



**Feeder Cattle Marketing Assessment Tool**

*Cash Marketing*

Action	Needs Improvement	Average	Doing well
Setting price objectives	Don't know cost of production	Determine breakeven before selling	Determine breakeven and profit objectives before selling
Where to sell	Sell at same location and do not consider options	Sell at different locations or to different buyers occasionally	Evaluate competing locations and buyers each time.
When to sell	Sell the same date each year	Sell when convenient but on multiple dates each year	Evaluate alternative marketing dates each year before selling.
What to sell	Produce and sell the same class of cattle each year.	Change dates each year depending on feed supply and market trends.	Evaluate different market dates and weights before making marketing decision.
Health and weaning	Sell them off the cow.	Vaccinate and wean 30 or more days then sell.	Evaluate weaning and vaccination decision each year well before weaning
Cattle preparation and presentation	Sell them off the cow	Wean 30 days or more	Background to add weight without getting too fleshy, bed cattle to clean up hair coat.
Promotion and advertising	Regular sale	Sell at special feeder calf sale	Contact buyers and promote cattle before they will sell.
Evaluate marketing program	Cash the check	Calculate average price and return per cow or cwt.	Evaluate what worked and what didn't, note what to change for next year.

*Risk Management*

Action	Needs Improvement	Average	Doing well
Knowing costs	Don't know costs	Calculate breakeven cost	Calculate price to cover variable costs, total costs and at least 2 profit objectives
Monitor markets	Check when time to sell	Listen to markets daily	Chart prices, read outlook and form own outlook projections and write them down
Marketing plan	Don't plan marketing	Have marketing dates and breakeven prices in mind.	Have written marketing plan with price/time objectives and actions spelled out.
Risk management tools	Don't understand futures, options and insurance	Have attended workshop and understand tools, but don't use	Regularly use marketing tools when appropriate to meet price or risk objective.



## Fed Cattle Marketing Assessment Tool

### *Cash Marketing*

Action	Needs Improvement	Average	Doing well
Setting price objectives	Don't know cost of production	Determine breakeven before selling	Determine breakeven and profit objectives before selling
Where to sell	Sell to the same buyer and do not consider options	Sell to different buyers occasionally	Evaluate competing locations and buyers each time
When to sell	Sell once a year and all cattle at once	Sell multiple dates each year when cattle are ready.	Evaluate marketing dates before cattle are purchased
What to sell	Produce and sell the same class of cattle each year	Adjust cattle types depending on feed supply and market trends	Evaluate different types, weights and outlook before buying feeder cattle
Health program	Buy what is cheap and treat the sick ones	Buy vaccinated and weaned	Discuss weaning and vaccination decision status with seller and adjust management to match cattle
Cattle preparation and presentation	No preparation	Call one buyer when cattle are market ready	Contact multiple buyers at least two weeks before marketing cattle
Representing cattle	No preparation	Buyer views cattle at the farm	Have database of cattle performance and carcass traits used in negotiations
Evaluate marketing program	Cash the check	Calculate average price and return per cow or cwt	Evaluate what worked and what didn't, note what to change for next year

### *Risk Management*

Action	Needs Improvement	Average	Doing well
Knowing costs	Don't know costs	Calculate breakeven cost	Calculate price to cover variable costs, total costs and at least two profit objectives
Monitoring markets	Check when time to sell	Listen to markets daily	Chart prices, read outlook and form own outlook projections and write them down
Marketing plan	Don't plan marketing	Have marketing dates and breakeven prices in mind	Have written marketing plan with price/time objectives and actions spelled out
Risk management tools	Don't understand futures, options and insurance	Have attended workshop and understand tools, but don't use	Regularly use marketing tools when appropriate to meet price or risk objective

