

The Way of the Ranch

When you're raised in a family of ranchers
ranching blood runs through your veins.
Your parents show you the ropes, harbouring hopes
that one day, you'll take the reins.

Looking after the cattle and property
means we are never out of work.
We rise at dawn, put our work boots on;
there's no duty we can shirk.

Rotating pastures, managing herds,
breeding, monitoring crops,
assisting with birth, assessing products' worth—
our hard work never stops.

We give our cows open space and shelter
treat the sick and use high-quality feed.
We're always there to take good care
of our cattle and meet their every need.

Whether they're eating stored feed in the winter,
grazing on pasture in the spring,
or moving to a spot in rangeland when it's hot
our cows adapt to what the seasons bring.

We always respect the environment;
it's at the core of what we do.
Food traceability and sustainability
benefit the earth—and the consumer, too.

Meadows, forests, hills, plateaus,
breathtaking mountain chains,
with fierce rivers flowing and young shoots growing,
the landscape's beauty never wanes.

But life is nowhere near as glamorous
as TV and movies make it seem.
Not for the faint of heart—things fall apart—
it's no romantic country dream.

We're no strangers to extreme weather;
we accept it as the norm.
Be it ice or mud, drought or flood,
we come together and weather the storm.

There's competition for resources;
cattle prices rise and fall.
There's no way to tell if the season will go well
but we're in it for the long haul.

No ranch survives without a strong team
working together to get things done.
Whether you're an employee or you're family,
we value everyone.

Building a strong relationship
with neighbours is also a must.
When things don't go as planned, they'll lend you a hand;
they're friends whom you can trust.

There's more to cattle ranching
than raising herd after herd.
You learn to toil, to care for the soil,
respect others and keep your word.

There's no typical day on the ranch;
we face new obstacles each day.
It does takes grit—but we refuse to quit
we wouldn't want life any other way.

There is nothing more rewarding
than running a cow-calf operation.
This way of living keeps on giving
to each new generation.