

Ranching 101

Livestock Marketing

April 18, 2017







Agenda

- Livestock marketing options
- What happens at livestock markets
- Preparing to market cattle
- What are they worth
- Niche markets







Cattle Class Terminology

	Name	Weight	Prices	Buyers
	Calves	0 – 400 lbs.	\$175/cwt \$450/head	Ranchers/ Specialists
	Stockers	500 – 650 lbs.	\$143/cwt \$780/head	Stockers/ Backgrounders
	Feeders/ Yearlings	700 – 900 lbs	\$135/cwt \$1,080/head	Feedyards
	Live/ Fed Cattle	1100 – 1500 lbs	\$128/cwt \$1,660/hd	Packers

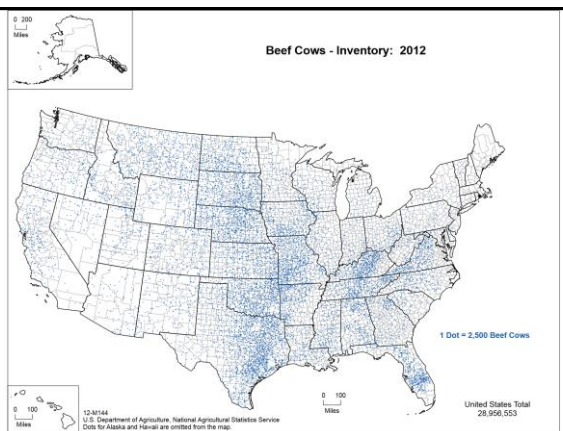


Cattle Class Terminology

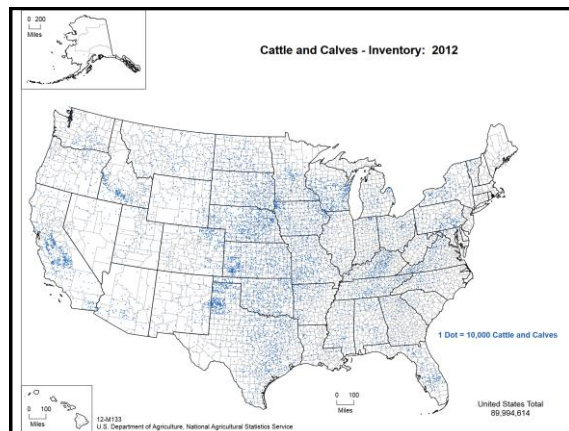
	Name	Age	Prices	Buyers
	Pairs	2 – 8 Years	\$1,200/pair	Ranchers
	Replacement Females	< 3 Years	\$1,000/head	Ranchers
	Slaughter Cows	Any	\$70/cwt \$700/head	Packers
	Bulls	Any	\$90/cwt \$1,100/hd	Packers

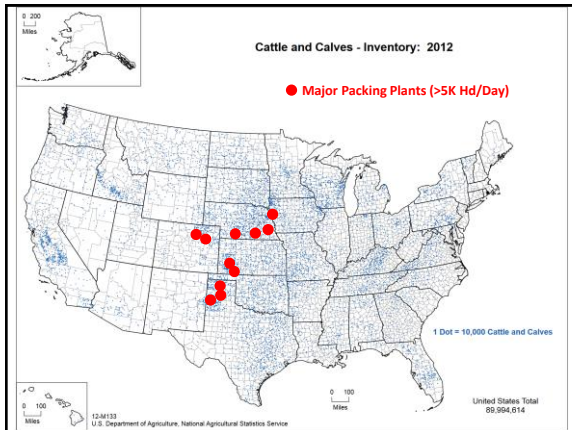


Beef Cows - Inventory: 2012



Cattle and Calves - Inventory: 2012





Key Marketing Decisions/Factors

- What are the goals for your operation?
 - Marketing or operational plan
- What resources do you have available?
 - What are you buying/selling?
 - Small or large volume?
 - Cattle type?
- Who is buying?
 - When, where, what?



Your Marketing Options

- Livestock markets
- Premium/Commingled sales
- Direct trade/private treaty
- Forward contracting
- Online/Video sales
- Online/Country Cattle Listings
- Retaining ownership and feeding partnerships
- Do nothing
- Other options are available



Livestock Markets

Advantages

- Full benefit of price advances
- Very good price discovery
- Frequent sales
- Convenience
- Market stands payment risk, insures legitimacy of buyers

Disadvantages

- Full risk of price declines
- Value-added cattle have trouble bringing full potential
- Transportation, shipping, and selling costs are higher



Premium/Commingled Sales

Advantages

- Allows small operators to maximize the price potential of their cattle
- Very good price discovery
- Market stands payment risk, insures legitimacy of buyers

Disadvantages

- Cost to participate in the sale may be prohibitive
- Infrequent sales require advance planning
- Transportation, shipping, and selling costs are higher because few markets hold these sales



Direct Trade/Private Treaty Sales

Advantages

- Terms may be tailored to specific situations
- Easier to develop a reputation for good cattle

Disadvantages

- You have to work to find buyers
- You stand payment risk

Example Bill of Sale



Forward Contracting

Advantages

- Terms may be tailored to specific situations
- Allows long-term planning to a specific delivery date
- Allows basis contracts and hedging

Disadvantages

- Greater knowledge required due to involvement of risk management tools
- Upside price potential may be limited
- You stand payment risk



Satellite/Online Video Sales

Advantages

- Larger, targeted buyers from large areas can view your cattle
- The video sale assumes payment risk

Disadvantages

- Large lots of cattle required, minimum of a truckload (60-70 calves)
- Requires advanced planning



Satellite/Online Video Sales

Lot # 8882		Cobb Cattle Co.	
DESCRIPTION			
71 FEEDER HEIFERS		BASE WT:	670#
ORIGIN:	Purchased Local Ranches	SLIDE:	10 cents over the base weight
CURRENT LOCATION:	Pasture, 25 miles NE of Texarkana, TX which is 185 miles NE of Fort Worth, TX		
BREED TYPE:	Charolais cross, Angus cross & English Exotic cross with most showing 1/8-1/4 cow, very few with 3/8		
FRAME:	Med - Med Lg	FLESH:	Medium
EST. WT. VAR:	Very Uneven	HORNS:	Most no, possibly some
FEED:	Native grass, 2-4# feed (on cake basis) daily & hay, if needed		
DELIVERY DATE:	Nov. 20 Dec. 10 Rags option		
WEIGHING COND:	Gather ASAP! sort as needed, load on buyers truck, haul 10-15 miles & weigh on truck via 2%. May ship from ranch 25 miles West if grass conditions dictate. 40,500 gross/lot		
COMMENTS:	Nice set of fall feeders running on native grass. Show enough condition to go back to grass.		
VACCINATIONS:	Vista One, Vision 7 Blackleg & wormed as needed		
IMPLANTED:	Not by this Owner	TOTAL EST.	4750 #
AGE/SOURCE VERIFIED:	No	PAY WEIGHT:	
REPR. SENT BY:	Norman Hansen (802) 277-7718 Dale Hansen (802) 278-8737		



Satellite/Online Video Sales



Satellite/Online Video Sales

Lot # 0082		Navibus Red Angus	
DESCRIPTION			
36 CONWALF PAIRS		BASE WT:	1100#
ORIGIN:	Purchased Heif. & MT	SLIDE:	50 cents under the base weight
CURRENT LOCATION:	Ranch, 13 miles NE of Milan, MO which is 120 miles NE of Kansas City, MO		
BREED TYPE:	Red Angus & Red Angus cross (some with some bloodlines) cross. Cows bred by Red Angus (Lansing) bull. Prod. 2 yr olds, may be some 4 yr olds. Solid mouth. Modified prior to selling.		
FRAME:	Med - Med Lg	FLESH:	Medium
EST. WT. VAR:	Uneven	HORNS:	No
FEED:	Fall pasture supplemented with commercial by-product type ration.		
DELIVERY DATE:	Dec. 1-10 Rags option		
WEIGHING COND:	Gather ASAP! load on buyers truck, haul approx. 10 miles & weigh on truck straight. 15,000-1600		
COMMENTS:	Red nice set of Red Angus & Red Angus cross young pairs. Anguses 75% weanlings are ground currently. Started calving 8/1/14 for 60 days.		
VACCINATIONS:	Cows: Vista One, wormed & pinned. Calves: Vision 7, Bannock, w/Sign & Pyramed 4-Phosphate		
IMPLANTED:		TOTAL EST.	3300 #
RINGS VACCINATED:	100%	PAY WEIGHT:	
AGE/SOURCE VERIFIED:	No		
REPRESENTED BY:	Kenny Wayne Blair (541) 223-0106 Steve Vaughn (780) 443-2770 Travis Vaughn (780) 442-2022		



Satellite/Online Video Sales

Lot # 9005B		Jeff Dewey	
DESCRIPTION			
60 BREED HEIFERS		BASE WT:	1075#
ORIGIN:	Purchased KS	SLIDE:	80 cents under the base weight
CURRENT LOCATION:	Feedlot, 2 miles W of Howell, KS which is 12 miles W of Dodge City, KS		
BREED TYPE:	Black Angus (Canadian Angus enhanced genetics) bred to Angus (some of Objective & Foundation) bulls. Dred in lot head. Unsprayed 8/1/14 & preg checked 10/3/14. Start calving approx. 2/1/15 for approx. 20 days.		
FRAME:	Med - Med Lg	FLESH:	Medium
EST. WT. VAR:	Uneven	HORNS:	None
FEED:	Maintenance ration of wet shillies, protein pellets & cornmeal.		
DELIVERY DATE:	Nov 3-7 Rags option		
WEIGHING COND:	Gather ASAP! sort, load on buyers truck & weigh on truck straight. Sort largest & least from 1000 lbs, then 1 load, gate cut from 140 lbs. 11,000-1600		
COMMENTS:	Nice set of decade bred heifer foundation genetics. Cows broke & handled by horseback. Summered on grass wintered. Gathered of gates 1/2.		
VACCINATIONS:	60 Cows, 1 Shot, Ultravet 7, Bannock & Dexamet PO as the Dexamet 10, Spring 800 Gated PPVLS & Scourin 80 @ allowed Dexamet PO @ preg job.		
IMPLANTED:		TOTAL EST.	6100 #
RINGS VACCINATED:	100% weanling tattoos	PAY WEIGHT:	
AGE/SOURCE VERIFIED:	No		



Satellite/Online Video Sales

View	Nebraska Livestock Sales - Norfolk	Details	Regular	8:00 AM (CDT)
View	Bluegrass Stockyards of Richmond, LLC	Details	Regular	8:30 AM (CDT)
View	Burwell Livestock Market II Ltd. (Burwell, NE)	Details	Regular	9:30 AM (CDT)
View	Eastern Missouri Commission Co. (Shawnee, MO)	Details	Regular	9:30 AM (CDT)
View	Verdigris Livestock (Verdigris, NE)	Details Consignment Listing	Regular	10:00 AM (CDT)
View	Edina Livestock (Edina, MO)	Details	Regular	11:00 AM (CDT)
View	Spur Ranch - 2014 Fall Angus Sale	Details Catalog Video Catalog	Production Sale (Cattle)	12:00 PM (CDT)
View	Mankato Stockmen's Weigh Co. Ltd. (Mankato, MN)	Details Supplement	Regular	1:00 PM (CDT)
View	DRIFT Angus - November Online Embryo Auction	Details	Timed-to-Live (Cattle)	All Day
View	Angus Auctions - Rocky Mountain High	Details	Timed (Cattle)	All Day
View	Altitude Online Female Sale (St. Joseph, MO)	Details	Timed (Cattle)	All Day
View	Angus Auctions - LA Genetics Online Embryo & Semen Sale (St. Joseph, MO)	Details	Timed (Cattle)	All Day

All times listed in Central Time (ST & CST)

Country Cattle Listings


Advantages

- Larger, targeted buyers from large areas can view your cattle
- The online service may or may not assume payment risk
- Large, truckload lots may not be required

Disadvantages

- Cattle may not sell
- Disadvantage to buyers: Sellers generally set unrealistically high prices

Country Cattle Listings



WELCOME TO THE SUPERIOR COUNTRY PAGE!

[back to catalog](#) [add lot](#)

Lot # C1296B J&J Cattle Co.

119 WEANED HFR CALVES BASE WT: 450#

ORIGIN: Purchased Central TX SLIDE: 15 cents over the base weight

CURRENT LOCATION: Ranch, 10 miles W of Bryan, TX which is 175 miles SW of Fort Worth, TX

BREED TYPE: English & English Exotic cross (Black, BWP, Charolais, Chianina cross, Red & SOW) May be a few crossed Hfrs on load

FRAME: Med - Med-Lg **FLESH:** Medium

EST. WT. VAR.: Very Uneven **HORNS:** Dehorned or Tipped

FEED: Grass hays receiving free choice grow ration

DELIVERY DATE: Oct. 22-30 Rag's option

WEIGHING COND: Gather early, load on buyers truck, haul approx. 20 miles & weigh on truck with 2% 1 total gain out

COMMENTS: Nice set of weaned Hfrs ready for grass. Not used to train cutting horses.


VACCINATIONS: Trimeter 3, Caserlin & Autogenex (Bacterin & Isomex) Plus Boostered 2 weeks later as per

IMPLANTED: Component E-C **TOTAL EST. 4500 #**

AGE/SOURCE: No **FW WEIGHT:**

VERIFIED:

REPRESENTED BY: Greg Goodkhan (214) 661-8432



Please a Bid on Lot #C1296B

LOT #C1296B
J&J CATTLE CO.
Please bid by 11:59 PM CST

Online/Country Cattle Listings



Whether you are buying or selling cattle, Jordan Cattle Auction can help meet your needs. Through our country cattle service, we can market calves, yearlings, replacement females and bulls.

[Printable version](#)

12 Virgin 1/2 Angus 1/2 Corriente Bulls - Lot C86

12 Virgin 1/2 Angus 1/2 Corriente bulls ready for service. Call Ken (Lot C86)

15 Fancy Tigerstripe Heifers - Lot C85

15 Fancy Tigerstripe heifers bred to calve November - January to a low birthweight Angus bull. These are big, stout heifers weighing 1000 pounds. Call Bart (Lot C85)

35 Red Angus Cross Heifers - Lot C84

35 Red Angus Cross heifers bred to low birthweight Angus bulls to calve February - April. They will make a nice set of cows. Call Bart (Lot C84)

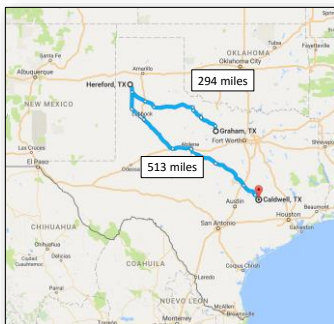
40 Fancy 1st Calf Brangus Pairs - Lot C83

40 Fancy 1st calf Brangus pairs with Angus sire calves at side. If females were weighed on September 5 and crossed the scales at 1100 pounds. They are big, stout, and exceptional. Do not miss these if you want the best! Call Bart (Lot C83)

70 Choice Beefmaster Cross Heifers - Lot C82

70 Choice Beefmaster Cross heifers bred to start calving November - January to low birthweight Angus bulls. Females will weigh 1000+ pounds and will make a great set of mama cows. Call Bart (Lot C82)

Why Mileage Matters



Assume \$4.00 per loaded mile

Caldwell: \$2,052
Graham: \$1,176
\$ 876

\$876 / 45,000 pounds =
\$0.0194/pound or \$1.94/cwt

45,000 pounds / 600 pounds
= 75 head

All things being equal, animals sold in Graham would be worth \$11.68/head more than in Caldwell.

Retaining Ownership/ Feeding Partnerships

Advantages

- Opportunity to take advantage of cattle that perform well
- Some years this makes a lot of money



Disadvantages

- Generally, large lots of cattle required, minimum of a truckload (60-70 calves)
- Requires advanced planning
- Generally requires additional equity
- Some years this loses a lot of money, greater risk

Before Committing to a Sale Type

- Know what you have in the cattle
- Know what it will cost to hold cattle longer
- Understand what resources you have available
- Fully understand the risks at hand: what can you gain/lose



What Really Happens at a Livestock Market?



What really happens at a livestock market?



Unload Your Cattle



Cattle Counted and Identified, Seller Information Collected



Brand Information Recorded

JS
S&S, Inc. Initial

TEXAS & SOUTHWESTERN CATTLE RAISERS ASSOCIATION

Shipper: Misty Crain

Address: 810 OR 442

City: Palacios State: TX Zip: 79465 Commission Co.: El Campo L/S
El Campo, TX

License #/State: _____ Total Head: 20 Date: 4/24/12

Tag No.	Mark	Description	Class	Sex	Age	Horn Info.	BRANDS
1 <u>192</u>	<u>∞</u>						
2 <u>210</u>	<u>∞</u>						
3 <u>11</u>	<u>∞</u>						
4 <u>12</u>	<u>∞</u>						
5 <u>13</u>	<u>∞</u>						
6 <u>14</u>	<u>∞</u>						
7 <u>15</u>	<u>∞</u>						

En S lo

Cows May Be Preg-Checked, Mouthed
for Age, or Bled



Cattle May be Commingled/Separated
for Merchandising



Cattle Sold by Lot and/or Pen



Cattle Weighed Post-Sale



Cattle Penned by Buyer



Buyers: Pay for and Load Cattle



Insider's Notes: Maximizing Value

1. Quality
2. Condition
3. Uniformity of Group
4. Time of Year
5. Castrating (\$15/cwt)
6. Weaning (\$10+/cwt, seasonal)
7. Value-added shots (7-way is not value-added)



Insider's Notes: Maximizing Value



Insider's Notes: How to Top the Market

- English or exotic cross
- Some condition to the animal
- Castrated
- Weaned
- Not crazy
- If in a group, uniform size and condition
- Black color, but not required



Insider's Notes: Who is Buying Volume

Sale Type	Order Buyers	Local Ranchers
Regular sale	80% of calves/yearlings	20%
Older Cows	100% packer buyer	0%
Younger Cows	15%	85%
Premium Sale (yearlings)	70%	30%
Replacement Heifers	85%	15%
Special Replacement Sales	5%	95%



Cattle Sales vs. Cattle Marketing



Questions

- Who pays if the animal is hurt or killed?
- When does title transfer?
- Do I have to sell the animal if I do not like the price?
- When is payment for purchases due?
- When is the market required to pay me?
- What if the check bounces?

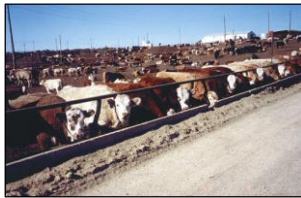


Preparing to Market Cattle



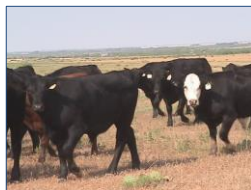
How Do You Make More?

- Give Buyers Convenient Way to Reduce Risk and Opportunity to Make Money
- Convenience:
 - Larger lots of like animals
 - Provide what the buyer wants: may or may not be quality
- Reduced Risk:
 - Healthy animals
 - VAC-45, VAC-34, etc.
- Opportunity to Make Money:
 - More information on cattle
 - Lighter weights vs. heavier weights



What Information Do Buyers Want?

LOT #5982 164 Feeder Steers BASE WT: 1250 ORIGIN: Home Raising CURRENT LOCATION: Farm, 5 miles S of Houston, TX which is 100 miles S of Columbia, MO BREED TYPE: Out of pure Angus & BWB cross by pure Black Angus & Horned Hereford & Charolais bulls. Approx. 80-85% Black, BWB, 10-20% Charolais cross or Friesian. 20 month forward by date 11/10/12. FRAME: Med - Med Lg EST. WT. VAR: Uniform FEED: Fescue & clover pasture & 5M way hulf pasture. No grain. DELIVERY: May 29-June 6 Rags option FOB Ranch WEIGHING COND: Gather ADAP & weigh on ground with 2% COMMENTS: Bandled. Firmed after big rain, carrying mud @ timing but should be done @ delivery. Running out. VACCINATIONS: Tested P1 Free, VAC-45, 2 rounds Express 5, Pulmoquest, San Vac 7 & 8 animal & feedwater. IMPLANTED: Synovex S REPRESENTED BY: Summit Breeds (800) 630-8128 Age-Source: Verified. More Beef Technologies (SLA does not warrant individual lots)	LOT #5983 175 Feeder Steers BASE WT: 1250 ORIGIN: Purchased Local CURRENT LOCATION: Farm, 9 miles W of Happy, TX which is 35 miles S of Amarillo, TX BREED TYPE: English, English cross & English Exotic cross. Approx. 75% Black & BWB, but mostly Charolais & Charolais cross where Red & Friesian. 20-25% mostly South of ear to 18 in. ears. Big end & very well & more ear do not stop. Middle sort from 120 hd. No FRAME: Medium EST. WT. VAR: Uniform FEED: Improved wheat pasture & mineral DELIVERY: June 1-11 Rags option FOB Ranch WEIGHING COND: Gather early, show approx. 2 miles to pens, wet middle lot of 120 hd & weigh on ground with 2% COMMENTS: Cattle out. Light condition also ready to feed. Firmed 5/12. VACCINATIONS: Tested 7 twice. Presumed 15, Boosted w/ BoostShield Gold. IMPLANTED: None by the Owner	LOT #5984 164 Feeder Steers BASE WT: 1250 ORIGIN: Home Raising & Purchased CURRENT LOCATION: Ranch, 9 miles W of Crockett, TX which is 160 miles S of Fort Worth, TX BREED TYPE: Angus, Brangus & Charolais cross. 1/4 or less ear. Few Red & Red Shady Face FRAME: Med - Med Lg EST. WT. VAR: Very Uniform FEED: Free grass pasture & then native pasture. No feed. DELIVERY: June 10-20 Rags option FOB Ranch WEIGHING COND: Gather, load on buyers truck, haul 8 miles & weigh on truck with 2% COMMENTS: Cattle out. Nice set of big framed considered also coming off cross. 30% home raised, but purchased local. VACCINATIONS: BoostShield 5, Blacking & wormed. IMPLANTED: No REPRESENTED BY: Gerald Yeager (979) 218-1540 Age-Source: Verified. No	LOT #5985 175 Feeder Steers BASE WT: 1250 ORIGIN: Purchased Local CURRENT LOCATION: Ranch, 4 miles E of Seymour, TX which is 35 miles S of Amarillo, TX BREED TYPE: English & English Exotic cross. Approx. 30% wags to 1/4 Shorthorn influence. Approx. 75% Black & BWB, but Charolais cross & Red FRAME: Med - Med Lg EST. WT. VAR: Uniform FEED: Native grass & grain out wheat pasture. DELIVERY: May 21-25 Rags option FOB Ranch WEIGHING COND: Gather ADAP. Load on buyers truck, haul 4 miles & weigh on truck with 2% COMMENTS: Cattle out. Nice set of big framed considered also coming off cross. Boosted where 2 weeks later. IMPLANTED: None by the Owner REPRESENTED BY: Clay Murry (817) 307-0287 Age-Source: Verified. No
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Who Is Your Competition?

- January:
 - Scarce, hard to find
 - Some double rotation calves
 - South TX sale barn calves
- February:
 - Early wheat cattle
 - South TX winter weeds and market cleanup
- March:
 - TX Panhandle, OK, KS wheat yearlings
 - Few sale barn cattle
- April:
 - End of wheat cattle
 - GA, AL, FL fresh calves
- May:
 - Graze-out cattle from wheat and TX oats
 - MS rye grass cattle



Who Is Your Competition? (cont'd)

- June:
 - Sale barn calves and graze-out cattle
- July:
 - OK Osage and central TX yearlings
 - Light FL calves
- August:
 - FL calves
 - Few south TX calves
- September:
 - NM grass and KS Flint Hills yearlings
 - CO weaned calves
- October:
 - NM and CO high country calves
 - Clean-up grass yearlings
 - TX weaned calves



Who Is Your Competition? (cont'd)

- November:
 - Clean-up all classes
 - Sale barn lightweights
- December:
 - Mexican border, if open
 - Clean-up trade for first 15 days
- Key Questions:
 - When is trade volume highest and lowest?
 - When are feedyards most full?
 - Which cattle perform the best?

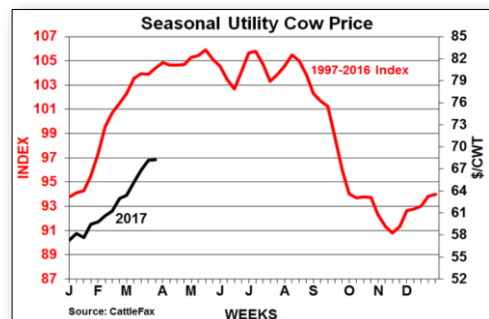
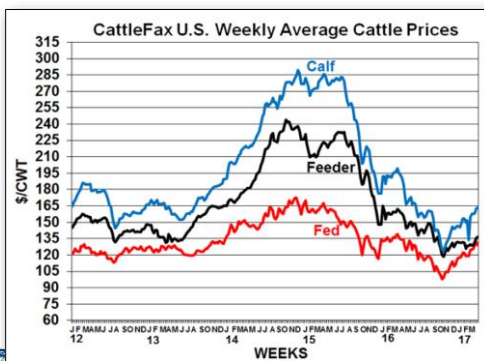


What Are They Worth?



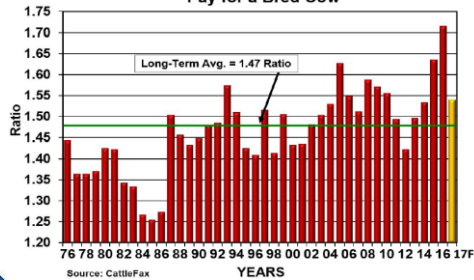
Calf and Feeder Prices

- Primary Influences:
 - Supply of like cattle
 - Demand: primarily feedyard profitability
 - Availability of/Cost to grow animals:
 - Pasture, hay, etc.
 - Corn: rule of thumb is that a \$0.10/bu change in corn = \$1.00/cwt change in feeder cattle
 - Other factors such as consumer demand at retail have some effect but it is muted due to the mature of the supply chain



Cow Prices

Number of 550 lb Steer Calves Needed to Pay for a Bred Cow



Numerous Market Reports

Free Reports:

- See handout
- Most markets self-report

Paid Services:

- CattleFax
- DTN

USDA Market Reports

USDA Market News
March 15, 2017
7:31 AM (14, 2017) USDA/US Dept of Ag Market News
Texas Weekly Direct Feeder Cattle Summary
Feeder Cattle Weighted Average Report for 04/14/17
Confirmed: 41,400 Last Week: 21,700 Last Year: 24,200

Compared to last week current FOB feeder steers and heifers 1.00 to 5.00 higher and selling prices supported a lot more volume compared to last week. The CME index contribution was actually about 3.29 higher on larger volume and slightly heavier average weight.

Approximately 97 percent of week's cattle weighed over 400 lbs. Approximately 42 percent of this week's weighted average receipts were steers and 58 percent heifers. Prices based on one weight FOB of a 1 percent basis in equivalent and 1-15 cent \$/lb on carcass and 1-12 cent \$/lb on yearlings from base weights. Delivered prices include freight, commission and other expenses. Current sales are for 14 days delivery.

Basic Trades: 1300 hd size 0 to 10 lbs

Steers: Delivered 850 lbs 4.00 under Aug CME for 30-day delivery: 750 lbs 1.00 over Nov CME.

Heifers: Delivered No trade reported.

Steers: 14,500 hd (42 percent) Heifers: 15,200 hd (38 percent)

Head	Wt. Range	Any Wt	Price Range	Any Price	Delivery
975	650	650	144.50-149.00	144.75	Current FOB
982	725-730	725	134.75-141.45	139.99	Current FOB
987	750-775	760	135.00-139.00	135.49	Current FOB
1254	800-825	814	129.00-137.00	134.20	Current FOB
1119	800-875	862	124.50-129.45	126.49	Current FOB
140	750-775	764	134.50-136.00	135.00	Current Del
1047	800-825	804	131.25-137.00	133.47	Current Del
711	800-850	814	131.00-134.00	132.50	Current Del
750	800-875	868	142.00-144.95	143.42	May FOB
218	825	750	135.00-139.00	137.00	May FOB
549	780-725	712	136.25-144.25	139.80	Jun FOB
140	800	750	136.00-142.25	137.50	Jun FOB
530	800-825	818	130.50-132.50	132.04	Jun FOB
1180	780-725	710	139.25-142.25	139.45	Jul FOB
195	750-775	767	135.40-140.25	136.80	Jul FOB
740	800	800	141.00	141.00	Jul FOB
150	475	475	140.50	140.50	Aug FOB
136	725	725	141.00	141.00	Aug FOB
525	750	750	140.25-141.50	141.17	Aug FOB
62	775	775	136.50	136.50	May Del
750	800-825	817	137.00-139.40	137.22	May Del

Private Market Reports: Decatur

MARKET REPORT

Consignments from April 10, 2017, from 242 sellers were 1365 head including: 26 Bulls, 261 Cows, 52 Calves, 120 Longhorns, 246 Stocker Heifers, 339 Stocker Bulls/Steers, 137 Feeder Heifers, 184 Feeder Bulls/Steers. Average price = \$707 Last sale = \$733 A year ago = \$786. Good news today is the announcement that China has removed their ban of US Beef imports. This will increase demand for our product. The consistency of quality was not as strong as last week's weaned calf sale but high prices had good gains. 5-7 weight steers \$4/cwt higher; 2-3 weight heifers had double digit gains. Good demand for the better cattle. Packer prices were \$2-\$3 lower reflecting a backlog of cattle at the plants as spring culling is underway. **Make plans to join us for our 25th annual "Bringing in the Green" Special Replacement Sale, scheduled for Saturday, April 22. Sale will begin at 12 noon. Visit our website for information and pictures on the consignments.**

STEERS				HEIFERS			
WEIGHT	LOW	HIGH	WT/AVG	WEIGHT	LOW	HIGH	WT/AVG
200-299	135	195	173.06	200-299	117.5	185	156.54
300-399	110	182.5	150.27	300-399	91	175	147.33
400-499	97	172.5	146.63	400-499	86	157.5	141.55
500-599	87	169	143.41	500-599	78	147	131.37
600-699	101	161	138.46	600-699	80	132	120.99
700-799	87	140	123.93	700-799	90	126	118.75
800-899	NT	NT	NT	800-899	102	122	112.78
900-999	NT	NT	NT	900-999	NT	NT	NT

Private Market Reports: Gainesville

Date: 03/24/17
head count: 1272
Feeder Steers

	#2 & #3	#1
200-300 lbs.	200-255	
300-400 lbs.	175-200	
400-500 lbs.	160-180	
500-600 lbs.	145-160	
600-700 lbs.	135-150	
700-800 lbs.	128-148	

Feeder Heifers

	#2 & #3	#1
200-300 lbs.	170-200	
300-400 lbs.	150-170	
400-500 lbs.	140-165	
500-600 lbs.	130-149	
600-700 lbs.	125-148	
700-800 lbs.	120-136	

#2's and #3's on Feeder steers and heifers will be 15-25 off of the #1's.
Slaughter Bulls, Yield Grade #1 & #2, 1200-2500 lbs: \$7-100
Slaughter Cows, #1 & #2: \$60-77
Cutter: \$45-55
Stocker Cows PGD Test 3 - 9 yrs:
Large Frame 1100-1600 Medium Frame 800-1000
Cow/Calf Pair with Calves under 250 lbs:
Large Frame 1600-1800 Medium Frame 1000-1400
Baby Holstein Calves: Cross Bred Calves: 150-300

Private Market Reports: Sulphur Springs

Livehead Head Count: 1380			Sewer Head Count: 185		
STEERS			Heifers		
UNDER 300 lbs.	130-205	Good	1125-1375		
300-400 lbs.	130-180	Medium	925-1100		
400-500 lbs.	120-172.5	Plan	680-900		
OVER 500 lbs.	081-160	Holstein Springs			
HEIFERS			Bull		
UNDER 300 lbs.	125-185	Good	1100-1300		
300-400 lbs.	120-162.5	Plan	750-900		
400-500 lbs.	120-152.5				
OVER 500 lbs.	108-145	Brooding Age	NCME		
PACKER COWS	43-74	Small	NCME		
PACKER BULLS	75-97	Bull Calves	45-195		
STOCKER COWS	700-1800	Heifers			
COW/CALF PAIRS	775-1875	Brooding Age	475-625		
CALVES	17-50	Small	330-375		
DATE OF SALE	4/10/2017	Heifer Calves	55-195		
DATE OF SALE	3/14/2017				

Private Market Reports: Eastland

Texas Cattle Auctions Inc. Weekly Market Report 7/14/17			
Feeder Cattle: Steers 3-9.00 higher heifers steady to 6.00 higher			
Slaughter Bulbs & COWS: steady to 2.00 higher			
BRED COWS & PAIRS: steady to past markets			
Feeder Steers:		Feeder Heifers:	
Med & Large #1	Med & Large #2	Med & Large #1	Med & Large #2
300 lb - 400 lb	150.00-157.00	300 lb - 400 lb	132.00-141.00
400 lb - 500 lb	143.00-154.00	400 lb - 500 lb	124.00-141.00
500 lb - 600 lb	137.00-143.00	500 lb - 600 lb	132.00-136.00
600 lb - 700 lb	124.00-132.00	600 lb - 700 lb	105.00-112.00
Med & Large #2			
300 lb - 400 lb	138.00-143.00	300 lb - 400 lb	120.00-125.00
400 lb - 500 lb	133.00-138.00	400 lb - 500 lb	122.00-133.00
500 lb - 600 lb	125.00-131.00	500 lb - 600 lb	121.00-128.00
600 lb - 700 lb		600 lb - 700 lb	
Slaughter Cows:		Slaughter Bulls:	
High Dressing	55.00-61.00	High Dressing	81.00-90.00
Low Dressing		Low Dressing	
Bred Stock Cows:		Cows w/calves:	
Choice	1600.00-1800.00	Choice	1425.00-1550.00
Medium	1000.00-1300.00	Medium	1050.00-1300.00
Agel			
Buyers 31		Sellers 27	Head 235

Private Market Reports: West

MARKET REPORT OF TOTAL HEAD: 857			
Market Analysis for sale of 04/13/2017: Packer bulls - \$2 to \$3 lower. Packer cows - steady. Pairs - \$25 to \$50 higher. Bred cows - \$25 higher. #1 stocker steers and heifers - steady to \$3 higher. #1 feeder steers and heifers - steady to \$3 higher. Participating in this sale is 130 consigners and 93 buyers.			
High Yielding Slaughter Bulls	\$80.00	\$90.00	per cwt.
Medium Yielding Bulls	\$75.00	\$82.00	per cwt.
High Yielding Slaughter Cows	\$65.00	\$78.00	per cwt.
Medium Yielding Slaughter Cows	\$60.00	\$70.00	per cwt.
Low Yielding Cows	\$50.00	\$60.00	per cwt.
Fat Cows	\$60.00	\$72.00	per cwt.
Good Young Pair	\$1,450.00	\$1,625.00	per pair
6-8 Year Old Cows with Light Calves at Side	\$950.00	\$1,400.00	per pair
Good Pregnancy Tested Cows	\$1,100.00	\$1,400.00	per head
Good Pregnancy Tested Cows 6-7 Years Old	\$750.00	\$1,250.00	per head
#1 TYPE STEERS			
200# - 300#	\$155.00	\$210.00	per cwt.
300# - 400#	\$165.00	\$182.00	per cwt.
400# - 500#	\$155.00	\$162.00	per cwt.
500# - 600#	\$138.00	\$165.00	per cwt.
600# - 700#	\$130.00	\$152.00	per cwt.
#1 TYPE HEIFERS			
200# - 300#	\$145.00	\$185.00	per cwt.
300# - 400#	\$140.00	\$165.00	per cwt.
400# - 500#	\$140.00	\$162.00	per cwt.
500# - 600#	\$120.00	\$138.00	per cwt.

Private Market Reports: San Saba

Jordan Cattle Auction Thursday, April 13, 2017	
MASON & SAN SABA - Receipts totaled 5,706 head for the week. Demand was strong with the stocker steers selling \$3 to \$6 higher with a group of 33 head avg. 580 lbs at \$162.00 (\$939.60) and 7 avg. 641 lbs at \$154.00 (\$987.40). Stocker heifers were a full \$5 to \$15 higher with 67 head avg. 507 lbs at \$152.00 (\$770.64). Feeder steers sold \$3 to \$5 higher with a group avg. 678 lbs. at \$148.00 (\$1,003.44). Feeder heifers sold \$5 to \$10 higher with 8 avg. 783 lbs at \$123.00 (\$983.09). Packer bulls were \$1 lower and cows were \$2 lower. Knox Brothers yearling Hereford bulls avg. \$2,225 and the Angus avg. \$2,250. Sauer Cattle Company Angus Bulls avg. \$2,413.	
Steers: choice lightweight calves - 160.00-215.00; choice medium weight calves - 145.00-180.00; choice heavyweight calves - 135.00-154.00	
Heifers: choice lightweight calves - 150.00-208.00; choice medium weight calves - 135.00-167.00; choice heavyweight calves - 120.00-147.00	
Yearlings: choice lightweight steer yearlings - 125.00-138.00; choice heavyweight steer yearlings - 115.00-129.00; choice lightweight heifer yearlings - 110.00-133.00; choice heavyweight heifer yearlings 105.00-120.00; #2 steer calves and yearlings 115.00-160.00; #2 heifer calves and yearlings 105.00-140.00; shorties and plainer calves and yearlings 110.00-150.00	
Bred Cows: choice bred cows - 1350.00-1550.00; medium to good bred cows - 1160.00-1340.00; plainer and older bred cows - 900.00-1150.00	
Slaughter Cows: high yield - 73.00-78.00; medium yield 64.00-72.00; low yield 58.00-63.00; hairfettes and young stockers - 85.00-110.00	
Bulls: high yield - 90.00-93.00; medium yield - 89.00-93.00; low yield - 85.00-88.00; feeder - 85.00-89.00	
Pairs: Choice - 1400.00-1725.00; medium to good - 1210.00-1390.00; plainer and older - 1000.00-1200.00	

Coleman Livestock Auction Co. date of sale: APRIL 12TH 2017 volume: 1218 trend: STEADY/LOWER		Navasota Livestock Auction Co. date of sale: APRIL 8TH 2017 volume: 1248 trend: STEADY/HIGHER		Buffalo Livestock Marketing date of sale: APRIL 8TH 2017 volume: 1187 trend: STEADY/HIGHER	
200-300 LBS.	155-210 135-200	200-300 LBS.	115-225 100-220	200-300 LBS.	160-235 140-200
300-400 LBS.	— —	300-400 LBS.	110-162 100-160	300-400 LBS.	155-200 130-167
400-500 LBS.	125-170 120-155	400-500 LBS.	100-180 100-150	400-500 LBS.	150-185 120-157
500-600 LBS.	— —	500-600 LBS.	100-160 100-150	500-600 LBS.	145-170 110-150
600-700 LBS.	115-155 105-140	600-700 LBS.	100-147 100-130	600-700 LBS.	125-145 105-142
700-800 LBS.	— —	700-800 LBS.	— —	700-800 LBS.	110-131 100-127
SLAUGHTER COWS	50-75	SLAUGHTER COWS	40-74	SLAUGHTER COWS	45-82
SLAUGHTER BULLS	80-96	SLAUGHTER BULLS	65-95	SLAUGHTER BULLS	80-97
STOCKER COWS	700-1500	STOCKER COWS	700-1250	STOCKER COWS	950-1600
PAIRS	800-1900	PAIRS	800-1475	PAIRS	975-1875
Gillespie Livestock Co. Inc. date of sale: APRIL 12TH 2017 volume: 912 trend: STEADY/LOWER		East Texas Livestock Inc. date of sale: APRIL 12TH 2017 volume: 822 trend: STEADY/HIGHER		Live Oak Livestock Auction, Inc. date of sale: APRIL 10TH 2017 volume: 845L trend: STEADY/HIGHER	
200-300 LBS.	160-225 140-200	200-300 LBS.	134-217 105-186	200-300 LBS.	148-194 140-186
300-400 LBS.	150-200 135-180	300-400 LBS.	127-182 105-180	300-400 LBS.	146-190 130-174
400-500 LBS.	140-192 130-160	400-500 LBS.	115-174 95-168	400-500 LBS.	132-178 126-164
500-600 LBS.	125-170 120-146	500-600 LBS.	110-166 85-159	500-600 LBS.	134-164 124-150
600-700 LBS.	110-143 115-138	600-700 LBS.	105-151 83-139	600-700 LBS.	122-130 112-138
700-800 LBS.	110-146 110-123	700-800 LBS.	— —	700-800 LBS.	108-134 104-126
SLAUGHTER COWS	50-80	SLAUGHTER COWS	41-82	SLAUGHTER COWS	46-76
SLAUGHTER BULLS	84-99	SLAUGHTER BULLS	81-90	SLAUGHTER BULLS	76-92
STOCKER COWS	1200-1900	STOCKER COWS	800-1375	STOCKER COWS	725-1425
PAIRS	1800-2200	PAIRS	1250-1750	PAIRS	1150-1550

Private Market Reports: CattleFax

Feeder Cattle Prices 14-Apr-2017											
West & Northwest						Central			Southeast		
CO	MTWY	CA	NUVT	AZNM	WVOR	TX	KSMO	NDSD	NE	OK	IA
STEER											
W8	125-130	125-130	119-125	119-125	119-125	8-9	128-138	128-138	128-138	128-138	128-138
8-9	133-138	134-139	128-132	125-134	125-133	8-9	128-138	128-138	128-138	128-138	128-138
7-8	137-142	138-143	128-132	125-134	125-133	7-8	137-142	137-142	137-142	137-142	137-142
6-7	151-160	151-161	145-152	144-150	144-150	6-7	145-152	147-158	145-152	145-152	145-152
5-6	166-177	167-178	163-175	162-173	161-173	5-6	162-174	163-175	163-175	163-175	163-175
4-5	185-197	186-198	182-195	181-193	180-192	4-5	171-185	171-185	180-192	180-192	180-192
HEIFER											
W8	118-121	117-122	114-121	113-121	113-121	8-9	118-124	118-124	118-124	118-124	118-124
7-8	126-135	126-135	119-127	118-126	118-127	7-8	124-132	125-133	124-132	124-132	124-132
6-7	137-146	138-147	130-141	128-140	128-141	6-7	132-142	134-140	132-142	132-142	132-142
5-6	148-157	149-158	141-153	140-152	141-153	5-6	138-146	139-146	138-146	138-146	138-146
4-5	161-170	162-171	151-165	149-164	149-165	4-5	147-161	143-164	147-161	147-161	147-161
COWS											
W8	85-94	85-94	86-95	87-96	87-96	8-9	85-94	85-94	85-94	85-94	85-94
7-8	91-101	91-101	88-99	87-98	87-98	7-8	91-101	91-101	91-101	91-101	91-101
6-7	103-114	103-114	98-109	96-107	96-107	6-7	103-114	103-114	103-114	103-114	103-114
5-6	115-126	115-126	109-120	107-118	107-118	5-6	115-126	115-126	115-126	115-126	115-126
4-5	127-138	127-138	120-131	118-129	118-129	4-5	127-138	127-138	127-138	127-138	127-138
Wet - Feeder cattle were \$1 to \$3 higher. Market cows were steady to \$2 lower. - Ethan Olsen											
Dry - Feeder cattle were \$2 to \$3 higher for the week. Cows were steady to \$4 higher. Market cows were steady to \$3 lower. - Ray Appleman											

Things to Remember About Market Reports

- Why was that animal the highest price?
- What quality was it?
- What condition was it in?
- What did it weigh?
- How many were sold at that price?
- What had been done to that animal?

Niche Markets



Niche Markets

- Producing a product for a unique, specialty market: organic, natural, grass fed, etc.
- Why?:
 - Additional value
 - Unique resources
- Why not?:
 - Where are the buyers?
 - Extensive investment may be hard to recoup
- Consider your business plan and resources before starting to produce for a niche market



Stair Steps to Profitability

+ \$4 to \$9/cwt.	Performance History (feedlot/carcass)
+ \$0 to \$9/cwt.	Natural and Premium Programs (management/breed)
+ \$2 to \$6/cwt.	Certified Vaccination
+ \$6 to \$7/cwt.	Weaned
Average Cattle = Average Price	



Organic Beef

Advantage

- Some premiums available



Disadvantages

- Beef must be verified through USDA National Organic Program (NOP)
- Significant startup and ongoing verification
- Difficult process to master and sustain



Grass Fed Beef

Advantage

- Some premiums available

Disadvantages

- Beef must be verified through USDA AMS
- Some startup and ongoing verification, though much easier than organic
- Forage supply must be a priority
- Higher cost of gain and longer time to get paid



Non-Hormone Treated Cattle (NHTC)

Advantage

- Good premiums available through mainstream feedyards and packers

Disadvantages

- Beef must be verified through USDA AMS
- Some startup and ongoing verification, though easier than grass fed and organic
- Good documentation is required



Export Markets: Japan, Taiwan, Russia, etc.

Advantage

- Premiums have been minimized

Disadvantages

- Require USDA program verification
- Require additional record-keeping
- Require some supply chain controls
- Need to connect with downstream premiums



Specialty Breeds: Wagyu, Akaushi, etc.

Advantage

- Premiums may be available

Disadvantages

- Significant initial investment
- Require additional record-keeping
- May have supply chain requirements
- “Coop” approach does not work for all



Marketing Your Own Beef

- Difficult, time-consuming process
- Federal and state regulations apply
- Find a knowledgeable processor
- <http://www.sare.org/publications/beef/beef.pdf>



Questions?



SAMPLE LIVESTOCK PURCHASE CONTRACT

Seller:

Business Name: _____

Contact: _____

Address: _____

City, State: _____ Zip: _____

Phone: _____

Email: _____

Buyer:

Business Name: _____

Contact: _____

Address: _____

City, State: _____ Zip: _____

Phone: _____

Email: _____

Seller will provide livestock and services to Buyer, and Buyer agrees to pay _____, as specified in this Agreement.

This Agreement begins on the date signed below and deposit is received by _____. This Agreement ends when livestock is transferred to Buyer or upon written agreement between the parties. Thereafter, Seller and Buyer are relieved of all obligations and liabilities pertaining to this Agreement.

Type and Number of Livestock

_____	\$ _____	each
_____	\$ _____	each
_____	\$ _____	each

Total Livestock Price**Deposit Paid**

\$ _____

\$ _____

Deposits and Final Payment of Livestock Price

For intact breeder, feeder or show livestock: Deposit due prior to placement on Seller's reserve list. Final payment due four weeks prior to pick-up date (this is to allow for payment to clear Buyer's bank).

Payment must be made in U.S. Dollars. Payment form may be PayPal, cash, checks or other compensation agreed to by both parties. All forms of payment must clear the customer's bank before livestock will be transferred.

Deposits, including partial deposit payments, are only refundable if Seller fails to provide livestock. Deposits, including partial deposit payments, will not be refunded if Buyer cancels Agreement without concurrence of Seller, if Buyer fails to make final payment as agreed to above, if payment fails to clear Seller's bank or if Buyer fails to accept transfer of livestock by pick up date (unless agreed to in writing by Seller). This is necessary as Seller prioritizes its breeding schedule and commitments based on deposits received and will incur costs to board and re-market livestock.

Customer may have to wait for a later delivery if the anticipated livestock do not have enough appropriate livestock for this order; this situation does not automatically require a refund of deposit.

Services and Fees

Veterinarian health certificate: If requested by Customer, Seller will obtain an appropriate certificate from its veterinarian. Cost will be according to the quote from the veterinarian, plus a transportation fee. Livestock that require blood tests will require Seller to make a second trip to the veterinarian and incur a second transportation fee. Fees due at time of final payment to allow for adequate time to schedule vet appointment and have necessary tests completed.

Import certificates: Customer's responsibility.

Transportation by third party shipper: Customer's responsibility.

Registration fee: Seller will pay for animal registration. Individual registration fee is Customer's responsibility.

Further Agreements:

- Seller agrees that livestock provided will be of sound health at transfer.
- Seller is not responsible for the health or welfare of livestock, including any latent (hidden) physical defects or illness (including inability to breed or nurture offspring as breeder livestock), after transfer to Customer.
- Customer agrees to provide name(s) of any persons who will act as Customer's representatives (third party shipper, including airline company). Transfer of livestock to Customer's representative has the same effect on this Agreement as if livestock were transferred directly to Customer. Seller is not responsible for the health or welfare of livestock after transfer to Customer's representative.
- Title to the livestock will transfer to Customer upon payment of all agreed fees and delivery to or pickup by Customer or Customer's representative.

Both parties agree that this contract will be interpreted under the applicable laws of the State of _____. If any provision this Contract is held unenforceable all remaining provisions of this Contract shall remain in full force and effect.

This Agreement may be modified only in writing and signed by both parties. Email messages confirming agreement by both parties will suffice and be considered as modifications to this contract.

For Seller:

Signature: _____

Name: _____

Date: _____

For Buyer:

Signature: _____

Name: _____

Date: _____



Texas and Southwestern Cattle Raisers Association

1301 W. SEVENTH ST. ★ SUITE 201 ★ FORT WORTH, TEXAS 76102-2665
817-332-7064 ★ 800-242-7820 ★ F:817-332-6441 ★ WWW.TSCRA.ORG

The
Cattleman



CATTLE RAISERS
INSURANCE™

Market Reports

Free Options

- TSCRA website: <http://tscra.org/information/links/>
- USDA:
<http://www.ams.usda.gov/AMSv1.0/ams.fetchTemplateData.do?template=TemplateP&page=Cattle>
- USDA/ERS report subscription:
<http://usda.mannlib.cornell.edu/MannUsda/homepage.do>
- Livestock Marketing Information Center: <http://www.lmic.info/>
- Most livestock markets post their latest market report on their website

For-Fee Options

- Livestock Weekly: <http://www.livestockweekly.com> (some of their content is free)
- Cattle-Fax: <http://www.cattlefax.com/>