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Waukaru
Success Cattle for Success Cattlemen
www.waukaru.net

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Core Strategies:

- Resource/asset utilization
- Identify strengths and weaknesses
- Ready and able to sell, have a product

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The Challenge of Legacy

- Don't be the one ...
- Estate planning
- Communication

- Waukaru has been incorporated since 1978
- All major stockholders are employees.

- Defining the roles of the players

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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

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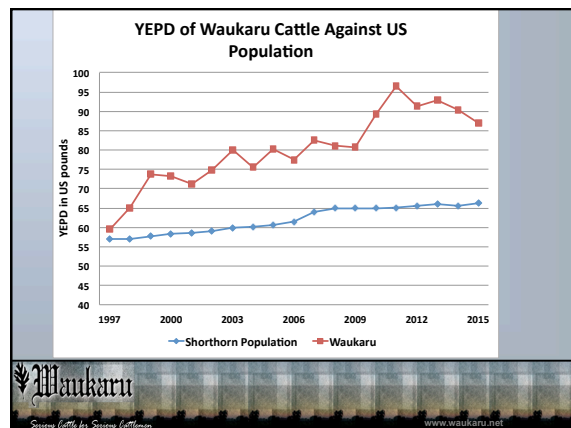
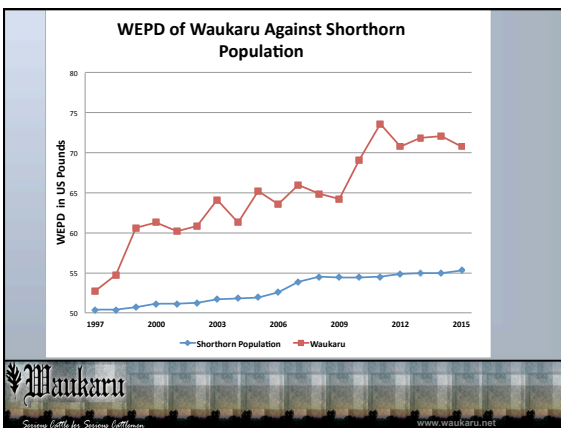
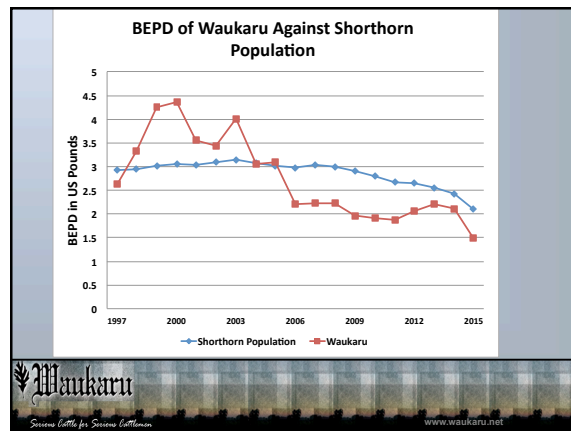
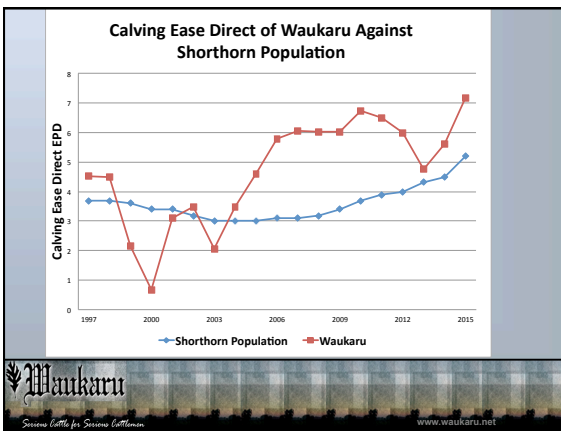


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How...

- 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.

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