

MARKETING 101

DIRECT

May 2014

If you are making seedstock sales of your Galloway cattle, you are a direct marketer.

Times change, methods of conducting business change, but the dynamic remains the same: You have a product that someone 'out there' needs. Your mission: connect with them!

In marketing, there is something called *The Rule of Seven*. Basically it says that a prospect needs to hear or see your marketing message a minimum of seven times before that message begins to resonate with them.

So how do we as breeders get the concept of Galloway Cattle in front of cattle producers in meaningful terms and sufficient frequency? Certainly *one* way is the work your association does to promote the breed. Print advertising in targeted publications, displaying at the Herd Bull Alley at the Denver Stock Show, and operating a booth at the NCBA Convention Trade Show are all examples.

WHY GALLOWAY?

There is no other breed of cattle in the world as versatile as the Galloway. They are the only breed that can be raised in any climate, on any type of land, and can be used for any purpose. They are the only breed that can be raised in any climate, on any type of land, and can be used for any purpose.

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BREED HISTORY

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Shows are another means, especially great for those kinetic learner types, the ones who need to 'experience' something to really form an understanding. Have

"Strive not to be a success, but rather to be of value."
—Albert Einstein

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ADVENTURES ON CRAIGSLIST

~ JUDY DECKER

I have a confession to make.

I advertise bulls on Craigslist.

I hesitated to bring this up, largely because of a presupposition on my part that you - my fellow breeders, might consider such a venue to be, well, less than acceptable.

But not only do I advertise bulls on Craigslist, I sell bulls on Craigslist. And beyond that, I have a certain degree of fun doing so.

Here's the deal. I have discovered that combing through the listings on Craigslist (CL) are a goodly number of fine folks, cattle producers who are on the hunt for that something special that will add some bling, mmm, a power punch... to their next calf crop. They are small to mid sized operators who don't wish to attend bull sales, but instead prefer private treaty sales.



Here is a typical conversation that comes with a CL ad contact when they make inquiry about the bulls listed. "My granddad (or dad) ran Galloway bulls (and/or cows). He always did like them. He did real well with them back in the 60's (or 70's). They were good cattle."

Hmmm. Well its hard to argue with that, and who would want to?

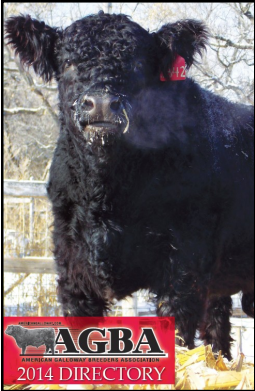
I think Galloway has become a forgotten breed, the one time *Gemstone of Cattle*, known *widely* for its hardiness, efficiency and longevity. But in the absence of a Madison Avenue caliber marketing program to publicize the breed in a market-driven world, a different black breed was pushed to the top in *popularity* via their built in marketing premiums and professional breed promotion.

But does their marketing success mean the 'other blacks' are better cattle? Of course not. Which is the reason most Galloway breeders get *at least* a couple of bull inquiries each year from these

(Continues Pg 6)

Direct Marketing, continued.

you considered bringing an animal or two to the next show? You have opportunities in Billings and Denver, guaranteed. But don't rule out All Other Breed (AOB) classes at shows closer to home. They



are a great venue for passing out literature, and meeting with producers to share your knowledge of the Galloway breed, and let them view a sample or two of the quality cattle you are producing.

Websites are great, because a whole lot of cattle producers make substantial use of the internet, accessing the wealth of information available on it. Do you have a website? If not, consider it. Really, really consider it! The breed wants you to be found! In fact, it *needs* you to be found. If you have quality Galloway breeding

stock for sale, and someone googles 'Galloway cattle Wyoming' (or Texas or Michigan), and you don't come up because you don't have a website, that may be the end of their query. The simple fact is, its quicker for them to shoot off an email after they have visited your website than to pick up the phone. Help them find you! Help them find the information they seek.

Consider your local livestock auction barn as well as the local farm store as publicity venues. The AGBA recently had 1000 nice color brochures printed up for distribution at cattle shows, trade shows, or to be mailed out to inquiries. (Contact your director to request some!) I have been placing these brochures, along with AGBA Breeders Directories and our own farm's literature, in the 'information' areas of both the auction barn and the large farm store. Cattle producers need to see the word GALLOWAY several times (seven times, apparently) and this is one simple and inexpensive way to accomplish that.

There are online registries where you can list your farm name and contact information by cattle breed. Visit Americancattleman.com and thecattlepages.com, and get listed!

Finally, don't neglect places like Craigslist (see article page 2). Go check out the number of bulls and females being offered on Craigslist in your area. Click on the Farm and Garden link under a city in your state. Your animals might as well be getting some publicity too.

<p>GALLOWAY BULL</p> <p>The mature Galloway bull will weigh between 1800-2200 pounds. He dominates the crowd, is the strongest and in beef cattle makes he will deliver almost anything he is bred to, further contributing to profits.</p> <p>His genetic purity imparts a balanced addition to a breeder's production results, giving his calves the vigor they need for optimal growth and good health.</p> <p>Commercial cattle producers have observed significant increases in profits through the use of top Galloway bulls. Best of genetic characteristics result in the animal being alert, of good disposition, superior in breeding instinct, less inclined to fight with other bulls and, as opposed to most breeds, very active even in hot weather - not a sluggish and sluggish seeking animal.</p>		<p>Unlike larger framed, slower maturing calves, those with Galloway blood offer a marked improvement in gain efficiency, feed costs, choice grades, and water retention. Numerous controlled studies have demonstrated the higher quality of carcasses of the animal, however the most dramatic results show that up to 30 per cent less grain is needed in the ration. The early weaning time through nursing alone. It is an extremely efficient one profit for the breeder/cowman. There is little profit in a big cow, only in big calves. Galloway crossbred calves, depending on bloodlines, will have a birth weight of between 60 to 80 pounds, averaging 72 pounds. Gain efficiency with these calves is the key to higher market prices and low cost finishing.</p>
	<p>GALLOWAY COW/CALF</p> <p>In a system where fertility, calving ease, hardiness and growth are vital, the Galloway cow is a natural leader. She is of long life, a persistent and easily managed animal with excellent milking ability. She will produce a healthy, vigorous calf each season for many years, providing sufficient milk to wean off large calves within maximum schedules.</p> <p>Because efficiency of gain (not rate of gain or size alone) is the rule of profits, the Galloway is that becoming recognized as a trend setting breed. The Galloway or Galloway cross is an ideal choice in the medium food cattle level of today. The mature cow will weigh 1000 to 1500 pounds, averaging 1200 pounds.</p> <p>Quality problems are minimal. Although born small and easily delivered, the mature/capacity of the breed to grow produces calves that are routinely 50 to 60 per cent of their mother's weight.</p>	 <p>Galloway are the parent of the British beef breeds used in North America today as noted by Roy Hildner and Barton Ritchie in <i>BEF Magazine</i>. There is no breed-up program. The strong point of the Galloway breed has not been watered down. This is a legitimate benefit to commercial customers, as crossing with the Galloway imparts a high degree of hybrid vigor.</p>

New Brochure - Back side

A Bit of Galloway History

Submitted by Floyd Smith ~ See photo pg 9

Marlow Jurisch may not be familiar to Galloway breeders today. He was owner of "KUBE Galloway Ranch at Scenic, SD in the SD Badlands. When the former HE Ranch dispersed in 1968, Marlow Jurisch and Claude Berry (MN) each bought one half of these outstanding cattle - direct Scottish imports. The HE herd was the property of Prentice Hale from San Francisco, CA. Cattle were selected and bred under the direction of Scotsman Bob Johnstone, HE herdsman. Some of the old timers who remember all of these people are myself - Floyd Smith, Patricia Pruitt (editors note: Patricia is author of our breed's only exhaustive history in America, *A Chronological History of Galloway in America*),

Continues pg 10

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www.renfarms.com

galloway@renfarms.com

CSS Certified
Semen




(CL, Continued from pg 6)

its worth in a generational ranch's history. And that memory is seemingly awakened when they scroll through Craigslist and see **Galloway Bulls for Sale**, complete with photos.

The best thing about Craigslist is.... Wait for it.... Is that its totally free! You can add photos with ease. Lots of them. You can include a link to **your website** where readers can get additional information. Your email address is safe, as all replies are routed back through a CL email that goes to your email inbox, keeping your email address anonymous on CL

Marketing is very much about name recognition. Imagine the advances we could make if multiple Galloway breeders added **Galloway Bull** to the Craigslist listings in their own and neighboring states?

Let's find out!

<h1>Grant GALLOWAYS</h1> <p>GALLOWAYS SINCE 1966</p>		<p>P r o v e n</p> <hr/> <p>On Grass and In the Feed Yard</p>
<div> <p>Visitors Always Welcome!</p> <p>Jim and Kathy Grant 1934 E. 400 South Hazelton, ID 83335 208.825.5215 208.420.3977 (cell) jimgrant@myway.com</p> </div>		

(Craigslist, cont. from pg 1)

other producers who need to inject some power and heterosis into their genetics by looking outside of their breed's gene pool.

This spring I spoke with a man from Southeastern Colorado, who had seen an ad of ours in the Pueblo CL listings. And while in this case the price of the bull wasn't cost effective for the number of heifers he had on hand, he shared with me his recollections of going as a young fellow to his great uncle's ranch with some regularity, and the five Galloway bulls the uncle had 'brought over on a ship to breed his fine Angus cows'. His uncle, he concluded, was probably way ahead of his time.

No doubt about that.

Last year we sold a bull from Craigslist to a fellow in NW Missouri. He told us about the Galloway cattle he had in the 70's, and that there is still a wee bit of Galloway blood in his cows. He shared how his daughter showed their Galloway heifer at the American Royal one year, and would you believe he took the time later to send me a photocopy of the newspaper clipping with the write up about her showing her Galloway at the Royal? It just doesn't get any better than that. Not for me anyway.

An equally interesting observation is this: We have had several inquiries who assumed that there is belted Galloway somewhere in the ancestry of these solid black Galloway bulls, and ask "won't they throw some calves with a little bit of white on them?" Their perception is that the belted Galloway is the Galloway in its native state, so any solid black must be the result of breeding up from belted stock. Consistently, a brief explanation of the breed's history and herd book rules, always garners the same response: "I sure didn't know that". As breeders, we have to be knowledgeable about the needs of the beef producers we wish to sell to, and understanding the reality of being docked in the sale ring for odd splashes of white on the calf is one of those realities. (And on the flip side of that coin, we get inquiries from people looking for belted, and are happy to direct them to the Belted Society's fine website.)

The Galloway breed has a history that still resides in the memory of many producers. To them, the Galloway is not some obscure minor breed. Rather it is a breed with a track record of doing good things for the cowherd and the cattleman. The Galloway for them is a breed that has already proven

Galloway Youth Program Update Spring 2014

Submitted by Dawn Swensson

American Galloway Breeders have been great in supporting youth in their efforts with Galloway cattle. Like American Galloway cattle breeders, youth active with their Galloway cattle are spread all across the United States.

There are programs that reward youth who document their activities with their Galloway cattle. Other support for youth with Galloway cattle comes from the opportunities to breed their cows to very nice bulls, thanks to semen donations by AGBA members and a Heifer Project. The Heifer Project is seeing its goal with calves being born out of heifers donated to youth. The next step will be seen soon with animals coming back into the program for new project members or coming back to be sold with the rewards going back into the project.

We are always looking for ways to encourage and support our youth with Galloway cattle. In the past, fundraising efforts for awards have come from generous donations from AGBA members. AGBA Members have both purchased and contributed to silent auctions with many useful, valuable and enjoyable items. AGBA Members have even purchased items from fellow members to offer in auctions. For example, Patricia Pruitt donated two of her books [A Chronological History of Galloway in America](#) for two different silent auctions and LeRoy Kindler purchased one of her books to donate and offer in a different silent auction. We are thankful for these and many other thoughtful and valuable donations. All proceeds go to support youth awards. If you are interested in any of the Youth Programs available to youth with Galloway Cattle or have questions please contact Dawn Swensson 940-683-4146, or Gayle Cerrulo (360) 720-3159.

Youth
Rock!

2014 Galloway World Congress

The bi-annual Galloway World Congress will be hosted by the fine Galloway breeders of Germany.

The dates are September 2 through September 7, 2014, in Lower Saxony, Germany.

Headquarters and lodging will be at Hotel Altona.

Wildeshauser Straße 34
27801 Dötlingen
Wildeshausen
MAIL: INFO@GUT-ALTONA.DE
Phone.: 0049 4431 9500
FAX: 04431-1652
www.gut-altona.de



The organizers have a full schedule of delightful day tours followed up nightly with great German dining experiences. There is simply too much information to list here. For a PDF of the scheduled events, lodging information and expenses, please visit:
www.americangalloway.com/pdf/2014_worldcongr_invite.pdf .

AGBA Website Information

The AGBA website is not only a good place to visit routinely, it's a great place to send people interested in getting into Galloway cattle. Basic information about the breeds, links to articles, and of course the Breeders' Directory are all found here.

The *Notices* link, found under the AGBA tab, is your source for reminders about upcoming shows, meetings, and other time-sensitive information.

If you are a member in good standing, look for your name under the Galloway Breeders tab. Not there? Drop Judy an email at renfarms@osprey.net. Be sure and include the information you wish to have entered in your listing. Check out some of your fellow breeder's listings for ideas.

If you have taken some *quality* photos of your animals, especially pasture and range shots, send those along too! Quality photos are in short supply for publicity purposes.



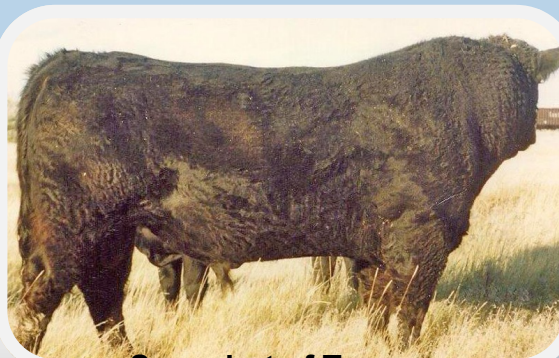
Mora, Minnesota - 612-390-2249

ONE STOP SHOPPING!

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SCOTTISH BULL
BRAVEHEART OF GAL-WAY***

ELI BERRY



Snapshot of Trapper

**EMBRYOS
AVAILABLE NOW!
SNAPSHOT OF
TRAPPER AND
DIAMOND B
ADELAIDE 128X
(EXPORTABLE)**

Diamond B Adelaide 128X



Give us a call, or send email to eberryranch@gmail.com

Mailing Addresses

Mail Registrations and Transfers to:

**CLRC
2417 Holly Lane
Ottawa, Ontario K1V 0M7
CANADA**

Mail Membership Applications and **Dues** to:

**Joyce Jones/AGBA Sec
395 Double J Lane
New Castle PA 16101**

2014 DIRECTORS

Harley Blegen - ND	701-645-9073
Eli Berry - MN	612-390-2249
Jon Brown - OK	405-785-9115
Jody Hipsher - MI	715-742-3495
Joan Hoffman - MI	517-627-2310
Joel Jackson - WY	406-635-5409
Joyce Jones - PA	724-924-2938
Shawn Schumacher -MT	406-622-5601
Richard Serr - WA	509-258-6776
Debra Vance - CO	303-887-1731
Susan Waples - MT	406-635-2114
Tom Wilder - WA	360-581-3700

(Marlow Jurisch, from pg 4)

Eli Berry (MN) and Bob Airth of Alberta, Canada. Doug Beckett bought many of the original California cattle when Jurisch's KUBE ranch sold out in the mid-1970's. Beckett sold some of these genetics to Diamond B Ranch, owned by Robert Ballantyne in Saskatchewan, CA. Ballantyne sold these genetics all over the world, including Scotland, Europe and Australia. So ancestors of all of the world's finest Galloways passed through Marlow Jurisch's hands!

Marlow still likes to have visitors or phone calls from Galloway Breeders.

(Contact Floyd for more information.)



Reunion. Two breeders of historical note meet up in Rapid City, SD.

Marlow Jurisch (L) enjoys a visit with Floyd Smith in June, 2012. (See accompanying story on page 4.)

In 2012 we started our Reg. Galloway Herd with RFLTD Yankee .

He was our *Epiphany* !!!



March 1, 2014 at 34 months of age.



April 2012

Time for your *Epiphany*

Semen Available: Spring 2014

Jon & Shelli Brown 405-785-9115

jonbrown1159@yahoo.com

Will & Nicole Wheeler 405-274-1799

wheelerfarm87@aol.com

Willow Valley Galloway

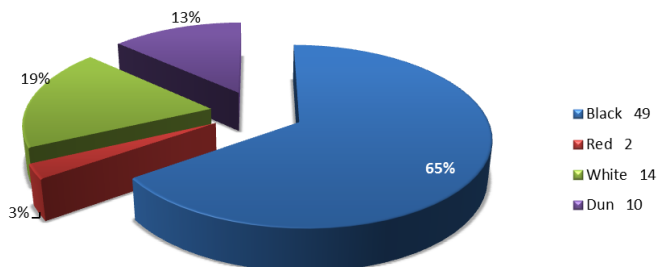
Chickasha, Oklahoma

His 3rd calf crop is hitting the ground this Spring of 2014. He has proven to sire beautiful fronts, style, and great disposition along with wonderful quality hair, strong bone, structural correctness and low birth weights. All of his calves have been replacement quality.

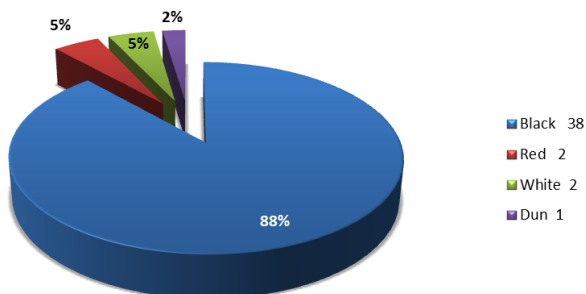


Willow Valley Abe A4 - Born: May 30, 2013
One of Yankee's first calves. Recently, the Reserve Grand Champion Galloway Bull at the 2014 National Western at 7 months old.

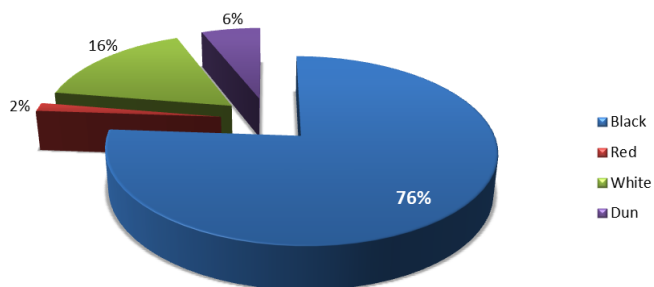
2013 4th Quarter Registrations



2014 1st Quarter Registrations



2014 1st Quarter Transfers



AGBA MEMBERSHIP RENEWAL TIME.

ANNUAL MEMBERSHIP DUES
= \$80

ASSOCIATE MEMBERSHIP DUES
= \$20

DUES SHOULD BE PAID BY JUNE 1, 2014



CORRECTION!

The AGBA Youth organization is administered by Gayle Cerullo and Dawn Swensson. Last issue it was incorrectly reported that Debra Vance is part of the Youth program.

MAILING IN
REGISTRATIONS AND
TRANSFERS?
FIRST CLASS POSTAGE
TO CANADA IS:
\$1.15

TRAPPER GALLOWAY RANCH

****ATTENTION****

Galloway Breeders...

Due to my age and disability, the few animals that I own are leased to Eli Berry of Mora, MN. I wish to sell the inventory of semen on hand - all of which is considered rare and priced accordingly.

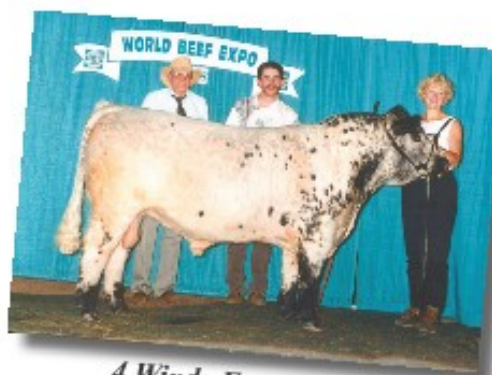


Kit Smith

Galloway breeder since 1961 & lifetime member of AGBA



Rough Rider Extra "Bucko"



4 Winds Farm Panda



Diamond B Triple Play 28T



Helen of Trapper 1S
(Full sister to Independence of Trapper)

SEMEN FOR SALE:

- 4 Winds Farm Panda - 10 units @ \$100
- Rough Rider Extra - 65 units @ \$100
- Diamond B Triple Play 28T - 12 units @ \$100
- Diamond B Zamboni - 100+ units @ \$20
- HRG White Lightning - 100+ units @ \$20
- Independence of Trapper - 100+ units @ \$20

Kit Smith

(307) 765-2971

www.trappergallowayranch.com
kit@trappergallowayranch.com

Floyd "Kit" Smith
925 N. 7th, Apt. 6
Greybull, WY 82426

Maternal **POWERHOUSE**



03/02/2012
BW - 82
WW - 654
YW - 1235
Current - 1660

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What's Your Role?

As a member of the American Galloway Breeders' Association, you have a role to play. Remember: Collectively you are the greatest resource your breed association has! If you come across ideas that can promote Galloway cattle in new, farther reaching ways, contact a director or two and tell them about it. Directors can and do hold conference calls to address association business. But if they don't hear from you, prime opportunities may be missed.

Maybe your idea is ideal for a certain region of the country, and you just need one or two helping hands. Make use of the Breeders' Directory and locate breeders near you for assistance. And remember, the AGBA has a fantastic display for use in promoting the breed. Contact the president for its whereabouts at any given time.

Together we are making known the extraordinary qualities of the Galloway breed.

Brass Ring Galloways

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Four Yearling Bulls
One Three Year Old
Bull**

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AGBA Website Update

The association's website recently received a fresh coat of paint. It is now sporting the color version of the logo, as well as a new color scheme. Thanks to Linda Magyary of Northwest Pathfinder LLC for the new look!

AGBA
AMERICAN GALLOWAY BREEDERS ASSOCIATION

Why Galloway? Galloway Breeders Galloway Beef AGBA More about Galloways Classified Ads

American Galloway Breeders Association (AGBA)

We learned way back that it's not always in our best interest to chase every fad that rushes by.

We watched the great frame race of the last two decades, and kept our cattle moderate in size and mature weight - even though it was unfashionable to do so.

Then we witnessed the industry push for maximum lean, and questioned how long consumers would buy beef that's too tough, that has no flavor.

And we wondered how long cattle producers could tolerate heavily-muscled open heifers, and bulls that couldn't get the job done when the going got tough.

That's why we breed Galloway.

Pssst....

If you missed the 2014 National Western Stock Show, here is just a peek at what you missed! [The Denver Special!](#)

ATTENTION: The 2014 bi-annual World Galloway Congress will be held in Germany this September. Click [Here for details!](#)

A black Galloway bull. Solids are the original Galloway, and black is the predominant color.

Home Contact AGBA Site Map © Copyright AGBA

B

Is your tattoo letter for 2014

Stay Informed

The AGBA has an email list that is available for members to use to notify others about upcoming events such as field days, sales, shows, etc.

If you have never received an email from ***gallowaybreeders@yahoo.com***, chances are you are not on the list. SO...kindly send an email to myself, and I will see to it that you are added :)

Use this address please:
renfarms@osprey.net

Thanks!

Judy

Did You Know...

You could be viewing this newsletter in **COLOR!**

Simply go to ***americangalloway.com***, click on More About Galloways tab, and then click the highlighted link for The Galloway Dispatch.

The President's Corner

Galloway greetings from the muddy, sloppy, cold swamp land, commonly referred to as North Dakota.

As I write this column, we have a beautiful sunshine filled evening. This is after a week of rain, totaling up to nearly 4 inches. We have water standing everywhere.

I know a person in the cattle business should not complain about rain, but this cold rainy weather is getting old.

I hope calving is going well for all. We had a very successful calving season even with the -20 to -30 Fahrenheit temps in February and early March. We ran right at 80% bull calves. We have some very exciting herd bull prospects wading around in the mud right now. The heifers are pretty darn nice too.

In each of the upcoming newsletters I am going to have one or two of the directors write this column. I think it will be good for the directors to tell about the happenings in their respective regions. I also think it would be good for some to introduce themselves to the rest of the Galloway world.

As we all know, cattle prices are at record levels. The demand continues to be strong for all classes of Galloway breeding stock, semen, and embryos. Commercial cattlemen like the premiums they get for their solid black, red, cattle. They do not want to lose that. Meanwhile, they also recognize that heterosis is dwindling with the Angus X Angus X Angus derivatives. To regain heterosis, they need to breed their cowherd to a fullblood, outcross gene pool. Folks, there are not too many breeds that can offer what the fullblood Galloway can. We as a breed association need to take advantage of this fact.

WE NEED TO MARKET OUR GALLOWAY CATTLE.

The AGBA will continue to promote the Galloway breed and its usefulness in the beef cattle industry. However, we as individuals are ultimately responsible for the promotion of our own cattle.

(Continues back page)



THE GALLOWAY DISPATCH

These are exciting times for the cattle industry. What is even more exciting? We Galloway breeders have a cattle industry looking for us. Make it easier for them to find you. Market your breeding program.

As you plan your 2015 calf crop, plan for the future. Plan for a bright future, using Galloways.

Promoting the Galloway breed for over 32 years,

Harley Blegen

J. Decker
1800 E 18th
Emporia, KS 66801