

# MARKETING SURPLUS COWS

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## INTRODUCTION

When we market cows at Schroeder-Manatee Ranch, we look at how many ways these cows can be marketed to bring the most dollars per head.

### Options:

1. Are they cattle that don't fit into your breeding season for some reason or another? Could you market them as replacement cows?
2. Will the open culled cows be sold for beef?
3. Cows that are bred can be culled, but be kept until they have a calf. They then would be sold as an open cull cow after their calf is old enough to sell.

To reach these options, you should know the following:

1. The age of the cattle.
2. Condition of teeth.
3. Are they open or bred?

## Setting Up The Sale:

1. Call as many bidders as possible when selling replacement or beef cows.
2. Know how many cows that be sold.
3. Know how much the cattle weigh.
4. Know the date and time of sale.
5. Know the date of delivery.
6. Know the price per head, by rail or on hoof.

Cow marketing is a valuable part of Schroeder-Manatee Ranch's income. We believe you should spend as much time marketing cows as you do with calf sales.