MARKETING OPPORTUNITIES FOR FEEDER CATTLE
TOM BRINK

- PRESIDENT AND COO OF J&F OKLAHOMA HOLDINGS – CATTLE OWERSHIP ARM OF FIVE RIVERS CATTLE FEEDERS
- BUY 35,000 HEAD PER WEEK
- OWN 12 FEEDLOTS WITH ONE TIME CAPACITY 950,000 HEAD
Gene Lowrey, General Manager XIT Feeders

“If I were to encourage Southeastern cattle producers to work on one thing, it would be health.”
Cattle health in the Feedyard

• “Old problem” but still identified as the #1 production problem feedyards face
• Impact on performance and carcass quality is well documented
• We have the technology and know how to get cattle better prepared to leave the farm or ranch...implementation is lacking

Many cattle still need stronger immunity when they leave home.
## Impact of Health & Death Loss*

<table>
<thead>
<tr>
<th>Death Loss</th>
<th>ADG</th>
<th>DMC</th>
<th>Profit per head</th>
</tr>
</thead>
<tbody>
<tr>
<td>0% - 0.5%</td>
<td>3.25</td>
<td>5.94</td>
<td>$131.69</td>
</tr>
<tr>
<td>0.5% - 1.5%</td>
<td>3.19</td>
<td>6.08</td>
<td>$99.34</td>
</tr>
<tr>
<td>1.5% +</td>
<td>2.95</td>
<td>6.45</td>
<td>$57.03</td>
</tr>
</tbody>
</table>

*750 to 800-lb. yearling-fed steers sold April thru June 2011

3.17% difference between best and worst groups (0.43% vs. 3.6%).
• Wean your calves for at least 45 to 60 days

• Must be bunk and tank broke

• Maintain a thorough MLV vaccination program (IBR, BRD, & clostridials)

• Think of ways to reduce stress, such as less handling, and fewer stops between farm of origin and feedlot
Tennessee Livestock Producers
Added Value Beef Marketing
PVP Certified / Age & Source Verified

September 28, 2010 Sale Summary
Tennessee Beef Producer Marketing Alliance

Kevin W. Ferguson
Extension Area Specialist – Farm Management
University of Tennessee Extension
September 28, 2010 Summary
Tennessee Beef Alliance

- 33 consignors
- 548 head  361 Steers   187 Heifers
- 17 head average consignment
  - Ranged from 2 – 51 head
- Genetics, Weaned, Vaccinated, Bunk Broke, Source and Age Verified (PVP), Load Lots
- Graded, weighed, and grouped on arrival at Cookeville and Columbia
  - No small frames, oddlots, outs are sold
September 28, 2010 Summary
Tennessee Beef Alliance

- Gross sales over $392,000
- Average Sale Value per Head
  - Steers: $743 (Avg. Weight – 694 lbs. = $107.13/cwt.)
  - Heifers: $664 (Avg. Weight – 661 lbs. = $100.51/cwt.)
- Data for Price Comparison
  - Tennessee Weekly Market Report for October 1, 2010
  - (Source: TDA/USDA Market News)
- Weighted averages used for price comparisons
## Price Comparison to Tennessee Weekly Feeder Cattle Prices

<table>
<thead>
<tr>
<th></th>
<th>Head</th>
<th>Average Weight (lbs.)</th>
<th>Average Value Per Head</th>
<th>Premium above TN Avg. Price ($/cwt)</th>
<th>Premium above TN Reported High ($/cwt)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Steers</strong></td>
<td>361</td>
<td>694</td>
<td>$743</td>
<td>$14.59</td>
<td>$6.69</td>
</tr>
<tr>
<td><strong>Heifers</strong></td>
<td>187</td>
<td>661</td>
<td>$664</td>
<td>$16.18</td>
<td>$9.47</td>
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<tr>
<td><strong>Total</strong></td>
<td>548</td>
<td>683</td>
<td>$716</td>
<td>$15.14</td>
<td>$7.64</td>
</tr>
</tbody>
</table>
### Per Head Added Value Compared to Tennessee Weekly Average Prices

<table>
<thead>
<tr>
<th></th>
<th>Head</th>
<th>Added Value TN Avg. Price ($/hd)</th>
<th>Total Added Value TN Avg. Price ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Steers</strong></td>
<td>361</td>
<td>$103.34</td>
<td>$37,305</td>
</tr>
<tr>
<td><strong>Heifers</strong></td>
<td>187</td>
<td>$107.69</td>
<td>$20,138</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>548</td>
<td>$104.82</td>
<td>$57,443</td>
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</tbody>
</table>

Total Added Value Compared to TN Reported High Price:

$29,770 Total or $54.32 per Head
KEYS TO SUCCESS

• PRODUCERS WORKING TOGETHER
• A SOLID RECOGNIZED HEALTH PROGRAM
• MLV FOR RESPIRATORY, CLOSTRIDIALS
• BROKE TO FEED AND WATER TROUGH
• UNIFORM GENETICS A PLUS
• LOADS OF 48,000 TO 50,000 POUNDS
• SOLD IN A COMPETATIVE AUCTION