

Putting Psychology Out to Pasture

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Later this month the Texas and Southwestern Cattle Raisers Association's annual School for Successful Ranching will include a session on "Cow Sense — Understanding Bovine Psychology."

Fourth-generation rancher and career cowboy Joel Ham of Big Lake, Texas, will lead a session on the key to successful low-stress cattle handling. Ham will detail the basic behavioral instincts of cattle and explain why handling results are directly related to an understanding of how cattle think and react.

While no science apparently was harmed (or used) in preparation for this presentation, obviously there's more than one way to milk psychology.