

Welcome to the inaugural ‘Feeder-Calf Marketing Guide’



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When you have a highly segmented production system, with independents responsible for the quality of the product through various stages of its production, how do you ensure product quality to the end user? Communication, fostering understanding of the entire system and building relationships among those with similar goals. That’s what this inaugural “Feeder-Calf

Marketing Guide” intends to foster.

A supplement to the *Angus Beef Bulletin*®, this issue is being mailed to both our *Angus Journal*® and our *Angus Beef Bulletin* audiences with bulk distribution at auction markets throughout the country — connecting the seedstock, commercial cow-calf and feedlot segments of the quality-beef supply chain, as well as those supplying products and services to help reach the end goal.

Angus breeders have committed to producing a quality end product to meet consumer demand, but efforts mean little without a commercial cow-calf sector to carry on the mission. Angus breeders document the genetic value of their seedstock with a registration backed by the most extensive database in the industry.

As our most recent *Angus Beef Bulletin* readership survey shows, our bull customers are leading the industry in the genetics they purchase, the management they offer and the documentation they provide to the next segment of the supply chain.

That survey indicated nearly two-thirds (65.7%) of our readers sell calves after a weaning and preconditioning period, while 16.3% retained ownership to sell as fed cattle. 14.5% of our readers indicated they were selling some beef directly to consumers — and that was before the pandemic entered the equation.

The local auction market is still their primary marketing outlet. 74% of respondents said they use a local auction market to sell. 41% sell calves by private treaty, and 12% indicated they sell through a video auction. Nearly as many (11%) said they retain ownership through the feedlot. Yes, that adds up to more than 100%, as readers use more than one means of marketing in any given year.

When we asked what options readers utilized to add value to their calf crop, nearly half noted they offered calves with a vaccine protocol (see Fig. 1). More than one-third added value by selling replacement-quality females. Many producers indicated they are realizing added value by selling calves with claims such as source-verified or verified natural.

Of course, by definition, our readers added value to their calf crop by using a registered Angus bull to sire their calves. More and more are taking the step to document that genetic value through the Association’s AngusLinkSM program, taking advantage of its USDA Processed Verified Program (PVP) claims and the Angus Genetic Merit Scorecard®. Enrollment in those programs is on a record pace, allowing the feedyard sector to buy with more confidence.

We hope you’ll find the articles and directories in this issue a foundational resource to keep at your fingertips year-round. Follow us on Facebook (@ABBEXTRA) for its launch in digital form. We welcome your feedback at FCMG@angus.org. Be sure to share your ideas for what we could include to help you as we plan next year’s issue. |

Fig. 1: Angus Beef Bulletin readers market calves with the following value-added options (multiple answers allowed)

