



The Angus Link

by **TY GROSHANS**, assistant director of commercial programs, American Angus Association

Winning strategies

It's the tenth and final round of the National Finals Rodeo (NFR) in Las Vegas, Nev. Dean Gorsuch backs in the box with the World Championship Steer Wrestling title on the line. He nods, and with a lighting fast run of 3.6 seconds he wins his first world title. That run gave him enough money to launch past Luke Branquinho in a battle so close it came down to that final steer. The thrill of winning his first world championship could be seen by all as he received his gold belt buckle.

The cattle industry does not have a national finals at the end of each year to shine a spotlight on those who excel. Having a pen of cattle grade 50% *Certified Angus Beef*[®] (CAB[®]), receiving a premium at your local sale barn for your feeder calves, and increasing pounds per calf weaned — these are the championships won all year in this great lifestyle called the beef industry.

There are no gold belt buckles given for great achievements, no bright lights of Las Vegas, and no one asking for your autograph. There are just down-

to-earth handshakes and, at the end of the day, the reward of knowing you have accomplished greatness.

"To accomplish great things, we must not only act, but also dream; not only plan, but also believe," states Anatole France.

Keep dreaming and believe in setting goals to win. Are you setting goals for your operation each day? ... each month? ... each year? How are you measuring your success? When you back into the box and nod your head for that steer, are you giving 110%? Are you winning?

Goals to win

Setting attainable goals each year should be a priority for each operation. Strive to reach those goals with the intent to not only improve profitability within your operation, but to improve the entire industry.

A great resource for producers to benchmark their operations is the National Beef Quality Audit (NBQA). This extensive report puts together

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vital information from leaders in the beef industry. It encompasses quality challenges, strategies, tactics and industry goals. It provides assessments of how each industry sector — from the producer to the restaurant — is meeting consumer needs and provides information on the forces shaping the industry.

This audit takes a snapshot of the whole industry, allowing us to evaluate each sector and observe the areas that could improve quality. By evaluating and aligning the goals of the beef industry with such resources as the NBQA, we will put ourselves in position to be more profitable and to ensure our future in this great business.

By using registered Angus bulls, you have already taken the step toward higher quality and profitability. You have put into action those goals and believe in the genetics. In addition, National Cattle Evaluation (NCE) tools can help you select Angus genetics that meet the goals of your operation and allow you to compare those genetics to a large database.

AngusSource[®] gives producers the opportunity to market replacement females and feeder calves. This program can also be beneficial to feedlots and packers since it is a U.S. Department of Agriculture (USDA) Process Verified Program (PVP).

The Association's Beef Record Service (BRS) is a great data-gathering performance program that gives producers useful tools to measure performance within their herds. This information can be very valuable to tie records back to usable data to make your operation more profitable and to maintain additional information on cattle.

Ultimately, these services — provided with the backing of great genetics — will create a winning run every time. "Win" with better products. "Win" with better relationships. "Win" when your industry is prospering and has a good reputation. Build up your competitors! Build up your entire industry!" Tom Peters writes.

There is a chance to win a championship every day in this business. Build relationships with your customers, neighbors and competitors to ensure success in your business for years, while improving the quality of life around you. Set goals that encompass the quality challenges identified in the NBQA, and keep consumer awareness in mind. This is a competitive world, but together we can prosper the entire industry and win every day. Keep this in mind not only to make the industry better, but to make the world better.



Editor's Note: For more on the 2005 NBQA, see page 24. A copy of the executive summary may be requested by calling Ryan Ruppert at (303) 850-3369.