

Y U Ranch: Strategy and Sustainability in Cattle Ranching (C)

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SWOT

Strengths

- Strong relationships
- Brand recognition within established niche market
- Production Advantage- Texas Long Horn is a resilient species

Weaknesses

- Production Capacity
- Beef Quality- less efficient process
- Lack of Consumer Awareness for GFSR Cattle

Opportunity

- High demand, Capitalizing on demand
- Room for Growth

Threats

- Environmental threats
- Conflict of Interest- Is it really sustainable?
- Increased public awareness of environmental/health/alternative effects

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The main issues and decisions that Yu Ranch Faces Are:

- Issue: Reached maximum production capacity
- Decision: Whether to grow business, how to grow business

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What is your winning aspiration?

Be highly active in enhancing awareness of grass fed beef, sustainable cattle farming and other sustainability issues in agriculture

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Where Will You Play?

- Demographic: Southern Ontario
- Consumers: Specialty butchers, and chefs, local community

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How Will You Win?

- Utilize natural growth of resilient breed
- Use of cutting and all top products
- Develop strong sales network of specialty consumers of beef and sustainable beef production

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How Will You Win?

- Include another species of cattle in the herd
- New marketing and distribution channels
- Offering products with other attributes
- Superior level of customer service

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How Will You Win?

- He has reached capacity of a sustainable model
- Brand building around sustainability
- Building strong relations within local community
- Selection of breed and distribution with low emissions vehicle

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What Capabilities Must Be In Place?

- 1) Deep consumer understanding of healthy, sustainable food connecting with community to understand concerns/needs
- 2) Innovation
 - Breeding techniques, marketing on menus, distribution systems
- 3) Brand Building
 - GFSR cattle
- 4) Go to Market Capability
 - Through partnerships and local sales

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What Management Systems Required?

- Regulatory Reporting
- System to maintain/develop relations
- Management of new staff

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