Oklahoma Quality Beef Network: Cattle Marketing Opportunities

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What is Value Enhancement?

- Value is created when a product or service is enhanced to meet or exceed the expectations of the market and/or the consumer.
- Management practices that will increase the net profit of an operation and/or will increase the market demands of the cattle.

The Marketing Chain

![Marketing Chain Diagram]

Defining Selling and Marketing

**Selling**... is making product available for purchase at an accepted price.

**Marketing**... is the art of identifying or creating meaningful points of difference and then communicating those differences (through advertising) on a consistent and sustained basis to create consumer demand.

The Four Pillars of Value Enhancement

- Health Management Verification
- Age and Source Verification
- Production System Verification
- Genetic Verification
Health Management Verification

- Preconditioning
  - Vaccination protocol
  - Castration
  - Dehorned
  - Nutrition
  - Weaned
  - 3rd party verification

"They're Weaned And Have Been Given All Of Their Shots"

- May mean "I put 'em in the trailer this morning and weaned them on the way to town.
- ...and, "I gave 'em each a shot as they got on the truck this morning and that's all the shots they're going to get."

Is it Black or White?

Preconditioning Programs
### 2007 $ / CWT for Steers

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Value-Added</th>
<th>Normal</th>
</tr>
</thead>
<tbody>
<tr>
<td>400-500</td>
<td>$120</td>
<td>$115</td>
</tr>
<tr>
<td>500-600</td>
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<td>$120</td>
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<tr>
<td>600-700</td>
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<td>$130</td>
</tr>
<tr>
<td>800-900</td>
<td>$140</td>
<td>$135</td>
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</table>

### Research Estimates of Price Premiums for Preconditioning at Special Sales

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Premium</th>
<th>Value-Added</th>
<th>Normal</th>
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<tbody>
<tr>
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<td>4.58</td>
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<td>600-700</td>
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<tr>
<td>700-800</td>
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</tbody>
</table>

### Age and Source Verification

- Two Components
- Process Verified Program (PVP)
  - Marketing Claims
- Quality System Assessment (QSA)
  - Marketing Claims
- Production Records
- Audit Process
- Guarantees and Costs?

### A Source Of Great Leverage For Cow/Calf Producers

- Cow/calf producers are the only ones in the beef supply chain who can verify age & source...
- This gives cow/calf producers great leverage in producing cattle for generation of beef that would qualify for export and certain kinds of branded beef programs.

### Production System Verification

- Natural
- Organic
- Non-Hormone treated Cattle (NHTC)
- Never, Ever 3 Program

### Natural Beef Programs

- [www.usnaturalbeef.com](http://www.usnaturalbeef.com)
Genetic verification

- Proactive Breed Promotion
- Service to Beef Cattle Producers
- Marketing Assistance

Oklahoma Quality Beef Network

- Value Enhancement Education Program
- Unbiased Marketing Information
- Value-Added Verification Programs
  - Health Management
  - Age and Source
  - Production Systems
  - Genetic
- 3rd Party Verification

Oklahoma Quality Beef Network

Oklahoma State University

Oklahoma Cattlemen's Association

OQBN Vac-45 Enrollment Process

- Make Contact
- Complete required paperwork
  - Mail forms to OQBN office
- Identify calves with OQBN tag
- Participate in verification process
- Follow marketing schedule
- www.oqbn.okstate.edu

OQBN Vac-45 Requirements

- Vaccination Protocol (3 Options)
- Castrated and healed
- Dehorned and healed
- Weaned at LEAST 45 days
  - Posted weaning date
- Verification of requirements
  - 3rd party (OQBN Office)

Where are we?

- Website
  - www.oqbn.okstate.edu
- “Brand Neutral” Vac-45
- Dual Certification
- Enrollment Process
OQBN Vac-45 Recommendations

- Deworm and treat for external parasites
- Fresh Water and high quality forage
- Mineral Supplementation
- Coccidiostat
- Feed Concentrate/Bunk Training
  - At least 7 days

OQBN Vac-45 Benefits

- Reduced Cattle Stress and Shrink
- Improved Immune System
- Increased Sale Weight of Cattle
- Seasonal Price Increase
- Increased Market Demands

OQBN Vac-45 Opportunities

- OKC West #1
  - Sale: November 4, 2009
  - Wean: September 20, 2009
- OKC West #2
  - Sale: December 2, 2009
  - Wean: October 18, 2009
- Red River Livestock
  - Sale: December 9, 2009
  - Wean: October 25, 2009

OQBN Participation

- Contact OQBN Office
- Contact Livestock Market
- Other OQBN Opportunities

Oklahoma Value Enhancement Program
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