



STEVE GABEL

## WHO ARE WE ?

- SERVICE COMPANY
  - MAGNUM FEEDYARD
  - MAGNUM FINANCE
  - MAGNUM TRADING

## MAGNUM FEEDYARD

- CUSTOM FEEDYARD
- SERVICE ORIENTED
- INDIVIDUAL REQUESTS MET
- IF YOU WILLING TO TAKE THE NEXT STEP TO CAPTURE MORE PREMIUMS, LET US WORK FOR YOU.

## WHAT IS QSA/PVP?

- QUALITY SYSTEMS ASSESMENT
- PROCESS VERIFICATION PROGRAM
  - DO WHAT YOU SAY.
  - SAY WHAT YOU DO.
  - PROVE IT (DOCUMENTATION)

## WHY SHOULD PRODUCERS BE INVOLVED?

- CAPTURE PREMIUMS OF COURSE!
- HOW DO I START?
  - IDENTIFY A PROGRAM/PROGRAMS THAT SATISFY YOUR SPECIFIC BUSINESS NEEDS / CAPABILITIES.

## HOW SHOULD PRODUCERS BE INVOLVED?

- PROGRAMS REQUIRE VARYING TYPES OF QUALIFICATIONS
  - BREED SPECIFIC
  - SOURCE VERIFICATION
  - VACINATIONS (PRECONDITIONING)
  - WEANING (ACCURATE DATED DOCUMENTS)
  - AGE VERIFICATION
  - IMPLANTS/ IONOPHORE/ ANTIBIOTICS
  - PACKER DEFINED

### **HOW IS IT WORTH THE EXTRA EFFORT**

- MANY REQUIREMENTS FOR VALUE ADDED PROGRAMS ARE ALREADY STANDARD PROCEDURES AT THE RANCH
- MARKETING
  - EASIER TO SELL CATTLE, AS BUYERS SEEK YOU.

### **VALUE CAPTURED PREMIUMS**

- PREMIUMS CAN BE GAINED THROUGH PROGRAMS SUCH AS
  - POWER GENETICS
  - MEYER
  - COLEMAN
  - BREED SPECIFIC
  - SEVERAL ADDITIONAL PROGRAMS ARE OFFERED; EACH ONE DESIGNED TO FIT A INDIVIDUAL NICHE MARKET

### **WITH YOUR PARTICIPATION IN VALUE ADDED PROGRAMS**

- YOUR OPERATION SHOULD SEE EFFECTS THAT OPTIMIZE PROFIT.
- YOU CAN MARKET A VALUABLE, CONSUMER FRIENDLY PRODUCT.
- YOU ARE MEETING THE DEMANDS OF CHANGING CUSTOMER SPECIFICATIONS TOWARDS VALUE-BASED SYSTEMS.



**MAGNUM**  
FEEDYARD, LLC