

“How BCIA Involvement Benefited CK Cattle”
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I have been in the registered cattle business since 1976 and have had some good and tough years in that time. I was a BCIA member at times and participated in a few sales intermittently as my bull inventory merited, but my involvement worked around the individual sales that I was part off with no consistence. Over time I had built a small solid bull market through a good product with good customer service, but had problems expanding that market largely due to perception problems encountered with my breed and my shortcoming in marketing.

I had learned that if I could get a cattleman to come look at my bulls, I could change his perception of my cattle through visibly seeing my bulls and one on one time visiting with me. It is difficult to accomplish these tasks with advertising. At that time I decided to become a regular at the All Breed consignment sales sponsored by BCIA.

I took bulls that I was proud off, stood along side the pens to represent them and visit with whoever took time to take a look. It was not an immediate success. They sold about \$200 off the average and \$550 less then the top breed there. But I had some new customers and had begun to change the perception of my bulls to anyone who attended the sale. About the 3rd year selling at the Fall Roundup, my bulls started selling around the average of the sale and the 5th and 6th year the bulls were the top averaging bulls. Over time, I am sure that my bulls will not always be the top sellers, but I feel that I have established a market for my cattle if I continue to keep the quality up.

For CK Cattle, selling bulls in BCIA sponsored sales broadened my customer base, gave exposure of my cattle and also allowed me to learn more about other breeder’s programs. What I learned from my participation encouraged me to adjust my breeding program to strengthen the strong points and eliminate the weak points of my bulls.

Another important aspect of BCIA involvement is the opportunity to get know the many people involved with BCIA. There is no better place to meet regional and state extension agents, other cattle breeders and leaders throughout the industry. The BCIA board of directors probably brings together every aspect of the leadership of the cattle industry as well any organization.

Overall, I feel BCIA involvement has been very beneficial to my program and would be an asset to any registered breeder involved selling cattle in Alabama.