



# **Ranching in 2025:** Business-Minded Moves for Multi-Generational Farming



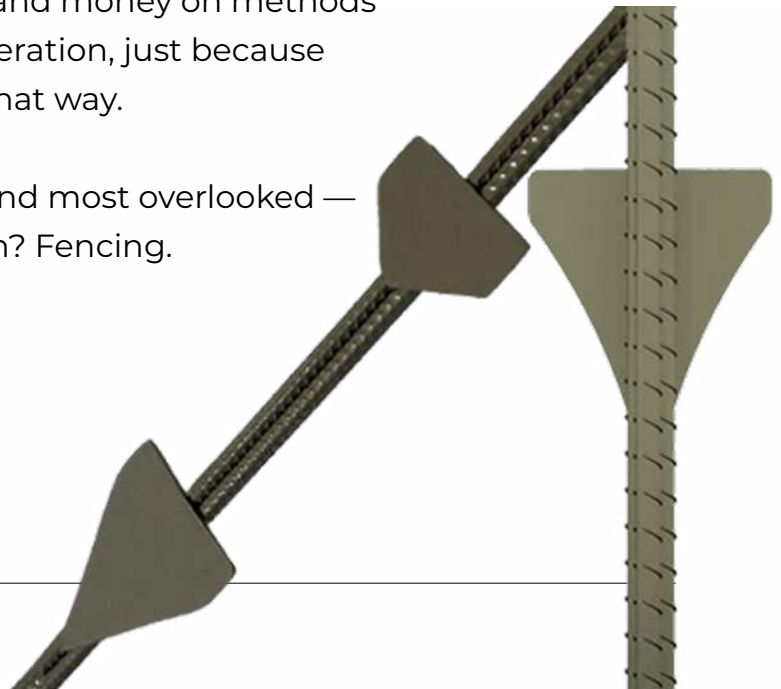


In ranching, infrastructure decisions often ride on one core belief: if it's worked for generations, it'll work for the next.

That mindset has shaped everything from livestock handling systems to fencing. But as younger generations take on more responsibility — and as climate, labor, and material realities shift — many ranchers are beginning to re-examine long-standing practices.

The goal isn't to change what makes ranching work — it's to stop wasting time and money on methods that no longer serve the operation, just because they've always been done that way.

One of the most visible — and most overlooked — aspects of that conversation? Fencing.





# The Cost of Sticking With “What’s Always Worked”

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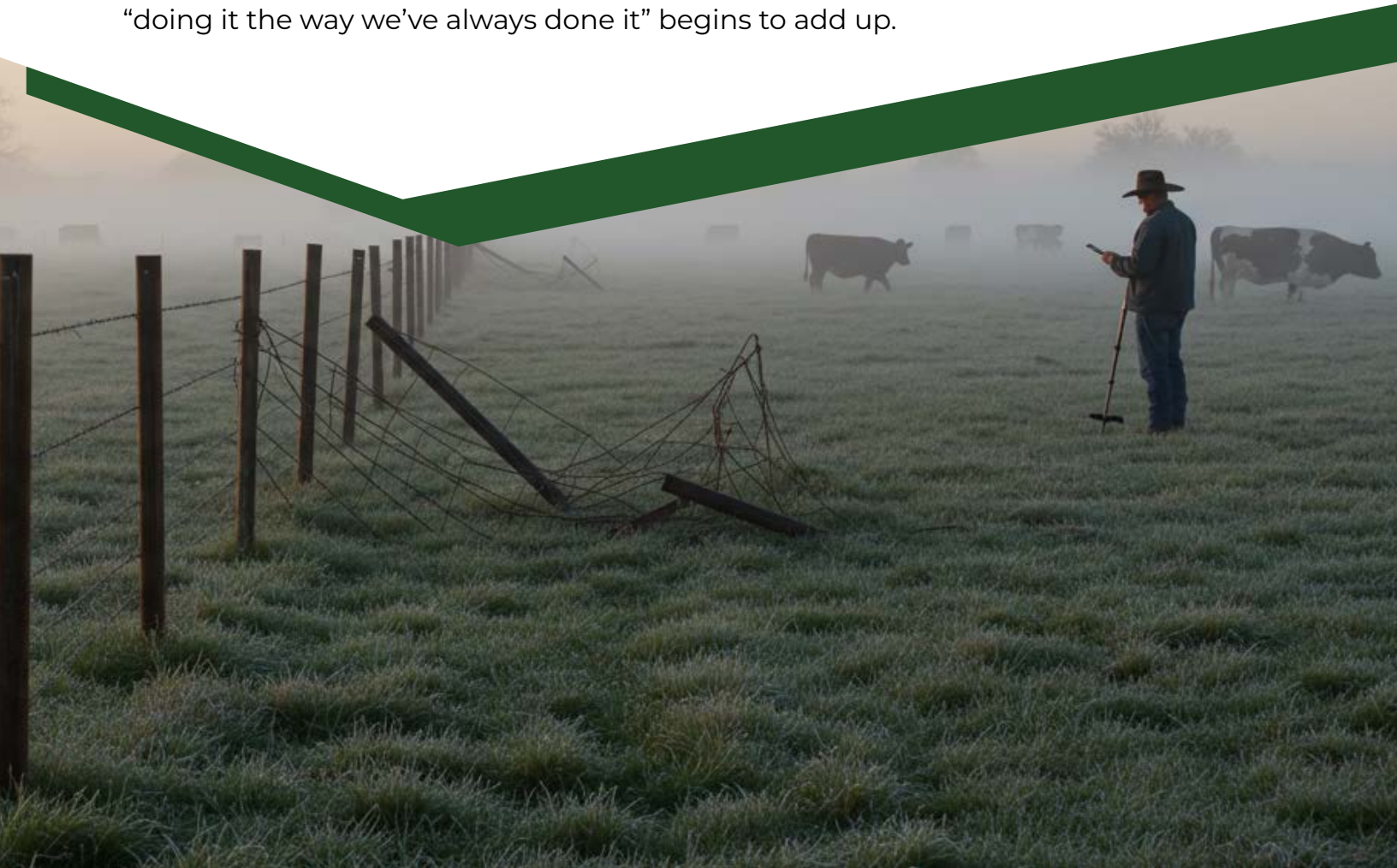
Fencing rarely makes headlines. It’s not flashy. But for working ranches, it’s essential — and expensive.

Depending on the materials, terrain, and labor costs, a standard fence can cost between \$2.50 to \$6.00 per linear foot or more. But those numbers don’t tell the full story. Many traditional fence systems, particularly those using untreated wood or lesser-grade materials, begin to fail within a decade, often sooner in wet climates or clay-rich soils.

“You build it, you fix it, you replace it,” says Craig Hardee, Chief Executive Officer at VPosts. “And that’s just accepted as part of the job.”

But each replacement brings more than just materials and labor. There’s also downtime, operational disruption, and long-term wear on land from repeated post removals and reinstallation.

When those cycles repeat every 7 to 10 years, the true cost of “doing it the way we’ve always done it” begins to add up.





## A New Generation, a New Perspective

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As younger operators step into leadership roles, ranch priorities are starting to shift subtly, but steadily.

Today's ranchers are rethinking return on investment, not out of wastefulness, but out of necessity. Efficiency has become a priority, with more operators looking for ways to spend smarter and make better use of their time on the land.

This emerging mindset is less focused on cutting corners and more interested in long-term sustainability — financially, operationally, and environmentally. That often means re-evaluating systems like fencing not from a “what’s cheapest today?” lens, but from a “what’s most effective over time?” lens.



# The Case for Infrastructure That Lasts Generations

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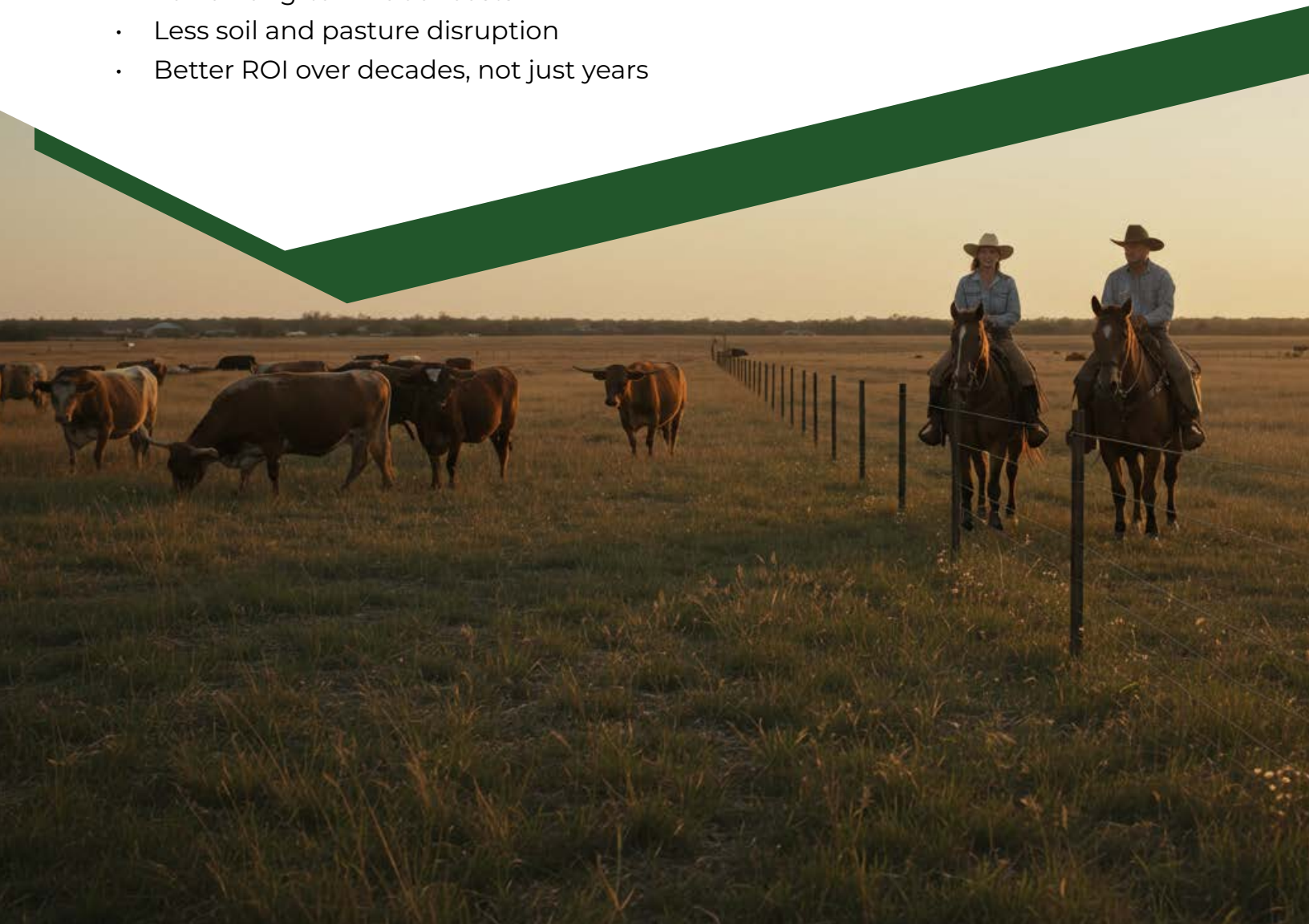
Longevity is a value deeply rooted in ranching culture — land passed down, brands carried on, family names etched into gates and livestock records.

But when it comes to physical infrastructure, longevity has often taken a backseat to upfront costs.

Historically, many ranchers focused on short-term solutions out of necessity. However, with tighter margins and fewer workers, there's increasing interest in infrastructure choices that minimize maintenance and ensure smoother, more sustainable operations in the long run.

## **In practical terms, that means:**

- Fewer re-installations
- Lower long-term labor costs
- Less soil and pasture disruption
- Better ROI over decades, not just years



# Reimagining the Fence Line

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This shift in mindset has opened the door to fence systems engineered for durability — systems that resemble traditional options but are built to outlast them by decades.

One example is V-POSTS, a galvanized steel post system designed to reduce replacement cycles and total cost of ownership without sacrificing the familiar look of a ranch fence. It's gained traction among ranchers who want long-term performance without disrupting the land's aesthetics or values.

"We're not trying to reinvent the ranch," shares Craig. "We just want to stop rebuilding the same fence every ten years."

According to internal case studies, ranchers using V-POSTS have seen significant labor savings and fewer disruptions, with some installs projected to last three times longer than traditional wood posts. The system is designed for multi-generational performance — a trait that aligns with both legacy values and modern business goals.





# Building for the Next Generation

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There's no one right way to ranch — and few ranchers are looking to replace tradition wholesale. But as land passes from one generation to the next, questions about sustainability, efficiency, and long-term planning are becoming harder to ignore.

Infrastructure choices like fencing are a good place to start for ranchers ready to bridge that gap between tradition and modernization.

"It's not about abandoning the old ways," says Craig. "It's about evolving them so our kids aren't stuck with the same headaches we inherited."



## 5 Practical Tips for Cost Efficiency Without Cutting Corners

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Cost efficiency doesn't mean going cheap. It means investing with intention, prioritizing long-term payoff, and eliminating waste where it hurts the most: time, labour, and infrastructure lifespan.

**Here are a few ways ranchers are shifting toward smarter spending:**

### 1. Think Total Cost of Ownership, Not Sticker Price

A cheaper material might seem like a win today — until it needs replacing three times as often. Many ranchers are now calculating cost per year or per use, not just the upfront cost. It's a simple shift that reveals what's really saving money over time.

### 2. Eliminate Repetitive Labor

Tasks like replacing posts or reworking fence lines eat into time and payroll. Investing in durable infrastructure — like composite posts that don't rot or rust — can free up crews for more profitable work.

### 3. Bundle Maintenance with Strategy

Some operators are pairing routine maintenance with strategic upgrades. Instead of just fixing what breaks, they're asking: Can we do this once, better, and not touch it again for 30 years?

### 4. Use Data (Even the Simple Kind)

You don't need satellites and spreadsheets to run a smarter operation. Start with the basics: track how often equipment fails, how long tasks take, and what breaks most often. Small data points can point to big inefficiencies.

### 5. Treat Your Ranch Like an Investment

Just like a business, your ranch has assets — land, livestock, infrastructure. When you view every expense through the lens of ROI and lifespan, you start spending less reactively and more strategically.





## About V-POSTS

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Craig Hardee, a successful tech entrepreneur, grew frustrated with constantly replacing weak, rusted T-posts on his land.

Tired of fencing that couldn't withstand the elements, he put his problem-solving skills to work. Using advanced materials, precision engineering, and industrial-grade coatings, he created V-POSTS—a stronger, longer-lasting solution built to endure for 75 years.

What began as a personal challenge became a mission to revolutionize fencing for ranchers, farmers, and landowners who need durability without compromise.

