

Although load lot marketing has many benefits and advantages compared to other forms of marketing, it is important to note that it is also accompanied by a few obstacles that must be overcome. For the next few weeks we will look at some of the challenges that load lot marketing may present, and suggest tips to best overcome those challenges.

1. As a producer can you accurately assess the quality (i.e. frame size, muscling, etc.) of your cattle?
2. How will you implement price discovery?
3. Amassing 50,000 pounds (equivalent to one load lot) can be challenging for producers.
4. The added expense and trouble of weaning and holding cattle (usually at least 45 days).
5. How can the cattle be loaded on the truck for selling?

Though the points above may initially prove to be challenging, we encourage you to focus on the great potential that load lot marketing has to offer. Challenges may exist, but they can be overcome in a way that returns greater income for producers. Begin thinking about what you can do to grow in knowledge and understanding of cattle marketing and how it is a very important aspect of your livestock enterprise. Next week we will discuss price discovery and how your knowledge of it can affect the price you receive when you market your calves through a load lot.

Thanks,

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