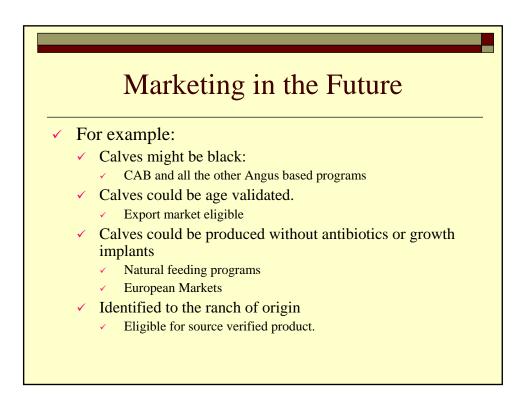


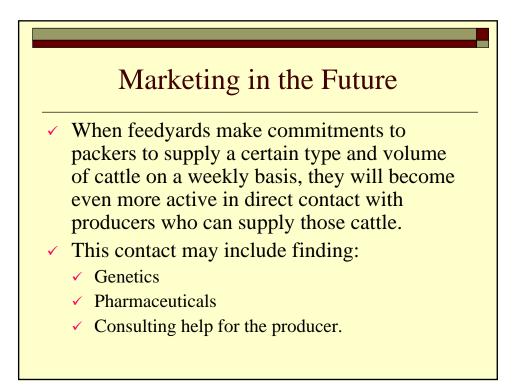
- The marketing plan in the future will involve producers managing their cattle to allow them to be used in the maximum number of programs possible.
- This will require producers to understand the requirements and specifications of the various programs.



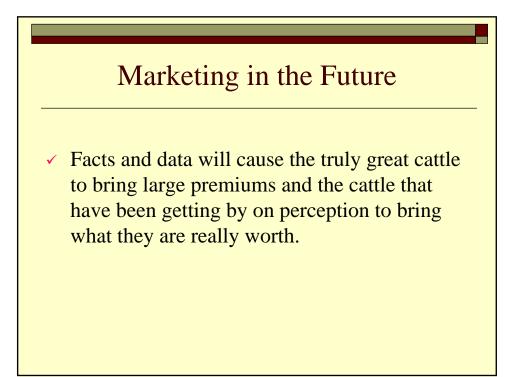
- A set of calves like these would have the maximum opportunity to enter multiple programs where premiums are being paid.
- The producer will have to decide if the costs of production are justified by the premiums being offered.



- Packers are making commitments to retailers and food service companies for these branded products to be delivered at a certain volume daily.
- Volume is the key to this commitment and in order to meet it, packers put pressure on feedyards to source the right cattle.



- We will lose the ability to sit around the coffee shop and compare prices, because with the multiplication of programs, any two sets of calves' selling price will be an "apples and oranges" comparison.
- This could be the healthiest thing for our industry.
 - Profit rather than selling price needs to be the driver of our business.



 If you are going to protect your investment, you might want to find out where your calves fit.