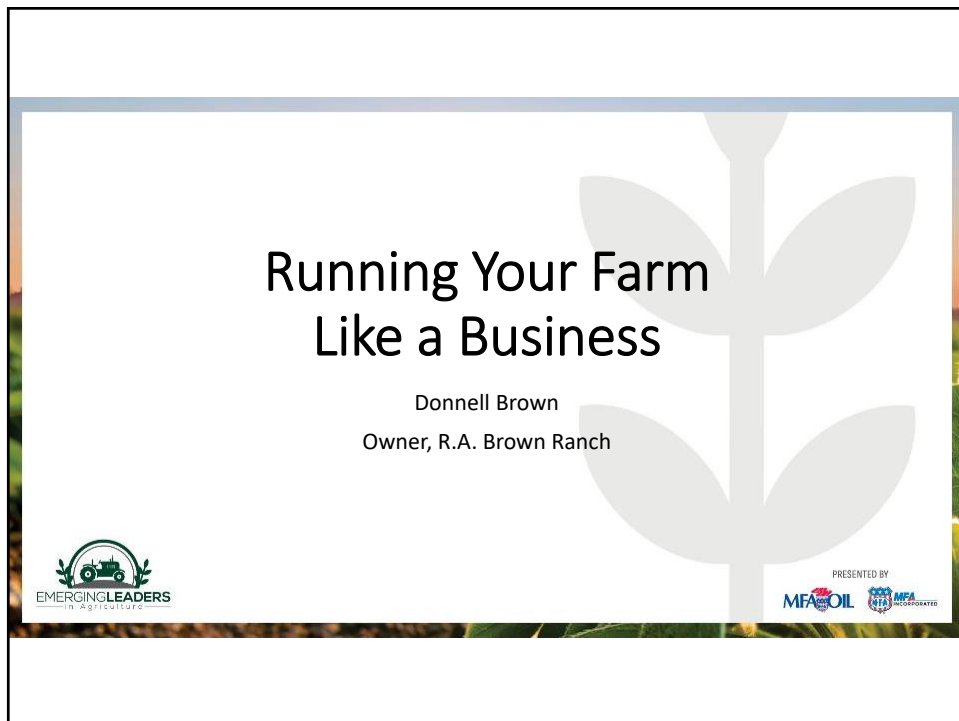




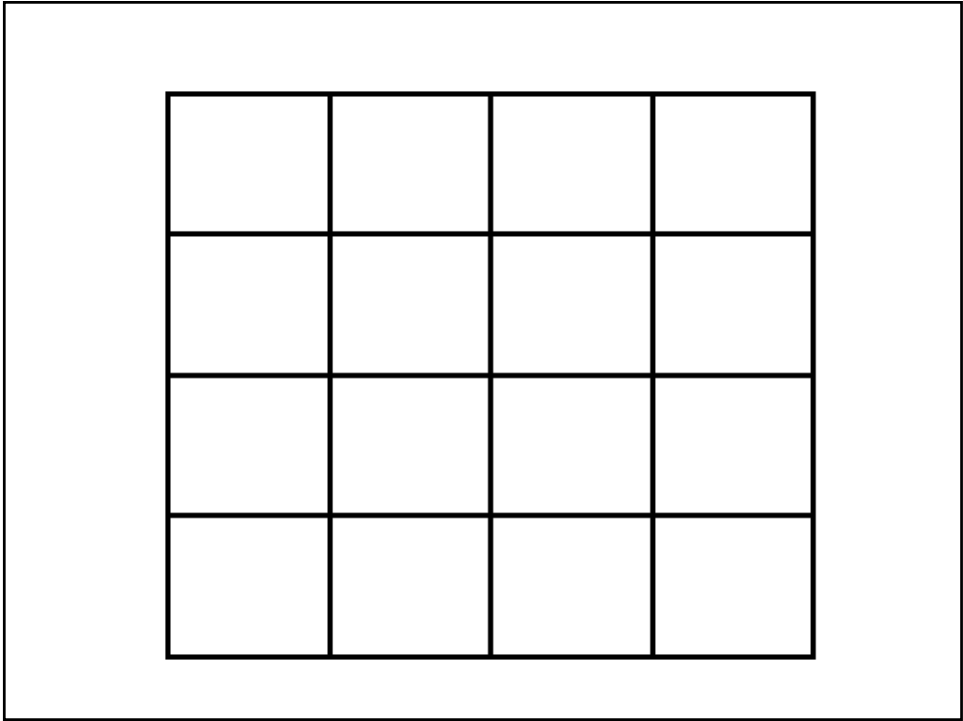
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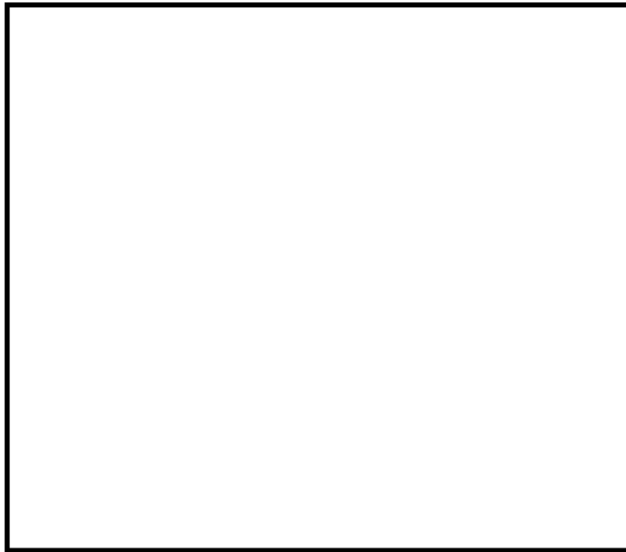


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$$\begin{array}{r} 4 \\ \times 4 \\ \hline 16 \end{array}$$

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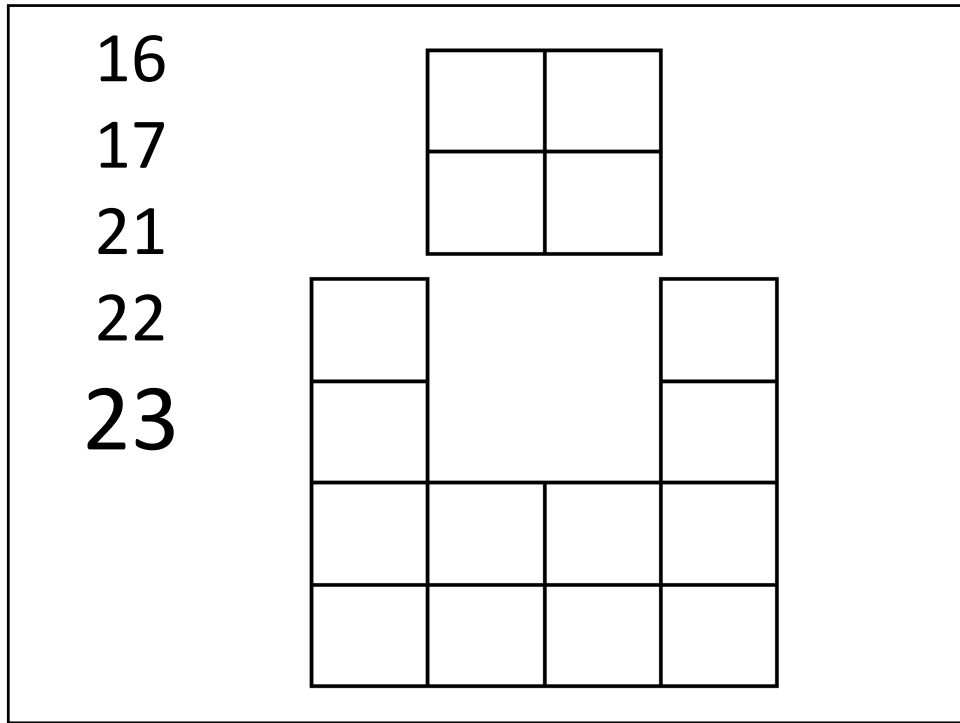
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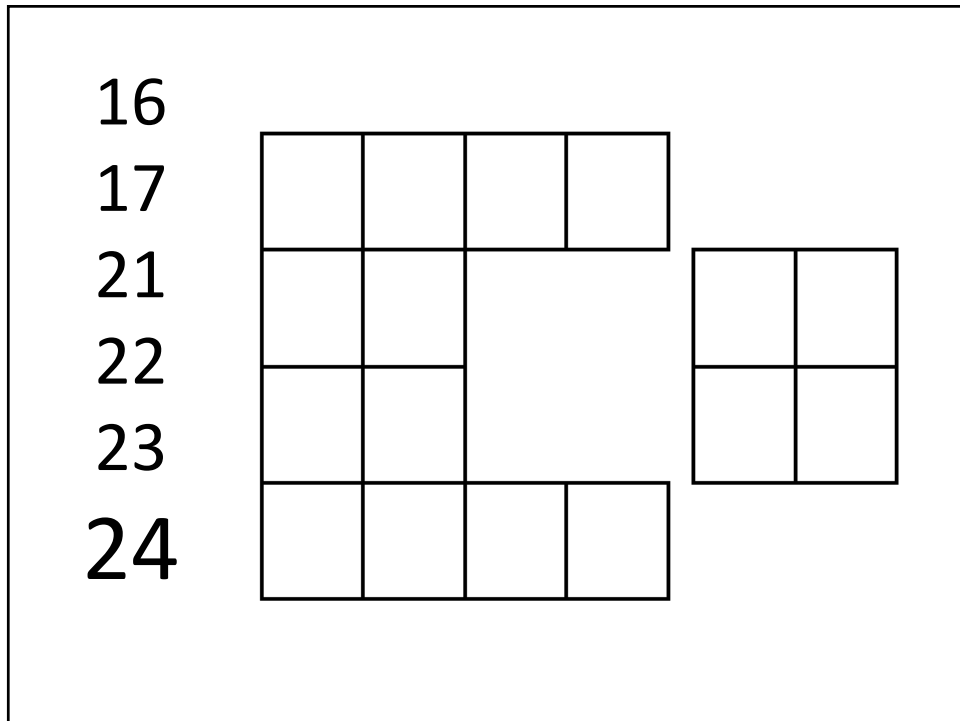
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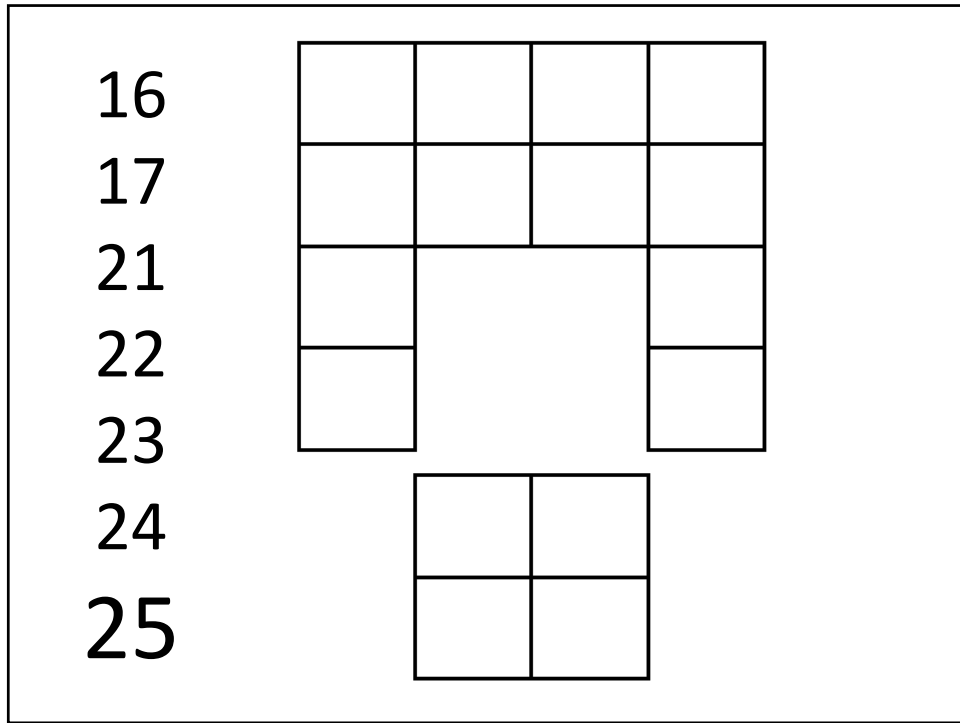
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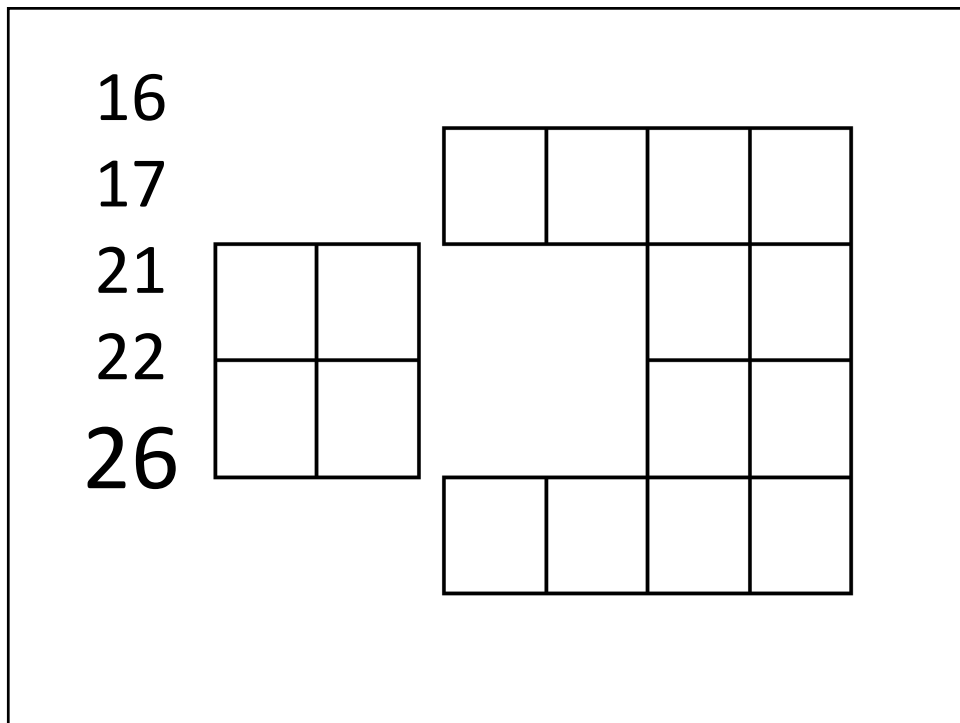
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15

Managing your Farm like a Business

- ✓ People like to buy from people they know
- ✓ Let's Get to know each other
 - * Name
 - * Where you live
 - * Family
 - * Describe your business in 10 words or less
 - * Best Advice you have ever received

16

**Don't let what you want
cause you to use
bad judgement**

17



18

Don't let
what you
want cause
you to use
bad
judgement



19

Managing your Farm like a Business

- ✓ People like to buy from people they know
- ✓ Let's Get to know each other
 - * Name
 - * Where you live
 - * Family
 - * Describe your business in 10 words or less
 - * Best Advice you have ever received

20

Managing your Farm like a Business

- ✓ If you could do anything...
what would it be?
- ✓ What are your God given gifts?
- ✓ What is your calling in life?
- ✓ Pursue your Pasion and figure out
how to get paid for it.

21



22

Mission Statement

**We are continually striving
to improve the
sustainability & efficiency
of converting God's forage
into safe, nutritious and
great tasting protein to
better feed His people.**

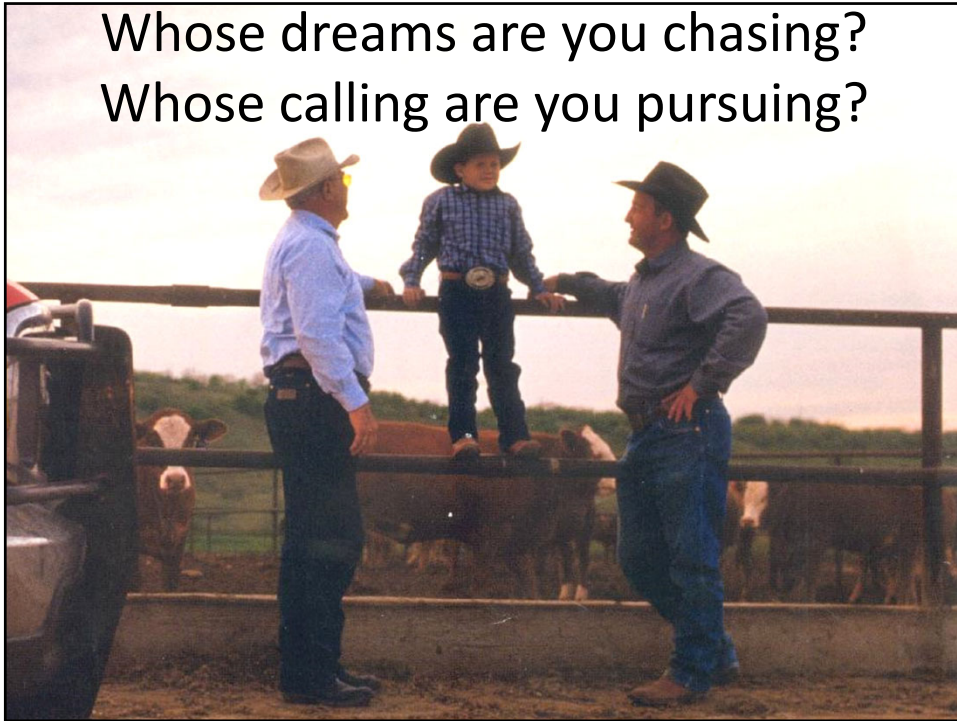
23

1 Goal

**Improve the Profitability and
Sustainability of our
commercial customers**

24

Whose dreams are you chasing?
Whose calling are you pursuing?



25

Managing your Farm like a
Business



26



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28

Managing your Farm like a Business

- ✓ Find your calling
- ✓ Pursue your Passion – Figure out how to get paid for it
- ✓ It is easier to sell what the customer wants to buy than to try and sell what you want to raise
Be PRICE MAKERS instead of PRICE TAKERS
- ✓ Diversify
- ✓ Manage Risk

29

Managing your Farm like a Business

- ✓ **Manage Risk**

30

Manage Risk



31



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MEASURE

We can
best
manage
what we
measure.



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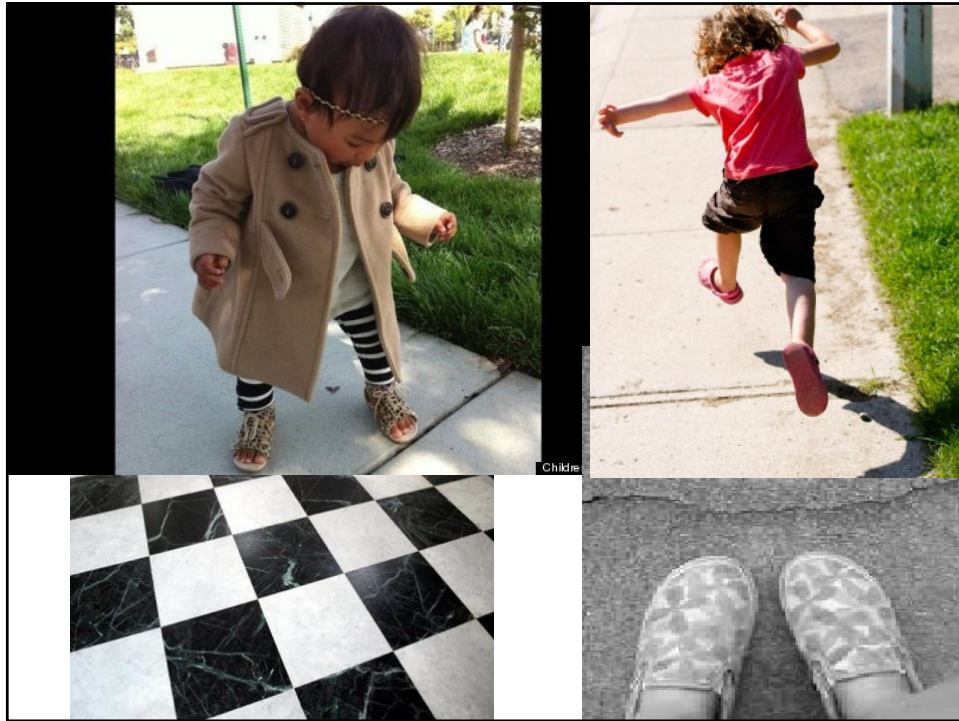
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Managing your Farm like a Business

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48

**The Change
Paradox:
Change has
never
happened
this fast
before, and
it will never
be this slow
again.**

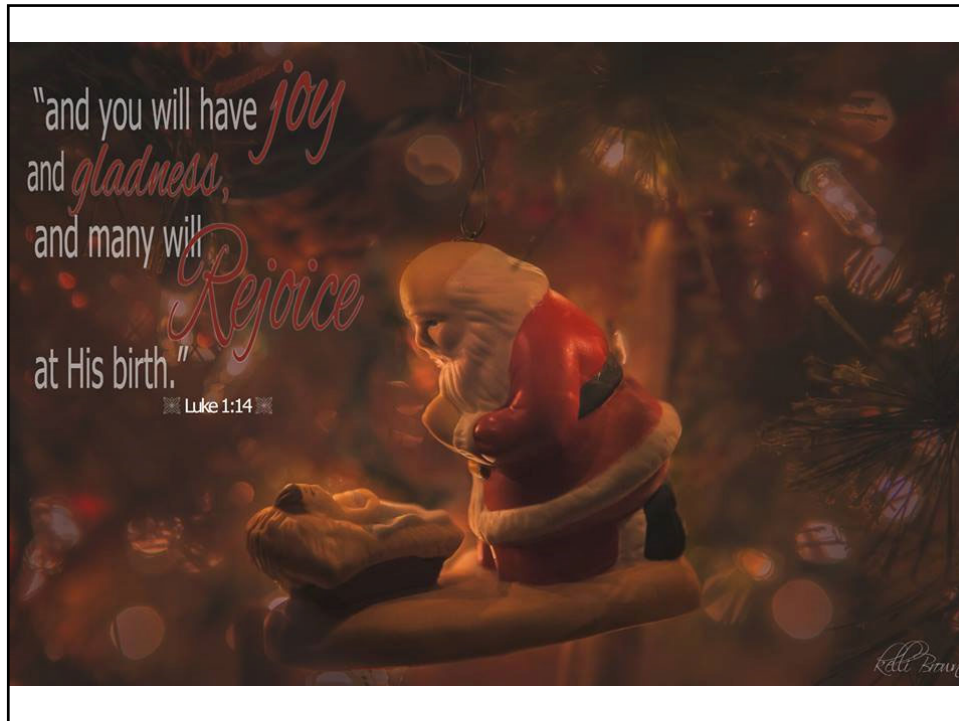
Graeme Wood



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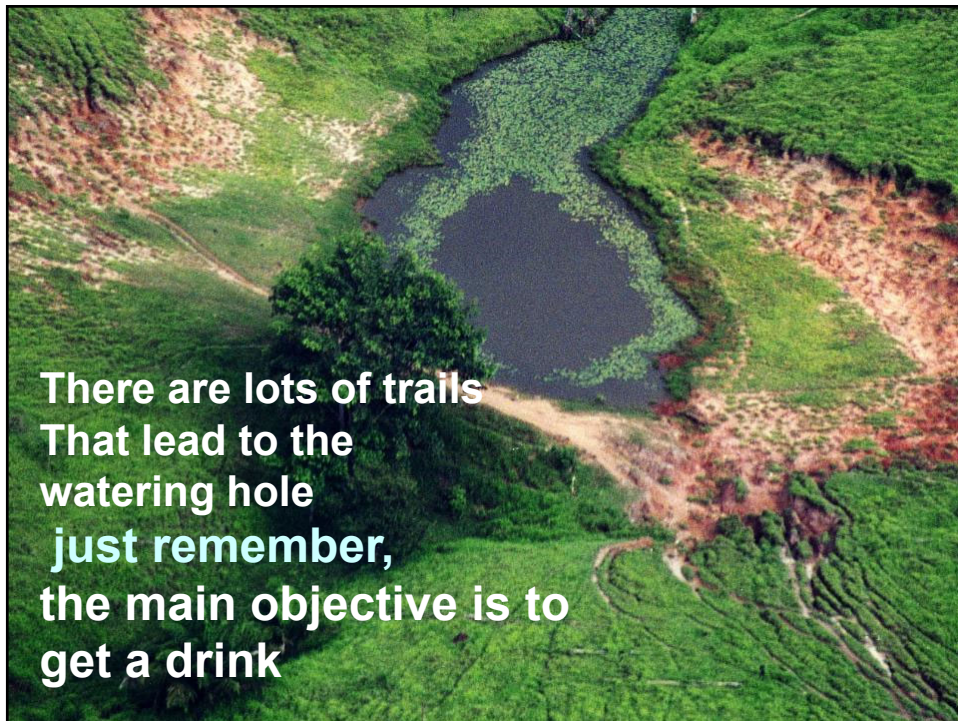


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Keeping the Ranch in the Family &
the Family in the Ranch

53



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How do you measure success?



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LIFETIME GOALS



66

- Work
- Earn
- Save
- Invest

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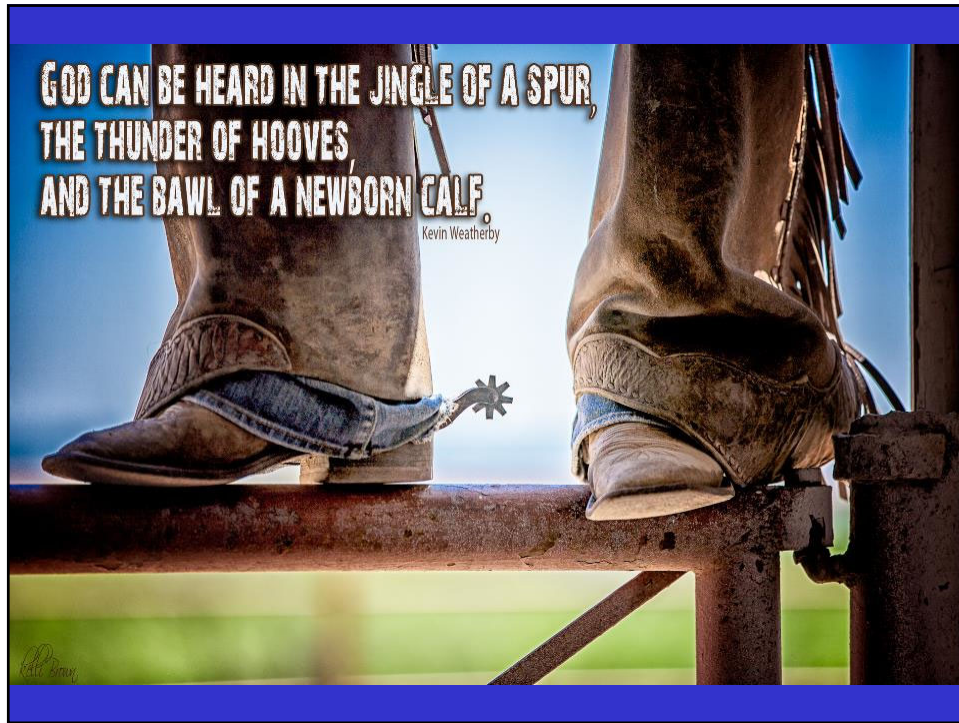
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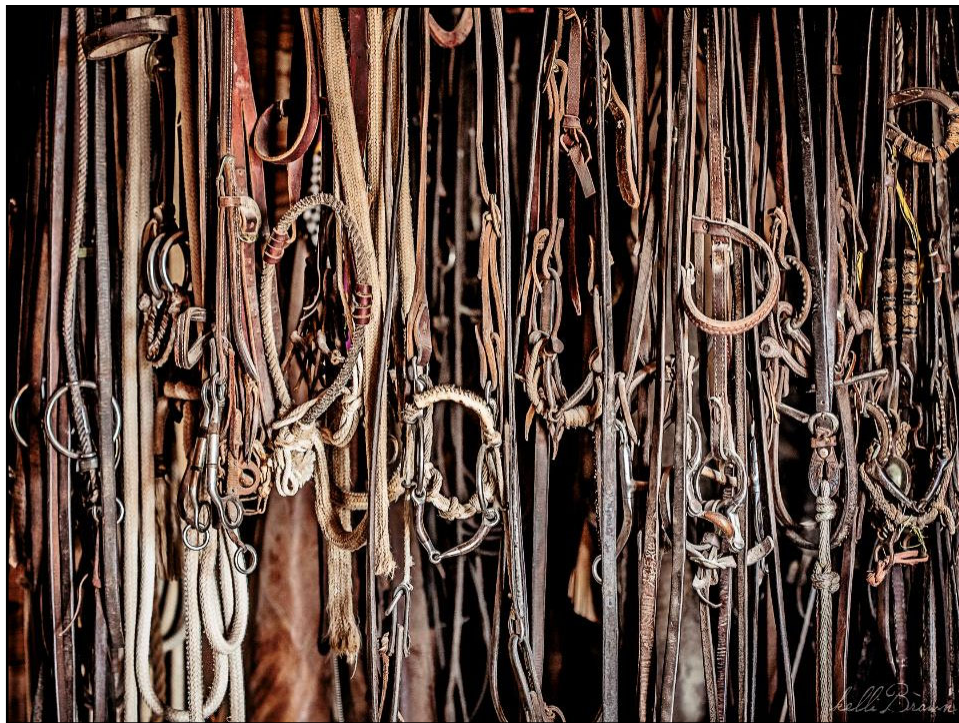
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