

**Does the seedstock industry focus on the needs of the commercial cow/calf producer ?**

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**Beginning in the 1990's and continuing until today, the demands of commercial producers have moved toward increasing end-product value and expecting more customer service before and after the sale.**



**Emphasis on End-product Value**

**Providing genetics that allow commercial producers to capture added value through value based marketing**  
**Educating producers about true economic signals has finally sent the "right" signals up and down the beef production chain.**



notes from: **International Meeting of Computer Geniuses**



"We took 250 years of cattle breeding and in the last 10 to 15 years we have really accelerated," said Roy Wallace of Select Sires Inc., who invented BLUP and the Reduced Animal Model (right after Al Gore invented the internet).

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**Providing genetics that allow commercial producers to capture added value through value based marketing**  
**Educating producers about true economic signals has finally sent the "right" signals up and down the beef production chain.**  
**Emphasizing growth and carcass traits to create a "pounds in the right package" allows the commercial cattleman to produce cattle adapted their operation's environment, but also to hit the targets of economic importance.**



**Emphasis on Customer Service**

**Maintaining an emphasis on breeding soundness- fertility is still # 1.**  
**Bull guarantees are more important than ever. Seedstock producers today become customer service representatives after the sale.**  
**Successful seedstock producers spend as much time marketing their customers' cattle as they do their own.**

- Breeder influence sales
- Buy back programs
- Coordinating sales via order buyers
- Feedlot relationships and retained ownership
- Sharing value based marketing incentives
- Age- and source-verified ID systems



**Does the seedstock industry focus on the needs  
of the commercial cow/calf producer ?**

**HELL YES**

After all, they are our customers !!!!!!!

