

# Tennessee



## *Master Beef Producer*



**UT** | Extension

Tennessee Beef Cattle Improvement Initiative



# Tennessee Master Beef Producer Marketing

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# Teaching Objectives

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- Producers will be able to state the sources of demand for feeder cattle and understand how feedlots decide what they can pay for feeder cattle.
- Producers will be able to describe the beef cattle cycle and understand how profitability of each beef cattle sector is affected by the cycle.



# Marketing Feeder Cattle

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$$\text{Returns} = \text{Price} \times \text{Weight} - \text{Cost}$$



# Marketing vs Selling

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## Selling

- Quality or grade easiest to produce
- Most convenient time
- Most convenient place
- Whatever offered price

**Convenience  
Motivated**

## Marketing

- Quality or grade with most profit
- Most profitable time
- Most profitable place
- Some control over price and profit

**Profit  
Motivated**



# Markets For Stocker Calves & Feeder Cattle

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- Calves under 600 lbs.
  - Stocker Programs- add weight on grass plus supplemental feeds
  - Tennessee & wheat areas
- Calves/Yearlings over 600 lbs.
  - Farmer feeders in Midwest
  - Custom feedlots West Plains & South Plains

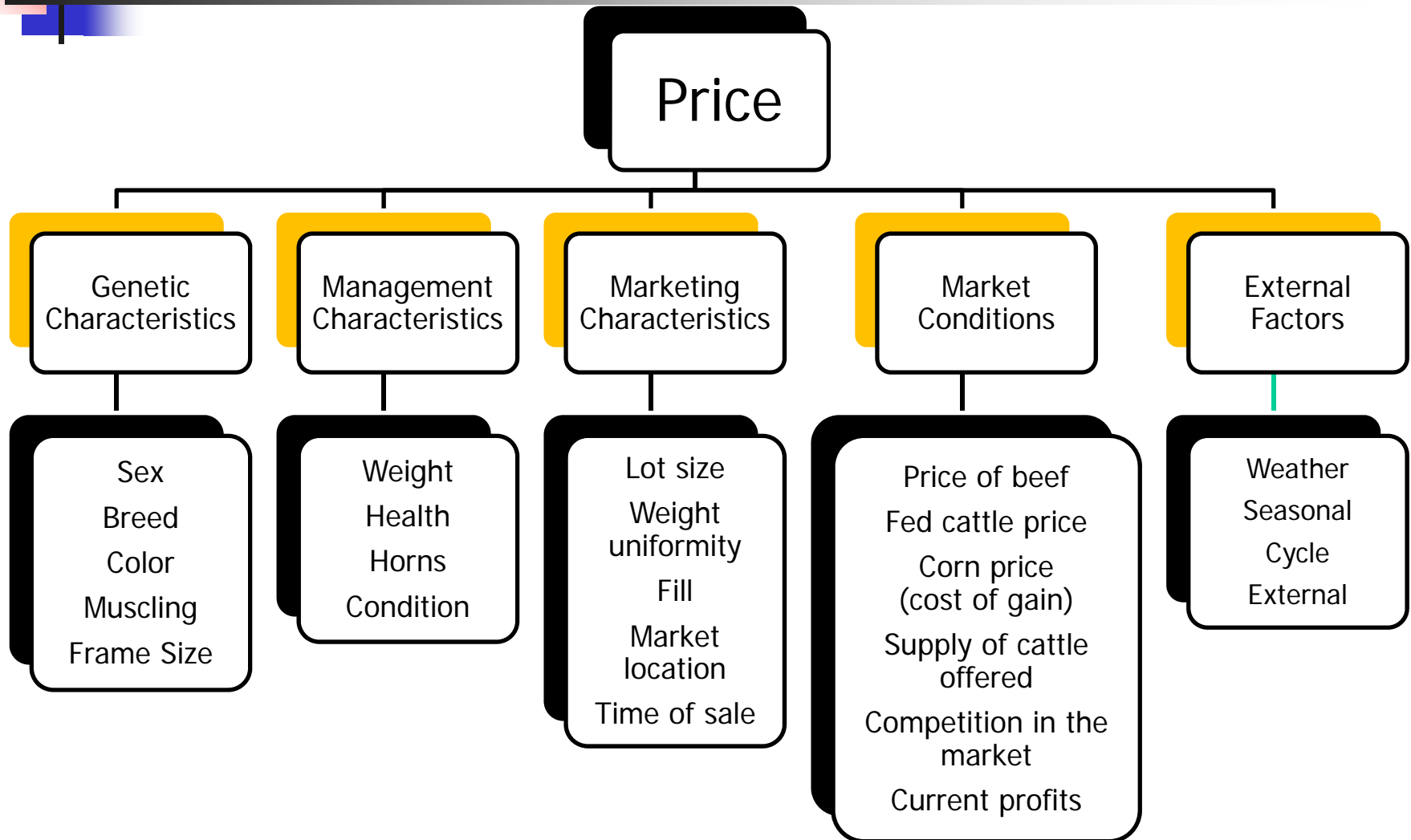


# Production/Marketing Alternatives

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- Market calves weaned at marketing
- Market calves after preconditioning (post weaning) program
- Market cattle following backgrounding program (heavier weights)
- Market finished cattle from farm or from custom feedlot

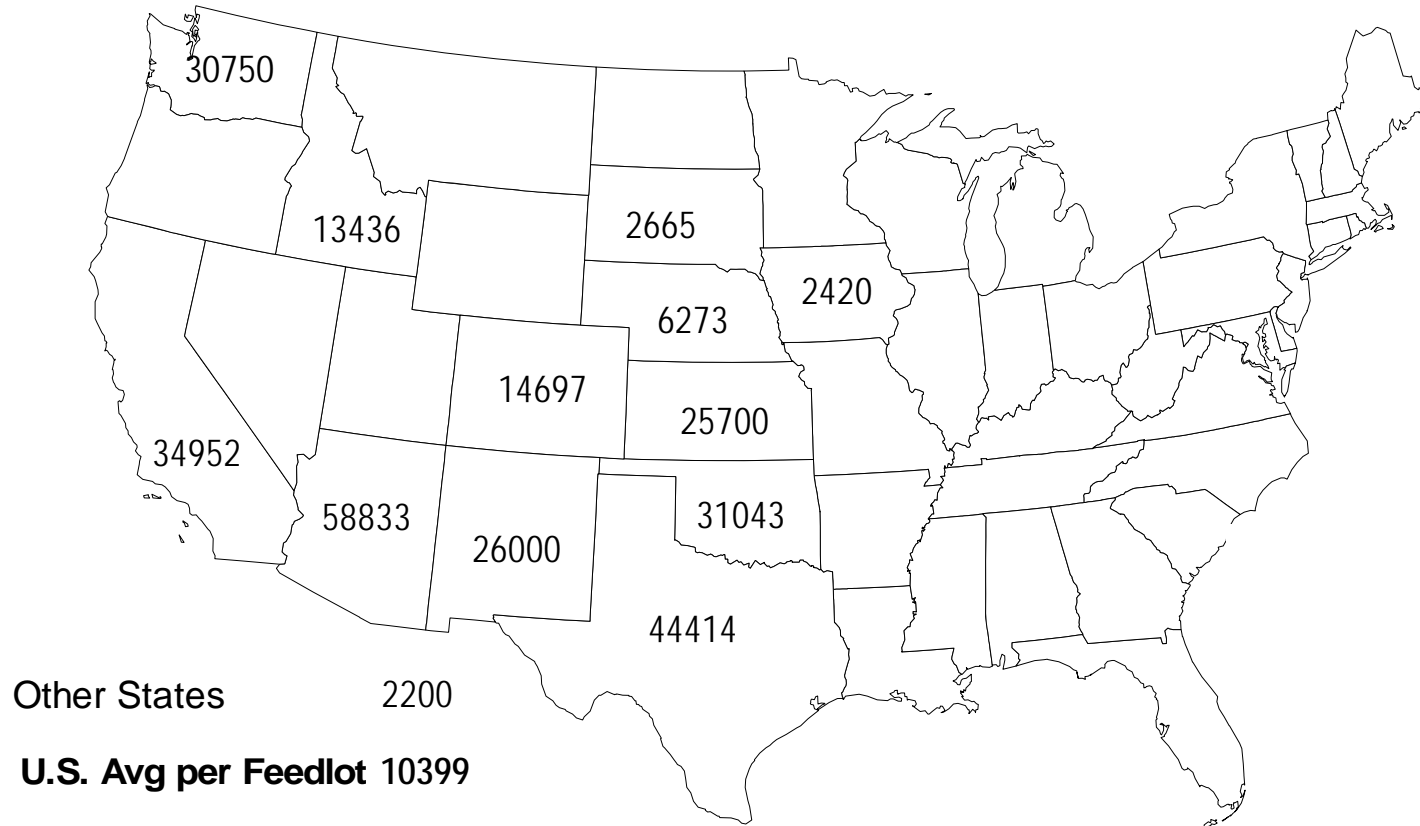
# What drives feeder calf prices?





# Where Are The Buyers?

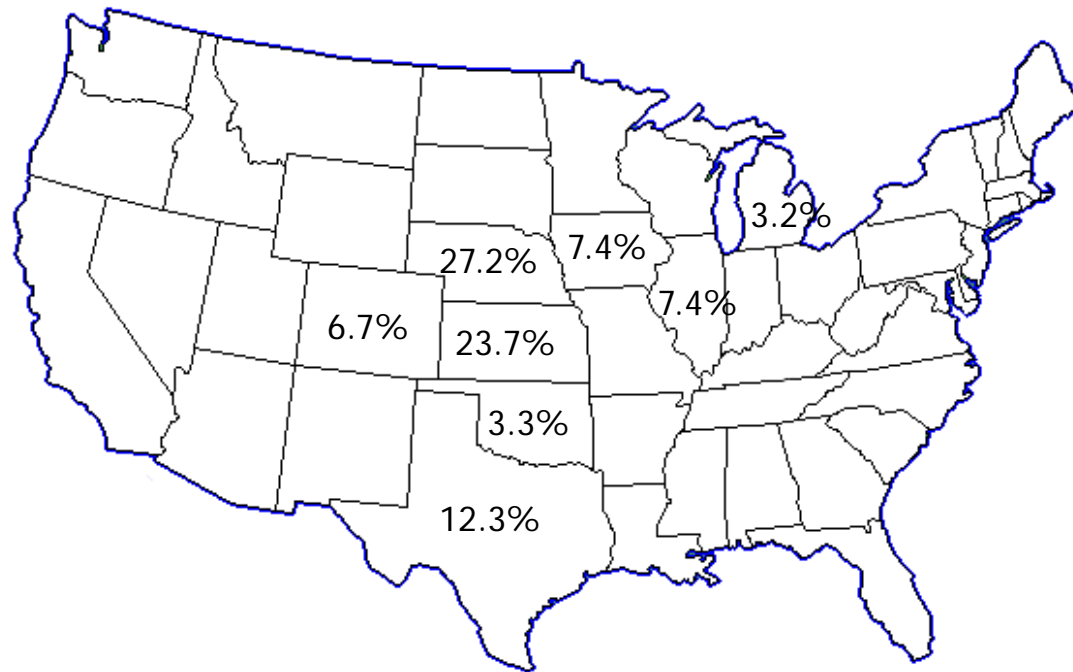
Where the cost of feed is lower



Number of Cattle Marketed in 2007 from Feedlots of 1000+ Head Capacity

# Where Are The Buyers?

- Freight and feed cost
- Feedlot packer infrastructure



91% of feeder cattle shipped from TN went to these states

Tennessee Movement of Feeder Cattle: Sept 2007 thru Sept 2008



## What Can A Feedlot Pay For 700 lbs. Steers To Be Sold At 1200 lbs.?

Expected Sale Price (\$/cwt)	\$90	\$85
Sale wt (lbs)	x 1200	x 1200
Gross Sale Value (\$/hd)	\$ 1080	\$ 1020
Cost of Gain @ \$0.75/lb – 500 lbs gain	- 375	- 375
Max Dollars for Feeder (\$/hd)	\$ 705	\$ 645
Return to Risk & Management (\$/hd)	- 25	- 25
Max Dollars for Feeder (\$/hd)	\$ 680	\$ 620
Max Price for Delivered 700 lbs Steer (\$/cwt)	\$ 97.14	\$ 88.57
Less Trucking (\$/cwt)	- 7.00	- 7.00
TN Price (\$/cwt)	\$ 90.14	\$ 81.57



## What Can A Feedlot Pay For 700 lbs. Steers To Be Sold At 1200 lbs.?

Expected Sale Price (\$/cwt)	\$ 90	\$ 90
Sale wt (lbs)	x 1200	x 1200
Gross Sale Value (\$/hd)	\$ 1080	\$ 1080
Cost of Gain @ \$0.75/lb (\$0.85/lb) – 500 lbs gain	-375	-425
Max Dollars for Feeder (\$/hd)	\$ 705	\$ 655
Return to Risk & Management (\$/hd)	- 25	- 25
Max Dollars for Feeder (\$/hd)	\$ 680	\$ 630
Max Price for Delivered 700 lbs Steer (\$/cwt)	\$ 97.14	\$ 90.00
Less Trucking (\$/cwt)	- 7.00	- 7.00
TN Price (\$/cwt)	\$ 90.14	\$ 83.00



# Some Rules Of Thumb

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- What is the change in current feeder cattle prices when the expected sale price (futures price) changes by \$1 per cwt.?
- A function of the relationship between sale (finished) weight and purchase weight

$$\frac{\text{Sale Wt.}}{\text{Purchase Wt.}} = \frac{1200\#}{700\#} = \$1.71$$

- Relationship is direct



# Some Rules Of Thumb

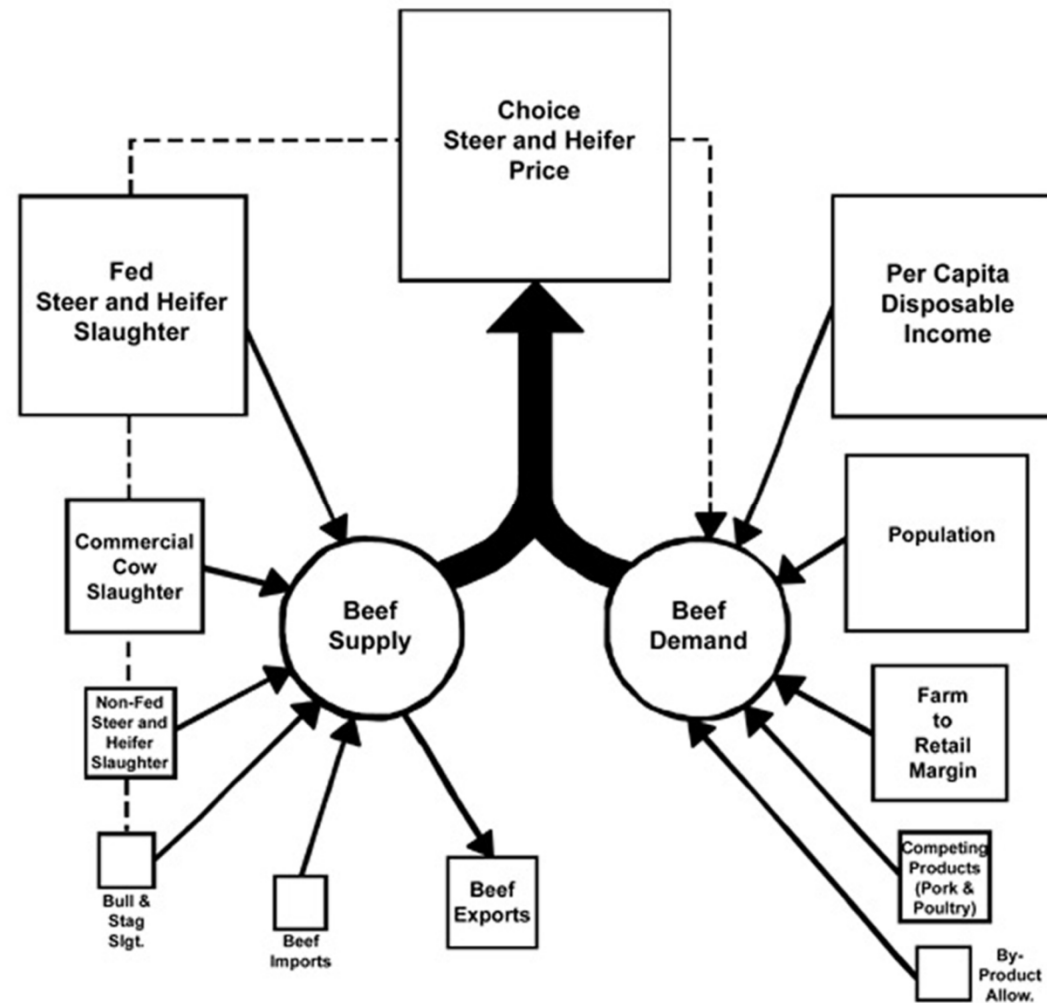
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- What is the change in current feeder cattle prices when the projected cost of gain changes by \$1 per cwt.?
- A function of the relationship between weight gain and purchase weight

$$\frac{\text{Weight Gain}}{\text{Purchase Wt.}} = \frac{500\#}{700\#} = \$0.71$$

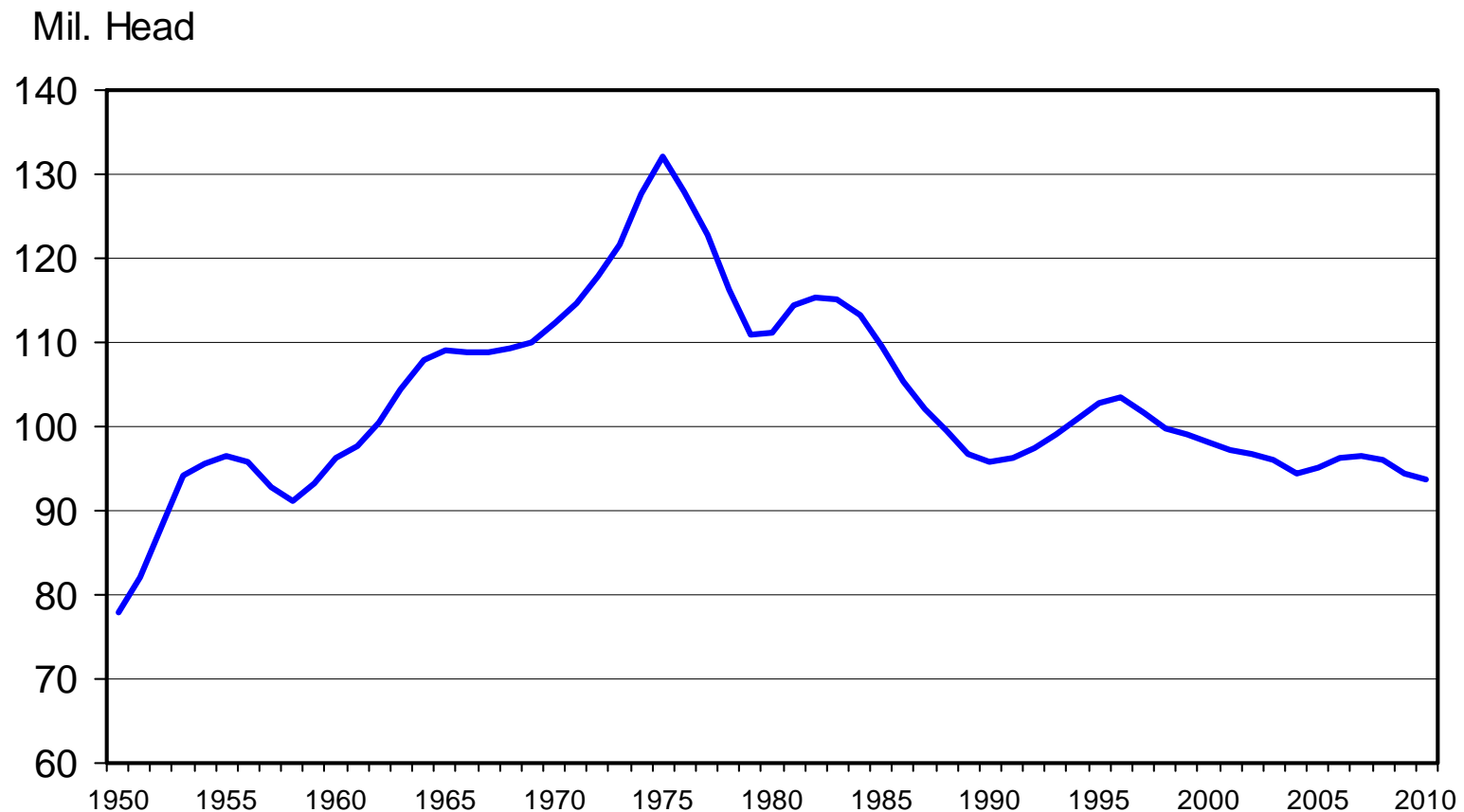
- Relationship is inverse

# Factors That Affect Fed Cattle Prices



# The Beef Cattle Cycle

## January 1 Total Cattle Inventory





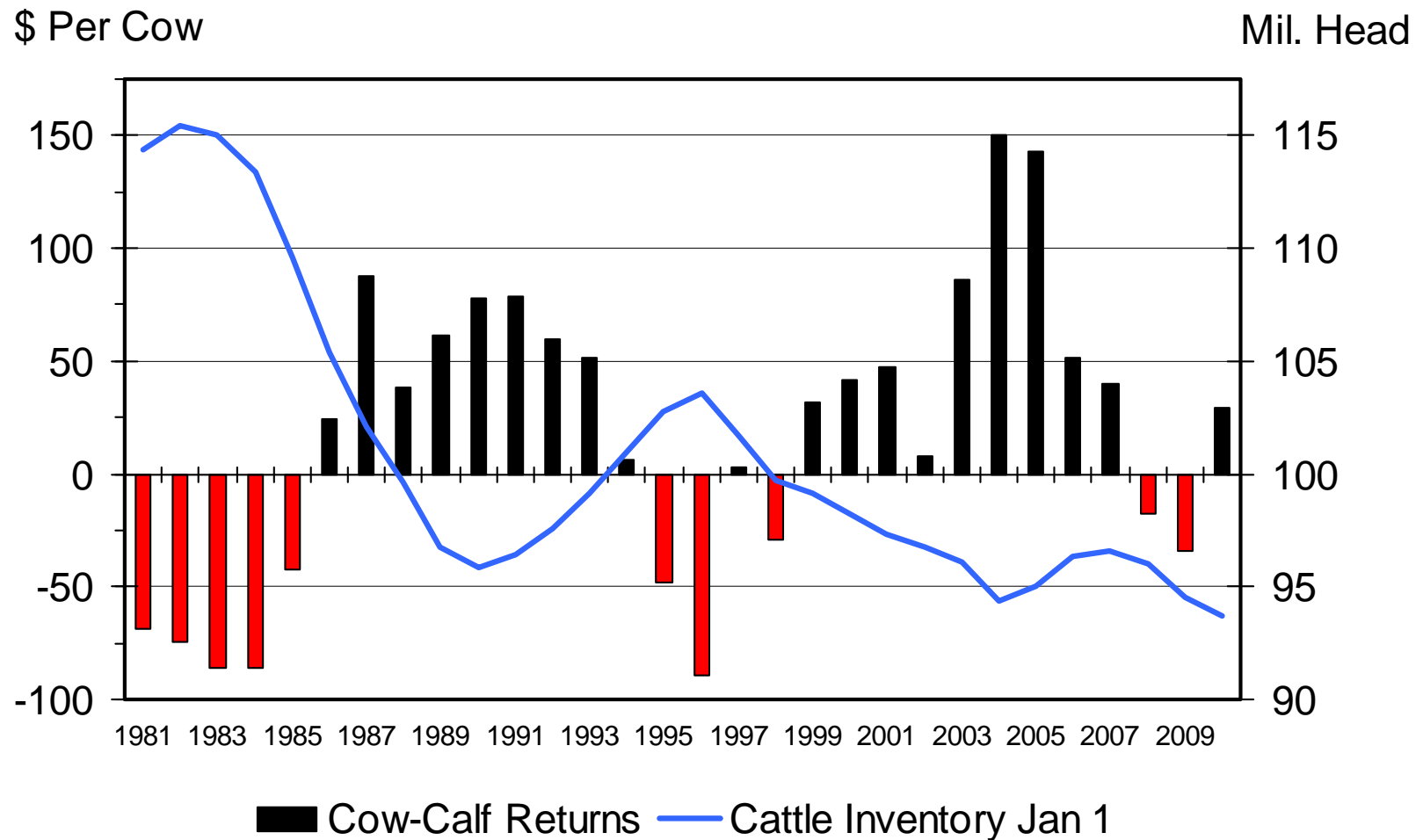


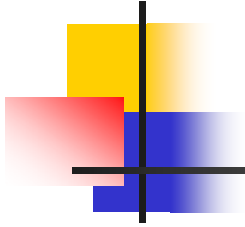
# Characteristics Of Cycles

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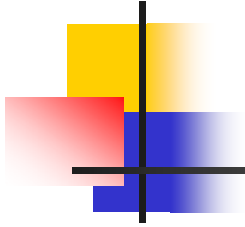
- 10 years in length
- Begin early in decade
- Peak middle of decade
- Cause by profits and losses in cow-calf business

# Cow-Calf Returns and Cattle Inventory – U.S., Annual





- Cattle herd declines following period of losses. Large losses for feedlots, stocker/backgrounder, then cows
- Decline comes from harvest of cows, heifers & bulls
- Initially causes even lower prices due to increased harvest



- Windfall for stocker/backgrounder and cattle feeder, then cow-calf
- Positive returns eventually stimulate herd growth and positive returns for most sectors



# Teaching Objectives

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- Producers will be able to develop a marketing plan for their cattle herd.



# Developing A Marketing Plan

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- What to produce?
- When to produce & market?
- How/where to market?



# What To Produce?

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- Crossbreeding
  - Increased pounds of calf per cow exposed +15%
  - Increased weight of crossbred calves +7-8%
- For most producers group marketing is necessary
  - Loads bring a \$4/cwt. premium compared to singles
- What breeds or crosses will help make uniform loads







# Targeting A Market

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## Feeder Cattle Need To Be Targeted

- Quality Market
  - English Breeds
  - English Continental Cross
  
- Lean “Select Grade” Market
  - Continentals & Crosses
  - English Continental Cross
  
- Natural/Organic
  - Mostly Continental
  - Some High Quality



# Teaching Objectives

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- Producers will be able to name and identify feeder cattle by grade and understand the purpose of grading in our marketing system.



# Feeder Cattle Grades

## Why Have Them?

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- A communication tool
  - Market News
  - Common trade language
- A sorting tool
  - Graded sales
  - Commingled cattle
- Planning guide for breeding management and marketing

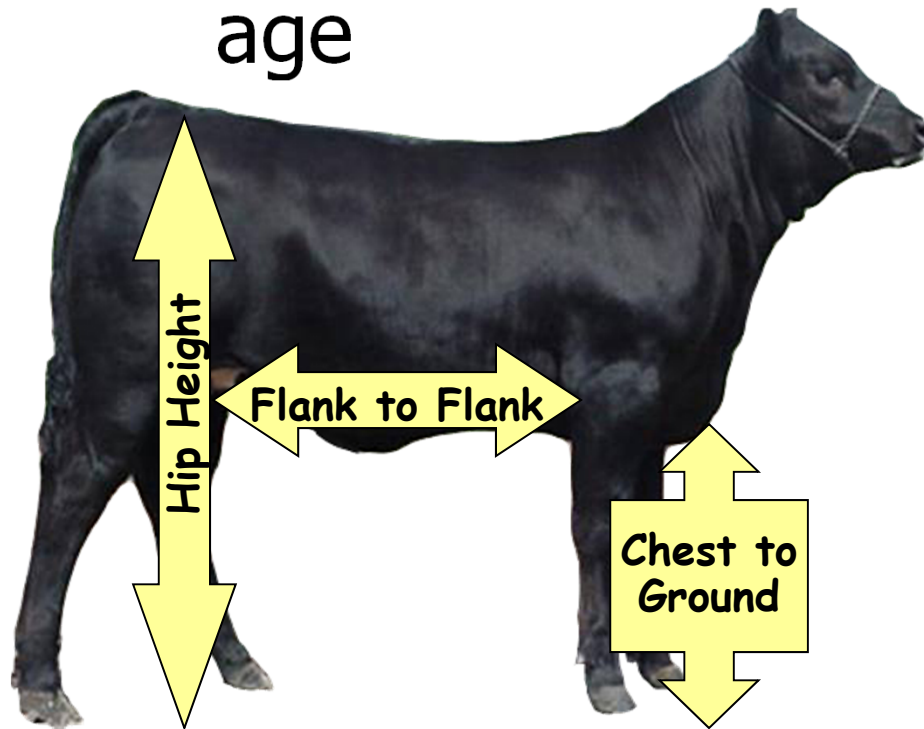
# Feeder Cattle Grades

- Grades are based on evaluating frame size and muscle thickness



# Frame Size

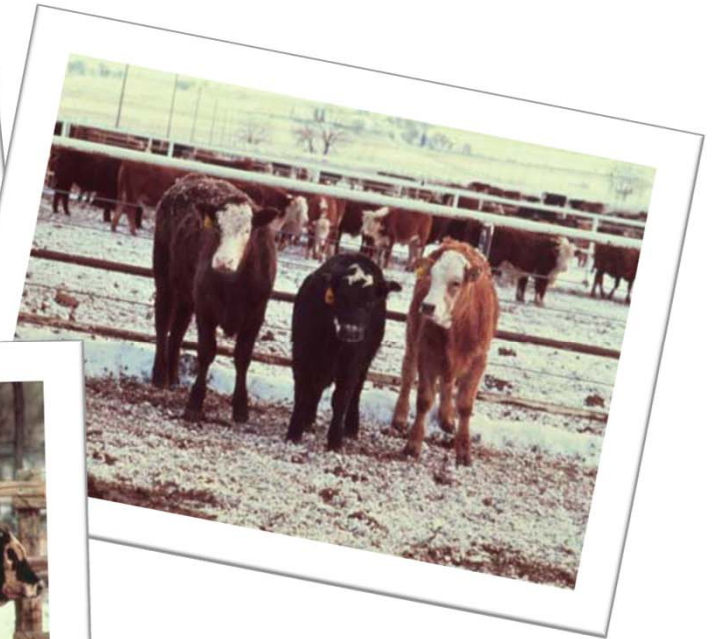
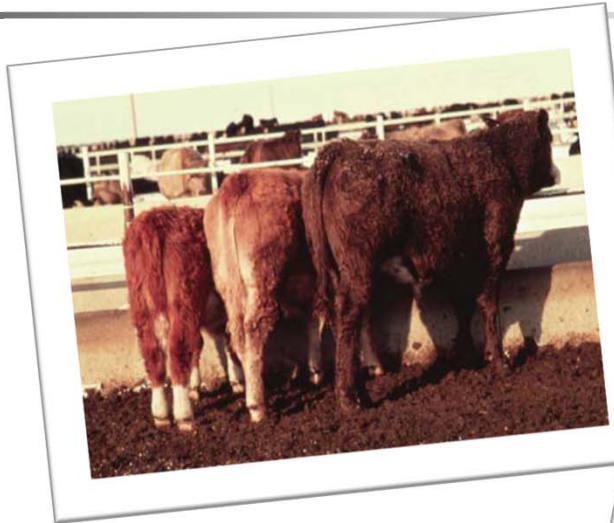
- Based on animal's skeletal size
- Height and body length in relation to its age



- Refers to weight under normal feeding and management conditions an animal will produce a carcass which will grade Choice

# What are the frame sizes?

- Small
- Medium
- Large



Photos from Andy Herring, Texas A&M

# Large Frame

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- Tall and long bodied for their age
- Grade Choice
  - Steers >1250 lbs
  - Heifers >1150 lbs





# Medium Frame

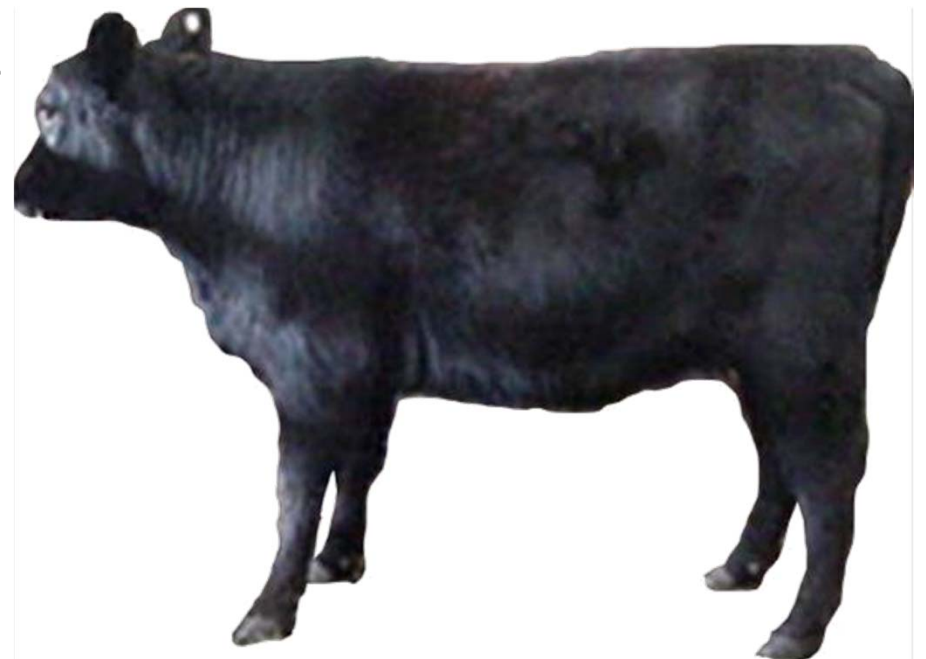
- Slightly tall and slightly long bodied
- Grade Choice
  - Steers 1100 to 1250 lbs
  - Heifers 1000 to 1150 lbs



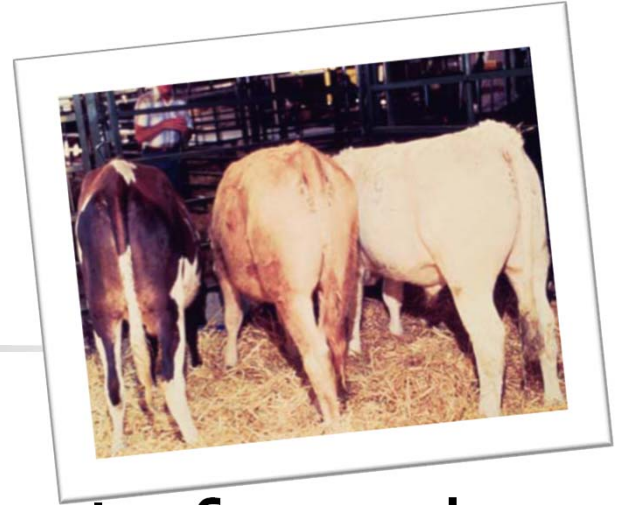


# Small Framed

- Not as tall as Medium and short bodied
- Grade Choice
  - Steers <1100 lbs
  - Heifers <1000 lbs



# Muscle Score



- Refers to the development of muscle system in relation to skeletal size
- Thicker animals will have a higher ratio of muscle to bone when fed to the same degree of fatness and will have higher yield grades



# What are the muscle scores?



#1



#2



#3



#4



# #1 Muscle

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- Thick or heavy muscling
- Rounded appearance through the back & loin with moderate width between the legs





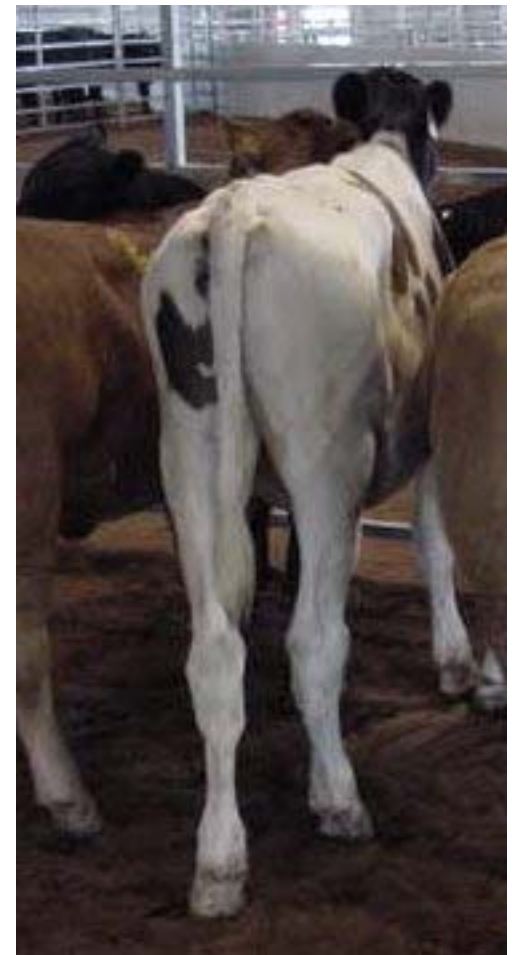
## #2 Muscle

- Average muscling
- Slightly thick
- Rounded appearance through the back & loin with slight width between the legs



## #3 Muscle

- Thin or light muscling
- Thin through forequarter and middle part of the rounds; back & loin have sunken appearance; legs are set close together



## #4 Muscle

- Extremely light muscling
- Less thickness than minimum requirements for #3



# Possible Grades

Frame Size	Muscle Score			
Large	1	2	3	4
Medium	1	2	3	4
Small	1	2	3	4

## ■ Inferior

- Includes sick, unthrifty cattle and double-muscled cattle due to their inability to grade Choice







# Flesh Score

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## FLESH

<u>SCORE</u>	<u>DESCRIPTION</u>
1	
2	Thin
3	
4	
5	Average
6	
7	
8	Fleshy
9	



# Feeder Cattle Grades

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- Market News reports
  - Medium and Large 1 & 2
  - Small 1 & 2
  - Medium and Large 3
  - Large 3 & 4 Holstein Steers



# Price Differences By Grade 2008

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- L & M 1 & 2 vs. L & M 3
  - 400-500 lbs.
  - \$11 per cwt.
  
- L & M 1 & 2 vs. S 1 & 2
  - 400-500 lbs.
  - \$18 per cwt.



# Strive To Produce

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- Calves medium to large number 1 muscle
- Avoid extremes



# Become Familiar With Grades

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- Observe graders at feeder sales
- Observe market reporter at a reported market
- CD of feeder grades
- USDA website
  - <http://www.ams.usda.gov/lsg/stand/st-pubs.htm>



# Teaching Objectives

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- Producers will understand those cattle defects which cause price discounts as well as those factors which can add value in feeder cattle.



# Value Determining Factors

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- Sex
- Weight
- Frame Grade
- Muscle Grade
- Flesh/Condition
- Fill
- Load Lots
- Color
- Background
- Breed/Genetics
- Pre Conditioned
- Vaccinations
- Castrated/Horns
- Health



# Avoid Price Discounts

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- Tennessee study of 55,000 head – 1993
  - Age/old -11%
  - Active pinkeye -14%
  - Crippled -26%
  - Deformed -18%
  - Horns -2%
  - Pregnant -14%
  - Stag -5%
  - Sick -22%
  - Stale -10%
  - Warts -13%
  - Wormy -8%





# Teaching Objectives

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- Producers will understand marketing alliances for finished cattle and feeder cattle and be able to state what is necessary to develop an effective marketing alliance.



# Marketing Alliances – Finished Cattle

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- Purpose – to capture additional price/value on cattle
- To promote a breed, feed, feedlot or cattle having some unique characteristics
- Usually involves a negotiated set of premiums or grid to favor cattle desired by packer or being promoted by producers



# One Success Story

## Certified Angus Beef

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- Basically requires
  - 51% Angus genetics
  - Under 30 months of age
  - Upper 2/3 of choice
  - Ribeye 10 to 16 sq. inches
  - Under 1,000 lb. carcass
  - Fat thickness less than 1.0 inch
  - No hump over 2 inches high



# One Success Story

## Certified Angus Beef

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- Angus Association has worked to create demand for consistent, high quality beef
- Do not have to belong to an alliance to market cattle in CAB

# One Success Story Certified Angus Beef





# Future of Finished Cattle Alliances

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- Many will fail
- Supply chain management will replace some



# Before Using An Alliance

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- Find out or know how your cattle will perform in feedlot and carcass (quality and yield grade)
- Have a sample fed out – Tennessee Beef Evaluation
- Study different alliances to find one that fits cattle



# Before Using An Alliance

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- List is published in BEEF Magazine
- USDA – AMS website
  - <http://www.ams.usda.gov/lsg/certprog/industry.htm>





# Marketing Alliances – Finished Cattle

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- Can help increase returns from good genetics and management
- Do carry additional production and market price risk



# Marketing Alliances – Feeder Cattle

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- Goal - To make loads of feeder cattle which will return more net dollars to members
- Alliances are helpful since most producers are too small to market a uniform load of calves



# Marketing Alliances – Feeder Cattle

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- Examples
  - Graded feeder cattle sale
  - Video board auction sale
  - Tennessee Beef Alliance
  - Smoky Mountain Feeder Calf Association
  - Hawkins County Cattlemen's Association
- Producer involvement in decision making



# Marketing Alliances – Feeder Cattle

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- Objective
  - Uniform 60 day calving season
  - Uniform genetics using bulls with specified EPD's for growth and carcass traits
  - Uniform vaccination program
  - Uniform management program
    - Weaning, deworming, and feed
  - Some record of feedlot gain and carcass traits



# Marketing Alliances – Feeder Cattle

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- Suggestions
  - Use bonded marketing agency
  - Have alliance decision makers be members with cattle in sale
  - Advertise with potential buyers
  - Follow up with buyers on cattle performance and satisfaction
  - Make necessary changes to keep consigners and buyers satisfied



# Teaching Objectives

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- Producers will be able to state when the highs and lows of prices occur for various classes of beef cattle.



# Using Seasonality of Prices To Make Production/Marketing Decisions

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- Many producers only look at price in making marketing decisions
- $\text{Returns} = \text{Price} \times \text{Weight} - \text{Cost}$
- Attention to seasonal price movement can improve returns especially in the short term



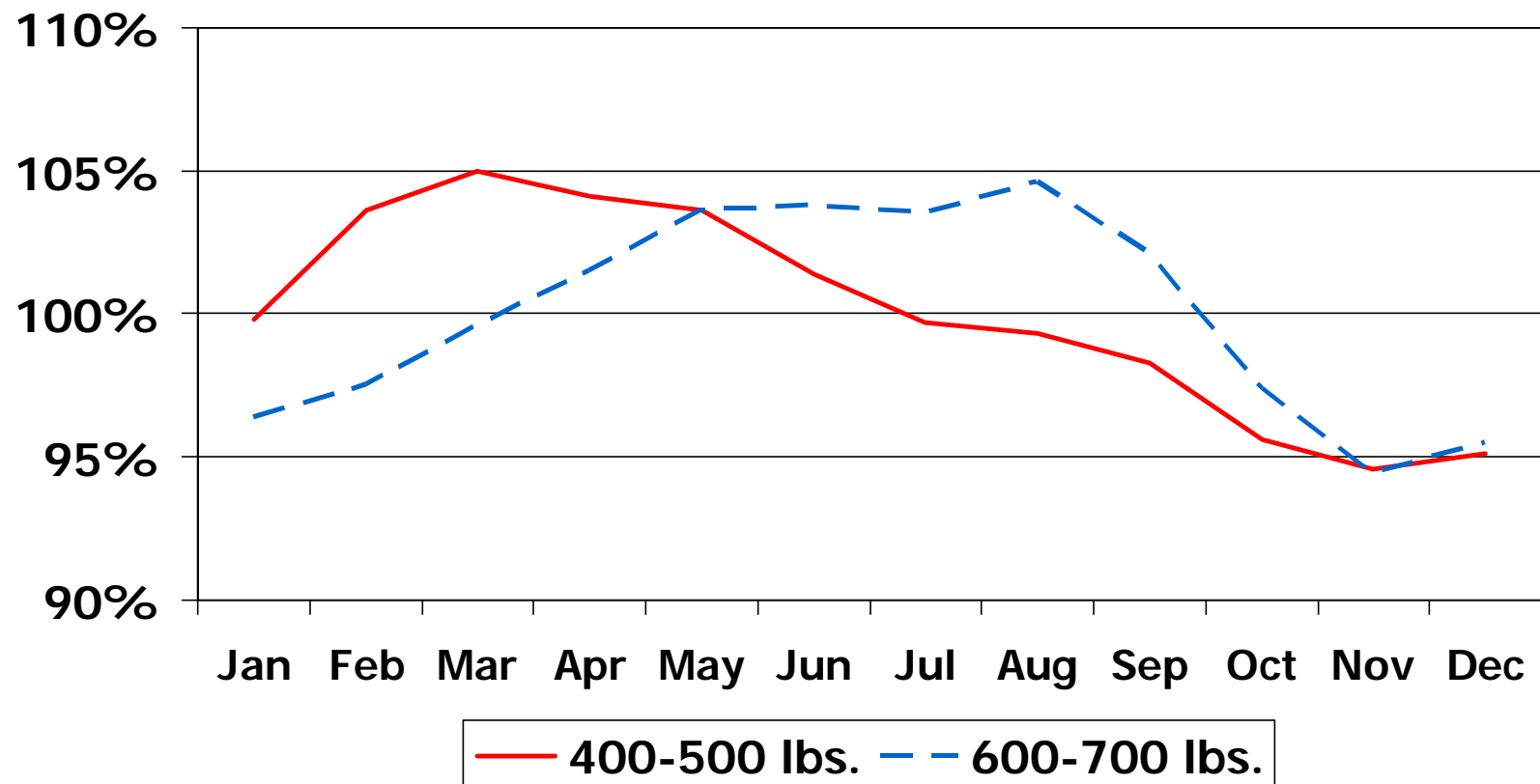
# Using Seasonality of Prices To Make Production/Marketing Decisions

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- Prices for calves are highest in the spring and lowest in fall due mostly to supply marketed
- Spring demand “grass fever” also drives that market higher
- Yearling prices are more stable



# Seasonal Index for 400-500 lbs. and 600-700 lbs. M-1 Steers at Tennessee Auctions, 1999-2008





# Using Seasonality of Prices To Make Production/Marketing Decisions

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- Price declines as weight increases
- Heifer prices decline less than steers as weight increases

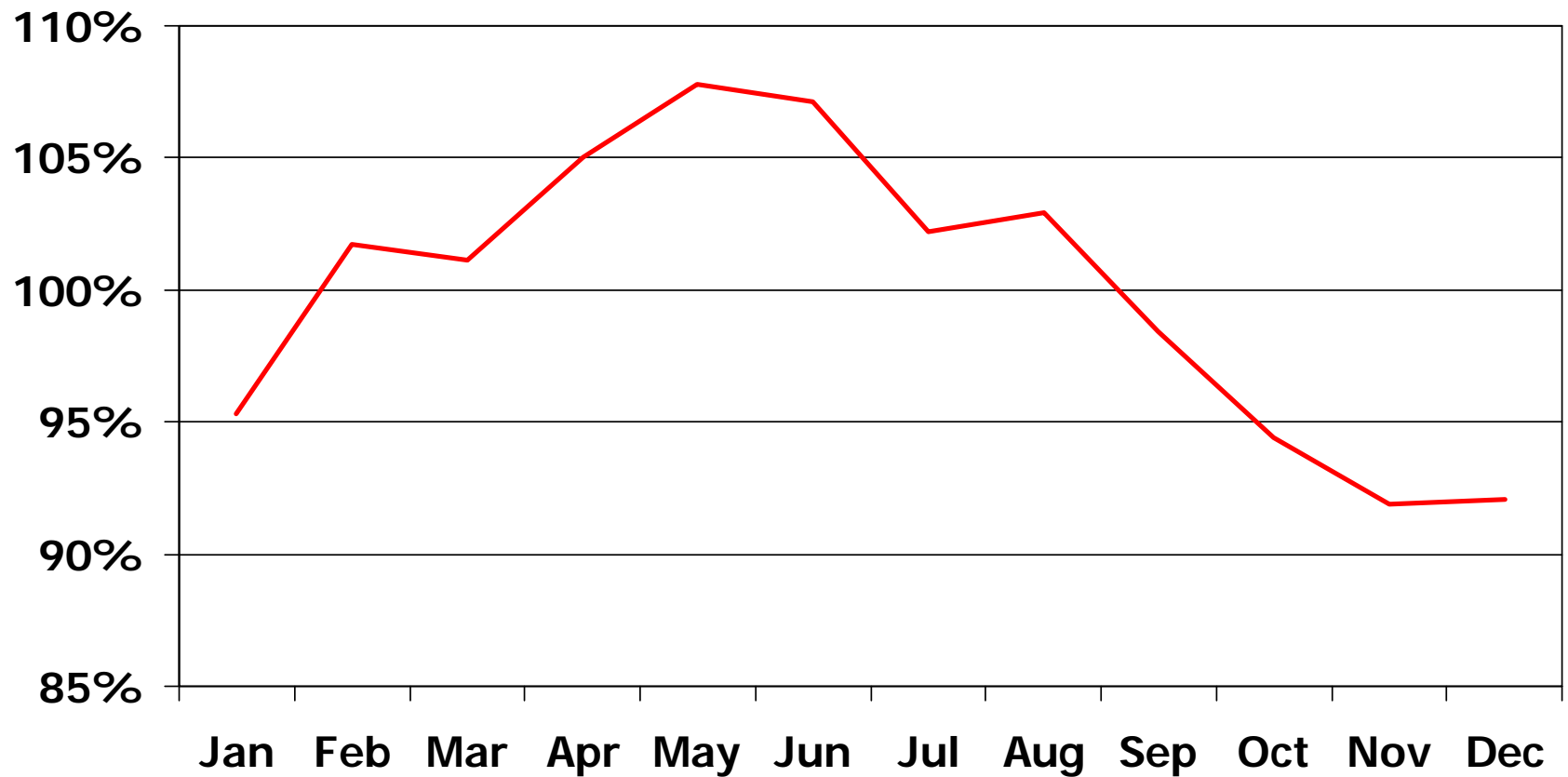


# Using Seasonality of Prices To Make Production/Marketing Decisions

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- Cull cow prices are very seasonal
- 15 to 20 percent variation within a year due to culling and forage growth pattern

# Seasonal Index for Utility Cows at Tennessee Auctions, 1999-2008



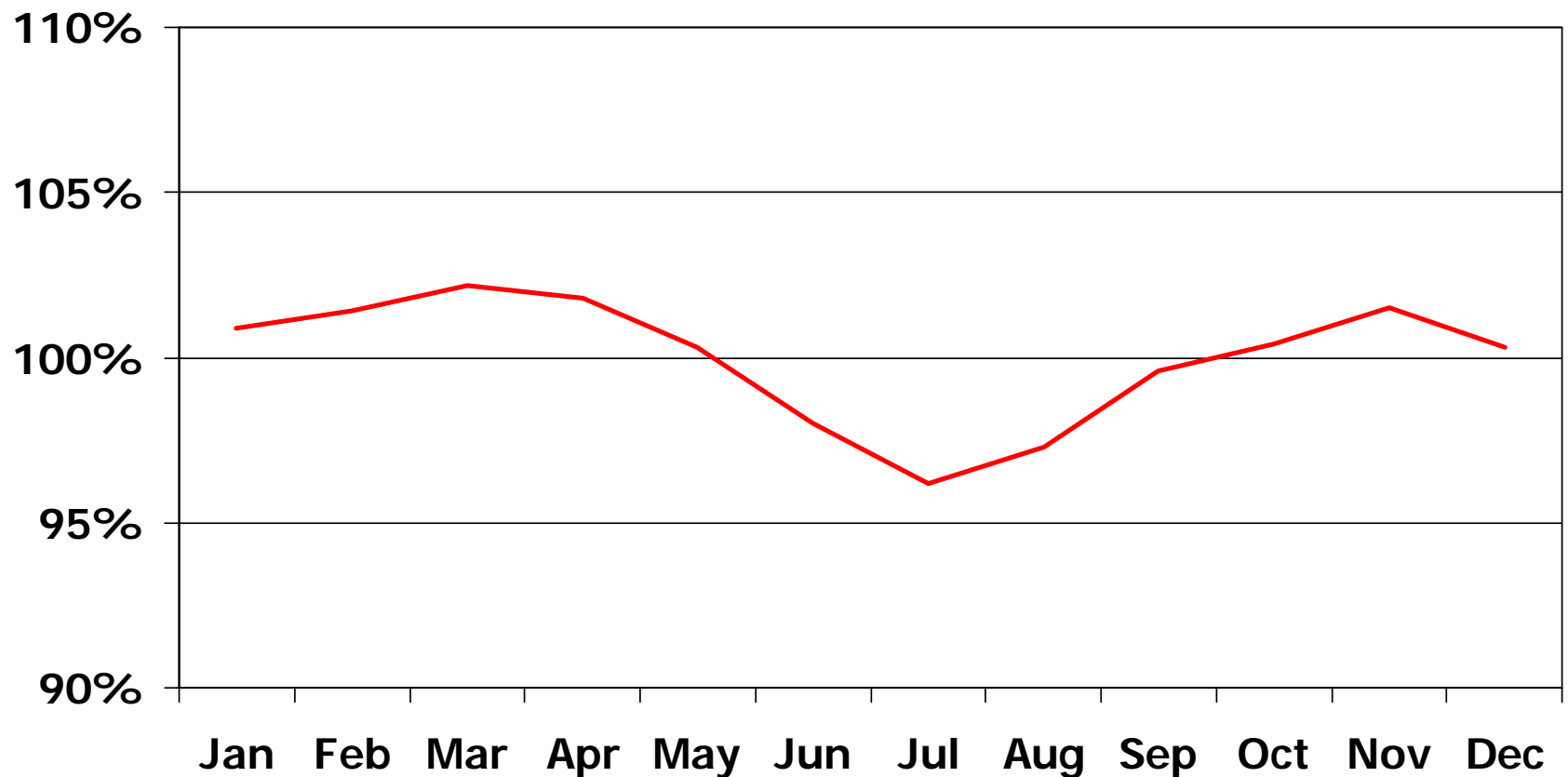


# Fed Cattle Prices

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- Reach a high in spring
- Decline in summer
- Make another high in fall

# Seasonal Index for Choice Finished Cattle, Southern Plains, 1999-2008





# Returns In Background and Finishing

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- Feeding margin
  - Feeding margin = difference in selling price/cwt. and cost of gain/cwt.
- Price margin
  - Price margin = difference in purchase price/cwt. and selling price/cwt.

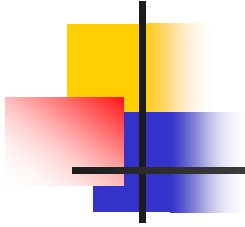


# Teaching Objectives

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- Producers will be able to name 4 marketing alternative for feeder cattle and some of the advantages and disadvantages of each.





# Marketing Alternatives for Feeder Cattle and Finished Cattle



# Market Alternatives

## Feeder Cattle

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- Market at home (private treaty)
- Market at weekly auction
- Market at graded feeder sale
- Market through alliance
- Market through video sale
- Market through internet sale
- Retained ownership – market as finished animals



# Private Treaty

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## ■ Advantages

- Independence of seller cattle on the farm
- Seller can merchandise cattle (establish reputation)
- Price is certain
- Lower marketing and transportation cost
- Cattle are fresh (reduces disease)

## ■ Disadvantages

- Seller totally responsible for success of sale
- Seller must stay abreast of market
- Seller assumes more risk
- Collection may be a problem
- Lack of competition
- No government control or supervision



# Auction Markets

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## ■ Advantages

- Convenience
- Competitive pricing
- Lower transportation costs
- Prompt payment
- Source of price information
- Supervised by P & S

## ■ Disadvantages

- Seller has little effect on price
- May encourage trader activity
- Competition varies among sales
- As a collections point – may spread disease
- Wide price variations for similar cattle



# Graded Feeder Sales

(compared to weekly auctions)

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## ■ Advantages

- Farm fresh cattle
- Sell in large uniform groups
- Prices usually higher
- Weights 2% - 3% heavier

## ■ Disadvantages

- Requires management
- Poor quality cattle may sell cheaper



# Video Board Sale

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- Combines some advantages of private treaty and competitive aspects of auction
- Cattle consigned to marketing agent
- Representative makes a personal visit to farm
- Writes a description of cattle
- Makes a video/photos of cattle
- Catalog/DVD sent to buyers
- Auction sale conducted perhaps with addition of teleconference and internet
- Delivery and settlement usually within 10 days unless later delivery specified



# Video Board Sales

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## ■ Advantages

- Producer sets selling conditions
- Competitive pricing
- Large number of buyers
- Cattle remain on farm until sold

## ■ Disadvantages

- Best suited for uniform loads  
48,000-50,000 lbs
- Works best for producers with similar production systems
- Prices may be low on sale day



# Video Board Sales

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## ■ Advantages

- Buyers know how cattle were handled
- Fresh cattle = less stress
- Lower marketing costs
- Buyers do not need to be present
- Buyer's costs reduced
- No sale option

## ■ Disadvantages

- Requires consignment
- Hard for buyers to estimate weight
- Difficult for buyers to estimate flesh or condition





# Video Board Sales

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- Combined with weekly auctions and graded sales
  - Cookeville
  - Knoxville
  - Savannah
  - Sweetwater
  - Unionville
  - Athens – Bluegrass Sale



# Video Sales of Feeder Cattle

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- Lower Middle Tennessee Cattle Association Video Board Sale
  - Managed by Tennessee Livestock Producers
  - Sales: January, March, April, May, June, August, September, October, November, and December
  - Commission \$13.00
  - Plus any weigh bill
  - No sale fee \$3/head
  - Sells mostly loads with some part loads
  - Uses mailed video tape plus telephone hook-up
    - (931) 388-7872



# Video Sales of Feeder Cattle

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- Superior Livestock Auction
  - P.O. Box 38, Brush, CO 80723
  - Bi-monthly sales
  - \$2 video fee
  - Commission 2% (Includes \$2)
  - Sells mostly loads with some part loads
  - Broadcast via satellite with telephone hook-up
    - (405) 850-9497



# Video Sales of Feeder Cattle

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- Wilson Livestock Network - Newport, TN
  - Sale 1<sup>st</sup>. Thur. of each month
  - Commission 2%
  - No sale fee \$3/head
  - Sells mostly loads of 48,000-50,000 lbs. with some part loads
  - Uses mailed video tape plus phone hook-up
    - (423) 623-7483 or (865) 414-7808



# Internet Sales

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- Similar to video board sale
- Also used to list cattle for sale and to report sale prices
- Used to distribute catalog information and video clips



# Internet Sales

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- Actual sale
  - List cattle with market price updated as market changes
  - Price may be negotiated
  - Company acts as marketing agent



# Internet Sales

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- Real time auction
  - Only bidder and market agency know who is bidding
  - Market agency or its representatives handle sale
- Internet used to relay bids to auctioneer in a live auction
  - Similar to teleauction but lower cost



# Internet Sales

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- Advantages and Disadvantages
  - Similar to video board sale
  - Most suited to loads
  - May get more buyer exposure
  - Still dependent on credibility of person describing cattle and market agency





# Retained Ownership

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## ■ Advantages

- Greater potential profits
- Elimination of some marketing costs
- Production becomes more market oriented
- Increases alternatives available

## ■ Disadvantages

- Delays income
- Requires more capital
- Subject to market price risk longer
- Custom feedlots out-of-state
- Requires top management



# Finishing Cattle At Home

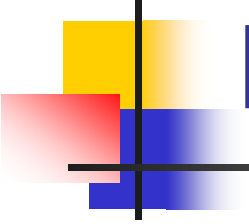
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## ■ Advantages

- Avoid trucking, shrinkage and sickness
- More control of situation
- Better suited for smaller producers
- Financing costs lower

## ■ Disadvantages

- Climate – more wet and humid
- Distance from packers/markets
- Lower net market price
- Higher cost of gain



# Finishing Cattle By Custom Feeding Out-of-State

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## ■ Advantages

- Better markets
- Cost of gain may be cheaper
- Services offered
- Professional management

## ■ Disadvantages

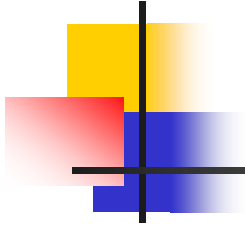
- Distance from operation
- Less control over feeding/marketing
- Some costs are higher



# Teaching Objectives

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- Producers will be able to name 5 ways to reduce shrinkage in cattle being hauled to market.
- Producers will be able to compute how high prices must be to offset differences in shrinkage between two marketing alternatives.



# Economic and Production Considerations of Cattle Weighing Conditions

*Additional Sources:*

*Managing Shrink and Weighing Conditions in Beef Cattle*

Kent Barnes, Steve Smith and David Lalman, Oklahoma State University

*Beef Cattle Shrink*

Bayou Beef Tips by Tim Page, Louisiana State University Ag Center



# Shrink: What Is It?

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- Weight loss when cattle are held off feed and water when they are gathered, worked, marketed, transported
  - Any change in environment that causes stress
- Another way to think about it...

Output exceeds input



# Types of Shrink

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- Fill or excretory shrink
  - Loss of contents in rumen, digestive tract and bladder
  - Recovered in short amount of time when feed and water intake returns to normal
- Tissue shrink
  - Loss of fluid from body tissues (carcass, hide)
  - Recovery period can be days or even weeks
  - Increases chance of sickness and death



# Factors Affecting Shrink

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- Length of time off feed and water
  - Delivered to market day before sale without feed and water, long haul to feedlot, excessive sorting and handling
- Extreme temperatures
  - Increases amount of tissue shrink which increases risk of sickness and death
  - High temps are even harder on cattle coming off endophyte-infected tall fescue





# Factors Affecting Shrink

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- Feed prior to time off feed and water
  - Cattle coming straight off their mothers and those coming off lush, green grass will shrink more
- Dispositions
  - "Poor temperament of cattle and/or people can be costly." – Tim Page, LSU
  - "High strung", nervous, excitable cattle shrink more



# Factors Affecting Shrink

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- Over/Under crowding trailer
  - Overcrowding causes stress, especially in high temps
  - Under crowding causes excessive movement and stress and can lead to injury
- Marketing process
  - Being gathered, sorted, hauled, sorted, commingled, in new environment, held off feed and water all increase stress which increases shrink
  - If coming straight off cow, stress and shrink increases even more



# Typical Shrink

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- Greatest amount of shrink occurs early
  - Average shrink is 1% of body weight per hour for first 3 to 4 hours
  - As low as 0.1% of body weight after 10 hours
- Shrink increases about 2% when being hauled vs. standing in a drylot
- Typical shrink on haul to feedlot from TN is 7-9 %
- Shrink and stress are cumulative – the more stress you expose cattle to, the more they will shrink



# Pencil Shrink

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- Deduction off net weight of lot/load due to weighing conditions, length of haul to scales, etc.
- Most often used when cattle are being weighed on the truck and have varying weighing conditions, lengths of haul, etc.
- Typical pencil shrink is 0-3% depending on feeding and weighing conditions and length of haul



# Why Is It Important to Understand Shrink?

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- Know what cattle are worth
- Understand price differences
- Compare marketing alternatives
- Compare offers to buy cattle
- Buyers understand shrink and will not pay for cattle that have been filled or “tanked” and they understand the risk of sickness and death if cattle are excessively shrunk



# Weigh-in vs Weigh-out Markets

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- UT Research by McLemore
  - Prices are 2% higher at weigh-out markets than weigh-in markets
  - Why?
    - Cattle have had time to shrink at weigh-out markets and are therefore lighter weight – price goes up as weight goes down
- Weekly auctions reported by USDA/TDA Market News reporters are weigh-out markets while graded feeder calf sales are weigh-in



# Price Adjustments on Cattle at Different Amounts of Shrink

	Base Price (\$/cwt)			
	75.00	80.00	85.00	90.00
% Shrink	Equivalent Price (\$/cwt)			
2	76.53	81.63	86.73	91.84
4	78.13	83.33	88.54	93.60
6	79.79	85.11	90.43	95.40
8	81.52	86.96	92.39	97.83

Marketing Alternative A: \$90/cwt

Marketing Alternative B: 2% additional shrink

What price would make the two alternatives equal?



# How Can You Reduce Shrink?

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- Avoid holding off feed and water for long periods of time
  - Do not deliver cattle to market day before sale
- Reduce stress as much as possible when gathering, sorting and working cattle
  - Handle them gently and quietly
  - Do not overcrowd holding pens, chutes, etc.
  - Avoid working cattle during extreme temperatures





# How Can You Reduce Shrink?

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- Reduce stress when marketing cattle
  - Wean and precondition prior to marketing
  - Feed hay/grain prior to marketing
  - Time delivery to market when wait is minimal
  - Do not deliver to market day before sale
- Reduce stress when hauling cattle
  - Handle gently and quietly when loading/unloading
  - Do not overcrowd or under crowd trailer
  - Avoid hauling in extreme temperatures



# Take Home Message

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- Gain access to scales
- Use Market News Service
- Do not sell feeder cattle by the head
- In evaluating marketing alternatives – consider all marketing costs (including shrink)



# Some Final Principles

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- Loads sell higher
- Uniform cattle sell higher
- Healthy cattle in medium to thinner flesh sell higher
- Weaned cattle with good health program sell higher – especially under 600 pounds



# Some Final Principles

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- Cattle with less fill, pencil shrink, or longer haul or more sorting before weighing sell higher
- Establish a good reputation for yourself and your cattle
- Some breeds sell higher, can change, uniformity of breed or color generally improves price



# Some Final Principles

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- Do not deliver the day before sale – overnight shrink greater than most realize
- Do not price on farm without competition or price by the head
- Consider all marketing alternative and true cost including commission, hauling and shrink



# Sources of Marketing Information

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- Tennessee Department of Agriculture
  - 1-800-342-8206
- Radio
- Internet
- DTN – Data Transmission Network



# Sources of Marketing Information

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- Internet

- University of Tennessee Department of Agricultural Economics
  - <http://economics.ag.utk.edu/market.html>
- The Tennessee Beef Cattle Improvement Initiative
  - <http://www.tnbeefcattleinitiative.org/>
- The Tennessee Department of Agriculture
  - <http://www.state.tn.us/agriculture/>



# Sources of Marketing Information

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- USDA Reports

- Cattle Inventory – January and July
- Cattle on Feed – Mid month
- Price projections for fed cattle
- <http://www.usda.gov/nass/>
- <http://www.nass.usda.gov/tn/>
- <http://usda.mannlib.cornell.edu/reports/erssor/livestock/ldp-mbb/>





# Summary

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- Planned marketing yields rewards
- Study the market
- Set production/marketing goals
- Avoid fads in breeds
- Know where we are in the cattle cycle



# Summary

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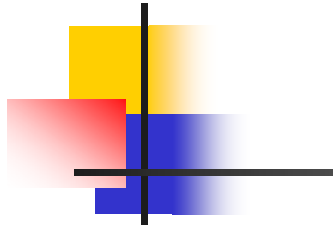
- Learn the feeder cattle grades and how they relate to your cattle
- Perform management practices that are cost effective
- Learn seasonal price patterns
- Plan marketing so that cattle sell in large uniform groups



# Summary

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- Study the marketing alternatives
- Choose the one best suited to your operation
- Gain an understanding of how shrink impacts weights and prices
- Evaluate each stage of production to determine if retained ownership fits the operation



This Master Beef Producer Program is being partially funded by a grant from the Tennessee Department of Agriculture's Development Fund. Proceeds from this fund are derived solely from the sale of the Tennessee "Ag Tag" specialty license plate.