



RR Whitetails, owned by Allan Meyer, was born out of the love of the outdoors.

The Meyer family owned ranches before Allan was ever born so it easily became part of who he was. Allan's grandfather left a legacy to the Meyer family owning many ranches. His name was Richard Ralph, hence the name, "RR Whitetails". Allan bought his first ranch in 2002, and the second one in 2006. He purchased another ranch from his family in 2011, and is now establishing another ranch and breeding operation on his 81 acre home place in Aledo, TX. "I love owning land and love improving properties. I think one of the reasons I love the deer breeding business is because I am able to build pedigrees that are attractive to other breeders and hopefully maximize the profit of the hard work I put into it", states Allan.



FEATURED BREEDER



RR Whitetails currently has 500 deer at the 700 acres Mingus breeding operation where Derek Palmer, Allan's Ranch manager and his family live. Allan is also building a status facility in Aledo that currently has 20 bred doe. Allan and his family moved from Fort Worth to live on the ranch in Aledo, so that they could be involved with the day to day activities that go with raising and breeding deer. He had the homes on the property renovated and his office is located in a cabin that also serves as a place where clients can stay. They offer hunting at two of their ranches and do lots of events, weddings and corporate retreats as well. The Mingus ranch is special in that they have a 110 acre lake that is the main feature of the property. It is a one of a kind setting and was visited by over 4000 people in 2014. One of the more notable events that takes place at the Mingus ranch is the Texas Rose Round-Up. The Meyer family hosts this event annually for the Cystic Fibrosis Foundation. Allan became involved with the Foundation because of his friends daughter who suffered from cystic fibrosis. They will raise close to \$150k and the deer breeders make up over \$30k of that through our semen raffle that is run online. This year on April 25th, Stoney Larue and the Toadies will perform in hopes of raising a substantial amount of money.

Before Allan got into the business he was an avid hunter. He explains, "This is the main reason I decided to start breeding. I wanted to raise genetically superior deer to release on my ranches." However, since becoming so active and involved in raising deer, Allan does not hunt deer anymore. "I enjoy watching them grow and seeing the fruits of my labor pay off. I have 400" deer in my breeding facility and to this day still only have a 140" deer harvested as my largest to date" Allan confessed.

RR Whitetails actually came into existence as a fluke. In 2006, Allan Meyer purchased a high fenced property in Junction, Texas that served as a 'grow out' ranch with multiple pastures for a fellow breeder. He removed all the internal fences and built a lodge and cabins for his family to stay in while at the ranch. One day a broker called and asked if they would be willing to sell. Allan told them that everything was for sale. Low and behold he ended up selling the ranch a month later. Shortly after this sale, he took the proceeds and high fenced his two ranches. Seeing the larger genetics and the size of the deer on the Junction Ranch, Allan decided to build deer pens and raise his own. "It was a disaster" said Allan.



FEATURED BREEDER

Allan had no idea what he was doing when he decided to build pens. He says, "I did everything possibly wrong a person could do. I bought the cheapest animals I could and built my pens large as I wanted the deer wild. Needless to say, most of them died within a year. I then decided if I am going to do this I am going to do it the right way. This is not going to be a hobby but a business."

Becoming more focused, RR Whitetails began purchasing a lot of 'proven' Dr. D genetics and a lot of Berdoll and Woodard stock. Allan bought bucks to breed as he was not doing any AI at the time. He was looking strictly to stock his ranches for hunts and not sell on the open market. "One thing led to another and I began building more pens, a facility, buying more deer with better genetics and semen to breed with. This is when my operation changed." Allan noted.

At this point, Allan was not real active in the auctions except for bidding online. His first auction to attend was in the Fall of 2010. He had been, however, purchasing a lot of semen from breeders up north, and selling into Texas and vice versa. He recalls, "In 2011, I ended up brokering 680 straws of semen and that is how my name started getting out there. Many northern breeders and Amish would contact me looking for semen and it was my niche at the time."

He had decided that he would try and play the breeder game as he was already in the stocker business. Some weeks Allan spent 40-50 hours on DNA Solutions studying to understand the pedigrees and comparing the genetics to what was hot in the auctions. He was able to buy a lot of world class genetics at very reasonable prices and upgrade his herd. This was instrumental in him being able to grow some of the deer he has today.

RR Whitetails do a lot of things different than other operations. They have production stock and premium breeder stock. All of their genetics are deep and are all proven. However, the auction market is looking for specific animals and people need to realize it is an ever changing market. "If you want to keep up or stay ahead you must constantly reinvest in the genetics," remarked Allan.

One of the differences about RR Whitetails is that they sell most of their deer under multi-year contracts. "I know when I start a new year that I have a certain amount of guaranteed income due to these contracts" Allan says. These contracts allow him to know exactly how many deer he needs whether its does, bucks or fawns. He is then able to plan his breeding around this scenario. This is what he calls his 'production deer'. They also have other sales that



Franchise @ 2

07.28.2014



Freeze Frame @ 3



FEATURED BREEDER



pop up for people looking to stock ranches and have a few that they can sell but for the most part they sell out before the year begins. This covers all of Allan's overhead costs per year. "It's nice knowing that all the bills will be paid." Allan commented

That leaves us with the Breeder Stock. They then take their best genetics and are able to sell privately to other breeders as well as in auctions. These sales are what allow them to make profit and reinvest in genetics. The better they do at auction, the more they can reinvest with other breeders for the new up and coming sires and does. Allan says, "A lot of people don't make money in the deer business. I think the main reason is that it is more of a hobby than a business to many. This is my main source of income for my family. We rely on our operation to pay our bills and provide the lifestyle we have. So with that being said, you need to work at least 40 hours per week, but generally it's even more in this business. Whether it's customer communication, taking care of your animals or marketing your genetics, you must work this as you would any job. If you do not have a business plan then you will not be able to succeed or at least maximize the potential to succeed."

Allan has always enjoyed the outdoors and he cannot imagine doing anything else. That passion and the people of this trade are what have shaped this industry. "It is a great business to be in with some of the best people I have ever met. It seems whether people make money in this business or not, they all love what they do. It is a pleasure to work with people that are happy and proud of their programs. It is funny how we are all competitors and friends at the same time, you could call it "coopetition". Nobody wants another breeder to suffer losses and with the introduction of Deer Breeders Forums and Whitetails Unlimited on Facebook you can see the comradery and everyone working together to help another breeder in a time of crisis. You don't see that in many other industries where competitors help their competitors out. The people are what make this industry great", describes Allan.

Allan's hopes for RR Whitetails future are that they will continue to upgrade their herd through selective breeding and grow the best genetics the market would want. "My goal is to continue to build the best genetics I can. With the purchase of Cougar Ridge Whitetails, the Dirty Dozen partnership with Freeze Frame and the partnership with Mossy Rock on Franchise, we feel we are positioned well to continue to climb up the genetic ladder with our herd", said Allan.

