



Herman Detering operates a horse and cattle training facility at Piney Creek Farm in Bellville, Texas. As a fourth generation Texan, he grew up in Houston and experienced horse and cattle handling on nearby family ranches. The two-week, twenty-hour gentling program presented on this DVD combines insights from natural horsemanship with those of current low-stress stockmanship. In this, calm acceptance of the handler is achieved through the use of non-coercive driving and drawing techniques.

This video presents Herman's unique method of gentling cattle, based on studies of prey animal behavior and observations of herd interaction. His method of low-stress gentling should be of interest to the small herd rancher as well as to those who plan to show their cattle. Herman's method also aids large-scale ranchers develop a calm herd that can be worked with fewer helpers, less potential injury, and less stress on the animals. In addition, all cattle operations can benefit from the financial savings of the Detering Natural Persuasion method presented in this video.

To order copies of this video, and for more information about Herman's instructional program with both horses and cattle, please visit his website: [www. HermanDetering.com](http://www.HermanDetering.com).

Front Cover image: Greg Maher



"Your program really helps... it makes us money."

Ed Cullers, former President American Brahman Breeders Association and founder of the Heritage Cattle Company in Hungerford, Texas.

NATURAL PERSUASION™ : The Art Of Gentling Cattle
HERMAN DETERING

LOS SUBTÍTULOS EN ESPAÑOL

Herman Detering NATURAL PERSUASION™



THE ART OF Gentling Cattle

"Using the principles of natural horsemanship Herman Detering has gone inside the minds of Brahman cattle. He teaches the cattle to be extremely gentle, but they also have manners and do not push people. This video is essential for all people who work with Brahman, Zebu or Nelore cattle."

TEMPLE GRANDIN, Ph.D., Professor of Animal Science, Colorado State University