

# Feeder Cattle Marketing Program

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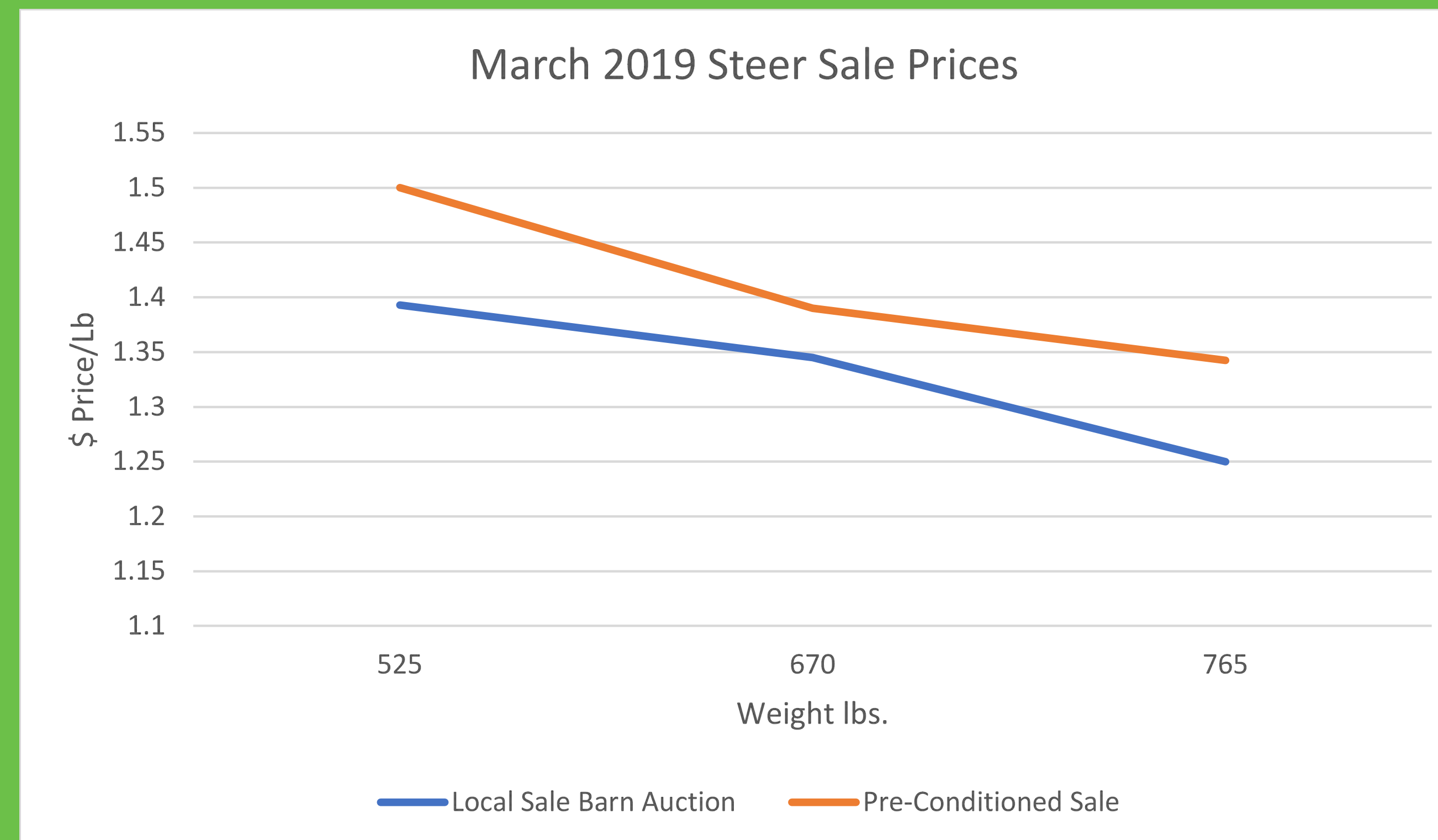
**Introduction:** Southeastern feeder cattle have long had a poor reputation in Western and Midwestern feedyards for animal health issues, lack of castration, and other generally accepted beef quality accepted practices. Tennessee and Trousdale County feeder calves are no different. When addressed with local producers to make improvements such as weaning, vaccinating, de-horning and castrating, the argument is always “well they will not pay me anymore for those shots, etc!”

**Methods:** Over a 3 year period

\* 6 Tennessee Master Beef Producer Program Classes (Topics including Herd Health & Marketing)

\* Numerous producers meeting with local veterinarian, industry health representatives, UT Extension agents & specialists

\* Partnership with Trousdale Co. Livestock Association, Trousdale Livestock Market to offer a weaned and vaccinated feeder calf sale.



**Objective:**

1. Improve the health, performance, and reputation of feeder cattle in Trousdale and Smith County Area.
2. Demonstrate to producers the “added-value” from weaning, vaccinating and castrating their cattle.
3. Improve marketing opportunities for smaller producers by grouping and grading cattle into larger lots.

**Results:** Over a three year period, we have held 6 sales totaling **4,993 head** of weaned and vaccinated feeder calves. These calves averaged **\$6-10/cwt** more than their counterparts at local weekly auctions. Resulting in more than **\$210,393** premiums to producers because the calves were weaned, vaccinated, graded and grouped in large lots. Producers also saved **\$65,856** in reduced commission from the livestock market.

\* **295** Producers completed Tennessee Master Beef Producer Program