

2026 Senior Sales Talk Scenario

You are meeting with a commercial cattle producer who currently runs 250 Angus-based cows. The producer is looking for ways to increase profitability as feed costs rise and calf prices fluctuate.

The producer has heard about Limousin genetics but has never used them extensively. Your goal is to convince the producer to purchase a Limousin bull from you to incorporate Limousin genetics into their operation. The producer wants to maintain calving ease, increase pounds of calf weaned per cow exposed, improve feed efficiency, and produce calves that will perform well in the feedlot.