Beef Cattle Marketing Alternatives Guide

A beef cattle marketing alternatives guide that walks producers through selling options such as auction, private treaty, contracts and direct sales. Print it and keep it handy where the work gets done.

Farm / unit: _____ Date: _____ By: _____

1. List what you have to sell and when
2. Learn about local auction markets
3. Consider private treaty sales
4. Look at contract or video sales
5. Explore direct to consumer sales
6. Compare costs and risks of each
7. Check market reports and trends
8. Record results to improve next year

YOUR NOTES

TIP Compare at least two options on paper before selling and use public market reports as a check on offers.