Core Strategies:
• Resource/asset utilization
• Identify strengths and weaknesses
• Ready and able to sell, have a product

The Challenge of Legacy
• Don’t be the one …
• Estate planning
• Communication

• Waukaru Farms has been incorporated since 1978
• All major stockholders are employees.
• Defining the roles of the players

Current Market
• Over half of males sold as bulls
• 25% bulls sold to purebred breeders
• Less 5% stay within 200 miles
• Varied environments
• 80 females in the fall
How...

- Embrace technology – WHR, genomics, internet
- Challenge cow herd
- Customer service
- Unique
What does the future hold?

- More products and services
- Information exchange
- Government interaction
- Involvement with non-ag enthusiasts.