Veterinary Science

Preparatory Training for the Veterinary Assistant

Floron C. Faries, Jr., DVM, MS
Marketing Animals

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Objectives

- Discuss public auction markets
- Discuss private treaty sales
- Discuss order buying
Public Auction Markets

1. Auction sale (auction barn, sale barn, livestock auction, commission sale)
2. Terminal market
3. Consignment sale
4. Video marketing

Under jurisdiction of USDA

- Packers and Stockyards Act
- Sale of livestock
- Sold by bidding
Auction Barns

- Sellers
  - Farmers

- Buyers
  - Breeder farmers
  - Stocker farmers
  - Feedlot farmers
  - Slaughter (packer) houses

- Sale of all livestock
- Location at private livestock facility
Terminal Markets

- Sellers
  - Farmers
- Buyers
  - Feedlot farmers
  - Slaughter (packer) houses
- Sale of terminal livestock
- Central location
- Shipping point
- Location at livestock facility
Consignment Sales

- Sellers
  - Farmers

- Buyers
  - Breeder farmers
  - Stocker farmers
  - Feedlot farmers
  - Slaughter (packer) houses

- Sale of consigned livestock (kind, class, breed)
- Location at auction barns and ranches
Video Marketing

- Pre-recorded videos of livestock
  - Transmitted by satellite and internet
- Sale of all livestock in lots
- Bidding by telephone
Private Treaty Sales

- Sale of all livestock
- Bidding by sealed bids
- Location at sellers’ facilities
Order Buying

- Buyers place order with order buyers.
- Order buyers find and buy livestock
  - Stockers
  - Feeders
  - Packers
- Location at auction barns, stocker operations, feedlot operations, and ranches
Marketing Plan

- A major component of livestock management
- To assure profitable market sales.