

AREA: Breeding Beef Production

JOB 11: Marketing Breeding Beef Cattle

SITUATION:

OBJECTIVES:

1. To develop an understanding of the various types of markets
2. To develop the ability to profitably market breeding beef cattle

MOTIVATION:

1. Ask students when cows should be bred to have calves ready for fall marketing.
2. Ask students their good and bad experiences in selling beef cattle.
3. Take students to a local sale barn.

STUDY GUIDES:

1. What are the methods of marketing available?
2. What factors should be considered when selecting a market.
3. What are the advantages of selling at a local livestock auction market?
4. What season of the year are most calves weaned and sold? Why?
5. What are some advantages and disadvantages of weaning before marketing?
6. What is shrinkage and why and when is it figured?
7. What procedures should be followed in setting up a registered purebred sale?
8. What time of the year is best for selling cull cows?
9. What are the legal procedures when transporting cattle from one area to another?

REFERENCES:

1. Beef Cattle Science, Ensminger
2. Stockman's Handbook, Ensminger
3. Animal Science, Anderson, Kiser

PLAN OF ACTION:

1. Attend a purebred Production Sale
2. Have a resource person representing a sales barn or commission speak to students.
3. Visit a breeder at the time he is shipping cattle to market.

Marketing Breeding Beef Cattle (Continued)

ANALYSIS:

1. Methods of marketing
 - A. Public livestock auctions
 - B. Terminal markets
 - C. Order buyers
 - D. Contract sales
 - E. Breeders auction
 - F. Feeder Association Sales
 - G. Private sales
2. Factors to consider when selecting a market
 - A. Distance
 - B. Amount of shrinkage
 - C. Transportation problem
 - D. Price Quotations
 - E. Dependability - pay premium for quality
 - F. Commission charges
3. Advantages of selling at a local auction
 - A. Reputation for quality cattle
 - B. Less transportation
 - C. Sell on shorter notice
 - D. Less time involved
4. Most calves are usually weaned and sold during months of October to December.

Reasons:

 - A. Less shrinkage from cold weather
 - B. Cows at low milk production
 - C. Eastern buyers want calves for winter roughage consumption
 - D. Rancher does not have to winter calves
 - E. Can feed replacement heifers as a group
 - F. Easier to sort and handle from summer range
 - G. Calves are usually at their best from summer range
5. Advantages of weaning before marketing
 - A. Preconditioning of calves
 - B. Less shrinkage
 - C. More satisfaction from buyers
 - D. Can move to market on short notice
 - E. Easier to merchandise on the ranch

Disadvantages of weaning before marketing

 - A. More time & labor
 - B. More expense in feeding
 - C. Weight loss if sold too soon

Marketing Breeding Beef Cattle (Continued)

6. Shrinkage is the weight lost from hauling and handling. Also, shrinkage refers to the percent of weight deducted when weighed at the ranch.
7. Procedures for setting up a registered purebred sale of breeding beef cattle:
 - A. Contact breed field representative
 - B. Publicize sale
 - C. Organize sale catalog
 - D. Provide for sale facilities and staff
 - E. Prepare cattle for sale
 - F. Conduct sale
8. The best time to sell cull cows is upon identifying them. Some of these identifications may be:
 - A. Open cows in fall (pregnancy testing)
 - B. Cows that lose their calves in spring
 - C. Diseased or injured cows
 - D. Aged cows
9. Legal procedures in transporting cattle from one area to another:
 - A. Obtain health certificates from veterinarian
 - B. Obtain brand inspection from brand inspector prior to moving off of ranch.
 - C. Must be unloaded, fed and rested when hauled very long distance.