

simply market the forage and let someone else feed it.

Average producers must dismiss the innate willingness to accept the current negatives based on an optimistic wish that next year will be better. Many producers, perhaps too many, have come to accept the concept that going backwards occasionally is an accepted principle in agriculture. Such thinking leads to the principle that the bank will carry us for another year and the upcoming good years will bail us out.

However, if, as beef producers, we simple choose to remain average, in reality, the good years only will bring us back to break even. We can and must do better. We must become professionals who truly use our education and experience to excel in the beef business.

Let's do something.

Take a deep breath, look up and jump as high as you can. Keep jumping until you can see over all the walls one has built up through the years. Even though the vision may not be clear, make the commitment to grab the top of one those walls and tear it down. When you land and the wall is lying at your feet, look out and simply say I can do this.

Now step over the rubbish and let's move on. More later.

May you find all your ear tags.

Your comments are always welcome at <http://www.BeefTalk.com>.

For more information, contact the NDBCIA Office, 1041 State Ave., Dickinson, ND 58601, or go to <http://www.CHAPS2000.com> on the Internet.


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Attachments



PDF - A Thought for the Day: Let's do something. Start tearing down the walls that have been built through the years that keep producers at average. Now is the time to move on to ideas that can make the beef industry excel. 

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EPS - A Thought for the Day: Let's do something. Start tearing down the walls that have been built through the years that keep producers at average. Now is the time to move on to ideas that can make the beef industry excel.

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