



BLUE GENE Feeder Cattle Marketing Program

We know with today's technology, markets are changing, cattle buyers are increasingly demanding quality and may be more likely to pay a premium for it. With the national cattle herd increasing and more calves being sold, it will be important to set your calves apart as a value added commodity. Statistics show, in Virginia, buyers are more likely to pay a premium for groups of calves that are of consistent quality, color, weight and sex. Smaller groups of calves are often discounted especially if they are not weaned, castrated and given 2 rounds of vaccines. Our goal is to help you reach your profit potential by marketing your calves with like genetics in trailer load lots backed by our  **BLUE GENE** genetic program.

We would like to invite you to consider working with us. We believe our brand will add value to your calves in several ways:

- 1. By using superior genetics.** We work very hard to provide you with bulls that we believe will sire superior quality calves, both through growth traits and carcass merit that will add profit to your pocket. We hope that you are already seeing this in your program with the calves you have on the ground.
- 2. By marketing your calves in 48-50,000lb load lots with like cattle that are also sired by our bulls.** Some of you are already selling load lots of calves but many do not have enough numbers to make a full load. We will help you coordinate with other customers with similar cattle to make a full load.
- 3. By promoting the quality of your cattle.** If you are already selling in load lots we believe adding our brand to your calves will help promote the quality genetics you have selected and add value to your load. We will be promoting the program and also help with promoting your cattle.

To participate:

Producers must meet the following criteria:

1. Must have purchased a bull from MC Livestock, JP's Lee Hill Farm or T & J Cattle Company.

2. Calves must have been dewormed and vaccinated twice with modified Live Respiratory Disease complex (IBR, BVD, PI3), 7-way Clostridial diseases and once with Pasteurella.
3. Calves must be weaned for a minimum of 45 days.
4. All heifers must be guaranteed open and males must be castrated. All calves are de-horned and healed.

Procedure for Selling in load lots with other producers:

1. Cattle will be graded at your farm by the VA Department of Agriculture & Consumer Services personnel. Cattle must weigh a minimum of 400lbs and grade as L1, M1 or L2 & M2 to qualify. The fee for this \$1.25/hd
2. Once a load of cattle has been identified they will be sold on the VA Cattlemen's Assn Telo-auction, a state graded sale or other board sale. The sale and bonding agent will be decided by the group (small per head fees will apply). A day, time and place will be selected for you to deliver your calves.

Procedure for having your Load of cattle BLUE GENE Certified:

1. Contact us with details of what you are selling, when your calves were weaned, castrated and vaccinated. We will schedule a visit to look at your offering.
2. Once approved we will help promote your cattle on social media and our website if appropriate depending on where/how you are selling them.



Blue Gene Seal of Approval

