



Around THE WORLD

by Thad Combs

It's Sale Day—Are Your Cattle Ready?

If you are like me, you are still trying to recover from Thanksgiving and prepare for Christmas. In the blink of an eye, yet another year will have come and gone. As we reflect on 2009, we have the opportunity to learn from both successes and setbacks, applying our findings to achieve future success. Successfully marketing your Limousin genetics is no doubt at the top of your list, but is it always top of mind?

The biggest season for consignment events is just 90 days away. Will your cattle be ready to make an impressive showing? One of the best tools a breeder can use to reach new customers is to consign to a premier consignment sale. A captive audience for Limousin genetics will be on hand and your product will be in the spotlight. Make sure the message those prospective buyers receive is the message you want to convey.

After nearly three decades in the breed, I continue to be impressed with breeders who go the extra mile in everything they do. From having great cattle in the appropriate body condition and breeding status to an attractive display, as well as a few bids in their pocket or customers in the crowd—they present their genetics well and work to get them sold.

I am also taken aback at how other breeders seem to miss the big picture of why their cattle do not sell as well as they would like.

In my opinion, there are a few factors that are vitally important for genetics to bring top dollar. Quality is #1—they have to be good to sell well. Adequate body condition is another biggy—they need to look their absolute best on sale day if they are to capture top dollar. They also need to be in a proper cycle of production. Breeding-age females that are “Open” or “Too Close To Call” just don’t cut it. They need to be confirmed bred to a “Value-Added” sire. Safe to an AI sire is usually best, but a proven and promoted herd sire can also add value. But, “Ye Ol’ No Name” bull that no one knows a thing about will not normally produce a positive result.

Enough of my soap box. Now is a critical time for the beef industry, the Limousin breed, and most importantly, your program. Take the time to make a plan and implement it so you can be the breeder who gets it done right. Present them correctly, get them sold above the market and have a list of names and contact information for the breeders who were impressed enough with your product to have the desire to buy off the farm.

In my opinion, it takes at least 90 days to be sure your cattle are ready in all aspects for sale day. The clock is ticking—will you be ready?

Merry Christmas, Happy New Year and successful selling to you and yours. See you in Denver. **LW**