



The VIEW FROM HERE

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With all that is going on in the United States, and around the world for that matter, it is getting more and more difficult to find what I classify as “good news” stories. Stories about floods, fires, droughts, pirates and economics apparently sell more than “feel good” stories.

However, I did run across a story the other day, that not only made me feel good, but gives me hope that things aren't near as bad as the popular press is leading us all to believe.

The story comes out of Hawaii and is about a group of business owners and residents whose livelihoods were being threatened. Instead of waiting for the government or some other entity to “bail them out” they decided to take the bull by the horns and fix the problem themselves.

In the end, a group of dedicated volunteers, working toward a common goal, completed a project in eight days the government had estimated would take two years and \$4 million dollars to complete. That's correct. You read that right. Eight days instead of 730 days and zero dollars instead of \$4 million.

The point to all of this is not to find flaws in our government, but to illustrate that a small group of like-minded individuals can be more powerful and more productive than most people give them credit for.

Take people in agriculture for instance. Last time I saw the numbers, less than two percent of the population feeds not only the citizens of the United States, but a fair share of the rest of the world as well. Nearly two million people farm or ranch in the United States and almost 90 percent of U.S. farms are operated by individuals or family corporations. Regardless of what you read in the paper and see on TV, agriculture in the United States is a long way from the huge corporate conglomerates and factory farms that make the headlines, but I digress.

The fact of the matter is, the people in agriculture and more specifically, the beef industry, are but blips on the radar from a statistical standpoint. However, we shouldn't let that stand in the way of truly making a difference in the grand scheme of things.

As evidenced by the folks in Hawaii, relatively small groups of people still have the ability to make big things happen. It's just a matter of getting on the same page and keeping your eye on the prize.

Whether it's a membership drive, a consignment sale or educating the rest of the public about the safety and healthfulness of our products, I encourage you to surround yourself with positive thinking individuals with similar goals.

That's what our Limousin forefathers did back in 1968, and while it didn't make CNN, it sure made a difference to many more people than the original nine men in that first meeting room.

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