

Missouri Cattle Markets

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**Good Breeding herds support and supply Missouri's
Livestock Markets.**

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Introduction

The data and information in this publication were obtained directly from farmers and acquired by the use of survey schedules. The work was done under a State Experiment Station research project contributing to a North Central Regional Research project in livestock marketing.¹ Information contained in North Central Regional publications is used only in those instances where it becomes apparent that comparisons lend to the usefulness of state data.

Since shifts and changes are continuous, livestock producers should consider and comprehend these changes. For this report, there was no attempt to analyze the effectiveness of farmer marketing practices nor the efficiency of various types of markets or marketing methods. Rather, the report shows detailed information on Missouri slaughter and feeder cattle producers marketing methods and practices, and the relative importance of various types of market outlets used by these producers in disposing of their cattle. In addition, the report tries to show why producers choose a particular market and on what basis they make their choice when selling or purchasing a particular class of animal.

More specifically, the objectives of the study were: (1) to determine the importance of marketing channels used by farmers and the alternatives available to them in marketing both slaughter and feeder cattle and calves, and to obtain information on the motivating factors and attitudes of farmers which influence their choice of markets or marketing agencies; (2) to determine the relative importance of the various marketing agencies used by farmers when selling and purchasing cattle and calves; (3) to determine the types and availability of markets and marketing agencies which farmers utilized in buying and selling cattle and calves, and the status of different markets in the total structure of livestock markets; (4) to discover methods by which cattle and calves are transported from farm to market, and to determine distance different species were transported to market.

In order to lessen the confusion found in terminology, the following definitions are given for the various types of markets and market agencies used by farmers in selling and purchasing livestock.

Terminal Public Markets

These markets are also referred to as public stockyards, central public markets, terminal markets, etc. Live-

¹Ohio Agricultural Experiment Station, *Livestock Marketing in the North Central Region*. Bulletin No. 846. (Wooster: Agricultural Experiment Station, 1960.

stock is consigned to commission firms for selling. Two or more must operate on such a market. A stockyard company owns and maintains the physical facilities. Individuals, partnerships, corporations, and cooperative associations operate on terminal public markets.

Auctions

These may also be called sale barns, community sales, or community auctions. Livestock auctions assemble livestock and sell to buyers on an auction basis. Bidding and selling are open to the public. Such enterprises may be owned by individuals, partnerships, corporations, or cooperative associations.

Local Market, Concentration Yards

These markets may be referred to as local stockyards, Union stockyards, or _____ Stockyards. The name of the community, city, individual or corporation may be used, such as the (Columbia) Yards or the (West Plains) Livestock Market. At such markets, livestock is purchased from farmers on a lot or graded basis, usually regraded and sold to slaughterers, to order buyers, or to other markets. All have fixed facilities, such as pens, scales, loading and unloading chutes, etc., for handling livestock.

Country Dealers

Country dealers are independent operators who buy and sell livestock for a profit. They may be called local dealers, truck buyers, traveling buyers, traders, or in some areas, scalpers. Most of their dealing is with farmers. Trading usually is done at the farmers' base of operation.

Packer Buyers

These buyers are employed by slaughterers. They travel in the country and buy livestock from the farmer usually at the farmer's own feed lot. The check the farmer receives will be from the _____ Packing Company. If the buyer issues his own check, he was classified as a country dealer.

Packing Plants and Packer Buying Stations

Livestock is sold and delivered by a farmer to the slaughtering plant or to yards owned and operated some distance away from the slaughtering plant. The farmer gets the check from the packing company.

Order Buyers

Order buyers take title to livestock and operate between slaughterers and other markets or agencies. They do not buy from farmers. If they buy from farmers, they are acting as country dealers or packer-buyers and are not performing the function of order buyers.

Other Farmers

One farmer may sell breeding or feeding stock directly to another farmer or to members of 4-H, or other organizations in the community. Through auction sales, the farmer may liquidate his livestock and other farm assets when he is going out of business or for other reasons.

Locker Plants and Retailers

A farmer may sell a few steers to a local locker plant. He may sell a calf to a store that retails meat.

Pools

In some areas, lambs from many farmers are pooled by grades and sold by grades to slaughterers.

Special Type Auctions

Special auctions sometimes move feeder calves and cattle or feeder pigs, which are sorted by weight and grade. These auctions permit buyers to buy evenly graded lots of animals.

Cooperative Shipping Associations

Owned and operated by farmers, these organizations assemble livestock from farmers, load the livestock and ship it cooperatively by rail or truck to a convenient market where the selling function is performed by commission men. Their primary function is assembling and forwarding livestock.

Importance of Livestock in the Missouri Economy

Missouri is one in a group of states having surplus production in all three species—cattle, hogs, and sheep. In 1959, Missouri was eighth in commercial cattle slaugh-

ter, eighteenth in calves slaughtered, seventh in commercial slaughter of hogs, and tenth in the commercial slaughter of sheep and lambs. Trends in production from 1940 to 1959 are illustrated in Figures 2, 3, and 4.

The sale of livestock is the Missouri farmers' most important source of farm income. About half of the cash receipts from farm marketings in 1959 were from livestock.² Receipts from sale of cattle and calves in 1959 were about 27.6 percent; from hogs, 19.4 percent; and from sheep and lambs, 3 percent.

Methods of production and marketing of individual species vary extensively within the State. Cattle production and marketing is the more diversified of the three industries, feeding and fattening of cattle being concentrated in the northwest section of the state; the southwest quarter industry is primarily dairying and the production of veal calves; whereas much of the mid-section and major parts of the Ozark region are feeder producing areas.

The relatively even distribution of cattle in Missouri results partly from their ability to use non-concentrate feed more efficiently and partly from their adjustment to geographic conditions. Also, the dual purpose of cattle often makes the animal a relatively more efficient part of a greater number of Missouri farm units.

Because of the important position held by the cattle industry in Missouri, the need for increased attention to slaughter and feeder marketing practices and facilities is continuous. The unique position of the Missouri livestock industry poses problems which are different from those faced in some other states. The complexity of the livestock marketing problem becomes apparent when the wide variations in the livestock enterprises among various sections of the State, as well as the extensive variety of livestock found on individual farms, are fully considered along with the various types market outlet alternatives facing the Missouri livestock producers. Coupled with this range of variation is the ever-changing level of technology. These complications disturb both market structure and performance and a smooth and efficient market system does not automatically develop. However, a suitable and adequate market structure is necessary for efficient marketing of livestock.

²Includes only cattle, calves, hogs, and sheep.

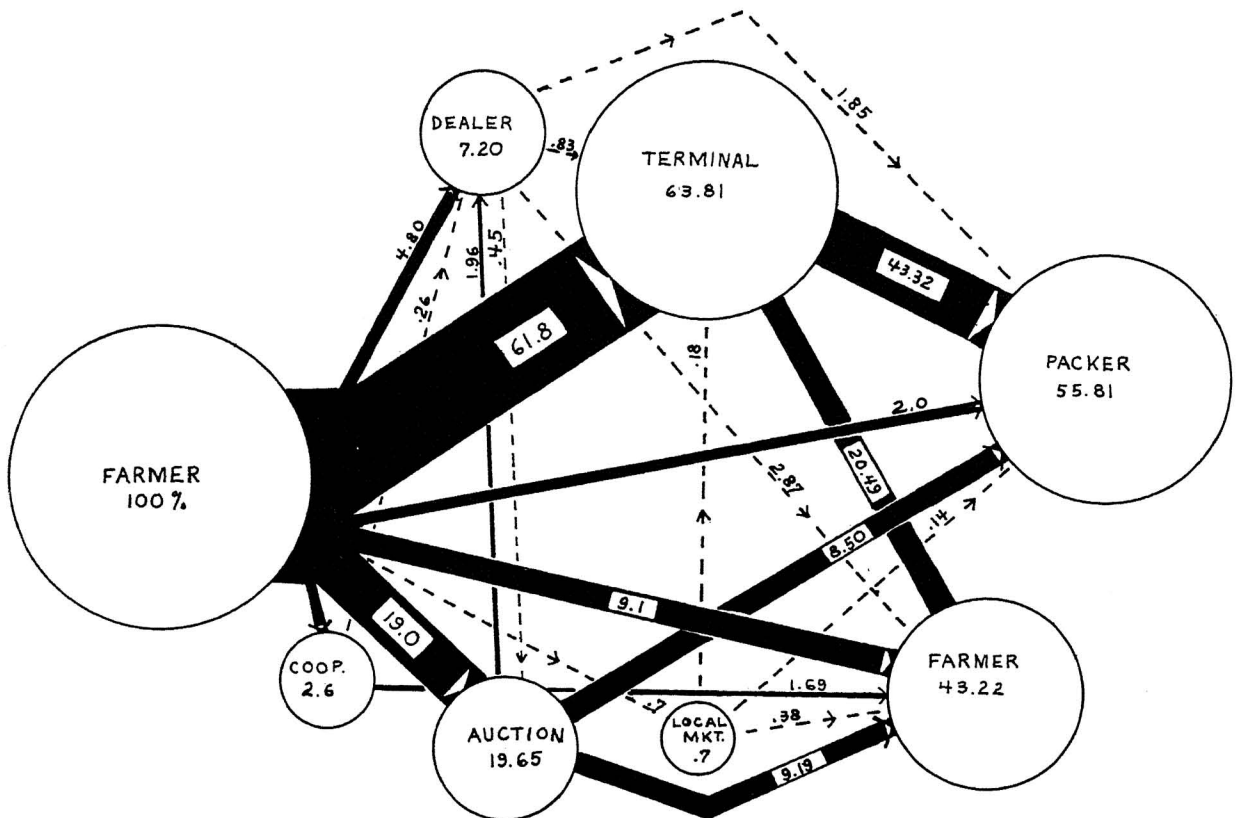


Figure 1. Channels through which cattle and calves moved from farmers to packing plants, other farmers and other users, Missouri

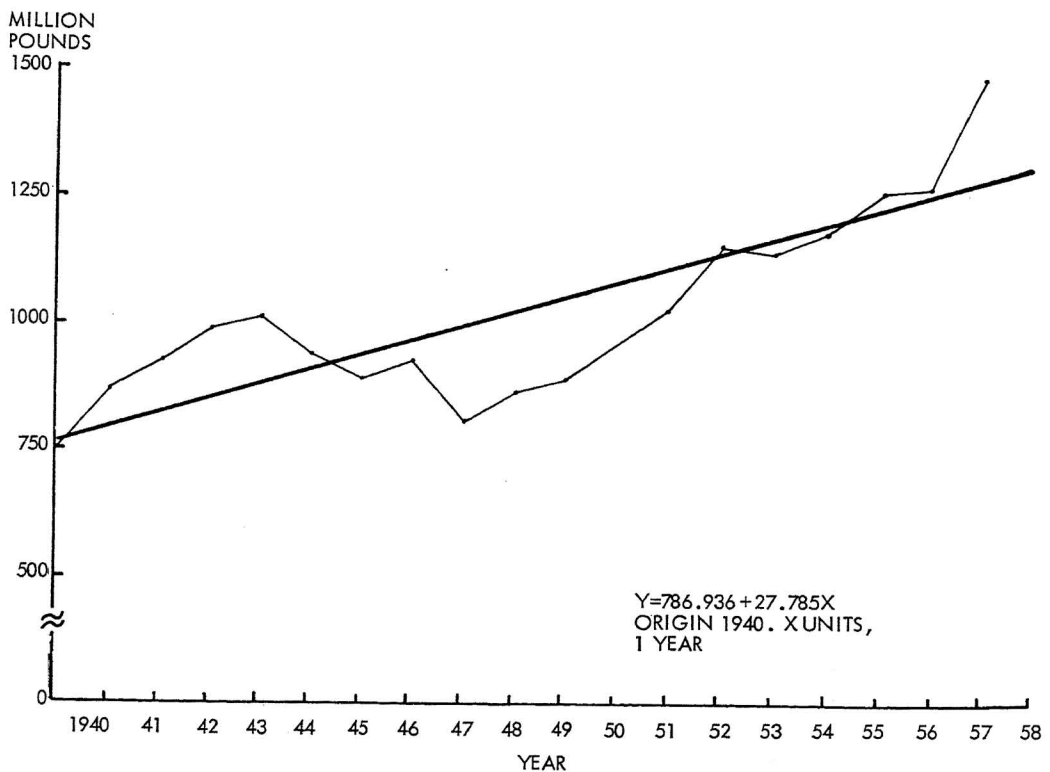


Figure 2. Trend in Missouri cattle production, 1940-1959

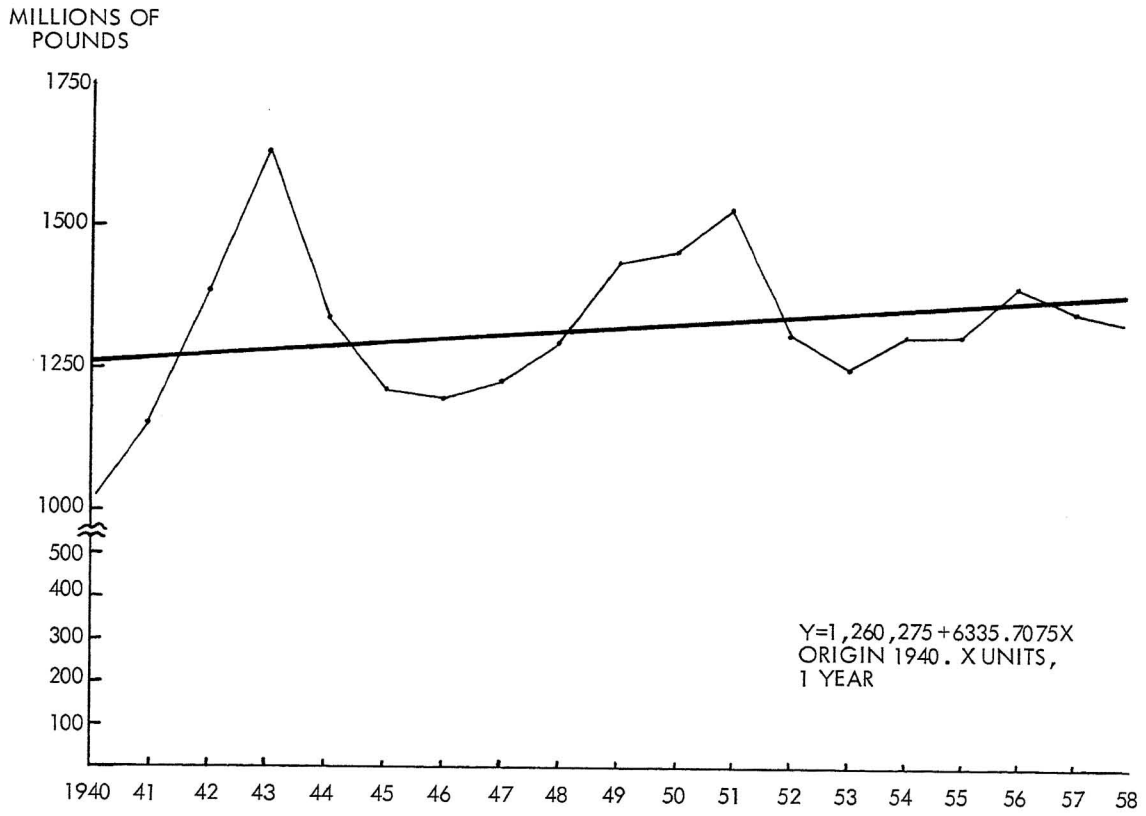


Figure 3. Trend in Missouri hog production, 1940-1959

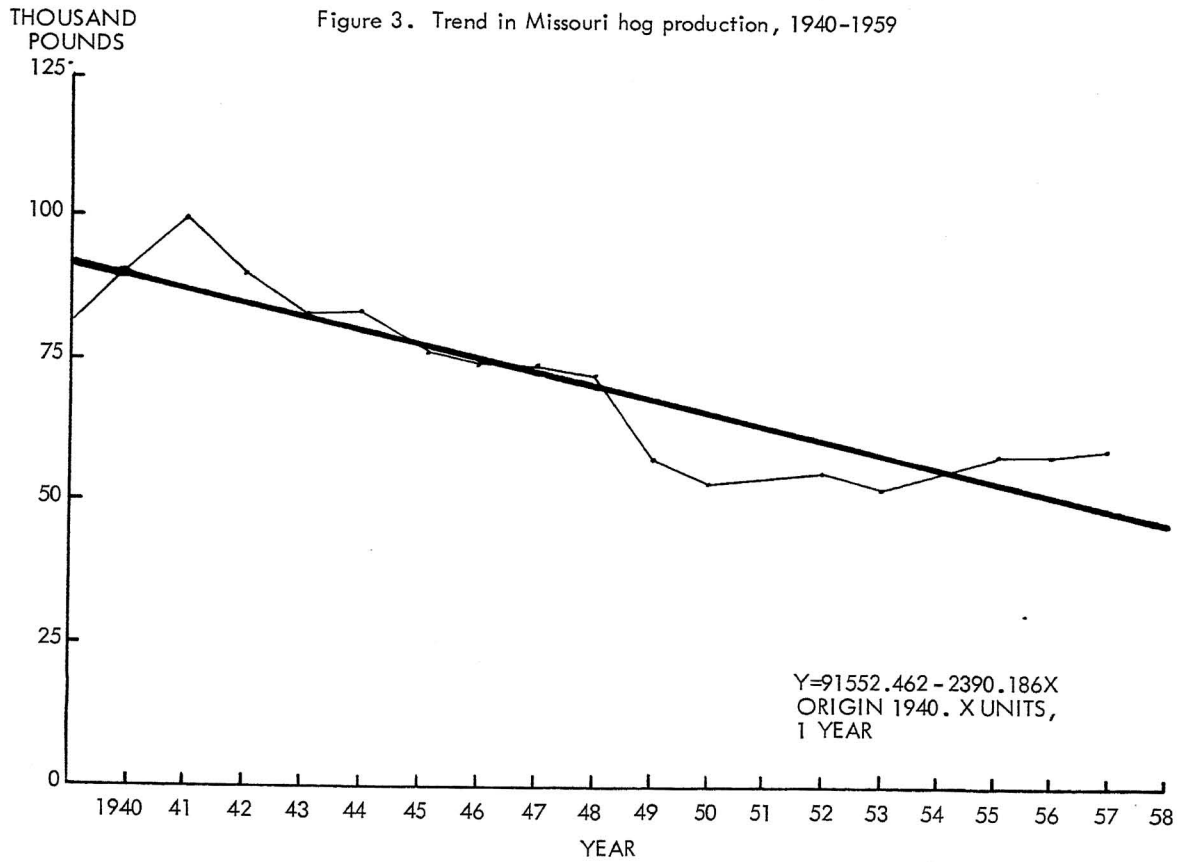


Figure 4. Trend in Missouri sheep and lamb production, 1940-1959

Changes in Cattle Numbers

The number of cattle and calves on farms in Missouri has increased almost continuously since 1940. The January 1, 1960 inventory was 4,262,000 head. This was an increase of 57.3 percent since 1940 and a 37.1 percent increase since 1950. This increase in number of head of cattle and calves did not include milk cows. The number of milk cows declined during this period by nearly 132,000 head. Inventory figures by years are shown in Table I.

TABLE I - CATTLE NUMBERS IN MISSOURI
1940-1960

Year	Total Cattle Thousands*	Kept for Milk Thousands**	Beef Cattle Thousands
1940	2,710	926	1,784
1941	2,846	963	1,883
1942	3,017	1,011	2,006
1943	3,228	1,053	2,176
1944	3,486	1,115	2,371
1945	3,347	1,148	2,199
1946	3,113	1,079	2,034
1947	3,051	1,007	2,044
1948	2,959	975	1,984
1949	2,949	956	2,005
1950	3,107	975	2,132
1951	3,356	975	2,881
1952	3,591	946	2,645
1953	3,950	955	2,995
1954	3,950	974	2,976
1955	3,910	955	2,955
1956	4,027	936	3,091
1957	4,027	899	3,128
1958	3,866	845	3,021
1959	4,098	811	3,287
1960	4,262	803	3,459

* U.S. Department of Agriculture. Agricultural Marketing Service. Crop Reporting Board, *Meat Animals, Farm Production, Disposition, and Income by State, 1957-1958*. (Washington: Government Printing Office, 1959, pp. 5, 9, 13.

** U.S. Department of Agriculture. Agricultural marketing Service, *Livestock and Meat Statistics, 1957*. Statistical Bulletin No. 230. (Washington: Government Printing Office, 1958).

The number of hogs on farms did not indicate a long-time trend increase as did the number of cattle and calves. Part of this difference is the result of a difference

in length of the production cycles of the two species.

The sheep industry in the state has always been less significant to agriculture than cattle or hogs. Since 1940, sheep have continued to decrease in their relative importance. There were 1,695,000 head of sheep and lambs reported on Missouri farms in 1940. By 1959, this figure had declined to 897,000 head, a decrease of 47 percent. (See Figure 5).

The number of cattle kept for beef production resulted in an increase in production from 751,420,000 pounds in 1940, to 1,463,115,600 pounds in 1959, an increase of more than 82.4 percent in the state. Comparable figures for the United States production are as follows: (1940) 15,702,110,000³ pounds of beef production; (1959) 29,545,785,000 pounds—an increase of 88.2 percent.⁴ The pattern of production increase in Missouri has followed closely to that of the United States as a whole.

There are a number of factors which have been responsible for this expansion. First, there has been an increase in consumer disposable income, which in turn, has resulted in an increased demand for all meats. This higher disposable per capita income has caused shifts in consumer demand from one variety of meat to other varieties, particularly to beef. A second factor is the population explosion which began to show its development after 1940. These forces underlying demand for meat made the beef industry of an individual farm beef enterprise relatively more attractive profit-wise as compared to other alternatives of the farmers. The improvements in management and technology of grain and pasture production and animal feeding made large supplies of feed concentrates available at relatively low prices, which encouraged the farm beef enterprise during the period of 1940 to 1960. Figure 6 illustrates this growth in numbers expressed as a trend from 1940 to 1960.

In 1940, there were 151,489 farms reporting the sale of cattle and calves, and by 1959, this number had changed to 127,895. This is a 16 percent decrease in the number of farms reporting sales. However, the total head sales of cattle showed a marked increase from 1940 to 1959. This trend in farmer marketings of cattle and calves is illustrated in Figure 7.

Volume of Sales by Marketing Areas, 1940-1959.

As a result of the diversified livestock industry in Missouri, the various types of markets and the numerous market outlets operating, it was believed that the ob-

³U. S. Department of Agriculture. Bureau of Agricultural Economics, *Meat Animals, Farm Production and Income, 1924-44*. (Washington: Government Printing Office, 1947), p. 6.

⁴U. S. Department of Agriculture. Agricultural Marketing Service, Crop Reporting Board, p. 7.

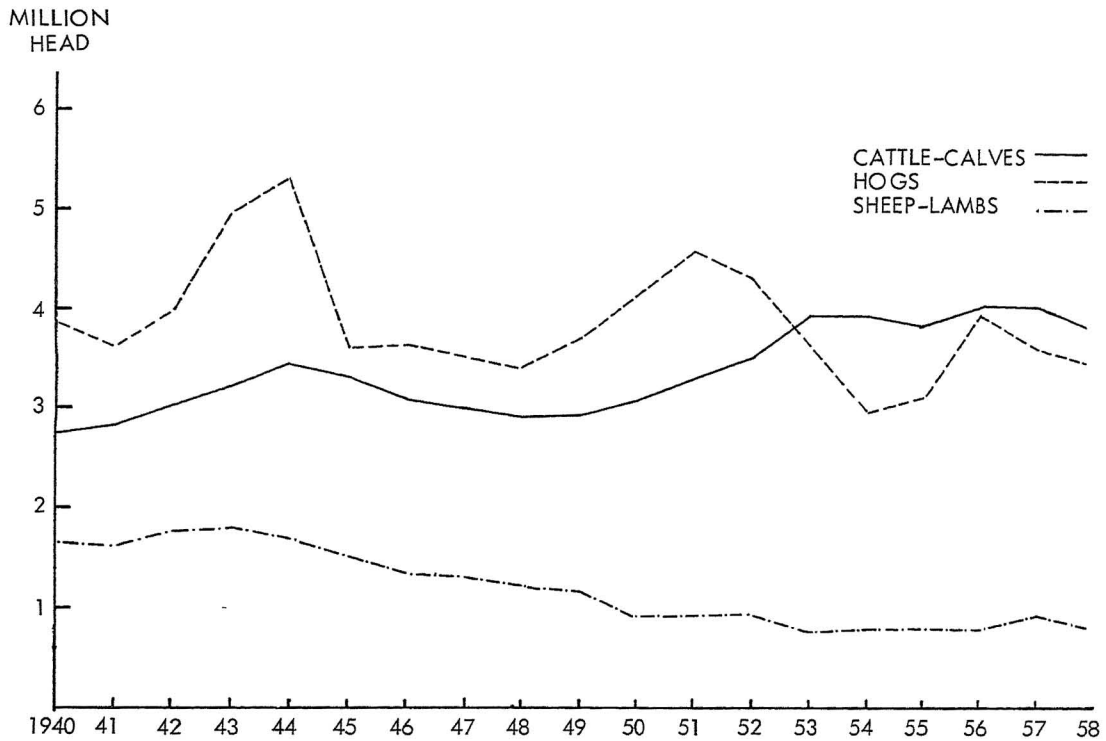


Figure 5. Number of cattle, hogs and sheep on farms, January 1, Missouri, 1940-1959

Source: U. S. Department of Agriculture. Agricultural Marketing Service. Crop Reporting Board, *Meat Animals, Farm Production and Income . . . 1947-1958* (Washington: Government Printing Office, 1947-1959).

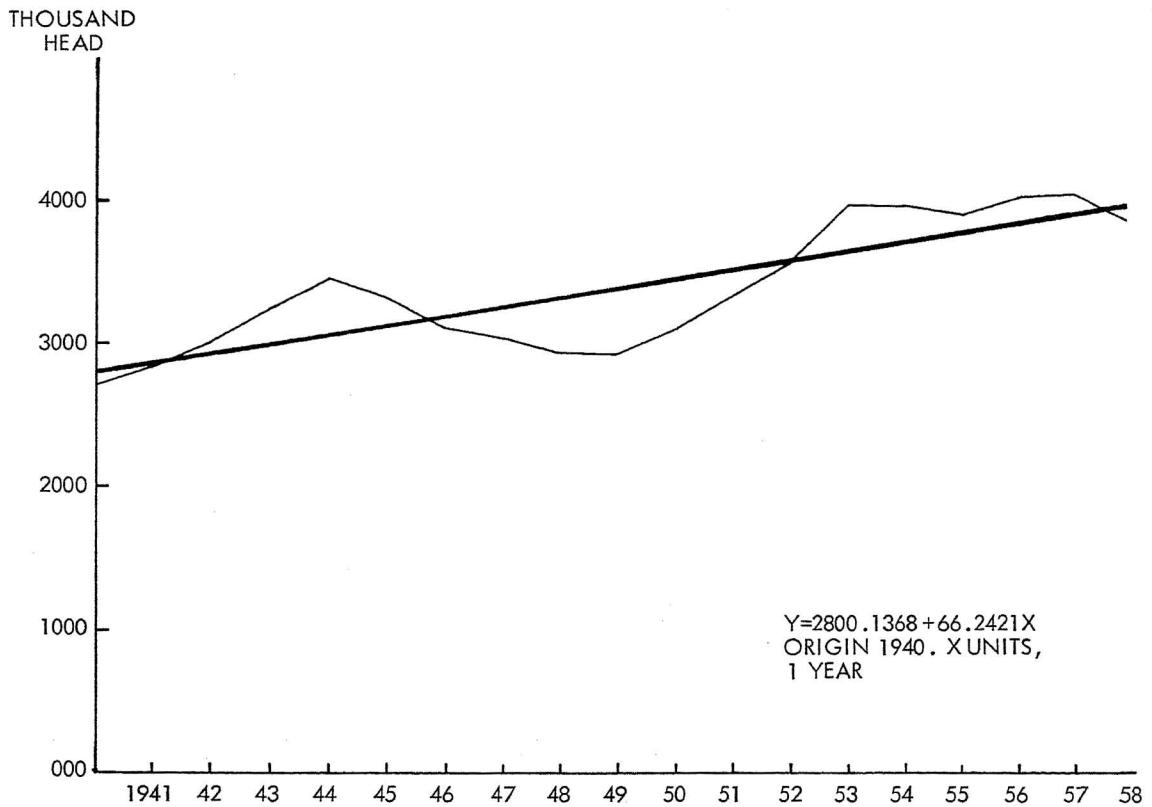


Figure 6. Trend in number of cattle on farms, Missouri, 1940-1958

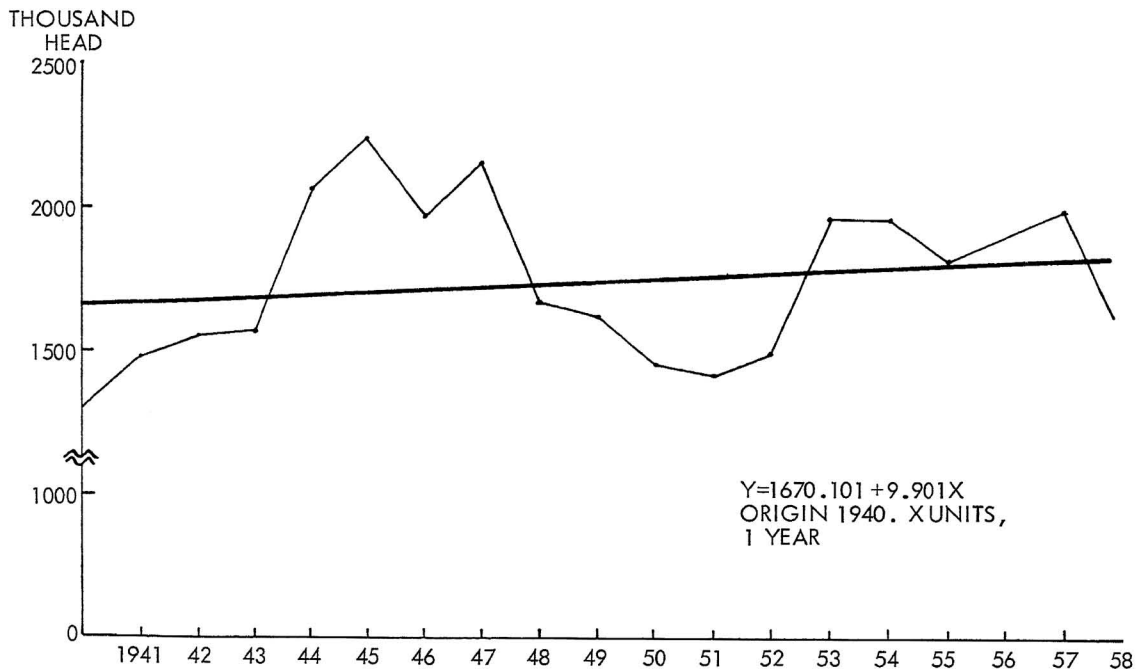


Figure 7. Trend in cattle marketings, Missouri, 1940-1958

tained data would be of more value if the State were divided into marketing sub-areas. Seven areas were delineated, based on the homogeneity in methods of production, classes of livestock, and market structure. These areas are shown in Figure 8.

For a more detailed analysis of these increases from 1940 to 1959 in the production and marketing of cattle and calves in the state, each marketing area is discussed briefly in relation to total marketings and farm units reporting sales.

The previously defined marketing areas of the state are compared on the bases of the U.S. census data published in 1940 and 1959. The major changes that have taken place in the number and size of farm units and volume of cattle marketings were determined for each of these areas.

In comparing the number of farms marketing cattle in 1940 to 1959, there were two areas in the state which showed an increase, 13.6 percent increase in number of farms marketing in Area II, and 6.8 percent in Area V. The other five areas had substantial decreases. Area VII showed the greatest decrease, 54.4 percent, 24.8 percent in Area VI, 22 percent in Area III, 8.8 in Area IV, and 5.7 percent in Area I. The increase in number of head marketed is more revealing when illustrated by the following percentages: 91 percent in Area II, 86 percent in Area I, 74 percent in Area IV, 58 percent in Area V, 43 percent in Area III, 22 percent in Area VII, and 19 percent in Area VI.

Number of farms marketing calves, 1940 compared to 1959, decreased in all areas of the state. There were decreases of 75 percent in Area VII, 40 percent in Area VI, 38 percent in Area III, 28 percent in Area I, 27 percent in Area II, 26 percent in Area IV and 9 percent in Area V.

In Appendix Table I, the total number of farms reporting sale of cattle and/or calves and the total number marketed by areas of the state for 1939 and 1959 is given.

Outlets Through Which Farmers Market Cattle and Calves

The 12 extreme northwest counties of the state compose the area defined as Marketing Area I. This area is primarily served by the terminal public market at St. Joseph; however, a variety of types of markets operate within the area. Analysis of the survey data collected indicates that approximately 56 percent of all cattle and calves marketed in the 12 counties were marketed through

11 percent. Slightly more than 7 percent were sold to other farmers.

Area V is the only marketing area in the state having two terminal markets. About 69 percent of all cattle and calves marketed moved through these markets. Data indicated that auction markets ranked second in volume of cattle handled and the other farmer outlet third, the latter receiving about 10 percent of the marketings.

The southeast quarter of the state, referred to as Marketing Area VI, is relatively unimportant as a producing area of slaughter cattle, either in volume or quality. However, the animals were sold through three primary outlets. The terminal public markets accounted for 49 percent, the other farmer group for 19 percent, and the country livestock dealer for 16 percent. The dealer, in being a major outlet for cattle and calves, was found to be much more important in this area than in any other area.

There are several factors influencing the marketing patterns practiced by farmers in any one area in their sale of animals of a certain class, grade, quality, type, or use. In general, the marketing pattern existing in an area develops out of the type of farming which dominates in the area. The quantity and quality of animals produced are closely related to the type of market structure which eventually develops and alters existing market patterns. The relationship of an area to major terminal public markets influences the type of market structure which exists at any one time. The degree to which the transportation and communication systems have developed is a basic factor in the pattern and practices followed by farmers in marketing their livestock in any region.

The data and information accumulated and analyzed in the study indicate that the primary market outlet used by farmers when selling cattle and calves in all areas of the state is the terminal public market. Over 61 percent of cattle and calves sold were moved through this type of outlet. Other market outlets used by farmers change relatively in importance among areas, such as the country dealers in Area VI and the auction in Area III. But in all areas, with the exception of Area VI and Area III, more than 50 percent of all cattle and calves sold by farmers moved through the terminal outlet. (Table II)

Classes of Cattle and Calves Marketed

Producers of cattle are well acquainted with the wide differences existing in the type, size, conformation, and other characteristics of livestock. These differences have substantial influence on the time, manner, and place of marketing either slaughter or feeder cattle.

In the development of the study, it was recognized that cattle and calves should be classified according to the use which the farmer anticipated for the animal. The use classifications employed were slaughter, feeder, breeding or herd, and other. Occasionally, no information was given by the farmer on what expected use was to be made of the animal. Such cases were kept separate and not included under "other" but were tabulated under a "don't know" heading. To enhance the usefulness of collected data, sales of cattle and calves by farmers to various

TABLE II - PERCENTAGE OF TOTAL CATTLE AND CALVES SOLD BY FARMERS THROUGH VARIOUS OUTLETS BY AREA, * MISSOURI, 1956

Area	Terminal	Auction	Dealer	Local Market	Packer	Other Farmer	Special Auction and Other
I	56.15	22.62	5.18	1.19	2.01	5.89	6.96
II	78.21	9.94	2.10		3.37	4.19	2.19
III	39.80	39.33	4.61	1.09	2.06	13.11	
IV	75.26	10.95	3.65	.12	2.83	7.13	.06
V	68.40	12.30	3.70	.41	1.87	9.47	3.85
VI	49.57	12.07	15.80		1.71	19.54	1.29
State	61.60	19.00	4.80	.05	2.50	9.10	2.70

*Note: No farmer survey was conducted in Marketing Area VII.

outlets were further categorized by type and age of the animal. These classifications were vealers, calves under 500 pounds, steers, heifers, heifer dairy type, dairy cows, beef cows, and bulls. (Table III)

The percentage of the total number of head marketed by use differed widely among marketing areas of the state. More than 77 percent of cattle and calves sold in Area IV was for slaughter, whereas in Area VI, about 43 percent was sold for slaughter. A major part of this difference can be explained by the fact that about 36 percent of the cattle and calves sold in Area VI were sold for feeders. In Table IV the use distribution of cattle and calves sold by marketing areas for the state is illustrated.

Estimates made in the analysis of the data indicate that approximately 2,238,000 head of cattle and calves were marketed by Missouri farmers in 1956. Of this figure, about 59.9 percent were sold for slaughter, 25.7 percent were sold as feeders, and 4 percent were sold for breeding. The remaining 10 percent was sold for a number of other uses with the volume going to any particular use being less than 1.5 percent. Also included in the 10 percent are all sales made where the farmer was unable to indicate the use the buyer intended for the animal.

In all areas of the state, slaughter steers and heifers made up the larger group of cattle and calves sold by farmers for slaughter. Only in Area V did the steer and heifer class fail to make up 50 percent of all slaughter cattle and calves sold by farmers. This is explained by the fact that Area V is primarily a dairy and feeder area, and feeding out of cattle for heavier weight is not widely practiced by producers in the region.

TABLE III - PERCENTAGE DISTRIBUTION BY CLASS OF SLAUGHTER CATTLE AND CALVES SOLD BY FARMERS IN VARIOUS MARKET AREAS

Area	Steers and Heifers	Beef Cows	Calves under 500 Pounds			Bulls
			Dairy Cows	Vealers		
I	50.15	17.84	4.79	5.50	20.80	.92
II	85.07	7.28	3.64	1.21	2.43	.36
III	74.08	12.13	1.19	1.54	10.22	.83
IV	76.63	7.72	2.32	7.86	4.63	.84
V	41.32	12.57	9.04	10.49	25.41	1.18
VI	54.03	4.03	5.70	5.03	30.54	.67
State	64.40	10.92	4.33	5.84	13.66	.84

TABLE IV - PERCENTAGE OF ALL CATTLE AND CALVES SOLD BY FARMERS FOR DIFFERENT USES BY AREA

Area	Slaughter	Feeder	Dairy & Breeding	Use Unknown	Per Cent of All Cattle & Calves Sold
I	52.97	25.43	5.29	16.31	20.5
II	78.48	16.23	.73	4.56	12.2
III	49.44	38.68	2.59	9.29	18.9
IV	77.74	18.02	1.41	2.83	18.8
V	56.00	24.00	8.56	11.44	21.9
VI	42.82	35.49	3.16	18.53	7.7
State	59.93	25.89	4.05	10.13	100.0

Outlets Used for Sale of Slaughter Cattle and Calves

The terminal public market was the primary outlet used for sale of slaughter cattle and calves. Survey results indicate that more than 87 percent of all slaughter cattle sold by farmers in 1956 were marketed through the terminal markets. Percentage of slaughter cattle marketed by farmers through this type of outlet differed significantly among marketing areas of the state⁵. Illustrated in Table V are the percentages of all slaughter cattle and calves marketed by type of outlet used.

Although the terminal public market remained the most important outlet for all cattle sold by Missouri producers, it was relatively unimportant as a market outlet for some classes of slaughter cattle.

Auctions ranked second in importance handling more than 5 percent of Missouri slaughter cattle marketings. When the use of different outlets was analyzed by various classes, the auction market became the most important outlet for some classes. In Area II, 46 percent of the dairy cows sold for slaughter were marketed through auction outlets. These markets were also the major outlets em-

⁵X² significant at the .01 level.

TABLE V - PERCENT OF SLAUGHTER CATTLE AND CALVES SOLD BY FARMERS THROUGH VARIOUS MARKET OUTLETS, BY MARKETING AREAS

Area	Terminal	Auction	Dealer	Packer	Other Farmer	Other
I	94.39	1.63		3.77	.20	
II	88.15	3.02	2.67	4.30	1.51	.35
III	73.75	15.69	1.31	5.35	1.90	
IV	94.09	.76	.76	3.64	.53	.22
V	70.25	18.53	6.89	3.34	.72	.27
VI	84.56		11.07	3.02	1.34	
State	87.40	5.10	2.00	3.90	1.20	.01

ployed for sale of veal calves in most areas of the state. Seventy-seven percent of the vealers sold by farmers in Area III in 1956 were marketed through the auction outlet.

A large proportion of dairy beef and calves produced throughout the state was primarily marketed through auction markets for various reasons. A major factor in marketing dairy beef through auction markets is the size of the lot marketed at one time. Most generally, dairy beef is sold in small and odd lots, the auction having certain advantages in sale of these types of marketable lots. A second factor is the convenience of location of auction markets which are dispersed rather evenly over the state, thus reducing costs of transportation, marketing costs, and shrinkage. Another reason which justifies this pattern of marketing, and which is closely related to the first, is that, generally, the producer of this type of

beef is a much smaller operator and the quality of animals he markets during the year is much more variable than that of the professional beef producer. There are other minor reasons, but these are the three primary ones responsible for the heavy marketings of dairy beef through auction markets in Missouri.

The third-ranked outlet for the producers' slaughter cattle in 1956 was the packer, who handled 3.9 percent of total slaughter marketings. Direct purchases of slaughter cattle by packers ranged from 3 percent of all slaughter cattle marketings in Area V to 5.35 percent of all slaughter cattle marketings in Area III.

The local market, as defined previously, was of little importance as an outlet for farmer sales of slaughter cattle and calves. Less than 1 percent of slaughter cattle marketed in Missouri was sold to local markets.

The country livestock dealer varies in importance as a market available to the farmer in disposing of his slaughter cattle by regions in the state. The country dealer received 2.0 percent of total slaughter-cattle sales by farmers in 1956. In farmer marketings of slaughter cattle and calves in Area VI, the dealer is a major outlet receiving more than 11 percent of the marketings. In Table VI and Table VII is shown the percentage of farmers' total sales of slaughter cattle and calves handled by various market outlets, by area.

The packer, as an outlet for the farmers' slaughter cattle, has shown less variation among areas of the State in percentage of farmer sales received than any other. Of total sales of slaughter cattle and calves in the State, farmers marketed nearly 4 percent to packers. This percentage figure is relatively true for all areas of the state, except for Area III where packers received 5.35 percent of the farmers' sales of this class. Appendix Tables III and IV show the percentages of slaughter cattle marketed through various outlets by lot sizes and the

APPENDIX TABLE VI - PERCENTAGE OF SLAUGHTER CATTLE AND CALVES SOLD AT VARIOUS TIMES OF THE YEAR BY LOT SIZE

M Lot Size	Month						
	Jan.- Feb.	March- April	May- June	July- Aug.	Sept.- Oct.	Nov.- Dec.	
1-3	8.3	16.0	15.7	26.4	16.4	19.9	
4-9	8.7	28.8	30.8	39.8	26.6	26.9	
10-19	21.5	25.0	26.3	5.9	22.2	31.8	
20 and over	61.5	30.2	27.4	27.9	34.8	21.4	

percentages of slaughter steers and heifers marketed from various areas by lot sizes.

There were other market outlets available to the farmer with varying degrees of importance within the state; however, only a little more than 3 percent of slaughter-cattle sales were sold to these "other" outlets. Figure 9 shows where the farmer sells his slaughter cattle and calves.

TABLE VII - SLAUGHTER CALVES SOLD, 500 POUNDS AND UNDER, BY FARMERS, BY AREA, TO VARIOUS MARKET OUTLETS

Area	Terminal	Auction	Dealer	Local Market	Packer	Other Farmer	Other
I	94.2	5.2				.4	
II	50.0	40.0					10.0
III	45.4	41.4			12.1	1.1	
IV	82.6	.56	1.7		12.9		2.2
V	66.8	19.4	6.5	1.8	4.8		.76
VI	87.7		6.6	.65	5.7		
State	75.6	13.6	3.4		5.6	.19	.94

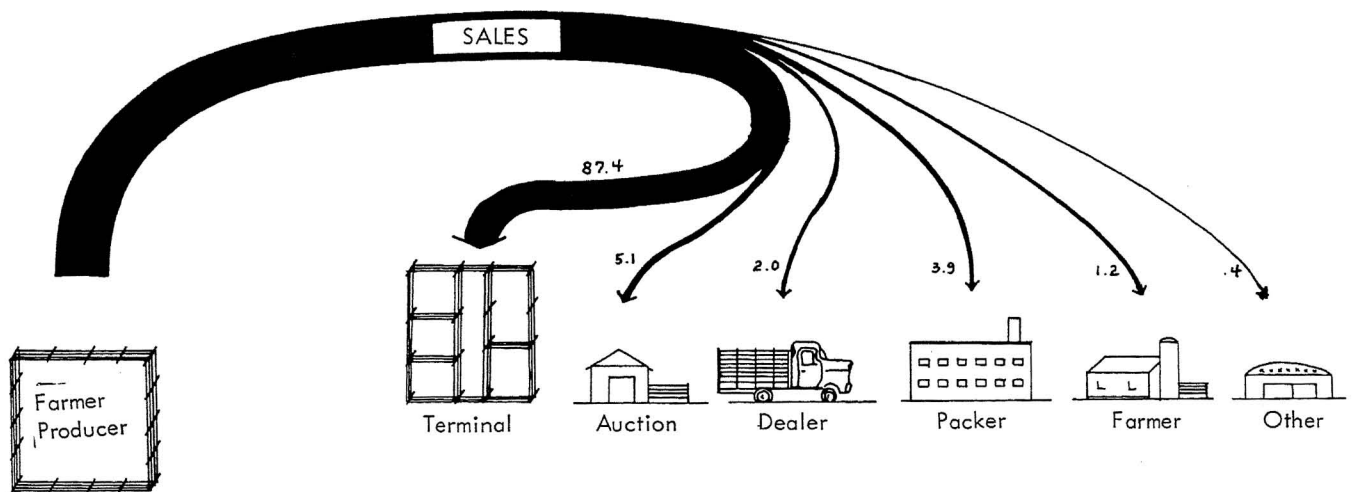


Figure 9. Outlets where farmers marketed slaughter cattle and calves, and percentage sold through various types of markets

Outlets Used for Sale of Feeder Cattle and Calves

The importance of market outlets for feeder cattle differs substantially from the relative market importance of outlets for slaughter cattle and calves.

The terminal public market becomes a much less important outlet for feeders than it was for slaughter cattle. Farmers marketed about 22 percent of total feeder cattle and calves through terminal markets in 1956. As compared to 87 percent of total slaughter cattle marketed through terminal public markets for the same period. The 22 percent of feeder sales through terminal markets account for approximately 126,000 head of the 575,000 head of feeder cattle marketed by Missouri farmers in 1956.

The livestock auction market was the major market outlet used by farmers in selling feeder cattle within the State. This market varied considerably in proportion of feeder cattle handled among the various areas of the state, from a high of more than 47 percent of all feeder cattle marketed by farmers in Area IV to a low of 5.49 percent in Area V. Table VIII shows the importance of various types of markets used by farmers in different areas of Missouri for sale of feeder cattle and calves.

TABLE VIII - MARKET OUTLETS USED BY FARMERS FOR SALE OF FEEDER CATTLE AND CALVES BY MARKETING AREAS

Area	Terminal	Auction	Dealer	Farmer	Sp. Auction and Other
I	9.77	39.28	18.47	5.10	27.39
II	48.88	34.27		16.29	.56
III	.00	65.04	9.12	25.84	
IV	11.76	47.39	9.48	31.37	
V	70.25	5.49	.00	13.92	10.34
VI	8.91	28.34	10.12	49.39	3.24

Local markets were of relatively no importance as an outlet for feeder cattle when viewed by volume handled as a percentage of total volume marketed. However, in Areas III and VI, the local market outlets did have some significance to farmer marketings of feeder cattle even though they handled a very small part of total feeder cattle sales in these areas.

The country livestock dealer was of much more importance for farmer sales of feeder cattle than in farmer sales of slaughter cattle and calves. The country dealer received nearly 9 percent of total feeder cattle sold by farmers in 1956 or about 46,000 head. The data indicated that the dealer was a major market outlet for feeder cattle in Areas I, III, IV and VI.

A market outlet of primary importance and convenience to the producer of feeder cattle was "other farmers". Of the estimated 575,000 head of feeder cattle sales in the state in 1956, nearly one-fourth or an estimated 123,625 head were sold by farmers to other farmers. The importance of this outlet for the farmers' feeder cattle was surpassed only by the terminal and auction markets.

The larger proportion of feeder cattle classified as being marketed at "other" outlets was sold through feeder-calf sales held in most areas.

Farmers' Purchases of Cattle and Calves

The market the farmer chooses for purchases of cattle and calves varies according to the use of the cattle purchased and according to the region of Missouri.

Substantial changes have occurred since 1940 in the sources supplying the farmer with cattle and calves for various uses. Of cattle and calves purchased by farmers in 1940, 43 percent were bought through terminal public markets.⁶ It is estimated that in 1956, farmers purchased 20.3 percent of their cattle and calves through this type of market, 22.7 percent less than in 1940.

Missouri farmers purchased an estimated 650,000 cattle and calves in 1956 or about 28 percent of the estimated 2,323,496 sold during the same period. The highest ratio of purchases to sales occurred in Areas II and IV. The lowest ratio occurred in Area I. All three of the above-mentioned areas were adjacent to major terminal public markets; thus, at first hand, it would appear that ratios of purchases to sales in these areas would be simi-

⁶South Dakota, Agricultural Experiment Station. *Marketing Livestock in the Corn Belt Region*. Bulletin No. 365. (Brookings: Agricultural Experiment Station, 1942), p. 128.

lar. The ratios spread widely, however, from 55 percent in Area II to approximately 18 percent in Area I. This apparent discrepancy can be explained partly by two factors: One, the type of farming resulting in different practices in cattle production; two, a more firmly planted method of production. In areas where foundation herds were more widely established and accepted as part of a well-rounded farm enterprise, a smaller proportion of animals fed for resale were purchased from various markets. This is not a complete answer to why wide variations exist, but for a more meaningful answer considerably more information and data are needed than what was obtained in the study.

Farmer purchases of cattle and calves were made up primarily of feeders. Of the 650,000 head purchased in 1956, nearly 74.1 percent were for feeding purposes. Missouri is a surplus feeder-cattle producing state. There were an estimated 575,000 head of feeder cattle and calves sold by farmers in the state in 1956, while at the same time there were approximately 480,000 head purchased, therefore giving the state a substantial surplus margin in feeder cattle and calf production.

In the areas where a greater proportion lies south of the Missouri River, there was found to be a greater ratio of purchases to sales than in the areas north of the river. The number of feeders varied from a high of 85 percent in Area IV to a low of 53 percent in Area V. The average percent of feeders to total farmer purchases of cattle and calves for Missouri was approximately 74 percent.

Cattle and calves purchased for herd replacement and breeding purposes in the various marketing areas ranged between 20 and 30 percent of total purchases made. The

exception to this pattern was in Area V where dairying was predominant; there, nearly half of the purchases of cattle were for breeding purposes. On the average, approximately 26 percent of total purchases made by farmers in all areas was for herd or breeding.

Sources of Farmers' Purchases of Cattle

The farmer, in his purchase of cattle, faced several alternative market sources from which he might choose. The source which he chose depended primarily on the type of animal he sought. For herd replacement and breeding cattle, the "other farmers" and the "livestock auction market" were the major sources from which the farmer made his purchases. In Table IX, the percentage distribution of farmer purchases of various classes of herd replacement and breeding cattle from available outlets is shown. More than 77 percent of herd replacement and breeding cattle were obtained from other farmers and the auction markets. The least important of the available alternative markets for this type of cattle was the terminal public market, accounting for less than 3 percent of the total farmer purchases.

Terminal markets were the major sources from which farmers purchased feeder steers, heifers and beef cows; whereas, the local auction markets and other farmers were the primary suppliers of feeder calves. Table X gives the percentage of farmers' purchases made at various outlets and listed by class purchased.

TABLE IX - SOURCES FROM WHICH FARMERS OBTAINED DIFFERENT CLASSES OF HERD AND BREEDING CATTLE AND THE PER CENT OBTAINED FROM EACH SOURCE

	Auction	Other Farmer	Terminal	Dealer	Cooperative	Other
Steers and Heifers	43.8	39.8	6.2	9.4		
Dairy Heifers	80.0	15.6			4.4	
Bulls	23.9	67.4		6.5	2.2	2.2
Beef Cows	27.6	43.5		27.6	1.2	
Dairy Cows	22.4	56.0		19.8	.43	1.3
Calves	48.0	28.0	24.0	4.0	16.0	
STATE	33.2	44.8	2.24	16.14	2.09	.90

TABLE X - SOURCES FROM WHICH FARMERS OBTAINED DIFFERENT CLASSES OF FEEDER CATTLE AND CALVES AND THE PER CENT OBTAINED FROM EACH SOURCE

Class	Auction	Other Farmer	Terminal	Dealer	Cooperative	Other
Steers and Heifers	25.60	23.10	28.29	14.65		8.37
Beef Cows	28.34	20.00	51.66			
Calves under 500 pounds	63.97	22.79			5.15	8.09
Vealers	43.24	45.94				10.81
STATE	28.63	23.25	26.59	13.01	.37	8.15

In a more detailed analysis of channels used by farmers when purchasing a certain class of cattle to be used in a specific way, there were wide variations discovered between class and market source. In Area II, a significant difference existed between alternative markets as a source for dairy cattle, with auction markets supplying a relatively larger percentage.⁷ In Area V, there was a significant difference between alternative market sources for dairy cattle, with the other farmer supplying 58.7 percent of total volume purchased. In Area III, nearly 100 percent of purchases of this type of cattle were made through other farmers. In Area IV, the "other farmer" source contributed more than 54 percent of the dairy cattle purchased.

Farmers in Area IV purchased 62.7 percent of their

beef cows from dealers; whereas, in other areas of the state, dealers contributed a much smaller proportion of the supply. For percentage of cattle and calves purchased by farmers in various areas from different sources, see Appendix Table V.

Dairy heifers purchased by farmers in the areas where dairying was of substantial importance came almost entirely from auction markets and special sales.

The livestock auction market and the "other farmer" source were the major sources of supply of herd and breeding cattle to the farmer in all areas of the state, even though there were significant differences among areas and markets when cattle of a specific type of class were considered. Illustrated in Figure 10 are the various

⁷X² significant at the .05 level.

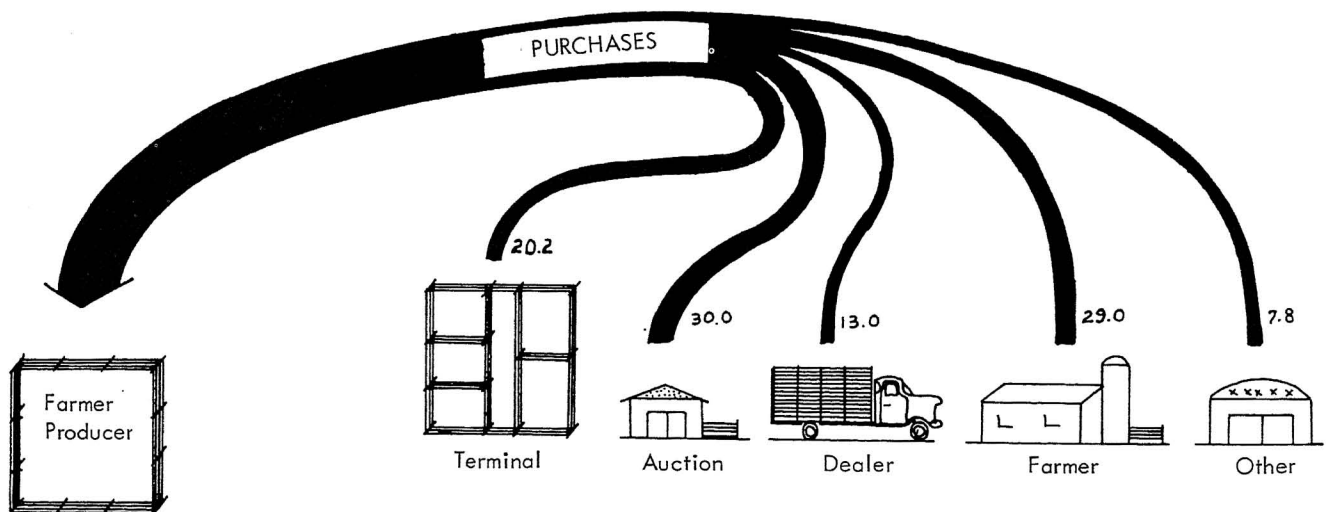


Figure 10. Various sources from which farmers purchase cattle and calves and percentage obtained from each source

sources from which farmer purchases were made and the percent of total purchases contributed by each source.

Changes in Outlets Used by Farmers for Sale of Cattle and Calves

Why a particular outlet was chosen for sale of a specific class or lot of livestock was not always clearly understood by the producer himself. There were multiple factors involved in making the decision as to which type of market to use in selling livestock, some economic and others social and psychological. The economic factors, such as the competition which exists at various markets, convenience of location and facilities, services rendered, and expected price, must all be balanced against one another before a final decision is reached. However, in a large number of instances, the marketing of livestock at a particular type of market was the result of a choice made by habit; and for the farmer to shift back and forth between market outlets, a gain (either economical or psychological) must appear clearly substantial.

Slaughter Cattle and Calves

By comparing present data with data collected in 1940 in a similar study, several changes in the structure of cattle marketing become apparent. Shifts have taken place both in the market outlets and in the importance of markets volume-wise relative to where farmers market slaughter cattle and calves (Table XI)

In 1940, farmers marketed 76.7 percent of their slaughter cattle, excluding calves, through terminal public markets. In 1956, this percentage had increased to 87.1 percent, a substantial gain in volume. In this classification, the second-ranked outlet was the auction market, showing an increase of 4.2 percent over the comparable figure for 1940.

Although some outlets have declined relative to total cattle and calf marketings, data indicate that some have made substantial gains in their importance when viewed relative to particular class or classes of slaughter cattle. For example, one of the most important shifts which has occurred since 1940 was in the marketing of veal

calves through auction markets. This type of outlet handled approximately 6.4 percent of veal calves marketed in 1940. Analysis of the data used in this study showed a gain of nearly 13 percent in veal calves marketed through auction markets. Presently, nineteen percent of total veal calves marketed are sold through auction markets.

Changes in Marketing Feeder Cattle and Calves

Changes which have occurred since 1940 in market outlets used by farmers when selling feeder cattle and calves are much more extensive than the changes which have occurred in farmer marketings of slaughter cattle and calves.

One of the most pronounced changes has been the upward shift in volume of stocker and feeder cattle and calves handled by auction markets. In 1940, auction markets accounted for 10.3 percent of total feeder cattle marketings in the state; whereas, in 1956, approximately 40 percent of the feeder cattle and calves sold by farmers were marketed through livestock auction markets. A major portion of this increase has apparently come through the decrease in importance of the country dealer as a market outlet for feeders. In 1940, about 20 percent of farmer sales of feeder cattle and calves were sold to dealers; by 1956, these sales had decreased to just slightly more than 8 percent. The market between farmer to farmer as an outlet for feeder cattle and calves has declined approximately to two-thirds of its 1940 volume.

Variations exist among different areas of the state in the marketing of feeder cattle and calves by type of outlet used. In Area V, more than 70 percent of all feeder cattle were marketed through terminal public markets; whereas in Area VI, only about 9 percent were sold through terminals. (See Table XII) A part of this high percentage of feeder marketing through terminal public markets in Area V can be attributed to the location of the area in relation to terminal markets. It was the only area in the state possessing two terminal markets, the Springfield Union Stockyards and the Joplin Stockyards. However, in the area, there was a smaller percentage of feeder calves, 500 pounds and under, than feeder steers and heifers sold through the terminal. About 46 percent of the feeder calves were sold through the terminal market as compared to 77 percent of steers and heifers.

The variations among the areas in farmers' marketing patterns of feeder calves to various alternative markets were much less pronounced than in the marketing of feeder steers and heifers. Tables XII and XIII show the percentage of feeder steers and heifers, and feeder calves sold by marketing area in the State to various market outlets.

TABLE XI - PERCENTAGE OF CATTLE AND CALVES SOLD BY FARMERS THROUGH VARIOUS TYPES OF OUTLETS, BY USE CLASS, MISSOURI, 1940 and 1956

	Terminal 1940 - 1956	Auction 1940 - 1956	Dealer 1940 - 1956	Local Market 1940 - 1956	Packer 1940 - 1956	Other* Farmer 1940 - 1956	Special Sales 1940 - 1956	Other 1940 - 1956
Slaughter**	76.7 - 87.1	.9 - 5.1	5.3 - 2.0	6.4 - .02	6.0 - 3.7	3.7 - 1.0	- 1.0	- .08
Feeder	21.0 - 22.5	10.3 - 39.4	20.2 - 8.8	3.7 -	2.2 -	41.8 - 21.2	.8 - 8.0	- .10
Breeding	17.3 - 11.6	15.1 - 13.2	9.0 - 6.8	2.7 -	1.6 -	53.4 - 65.2	.9 - 3.0	- .20
Other or Unknown	-28.7	- 51.5	- 11.6	- 3.3	- .3	- .9	- 3.7	- .03

**"Other Farmer" includes also "other" for 1940.

**1940 figure excludes vealers sold for slaughter.

***Includes dairy cattle for 1940.

TABLE XII - PERCENTAGE OF FEEDER STEERS AND HEIFERS SOLD BY FARMERS TO VARIOUS MARKET OUTLETS BY AREA

Area	Terminal	Auction	Dealer	Farmer	Special Auction	Other
I	9.3	59.1	8.9			22.6
II	57.0	32.8		16.7	.57	
III		59.8	12.6	27.6		
IV	4.0	57.0	11.6	27.5		
V	76.6	4.8		5.6	13.03	
VI	8.9	32.4	2.8	52.1		3.8
STATE	24.8	41.07	6.7	20.06	2.9	3.4

TABLE XIII - PERCENTAGE OF FEEDER CALVES SOLD BY FARMERS TO VARIOUS MARKET OUTLETS BY AREA

Area	Terminal	Auction	Dealer	Farmer	Special Auction
I	13.4	28.0	3.8	12.9	42.0
II					
III		78.7		21.3	
IV	47.3	3.6		49.1	
V	45.9	8.2		45.9	
VI	8.8	2.9	55.9	32.4	
STATE	17.7	37.7	4.6	26.1	13.9

For Missouri, the livestock auction market was the most important market outlet for farmers' sale of feeder cattle and calves. When all classes of feeder cattle sold were grouped, the auction received the major volume handled in three of the six areas of the state and ranked second in two of the remaining three areas. Only in Area V did auction markets receive the minor portion of sales of feeder cattle.

Some of the changes which have occurred in market outlets used by farmers for sale of cattle since 1940 were even more revealing when considered in aggregate

numbers marketed. More than 55 percent of all cattle and calves marketed by Missouri producers in 1940 were sold through terminal markets. Cattle sales data for 1956 showed an increase of more than 6 percent in those marketed through terminal markets. (Figure 11) Auction markets illustrated substantial gains in the percentage of total farmer marketings of all cattle and calves which they handled. A major change that took place during the period was the decline in the percentage of total cattle sales made to dealers. In 1940, country dealers accounted for approximately 10 percent of aggregate cattle and calf sales; the comparable figure for 1956 was 4.8 percent.

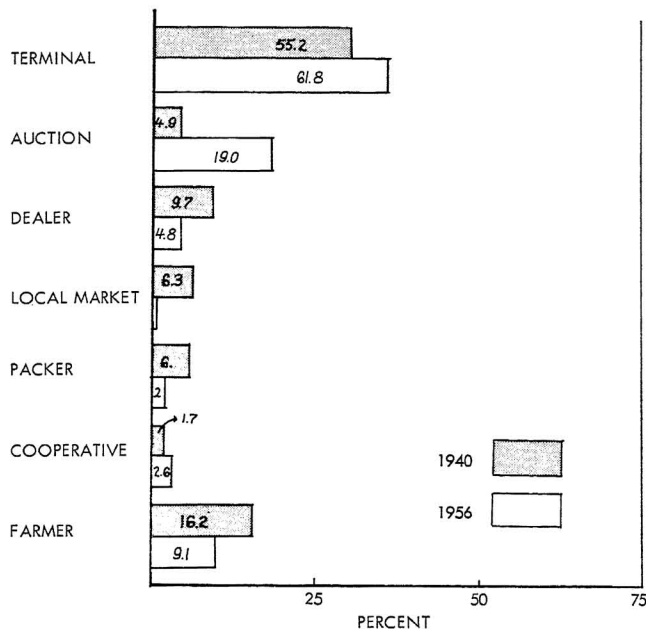


Figure 11. Percentage of all cattle sold by farmers at various types of markets, Missouri, 1940 compared to 1956.

*Farmer classification in 1940 included 'other'.

Data obtained in the study did not lend itself to any thorough explanation of shifts, which farmers have made, among market outlets since 1940. However, one may theorize that farmers, in their evaluation of various types of markets, have in recent years become more appreciative of market performance when choosing a market for sale of specific classes of livestock.

Method of Sale of Slaughter and Feeder Livestock

Self-interest is plainly the motive for action in both the case of the seller and buyer in any transaction completed. The true value of a good in a market is discovered in that the price at which a good changes ownership reflects the highest value of the good in alternative uses to the seller and to the potential buyer.

As a result of perishability and limited alternative use of a slaughter animal, the exchange price is apt to be closely related to the buyers' subjective estimate of the cut-out value of the animal's carcass. From the producer

standpoint a slaughter animal is a single commodity, while from the processor viewpoint, the animal is a bundle of different and various products. Therefore, its value is determined most accurately after slaughter when it is graded and cut into various wholesale and retail cuts. However, the present method of establishing the value of an animal is by a grade standard which is based primarily on finish, conformation, age, and quality. These are all visual indications and are merely descriptive or subjective in nature, and do not necessarily transmit the true value to the producers. It is doubtful if price and value can ever be perfectly correlated in a dynamic market system; for this would require that every individual have perfect or equal knowledge. All individuals would, under this system, be required to have identical bargaining power, which is not likely. But this does not imply that price and true value should not approximate each other, nor does it imply that there is no room for a more efficient pricing system in our livestock markets.

The farmer, in disposing of his livestock at various alternative market outlets, merely chooses the method of sale available which is the more advantageous to him.

Cattle and Calves

The Missouri farmer has two methods of sale open to him when selling his cattle. He may either sell by the head or by liveweight. Nearly all slaughter cattle sold by farmers were sold by the liveweight method. More than 78 percent of total farm sales were by this method. In Table XIV the percentage of cattle and calves sold at various market outlets by method of sale is illustrated.

Research data collected on producers' method of sale indicated that slaughter cattle and calves in most areas of the State were sold almost exclusively by live weight. Some important variations were discovered in method of selling between market areas and between specific classes of slaughter cattle. These differences in the relative percentage of particular class, selling by the head or live weight, appeared to be closely related to type of market structure predominant in a given market area. Commonly, the method of sale was the seller's choice. Per-head selling of slaughter animals most frequently occurred when scales were not available, particularly in the case of country dealers. Convenience was also a factor, but most frequently in this type of sale the seller felt that he was in a better bargaining position than the buyer. These two reasons help to explain why a large percentage of dealer and small interior market transactions are on a per-head basis, while the larger interior market and terminal market transactions are carried on almost exclusively by live-weight basis.

TABLE XIV - PERCENTAGE OF ALL CATTLE AND CALVES SOLD THROUGH VARIOUS OUTLETS, BY MARKETING AREA AND METHOD OF SALE

Area	Terminal		Auction		Dealer		Local Market		Packer		Other Farmer	
	Head	Live-weight	Head	Live-weight	Head	Live-weight	Head	Live-weight	Head	Live-weight	Head	Live-weight
I	16.63	83.36	62.91	37.09	98.96	1.04	100.00	.00	.00	100.00	75.70	24.30
II	.00	100.00	50.72	49.28	44.83	55.17	.00	100.00	.00	.00	100.00	.00
III	8.49	91.51	21.11	78.89	50.70	49.30	.00	100.00	.00	100.00	60.64	39.36
IV	1.02	98.98	1.61	98.39	100.00	.00	.00	100.00	.00	100.00	57.51	42.49
V	2.07	97.93	87.72	15.28	94.52	5.48	.00	100.00	.00	100.00	52.00	48.00
VI	3.21	96.79	37.38	62.22	73.12	26.88	.00	.00	67.00	33.00	19.68	80.32

In general, more than 91 percent of the slaughter cattle and calves were sold by the liveweight method; However, in some areas of the state, per-head method of sale was of some importance. In Area I, almost 16 percent of farmers' marketings of slaughter cattle were by head. Areas V and VI also reported more than 10 percent of sales were by head, while in Areas II and IV, this method of sale was relatively unimportant. Table XV shows the percentage of cattle marketings by method of sale for the six areas of the state.

TABLE XV - PERCENTAGE OF SLAUGHTER AND FEEDER CATTLE AND CALVES SOLD, AT VARIOUS OUTLETS, BY MARKETING AREA AND METHOD OF SALE

Area	Slaughter		Feeder	
	Head	Liveweight	Head	Liveweight
I	15.83	84.17	51.16	48.84
II	4.83	95.17	34.15	65.85
III	9.38	90.62	33.49	66.51
IV	1.69	98.31	36.38	63.62
V	10.96	89.04	10.72	89.28
VI	12.81	87.19	28.69	71.31
STATE	8.34	91.66	32.88	67.12

Feeder Cattle

About one-third of feeder cattle and calves marketed are sold on a per-head basis. In Area I, more than half were sold by the head, while in Area V, only 10.7 percent were sold by this method. Part of the explanation for this difference between the two areas in marketing feeder cattle lies in the fact that a large part of feeder sales in Area V is through terminal market outlets.

When alternative uses of an animal are taken into consideration, it can be expected that a larger percentage of feeder than slaughter animals are sold on a per head basis. The farmer purchases lightweight feeders on which he expects to make a profitable return. Farmers sometimes buy heavy feeders if their expected profit may be realized in a short period. In this sense then, liveweight, at the time of purchase of a feeder animal, is a pertinent factor in arriving at an established value. There are a number of other factors helping to determine the value of a feeder animal having influence of a more or lesser degree depending upon the circumstance at the time of exchange.

Breeding and Herd Cattle

The number of breeding livestock reported sold by Missouri farmers was substantially less than for either slaughter or feeder animals. The reliability of the data therefore is much lower. However, the data available did indicate that a much higher percentage of livestock sold for breeding purposes was sold on the per-head basis

than either feeder or slaughter animals without regard to market outlet used.

The percentage distribution of farmer sales of cattle and calves by intended use is illustrated in Figure 12. The further the animal was removed from slaughter purposes, the smaller became the percentage of total sales made on liveweight basis, and greater became the number sold by the per-head method.

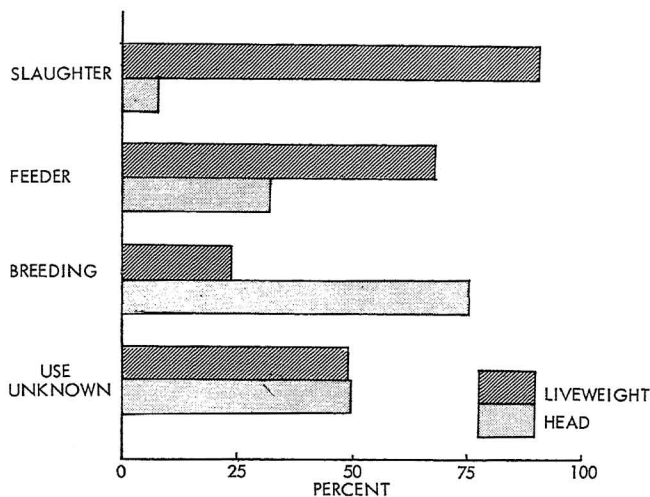


Figure 12. Percentage of cattle and calves sold for various uses, by different methods of sale

Choice of Market

There are a number of factors with varying degrees of influence which are taken into consideration by the farmer when choosing among various alternative market outlets for the sale of his cattle. Many of these factors are monetary in nature while others are personal.

In order to provide information on the basic motivating factors which cause farmers to choose one market over another or to shift between markets from time to time, the farmers were asked why they chose certain market outlets when selling various classes of cattle and calves. All farmers included in the sample were also asked the methods they used when selecting a place to purchase livestock—specifically, the most important classes purchased.

Choice of Market for Slaughter Cattle and Calves

Farmers who used only one outlet for the sale of their major class of slaughter cattle were asked their primary reason for using the market by class of slaughter cattle sold. There were four hundred and forty-six farmers who suggested that they had one class of livestock which was the principal class they produced. One hundred and seventy-seven implied that there was no difference between the two or more classes they produced.

Steers and Heifers

Slaughter steers and heifers made up 19 percent of the major classes sold by the four hundred and forty-six farmers. This class was primarily marketed through terminal markets, although local auctions and packers were used by a small percentage of the farmers. The most frequent major reason given by farmers for using the terminal market for slaughter steers and heifers was that it had "higher net return". This reason was given by 26 percent of the farmers marketing this class at terminal public markets. The first and second advantages for various market choices for slaughter steers and heifers are shown in Table XVI.

A total of one hundred and three farmers reported that slaughter steers and heifers were their second major class of livestock marketed. About 85 percent of these farmers marketed this class at terminal markets. The remaining 15 percent used a variety of other market outlets. It appeared that farmers, reporting this class as being second in importance in their livestock enterprise, did not arrive at their marketing decisions on the same basis as farmers reporting this class as being the most important produced. Apparently, part of this variation was the result of distance, smaller lots, and less monetary value represented. Advantages given and various markets used by producers are illustrated in Table XVII.

Veal Calves

There were relatively few producers reporting veal calves as their major class sold. There were twenty farmers in this group of which 75 percent were marketing at terminal public markets, 15 percent at auction, and 10 percent at livestock dealers.

TABLE XVI - FIRST AND SECOND ADVANTAGES OF PRINCIPAL TYPES OF MARKET OUTLETS LISTED BY FARMERS WHO USE ONE OUTLET FOR SALE OF SLAUGHTER CATTLE (MOST IMPORTANT CLASS SALE)

Advantages	(TYPE OF OUTLET)															
	Terminal		Local Market		Local Auction		Dealer		Packer		Farmer		Other		Total	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
1. Higher price	13	36			2										15	38
2. Lower costs	2	1													2	1
3. Higher net return	20	9			1								1		20	10
4. Can watch sale	2				2	2									4	2
5. Can get a premium for quality	11	4													11	4
6. Broader market	14	12			1										15	12
7. Can get price quotation and sell the same day	1	1							1						1	2
8. More convenient or low transportation costs	9	9			1	1			1	1					11	11
9. Money received immediately	2				1				1				1		5	
10. Less shrink																
11. Other	2	3			1										3	3

Veal calves were of considerable importance to Missouri farmers as a second major class marketed. Fifty-two producers out of the total interviewed reported that veal calves were their second major class of livestock marketed. Slightly more than 63 percent of these farmers sold this class at terminal public markets. The second major outlet used by this group for sale of veal calves was auction markets, which received about 12 percent of veal calf sales. Table XVIII shows the advantages or reasons given for choosing the type of market used by producers marketing this class. Here again, as in the case of slaughter steers and heifers, secondary classification was dispersed over a wide range of market outlets with concentration on terminal markets.

Feeder Cattle and Calves

Of all the farmers interviewed, ninety-six indicated that feeder cattle was their major class of livestock marketed. Data indicated that the reasons for choosing one particular market over all other types available to them

were: convenience or lower transportation costs and a broader market. These advantages were given by 38 percent of the group. When referring to a broader market, the farmer had in mind the volume of livestock handled by the market; and both buyers and sellers were more numerous, thus implying a greater degree of competition. The primary markets used by feeder cattle producers who indicated that this class was the major class sold were the terminal public markets and auctions. Table XIX shows the first and second advantages given by producers of feeder steers and heifers where only one outlet was used for sale of the class.

A group of 65 farmers indicated that feeder cattle was their second most important class of livestock sold, which was normally marketed at only one type of outlet. The advantages suggested by this group differed somewhat from the group where feeder sales were the most important. Higher price was the principal advantage given by nearly 30 percent of those indicating the use of only one market outlet for the feeder class. A broader market was given by 25 percent of the group as a primary reason. The replies are tabulated in Table XX.

TABLE XVII - FIRST AND SECOND ADVANTAGES OF PRINCIPAL TYPES OF MARKET OUTLETS LISTED BY FARMERS WHO USE ONE OUTLET FOR SALE OF SLAUGHTER CATTLE
(Second Most Important Class Sale)

Advantages	(TYPE OF OUTLET)															
	Terminal		Local Market		Local Auction		Dealer		Packer		Farmer		Other		Total	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
1. Higher price	41	13			2		1		3	1	1		1		48	15
2. Lower costs		6							1	1					1	7
3. Higher net return	5	13			1				1						6	14
4. Can watch sale		5			1		1								1	6
5. Can get a premium for quality	3	6								1					4	7
6. Broader market	21	16													21	16
7. Can get price quotation and sell the same day	1	2	2	1						1		1			3	5
8. More convenient or low transportation costs	12	4	1	1	1			1		1					14	7
9. Money received immediately	1	1				1									1	2
10. Less shrink		2														2
11. Other	4	9		1			1								5	10

TABLE XVIII - FIRST AND SECOND ADVANTAGES OF PRINCIPAL TYPES OF MARKET OUTLETS LISTED BY FARMERS WHO USE ONE OUTLET FOR SALE OF VEAL CALVES
(Second Most Important Class Sale)

Advantages	(TYPE OF OUTLET)															
	Terminal		Local Market		Local Auction		Dealer		Packer		Farmer		Other		Total	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
1. Higher price	17	4	1		1		1						3		23	4
2. Lower costs	1	3			1										2	3
3. Higher net return	3	2			1		2		1				1		7	3
4. Can watch sale		1				1										2
5. Can get a premium for quality						1								4		5
6. Broader market	6	10				2							1		7	12
7. Can get price quotation and sell the same day	2							1	1						3	1
8. More convenient or low transportation costs	4	5		1	3		1	1	1		1				10	7
9. Money received immediately		1						1						1		3
10. Less shrink																
11. Other		3				1										4

TABLE XIX - FIRST AND SECOND ADVANTAGES OF PRINCIPAL TYPES OF MARKET OUTLETS LISTED BY FARMERS WHO USE ONE OUTLET FOR SALE OF FEEDER STEERS AND HEIFERS (Most Important Class Sale)

Advantages	(TYPE OF OUTLET)															
	Terminal		Local Market		Local Auction		Dealer		Packer		Farmer		Other		Total	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
1. Higher price	7	22	1		2	5				1		4	2	6	12	38
2. Lower costs	3				1		1			1		1	1		6	2
3. Higher net return	4	7	1		1		1	1	1		3	2	2	3	13	13
4. Can watch sale	1				3			1		1	1				4	2
5. Can get a premium for quality	2	2			1						1		5	2	9	4
6. Broader market	11	7				1					2			1	13	9
7. Can get price quotation and sell the same day	1					1					1				2	1
8. More convenient or low transportation costs	11	6	1		7	9	1	2			4	1	2		26	18
9. Money received immediately	2				2	2	1	1	1		1				7	3
10. Less shrink								1								1
11. Other	1	2			2								1		4	2

TABLE XX - FIRST AND SECOND ADVANTAGES OF PRINCIPAL TYPES OF MARKET OUTLETS LISTED BY FARMERS WHO USE ONE OUTLET FOR SALE OF FEEDER STEERS AND HEIFERS (Second Most Important Class Sale)

Advantages	(TYPE OF OUTLET)															
	Terminal		Local Market		Local Auction		Dealer		Packer		Farmer		Other		Total	
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
1. Higher price	15	10							1	1			3		19	11
2. Lower costs	1	3	1							2					2	5
3. Higher net return	4	10	1	1					1	1				1	6	13
4. Can watch sale		1								1						2
5. Can get a premium for quality	1	3											2	1	5	
6. Broader market	15	6							1						16	6
7. Can get price quotation and sell the same day	1	1	1	1					3						5	2
8. More convenient or low transportation costs	4	1	1	2	1				2	2					8	5
9. Money received immediately							1			1						2
10. Less shrink	1	11			1	1									2	12
11. Other	6	2													6	2

TABLE XXI - INDICATED BASIS FOR CHOOSING AMONG SEVERAL MARKETS BEFORE SELLING LIVESTOCK, BY MAJOR TYPE OF LIVESTOCK SOLD

Basis	Slaughter Steers & Heifers	Slaughter Hogs	Slaughter Lambs	Feeder Pigs	Feeder Cattle	Breeding Cattle	Breeding Hogs	Veal Calves, Cull Cows
1. Bids or appraisals	35.3	26.1	0.0	40.0	38.0	100.0	89.0	7.7
2. Quoted prices	33.9	26.1	0.0	20.0	40.1	0.0	0.0	0.0
3. First offer received	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4. Check by phone, etc. and get prices from different place when ready and ship to the highest	5.9	26.1	100.0	20.0	6.2	0.0	0.0	23.0
5. Check market quotation from different places and ship to the highest	13.2	17.4	0.0	0.0	3.1	0.0	0.0	7.7
6. Send livestock to which ever market is open the day he wants to ship	1.5	0.0	0.0	0.0	3.1	0.0	0.0	0.0
7. Ship wherever the truck is going that day	2.9	4.3	0.0	0.0	0.0	0.0	0.0	30.2
8. Try to sell locally first. If not possible, ship away.	5.9	0.0	0.0	20.0	6.2	0.0	11.0	0.0
9. Depends on size of the lot	1.5	0.0	0.0	0.0	3.1	0.0	0.0	7.1

Why Choose Between Several Markets

Sale of Livestock

A substantial number of farmers choose between several markets before marketing major lots of livestock. Farmers were asked what influences motivated them in the practice. The results were summarized and grouped under headings which best fitted the positive replies received from the individual farmers. The results are shown in percentage form in Table XXI. There were an additional one hundred and eighty-four farmers out of the six hundred and twelve included in the study who indicated they chose among several markets before selling a major lot but were either unable to express the selection

basis they used or the answer received could not be summarized.

Choice of Supply Market for Purchases of Feeder Livestock

Relatively fewer farmers bought feeder cattle than the number who sold feeder cattle. A greater ratio of farmers in the northern half of Missouri than in the southern half bought feeder cattle. This was possibly a consequence of concentrate feed production, inasmuch as livestock feeding and fattening areas are closely correlated to feed-concentrate production areas.

The preference of farmers in selecting a source from which to buy livestock can be vitally important to livestock markets and agencies in attaining broad markets and competition for livestock.

In selection of the place where they purchase livestock, farmers were divided on the basis of the manner in which they made their decisions. Some consistently

bought from one source while others had several sources among which they shopped before buying.

The data indicate that, in buying major classes of feeder livestock, the majority of farmers selected among several alternative sources. Two-thirds of the farmers interviewed selected among several sources before buying, while the other one-third normally used only one source.

In their most important purchase when only one source was used, farmers made their decision on the basis of several factors. Basically, the decision was made because the outlet used offered them a broad market where the desired kind and quality of animals needed were easy to find. This basis was reported by 56 percent of the farmers in the group. The second reason for choice of a particular source was convenience, which was given by 24 percent of the producers whose major class purchased in 1956 was feeder cattle, and where normally one source was used.

For these farmers, the primary source was "other farmers". About 53 percent of the farmers making purchases obtained their livestock from this source. The second major source was the country dealer, from which 32 percent of the farmers purchased their feeder cattle.

Those farmers who chose among several sources before making purchases gave a more diversified group of reasons for choosing the source used. The principal reason was the ease of finding desired kind and quality. This basis was used by 37 percent of the farmers who chose among several sources before making purchases. The second of selection was made on two equally important reasons: locally purchased livestock did better and there was less disease in animals purchased at selected markets. The principal market source used by these farmers was "other farmer" where slightly more than 44 percent purchased their feeder cattle. The source of secondary importance was auction markets, at which approximately one-third of the farmers in the group obtained feeder cattle.

Terminal public markets and local markets were used as the primary source of feeder livestock by some farmers, but in general, they accounted for only a small minority of farmers' total purchases.

The percentages of those farmers normally using only one source for purchasing feeder livestock and the percentage of those choosing among several market sources before making purchases are shown in Table XXII.

TABLE XXII - THE PERCENTAGE OF FARMERS USING ONE OUTLET SOURCE AND THOSE USING MULTI-OUTLET SOURCES FOR FEEDER LIVESTOCK BY MAJOR AND SECONDARY CLASS PURCHASED

	Most Important Class		Second Most Important Class	
	One Outlet	Multi-Outlet	One Outlet	Multi-Outlet
Cattle	74.35	50.75	36.36	32.27
Hogs	23.08	46.27	46.64	38.70
Sheep	2.57	2.98	.00	29.03

Change in Outlets Used by Farmers

In order to obtain information and reasons as to why shifts have taken place and are taking place in market outlets used by Missouri farmers, producers were asked if they had changed outlets recently. Those who indicated they had changed market outlets in recent years were further asked the reason for discontinuing use of the outlet.

The reason most frequently given for discontinuance was that prices were too low. Inconvenience and high cost were the next in importance recorded from this group of farmers. Distance in hauling was also a leading factor given by those farmers located in the interior parts of the state where main highways did not offer a convenient route.

An examination of the reasons given for discontinuing the use of specific types of markets reveals that changes are taking place in outlets used by farmers. Approximately 13 percent of the farmers interviewed indicated that they had recently changed markets where they sold their major and most important class of livestock. Of the farmers who had discontinued using an outlet, nearly 54 percent of this group had shifted away from terminal public markets. The principal reasons were that costs were too high and distance of hauling too great; thus, too costly and leading to the shift. Inconvenience and high shrinkage were also leading factors in the discontinuance, as both are related closely to distance.

Prices received at terminal public markets appeared to be a factor of less importance than other aspects encountered when selling at these markets, such as distance,

TABLE XXIII - PERCENTAGE OF FARMERS WHO CHANGED FROM VARIOUS MARKET OUTLETS, BY IMPORTANCE OF SALE

Class	Terminal	Auction	Local Market	Dealer	Packer	Other
Most Important	51.5	10.9	7.6	6.5	3.5	20.0
Second Most important	53.3	6.7	6.9	13.3	0.0	20.2

unloading, and various other incidental charges assessed.

Farmers indicating that they had discontinued using auction markets were the second largest group who had changed outlets recently. Poor handling of livestock and low prices were the most frequently cited reasons for the discontinuance. About 10 percent of the farmers who changed outlets shifted from auction markets.

Farmers who had discontinued using local markets for sale of their major class of livestock were too few in number to provide a reliable pattern of reasons underlying changes made.

In all instances, farmers who had shifted away from dealers as a market cited low prices as the major factor.

In Table XXIII, the percentage of farmers who had changed market outlets in relative importance of various outlets discontinued, is shown.

Type of Outlet to Which Farmer Changed

The reason given by farmers for discontinuing a particular outlet becomes both a criticism and an appraisal of markets, thereby forming the basis for the farmers' decision-making in an effort to select a new market outlet. For the purpose of determining what farmers sought in choosing a new outlet, the reasons given were divided by type of new outlet selected. For the most important and second most important classes of livestock sold, terminals are the most commonly listed as the market discontinued, 51.5 and 53.3 percent respectively. However,

only slightly more than 22 percent of the new markets selected for the combined classes were terminal markets. In the cases of the auction market and packer, the number of times they were indicated as the new market selected was considerably greater percentagewise. Local markets showed some gain as an outlet for the farmers' second most important livestock sale. Dealers were selected as a new market only by a small minority of farmers.

The percentage of farmers selecting new market outlets by markets selected is illustrated in Table XXIV.

Suggestions Made by Farmers for Marketing Improvement

Markets operate in a competitive industry only as long as their performance is profit-making to themselves and their customers. Farmers exert substantial influence in shaping the market structure which governs the marketing of livestock in any locale for any period of time.

Farmers were asked to offer suggestions which they felt would improve livestock marketings. Nearly 36 percent of the farmers offered one or more suggestions. The major suggestion made by livestock producers was that more stable prices were needed; the point implied in this type of answer was for a better basis in making both production and marketing decisions. This was the principal suggestion offered by approximately 10 percent of the farmers. The proposal second in importance given by

TABLE XXIV - PERCENTAGE OF FARMERS WHO CHANGED TO NEW MARKET OUTLETS FOR SALE OF THEIR MOST IMPORTANT AND SECOND MOST IMPORTANT CLASS OF LIVESTOCK BY MARKET CHANGED TO

Class	Terminal	Auction	Local Market	Dealer	Packer	Other
Most Important	30.0	23.5	6.6	3.3	32.3	13.3
Second Most Important	21.4	21.5	14.3	7.1	21.4	14.3

TABLE XXV - SUGGESTIONS MADE BY FARMERS
FOR IMPROVING LIVESTOCK MARKETING
MISSOURI, 1956

<u>SUGGESTIONS</u>	
	<u>Number</u>
01- Higher prices	17
02- More stable prices	22
03- Farmer cooperate to control livestock numbers	11
04- Keep livestock prices in line with feed price	2
05- More even marketing the year around	5
06- Terminal markets nearer or more terminal markets	2
07- Fewer terminal markets	0
08- More markets in local areas	11
09- Fewer markets	0
10- Need more buyers at auctions	7
11- Need better buyers	5
12- Need more government graders and grading	7
13- Need more grading	5
14- Less strict grading	0
15- Narrower price spreads between weights or grades	8
16- Wider price spreads between weights or grades	4
17- Lower selling changes	4
18- Lower yardage changes	2
19- More cooperative selling ass'n	18
20- Cooperative packing ass'n	4
21- Faster selling of livestock	8
22- Lower freight rates for livestock	0
23- Better price reporting	3
24- Government help to stabilize production of livestock	5
25- Other	72
26- No answer or doesn't know	399
Total	621

more than 8 percent of the farmers was more cooperative selling by farmers. Higher prices were suggested by only 7.6 percent of the farmers offering suggestions for improving livestock marketing. For listings of various suggestions and number of farmers making suggestions, see Table XXV.

Transportation of Livestock

Transporting livestock to and from market is one phase of marketing that has undergone evolutionary changes in the past 25 years. Following World War I, the truck was initiated into livestock transportation and has continuously gained in importance up to its present-day level of transporting the major volume of livestock to and from the market places.

Since one of the major expenses incurred by the farmer in marketing his livestock is transportation cost, a brief analysis of the methods of transportation and distances involved in marketing different classes of livestock to various market outlets was undertaken.

Therefore, in this study, the primary concern was transportation of livestock from farm to market, or to first point of sale; or, in the case of purchase by farmers, from point of purchase to farm. Only the principal or major methods of transportation used by the farmer in his livestock transactions were used in the analysis. That is, if two methods of transportation were used by the farmer in moving a lot of animals to market on a given day, such as commercial truck and farm truck, the principal method, or commercial truck, was used in the analysis.

The two most important means of transporting livestock, either from farm to market or from market to farm, were commercial trucks and farmers' trucks. Including all livestock transported from Missouri farms to market, the commercial truck accounted for nearly 68

TABLE XXVI - PERCENTAGE OF CATTLE AND CALVES SOLD THROUGH VARIOUS MARKET OUTLETS, HAULED BY DIFFERENT METHODS

Method of Haul	Terminal	Auction	Dealer	Local Market	Packer	Farmer	Sp. Auction & Coop
Commercial Trucks	79.74	54.76	19.77	69.23	77.71	45.22	50.89
Buyers' Trucks	.42	.86	64.32	.00	1.14	24.12	.00
Neighbors' Trucks	3.09	5.36	3.86	30.77	18.86	1.96	4.46
Farmers' Trucks	15.78	38.39	10.45	.00	.57	19.92	40.77
Other Means	.98	.63	1.14	.00	1.71	8.78	3.87

percent of the total head transported. Farmers' trucks hauled considerably less in total number of head sold but rated second in importance by transporting about 21 percent of all livestock to market.

Transportation of Cattle and Calves

The transportation of cattle and calves, viewed in relation to the market used by the farmer for sale varies over the range of all markets included in the study. However, when considered in view of the two primary markets used by farmers in their sale of cattle and calves—namely, the terminal public market and the livestock auction market—indications were much the same as the totals for all livestock. Approximately 80 percent of all

cattle and calves sold by farmers to terminal market were transported by commercial trucks; farmers' own trucks accounted for about 16 percent of total transportations. For all cattle and calves marketed through auction markets, 54.8 percent were hauled by commercial trucks; and 38.4 percent, by farmers' truck. Table XXVI shows the percentages of farmers' cattle transported to various market outlets by method of truck haul.

There was an estimated 1,594,509 head of cattle and calves hauled from producers' farms to various markets of first point of sale by commercial trucks in 1956. However, all markets are not served to the same degree by commercial trucks. More than 71 percent of the total number of cattle and calves transported by commercial trucks were delivered to terminal markets. This figure varied to a low of less than 1 percent transported to local markets by this means. The percentage of total hauls by truck ownership to various market outlets are illustrated in Table XXVII.

Lot size often has bearing upon the means of trans-

TABLE XXVII - PERCENTAGE OF THE TOTAL VOLUME OF CATTLE AND CALVES HAULED BY DIFFERENT TYPES OF TRUCK OWNERSHIP DELIVERED TO VARIOUS MARKET OUTLETS

Truck Ownership	Terminal	Auction	Dealer	Local Market	Packer	Farmer	Other
Commercial Trucks	71.88	15.64	1.41	.42	2.21	5.62	2.67
Farmers' Trucks	47.34	34.09	2.66	.00	.22	8.25	7.44
Buyers' Trucks	4.54	2.96	55.82	.39	.00	36.29	.00
Neighbors' Trucks	47.90	16.33	4.76	3.36	9.24	4.20	4.20
Other Trucks	34.84	7.09	4.52	.00	1.93	43.22	8.39

portation employed by the farmer in transporting animals to market. The study related substantial variations between selected areas of the state and classes of livestock in the means of transportation. Relationships between size of lot and the method of transportation employed became apparent in a number of instances. A brief analysis of aggregate data was undertaken on lot size by truck ownership for a specific class of slaughter cattle.

The distribution of lot sizes by different methods of transportation for steers and heifers sold by farmers varied by truck ownership. However, in all lot sizes, commercial trucks accounted for more than 70 percent of the animals moved to first point of sale. Buyers' trucks and neighbors' trucks are employed to a greater extent in transporting lots of 1 to 3 head than they are in moving lots of larger sizes. Data indicated that as lot sizes increased, so did the relative percent transported by the farmers' own truck, and less important became the use of buyer and neighbor trucks in moving slaughter steers and heifers to market. (Table XXVIII.)

TABLE XXVIII - PERCENTAGES OF SLAUGHTER STEERS AND HEIFERS TRANSPORTED IN VARIOUS LOT SIZES, BY METHOD OF HAUL

Lot Size	Commercial Trucks	Farmers' Trucks	Buyers' Trucks	Neighbors' Trucks
1-3	75.77	7.73	10.31	6.18
4-9	71.42	15.76	6.49	5.33
10-	79.51	16.37	2.86	1.25

Transportation of other cattle and calves by commercial trucks did not show significant variation as size

of lot increased. In lots of 1 to 3, commercial trucks hauled 55.8 percent of the marketings; in lots of 4 to 9, 54.2 percent; and in lots of 10 and more, 55.6 percent. Both the farmers' own trucks and buyers' trucks were used more to transport this class of cattle to market than the slaughter steer and heifer class. Buyers' trucks were more important in the 1 to 3 lot size than in larger lot sizes. The farmers' own trucks increased in use, relative percentage-wise, as lot size increased, the same as in the case of steers and heifers. (Table XXIX)

TABLE XXIX - PERCENTAGES OF OTHER SLAUGHTER CATTLE AND CALVES TRANSPORTED IN VARIOUS LOT SIZES, BY METHOD OF HAUL

Lot Size	Commercial Trucks	Farmers' Trucks	Buyers' Trucks	Neighbors' Trucks
1-3	55.85	21.57	15.85	6.73
4-9	54.21	25.91	10.09	9.78
10-	55.66	35.41	3.34	5.59

Lot sizes in which farmers marketed cattle and calves were further compared to distance transported by method of truck transportation. The percentages for slaughter steers and heifers are shown in Table XXX. Considering both distance and lot size, commercial truck was the most important method of transportation.

The percentages for transportation of other slaughter cattle and calves are illustrated in Table XXXI. In all three lot size groups, commercial trucks hauled the larger number of livestock. However, for other slaughter cattle and calves transported 25 miles and less for all lot sizes, the farmers' own truck was the most important means of haul.

TABLE XXX - PERCENTAGE OF SLAUGHTER STEERS AND HEIFERS HAULED VARIOUS DISTANCES BY LOT SIZE AND TRUCK OWNERSHIP

Lot Size	Commercial Trucks			Farmers' Trucks			Neighbors' Trucks			Buyers' Trucks		
	0-24	25-99	100-	0-24	25-99	100-	0-24	25-99	100-	0-24	25-99	100-
	Miles											
1-3	44.4	92.8	93.5	11.2	5.7	6.5	20.6	.0	.0	23.8	1.5	.0
4-9	83.2	70.2	.0	7.6	20.7	.0	1.2	6.3	.0	8.1	.0	.0
10-	84.1	73.4	82.5	10.7	21.8	13.0	1.2	1.5	1.6	4.0	3.3	2.9

TABLE XXXI - PERCENTAGE OF OTHER SLAUGHTER CATTLE AND CALVES HAULED VARIOUS DISTANCES BY LOT SIZE AND TRUCK OWNERSHIP

Lot Size	Commercial Trucks			Farmers' Trucks			Neighbors' Trucks			Buyers' Trucks		
	Miles											
	0-24	25-99	100-	0-24	25-99	100-	0-24	25-99	100-	0-24	25-99	100-
1-3	30.5	67.0	84.1	36.1	15.3	14.3	13.4	6.4	1.6	20.0	11.3	0
4-9	10.3	59.4	80.8	39.6	30.3	12.3	15.6	10.3	6.9	24.5	.0	.0
10-	30.4	80.4	100.0	57.6	6.5	.0	8.0	.0	.0	4.0	13.1	.0

Seasonality of Marketing

The seasonal marketing pattern for most classes of livestock is well defined with seasonal high and lows in volume of marketings. The seasonal pattern of marketing different types of meat animals is well-known and can be predicted relatively close to past experience. For some classes of livestock little data are available on seasonal marketing patterns, therefore accuracy in marketing predictions for these classes has not been commonplace knowledge to producers or marketing agencies. Many farmers within the state market animals in what might be termed off-season marketing. Many of the off-season marketings occur as a result of odd lots, culls or late or early calving. However, on some farms, a definite program of marketing animals throughout the year; or the practice of intentionally diverting from the seasonal patterns of marketing is followed.

The extent of these two alternatives, or off-season marketing patterns at different times of the year, shows up in lot sizes marketed. Information on lot sizes marketed by farmers at different times of the year is important and has considerable value in various analyses of livestock marketing. Changes in lot sizes marketed affect marketing costs per head.

Information and data were assembled in the course of this study on the number of head of each class of cattle and calves farmers reported marketed in each two-month period during the year and on the size of lots sold.

The seasonal pattern of all cattle and calves marketed in 1956 was at a high in September—October and at a

low in July—August. Marketings in July—August were 45.9 percent below the average for the year. This marketing pattern varied from that in the North Central Region,⁸ which reached a high in the May—June period and a low in November—December.

The seasonal marketing pattern for the slaughter—steer and heifer class in 1956 was at a high in September—October and at a low in July—August, which corresponds to the seasonal pattern of marketings for all slaughter cattle. However, there was one major difference in that slaughter steer and heifer marketings were only 5.4 percent below the peak for the January—February period, while total slaughter cattle marketed for the same period was 42.7 percent below the peak. (Figure 13).

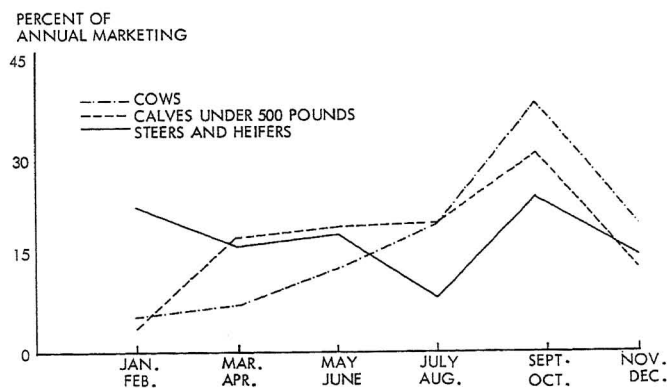


Figure 13. Farmers sale of different classes of slaughter cattle at various times of the year, Missouri, 1956

When compared over the six two-month periods the distribution of animals among different lot sizes indicated that the percentage of slaughter cattle sold in lots of ten or more was somewhat lower in the two light

⁸Ohio, Agricultural Experiment Station, *op. cit.*

marketing months as compared with the peak season. (Appendix Table VI, VII, and VIII).

The seasonal distribution for other slaughter cattle and calves was relatively more even than the patterns indicated by slaughter steers and heifers, and calves under 500 pounds. The July—August low varied from the annual average by 31 percent. Table XXXII shows the percentage of annual marketings by two-month periods for different areas of the state.

Figure 14 is a graphic representation of the seasonal marketing pattern for cattle and calves sold by Missouri farmers in 1956.

The Ozark areas differed in some respects from the remainder of the state in its patterns of marketing of various classes. In both the northern counties and the Ozark counties, slaughter steers and heifers reached their seasonal peak in September—October. The data indicated that a larger percent of total marketings of this class was made in lot sizes of ten head and over in both areas. However, there was a greater percentage of total marketings in the 1 to 3 lot size in the Ozark counties than in other areas of the state.

A slightly larger proportion of other slaughter cattle and calves was marketed in lot sizes of 4 to 9 in the Ozark areas as compared to other areas of the state.

The peak in feeder cattle marketings was in September—October, the low occurring in May—June. Marketings in the peak two months were over 200 percent higher than the year's average and were nearly 10 times as great as marketings in the low period of May—June. Lots did not vary as much in size as their large difference in volume indicates.

Feeder cattle and calves primarily were marketed throughout the state in lot sizes of ten or more head. However, the percentage of this class sold in lots of 1 to

3 head ranged from 2.3 percent of the total marketed in the peak months to a high of 8.5 percent during the low marketing months.

Seasonal fluctuations in feeder-cattle marketing showed more variations in the Ozark areas of the state than in other areas. About 72 percent of feeder cattle in the Ozark areas was marketed in the two peak months, September and October, whereas 38.2 percent was marketed in the same two-month period for the remainder of the state. Tables XXXIII and XXXIV show the percentage of various classes of cattle and calves sold in different lot sizes by two-month periods for the Ozark areas and for those areas lying outside of the Ozarks.

The peak in feeder-cattle marketings corresponded to the peak in slaughter-steer and heifer marketings, but the low marketings occurred earlier than for slaughter classes. The distribution in lot sizes of the two groups was similar in most respects. One exception was that feeders were sold in relatively larger lots.

The marketing of breeding cattle and calves indicated very little seasonality. The peak was in September—October, and the low was in November—December. The data on breeding and herd cattle and calves appeared to be too limited and scattered to lend reliability to an analysis of lot sizes and seasonal patterns of marketings.

Day of the Week Farmers Chose to Market Livestock

The livestock industry has been plagued for some time by heavy marketings at the first of the week. This practice has been particularly true at terminal public markets and has led to difficulties and inefficiencies in the marketing agencies where this pattern occurred. To ob-

TABLE XXXII - PERCENTAGE OF TOTAL CATTLE AND CALVES SOLD BY FARMERS IN VARIOUS MARKETING AREAS, BY MONTHS

Month	Area					
	I	II	III	IV	V	VI
Jan. - Feb.	8.33	12.52	10.57	26.47	19.43	8.39
March - April	13.68	13.85	11.76	19.16	15.26	8.39
May - June	13.89	27.94	25.89	8.60	16.65	10.07
July - August	9.26	8.50	18.76	7.99	13.78	22.48
Sept. - Oct.	44.03	23.69	14.72	15.31	25.07	40.93
Nov. - Dec.	10.80	13.48	18.28	22.47	9.80	9.73

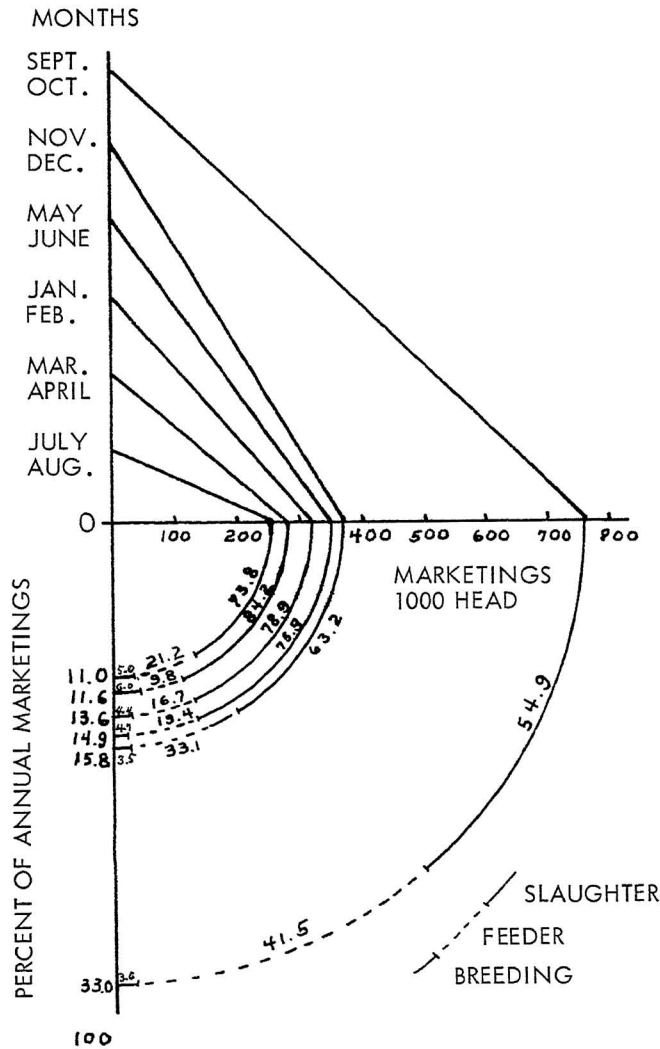


Figure 14. Seasonality of cattle and calf marketing by selected months

Note: In interpreting the graph, all axial readings are made from zero. On the positive "Y" axis, months are indicated in pairs relative to the market volume importance. The "X" axis indicates the total marketing for any particular pair of months. The quarter-circle line in the fourth quadrant shows the percentage that different use classes were of the total marketed in any specified two-month period. The negative "Y" axis illustrates the percentage of total annual marketings occurring in the various two-month periods.

tain information on this problem and to arrive at a better understanding as to why farmers bunched their marketings at the beginning of the week, producers were asked what day of the week they sold their major lots, and also what reason prompted them to choose that particular day.

Of the farmers giving a specific day of the week on which they marketed their major lots of cattle, more than 44 percent marketed on Monday. Almost two-thirds of

the producers said they sold their major lots on one of the first days of the week. About 7.8 percent of farmers sold their major lots of cattle on Friday, and slightly more than 2 percent said they used Saturday as a market day.

Twenty-eight percent of the farmers marketed on the first two market days of the week because they felt that prices were more favorable then. Availability of

TABLE XXXIII - PER CENT OF CATTLE AND CALVES SOLD AT VARIOUS TIMES OF THE YEAR BY CLASS OF LIVESTOCK AND SIZE OF LOT IN MARKETING AREAS 5 AND 6

Lot Size	Time of Sale					
	Jan.- Feb.	March- April	May- June	July- Aug.	Sept.- Oct.	Nov.- Dec.
<u>SLAUGHTER STEERS AND HEIFERS</u>						
1-3	1.64	7.94	5.13	24.00	8.58	27.45
4-9	14.21	49.21	12.82	76.00	16.16	47.06
10-	84.15	42.85	82.05	.00	75.25	25.49
<u>OTHER SLAUGHTER CATTLE AND CALVES</u>						
1-3	89.19	32.17	47.01	31.74	42.78	47.46
4-9	10.81	67.83	52.98	61.08	20.62	27.12
10-	.00	.00	.00	7.18	36.60	25.42
<u>FEEDER CATTLE AND CALVES</u>						
1-3	.00	.00	3.57	15.38	2.10	.00
4-9	.00	15.38	7.14	42.31	35.38	44.44
10-	.00	84.62	89.28	42.31	62.52	55.56
<u>BREEDING OR HERD</u>						
1-3	100.00	34.15	28.20	10.00	78.95	100.00
4-9	.00	41.46	71.79	53.33	21.05	.00
10-	.00	24.39	.00	36.67	.00	.00

TABLE XXXIV - PER CENT OF CATTLE AND CALVES SOLD AT VARIOUS TIMES OF THE YEAR BY CLASS OF LIVESTOCK AND SIZE OF LOT IN MARKETING AREAS 1, 2, 3, and 4

Lot Size	Time of Sale					
	Jan.- Feb.	March- April	May- June	July- Aug.	Sept.- Oct.	Nov.- Dec.
<u>SLAUGHTER STEERS AND HEIFERS</u>						
1-3	2.13	2.63	1.81	2.71	3.04	3.88
4-9	5.32	14.78	20.48	30.23	16.22	22.74
10-	92.55	82.59	77.71	67.05	80.74	73.38
<u>OTHER SLAUGHTER CATTLE AND CALVES</u>						
1-3	78.43	59.81	38.55	55.62	26.30	38.35
4-9	21.57	29.91	44.58	31.88	47.62	29.61
10-	.00	10.28	16.87	12.50	26.08	32.04
<u>FEEDER CATTLE AND CALVES</u>						
1-3	1.56	16.17	.00	.00	2.52	1.49
4-9	3.12	20.93	60.33	5.22	21.38	12.13
10-	95.31	62.79	39.67	94.78	76.09	86-38
<u>BREEDING OR HERD</u>						
1-3	28.57	73.33	100.00	64.28	13.40	33.33
4-9	20.00	6.67	.00	35.71	29.90	66.67
10-	51.43	.00	.00	.00	56.70	.00

TABLE XXXV - DAY OF THE WEEK THE MAJOR LOT WAS SOLD
AND REASON FOR THE CHOICE OF THAT DAY

Reason	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Didn't Know
Better prices that day	25.39	32.97	18.03	14.89	32.35	.00	1.53
Auction or other market sold that day	10.88	10.99	18.03	29.79	29.41	44.44	.55
Bigger market, more buyers	18.65	6.59	8.20	2.13	5.88	.00	.00
Smaller market, more attention to the livestock	1.55	4.39	6.56	6.38	8.82	.00	.00
Making use of a rainy day	.00	.00	1.64	.00	.00	.00	.55
Was advised to market that day	2.07	3.30	1.63	8.51	2.94	.00	.00
Was going in anyway or was combining jobs	2.07	3.30	1.63	2.13	.00	.00	1.09
Truck had trip scheduled that day	23.32	25.27	26.23	21.27	5.88	22.23	.55
Buyer or agent called and made an offer	2.59	3.30	4.92	4.25	2.94	.00	1.53
No specific reason or did not know	9.33	7.69	11.47	8.51	11.76	33.33	5.32
Other reasons	4.14	2.19	1.64	1.13	.00	.00	89.07

transportation was also an important factor. Twenty-four percent said they marketed at that time because truck trips were scheduled. One other important reason for selling major lots of livestock on Monday or Tuesday was that more buyers were at market places at the beginning of the week, thus offering a broader and more competitive market and consequently better prices. More buyers present at the market was given as a reason by 15 percent of the farmers marketing on the first two days of the week. The percentage results from the questions asked farmers are shown in Table XXXV.

In all marketing areas of the state, with the exception of Area I, Monday was the most important day relative to major cattle and calf lot marketings. In Area I, Tuesday received the greatest number of major lot marketings.

The pattern of reasons differed for different days. The latter part of the week had relatively more reasons, such as "auction or other markets held that day", "advised to market that day", "smaller market", "more attention given to the livestock."

Such reasons given as "was going in anyway" or "was combining jobs" should be expected to be spread equally over the week but were more frequently given by farmers as a reason for selling early in the week.

Market News Services Used

Market news is vitally important to the livestock producer if he is to make a profit and realize the maximum potentials of his livestock enterprises.

Data were collected on sources of market information which farmers received and used. Because of the broad scope of the study, information in this area was limited and did not lend itself to a detailed descriptive analysis but rather to more general disclosures.

Sufficient and fairly complete daily market reports are offered the farmer on all terminal public markets within the state. Price reporting and general market information is non-existent among many of Missouri's interior markets.

The principal methods of dissemination of market news are radio, television, newspapers, farm magazines, newsletters (supplied by major markets), telephones, and direct contacts between buyers and sellers. These news services varied substantially in the detail of their releases

and reports as well as in the time lag before the farmers receive the reports. Producers are primarily interested in prices of livestock at first point of sale, disseminated in an understandable form; however, most livestock market news is price and receipt information at major central markets.

Farmers were requested to indicate all sources of market news which they received and used in making their marketing decisions. Most farmers used two or more sources. Approximately 100 percent of the farmers received daily radio market news reports. Over two-thirds of the farmers received newspapers that carried livestock market reports and a small percent received newsletters from various markets. Radio was the primary source of market information used by farmers when selling cattle and calves. Seventy-three percent indicated they based their decisions primarily on radio newscasts. Personal contact was used as a primary source by 8 percent; newspapers by 3.4 percent; and telephones by about 1 percent. Fourteen percent said they used a primary source but could not identify it.

Principal secondary sources of market news used by

farmers were personal interviews, 29 percent; newspapers, 11 percent; radio and/or television, 7 percent; and farm magazines, about 3 percent.

The principal market outlets reported by all primary sources of market news used by farmers were terminal markets and auctions. Fifty-three percent of all secondary sources used by farmers gave information on terminal market activities.

In Table XXXVI is shown the number of farmers included in the survey who reported using various market news sources as primary and secondary information, relative to cattle and calf marketing and the type of market reported.

Farmers supplemented the major and minor sources of market information by employing a number of other techniques which influenced their decisions of where and when to market different classes and species of livestock. More than 12 percent of the farmers indicated they received help and/or advice as to the best place and time to market their livestock. The most frequent source of help or advice came from commission men. Eighty percent of the farmers receiving help or advice in market-

TABLE XXXVI - PRIMARY AND SECONDARY SOURCES OF LIVESTOCK MARKET INFORMATION USED BY FARMERS FOR CATTLE AND TYPE OF MARKET REPORTED

Source	Terminal		Auction		Local Market		Packer		Other		Don't Know		Total	
	Pri.	Sec.	Pri.	Sec.	Pri.	Sec.	Pri.	Sec.	Pri.	Sec.	Pri.	Sec.	Pri.	Sec.
Radio or TV	445	44			3		1	1			3		452	45
Newspaper	20	65		1		1		1		1	1		21	68
Telephone	6	7								1			6	8
Personal Interview	43	171		4	1	3	1	1	1	1	1	2	48	182
Farm Magazine	2	10	1							6	1	2	4	18
Other	10	37	9	7		2		1	5	5	66	248	90	300
Total	526	334	10	12	4	6	2	4	5	13	74	252	621	621

Other Sources Used by Farmers

There were other major sources of market information in addition to those already mentioned which were used advantageously by livestock producers. These sources were experiment station and extension publications and reports, United States Department of Agriculture publications, and reports released by various private enterprises which were related to the livestock industry.

ing their livestock indicated commission men were the source, 18 percent received help or advice from truckers, and 2 percent indicated neighbors and other farmers. Appendix Table IX presents a breakdown of the source of advice or help received by farmers relative to the markets where farmers sold.

Farmers were asked whether they received bids or appraisals on a major lot of livestock prior to actual sale. More than 15 percent replied that they did. Bids and appraisals were most frequently made by country livestock dealers which accounted for 35 percent of the total bids and appraisals received; 31 percent were made by terminal market representatives and more than 15 percent by other farmers. In Appendix Table X is shown the source of bid of appraisal received.

Visits by various market representatives were of substantial importance and were reported by about one-third of the livestock producers. The number of visitations varied according to the major class of livestock being produced by the farmers. However, visits by representatives were made more frequently to those farms where cattle was the major livestock enterprise. Twenty-eight percent of farmers received visits from market representatives when they had cattle for sale compared to 16 percent receiving visits when hogs were for sale. (See Appendix Table XI)

Sources and uses of various market news services by farmers did not vary among different marketing areas of the state by any substantial amount. However, visitations by market representatives were more frequently found in those areas adjacent to terminal public markets. Aside from the fact that frequency of visitations is a function of distance, it is also believed to be the result of competitive pressure related to the good will of terminal market agencies and is a method of advertising.

Indicated Need for Additional Market News

Farmers were asked whether additional livestock market information was needed. The responding answers were classified according to subject and area of information and are presented in Table XXXVII. Twenty-six percent of the farmers indicated that more information was needed, 27 percent felt that the present amount was adequate, and 47 percent were either indifferent or did not know whether more information would be of any help.

TABLE XXXVII - TYPE OF ADDITIONAL LIVESTOCK MARKET INFORMATION FARMERS INDICATED THEY NEED

	Number of Times Mentioned		
	First	Second	Total
More information	35	4	39
More or better outlook information	40	4	44
Forward price information	13	5	18
More accurate or honest reporting	7	1	8
More accurate reports of class			
Price difference	29	2	31
Reports on breeding stock prices	0	0	0
Reports on dairy stock prices	1	1	2
Earlier market reports	5	1	6
Auction reports over the radio	4	0	4
None or no more needed	167	0	167
Other	29	23	52
No answer or doesn't know	290	579	869
Total	620	620	1240

Farmers who desired more information most frequently indicated a need for better outlook information, more general information on markets and marketing, and more accurate reports on class price differences.

The collected data suggested that producers were primarily interested in prices of livestock at first point of sale. Data also indicated that most farmers used published reports of one type or another, such as newspapers, newsletters, farm papers, and magazines, as guides to future marketings. Radio and television were used more frequently for day-to-day information on market activity.



Cooperative feeder sales become a major outlet for disposing of feeder calves in numerous communities.

Appendix

APPENDIX TABLE I - TOTAL NUMBER OF FARMS REPORTING SALE OF CATTLE AND/OR CALVES, NUMBER OF HEAD SOLD, AND AVERAGE NUMBER SOLD PER FARM BY MARKETING AREA 1939*, 1959**

Area	Year	Number of Farms Reporting Sales	Number of Head Sold	Average Number Sold Per Farm Reporting
I	1959	13,498	321,794	23.8
	1939	16,587	167,541	10.1
II	1959	17,830	385,198	21.6
	1939	19,999	193,643	9.7
III	1959	20,077	341,503	17.0
	1939	26,069	215,368	8.3
IV	1959	21,503	334,270	15.5
	1939	25,597	187,169	7.3
V	1959	42,293	531,463	12.6
	1939	46,513	300,038	6.4
VI	1959	11,599	140,331	12.1
	1939	14,856	107,474	7.2
VII	1959	1,068	20,198	18.6
	1939	1,886	15,486	8.3

*Source: U. S. Bureau of the Census, Sixteenth Census of the United States: 1940; Agriculture, III, General Report, Statistics by Subjects. (Washington: Government Printing Office, 1943).

**Source: U. S. Bureau of the Census, U. S. Census of Agriculture: 1954; II, General Report, Statistics by Subjects. (Washington: Government Printing Office, 1955).

APPENDIX TABLE II - ESTIMATED TOTAL NUMBER OF CATTLE AND CALVES SOLD FOR VARIOUS USES, BY AREAS (Adjusted to A.M.S.)

Area	Slaughter	Feeder	Dairy and Breeding	Other and Use Unknown	Total
I	242,026	116,172	24,501	111,426	494,125
II	212,290	43,924	1,999	18,464	276,677
III	207,489	162,285	11,000	58,290	439,064
IV	325,368	75,471	6,007	17,757	424,603
V	272,829	116,921	42,275	83,393	515,418
VI	<u>73,475</u>	<u>60,907</u>	<u>5,505</u>	<u>48,216</u>	<u>188,103</u>
State	1,333,477	575,680	91,187	337,546	2,337,990

APPENDIX TABLE III - PERCENTAGE OF OTHER
SLAUGHTER CATTLE AND CALVES MARKETED IN
DIFFERENT LOT SIZES BY OUTLET USED

Lot Size	Terminal	Auction	Dealer	Packer	Other
1-3	15.16	32.85	25.92	19.77	14.98
4-9	17.81	30.36	33.34	31.07	12.83
10-19	24.89	13.93	31.48	44.64	11.83
20-49	32.48	15.00	9.26	4.52	18.18
50-	9.66	7.86	.00	.00	42.78

APPENDIX TABLE IV - PERCENTAGE OF SLAUGHTER
STEERS AND HEIFERS MARKETED IN VARIOUS LOT SIZES
BY MARKETING AREA

Lot Size	Area					
	I	II	III	IV	V	VI
1-3	4.27	1.28	.64	5.04	8.17	6.83
4-9	14.64	6.99	8.99	17.96	18.76	35.40
10-19	32.72	26.68	37.08	29.24	26.93	26.71
20-49	48.37	53.64	53.29	30.25	32.01	.00
50-	.00	11.41	.00	17.51	14.13	31.06

APPENDIX TABLE V - PERCENTAGE OF CATTLE AND CALVES PURCHASED BY
FARMERS FROM VARIOUS SOURCES BY MARKETING AREA

Area	Auction	Other Farmer	Terminal	Dealer	Cooperative & Sp. Sales	Other	Total
I	45.20	25.21	29.23	.18	.18	.00	100.
II	40.71	37.68	.89	19.82	.72	.18	100.
III	40.36	42.50	16.78	.00	.00	.36	100.
IV	16.87	13.37	29.76	23.37	.61	16.02	100.
V	31.03	27.59	27.59	7.28	2.30	4.79	100.
VI	4.81	91.35	91.35	1.92	.00	1.92	100.
TOTAL	30.05	28.96	20.37	13.45	.87	6.30	100.

APPENDIX TABLE VI - PERCENTAGE OF SLAUGHTER CATTLE AND CALVES SOLD AT
VARIOUS TIMES OF THE YEAR BY LOT SIZE

M Lot Size	Month						
	Jan.- Feb.	March- April	May- June	July- Aug.	Sept.- Oct.	Nov.- Dec.	
1-3	8.3	16.0	15.7	26.4	16.4	19.9	
4-9	8.7	28.8	30.8	39.8	26.6	26.9	
10-19	21.5	25.0	26.3	5.9	22.2	31.8	
20 and over	61.5	30.2	27.4	27.9	34.8	21.4	

APPENDIX TABLE VII - PERCENTAGE OF CATTLE AND CALVES SOLD AT VARIOUS TIMES OF THE YEAR BY CLASS OF LIVESTOCK AND SIZE OF LOT

Time Of Sale

Lot Size	Jan.- Feb.	March April	May- June	July- Aug.	Sept.- Oct.	Nov.- Dec.
<u>SLAUGHTER STEERS AND HEIFERS</u>						
1-3	2.20	4.60	2.19	4.59	4.43	7.48
4-9	7.50	18.41	21.88	34.28	16.20	25.40
10-19	23.42	34.87	37.20	7.77	28.22	41.95
20-	67.06	42.12	38.72	53.36	51.14	25.17
<u>OTHER SLAUGHTER CATTLE AND CALVES</u>						
1-3	77.94	42.39	42.33	45.25	31.44	40.60
4-9	22.06	53.09	48.33	44.62	39.49	28.75
10-	00.00	4.53	9.33	10.13	29.07	30.45
<u>FEEDER CATTLE AND CALVES</u>						
1-3	1.56	8.54	1.72	4.30	2.30	1.40
4-9	3.12	18.29	34.76	15.59	28.24	13.03
10-	95.32	73.17	63.52	80.11	69.44	85.57
<u>CATTLE SOLD FOR BREEDING OR HERD USE</u>						
1-3	39.02	44.64	44.00	25.58	24.14	43.59
4-9	17.07	37.50	56.00	48.84	28.45	56.41
10-	43.90	17.86	00.00	25.58	47.41	00.00

APPENDIX TABLE VIII - PERCENTAGE OF FARMERS' SALES AND PURCHASES OF FEEDER CATTLE AND CALVES MADE AT VARIOUS TIMES OF THE YEAR AT DIFFERENT MARKET OUTLETS

Months	Auction		Other Farmer		Terminal		Other	
	Sales	Purchases	Sales	Purchases	Sales	Purchases	Sales	Purchases
Jan. - Feb.	3.64	9.82	17.53	27.87	.00	23.90	2.73	18.56
Mar. - Apr.	5.73	11.40	6.97	10.07	.96	7.43	.00	4.21
May - June	1.10	1.58	15.54	11.71	13.65	32.73	33.64	.75
July - Aug.	8.27	12.11	1.39	9.13	18.46	.00	3.64	20.05
Sept. - Oct.	50.38	43.34	37.25	28.34	62.50	18.87	55.45	24.75
Nov. - Dec.	30.88	21.75	21.75	12.88	4.43	17.07	4.54	31.68

APPENDIX IX - NUMBER OF FARMERS RECEIVING HELP OR ADVICE FROM VARIOUS SOURCES
ON THE BEST PLACE TO MARKET LIVESTOCK, AND
OUTLET WHERE SOLD

Source of Advice	Terminal	Auction	Dealer	Local Market	Packer	Other Farmer	Other	Total
Trucker	11	1	0	0	1	1	0	14
Packer	3	1	0	0	1	0	0	5
Local Dealer	5	0	0	0	0	2	0	7
Auction Representative	1	1	0	0	0	0	1	3
Local Market Representative	0	1	0	0	0	2	0	3
Terminal Commission Man	26	2	0	0	1	1	2	32
Livestock Cooperative	2	0	0	0	0	0	0	2
Neighbor	2	2	0	0	3	1	0	8
Other	1	1	0	0	1	0	0	3
Total	51	9	0	0	7	7	3	77

APPENDIX X - FARMERS OBTAINING BIDS OR APPRAISALS FROM VARIOUS
SOURCES BEFORE SALE OF A MAJOR LOT OF LIVESTOCK
BY OUTLET USED

Source of Bid or Appraisal	Terminal	Auction	Dealer	Local Market	Packer	Other Farmer	Other	Total
Terminal Market Representative	26	0	0	0	1	2	1	30
Packer Buyer	2	1	0	0	2	0	1	6
Auction Representative	2	1	0	0	0	0	0	3
Dealer	13	7	7	1	0	5	0	33
Local Market	1	1	0	1	0	0	0	3
Farmer	4	2	0	0	1	8	0	15
Other	2	0	1	0	0	0	1	4
Total	50	12	8	2	4	15	3	94

APPENDIX XI - NUMBER OF FARMERS REPORTING VISITS BY VARIOUS MARKET REPRESENTATIVES
AND NUMBER OF FARMERS INDICATING DIFFERENT PREFERENCES CONCERNING
VISITS BY MARKET REPRESENTATIVES WHERE NONE PRESENTLY
VISIT THE FARMS, BY SPECIES OF LIVESTOCK
AVAILABLE FOR SALE, MISSOURI, 1956

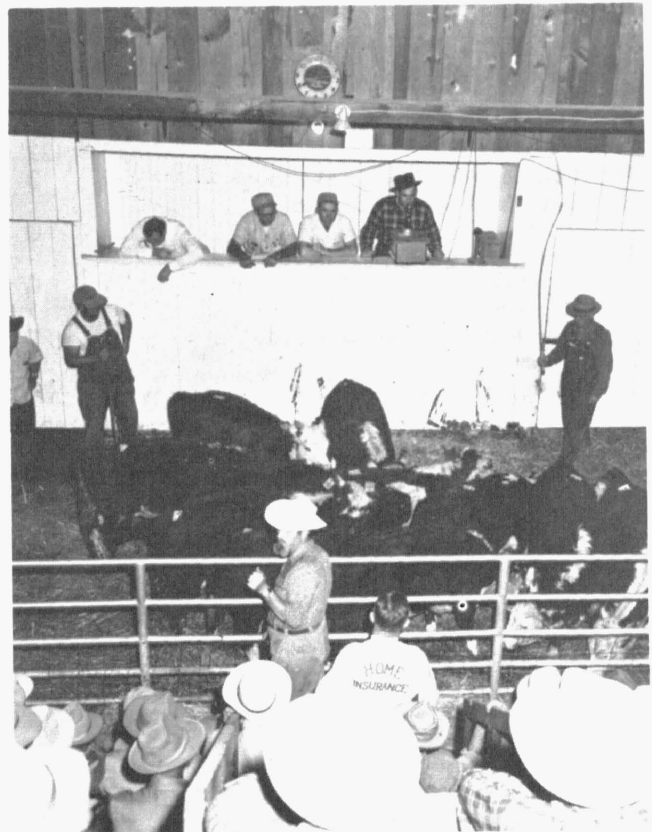
Visits and Preferences	Cattle	Hogs	Sheep
Visits from terminal representative only	96	50	8
Visits from auction representative only	0	1	3
Visits from dealer only	45	25	0
Visits from other market representative only	2	2	1
Visits from terminal and auction representatives	3	0	0
Visits from terminal representatives and dealer	19	5	0
Visits from terminal and other market representatives	2	0	0
Visits from auction and dealers only	0	1	0
Visits from auction and other market representatives	0	0	0
Visits from dealer and other market representatives	4	1	0
Visits from terminal and auction representatives and dealer	4	0	1
Visits from terminal and auction and market representatives	0	0	0
Visits from terminal and other market representatives and dealers	0	0	0
Visits from auctions and other market representatives and dealers	0	0	0
Visits from terminal, auction, dealers, and other market representatives	0	0	0
No representative visits, but would like them to come	138	120	16
No representative visits and would not like them to come	148	136	17
No representative visits and do not care whether they visit or not	127	102	22
Doesn't sell this class	8	100	449
No answer	<u>25</u>	<u>78</u>	<u>104</u>
Total	621	621	621

APPENDIX TABLE XII - VARIOUS CLASSES OF CATTLE AND CALVES AS A PERCENT OF TOTAL SLAUGHTER CATTLE MARKETED BY MARKETING AREAS

Classes	Area					
	I	II	III	IV	V	VI
Steers	12.3	40.0	36.4	37.2	17.6	35.6
Mixed Steers and Heifers	35.4	41.6	37.7	32.2	19.4	16.1
Heifers Non-Dairy	2.4	3.2	.0	7.2	4.2	2.3
Heifers Dairy	.0	.0	.0	.1	.4	.0
Bulls	1.0	.5	.9	.9	1.2	.7
Cow, Beef	17.8	7.3	12.1	7.7	12.6	4.0
Cow, Dairy	4.8	3.6	1.2	2.3	9.0	5.8
Calves Under 500 Pounds	5.5	1.2	1.5	7.8	10.2	5.0
Vealers	20.8	2.4	10.2	4.6	25.4	30.5



Good facilities, such as the holding pens above, are essential at well-organized livestock markets.



Typical Auction ring, as seen above, becomes a focal point of many buying and selling transactions.

APPENDIX TABLE XIII - CRITICISMS OF SPECIFIC TYPES OF OUTLETS
BY TYPES OF OUTLETS, MISSOURI, 1956

Criticism	Type of Outlet				
	Packers	Auctions	Dealers	Local Markets	Terminal
1. Marketing costs are high for services rendered	5	6	5	0	19
2. Collusion among buyers and/or sellers	18	22	8	2	28
3. Commission firms don't give good sorting and selling service - small lots	4	2	1	3	38
4. Suspicion of weight	10	2	5	1	4
5. Unsanitary conditions	0	23	5	0	1
6. Traffic congestions getting to and from market	0	0	0	0	3
7. Rough handling of livestock	0	8	1	0	2
8. Prices are too variable	37	12	26	4	20
9. Too few buyers	13	1	11	2	2
10. Auctioneer not working lot enough	1	7	0	0	0
11. Poor facilities	1	2	5	1	0
12. By-Bidding	2	74	3	1	3
13. Operator or auction employees selling in own ring	0	16	0	2	0
14. Familiar with this type of outlet, but no criticism	290	312	383	205	372
15. Not familiar with this type of outlet	137	51	44	242	21
16. Grading too close or too tough	3	1	0	2	5
17. Doesn't like method of sale used	0	0	3	1	1
18. Only poor quality livestock sold there	0	1	1	0	0
19. Prices too low	1	0	4	0	0
20. Livestock handled too slowly	2	0	0	0	1
21. Other	26	19	22	9	34
22. No answer or doesn't know	<u>71</u>	<u>19</u>	<u>94</u>	<u>146</u>	<u>67</u>
Total	621	621	621	621	621

Over 90 Percent of Missouri's Livestock is brought to Market by Truck.

