

WHAT DO FEEDERS WANT – MARKETING YOUR HIGH-QUALITY CATTLE

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1. Cattle with a story.
 - Previous feed yard performance data
 - Previous packing plant performance data
2. Health program history.
 - Are they weaned – How long
 - Are they vaccinated – How many times, what vaccines were used
 - Are they implanted – What product was used
 - Have any chronic cattle been sorted from the group
3. Feeding program history.
 - Are they bunk broke
 - Are they water tank broke
 - What type of mineral/micro-ingredient program
4. Genetic background.
 - What breed or breeds
 - Are they age and source verified
 - Are calving records available to verify age
5. Data/information transfer.
 - The best way to get data back is to feed some or all
 - Negotiate for data feedback as part of the purchase transaction
6. Selling fed cattle on a grid.
 - US Premium Beef
 - Avoiding discounts is the key – Over weights, Yield Grade 4's, Yield Grade 5's, and over 30 months of age
 - Premiums paid for Prime, Choice – Above the plant average, hot carcass yield - Above the plant average, Yield Grade 1 and 2 carcasses – Better than the plant average
7. Expected future for high-quality beef production in the United States.