



EAST TEXAS LOUISIANA BEEFMASTER MARKETING GROUP

Its Sale Time

Walk her in boys...What'll you give for her? Its sale time in Texas and the ETLBMG will be producing it's 39th annual Beefmaster sale at the Porth Ag Arena in Crockett on April 20.

For more information or a sale catalog please contact our Sale Manager, Anthony Mihalski @ 210.648.5475 or cell 210.415.0888, or our Sale Chairman, Jeremy Way @ 979.235.0681.

The weekends activities will begin on Friday so make plans to arrive early.

Friday

Noon—Viewing of sale cattle begins

4:00 pm—Cattle education with John Newburn

5:00 pm—Miss East Texas/Louisiana Heifer Futurity

6:00 pm—ETLBMG General Membership meeting

6:30 pm—Dinner followed by Fun Auction

Saturday

Continue viewing the sale offerings

11:00 am—Sale begins

From the Desk of the President

Hello Friends,

On behalf of your ETLBMG Board of Directors and Officers I want to personally invite you to our sale on April 20, 2019 in Crockett, TX.

I can honestly say that this sale will be the best sale we have had since I have been involved with this group for the past several years. I have seen people really get active in reaching out to consignors and working on different events to make this sale a success for all.

The last time I talked to Anthony we had 65 lots consigned to fill your needs and it will consist of quality. Consignors have reached deep into their herds to bring top animals for you to look at. I'm proud that we will have several new consignors that we have reached out to that will be bringing their cattle to you.

I hope you make plans to be there on Friday the 19th for a day full of events. The cattle will be on display all afternoon. The heifer futurity will be followed by our educational event conducted by John (Paw Paw) Newburn, which you will not want to miss. Following this will be our general membership meeting with our Friday night dinner and Fun Auction. The Fun Auction is always a great get together with lots of laughs and

good times. I would like to ask each member and especially the consignors to bring items for the Fun Auction. The money we make from the auction goes toward our sale expenses.

For you Juniors coming to the JBBA show, Casey and Amy Ballard will once again be handling the show. This is usually one of the largest shows of the year due to the great awards, prizes and the hard work that Casey and Amy put into it. We will also have a bigger selection of show heifers consigned to the sale this year. So if you need a heifer for JBBA Nationals in July we will have them at the sale.

In closing, I would like to thank each member of the ETLBMG for allowing me to be a part of your Board of Directors. I have served on the board as a Director, Vice-President, and now your President for the past two years. I have met many new friends through this group. The six years on this board has been a pleasure serving you.

Hope to see you all at the sale April 20,

Thank you,

Scott Jagers

Juniors on Display

Included in this year's sale is a special lot from the Burkhart family ranch. All sales from this open heifer will be donated to benefit the ETLBMG Junior Scholarship Fund.

After the sale, be sure and hang around to watch the Junior members exhibit their animals in the Junior Heifer Show. Casey and Amy Ballard produce one of the largest, longest running JBBA shows in the breed. To make donations for trophies and other prizes or just to get more information about the show please contact Casey @ 979.574.5372



Facebook

Be sure to "Like" us on Facebook to receive current news, photos, and other information from the ETLBMG. Search East Texas/Louisiana Beefmaster Marketing Group.

www.etlbgm.com

Check us out on the world wide web. The site contains our current as well as past newsletters, contact information for the officers, directors and members. Free advertising space is available for members.

Ready for Market?

By: Scott Branch

Reprinted from March 2018

How do they do it? McDonald's, Walmart, Chick fil a, and on and on and on. How do they have constant crowds of patrons in their establishments day after day? They know exactly who their market is. Easy right? Have you reached all of your market?

We own a small herd in Northeast Texas and just like any other operation we have experienced our share of ups and downs. I also own a BBQ food truck and when you think about it, they are both businesses trying to sale a product and each of those products are needed by someone. So how do we reach our market? With this article I have tried to put together my top three tips for marketing Beefmaster cattle.

What are you going to sale? - Know your product before you begin to produce it. Let me explain. In this industry there are those who strive to produce seed stock animals to add value to offspring. There are also those that target the show kids. While the seed stock producer focuses on genotype EPDs, the show kids focus on the show ring phenotype. If you prefer to go the seed stock route then go to the sales. I recommend the ranch production sales as well as the satellite sales. Visit with the sellers as well as taking note of the top animal genetics that people are wanting then build your herd around those. If show cattle is your interest then attend the JBBA shows and take a look at the conformation traits that it takes to put an animal in the winners circle.

Where are you going to sale? - Satellite sales, social media, Internet? There are a number of avenues for marketing cattle. I encourage you to get involved with a Marketing Group to help promote the Beefmaster breed. When we were starting out we went around to several of the sales and landed at the ETLBMG. There are several factors to consider when joining a marketing group and you will have to evaluate what is the best fit for you. Facebook, Craigslist, and YouTube are also viable options. Yes, I said YouTube. Getting your cattle noticed is a plus for you as a producer. For several years we have included a link in the sale catalogue to a video for our Lot. It will generate interest in your animal and advertise your herd even before the buyers get to the sale.

Are your cattle presentable? - I recall a conversation I had in Fort Worth several years ago with Steve Emmons of Emmons Ranch. He told me that in all of his years of producing Beefmaster cattle he had figured out that buyers are looking for pretty, and functional cattle. If you are looking for top dollar for your animal, on average they will bring more when they have a clean appearance. A little extra feed leading up to the sale date along with a hair cut will go a long way. Take the time to run them through the head chute for a bath prior to the sale and clip the long hair for a better overall appearance.

Do you know your market? Set a goal for your business. Focus on your goal for direction and apply these three tips to help reach that goal of producing the cattle that you and your market can believe in.

Directory

<p>DOUBLE J FARMS BEEFMASTERS Scott & Ann Jagers Maud, TX 930.280.0556 sajagers@hotmail.com</p>	<p>J&L LIVESTOCK Jake & Kimberly Burkhart Houston, TX 832.444.5450 jburkhart@capital-inland.com</p>	<p>CADE CREEK RANCH Elbert and Nina Manor Streetman, TX 903.388.2900 cadecreekranch@gmail.com</p>
<p>GRIFFITH'S RAFTER G BAR BEEFMASTERS Mike & Rachel Griffith 817.917.3691 raftergbar@aol.com</p>	<p>TAG LAND & CATTLE Terry & Gerry Chambers Terrell, TX 972.849.4824 tagbeefmstr@yahoo.com</p>	<p>DIAMOND W BEEFMASTERS Jeremy Way Sweeny, TX 979.235.0681 firemedicway@yahoo.com</p>
<p>ROCKING B FARMS Chuck Ethridge and Dr. Erin Brown 936.645.1695 erin@rockingbfarms.com</p>	<p>LINDSEY RANCH BEEFMASTERS Gary Lindsey Madisonville, TX 936.355.2253 gary@lindseyranch.com</p>	<p>BLACKLAND BEEFMASTERS Scott & Diann Branch Paris, TX 903.737.7876 diannbranch@gmail.com</p>

To get your Ranch listed contact cadecreekranch@gmail.com

<p align="center">2018 MEMBERSHIP APPLICATION</p> <p>Please complete and send to Nina Manor at the address below with check payable to ETLBMG for \$30.00.</p> <p>NAME _____</p> <p>RANCH NAME _____</p> <p>ADDRESS: _____</p> <p>PHONE: _____ BBU# _____</p> <p>EMAIL: _____</p> <p>ETL Beefmaster Marketing Group, P.O. Box 102, Streetman, TX 75859</p>	<p align="center">2017-18 OFFICERS AND DIRECTORS</p> <p>President: Scott Jagers Vice-President: Jeremy Way Sec./Treasurer: Nina Manor Directors: Jake Burkhart Elbert Manor Gary Lindsey Dr. Erin Brown Scott Branch John Blackwell Ex-Officio: Mike Griffin</p> <p>Contact information is available at: www.etlbgm.com</p>
--	---