



## Around THE WORLD

*DeRon Heldermon*

**W**elcome 2009!

By the time you receive this issue we should be just a matter of a few days from kicking off the new year.

It doesn't seem possible that it has been nearly a decade since the big Y2K scare. Many people thought all the computers were going to crash when the clock struck 12 and our financial records would be lost and the power centers would shut down. Luckily, it proved to be more speculation than reality and Y2K was pretty much pain-free for most of us.

As we welcome in this new year, there seems to be a lot of anxiety about the financial woes in this country. It looks like there is going to be a sorting out period before we know just how much of it is speculation and how much is reality.

I think we can all agree these are changing times and many of the major industries are going to have to change the way they do business. That said, I think we can all find comfort in the fact history has proven that with major changes also comes major opportunities.

With all these shifts in the global markets, there will continue to be buyers and sellers, and that means those who make the

right moves are the ones who will come out on top. I think in 10 years, when looking back at the year 2009, many will be able to claim it as one of the most productive years of their lives.

One thing I think you can all find comfort in is the fact you are producers of a leading source for protein in the world. No matter what the future holds, I think it's a safe bet that eating will remain at the top of everyone's priority list. The fact that beef is a major part of millions of diets around the globe makes it a good business to be in.

Unlike recreational or luxury items that people can live without, people around the world will continue to have some form of protein in their diets.

Therefore, we can all rest assured we are raising a product that is essential in today's world. We just have challenges as individuals and as an industry to make beef the #1 protein choice for as many consumers as possible while producing it as economically as possible.

I hope 2009 proves to be a prosperous year for each and every one of you and most importantly, I hope your families are blessed with good health throughout the coming year. **LW**