

# Taking Stock

## ACA PRESIDENT LEO HOLLINGER



Some days it seems that all we hear is doom and gloom and lately it has been no exception. People are worried about the stock market volatility, drought in Texas and the mid-west, as well as some areas closer to us, price of feed and so on. Because of this, I decided that I would lighten up a little on my article this month; therefore, I am going to discuss the art of “looking at cows”!

There are many things that a cattleman has to do to cows or with cows in order to be a successful cattleman. The cattle have to be carefully selected, purchased, vaccinated, fed the proper rations, tended when they are ill and to come when they are called. But there is one thing that is most important of all and that is “looking” at them. Looking at cows is a time honored activity in our family. I remember as a child, riding with Papa to look at the cows.

Looking at the cows is a daily activity at our farm. I get up early each morning when I have weaning calves and look at them, then before dark each afternoon, I look at them again. Of course this activity is important to spot sick calves or to check to see if any have escaped or mixed with ones they are not supposed to be mixed with. Looking at cows can be used for many other things as well. You can invite friends and neighbors to come and look at the cows and it becomes a social activity. You can ride with your spouse and look at cows on Sunday afternoon and it becomes a leisure activity. Buyers and stockyard personnel can come to look and it is a business activity.

Children especially enjoy looking at cows. Cars will often time stop along the highway for children to look at them. I suppose I am saying all of this to impress upon you that you have to start teaching your children and grandchildren how to look at cows when they are very young. While this activity is in progress, you can give an easy math lesson by counting the cows. I have already started teaching my grandson, Lee, the importance of this. It is so much fun for him and gives me great pleasure as well.

Have fun looking at your cows.

Thank you and God Bless,  
Leo



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