



The VIEW FROM HERE

Kyle Haley

The Limousin Vision In Action leadership and breed-improvement workshop was December 12 and 13 in Kansas City, Missouri. As you will read later in this issue, the slate of speakers was fantastic and attendees were provided a great deal of insight from industry professionals, the commercial sector, the seedstock sector and the feeding and packing sectors.

As I sat there taking notes and trying to digest the information presented, I often caught myself drifting into how to apply the information being presented to an individual program, as well as the Limousin breed in general. Which I suppose is one of the main reasons for having such workshops in the first place.

Since returning home, I have had several conversations with Limousin breeders who attended, as well as with ones who didn't make the trip. Sometime during each conversation, I was ultimately asked, "So what was the take-home message."

Talk about a tough question.

Fact is, there was a great deal of pertinent information shared by each of the speakers, therefore I can't honestly put my finger on one single take-home message.

Later on in this issue are more detailed remarks by each of the speakers, which will allow you to form your own opinions, but here are some bullet points I jotted down in no particular order:

- No matter who you are or where your program is, change is necessary;
- Premiums are available for products that have true value;
- Your passion will rub off on others;
- Involvement within the breed as well as the industry is paramount;
- Genetic diversity will always be a major factor in beef cattle production;
- Data will continue to play a larger role in all segments of the beef industry;
- More can be accomplished by working together as a team than as individuals;
- Focus on your customers needs more than your own;

In his closing remarks to attendees NALF President Bob Millerberg said, "I urge you to look at your own program, consider the challenges presented by the speakers and keep moving forward. Listen to your critics and learn from them. Turn marginal customers into great customers and advocates for the breed."

When it is all said and done, I truly believe the key for individual producers is to take the parts and pieces from workshops such as this and figure out how they apply to their own operations. Not every idea is a fit for everyone just like not every bull is a fit in every herd.

However, it doesn't stop there, as ideas and concepts are not worth much if they are not implemented. So, on second thought, I would have to say the "take-home message" from the Visions In Action workshop is right there in the title.

Develop your Vision and Take Action.

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