**Keys to Profitability**

* Goals: Develop an annual, intermediate and long-term business plan for ranch. Establish the written goal for profitability of your cattle and your ranch.
* Live Calves: Calf crop percentage is critical.
* Lower Expenses: Low cost/input producers will be profitable in the long haul.
* EPD’s: Select for profit in your environment, not just bigger EPD’s.
* Less Capital: Efficient use of capital generates a higher return on equity.
* Grazing Management: Optimize your most capital intensive asset – land.
* Marketing: Use all available marketing tools to maximize your net revenue per acre.
* Professionals: Leverage professionals like your veterinarian, your Angus Regional Representative, your agricultural university agents, your various marketing representatives in order to maximize your productivity.
* Measure Results: Calculate your revenue per animal and your revenue per acre.

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