

# CATTLE CULTURE

by Megan Silveira, assistant editor

## Setting Standards, Meeting Needs

*We can accomplish great things when we aren't ashamed of having high standards.*

I have never heard the phrase “too high of standards” delivered as a compliment. It’s often used as a slight criticism, a call for change or an explanation for failure.

Even as I sit writing this month’s column, I cannot think of a time someone has praised me — or anyone else for that matter — for attempting to consistently strive for the highest of standards.

But why?

### Why accept less?

Why do we as people accept anything less than the best? From ourselves, from our cattle, from our friends, from our co-workers? Why do we often ridicule others for demanding nothing other than perfection in their lives?

When I think of a near-flawless environment, I picture everyone believing they can meet and are deserving of meeting every standard they’ve ever set in their lives.

The time to start setting higher goals and expectations is now. We are worthy of the best of things in life. We just have to learn to start expecting them from ourselves and our lives.

Write your expectations down in a journal, a note on your phone, a Post-it®, whatever works best for you. Put that list, those set standards,

somewhere you will see them every day. Put them on your bathroom mirror, on top of your coffee maker, on your dashboard. Make them the lock screen of your phone. Read your standards every single day, and remind yourself that you are worthy of perfection.

It only takes an average of 21 days to make a new habit, and 66 days for a behavior to become automatic. If you can commit to this process for less than a month, you’ll get in the habit of naturally reminding yourself of your goals and standards on a daily basis. If you can stick with this for two months, you’ll find yourself believing you are capable of achieving those same standards.

Imagine what we could accomplish if we believed we were incapable of anything less than perfection.

### I dare you

I dare you to start expecting more out of everything in your life. I dare you to be proud of your lofty expectations. I dare you to push yourself and others around you to meet the highest of standards.

I firmly believe we as a cattle


industry are capable of greatness. I think we can achieve more than we believe possible, can touch more lives than we anticipate, feed more bellies than we can count. And I believe we can do all that while promoting sustainability and efficiency within the industry.

The truth is, we need to continue

to strive for perfection as cattle producers. The world population is growing each year, which means more and more dinner plates are needing to be filled. To meet the expanding needs of our customers, we need to set our standards higher than ever before.

### Demand the best

The secret to success for all these goals lies in our ability to demand the best from ourselves and help encourage other producers around us to greatness.

Progress is driven by the desire for improvement. We have a responsibility to keep this desire alive within ourselves and promote it in the lives of others. 

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