

FOR IMMEDIATE RELEASE

Today's Rancher Desktop Launched September 14, Bringing Practical Livestock Management to Windows

SAN ANTONIO, Texas — September 14, 2026 — Ashby Navis & Tennyson Media Publisher, LLC today announced the release of **Today's Rancher Desktop**, a Windows-based livestock management system designed for ranchers, farmers, small livestock operations, and others who need a practical way to maintain animal records and track the everyday activities involved in managing livestock.

Today's Rancher supports **cattle, goats, sheep, and horses**, bringing animal identification, medical records, feeding, location and movement history, growth records, breeding and insemination information, purchases, and sales together in one desktop application.

The philosophy behind the software is deliberately straightforward: **no off-the-shelf program can anticipate every need of every agricultural operation.**

Today's Rancher is designed instead to provide a solid foundation for the records most livestock owners need while remaining understandable and practical for the people who actually use it.

It may be called Today's Rancher, but you don't need a ranch to use it.

The software can serve operations ranging from working ranches and farms to smaller acreage, specialty livestock producers, and individual animal owners who need more structure than notebooks and spreadsheets provide.

Built for the Way Real Operations Work

Today's Rancher Desktop organizes information around the ranch, the animal, and the events that occur throughout that animal's life.

Users can maintain individual animal records and histories, record medical treatment and feeding activity, track animal movements between locations, maintain growth information, document births and purchases, record breeding activity, and follow animals through eventual sale.

Built-in reporting provides useful views of animal, medical, feeding, movement, location, insemination, and sales information.

The application also includes local backup and restore capabilities so users can protect their records without depending upon a continuous internet connection.

Today's Rancher Desktop was developed as a **Windows desktop application**, with livestock information maintained locally on the user's computer. That approach was intentional: agricultural software should remain useful in places where internet service may be slow, intermittent, expensive, or simply unavailable.

A New Generation of Today's Rancher

Today's Rancher is not a new name for Ashby Navis & Tennyson. The company has worked with the Today's Rancher concept and livestock-management software for years.

The new Desktop edition represents a substantial modernization of that work, rebuilt for current Windows systems while retaining the practical approach that shaped the original software.

Rather than attempting to tell ranchers how they should run their operations, Today's Rancher is intended to help them keep track of how they **already do**.

Technology can organize information, reduce repetitive work, preserve records, and make those records easier to use. It cannot replace the judgment and experience of the person responsible for the animals.

Development Continues With the Agricultural Community

Ashby Navis & Tennyson plans to continue developing Today's Rancher with input from the people using it.

A Today's Rancher community has been established for questions, assistance, suggestions, and feature ideas. Future development will be guided in part by what livestock owners tell the company they actually need rather than assumptions about how an agricultural operation ought to work.

The company also welcomes conversations with **agricultural colleges and universities, Extension programs, state agricultural agencies, livestock organizations, educators, and other groups working with farmers and ranchers.**

Those conversations need not be sales conversations. The company is interested in learning where better livestock recordkeeping tools can be useful and where the software can be improved.

Availability

Today's Rancher Desktop is available now, directly from Today's Rancher and through the Microsoft Store. The software is priced at **\$49.99**.

Product information, purchasing information, documentation, and community resources are available through the Today's Rancher website.

About Ashby Navis & Tennyson Media Publisher, LLC

Founded in 2012 and based in San Antonio, Texas, **Ashby Navis & Tennyson Media Publisher, LLC** develops and publishes digital products across software, mobile applications, audio, interactive media, educational content, and emerging technologies.

Since 2012, we've been building better ways for knowledge to travel.

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Today's Rancher — Software that earned its spurs on the ranch.

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