

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

Cow/Calf → Stocker → Feedlot → Packer → Consumer



Defining Selling and Marketing

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

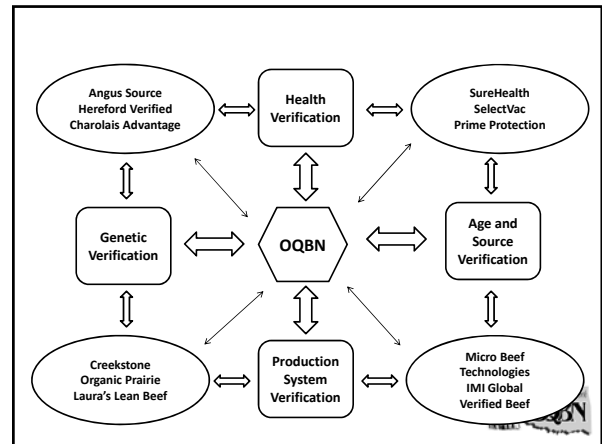
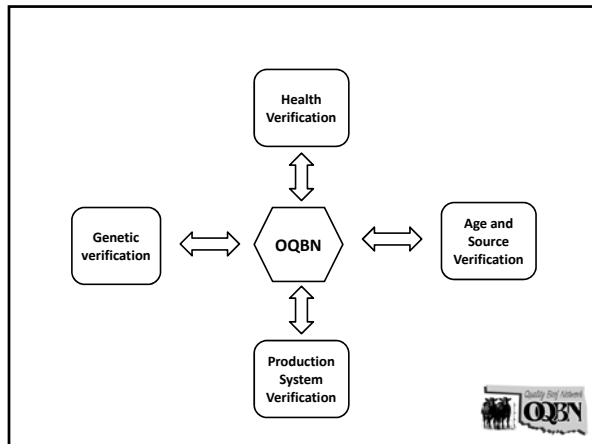
Marketing... is the art of identifying or creating meaningful points of difference and then communicating those differences (through advertising) on a consistent and sustained basis to create consumer demand.



The Four Pillars of Value Enhancement

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



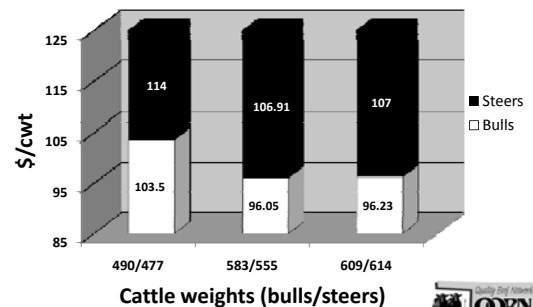


Health Management Verification

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



Is it Black or White?



Source: <http://www.onsy.com/market-report/>



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

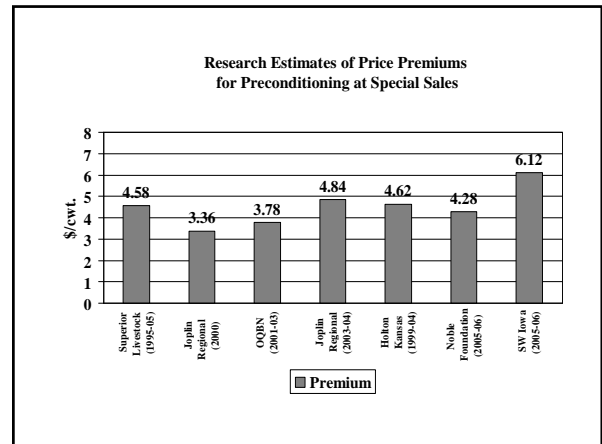
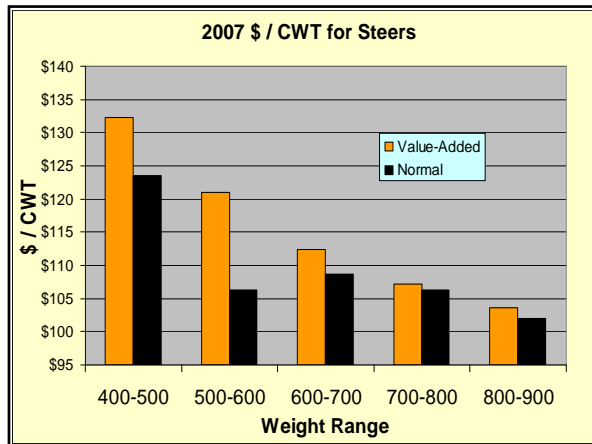


- May mean "I put 'em in the trailer this morning and **weaned** them on the way to town.
- ...and, "I gave 'em each a shot as they got on the truck this morning and that's **all** the shots they're going to get."




Preconditioning Programs







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

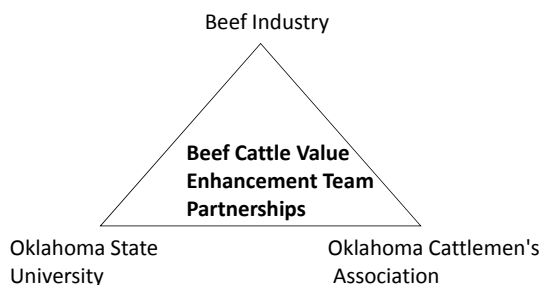


Genetic verification

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



Oklahoma Quality Beef Network



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



Where are we?

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



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)



QQBN 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



QQBN Vac-45 Benefits

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



QQBN 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



QQBN Participation

- Contact QQBN Office
- Contact Livestock Market
- Other QQBN Opportunities



Oklahoma Value Enhancement Program
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