

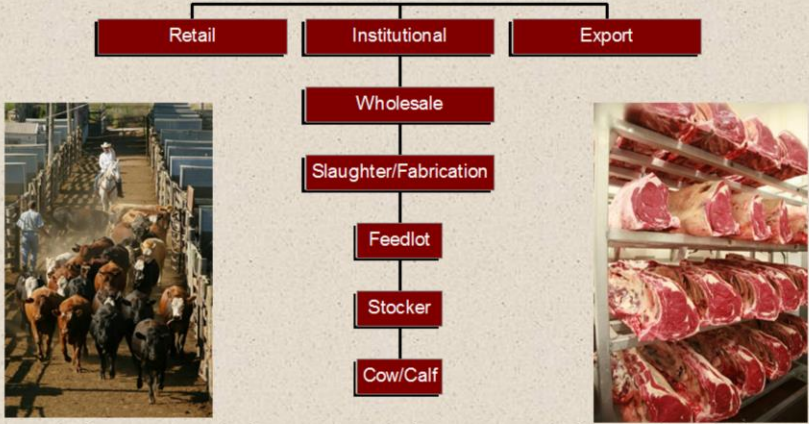
# Cattle Marketing: Cash Market Basics



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# *Beef Production and Marketing System*



# JANUARY 1 TOTAL CATTLE INVENTORY U.S., Annual

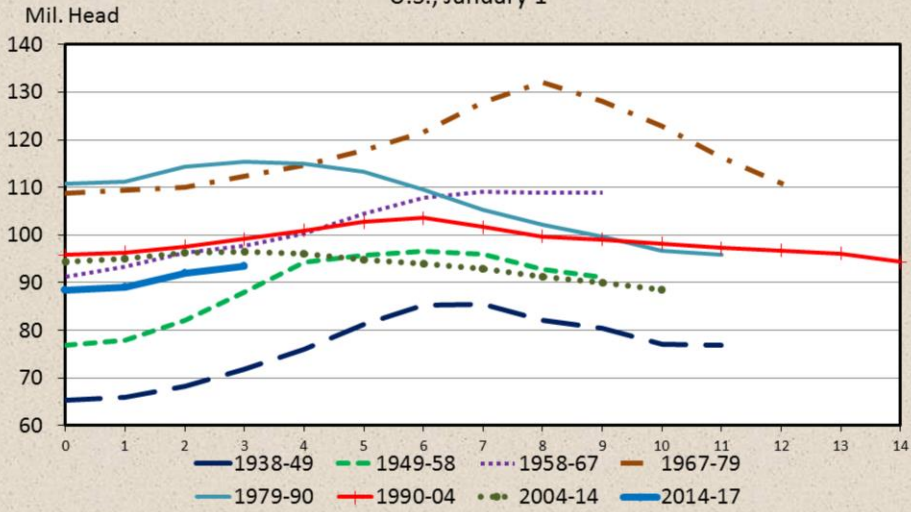


Data Source: USDA-NASS  
Livestock Marketing Information Center

C-N-01  
02/03/17

# TOTAL CATTLE INVENTORY BY CYCLE

U.S., January 1



Data Source: USDA-NASS  
Livestock Marketing Information Center

C-N-40  
02/03/17

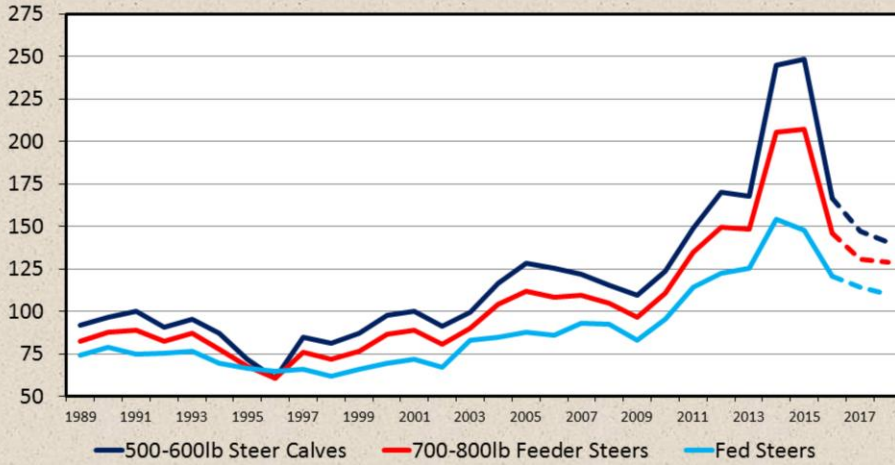
## Cattle Cycle

- Prices for all classes of cattle tend to go up and down in each cycle
- Cycles of prices force changes in level of production
- Price cycles imply:
  - Cycles of equity change
  - Opportunities for strategic behavior
- Cycles may be changing

# AVERAGE ANNUAL CATTLE PRICES

Southern Plains

\$ Per Cwt



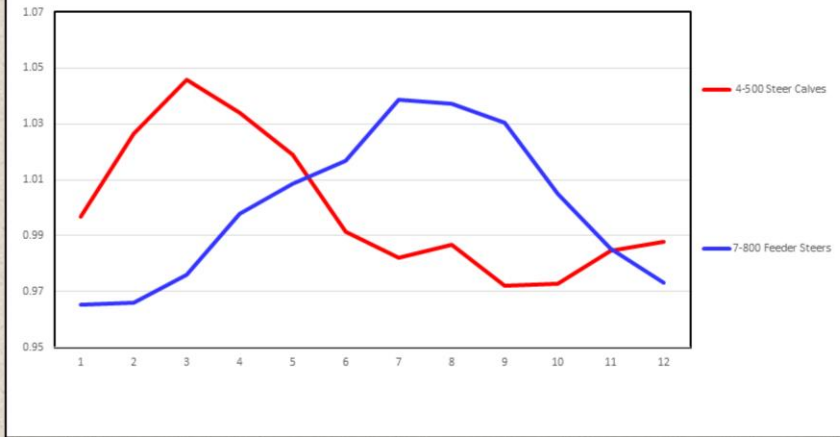
Data Source: USDA-AMS, Compiled and Forecasts by LMIC  
Livestock Marketing Information Center

C-P-06  
04/03/17

## Seasonality

- Seasonal price patterns in cattle are very strong
- Seasonal price patterns vary for different classes of cattle
- Important for retained ownership and stocker considerations

Seasonal Price Indexes - Oklahoma  
By Cattle Class, 2004-2013





## Calf Marketing

- Don't think of calves as a single marketing group
  - Steers versus heifers
  - Heavy versus light
  - Feeder heifers versus replacement heifers
- What is the best marketing alternative for each group of calves?
  - Sell at weaning versus retained ownership
  - Where and how to sell



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