

# Producer Priority Finder Launched

*Association launches new tool to help producers evaluate their operations.*

Story by  
**MATHEW ELLIOTT**

Looking for an easy way to improve your operation that takes less than 10 minutes? Your first step could be to try the American Angus Association's Producer Priority Finder. This new online interactive tool lets producers perform a self-evaluation to find what can be improved within their operation.

The abundance of information available for commercial producers can be overwhelming. That is why the American Angus Association commissioned the study *Priorities First: Identifying Management Priorities in the Commercial Cow-Calf Business*, by Tom Field, Fort Collins,

*(Continued on page 22)*

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Main Producer Priority |

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**Producer Priority Finder**


Welcome to the American Angus Association's Producer Priority Finder

This interactive program is designed to help commercial cow-calf producers identify the most important management priorities for their individual operations.

You can improve the profitability of your cow-calf business by placing greater management emphasis on the priorities identified here.

Find the TOP 3 management priorities specific to your operation by completing a brief self-evaluation of current management strengths and weaknesses.

Click Next to begin [Next >>>>](#)



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The Producer Priority Finder opening page explains the importance of managing priorities.

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**Producer Priority Finder**

Producer Self-Management Review

Please complete self-ranking for all 15 management categories below <<<< Back

Management Category	On a scale of 1 to 5, is this area of my operation a weakness or strength?				
	Weakness	2	Neutral	4	Strength
Herd Nutrition	1	2	3	4	5
Pasture & Range	1	2	3	4	5
Herd Health	1	2	3	4	5
Financial Management	1	2	3	4	5
Marketing	1	2	3	4	5
Production Management	1	2	3	4	5
Genetics	1	2	3	4	5
Labor	1	2	3	4	5
Information Management	1	2	3	4	5
Harvested Forages	1	2	3	4	5
Herd Identification	1	2	3	4	5
Natural Resources	1	2	3	4	5
Biosecurity	1	2	3	4	5
Facilities & Equip.	1	2	3	4	5
Technical Support	1	2	3	4	5

Click Next to continue [Next >>>>](#)

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## Producer Priority Finder Launched *(from page 21)*

Colo., to stand apart and offer producers a blueprint from which to structure their business.

Now producers can take that information a step further with the Producer Priority Finder.

This interactive online tool allows producers to assess where they are the

strongest and the weakest within their operation. By identifying these strategies, producers are able to make changes in their management strategies to increase their profits.

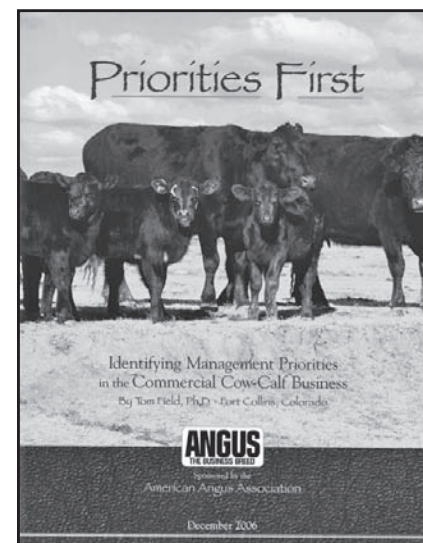
“We realize that there are so many management areas that affect profitability on the ranch. Some areas, such as labor

and herd health, producers can control; others are somewhat out of their reach, like the climate and economy,” says Ty Groshans, Association director of commercial programs. “The Producer Priority Finder allows producers to look at 15 management practices to evaluate where they might need to place more

emphasis to make their operation more profitable.”

By going to [www.angus.org/tools/priority](http://www.angus.org/tools/priority), producers will be able to rank on a scale of 1 to 5 their current strength level for 15 management categories identified by the *Priorities First* report.

After completing the producer self-management review and hitting “Next,” the Producer Priority Finder will rank the top five priorities for your operation. After viewing the top five, producers can then view the results from six through 10.



By prioritizing these areas during the next 12-24 months, producers can place greater emphasis on their weaker areas to make their business stronger and more profitable.

“Cow-calf producers are overwhelmed by their workload, along with the massive volumes of available information and advice on individual aspects of their business. We hope producers find this tool useful in staying profitable,” Groshans says.

The Producer Priority Finder can be accessed online at [www.angus.org](http://www.angus.org). Producers who want more information about the top 15 management priorities can access an online version of *Priorities First* or request a printed copy of the 32-page report by contacting the Association’s Communications Department.



**Visit the API topic site library,** offering gateways to information on body condition scoring, beef cow efficiency, country-of-origin labeling, targeting the Certified Angus Beef® brand and more.

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