

Braunvieh Breeders Market Cattle in Creative Ways

By Micky Burch, Braunvieh World Managing Editor

As economics force change in the livestock industry, some producers may be looking for ways to cut expenses and increase sale prices in order to continue thriving in the cattle business. Embracing that change, here's how several Braunvieh breeders are currently marketing their cattle.

Marketing with McBee

Cattlemen wanting to showcase a large portion of their yearly production in one day may choose to host an annual production sale, and every third Saturday in April for the past 10 years, that's exactly what Ron and Teri McBee of Fayette, Mo., have done. McBee Cattle Company holds an annual Selection Day Sale where they sell approximately 45 Braunvieh and Angus/Braunvieh hybrid bulls, and 55 Braunvieh and Angus/Braunvieh hybrid first calf pairs, bred heifers and open heifers through a silent auction.

Even before their Selection Day Sale, Ron was helping to market cattle for his seedstock customers through the McBee Calf Roundup Program. "The Calf Roundup started because we didn't want our customers to worry about color when they sold their calves," Ron explains.

For years, he grouped calves from his bull customers, then resold them privately. Recently, he started marketing the McBee-influenced calves through public auction. Always, the cattle have been preconditioned with a Vac 45 protocol, and sorted into like size and gender groups. Today, calves are marketed through two annual Calf Roundups: one in January for spring-borns and one in August for fall-borns. Between the two delivery dates, more than 1,000 head of cattle are marketed annually.

Another interesting avenue Ron utilizes are farm visits. The 1,500 acre McBee ranch is split into 80 small pastures for controlled grazing. After spreading the word about alternative grazing methods, Ron started hosting field days, and has 8 to 10 groups visit the ranch every year. "I've always found it interesting to visit someone else's place, so it's great when folks visit us," Ron explains. Once on the McBee place, visitors will always find cattle on hand; Ron makes a point of keeping bulls around for his customers in case of an emergency, like a bull injuring himself during the breeding season. Through their production sale, Calf Roundup and ranch tours, there are several ways to market with McBees.

11th Annual **THE REAL DEAL**

McBee Cattle Company

Bull and Female **SELECTION DAY**

April 19, 2014 • 10:00 to 2:00

at the Ranch, Fayette, Missouri

Join Us For Lunch!

- 50 - 60 Braunvieh and Braunvieh Angus Hybrid females, including 1st calf pairs and bred and open heifers.
- 40-50 Braunvieh and Braunvieh Angus Hybrid bulls that have been developed for a long and productive life, evaluated on performance and efficiency and carcass trait measured by ultrasound.

Largest Selection
in the Midwest!

The McBee Customer's Bonus
Any bull purchase qualifies the buyer for participation in the McBee Calf Roundup. Grouping and Marketing Customers' Calves since 1992.



Ron & Teri McBee
221 State Rt. H
Fayette, MO 65248
(573) 228-2517
E-mail: mcbcattle@aol.com
website: McBeeCattleCompany.com