

**2008 Mid-South Stocker  
Conference**

February 12-13  
James Ward Agricultural Center  
Lebanon, Tennessee



**“Plan for Success”**



**“Fail to plan is a plan to fail”**  
(Anonymous)



**Planning involves securing  
information that can be evaluated  
for potential use**



**“Knowledge is Power”**  
(Anonymous)



**The objective of the mid-south  
stocker conference is to provide  
information that can be used by  
the producer during planning and  
managing processes.**



## Increased opportunities for stockering cattle – increased grain prices

- A shift toward shorter feeding periods
- More weight would need to be put on prior to feedlot
- Grow cattle longer on pasture or other economical feeds



## Keys to stocker sustainability

- Manage your own resources
- Keep informed on how external forces may impact the stocker industry
- Stay in tune to the industry
- Listen to your customers
- Build enduring relationships



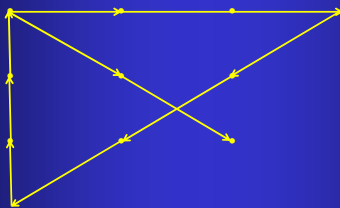
## Keys to stocker sustainability

- Manage input costs (all are increasing)
  - Fuel
  - Feed
- Develop an effective health program
- Evaluate marketing options



“There are opportunities for those producers who can ‘document’ and market the contributions they provide for meeting consumer demand for tasty, safe, and nutritious beef products”

Dr. Dale Blasi, 2008 Tennessee Cattleman’s Association Convention



Connect the 9 dots by drawing 4 straight lines without lifting your pen or pencil



Another key to sustainability is to be willing to change in philosophy



**“PLAN FOR SUCCESS”**

