

# TOP 10 BEST PRACTICES EXPANDED - KNOW WHAT TYPE AND HOW MANY CATTLE ARE DESIRED BY BUYERS IN YOUR MARKETPLACE.

In the 2023-2024 Missouri Angus Directory, we released the work of the Missouri Angus Association Industry Relations Committee's, "Top 10 Best Practices" for Regional Association Consignment Sales. The items are not listed in any particular order and are meant to aid consignment sales in running more effective, higher grossing sales that better fit the needs of buyers. This month, we expand upon the ninth item.

*By Julie Conover, Missouri Angus Association*


Should you develop the bull or is it time to get out the knife? Every cattle producer has had that question go through their head at least once in their career. Knowing your market becomes essential to making your bottom-line balance at the end of the year.

In a consignment sale setting, knowing the market and the preference in which buyers will want animals becomes an important step in gathering consignments and ultimately, putting together a sale order. Trying to strategically align buyer interest and demands becomes imperative to keep momentum going in a sale. While auctioneers and sale managers have different approaches, oftentimes, having a "something for everyone" offering can be incredibly challenging to market.

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Jennifer Russell, long-time Missouri Angus Association supporter and herd manager states, "It is essential to know the customer base of the consignment sale. For a producer to have a successful sale, you must match your consignment to the customer's need.

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In looking specifically at the marketplace, the Missouri Angus Association Industry Relations Committee recommends the following:

- Cattle out of AI bulls will generally outsell calves by your herd sire.
- Goal: Have enough cattle to have a sale with a maximum of a 15% commission.

Managing expectations of both buyer and consignors can be a challenge. Knowing what type and how many cattle are desired by buyers in your marketplace is instrumental in ensuring a successful event.

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Being blessed to live in a state with numerous production and consignment sales, there are valuable assets to provide additional tips and tricks to aid in marketing your cattle. Missouri Angus Association member and former American Angus Association Regional Manager Wes Tiemann provides this advice from his continuous experience in marketing:

- Selling 200 bulls is easier than selling 20 bulls, but not recommended.
- If you know that you have customers for at least 50% of sale cattle, it will be a good day.
- Annually, you should be trying to generate 27% to 33% of new customers.
- Sell bulls that fit your region from seedstock in your region.
- When you think a bull is outdated, it is about the time your commercial customers are getting comfortable with the sire group.
- You don't live in a bad area to market cattle. A market is what you make.

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These items are further reiterated by Jennifer Russell. Russell states, “The first step to have success is selecting the right cattle for the sale. Quality matters. Ask yourself, when selecting cattle if you would pay a premium for the animal?” She continues, “If you wouldn’t, don’t expect other people to do so.”

Russell then continues with a follow-up question, “Is this the right animal for this particular sale?” She recommends taking into account EPDs, individual performance, pedigree, service sires, and body condition score to help determine how successful the consignment would be in the particular sale. Russell confidently states, “Your consignment must meet the needs of the customers the sale will attract.”

While most cattlemen have different strategies for marketing, knowing your marketplace is essential to reaching your desired outcome. When consigning to

a sale or placing cattle in your own production sale, make sure you are selecting cattle that can potentially fit the needs of the marketplace and take the proactive steps in the months ahead to have your cattle ready for marketing. Stay tuned to the Trails for articles highlighting each of the top 10 practices.

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