

Compiled by Megan Silveira,
assistant editor

POSTCARD FROM A JUNIOR



Gordon Clark

Mastering marketing

Marketing is the action or business of promoting and selling products or services, including market research and advertising.

In the cattle industry, our ultimate goal is to make a profit on the cattle we put our whole lives into. Developing a marketing plan for selling cattle is crucial. All sales are made through some sort of marketing, whether it be word of mouth, print media or online promotion. When developing a marketing plan, there are many different steps and things to consider.

To begin your marketing plan, you first should set realistic and measurable sales goals. Setting goals gives a clear, attainable end point for your year's sales.

An example of this is to have the goal to increase sales revenue by 20% within the first year or to increase sale attendance by 18-25% compared to last year.

Once goals are set, you should look into doing some market research. Conducting market research is arguably one of the most important steps in a marketing plan. When conducting this research, you should first draw a realistic picture of where your operation stands in its respected market. This allows you to project future growth of your operation based on others in the area, identify

things you are competing with other operations over and possibly explore some nontraditional ways you can be more competitive in your market.

After conducting thorough market research, you should identify your target audience. This is the specific group of people to whom you want to direct your marketing efforts. A target audience is made up of people in certain geographic areas, of different ages — some might just want certain products or have specific needs. Your target audience should not just be current customers but also producers and friends who will attract, influence and provide exposure to your product.

After gaining an understanding of who your customers are and what they want, determine a budget for your different avenues of marketing. There is no standard for how much an operation should spend on marketing, but how much you market depends on a few factors. You can determine a budget by auditing previous marketing practices and considering how established you are as an operation in your niche market and how long you have been marketing.

In a highly competitive market that you have not marketed in much before, your budget will be higher; but if you are an established operation, the budget will be lower.

Developing and finding marketing strategies is made easy with a budget in place. You must find the strategies that address the goals you set in the beginning of your marketing plan and that will reach your target audience. Focus on aspects of your products that will create value in customers' minds.

Once all your avenues of marketing are in place, you must develop an implementation schedule. An implementation schedule is a timeline of when marketing actions will be done and by whom.

Marketing is how we as producers reach our friends, current customers and potential customers. It is crucial to the success of our operations. By developing a marketing plan, you as a producer can gain publicity, drive sales up and provide quality products to customers.

— Gordon Clark

Missouri Angus Ass'n Annual Meeting and Banquet, Feb. 26, Columbia



Grace Busch (right), Saint James, was presented with an award for her service as past president of the Missouri Junior Angus Association board. Also pictured is Monica Jordan, advisor, presenting.



Ciara Raitzel, Auxvasse, was named Outstanding Junior Member. Pictured are Monica Jordan (left), presenting, and Bub Raitzel, accepting on behalf of Ciara.



Junior members were crowned Angus royalty. Pictured (from left) are Alexis Koelling, Bowling Green, Miss Missouri Angus; Gavin Rhode, Stewartsville, Angus ambassador; and Madelyn Sampson, Kirksville, Angus princess.



Elected to serve on the Missouri Junior Angus Ass'n board of directors (from left) are Juliette Mead, Barnett, president; Alexis Koelling, vice president; Cinch Dowling, Fair Grove, second vice president; Josey Meier, Jackson, secretary; Madelyn Sampson, assistant secretary; and Ella Jordan, Savannah, treasurer.



Receiving Missouri Junior Angus Foundation scholarships (from left) are Ethan Vanderwert, Columbia; Mardee Sadowsky, Eagleville; Alexis Koelling; Courtney Keaton, Anderson; Payton Frank, Wentzville; Anna Eitel, Novinger; David Lemmon, Williamstown; and Ella Jordan, Savannah.



Annaliese Mead (right), Barnett, won the Junior Division Cow-calf of the Year award. Also pictured is David Hunter, presenting.



Juliette Mead (right) won the Junior Division Bull of the Year award. Also pictured is David Hunter, presenting.



Rance Wheeler (right), Paris, won the Junior Division Show Heifer of the Year award. Also pictured is David Hunter, presenting.

Jace Pipkin (right), Republic, won the Open Division Junior Heifer Calf of the Year award. Also pictured is David Hunter, presenting.



Rance Wheeler (right) won the Open and Junior Division Senior Show Heifer Calf of the Year award. Also pictured is David Hunter, presenting.



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Olivia Gerloff (right), Bland, won the Steer of the Year award. Also pictured is David Hunter, presenting.



Jace Pipkin (right), Republic, won the Open Division Cow-calf Pair of the Year award. Also pictured is David Hunter, presenting.



Rance Wheeler (right) won the Open Division Show Heifer of the Year award. Also pictured is David Hunter, presenting.



Jace Pipkin (right) won the Open and Junior Division Intermediate Heifer of the Year award. Also pictured is David Hunter, presenting.



Rance Wheeler (right) won the Open and Junior Division Junior Heifer of the Year. Also pictured is David Hunter, presenting.



Alexis Koelling (right) won the Open and Junior Division Senior Heifer of the Year. Also pictured is David Hunter, presenting.

Editor's note: Photos by Lauren Gilbert, courtesy of American Angus Association.

Mid-Atlantic Junior Angus Classic Regional Preview Show, March 12-13, Harrisonburg, Va.



Winning top honors in senior showmanship are Kristina Scheurman (left), Warsaw, Ohio, champion; and Allison Davis, Shelbyville, Tenn., reserve champion.



Winning top honors in intermediate showmanship are Suter Clark (left), Gretna, Va., champion; and Madison Stratton, Appomattox, Va., reserve champion.



Winning top honors in junior showmanship are Kolton Grim (left), Thomasville, Pa., champion; and Sadie Poole, Staunton, Va., reserve champion.

Winning top honors in novice showmanship are Ashlynn Harrison (left), Woodbine, Md., champion; and Teagan Johnston, Middlebrook, Va., reserve champion.



Allison Davis (left), Shelbyville, Tenn., won the premier breeder and premier exhibitor. Also pictured is Randy Mullinix, judge, presenting.



Editor's note: Photos by Next Level Images, courtesy of American Angus Association.

Certificates of Achievement

The American Angus Auxiliary has awarded the 2021 Certificates of Achievement to qualifying junior members. The award is issued for outstanding achievements at district (tri-county), state and national levels. County-level achievements are not eligible. In a given year, a qualifying junior Angus member receives one

certificate in recognition of their achievement record as reported during the fiscal year (Oct. 1, 2020-Sept. 30, 2021). Achievements that qualify include champion or reserve champion bull, heifer, steer or cow-calf pair; division champion or reserve division champion bull, heifer, steer or cow-calf pair; awards in showmanship, judging, carcass

classes, scholarship competitions, royalty competitions and all competitions recognized by the National Junior Angus Association (NJAA), including those at the National Junior Angus Show (NJAS). Gold, Silver and Bronze awards qualify; as do leadership roles or positions held.

Alabama	Rosalind Kidwell	Avery Mullen	North Carolina	Kadence Spickler	Lindsey Grim
Kynleigh Wood	Hunter Royer	Hallie Mullen	Emma Vanhoy	Allen J. Heins	Conner Grim
Arkansas	Sophia Royer	Kentucky	Hannah Vanhoy	Kaylee Erdmann	Grant Fitzgerald
Olivia Reeves	Burke T. Tuggle	Ellee Marksbury	Nate Bowman	Rylee Erdmann	James Voight
Indiana	Iowa	Jacob Marksbury	Lynae Bowman	Alexis Vandeberghe	Texas
Karis "Delaney" Waterman	Callie Jensen	Nebraska	Madalyn Carpenter	Kelsey Vandeberghe	Stuart M. Lastovica
Lilah Doerstler	Cale Jensen	Kasey Meyer	Bradley Williams	Pennsylvania	Kyhran Rodriquez
Raleigh Doerstler	Lexi Knapp	Kyra Meyer	Logan Ball	Kinleigh Grim	Virginia
Bryce Lee Hofing	Morgan Knapp	Rachel Smith	North Dakota	Kolton Grim	Ryan Borer 
Zayda Lea Hofing	Kansas	Wyatt Smith	Haylie Spickler	David Bell	
	Clay Pelton	Mckinley Stoller	Trace Spickler	Kaitlin Bell	

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Support the Angus Foundation's mission of funding education, youth and research efforts by being a player or sponsor in the 21st Annual Angus Foundation Golf Tournament!

Sponsorship payment is due **June 3, 2022**. | Player registration is due **June 20, 2022**.

For details on player registration, sponsorship opportunities and the event schedule, visit angusfoundation.org or contact Kris Sticken with the Angus Foundation at 816-383-5100.

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