



Boost Sales in these Heavyweight Cattle States

Spring 2020 | Volume 3, Issue 3

F&R LivestockResource

Your direct source for livestock news and information

Published by Farmers & Ranchers Livestock, Salina, Kansas

In this Issue:

1 Having Your Cake and Eating It
A topic that's been debated ad nauseum, especially in the area of value-based marketing, is the correlation between cow reproductive traits and marbling. Recent research from Iowa State University suggests that little, if any, antagonisms between reproduction and carcass marbling exists.

12 Gone Global
The U.S. beef export market accounts for a significant and growing portion of cattle value. The "devil is in the details," but as reported by Randy Black, CattleFax, "We'd lose a third of the value of your calves if we lost our export markets." Not to mention, the value added through exports is often on cuts of beef and organ meats with little or no value in our domestic markets.

16 Been Green
The facts about positive cattle contributions to the global environment and sustainability speak for themselves. The facts, however, are incredibly complicated. As we move toward global solutions to address climate change, there's a lot at stake for food animal production. It's imperative that facts, not politics, provide the road map.



Kansas
Nebraska
Oklahoma
Missouri

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Reaching the Heart of America's Cattle Country

Cow/Calf

US Ranking

- Oklahoma #2
- Missouri #3
- Nebraska #4
- Kansas #7

Stocker/ Backgrounder

US Ranking

- Oklahoma Tied #1
- Nebraska #3
- Kansas Tied #4
- Missouri #7



Ongoing research suggests little, if any, antagonisms

Reach Cattlemen with Buying Power.

Brand recognition is keystone for consumer purchases.

Our **11,000** readers will buy from somebody, advertising will assist it's you.

Animal Health Products

Tractors & Skid Steer Loaders

Breeding Stock & Semen

Fencing Supplies

Nutrition

Balers & Hay Tools

Pasture Chemicals and Fertilizers

Feed Mixers & Hay Grinders

Genomic Tests & Animal ID Tags

Cake Feeders & Hay Handling Equipment

Livestock Handling Equipment

Insurance

Utility vehicles & Trucks

Financial Planning & Tax Preparation

Trucking Services & Trailers

Banking & Real Estate

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Seedstock advertising encourages “buy now” response.

Strong number of bull advertisements assists in creating a “buy soon” mentality.

F&R editorial is focused on progressive producers targeting the top 25% of the market. Progressive producers embrace science and technology, best practice animal handling and welfare, nutrition, herd health as well as strong working relationships with veterinarians. Progressive producers rely on relationships and industry connectivity for their success and generational sustainability. Regional publications have a loyal readership and are relied upon for accurate information delivered on time. Deb Norton - Editor

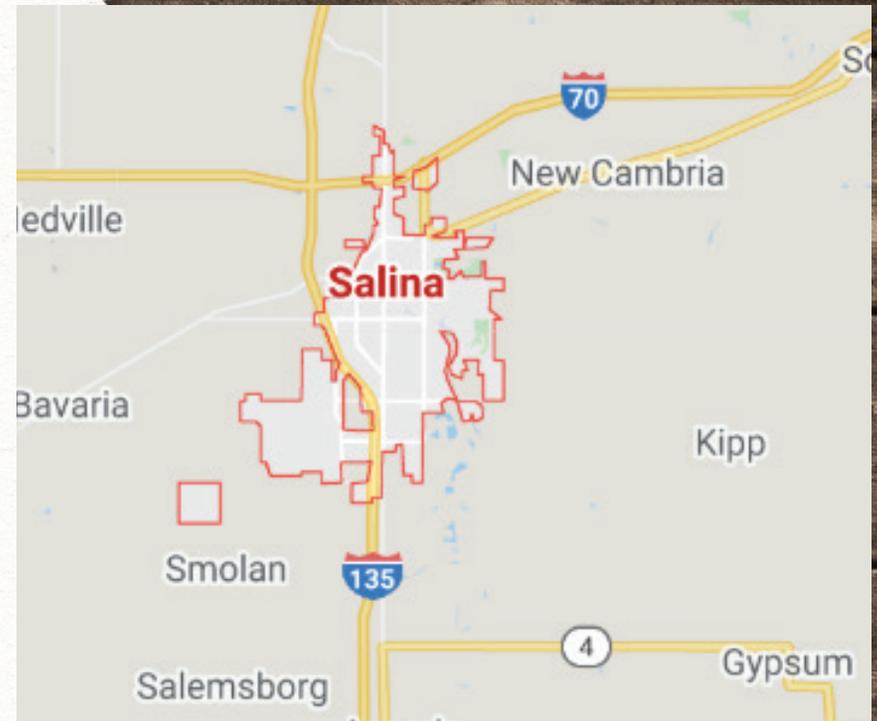
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Nebraska
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Missouri

F&R Livestock Resource
Reaching the Heart of America's Cattle Country

Big Cow-Calf States Provide Big Sales Opportunities

Farmers & Ranchers Livestock Commission Since 1966.

- Largest Public Livestock Auction Market in Kansas
- Easy access: I-70 & I-35 Intersect
- Serving four of the largest cattle producing states in the U.S.
- Serving three of the largest cattle feeding states in the U.S.
- Central to more than 5 million acres of Flint Hills grazing
- Central to more than 21 million acres of crop land



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SHHHH best kept secret is most
cow-calf operations run **STOCKERS.**

**Cow/calf and stocker operators are
PIONEERS IN GRASS MANAGEMENT**

- Flint Hills produce the best native grass pastures in America for stockers.
- Stocker growers buy from many livestock markets to fill inventory needs.
- Farmers & Ranchers Livestock Commission is the only livestock market with its own publication in Kansas, Nebraska and Oklahoma. F&R advertising reaches buyers who also do business at other markets which multiplies sales opportunities.
- Stockers are an elusive market segment to find as they change yearly, depending upon moisture & cattle prices.

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The American Heartland's Largest and Most Respected Equine Marketing Venue!

...selling nearly 1,000 horses each year!

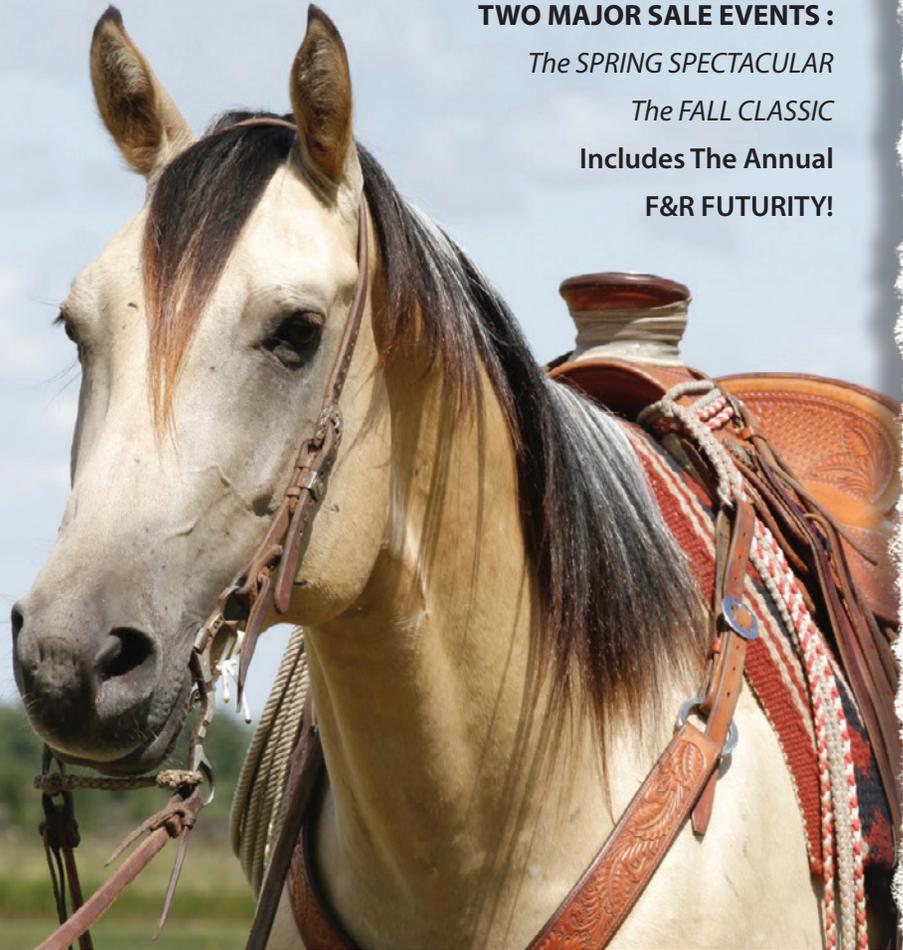
TWO MAJOR SALE EVENTS :

The SPRING SPECTACULAR

The FALL CLASSIC

Includes The Annual

F&R FUTURITY!



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Nebraska
Oklahoma
Missouri

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WE DRIVE THE RANCH & PERFORMANCE HORSE MARKET!

RESPECTED LEADERSHIP TEAM.

Owner/ Mgr. Mike Samples and Auctioneer/ Asst. Mgr. Kyle Elwood are among the equine industry's most respected horsemen whose expertise and marketing effort drives the success of Farmers & Ranchers Livestock Exchange.

The F&R COMPLETE 24-HR SOUNDNESS GUARANTEE

This is the foundation to Farmers & Ranchers reputation as a premier equine marketing venue.

FARMERS & RANCHERS SALE FACILITY and PERFORMANCE ARENA

Outstanding facilities maximize the presentation, evaluation and sale of all classes of horses.

THE F&R \$12,000 ADDED MONEY FUTURITY.

A major performance competition that has driven the value for eligible Yearling and Weanling Foal prospects sold through Farmers & Ranchers Equine Sale events.

F&R EQUINE SALE CLIENTS are CATTLE RANCHERS, TOO.

Estimated 50 percent of F&R Horse Sale buyers/sellers are family cattle ranching operations. Good horses, good cattle, good ranching - they all go together!

CUSTOMER SUCCESS BUILDS CUSTOMER LOYALTY.

The American Heartland's two largest Equine Sale Events sponsored by one of the region's largest cattle markets -it's the go-to venue for reputation stockmen and high quality livestock.

Your Sales Success Starts Now

Successful producers

RESEARCH before buying

ENGAGE to improve

Practice product **LOYALTY**

Your'e invited to advertise in regions most powerful, unique print media publication.

Reach readers from concentrated 4 states.

Published 4X annually.

"Your most important work is always ahead of you, never behind you."

- Stephen Covey

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