



TIMOTHY L. COUCH

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Summary

Consultant with over 30 years of experience and expertise in livestock production, marketing, and appraising. Sole proprietor of an international cattle marketing agency, dealing with over 20 different breeds of beef and dairy cattle. Appraised over one hundred thousand head of cattle, both individually and in herds; and, experienced with cases that have gone to litigation. Lead administrator for The Winter Classic Junior Livestock Show of Paris, Texas, from 2021 through 2024. Featured on “Good Morning, Oklahoma!” and various television new shows for innovative cattle marketing. Also featured in a variety of cattle publications relative to same.

Areas of Expertise

- Beef Cattle Judging
- Cattle Appraising
- Farm Equipment Appraising
- Bovine Health & Reproduction
- Ranch Operational Analysis
- Cattle Market Analysis
- Assessing Cattle Values and Lost Income
- Projecting Ranch Income/Profit Analysis

Relevant Professional Experience

Owner - Sole Proprietor since 1995	Current
Cowman's Choice — Enloe, TX	
<ul style="list-style-type: none">• Provide cattle appraisals and consultation to Insurance Agencies• Provide independent / private cattle appraisals for buyers and sellers• Provide expert testimony for cases that end up in litigation• Conduct analysis and consultation for beef cattle operations• Oversee all aspects of beef cattle sales domestic or international• Provide Income/Profit and Loss Analysis and Projections	

Education and Training

Certification, Artificial Insemination & Palpation	1995
COBA School of Bovine Reproduction — Tyler, TX, USA	
Bachelor of Science, Psychology	1989
University of Houston — Houston, TX, USA	

Recognitions and Memberships

Qualified Expert - Qualified as expert for testimony regarding livestock (especially regarding cattle valuations) by the Louisiana Supreme Court

Licensed Member - International Society of Livestock Appraisers

Licensed Member - American Society of Farm Equipment Appraisers

Member - Beefmaster Breeders United (BBU), *and served on various committees*

to include:

- Long Range Planning Committee
- Breed Improvement Committee
- Advertising & Public Relations Committee
- Membership Committee
- International Committee

Honorary Member - International Zebu Breeders Association (IZBA)

References

Jay Bice - Attorney at Law

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Jay Proost - Executive Director

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