Young Producer Inspirational Breakfast

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Our Story

- 1st Generation – Nothing but our college debt.
- Family Operation
- Careers – AI, Cattle-Fax, Breed Associations, Writing
- 120 Bulls
- Now preparing for next generation

The Opportunities and Challenges

- Advantages of Economies of Scale Vs. Innovation and Knowledge, Information vs. Capital
- Commodity vs. Differentiation, Bottom Line vs. Top Line, Production vs. Marketing
- Age of Producers
- Fierce Competition
- Market Timing vs. Strategic Plan

What We’ve Learned

- What we thought we knew when we left college, was largely wrong
- Leased ground vs. owned, grazed forage vs. harvested, market timing vs. marketing, cows as game pieces, and the power of economies of scale.
- The 3 P’s
  - Persistence
  - Passion
  - Patience
- Hard Work
- Stubbornness and Flexibility
- Resilience

- Focus on Strengths and mitigate weaknesses
- Vision and Commitment
- Out of Box Thinking and finding the “Right” Business Model
- Information is King actually Interpreting and Using Information is King
  - Life Long Learner
  - Willing to change mind
  - Multi-Faceted
  - 10,000 Hours Mastery
  - Right Boss and Right Mentors

2015 Range Beef Cow Symposium, Loveland, Colo.
9 Habits of Profoundly Influential People
• They think for themselves.
• They are graciously disruptive.
• They inspire conversation.
• They leverage their networks.
• They focus only what really matters.

9 Habits of Profoundly Influential People
• They welcome disagreement.
• They are proactive.
• They respond rather than react.
• They believe.

Bringing it all together
To increase your influence, you need to freely share your skills and insights, and you must be passionate in your pursuit of a greater future.

The Future of Ag is Bright!
• The tale of two pictures.

Thank You!