

In most work environments, employers have a specific set of requirements or expectations that their employees must meet. Often, these expectations are written, and referred to as the employee's "job description". This job description provides an employer with a clear basis for measuring job performance. Using the job description as a guide, an employer may determine which of his employees are or are not fulfilling their specific roles in the business. If you own cattle, we believe you should maintain this "employer-employee interaction" mindset with your cattle operation. That is, we want you to think of your cattle as being your employees. Though this may be a new concept for you to take in, we believe that shifting your mindset in this regard can greatly help in having an operation that relies on and is sustained with cattle that will be productive each year.

As the employer, it is therefore your responsibility to ensure that all of your cattle are helping your operation to succeed. To help with this, we encourage you to take some time to carefully think about and answer the following questions:

- \* What are your goals for your operation?
- \* Are the resources (i.e., the cattle) that you have now helping you get closer to achieving those goals?
  - If not, how could they do more to meet your expectations?
- \* What are the things you place the most emphasis on when considering your expectations for your herd ?
- \* What would a job description for your herd look like?

In the coming weeks we will present traits and qualities that we believe are important for a cattle job description. In the meantime, please feel free to share your thoughts with us on this topic.

Prices for feeder steers medium and large 1 sold through the Oklahoma Nationals Stockyards on Tuesday, January 6, 2015, are as follows: 469lb- \$330.84, 568lb- \$287.44, 671lb- \$246.05, and 770lb- \$232.75. The price for March 2015 750lb feeder steers on the Chicago Mercantile Exchange was \$222.05 on closing Wednesday, January 7, 2015.

Thanks,

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