



Beef Marketing Activity

March 19, 2023

Marketing your cattle is a key part of any cattle operation, from the junior selling a steer to the commercial cow calf producer, to purebred cattlemen all the way through to the feed yard, **everyone** has a product to sell. How you choose to promote your product and sell your product can amount to a big difference in your bottom line. Cattle are marketed in many ways. Auction yards, online sales and private treaty sale are all options used to sell cattle.

Consider the five Ps of marketing for your livestock project can be a beneficial marketing strategy.

Product. Price. Place. Promotion. People

Product. This P represents what you are selling: describe it to the best of your ability. Do some research on the type of animal you are selling and the unique qualities that breed or species may have. Identify the unique qualities, features and benefits of your product as well as those of your competition, and compare them. Some livestock related product features may include selection of breed, breeder, characteristics of animal, care of animal (humanely-treated), grooming, feed used (i.e. organically fed), health record, Verified Beef training, good/ bad carcass evaluation or the 4-H name.

To get you started thinking about your product, ask yourself:

- How does your product compare with the competition?
- Where you want to position your product
 - Elite High End
 - Affordable
 - Budget Friendly
 - Program Beef
 - Organic
- What need or demand does your product fill?

Price. Price is directly related to cost and expenses. How can you ensure your customers know the minimum bid amount you need to cover the cost of your product (your break-even point)? Everyone's goal to offer an acceptable price while still making a profit. To lower that threshold, you could consider reducing the cost of your product, which includes the purchase price, the type of feed, type housing and



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health care expenses. To get you started thinking about your price, ask yourself:

- What is the current market value of your product?
- What price do competitors receive for comparable products?
- What are ways that I can reduce my cost/expenses?
- How do I demonstrate more value to my customer?

Place. Place is the venue where you promote your product and the location where your customer purchases your product. Besides the livestock auction, other examples of place include the internet, on farm auction, private treaty sales or direct sale to customers. These are good places to keep in mind if you need to sell an alternate livestock animal or livestock by-products. The most important thing about place is that you need to get your product to the customer where and when they want it. In the case of a livestock auction, it is getting the customer to the product and then getting the product to the customer. Make sure your customers know the where, when and how of the livestock auction. Some questions to ask yourself about the process include:

- Does the customer understand the sale process?
- Does the customer know the order of the sale?
- Is the auction atmosphere appealing?
- Are there incentives for them to stay longer during the auction (i.e. is there food and refreshments)?
- Is the place accessible to all?
- Is there enough seating?

Promotion. This is the way you inform potential customers about your product through advertising. Examples of promotional advertising include signs, posters, brochures, flyers, direct mailings, presentations, press releases, news articles, business cards, word of mouth, buyer letters, reminder cards, recognition of past buyers, e-mail marketing, display boards, website development and social media (Facebook page, Instagram, Twitter, LinkedIn, blogs, Google+, Tumblr, etc.). Public relations also falls within promotion and could include the junior beef brand, as well as your own reputation. When considering promotion, ask yourself:

- How does the customer learn about my product and sales?
- Be sure you client knows
 - Where to buy – location details
 - When to buy – sale date and time
 - How to buy – auction style or private treaty etc.



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People. These are your potential customers/buyers or your intended target market. People buy from people they know, like and trust. Think about who you want to sell to. This includes your personal contacts, businesses, industries, and organizations that have a need or demand for your product. It is important to build your network and establish new customer relationships as often as you can, which grows the number of people you can market your products to. Once you have your target market (buyers) identified, the most important question to ask yourself is:

What is the buyer's motivation for purchasing? Speak to this motivation in your marketing plans.

Creating a blend of the five Ps of marketing – **product, place, price, promotion and people** – will help you to develop an effective marketing plan for your livestock project.

A good marketing plan will increase awareness and strengthen a customer's likelihood of purchasing your product, while consistent and continued marketing makes buyers more likely to repurchase year after year. The more Ps you cover in your plan, the better your chance for success!



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Create your own Poster/Sale Ad

Pee Wees (Age 6-8)

Make a poster about your farm.

Include what kind of animals you have. What you sell – meat, cows, bulls, calves.

Be colourful and have fun!!

Juniors (Age 9-12_

Create an ad for your steer or heifer.

Look at Bulls catalogs, bulls sale ads etc. for inspiration

Be sure to highlight what makes your animal special!

Be creative and have fun!

Intermediate/Seniors (Age 13-15, 16-21)

Create an Ad for a Company/Ranch. Think about logo, tag line, target market, overall brand identity.

- Logos should be clear and easy to read and represent you. You don't want your customer to wonder what your business represents.
- Tag line- A short sentence representing your business
 - i.e. Bulls for your budget
 - i.e. Top performance quarter horses
 - i.e. Premier production cattle with the rancher in mind.
- Overall brand identity – colors, theme (rustic, modern etc).

Look at Bull and female sale catalogs, sale ads etc. for inspiration and draft an ad. Be creative and have fun!



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