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August 27, 2004

Member ID 145605

Sustainability is a buzzword that seems to be affecting all areas of our lives. Environmental, economic, and social aspects all play a part in sustainability. To me it is something that we all want in our lives whether that would be with our job, family, or our cow herd. We all want to maintain a level of satisfaction, and we want to maintain it for a long time. We also want to be great and we all have something that we bring to the table. Sustainability is also finding that perfect balance in whatever you are doing in all areas.

Sustainability is a word we hear often now in conversations regarding agricultural items.. It's in every industry, including the agriculture industry from equipment to the livestock it touches all. Many use it when talking about their cow herds. When we are talking about our herd we are not just talking about the herd in the pasture, we are talking about the future of the herd as well. Where is the herd going and what is the end goal? We often are trying to improve and find more efficient ways to help our herd. People can do this with new technology, feed rations, and genetics. Ranchers are not always just looking at their herd today, but are often looking at the bigger picture. What will their herd look like in five years or even ten years? They are looking at how we can get more, whether this is to have higher quality meat or more productivity in the cows, the rancher is wanting to get the most with a high level of sustainability.

The Gelbvieh breed has sustainability. There are many things within the breed that show the Gelbvieh breed will maintain a level of satisfaction and continue to make improvements over the years. The Gelbvieh cow is known for her maternal traits, which allows them to produce bigger offspring that in the end, will provide more growth and product in each calf at weaning. Docile is a word that many of us like to see associated with cattle and it is associated with the Gelbvieh cow. It makes working and handling the cattle go a lot smoother and calmer. Another trait that the Gelbvieh breed offers is muscling. This is one of the many reasons that we have seen ranchers with different breeds of cattle start to cross with the Gelbvieh. This leads to them seeing more pounds on their calves and in return getting them more money at the local sale barn. These cattle also have great feed efficiency, which is helpful when feeding cattle. Less input expense results in more return in the end. One more trait that is often overlooked with the Gelbvieh breed is their coat. The fine hair and skin with strong pigmentation helps them to quickly adapt to warm or cold weather. While these traits are helpful to many producers, more importantly they are all great reasons to choose the Gelbvieh breed.

When I think long term, I think of what I want my life to be like in the future and yes the Gelbvieh breed is in it. The reason why I think I will see Gelbvieh cattle is because people do business with people from within as well as outside of this breed when working to take their herd to higher levels. The Gelbvieh breed is full of wonderful people. The social side of sustainability comes into play here. In my short 17 years of

life, I have met so many friends along the way. This is a part of attending purebred sales, Jr. Nationals, and even National shows such as the NWSS or Cattleman's Congress.. The Gelbvieh breed can be economically sustainable with it being a business breed. Within this breed of cattle are people that work hard and produce the highest quality they are able to. Those are the kind of people that I want to do business with and I know that other farmers and ranchers will feel the same way because every breed has something to offer. Our breed not only has good traits within the cattle, but this breed is full of great friends and family. These ranchers are also concerned about the environment that they are raising their cattle in. This part of sustainability does not get overlooked. Ranchers and farmers work daily to help with erosion and care of the land. They also use such methods as rotational grazing to help the land and grass. That passion that I see and hard work that people put into our environment is also carried over into the care they have for the Gelbvieh breed and the many herds that make up this. This sustainability is what will help set our breed apart from other breeds.

These traits are the reason that our breed is sustainable and is going strong. Our Gelbvieh breed has traits that many breeders need and are using to cross with other breeds. The people in the Gelbvieh breed are always working hard and trying to make it better, while still caring about the safety of the herd and others around them. As I continue to grow my herd along with my family, I will continue to reach for sustainability in my life and in my cattle.