

Sign Up for Sales

by Keith Evans

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The marketing value of Angus signs to identify your herd, promote a benefit or direct customers to your farm can hardly be over emphasized.

A sign on a heavily traveled road can, over time, expose your name and business location to nearly everyone

Where can you get a farm sign? Well, not from the American Angus Association. Over the years the Association has had several sign programs, and none have met with much success. There are two reasons. First, no matter what kind of stock sign was developed, it

whatever reason, potential buyers don't like to pay for shipping, whether it is included in the price, or an add-on.

My recommendation is to develop an idea for your sign and take it to a local sign painter. These businesses are located all across the country in every small city and many large towns. The owners know what colors look good together and what combinations are most readable. They know how large type must be to be easily read from a moving car. Since most of them are frustrated artists they have a pretty good sense of design. Most also know how to hang or mount signs so that they can be easily read and still withstand the elements.

That's basically what R. Hal Caneer of Madison, Ala., did a few months ago. The result is the sign pictured at left. What's more, he says it sold cattle for him, almost from the first day.

The sign sets in the most attractive pasture near his house. It replaced two older, larger signs, he says, that were not very attractive and in the wrong location. He worked with a local sign painter who took Caneer's ideas on color and copy, and produced the attractive sign shown here. The background is beige with green and red lettering. Caneer built the sign post and erected it himself. The "New & Used Cattle For Sale" sign was added later.

"While I was tacking up this sign a lady stopped and ask what that meant," Caneer says. "I explained, and the next day her brother from 70 miles away called and bought a bull. So far I know of six bull sales that I can credit to the sign."



To add continuing interest to the sign, the "new and used," line has been, or soon will be, replaced with, "The Bull Stops Here." In the pasture where the sign is located will be a group of good cows and calves. These signs on the crossbar are paper and simply stapled to the 4x4. He expects to continue to change them from time to time.

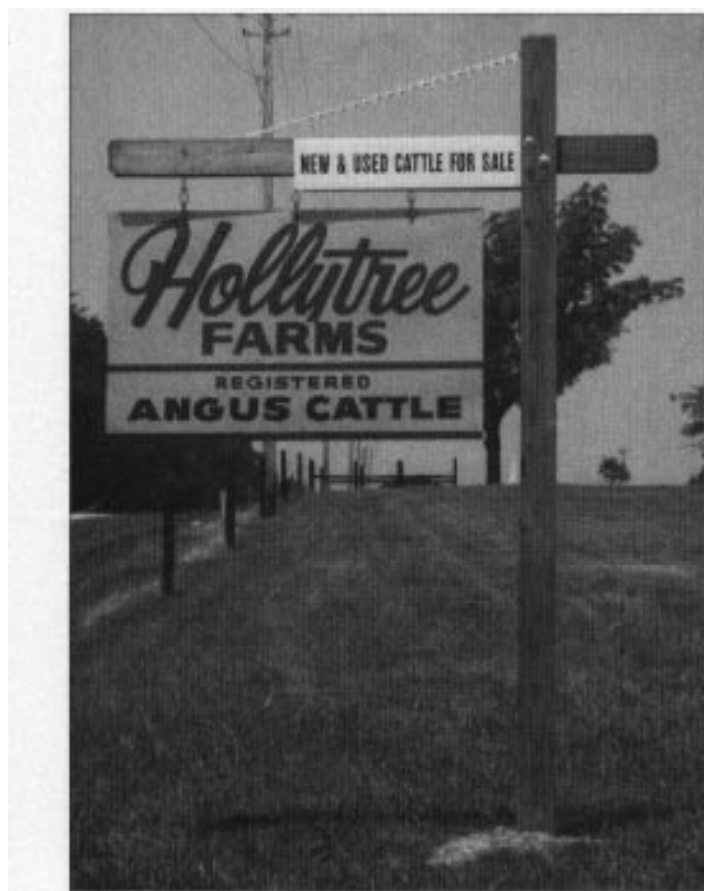
Send Us Your Sign

Although I like this sign and Caneer's ideas about promoting with a farm sign, it probably isn't the best in the country. Yours might be. If you have a sign that you are proud of, or if you have used a sign in an interesting and productive way to promote your herd and sell cattle, let me know. For the next few months I'll run photos of your signs in this column.

The rules are simple. The photo must be close up, properly exposed, in sharp focus and with as little background as possible. I will be the sole judge of what signs to use, and all photos will be returned if you include a self-addressed envelope for that purpose.

Signs can do more than identify, or give directions. They can promote a benefit or an idea, encourage annual sale attendance, offer herd tours, or whatever. Breeders are limited only by their imagination.

Share your ideas and we'll all learn more about designing and using signs to market registered Angus cattle.



Professional signs such as this one on an Alabama Angus farm can help increase your seedstock sales.

within a 25 mile radius of your place, plus a lot of other people who live much farther away. Since most Angus are sold to buyers close to home, the right sign can keep your name in front of a big share of your buying public year around.

doesn't seem to fit the needs of most breeders. They wanted one that was larger, or smaller or that has room for more copy or one with a different illustration. Second, signs are generally heavy and bulky, and thus expensive to ship. For