

## HLSR Calf Scramble Business Plan Initial Assessment

**Purpose of the Business Plan:** The purpose of the HLSR Business Plan is to allow scramblers to begin to understand the costs, labor, and potential outcomes through the entirety of this scramble project and to track through the project, summarize and compare the plan with the actual findings each month. This business plan is NOT an attempt to match initial cost estimates to a final cost/profit number, but rather think through this project to the end of the process of raising this scramble project.

1. Do you intend on this being a long-term (more than one year) or short-term (less than one year) project? I fully intend to make this a long-term project not only within the FFA, but in life in general. I am the first agriculturalist in my family, and I would like to forge countless more generations of ranchers and small farms, all starting with this one project.
2. Are you going to raise a heifer or a steer? I am going to raise a heifer with the intention of calving her next year and starting my own brand in the cattle industry one heifer at a time.
3. How much do you intend to spend on your calf purchase, including the \$1750 Scramble Certificate? I intend to spend roughly \$2,500-\$3,000 on my heifer purchase to ensure I have a heifer that will thrive within the show industry while remaining financially sound. HLSR has graciously provided more than adequate funding for me to put the right foot forward in my first round of raising cattle for the purpose of show.
4. How much do you anticipate spending on feed between now and your return to Houston? To be completely honest I have no idea how much I will spend on feed in the 9-month span between now and the time I will return to Houston. If I were to give a rough estimate for the gross cost of feed in that timeframe. I would allot about \$4,000 in total. This number is quite large, but between supplements, cotton-seed hulls, sweet feed, and pre-con, it is pretty accurate.
5. How much do you anticipate spending on supplies between now and your return to Houston? I anticipate spending roughly \$2,000 on supplies in 9 months. Recently I have found that the show industry comes not only with the cost of time, but it can drain your pocketbook in a hurry as well. There are countless supplies from halters to sprays for their fur coat, and so much more.
6. How much do you anticipate spending on other fees (vet, travel, barn rent, show fees, etc.)? As a member of the Hometown FFA we are graciously provided with free facilities to house our various SAE projects and provided with trailer transportation, however, speaking regarding additional fees we are on our own. For this project to have maximum potential for success I anticipate spending roughly \$1,500 including show fees and the occasional check-up or palpation.
7. How do you anticipate funding these expenses? Coming into this project I knew that I would seriously have to reevaluate my financial standing because I would be pouring countless dollars into an animal that will not render any ROI. I am funding my project by working at a local feed store, Feed & Seed, that provides me with all the feed and various tools that I may need for my heifer along with a decent employee discount. Within this company I have advanced quickly now being the third longest warehouseman, and I am tasked with observing my fellow employees and instructing as the need arises, and I also have been trained to work as a cashier. I plan to work for this company until I graduate and hopefully will be able to utilize that job as my funding for future projects.
8. What is your expected outcome/goal with this project?

The expected goal I have for this project is to grasp a better understanding of not just cattle in general, but also be able to dive deeper into the world of livestock shows. Without this program's funding I would not have been able to realize my dream of owning my very own heifer one day. With this small step, I may one day leap and bound into the commercial cattle industry. As the first agriculturalist in my family I would like to utilize this program thinking with the end in mind, and that end being, winning grand or reserve at any show with my scramble heifer.

9. List your strengths that will assist you in working toward your expected outcome.

Some strengths that I possess that would allow me to achieve my expected goal with my project could consist of determination, the willingness to admit my ignorance, and my willingness to listen to my more experienced peers provided I back their statements up with my own research.

10. Are there any future plans with this project after the HLSR Scramble Show? If yes, please explain.

Yes, I do have further plans for my scramble heifer at the conclusion of the HLSR Show. As I previously stated, I would like to one day own and operate my very own commercial/registered cattle operation within the great state of Texas. In order to start building up my own herd I plan to utilize my uncle's land plot and start with my scramble heifer, an additional registered Santa Gertrudis Heifer, and a Registered Gert bull.

11. What do you hope to gain from your participation in the HLSR Calf Scramble Program?

I have never been apart of such an enormous organization such as HLSR that makes each individual feel at home and confident in themselves. I hope to gain friendships, knowledge of my heifer's breed, and possibly even come to the realization that everything costs money, but you pour the most into what is closest to your heart. I believe that this program is paving the way for future agriculturalists by providing funds and the opportunity to forge our own paths through the construction of strong principles accompanied by tremendous support.

Scrambler Name: **Bobby Scrambler**

Club or Chapter: **Hometown FFA**