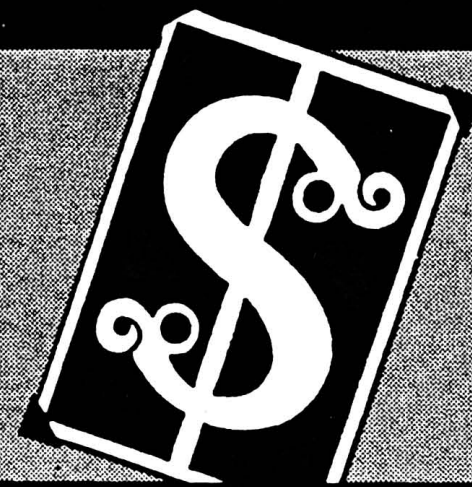


# MERCHANDISING

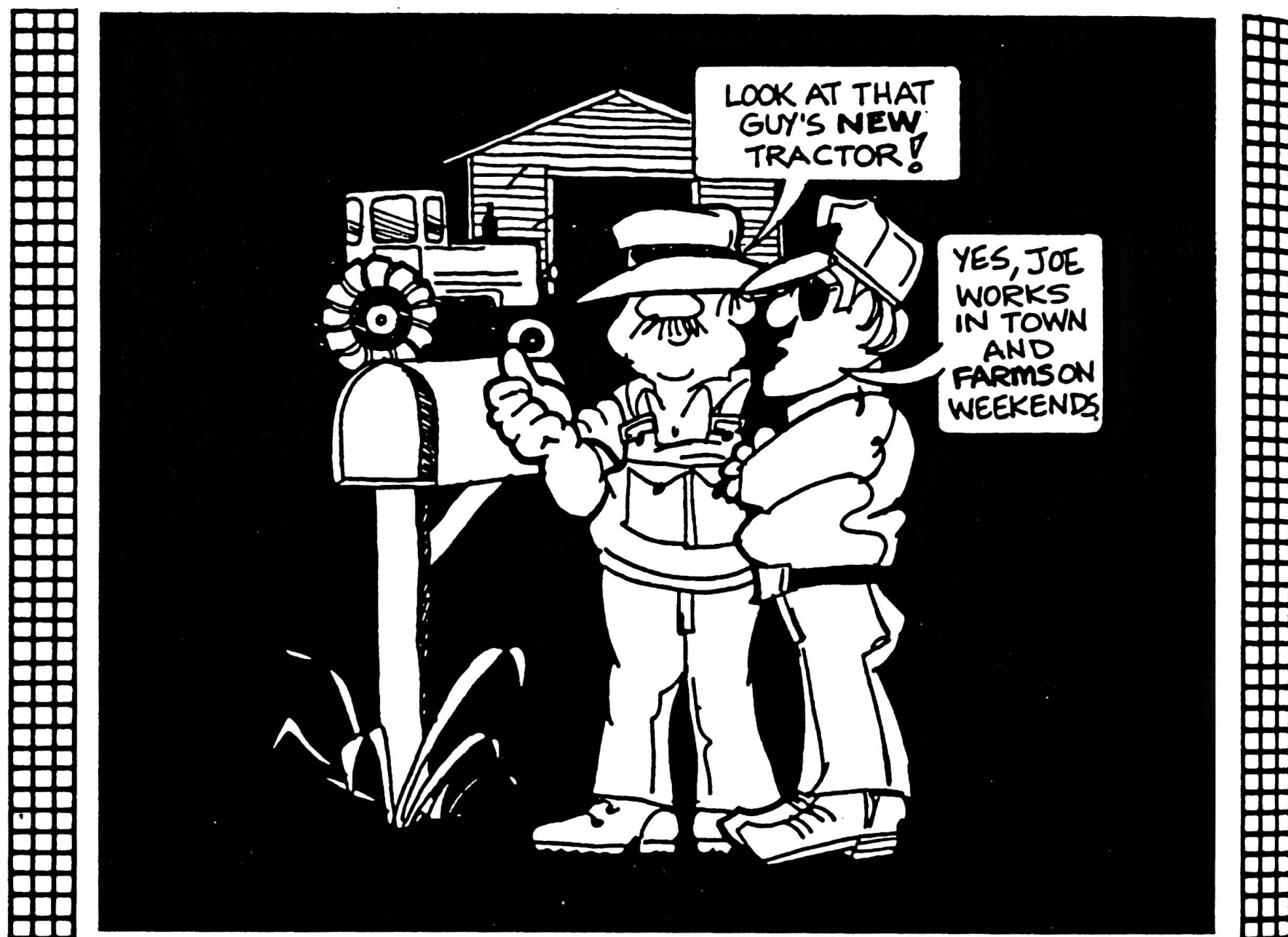


## Small farmers represent market for your Angus

We in farming and ranching have had "Big" preached to us for so long that we have come to believe that the size of a person's farm or ranch operation is all important. As a result, many have given up on selling and servicing the small cattle producers or *potential* small cattle producers that flourish all around us.

We are missing a good bet. Although cash flow problems plague some larger farmers, many part-timers do well thanks to good jobs in town. Most every Angus breeder can improve profits by developing the market represented by small, part-time farmers and their children. Machinery dealers are already cashing in on it. Despite the "farm crisis" some machinery dealers had their best year ever in 1985. They did it by selling to part-time farmers and specialty crop producers. One dealer reported that he parked his small equipment in a lot adjacent to a large auto assembly plant. He sold out in two weeks. John Deere is so impressed with the potential that it is producing some 50 new products for the small farmer or large lawn and garden market.

If you want to sell cattle to these people, remember that it is not likely that they will search you out. Part-time farmers don't have the time. They are employed full-time and farm evenings and weekends. You need to identify these people in your community and make the initial contact. How you sell them on Angus depends upon the situation. Maybe just the fact that they can raise their own beef for the freezer will make a sale. If they have children, the appeal of junior Angus activities can be a strong selling point. Or, show them how cattle can turn grass and forage into cash with a small investment in machinery and



labor. For many, the pride of owning registered Angus can be a strong attraction, especially if you communicate your own pride to the potential buyer.

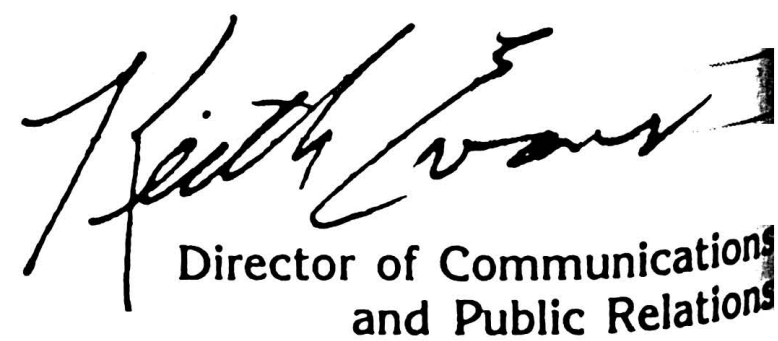
What's more, there is the community and social life that goes with the registered Angus business. If you grew up in your community, you may not realize that it's not always easy to get to know your neighbors, particularly if you work five days a week in town. That makes the benefits of belonging to a local Angus association—attending field days, dinner meetings, and taking part in shows and sales—very attractive to some.

The key to this market will involve one-on-one selling and making sales calls to the farms of potential buyers. You can get help in identifying these potential customers from county and area Extension specialists. They may be able to tell you the names of people who have small farms and who could run a few head of cattle. Vocational agriculture teachers are also

good sources. You can get to know the teacher and the students by having them out to your place to weigh evaluate, or judge cattle.

The demand for Angus cattle seems to be improving this year. This coupled with the lower grain prices could help our business. But if we are to grow and prosper, we need to develop new markets for our registered cattle and do a better job of selling.

So let's not look down our noses at "small" farmers. They represent a real and profitable market for our cattle, if we will but get out and make the sales. They also offer hope for new growth and vitality in many of our local and state Angus associations. AJ

  
Director of Communications  
and Public Relations