

Working Together to Market Better

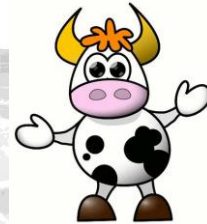
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"If you want to know why John Smith buys what John Smith buys, you have to see the world through John Smith's eyes."

— Wayne Morgan, co-founder and CEO, The Real Estate Business School

What are my calves worth?



What do you mean I may be getting all that my calves are worth??!!

Two different business models

- Asset management/appreciation
- Margin business

Stocker or Feeder

- Inventory purchase
- Cost of production
- Gross Margin
- Operating Expense
- Gross Operating Profit
- Net Profit

Stocker or Feeder

- Inventory purchase
- Cost of production
- Price Risk

The question in the buyer's mind is,
"How well will the cattle perform?"

What drives performance?

- Genetics
- Gender
- Nutrition
- Body condition
- Health
 - Pre-conditioned/backgrounded?
 - Age/size?
- Weather/time of year
- Source (co-mingling vs. ranch-raised)
- Management

THE GREAT
UNKNOWN

What can we do
about it?

How can we change how the
potential buyers see our calves?

- Uniform grouping
- Truck load lots
- Known health protocol
- Known management program
- Verifiable
- Marketing

Key Players

- Local auction
- Leading producers
- Extension
- Veterinarians
- Financial institutions
- Key services

Roles/Functions

- Special sales
- Educational programs
- Verification/compliance
- Guidance/policy
- Communication
- Financial support

NETBIO – An example of success (2017 figures)

- 47,240 head of pre-conditioned cattle
- 813 producers
- 7 special sales
- \$39.7 million gross sale receipts
- 54 counties
- 6 states
- 501 (c) (3) started in 1998

Much of what we have discussed can be done by smaller groups, however, there is power in numbers. Work together and you will be amazed what you can accomplish.

Questions?