

# MARKETING MATTERS

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## Moving forward in a stagnant world

*As seedstock producers, it is our duty to not only continuously reach out to reassure our customers, but also to continue promoting progress.*

You've likely already heard others share how the agriculture industry hasn't stopped during these strange times, but have you found yourself wondering what your role as an Angus breeder is during a national pandemic? While it might seem like we're staring into a black void of uncertainty, it is our duty as seedstock producers to focus on the future of our breed and our customers who create it.

In this unusual time, we are consuming more media than ever before. A spring 2020 survey of Angus buyers found while still reading the same amount of print, they are adding to it with more digital and social media while on the go. This creates a perfect opportunity for us to connect through advertising and outreach in a variety of ways in order to deliver our key messages of value, customer service and brand building.

While overall consumption of media is up, the type of material our customers are consuming in non-Angus media likely isn't falling into the category of "good news." Those messages are increasingly stressful, and this is where our job as leaders at the beginning of the beef chain begins.

It's our role to reassure and guide clients back into a growth mindset rather than promoting stagnant behavior or reaction. This proactive approach is a key way for us to serve

as a resource for our customers and guide them to the other side of this challenge.

Our absence is noted by customers, so keeping an open path of communication is the key to success — for us and our clients. We want to alleviate their uncertainty and combat the negative messages found across other media platforms.


The pandemic has adjusted the world we live in along with the spending habits of customers. Common thoughts are to simultaneously spend less money overall while concentrating our purchases on the essentials. We must remember the genetics we are selling are essential to their operations and the ultimate success and advancement of the beef industry.

From October 2019 to July 2020, the value of Angus bulls sold was \$226 million. A good portion of that value was accumulated in the time of crisis, and we are still on track to see \$240 million worth of Angus bulls sold in the market this fiscal year. We are an integral part of the industry responsible for feeding the country, so we cannot let our own fear stop us from reaching our customer base. An industry of this size and scope will certainly find a way to continue to evolve and exist, so we must seek ways to build plans and adapt in order to remain a part of it.

A key aspect to this planning is

found in two parts: a short-term approach designed to be nimble and quick hitting, which ultimately feeds into a longer-term approach concentrating on growth and improvement. This begins with understanding the key aspects of our breeding philosophies, who are target audience is and ultimately what will drive their decisions in both the short and long term. By setting our ultimate sights on goals visualized on the other side of our crisis, we can maintain steady progress to continue our march to an improved scenario and operational success.

The genetics we create today in our breeding programs are the best we have created to date, even if it will be two to three years before we market them. Now is the time to build our audience through planning, advertising and relationship-building in order to see them reach full potential in the marketplace.

Being a resource for our customers doesn't stop after sale day, and we owe it to the industry to chart the course for our clients and the industry as we navigate uncertain waters into the next phase of the Angus industry. 

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