



The VIEW FROM HERE

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Not too awful long ago, a relative newcomer to the breed called the office. As we were talking and asking questions of each other, I jotted down a few bullet points in an effort to keep from repeating myself. After hanging up, I looked back over my notes and realized I had, in affect, created a set of New Year's resolutions for seedstock producers.

A.I. More: Most of us are not fortunate enough to have A.I.-quality herd sires walking our pastures. Mix in some progressive new sires, with some proven sires and watch your calf crop and its marketability improve.

Get Out of the House: The barn and the coffee shop don't count. The best cure for barn blindness is a trip to a show or sale. If you really want to expand your horizons, attend a bull sale of another breed, then go home and see how your bulls stack up. While you are at it, attend a cattlemen's meeting or two. You are likely to run into a prospective bull customer.

Cull the Bottom: We all have them, and the bad ones eat just as much as the good ones. Being pregnant and having teeth shouldn't always be reasons enough to keep a cow around another year.

Collect More Data: Whether it's performance data, ultrasound scans or DNA testing, more and more buyers are using data to make buying decisions. That same data will help you make better culling and breeding decisions.

Enjoy The Lifestyle: Take time to enjoy the scenery. There are a lot of people living in town who would trade places with you in an instant.

Increase your Percentage of Registrations and Transfers: Besides being the major revenue sources for the association that maintains your pedigrees and generates your numbers, it shows commercial customers you are a serious seedstock producer.

Contact Customers: Phone calls, personalized letters and herd visits almost always pay dividends. And don't wait until you have something to sell to give them a shout.

Encourage Youth: Very few things are more rewarding than helping a junior be successful. And you never know, the junior you help today, could be a Limousin breeder tomorrow. The list of adult Limousin breeders who started out as juniors is longer than my arm.

Have Fun: Managing a set of papered cows takes work and lots of it, but make sure you make time to have a little fun along the way.

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