

## **‘Mapping the Maze’ Equips Ranchers with Marketing Options**

The business of raising cattle becomes more complex every year, and with marketing decisions at each turn, cattle raisers can feel like they are winding through a maze of options.

On Friday, Oct. 28, leaders and marketing specialists from three national breed associations are joining together in Mandan, North Dakota, at the Baymont Inn & Suites, to equip ranchers with a road map through the marketing maze. They will discuss adding value to calf crops through genetics, feeding and verified marketing opportunities. Producers will have ample time to visit face-to-face with marketing team members from each breed for individual, personalized marketing options.

The three breeds – Red Angus Association of America, American Simmental Association and American Gelbvieh Association – are members of International Genetic Solutions, and share a common database for true multi-breed genetic evaluation through EPDs, as well as a collective vision for true profitability for cow-calf producers.

“Cow-calf producers are the heart of our beef industry,” said Steve Koester, event organizer and national RAAA director. “We want to help them find additional profit from their calf crops through breed-specific marketing programs and value-added options. Our associations already work together to bring us EPDs on a common database, so it made sense to host one event that helps commercial ranchers find maximum value in their cattle.”

The one-day seminar will feature:

- Tom Brink, RAAA CEO and founder of Top Dollar Angus®  
“Identifying the Value in Feeder Cattle and Achieving Increased Profitability.”
- Wade Shafer, PhD., ASA Executive Vice President  
“International Genetic Solutions’ (IGS) Role in Commercial Cattle Profit.”
- Myron Edelman, AGA Executive Director  
“Responsibility of Breed Associations in Cow-Calf Operations’ Success.”

Commercial marketing team members from each breed will detail the specific features of their programs geared at finding extra dollars for cow-calf producers and feeders.

The seminar runs from 9 a.m. to 5 p.m. CDT and is free to attend, including the noon meal. Please contact one of the following national leaders for details and to RSVP for meal count:  
Steve Koester, RAAA Board of Directors, 701-400-1611, [koester@bektel.com](mailto:koester@bektel.com);  
Erika Kenner, ASA Board of Trustees, 406-581-1188, [erika.kenner@gmail.com](mailto:erika.kenner@gmail.com); or  
Dennis Gustin, AGA Board of Directors, 701-663-7266, [gustindd@wildblue.net](mailto:gustindd@wildblue.net).

A block of rooms is reserved at the Baymont Inn & Suites, 701-663-7401, under “Cattle Seminar” for the special rate of \$89 per night.