

Maximize Your Sale Revenue

by Kendra Davis

Learn the secrets to success in the sale barn at the “The Brand” Marketing Summit.

The days of depending on traditional avenues to sell cattle are coming to an end. With countless tools available, there are many opportunities for sellers to overcome obstacles at sale time.

Dunn Herefords owner Bill Dunn, Cochran, Penn., is familiar with taking discounts at the sale barn. “We’re at a bit of a geographical disadvantage when it comes to marketing our calves,” Dunn says. Therefore, he developed a plan to combat the issue.

Rather than selling calves sporadically in the fall, Dunn backgrounds calves in order to sell them in larger groups, sorted by lot size, later in the year. Another advantage of selling larger loads is marketing them in Hereford-influenced feeder calf sales.

Years ago, Carthage Livestock Inc. owners Brent and Kris Lowderman and American Hereford Association (AHA) fieldman John Meents teamed up with a group of producers, including Dunn, to form a strategy to eliminate discounts on their

cattle. Debuting in 2007, the resulting Greater Midwest Certified Hereford-Influenced Feeder Calf Sale in Carthage, Ill., is now one of the largest Hereford-influenced feeder calf sales in the nation — this year 1,326 head of Hereford-influenced feeder cattle grossed more than \$1.1 million. Sales like this make a big difference in how buyers perceive Hereford and Hereford-influenced feeder cattle.

“I talked to some guys that have bought cattle four or five years in a row and they are sold on what we are doing,” Dunn says. “They know we have performance that will rival other breeds. I think the sale has put a very positive light on the breed of cattle and what we’re doing.”

Still, Dunn emphasizes quality matters. He credits high performance calves and a good backgrounding program in helping calves reach their genetic potential. He also believes informing commercial producers that Hereford-influenced sales provide premiums will simultaneously promote Hereford bull sales.

Discover more

The AHA is excited to have Dunn as part of the “Maximize Your Revenue at Sale Time” session at “The Brand” Marketing Summit. In this panel session — also featuring Jason Barber, Superior Livestock Auction and Barber Ranch, and Mark Johnson, Producers Livestock Marketing and Sleepy Hollow Farm — real-world cattlemen will discuss how to overcome problematic situations. These panelists come with a wealth of knowledge on creatively selling Hereford feeder cattle to benefit both the buyer and the seller.

“I’m excited to meet and talk to producers from other areas of the country experiencing ‘Hereford discrimination’ and might be at a geographical disadvantage like we are,” Dunn says. “We’ve worked hard to solve these problems, and I’m excited to share what we’ve been able to do.” **HW**

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JOIN US IN KANSAS CITY

MONDAY, JUNE 3

- 1 P.M. WELCOME**
- 1:30 P.M. THE HEREFORD BRAND**
An overview of where the Hereford breed has been and where it is now.
- 2:30 P.M. THE POWER OF MEAT**
A perspective on the ever-changing wants and needs of the consumer in a one-size-fits-no-one world, presented by Anne-Marie Roerink of 201 Analytics.
- 3:45 P.M. OWN YOUR FRANCHISE**
Own the Hereford brand, but own your own brand at the same time.
- 4:15 P.M. ESTABLISH YOUR TRUE NORTH**
Find the distinguishable strength between yourself and others in the industry – capitalize on that strength.
- 6:30 P.M. EVENING ACTIVITY**
Head over to the AHA headquarters for dinner, drinks and some evening activities.

TUESDAY, JUNE 4

- 7:30 A.M. MORNING MOTIVATION**
Join Mitch Holthus, the Voice of the Kansas City Chiefs in this morning session full of growth and motivation.
- 8:45 A.M. MAXIMIZE YOUR REVENUE AT SALE TIME**
The days of depending on traditional avenues to sell your cattle are coming to an end. Listen to real-world cattlemen discuss problematic situations and ways to overcome them.
- 10 A.M. TELLING YOUR STORY**
Marketing is more than social media and advertising. This session will also go over “Herefords on Demand.”
- 11:15 A.M. USING VIDEO TO YOUR ADVANTAGE**
Case study with Hoffman Herefords and Paige Arnold.
- 12:30 P.M. SOCIAL MEDIA 101 & 102**
- 2:30 P.M. USING SOCIAL MEDIA TO YOUR ADVANTAGE**
Case study with Ranch Wives Beef Co. and Kylee Deniz.