

# Tennessee



## *Master Beef Producer*



**UT** | Extension

Tennessee Beef Cattle Improvement Initiative



# Master Beef Producer

**Farm and Ranch Management**

**The Roadmap to Success**

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**&**

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**UT Extension**



Fail to plan is a plan to  
fail



Too busy farming to  
plan

# Why Do You Own Cattle?


1. You like them
2. Better than mowing (“Biological Bush Hog”)
3. Grandpa “had ‘em”, Dad “had ‘em”
4. Kids wanted to show
5. To make money?



For those beef producers that are serious about profit:

- Takes planning
- Takes foresight
- Takes hard work
- Takes dedication
- Takes staying informed






But, those personal characteristics that  
contribute to profit run counter to the  
most dominant force in cow-calf  
production...


...TRADITION





“If you keep on doing what you have always done, you will always get what you have always gotten.”





“Insanity – keeping on doing what you  
have always done and expecting  
different results”

-Albert Einstein

# PROFITABLE

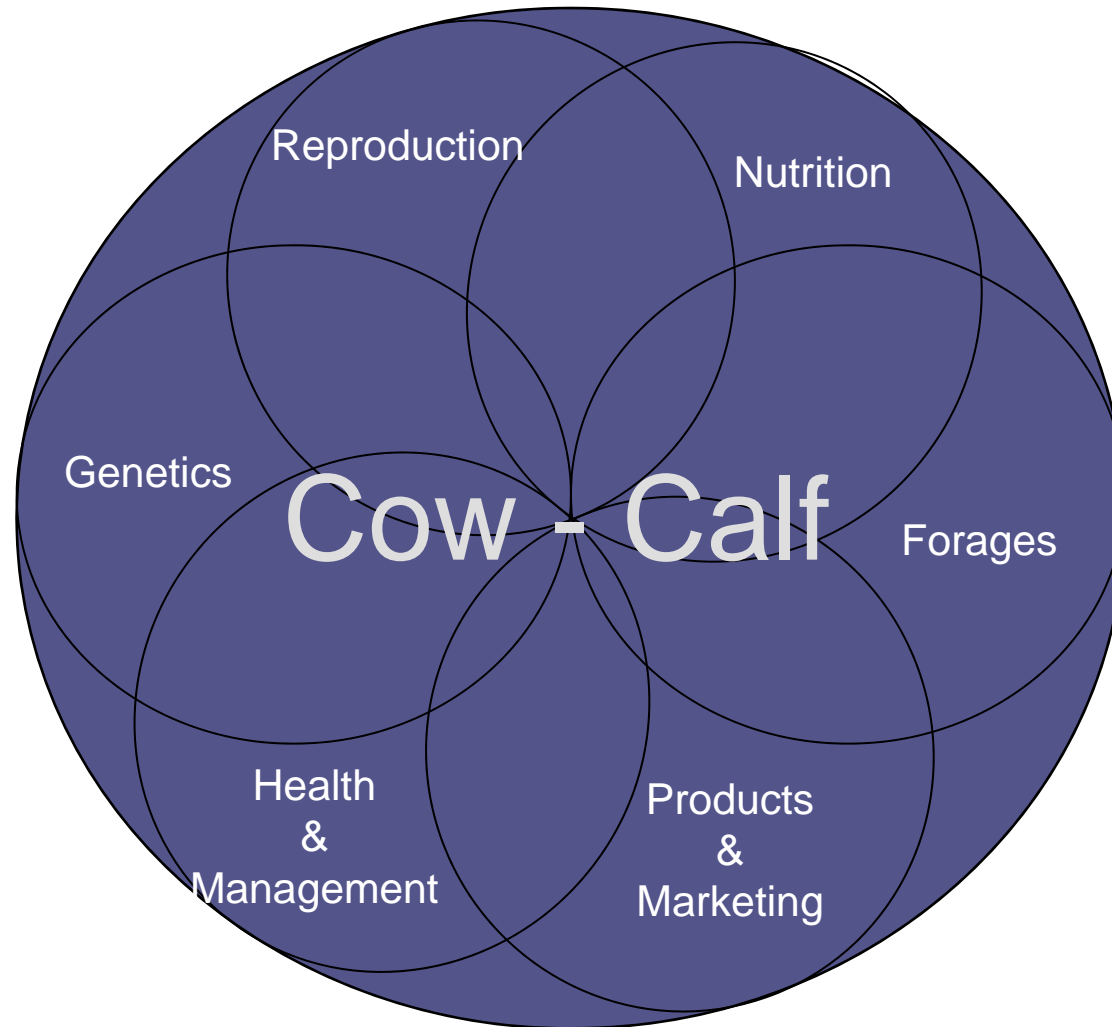
- Some struggle to make a profit
- Others are successful
- What is different?





It is MANAGEMENT


# Major Components of The Management System of Cow-Calf Production



# Management?

- The adoption and implementation of certain practices at the appropriate time on an operation
- Has a great impact on profitability





There is a high correlation between application of “good” management practices and profitability

- Application of a lot of good practices resulted in higher profitability
- Application of less practices – had lower profitability
- Application of little or a few practices routinely lost money

Source: Dr. Harlan Hughes



# Learning Objectives

- A mission statement is important!
- Planning your success is critical!
- Setting SMART goals
- Daily tactics to stay focused on the job at hand
- What are internal and external factors?



# Roadmap to the Future

- Where are you starting from?
- Where do you want to be?
- When do you want to start?
- How will you know when you get there?
- What does it take to get there?






# Questions for the Farm Business

- What is the mission?
- What are the goals?
- What tactics are needed?



**Planning involves gathering information to  
aid in making decisions.**

**No such thing as a “bad decision”.**



What are strategic issues that are most critical to my business?



What strategic shifts should I  
consider over the next time span?



What will be the impact of shifts on  
my operation?



How will implementation affect my  
financial performance?





# Internal Factors?

- Under producer's influence

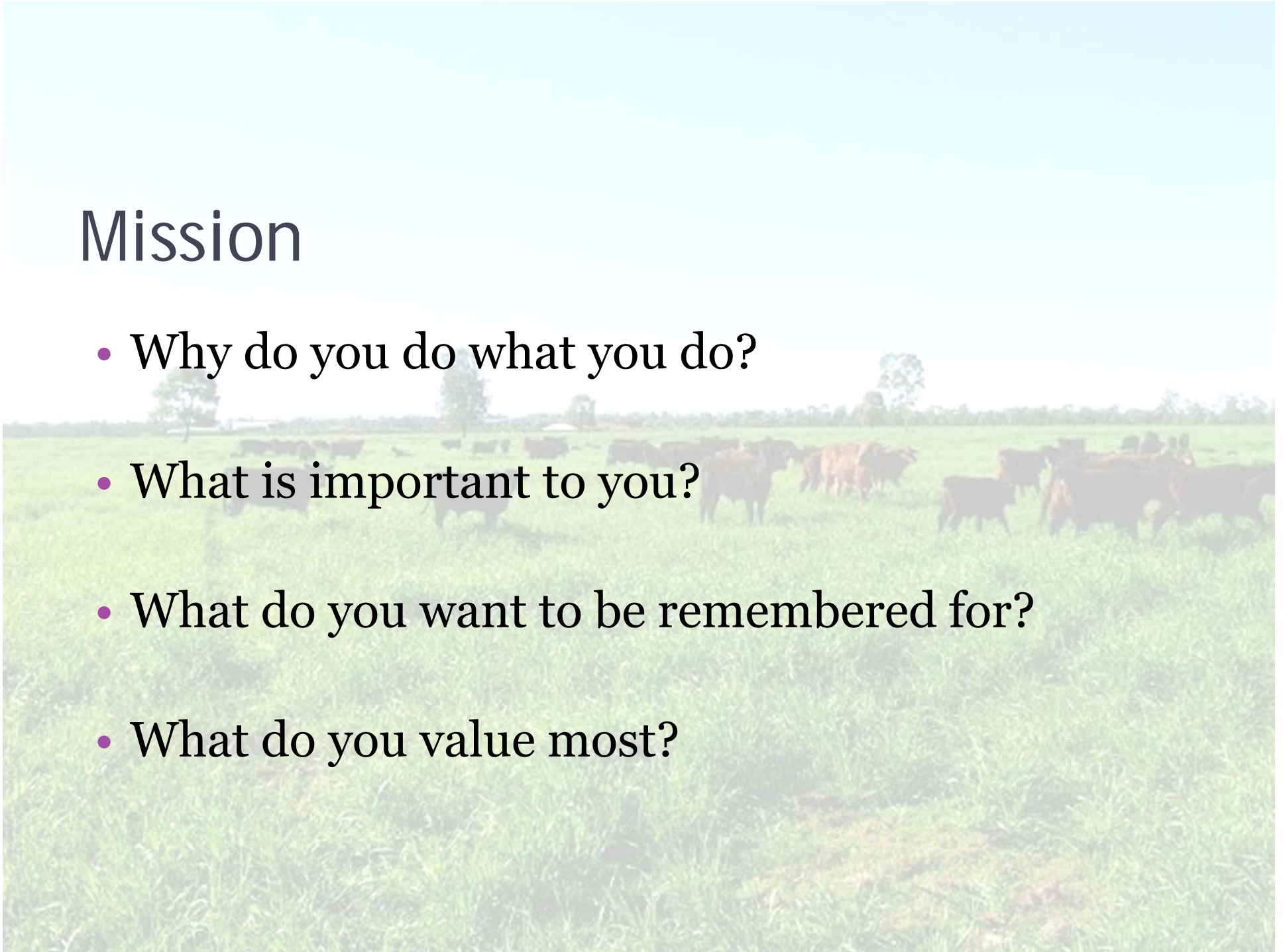


# External Factors?

- Outside producer's influence

# Mission

- Why do you do what you do?
- What is important to you?
- What do you want to be remembered for?
- What do you value most?





# Goals: Five Components

- **S**pecific, precise, definitive
- **M**easurable, quantitative
- **A**ttainable, within reach
- **R**ewarding, provides satisfaction or financial reward
- **T**imed, puts constraint on completion

# Tactics

- Day to day activities
- Often found on a to-do list
- What needs to be done?
- Who is going to do it?
- When will it get done?



# Sample Mission Statement





# Doe River Farm

The mission of Doe River farm is to become a recognized leader in seedstock Angus cattle known for growth and maternal traits. Doe River farm will offer females and bulls that are trait leaders for weaning and yearling growth traits while excelling in maternal traits. In addition, Doe River farm will strive to use conservation practices that enhance the natural beauty of the land and improve wildlife habitat. The farm will provide supplemental income for the family. The farm should not only provide a relaxing atmosphere but also should be recognized as a leader in the breed and conservation efforts. Doe River farm will provide an opportunity for the younger family members to pursue their dream of a rural lifestyle and producing quality products.





# Sample Goals

- To increase 205 day adjusted weaning weights from 475# to 525# within two calf crops
- To install 300 feet of grass waterway by September to control erosion potential in cropland areas.

# Developing Tactics

- To increase adjusted 205 day weaning weights from 475# to 525# within two calf crops.
  - Who will weigh calves?
  - Who will keep records?
  - What record system?
  - What needs to change?
  - How will it be evaluated?



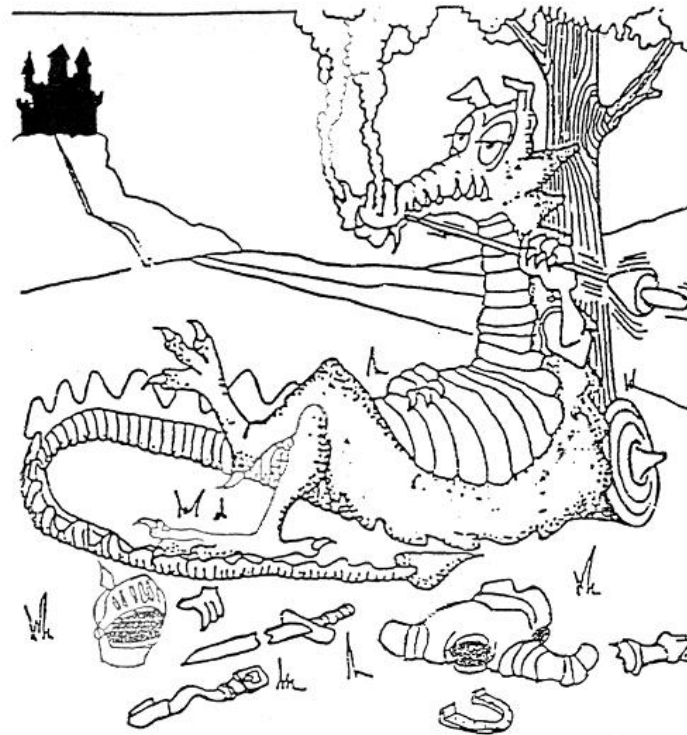
# The Planning Process



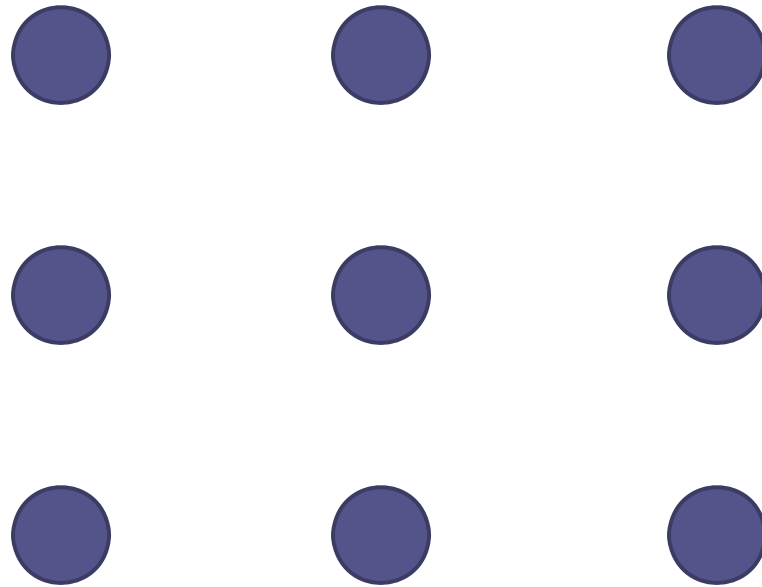
# When the Best Intentions Don't Work.....

**Remember... No Matter How Hard You Work...**

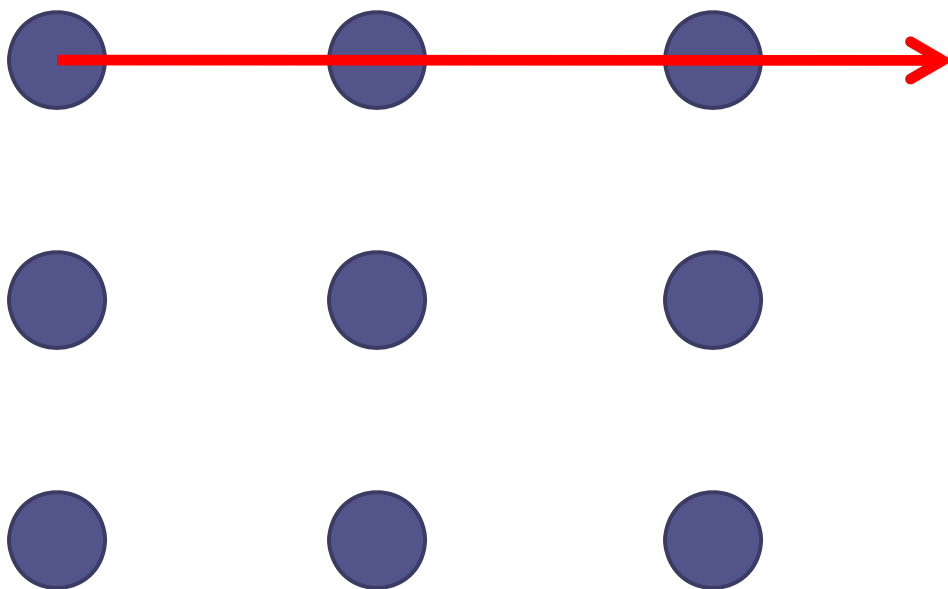
**No Matter How Right You Are..**

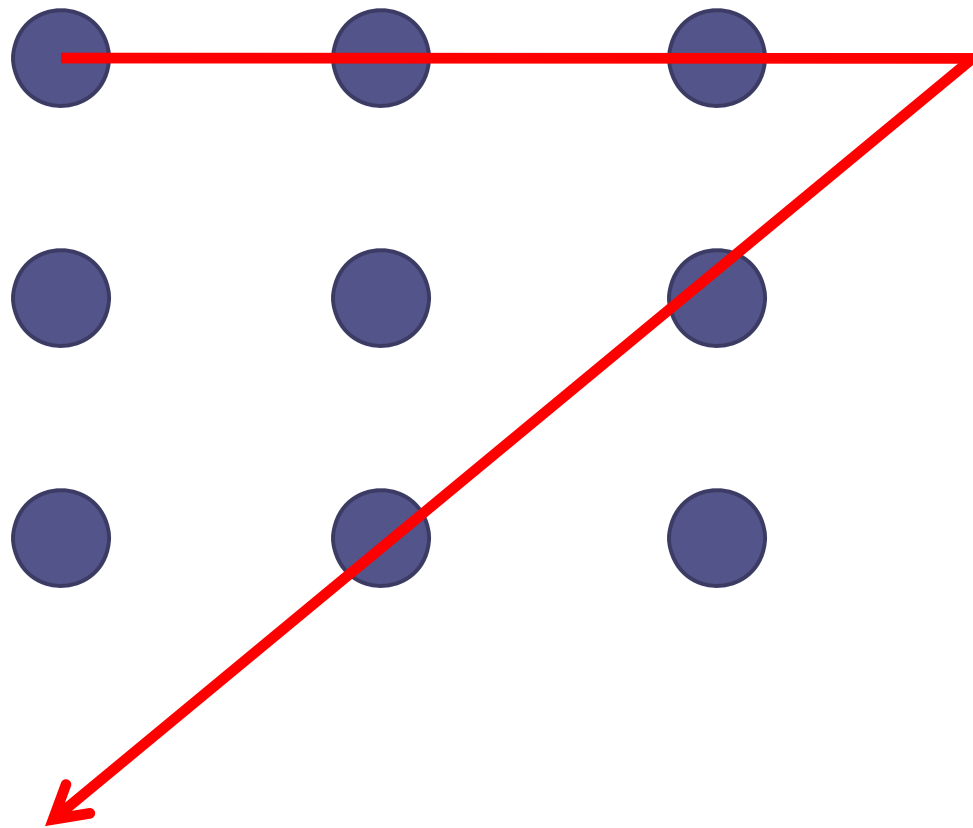


**SOMETIMES THE DRAGON WINS!**

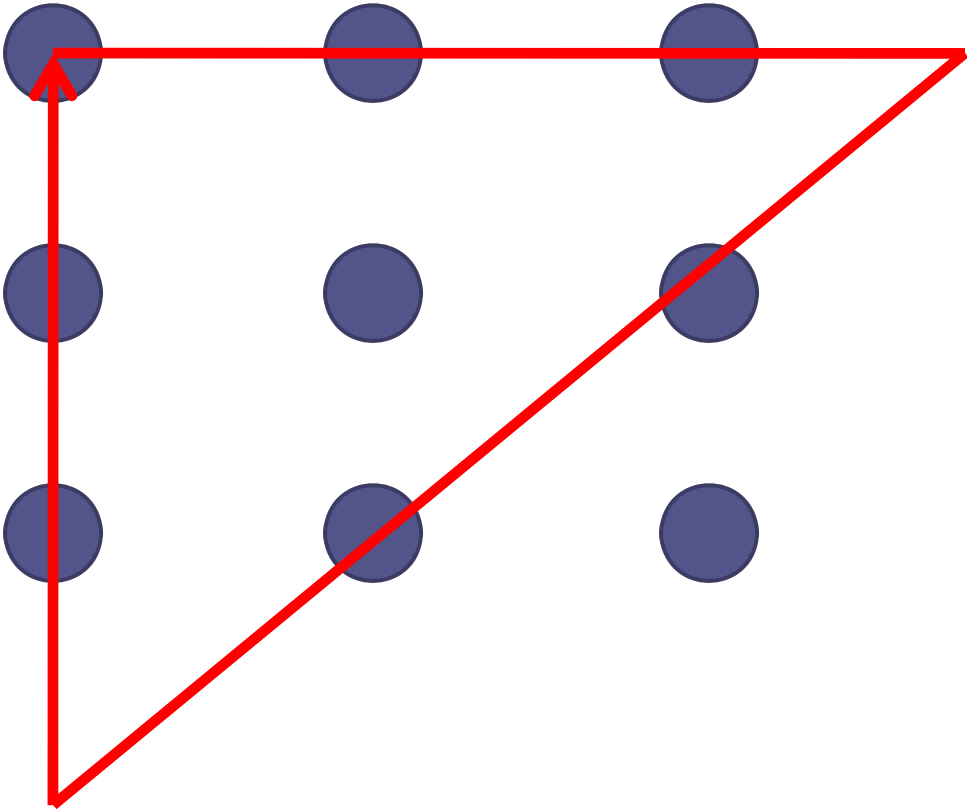


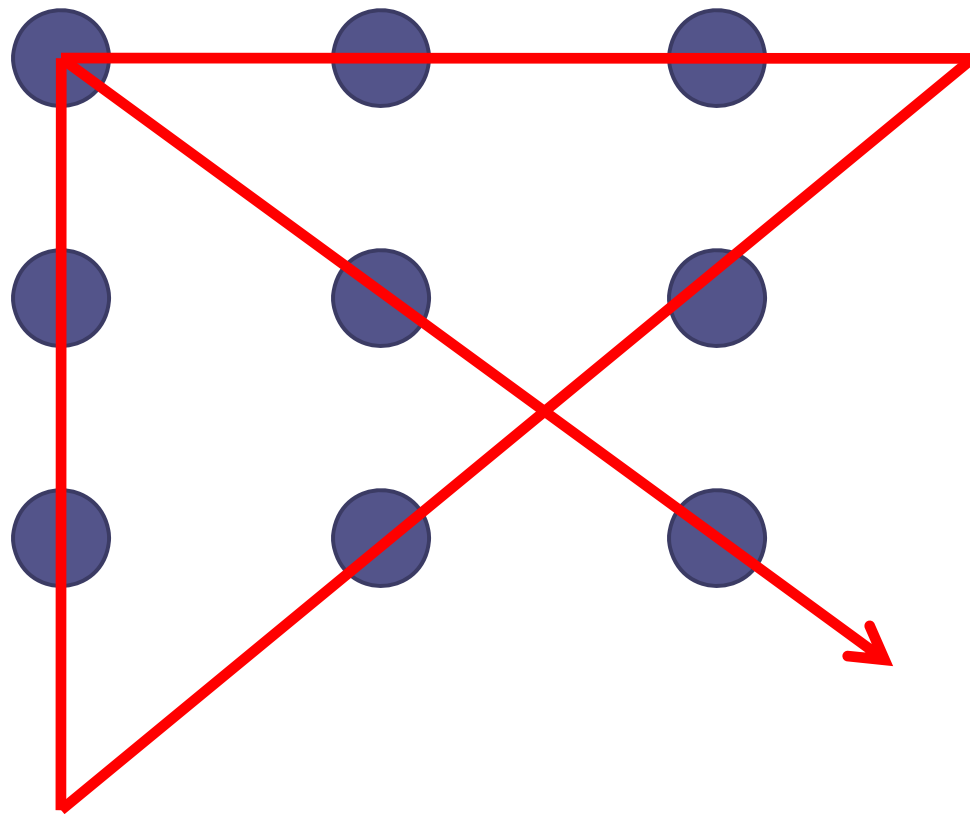
Take a pencil or a pen and connect the 9 “dots” by drawing 4 lines. Do not remove your pencil or pen when you start the “drawing” and do not go through a dot more than once.

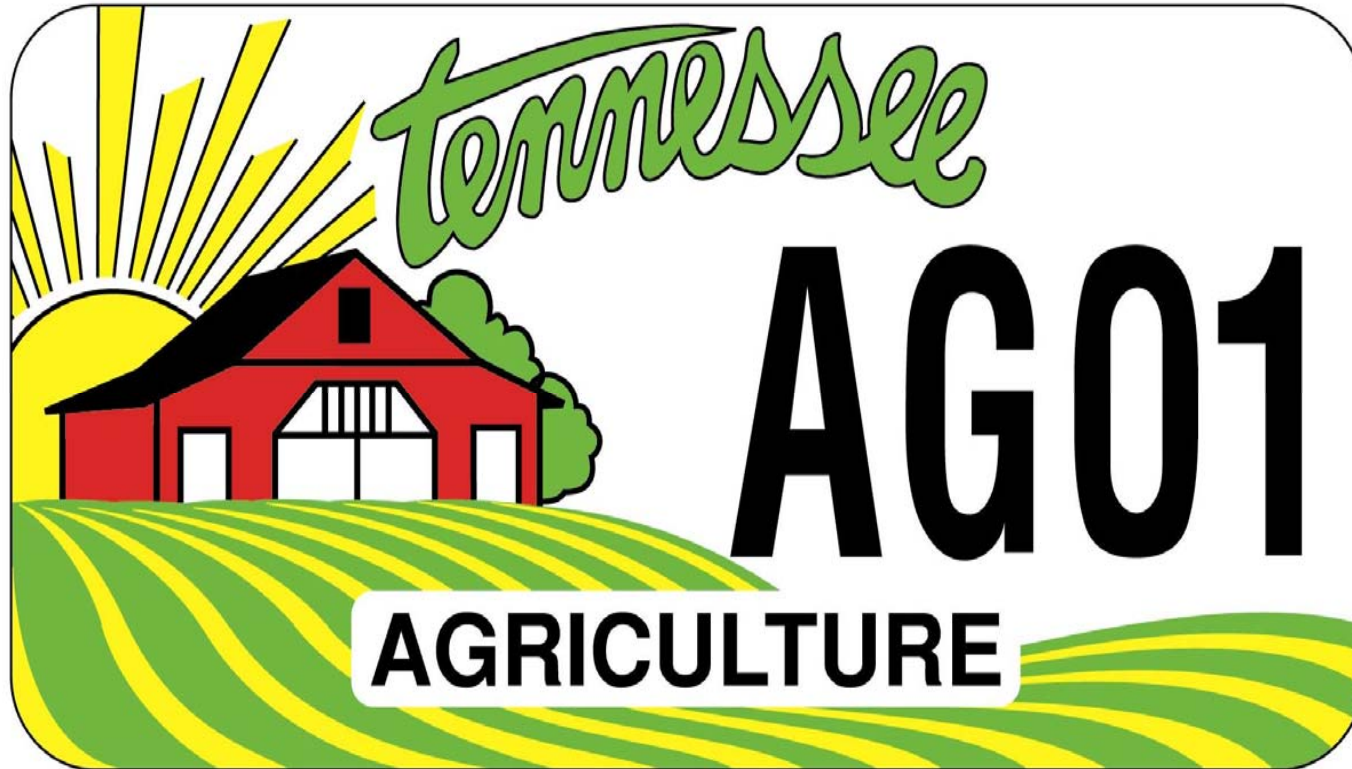












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