### Dixon Ranch Review

**Grazing Club Meeting 9/8/04**

<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
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<tbody>
<tr>
<td>Forages</td>
<td>Proximity to large metroplex</td>
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<tr>
<td>Grazing plan/fencing structure</td>
<td>- Urban encroachment</td>
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<tr>
<td>Scale of ranch</td>
<td>Absence of non-livestock income</td>
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<tr>
<td>History of good husbandry</td>
<td>Reduction in energy flow – weeds</td>
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<td>Good water system</td>
<td>No on-site residence</td>
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<tr>
<td>Family relation’s land as neighbors</td>
<td>Need more stock and stocking density</td>
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<td>Aesthetics/beauty</td>
<td>Lack of scheduled sales plan</td>
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<td>Overall good management</td>
<td>Specific goals with time line</td>
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<td>Flexibility – partnership with Josey Ranch</td>
<td>Monitoring system</td>
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<tr>
<td>No debt and subsidy-free</td>
<td>History of spot grazing</td>
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<td>Location</td>
<td>No burning – strategically</td>
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<td>Owner wants to contribute to society</td>
<td>Single species grazing</td>
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<td>4-ecosystem blocks in place</td>
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<td>Few plant problems</td>
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<td>Not over capitalized</td>
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**Opportunities**

- Education venue for education
- Niche market in association with education
- Improvement (dramatic) in 4-ecosystem blocks
- Wildlife recreational opportunities
- Partnerships with communities, schools, neighbors, etc.
- Teach academia that there are better ways than “traditional” low stocking rate management
- Create low cost and stable operation
- “Put and take” stocking
- Multi-species grazing
- Native seed harvesting
- Large potential customer base for grass finished beef
- “Heritage” advertising
- Management with endangered species present

**Threats**

- Urban sprawl / encroachment
- Water run-off issues from neighbors
- Financial value of land
- Poaching and vandalism
- Liability due to proximity of cities
- Transits between operations
- Access and egress to ranch during rains
- SW Toll Road condemnation

**Stop**

- Low stocking density

**Start**

- Yearlong forage flow plan
- Increase stocking density
- Organic certification
- Develop educational “hook”
- Monitor and research
  - photo points
  - transects
  - economics
- Develop wildlife lease
- Develop niche market for grass-finished beef
- Forage tissue tests over seasons for primary forages
- Explore opportunities to use “natural”/organic by-products on “weaker” sites by increasing organic matter in soil (from cities)
- Strategic burning
- Begin promoting concepts of Dixon Foundation
- Plan for livestock programs relative to current market
- Clarification of long-term goals

**Continue**

- Educational direction
- Ongoing brush management
- Planning grazing and thinking
- Water developments
- Stay out of debt
- Promote concepts
- Good management
- Subdividing pastures