

As a producer it is wise to do what is necessary to ensure you get the best price for your calves when selling. This especially means doing what you can to avoid incurring a discount. This week we will discuss selling your calves as a load lot, which helps reduce the chance of being discounted.

Below is a list of information that is often provided on each load lot of calves:

1. Are the calves source verified? (Owner and ranch location known)
2. Vaccination history
3. Weaning history
4. What kind of nutritional program were the calves on?
5. Are the calves acclimated to trough feeding?
6. Are the calves acclimated to watering systems?
7. Can the calves be sold to organic programs?
8. What are the genetics of the calves?
9. Have the calves been given or fed hormones, or other growth additives?
10. History of antibiotics received

By providing buyers with this information, load lot marketing provides an opportunity for buyers to know more of what to expect from the performance of the calves once they are purchased. This means that when more information is made available to the buyers, the cattle are not prone to being discounted. Next week we will go into a deeper discussion on preparing calves for selling, and how the points above can be used to avoid discounts at selling. Have you ever compared your calves sold at the sale barn to similar calves that were sold as load lots? If you would like any help in making the comparison like we did in last week's article, please let us know.

Thanks,

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