

**Cattle Business in Mississippi – January 2017**  
**“Beef Production Strategies” article**

## **Resolutions**

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There is something gratifying about a new year. It may sound cliché, but I look at each new year as a fresh start and a chance to try something new. I live by New Year's resolutions and make several with each trip around the sun. My resolutions in 2017 are going to be unlike any I have ever had, as I have a couple new titles I will be adding to my resume' in this new year. My theme for my 2017 resolutions are going to reflect the goals of the Mississippi State University Extension Service. This year, I intend to gain knowledge, improve practices, and change lives.

### Resolution 1: Gain more knowledge

This month, I began taking classes at Mississippi State to work towards a Ph.D. in Agricultural Sciences, with an Animal Science emphasis. My ultimate goal with this Ph.D. program is to gain knowledge that will enable me to better advise Mississippi's beef producers. My resolution is to step out of my comfort zone and take classes in subjects that I know very little (or nothing) about, but can be applicable to beef production. I am very excited to see where this road takes me and for the chance to learn something new.

### Resolution 2: Improve Practices

For our program evaluations, improving practices are a very important threshold. While there is not enough paper in this issue of *Cattle Business in Mississippi* to discuss all the 'practices' that need improvement in my life, I hope that some of our 2017 beef extension programs will help you improve yours. This year, county agents across the state will have the opportunity to implement several beef extension programs. Tried and true programs such as Master Cattle Producer and Beef Quality Assurance are being offered as well as some new programs such as: Beef Advocacy, Farm Animal Welfare, and Beef Cattle Basics. I personally guarantee, if you attend at least one of these programs, you will learn some way to improve a practice on your farm or ranch.

### Resolution 3: Change Lives

Sometime during the first two months of 2017, I will add the title of 'Dad' to my life. I know that my life and perspective will be changed tremendously – and to be honest, I cannot wait. As I reflect back upon my childhood, some of the most influential non-family mentors I met were in the cattle business. Even though the beef industry has experienced a lot of change during my lifetime and will continue to transform, one thing will always hold constant – the people who make it up. I anxiously await the chance to introduce Reason Hill Rutherford to the Mississippi beef industry.

By sharing my resolutions with you, I hope you will help hold me accountable, to be a good student, a quality extension educator, and most of all, a good dad. I hope your NEW YEAR is full of blessings and a stronger cattle market! I also hope during this year, you will resolute to learn something new, improve something, and help change someone's life! 2017 is going to be a great year!

If you would like to contact me, my email address is [cobie.rutherford@msstate.edu](mailto:cobie.rutherford@msstate.edu) and phone is 662-325-4344. For more information about beef cattle production, contact an office of the Mississippi State University Extension Service.