

# Stepping into Sustainability, Part II: Getting Started

Identify your values and goals.

In the July *Hereford World* issue, we talked a bit about the importance of livestock breeders and enthusiasts working to “take back” the word “climate” to be sure our voices (and the positive work we are already doing) are reflected in the global conversation around this topic. While many cattle breeders that read the *Baldy Advantage* and *Hereford World* may feel disconnected to this topic because of disinterest, distrust or simply feeling it isn't applicable, the fact is we cannot ignore it.

Whether you have a small show cattle operation or a large

cow-calf enterprise, our work in sustainability is noticed by the public. So, if we do want to ensure that at least our neighbors and customers know how we're achieving sustainable aims, start with these five tips:

### Five Ways to Step into Sustainability

- No. 1: It's about YOUR values
- No. 2: It's about YOUR goals
- No. 3: It's about YOUR bandwidth

- No. 4: It's about YOUR long-game strategy

- No. 5: It's about YOUR sphere of influence

In the interest of column space, we're going to cover the first two of these, and we'll pick up in September with the conclusion of the three-part series.

### It's about your values

As an agricultural consultant and writer, I'm constantly pivoting to work on the current topics in the industry, which is how I got into the “climate conversation.” I can assure you that I didn't wake up one day and decide to tackle this topic. Rather, I noticed how one-sided conversations around climate were and how

agriculture and the livestock industry was sometimes left out or “assumed” into a position.

The work you do in sustainability and climate isn't in opposition to your values. It should quite simply support them. The climate conversation is wide open with a variety of viewpoints — some you likely agree with strongly, some you may find ridiculous and others you may not be sure how you feel. Your plans in sustainability should be like any other plan — one that supports your beliefs and core values.

### It's about your goals

Like him or dislike him, Blackrock CEO, Larry Fink, is famous for his positions on business and climate. One he's commonly credited with sharing: being involved in climate is going to be good for business. While not endorsing his opinions, there is a nugget of truth.

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Sustainability is often just a matter of improving a practice, saving energy and reducing waste. That's why once you decide to step into sustainability, you realize that you can make

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this topic work for you rather than just attempting to “do sustainability” in a way that isn't connected to your core.

That's enough for this month; but consider looking around your operation to see where you are already stepping into sustainability and decide, which stakeholder — be it customers, industry or neighbors — need to know the good work you already do. **BA**

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