

Gelbvieh Offers Commercial Marketing Opportunities

RAPID CITY, S.D. — The purpose of the American Gelbvieh Association Commercial Marketing Program is to help producers get the most profit possible for their Gelbvieh-influenced calves through different marketing channels. The American Gelbvieh Association continues to look for new ways to aggressively expand the services provided through the Commercial Marketing Program.

Gelbvieh Alliance Fed Cattle Value Based Grid

The Gelbvieh Alliance remains one of the most competitive value-based grids in the country. With the lowest fees in the industry, it allows cattle producers to take advantage of superior genetics through added premiums. It also allows producers to get important carcass information back on their cattle which plays a vital role in evaluating performance for future genetic and management changes.

Never before in the industry has knowing how your cattle perform been so important. The Gelbvieh Alliance marketed just under 56,000 head of cattle in the year 2000 alone and paid out

more than \$581,000 in premiums.

Free Semen And \$30 Per Head Available For Carcass Test Herds

Collecting carcass data remains a top priority for members of the American Gelbvieh Association. The Commercial Marketing Program offers commercial producers the opportunity to use their herds as test herds for the Sire Testing Program.

In exchange for using artificial insemination and retaining ownership, the program allows producers to get free semen from some of the most powerful Gelbvieh sires in the breed while paying them \$30 per head for every steer or heifer from which carcass information is collected. This is a great way for commercial cattlemen to incorporate Gelbvieh genetics into their cowherd and get paid to do it.

Special Gelbvieh Feeder Calf Sales

The American Gelbvieh Association works with auction barns across the country to jointly add value to Gelbvieh-cross calves. The auction barn provides a competitive environment to establish the true value of premium

Gelbvieh-cross calves. The special sales are promoted heavily by both the American Gelbvieh Association and the auction barn.

Pooling top quality Gelbvieh-cross calves together and offering them on one day attracts a larger number of potential buyers and creates more competitive bidding in the sale ring. If there is not a special sale in your area, the Gelbvieh Association will gladly work with you to schedule one if there are enough Gelbvieh-cross calves available. Typically, at least 500 calves are needed for a successful special feeder calf sale.

Feeder Fax Listing Service

Many feedyards across the country have recognized the value of Gelbvieh-cross calves in the feedyard and on the rail. As value-based marketing grows and more cattle are sold on a grid formula, the demand for Gelbvieh-cross calves will continue to grow.

The Commercial Marketing Program continues to offer the feeder fax listing service as a method of exposing your cattle to feedyards and order buyers across the country. The service is

simple and free of charge. Simply call the AGA and request a listing form that provides all the descriptive information on the cattle (number of head, sex, weight, breed type, vaccination program, etc).

The information on this form is compiled and sent by fax to more than 100 feeders and order buyers who may have an interest in buying your calves. No minimum number of head is required to participate. However, a truckload (80 to 100 head) is usually needed to take full advantage of the program. Contact the AGA for additional information or to list your Gelbvieh-cross feeder calves.

Replacement Females For Sale

Many people have recognized the value of Gelbvieh-cross females. Gelbvieh-cross replacement heifers, bred heifers, and cows are in demand. The AGA maintains a current listing of cattlemen interested in selling or buying Gelbvieh-cross females.

The list describes groups of cattle for sale or describes cattle that someone is interested in buying. In order to list females for sale, simply call the AGA with descriptive information

about the cattle. If you are interested in buying, simply call the AGA with information on the type of females you want and where you are looking to purchase them.

This information is compiled into a listing, which is available to the buyers and sellers. It attempts to match buyer with seller, and vice versa. Contact the AGA office for a current listing of people interested in buying or selling commercial females.

Market Gelbvieh-Cross Calves Over The Internet

In the fall of 2000, the American Gelbvieh Association added an option to sell cattle on the Internet through eMerge's innovative Cattleinfontet interactive marketplace.

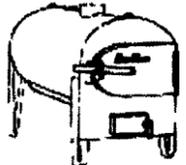
This gives producers the opportunity to list cattle for sale via the Internet and puts their cattle in front of an audience representing over 150 feedyards that jointly purchase more than 50 percent of the feeder calves in the United States. Listing your calves over the Internet is a way to add exposure to a broader audience of potential buyers.

*Blair Clavel,
American Gelbvieh
Association, Director of
Commercial Marketing*

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Smithfield To Acquire Moyer Packing

SMITHFIELD, Va. — Smithfield Foods, Inc. announced Tuesday that it had signed an agreement in principle to acquire 100 percent of the outstanding capital stock of Moyer Packing Company, a closely-held beef processor based in Souderton, Pa., with annual

sales of almost \$600 million.

Moyer Packing is the ninth largest beef processor in the U.S. and, according to Smithfield, the largest in the eastern U.S. Operations include beef processing, fabricating and further processing, as well as hide processing.

In addition to beef processing, the company has significant rendering operations in Pennsylvania, Delaware, and Virginia.

Terms of the transaction were not disclosed. The transaction is subject to regulatory approval and is expected to close in the first quarter of fiscal 2002.

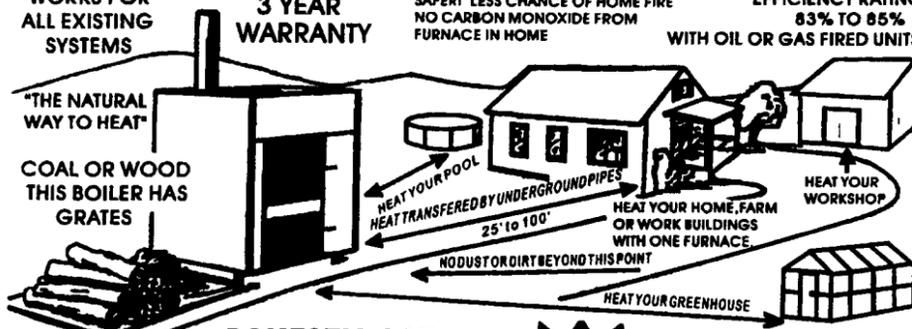
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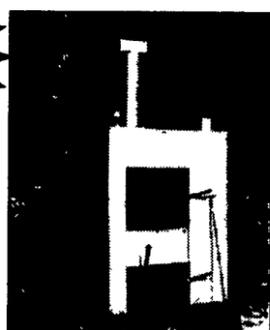
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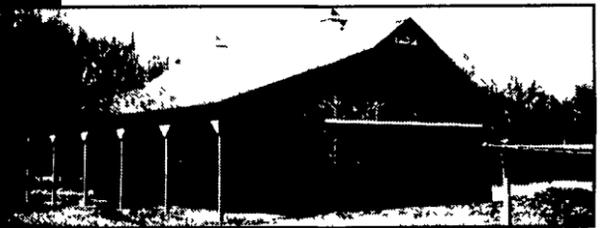
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