

For the past several weeks we have discussed various long term goals for your cattle operation. These have ranged from economic sustainability, to marketability, to the type and size of your operation. Though all of these long term goals should be carefully considered and managed to best fit your operation, perhaps the most impactful goal you can have is to manage your operation so that it will be enjoyable. Although this may seem like a simple thing, it is possibly the biggest driving factor in determining if your operation will last for a significant period of time.

If you are beginning to get less and less enjoyment out of your operation, it may be helpful to go back to the basics and examine your motives for having cattle. Ask yourself “Why did I choose to have a cattle operation in the first place?” and “What did I expect to gain from the cattle business?” Though these answers may vary from person to person, the correlation between the answers to these questions and whether or not those goals are fulfilled will dictate how pleased the producer is. If a person chose the cattle business simply because he wanted to make a profit, but is losing money year after year, he is likely not enjoying himself. However, if a producer joins the cattle business because it is his passion, he will be enjoying what he does regardless of the amount of money generated or lost. Have a reason for why you are doing what you are doing, and if you are not getting the results you want, something should be changed.

Sometimes it is easy to get caught up in the day after day grind of managing the cattle and worrying about feed and cattle prices. For this reason, it is helpful to have an outlet that you can invest your time into to relax and unwind every once in a while. Perhaps there is a lake for fishing, or simply scenery on the ranch that you can enjoy. Whatever outlet you prefer, choose one so that you can clear your mind and remember why you chose to be in the cattle business.

Don't lose sight of your reason for being a cattle producer. When times seem hard, use this as motivation. Remember to relax and step away every once in a while. It is good to work hard, but do not work so hard that you forget why you are doing it in the first place.

Thanks,

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