



MEDIA MINUTE

by Clay Zwilling, Angus Media president

Plan Your Pathway

Optimizing genetic merit and worth is a common goal in all sectors of animal breeding.

Often I find myself in discussions with Angus breeders, and their enthusiasm focuses on cow families, contemporary groups or discussing planned matings to achieve a sought-after trait to enhance their program or customers' needs. Sometimes, I also find the inverse is true around producers' enthusiasm around marketing their cattle or brand. This is not all inclusive, but I am sure many of us would much prefer to focus on the cattle, with less time on preparing footnotes.

However, marketing does not have to be a burden. While this may not be everyone's specialty or passion, a strong plan can alleviate a lot of heartburn. Developing a marketing plan can be cumbersome at first; and often, just getting started can be daunting. Determining what media types offer the most reach, what publications have the most engaged readership and where you get the most value are all critical questions.

While there is no silver bullet or "one size fits all" solution to marketing Angus genetics, the team at Angus Media has worked to help develop a catalyst to start your

marketing plan. Unveiled at the 2023 Angus Convention, the newly revised Sale Day Calculator allows Angus enthusiasts like you to map your pathway to sale day.

The application is rather simple. Plug in your sale date and all products you may be interested in, or just select all that apply to see the suite of options available. This tool also provides expected timelines and benchmarks to achieve success on sale day.

Moreover, it's more inclusive than just a hard deadline to mail a sale book. The calculator features recommended times to submit DNA, register your cattle in the offering and when to start planning for the following year's event. We believe this tool can be helpful to your program, even if it means printing it off and throwing it on the dash of the truck or tacking it up on the feed room wall as a reference.


Always moving forward

In tandem with the theme of "Genetics: Harnessing Potential," the team at Angus Media understands the difficulty and excitement in the pursuit of breeding your "ideal kind."

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Breeders likely have established a plan and identified the genetics, phenotype and traits needed to pursue that type.

You do the best to implement that plan, with more than likely a few unexpected turns and twists along the way. The same road map can be followed to optimize potential and value on sale day.

I would invite you to scan the QR code in the link to test out the sale day calculator and see where you are today. Perhaps you are an emerging breeder looking for some guidance on where to start marketing your cattle. Or even if you are a veteran of the cattle business, we hope this tool can help you continue to plan your work and work your plan. 

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SCAN TO FILL OUT

the Sale Day Calculator or visit
www.angus.org/Media/Home/SaleDay

