

Senior Sales Talk Scenario

A pair of commercial cattlemen are looking for a bull(s) to A.I. 1,000 heifers to this week and have asked you to help them choose a Limousin or Lim-Flex bull to use. Their operation is in western Iowa. The labor force on the ranch is moderate with only three people available during calving season. Steers are marketed through Dunlap Livestock Auction (DLA) in late fall after backgrounding. Replacements are kept with later bred being marketed in DLA special bred sales in February.

Contestants may pick any bull that is old enough for semen to be available. Contestants do not have to own the bull in question. Contestants can determine their own pricing.

Contestants should supply pedigree and EPD information on the bull(s) they are marketing. Live animals can be displayed as well as catalogs, videos or photos of the individual or related individuals. Contestant must supply own visual aids. No screens or projectors allowed.