



Movin' Forward

by Bryce Schumann, American Angus Association CEO

Innovative marketing

Calving season is often the most rewarding period of the year, and many of us are right in the middle of it now — keeping a close eye on cows and heifers, working hard to make sure every calf has the best shot possible at becoming a herd bull or a productive member of the cow herd. Many of us are also considering our spring marketing plans, particularly if we sell Angus bulls by private treaty.

Sell on your terms

One of the challenges of selling by private treaty is that you're often at the mercy of the phone, waiting for your customers who need a bull. Unlike a live auction, there's little pressure that can be exerted in a private-treaty situation to "close the sale." Buyers can often delay their decisions right up to a few days before turnout.

It's also often challenging for breeders who have small, but quality herds to locate potential buyers interested in their genetics. Larger-scale breeders can spread their costs of marketing across more head of cattle, and can often do it more efficiently than smaller breeders.

Smaller-scale breeders often are part-time producers, so they have less time to market

their cattle and fewer resources to invest in a production sale.

Thanks to the recent launch of www.angustradingpost.com, all Angus breeders have equal access to a nationwide Angus market. It's a place where both large- and small-scale producers can list what they have for sale — and also identify cattle, semen or embryos that they might be interested in buying themselves.

Best of all, because there currently are no listing fees, there is no risk in posting your cattle for sale. Sellers simply pay a commission fee after their consignments sell.

Having this online platform for the marketing of Angus and Angus genetics provides our members with a critical advantage as the industry begins to move

toward expansion in the coming years.

If the rains come this spring, people will be looking for cattle to fill their pastures. Because demand for premium brands like *Certified Angus Beef*[®] (CAB[®]) continues to see explosive growth, there's no doubt that producers will be wanting to buy top-flight Angus genetics to rebuild their cow herds.

Online marketing, simplified

Perhaps you're needing to downsize your cow herd because of tight feed inventories this winter. Maybe you've got a powerful set of private-treaty bulls for sale this spring. Or, perhaps you're looking to restock your cow herd this spring with the kind of genetics that best fit your program.

If you haven't taken time to look over www.angustradingpost.com, I'd encourage you to do so. In time, I'm certain that it will become a place where virtually all cattle producers visit at least once or twice a week, and an online marketing opportunity that will have a profoundly positive impact on the bottom lines of all Angus breeders, both large and small.

To get your cattle, semen or embryos listed, just pick up the phone and give Terry Cotton or Doneta Brown a call. The number is 816-383-5200, and the *Angus Journal* team will be glad to help you make that first step in Internet marketing.


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