For more information, email [j.prestegaard@tamu.edu](mailto:j.prestegaard@tamu.edu). Research coordinated by the National Cattlemen's Beef Association, a contractor to the Beef Checkoff.





# REIMAGINING VALUE IN A GRAZING ENTERPRISE

A SESSION AT THE TEXAS A&M BEEF CATTLE SHORT COURSE

Fresh and familiar approaches landowners can use to assign value to their grazinglands and the cattle that inhabit them, discussed with:



**STEPHEN DIEBEL**

TSCRA FIRST VICE PRESIDENT;  
DIEBEL CATTLE COMPANY

*Successful Grazing Leases*



**ROEL LOPEZ, PHD**

DIRECTOR, TAMU NATURAL  
RESOURCES INSTITUTE

*The Value of Ecosystem Services on  
Texas Grazinglands*



**MICHAEL VANCE**

MANAGING PARTNER,  
SOUTHERN REDS LLC

*Breaking the Cycle of  
Added inputs*



**BELINDA RICHARDSON**

SUSTAINABLE SOURCING  
MANAGER, MCDONALD'S

*Retailers' Roles in  
Grazing Enterprises*



**CAITLIN WORD**

CONTENT AND DELIVERY  
COORDINATOR, RANCH  
MANAGEMENT CONSULTANTS

*Education and Outreach for  
Producers*



TUESDAY, AUGUST  
6TH, 2024



COLLEGE STATION, TX  
AND VIRTUAL



8:30 AM TO NOON



Register for the Short Course at  
[beefcattleshortcourse.com](https://beefcattleshortcourse.com)

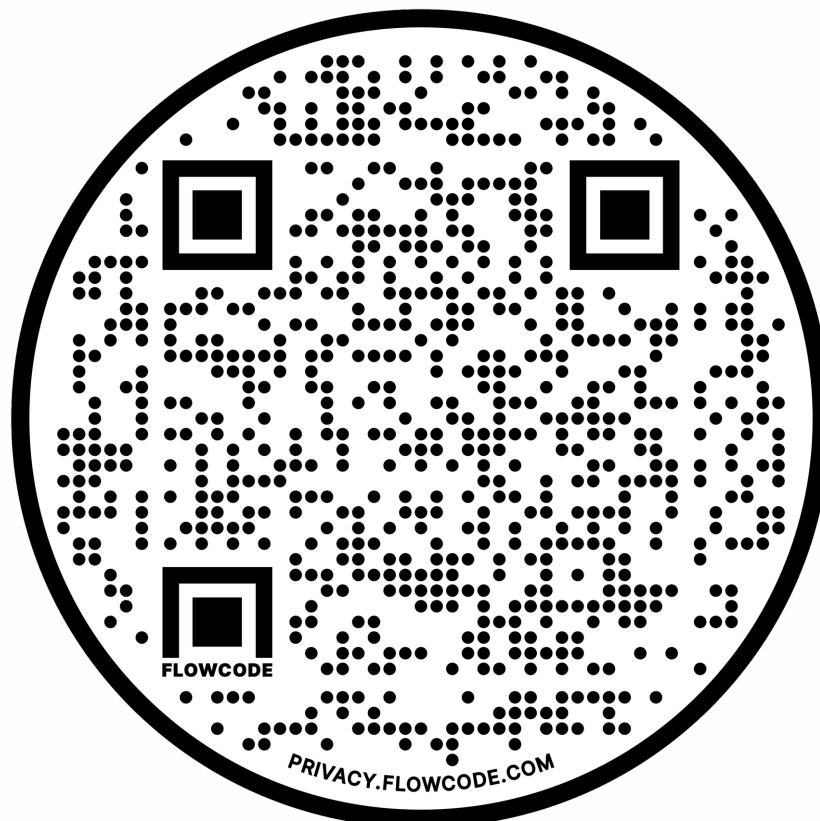




# REIMAGINING VALUE IN A GRAZING ENTERPRISE

A SESSION AT THE TEXAS A&M BEEF CATTLE SHORT COURSE

Looking for the presentation slides? Find them digitally\* at  
[livestock-sustainability.com/bcsc-grazing](https://livestock-sustainability.com/bcsc-grazing)  
or scan the QR code below:





# **SPEAKER BIOS AND PROCEEDINGS**

## **Stephen Diebel**

**TSCRA First Vice President;  
Diebel Cattle Company**



Stephen Diebel's presentation, "Successful Grazing Leases," will explore lease agreements and what landowners should look for in a lessee.

Stephen is a fifth-generation rancher who manages Diebel Cattle Company, a family-owned and operated ranching enterprise located in Victoria and Goliad Counties along the Texas Gulf Coast. He graduated from Texas A&M University in 1995 with a bachelor's degree in Animal Science. In addition to managing the ranch, Stephen is chairman of the Texas Grazing Lands Coalition, the Coastal Prairie Grazing Lands Coalition and the Victoria Soil and Water Conservation District working closely with farmers and ranchers in the Texas Gulf Coast to promote conservation practices. The importance of managing all ranch resources for future generations has been the focus, and will continue to be the primary goal of their family's ranching legacy. Through proper conservation practices that promote generational and environmental sustainability, the ranching operation can continue to remain at the forefront of the beef industry. In March of 2024, Stephen was elected to serve as first vice president of Texas and Southwestern Cattle Raisers Association where he has been a director since 2011. He currently serves Texas A&M University as the Past Chairman of the College of Agriculture Development Council, the Range and Wildlife Fisheries Management Department Advisory Board member, and Livestock and Ranching Steering Committee member for the Center for Grazinglands and Ranch Management. Additionally, Stephen has served on the Advisory Council for the Victoria Underground Water Conservation District, sits on the board for the Victoria Fair Association, and is a member of the Houston Livestock Show All Breeds Sale Committee. He and his wife Jennifer (class of '96) are members of Trinity Episcopal Church in Victoria, Texas and have been happily married for 28 years with their children Sarah Nix(class of '21), Julie (class of '25) and Clayton.



# **SPEAKER BIOS AND PROCEEDINGS**

## **Roel Lopez, PhD**

**Director of the Texas A&M  
Natural Resources Institute**



**Dr. Lopez's presentation is titled, "The value of ecosystem services on Texas grazinglands: what is at stake and why is it important."**

**The presentation will highlight the importance of conserving rangelands for their ecological contributions. As urban development encroaches upon these lands, the challenge in accurately measuring the impact of this loss and developing sustainable market solutions to ensure the continued viability of working lands in Texas will be reviewed.**

**Dr. Roel Lopez is Director of the Texas A&M Natural Resources Institute and Department Head for the Department of Rangeland, Wildlife, and Fisheries Management at Texas A&M University. He has over 25 years of experience in natural resource and land management with academia, federal and state agencies, and private industry. As a researcher and teacher, he has authored >175 journal articles and book chapters and has chaired over 100 graduate students. He served as Special Assistant to the Deputy Under Secretary of Defense-Installation and Environment and continues to work with the Department of Defense on various national and regional natural resource and environmental issues. His research focuses on endangered and fragmented wildlife populations, sustainability of military lands, and rural land trends and demographics.**





# **SPEAKER BIOS AND PROCEEDINGS**

## **Michael Vance**

**Managing Partner, Southern  
Reds LLC**



**Michael Vance’s presentation will cover managing land as an ecosystem, forage diversity & cattle health, working with landlords, and breaking the cycle of added inputs. He will also participate in our panel, “Reimagining Value Beyond Dollars Liveweight Sold”.**

**Michael grew up on a small cattle and farming operation in Mississippi. He graduated from Mississippi State University with a B.S. in Animal Science and a minor in Ag Economics. Following undergraduate work, Michael moved to Oklahoma to further his ranching experience while also obtaining an MBA from Oklahoma State University.**

**After graduate work, Michael began building his own cattle operation while also managing land holdings for other investors. Eventually, he managed a portfolio of up to 70,000 acres across 5 states. Without inheriting any land or ranching assets, Michael found it most important to grow his own ranching operations through strategic partnerships. These partnerships include capital partners as well as landowners that believe in regenerative grazing principles.**

**Southern Reds, LLC., Michael’s current cattle partnership, has grown into a 1200 head seedstock operation in North and East Texas. His operations span across 9000 acres, managed with the help of his wife and 3 young sons. His focus is raising genetics that excel with only forage and without added inputs that decrease environmental and financial efficiency.**

**Southern Reds currently has customers in 13 states who use his genetics to improve their own regenerative farming and ranching operations. They were recently awarded as the “Seedstock Producer of the Year” by the Grassfed Exchange, which is a “gathering of regenerative ranchers, dairymen, and sustainable food supporters from across the world”. Michael currently serves as an executive board member for the National Grazing Lands Coalition and serves as an Advisor for the Foundation for Food and Agriculture Research in D.C.**



# **SPEAKER BIOS AND PROCEEDINGS**

**Belinda Richardson**  
Sustainable Sourcing Manager  
McDonald's



As part of our panel, “Reimagining Value Beyond Dollars Liveweight Sold”, Belinda Richardson will share her insights on the food service industry’s vested interest in successful grazing enterprises.

Belinda Richardson is a Sustainable Sourcing Manager at McDonald’s leading beef sustainability in the U.S. She attended graduate school at University of California Davis and holds a M.Sc. in International Agricultural Development and a M.Sc. in Agricultural & Resource Economics and has spent the last decade researching food systems and working in the global agricultural and livestock sector. Belinda joined McDonald’s in 2022 and is excited to work directly with McDonald’s, their supply chain partners, and the US beef industry to help realize big impact on all elements of the food system, including: livelihoods, nutrition, animals, the environment, culture, and community. She currently represents McDonald’s on the board of the U.S. Roundtable for Sustainable Beef.

**Caitlin Word**

Content and Delivery Coordinator  
Ranch Management Consultants



Caitlin Word will also share her insights from an education and outreach perspective on the panel.

Caitlin serves as the content and delivery coordinator for Ranch Management Consultants, commonly known for its Ranching for Profit school. Formally trained in livestock production by way of a bachelors in animal science from West Texas A&M University, and a masters of science from New Mexico State University, she then developed a passion for grazing management and ecological systems and their reliance on each other. She now utilizes her knowledge of those relationships in conjunction with sound business management to help producers achieve true profitability and fulfillment in their ranching businesses. She originally hails from large cow-calf ranches in southeastern New Mexico, and now lives in Burneyville, OK with her husband Kenny and son Lucas.