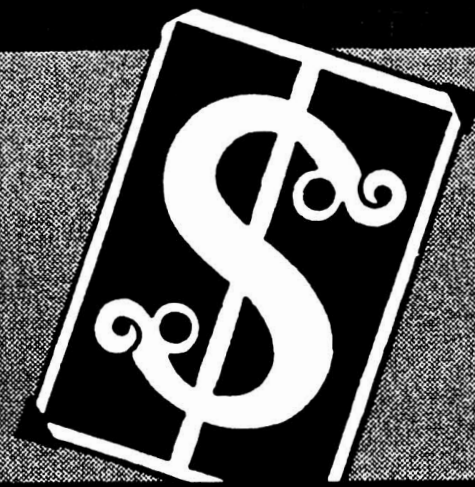


# MERCHANDISING



## Angus or Brand X? The choice rests on promotion



I know a lot of cattle producers who claim that they just like good cattle—that the breed doesn't make much difference.

Well, not me. I'm prejudiced. I look at people who breed critters other than Angus and wonder what is the matter with them. For the life of me, I don't know why they mess with those breeds when they could raise Angus and enjoy all the advantages of our breed and our Association.

But I do admire a breeder of any breed who knows how to do a bang-up job of merchandising. And based upon what I see in the all-breed cattle publications, it appears that a higher percentage of exotic breeders do an effective job of selling cattle than do Angus breeders.

We have great merchandisers in the Angus breed. In some parts of the country Angus promotion clearly dominates. But on the *average*, our members take a back seat to other breeders. One problem, I think, is that over the years Angus have had so much going for them that some An-

gus breeders were able to survive without an effective advertising and merchandising program. Not so with many of the newer breeds.

When the type change in the late 1960s produced the stream of European cattle imports into the United States, the owners of these new breeds faced some harsh realities. With no strong national association and no national breed advertising and public relations program, they quickly learned that they had to sell their own cattle. And, those who didn't put together a strong advertising and merchandising program, soon faded from the scene. Those who survived, however, were accomplished sales and advertising people.

Certainly I believe in good national advertising and public relations. I've invested a good deal of my life in this effort on behalf of Angus. National advertising creates awareness of and desire for a product.

But sales are made by individual retail outlets. And whether it is beer, bread, or beef cattle, the retailer that

sells the most product is the retailer who advertises and promotes aggressively. Sales are produced by people who know how to attract and satisfy customers—who are customer oriented.

So, even though my prejudice prevents me from understanding people who raise other breeds, I do admire those people who know how to advertise and promote. And maybe you should too. If you aren't getting your fair share of bull sales, maybe it would be time well spent to analyze your competition down the road or in the next county. It might be enlightening to evaluate how, with a breed that has so few economic advantages, they can compete so effectively for your business.

Director of Communications  
and Public Relations