

Things to Consider When Marketing Livestock - Lynn Langvardt, JCCC Livestock Sales

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Lynn Langvardt with JCCC Livestock Sales was a presenter at the Central Kansas Beef Summit on November 14 in Beloit. The Junction City sale barn has been a family business since 1966 and the family purchased the Clay Center sale barn in 1996. Lynn provided a framework of things to consider when marketing livestock.

- Do what keeps you sustainable and/or the ability to pass on to the next generation if that is your goal.
 - Consider adding value to animals, quality is important, frame score (don't want animals that are too short) and animals need to be able to convert feed to gain.
 - If weaning calves make sure they are weaned for 45-60 days or longer, preferably with two rounds of vaccinations. Get an affidavit from your veterinarian.
 - Uniformity of animals is important (color, size and birth date) Easiest cattle to sell are black-hided animals. If possible sell in groups larger than 15.
 - Body condition is also important. Don't get animals too fleshy or full.
 - And remember, the producer is not the end all, the consumer will dictate what they like.
- For more information, please contact the local K-State Research and Extension Office.
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