

Marketing Simmental Cattle

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Canadian Simmental Association



- What is marketing?
- How does it relate to Simmental Cattle?
- Marketing methods
- Getting the job done



What is marketing?

- “Mystique” around marketing
- More than a few ads in the paper
- *Marketing is the satisfaction of needs and wants through the sale of your products or services*



Know your product ... Simmental

- Known for their maternal strengths and proven performance



Know your product ... Simmental

- Can also be used successfully as a terminal sire



Know your product ... Simmental

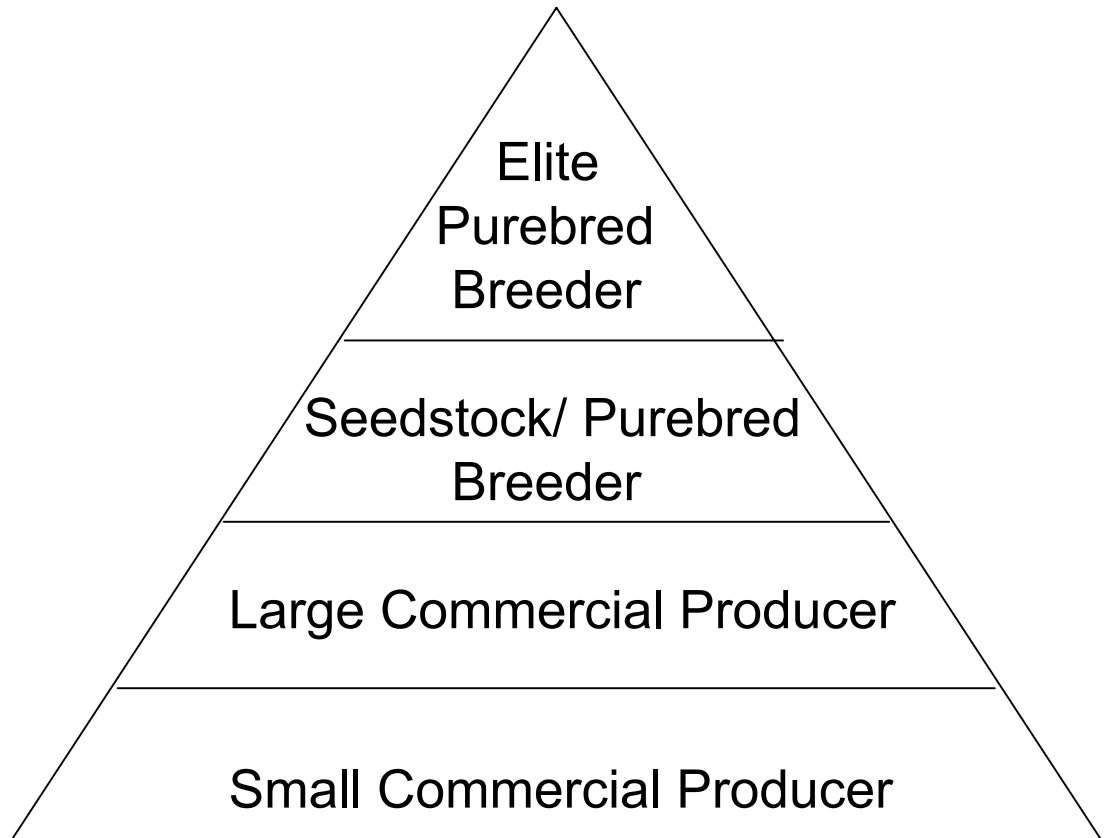
- Purebred genetics evolved to create large diversity in the breed and great effectiveness in the Canadian commercial cattle industry
- 2nd largest breed in Canada



Simmental & Marketing

- Demographics – where are the cattle & your potential customers
 - 5.5 million beef cows in Canada
 - Approximately 200,000 bulls needed
 - 30,000 Simmental cows enrolled annually
 - Lots of room for growth!

Know your market



Over 5,000,000 beef cows in Canada in September 2005

Know your customer

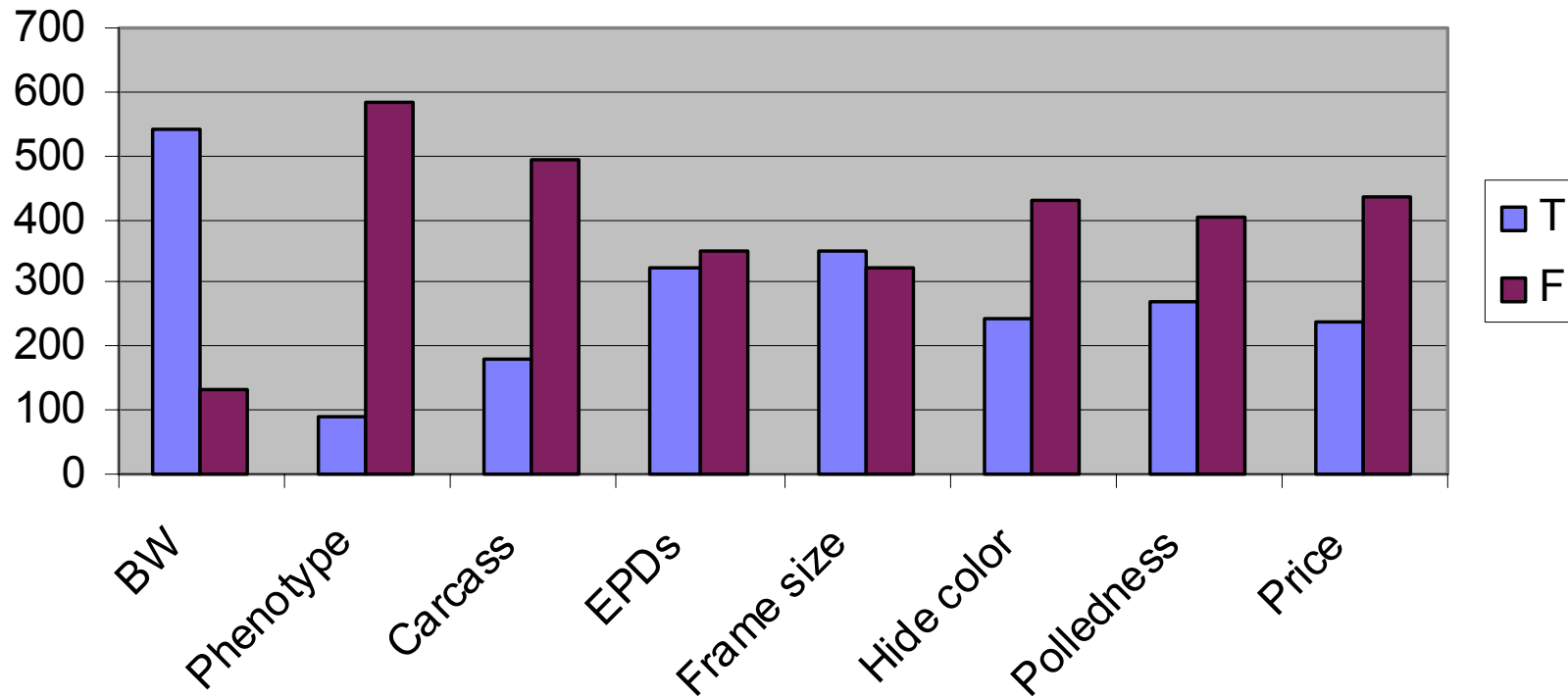
- Herd size, cow herd description, how they market their calves, goals
- Need to know what is important to your customer
 - Birth Weight
 - Growth
 - Maternal qualities
 - Carcass traits
 - disposition
 - Breeder integrity
 - Price
- Information about family, likes, dislikes, past buying experiences, etc.



CSA Commercial Survey

- 672 responses
- The majority of the people were not purebred Simmental breeders and nearly half were not in our existing commercial database
- The responses came from producers across Canada and herd size varied from no cows to 700. The majority of the producers had fewer than 100 cows (55%).

Traits Used for Bull Selection



Disposition	68
soundness	19
Breeder	10
Dam	11
Milk	7
Weaning Weight	6
thickness	6
feed conversion	4
Scrotal Circ.	5

Marketing Methods

- Advertising
 - Print
 - Radio
 - Television

- Promotion
 - Website
 - Shows
 - Sponsorship
 - Production sale

- Customer service
 - Customer appreciation
 - Heifer buy-back or sale option
 - Bull buy-back option
 - Wintering

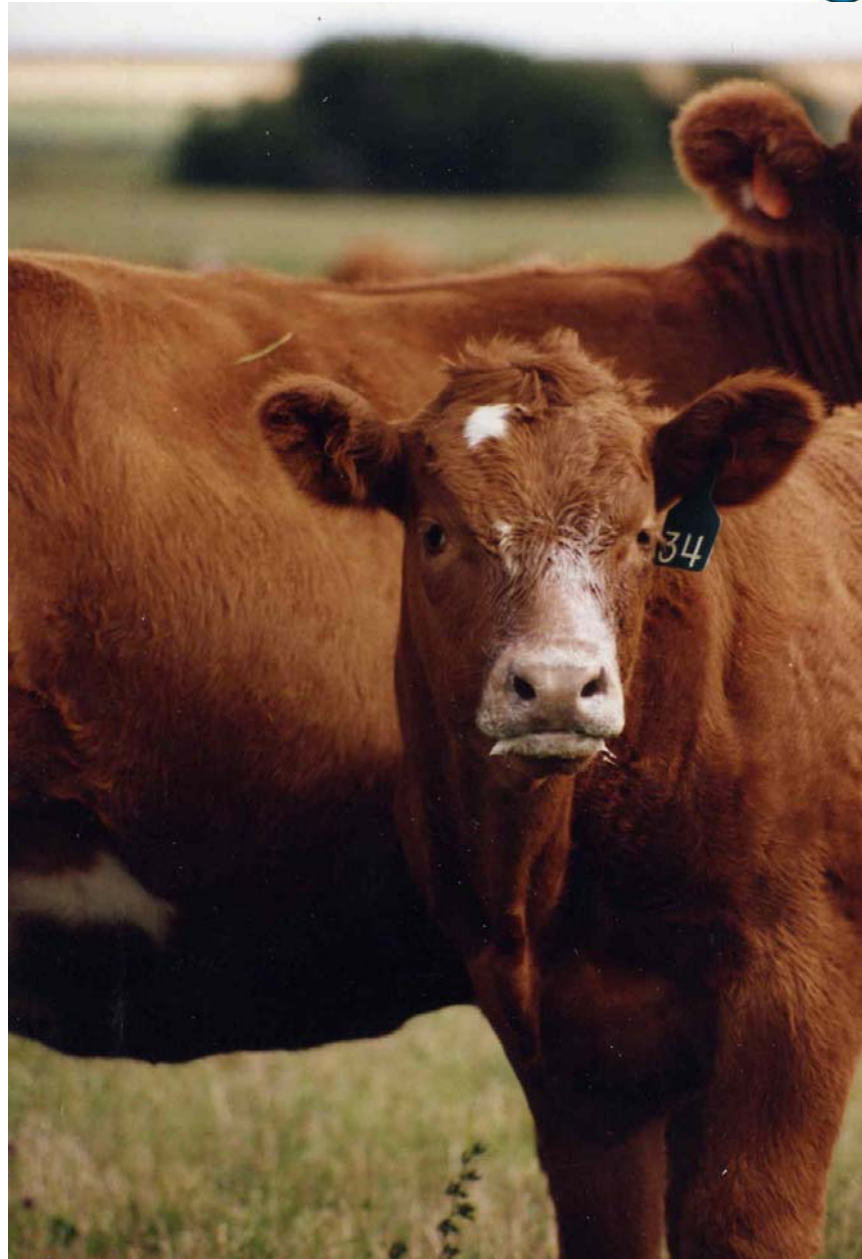


Canadian Simmental Association

- Identified the Commercial Beef Industry as our target
 - Largest area for growth through the sale of bulls and generating new seedstock breeders
- Marketing plan includes print advertising, video advertising, relationship building, education and customer service

- **Maternal strengths of Simmental**
 - Commercial producers should have Simmental in their cross bred cows to strengthen the maternal qualities in their herd (milk, weaning weight, mothering ability, etc.)

SIMMENTAL 



- **Carcass potential of Simmental**
 - Increased focus from feedlot and packing industry





SIMMENTAL

Your Source For Maternal Excellence

The Canadian Simmental Association and its members have made a commitment to continued maternal excellence. Simmental breeders are actively measuring and recording maternal traits. This commitment assures you will benefit from increased production and efficiency when you include Simmental genetics in your commercial cow herd. Contact the CSA for more information on our commitment to maternal excellence.



SIMMENTAL

Canadian Simmental Association
13, 1101-10 Street NE, Calgary, Alberta T2E 7C4
TEL: (403) 250-7979
E-mail: canam@simmental.com
website: www.simmental.com

SIMMENTAL

For years Simmental cattle have been known for high quality milk production resulting in heavier calves. They are your #1 choice for milk production, longevity, and profitability. Increase your calves' potential by investing in the hard-working, motherly qualities of a Simmental cow.



More to grow on.



"We like the maternal strengths of the breed, including the quality milk production, mothering ability, and udder structure."

-Brenda Berezowicki
Roenda Stock Farm
The Pas, MB



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Simmental Females...

Simmental cross females are becoming well known for their unmatched maternal strengths and mothering abilities. Canadian Simmental breeders are ensuring their soundstock genetics meet your commercial cowherd needs by actively tracking and then selecting and breeding for strong maternal traits. This commitment ensures you will benefit from increased production and efficiency when you include Simmental genetics in your commercial cowherd. Contact the CSA for more information or to locate a Simmental breeder near you.



**Setting the standards to which
all others are compared.**

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When the Going Gets Tough...



"The one constant that remains is that top quality, top weight calves will still ensure us as good of returns as the market can bear. Dollars per calf returned minus cost of production is what we are all about. For our ranch, Simmental cattle are doing just that, and they will continue to help us survive."

- Randy Pawich, Pawich Auction, MB



"I have had the privilege of auctioneering in excess of 100,000 cattle annually at the Heartland Livestock Services in Swift Current, SK. I have watched the Simmental cattle evolve from show ring giants to the practical working cattle of today. I believe current Simmental breeders are raising some of our nation's most functional cattle; they are meat cattle, moderate of frame, highly maternal, and solid colored. These cattle offer our commercial cattlemen and cattlemen incredible cross breeding options. Simmental bull suppliers are ideally positioned in this industry."

- Don Peacock, Heartland Livestock, SK



"The calves that Vold Jones and Vold Auction Co. sell through their rings every year are 70% Simmental cross. These calves are consistently the heavy weights that top the sale every week. Our producers have shown that Simmental genetics work for them."

- Blair Vold, VV Auctions, AB

The Tough Keep You Going.

- Video/Television advertising

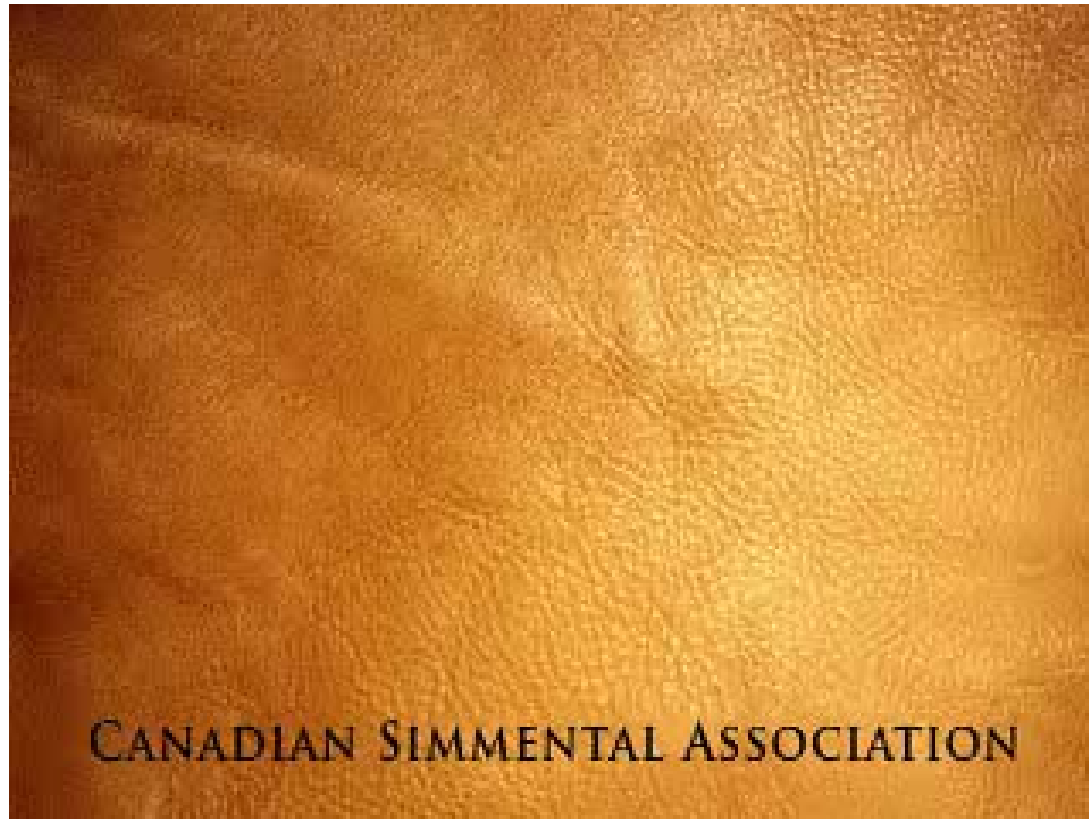
- Important to tell our customers who and what we are and what we can offer them – if we don't do it, they will do it for us

“When I am looking for a bull to fit into our commercial herd, there are a few things I’d like to take for granted. Not necessarily in order of importance, these essential genetic characteristics are good temperament, calving ease, and good feet and legs. I am most impressed with the Simmental breed’s ability to provide my commercial herd with these essentials.”

*Maggie Dulaney-Brecknock
White Haven Farms,
Innisfail, AB*



CSA Promotional Video





2006 World Simmental Congress

Pre Congress Tour – July 5-11
(Ontario, Manitoba, Saskatchewan)

Congress – July 12 – 16
(Calgary, Alberta)

Post Congress Tour – July 17-22
(Alberta – Rocky Mountains)

Lead the
way with
your
marketing
and sales
programs!

