



Around THE WORLD

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Perception Is Value.

This statement is very true in today's marketplace. The daily reality of waking up to the markets rising and falling is something we have grown accustomed to. Whether we see a positive spike or a downturn in the market, it's almost certain that a part of that movement is a direct result of perceptive value.

That said, I'm positive we can agree it's no different in the seedstock cattle business. More than likely, you're just like me and listen to what seems like hundreds of varying opinions on where the cattle market is heading? If so, you can appreciate the fact that a lot of the time the mud seems less than clear.

But, instead of getting frustrated at the constant flip flopping and mixed signals of the markets, I have taken a different approach and would like to share it with you. You may not agree, but I think our efforts and energy are better suited focusing on what we can control.

That leads me back to my first comment—perception is value. I am a firm believer that by constantly managing the perception of your product you can significantly impact your bottom line

in a positive direction. So the question begs to be asked, how can we increase the perceived value of our Limousin products?

The game plan is simple. Based on my recent travels to several state field days, regional shows and a handful of sales—I can say with confidence we can all do a better job presenting our product and making the most of opportunities to sell ourselves. Things that increase the perceived value of your product include making a flier on your program's latest and greatest, handing out business cards or just shaking hands with that stranger walking down the aisle.

The bottom line is that today's average customer has less disposable income, more information about the product they are purchasing and more choices than ever before. So it is up to us as a Limousin team to make a conscience effort to adjust our marketing strategies and create a higher perceived value for our product.

That said, as we look forward to state fairs and the fall sale run, I challenge each individual Limousin enthusiast to do something unique and positive to help build the Limousin brand. **LW**