

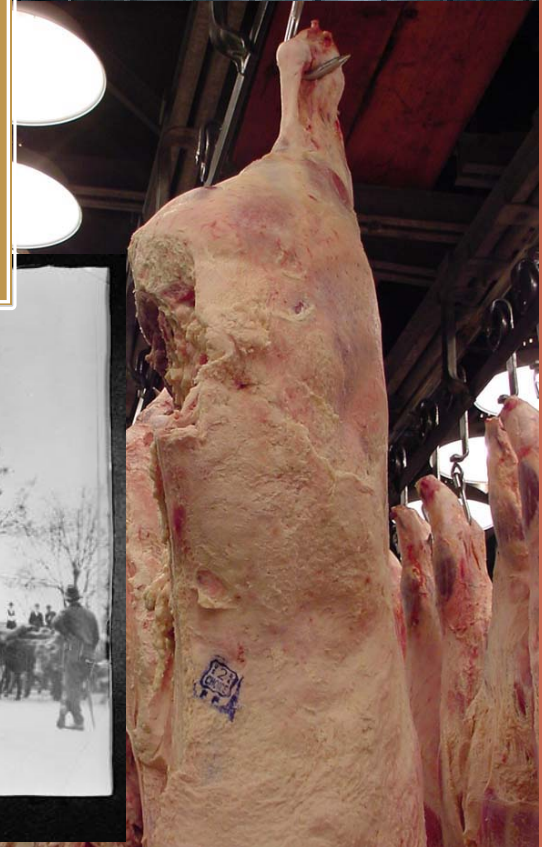


Welcome to the 2011 Georgia Cattlemen's College





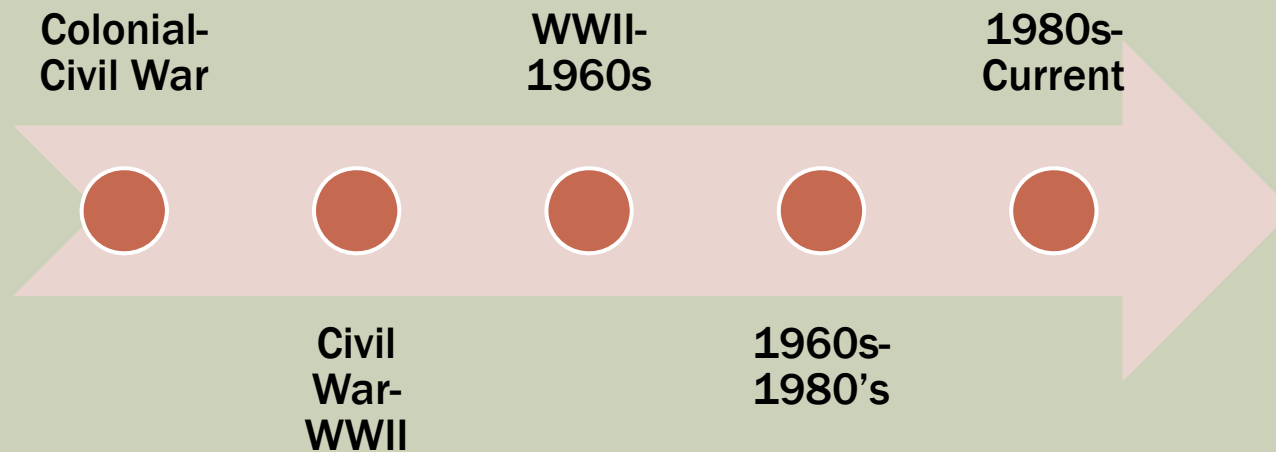
MARKETING CATTLE IN GEORGIA



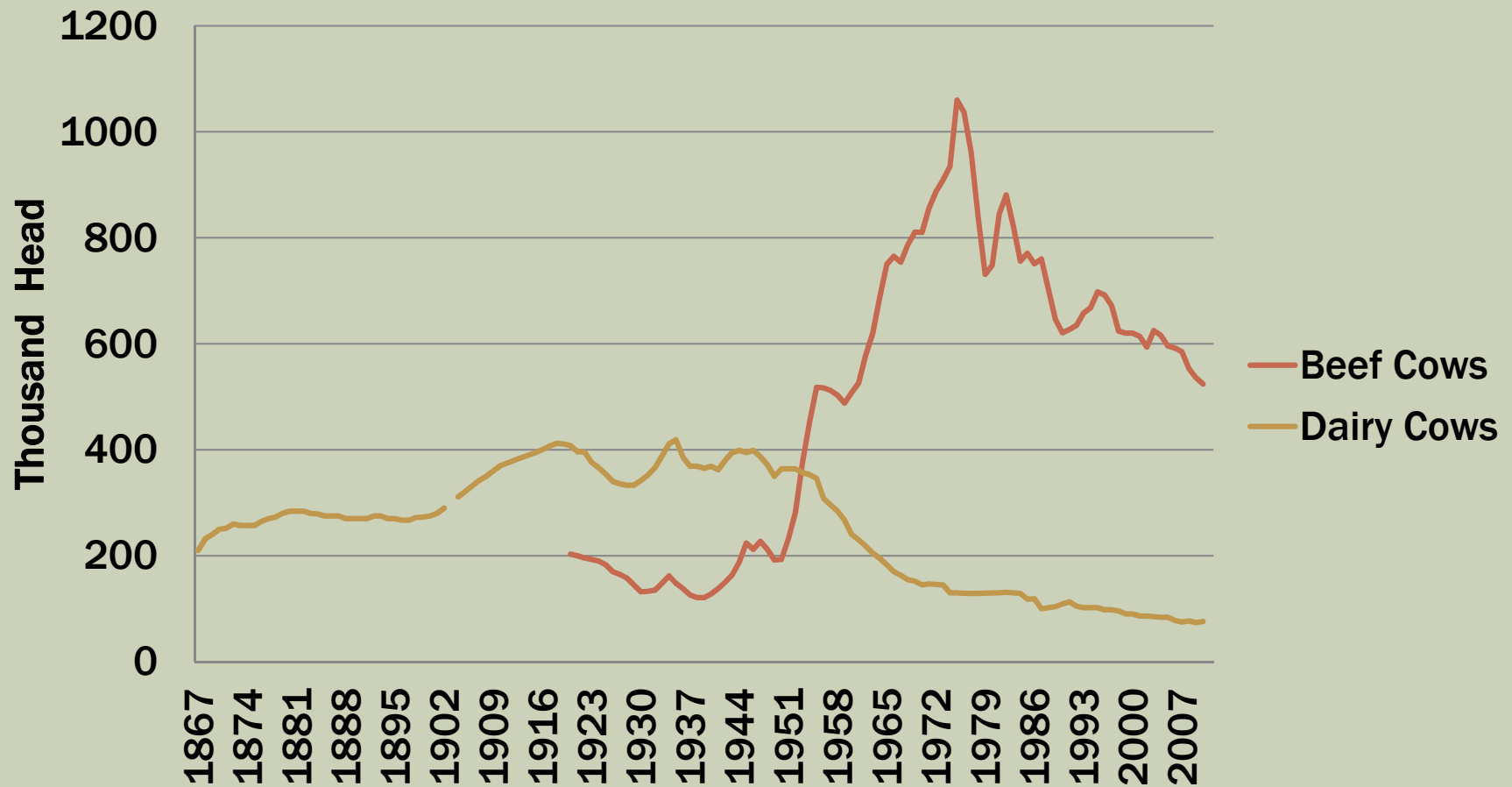
SPECIAL THANKS

- Dr. Curly Cook, UGA
- Terry Harris, USDA
- John Kisse, LMA
- John McKissick, UGA
- Johnny Young, GDA

A BRIEF HISTORY OF GEORGIA CATTLE MARKETING

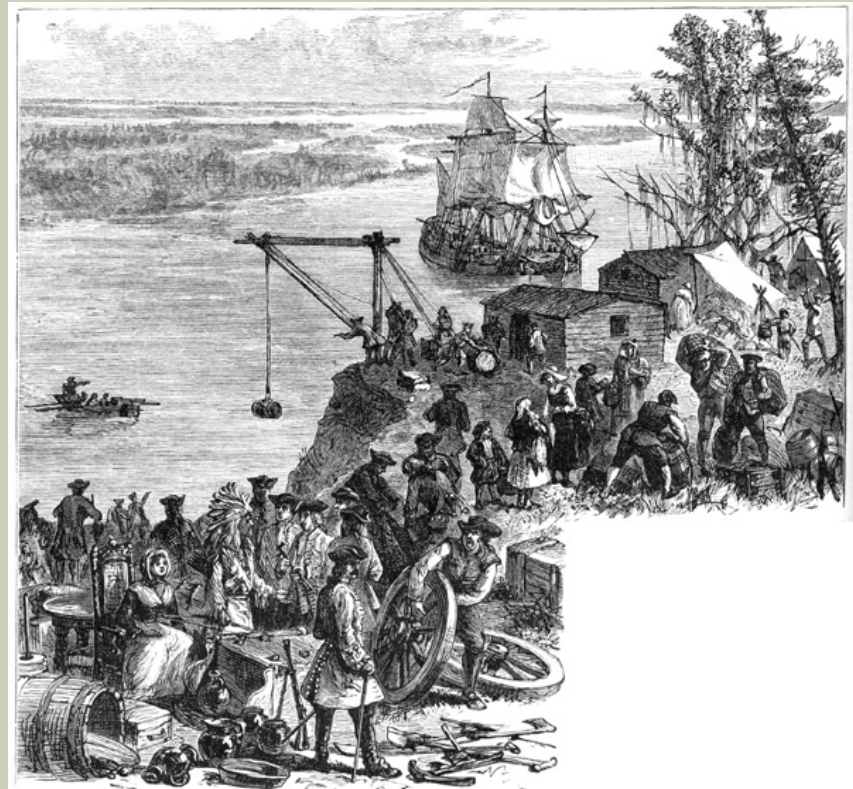


GEORGIA CATTLE NUMBERS 1867-2011



COLONIAL PERIOD-CIVIL WAR

- In early days, pindars would scour the swamps in spring and bring the cattle to central markets.
- For next 200 years the basic cattle marketing system was largely the “Pinewoods Range” model of grazing cattle in swamps and unproductive areas.
 - Virtually no management
 - Private treaty or terminal market sales



POST-CIVIL WAR - WWII

- Search for something other than cotton to grow.
- Advent of stock laws in some counties.
- Continued expansion of timber industry in state.
- Most cattle production and marketing largely subsistence with some terminal markets.



WWII-1960'S



- Growth of large confinement feedyards.
- Sale barns come into existence across the state.
- State law passed that officially eliminated open range.
- SE Feeding industry still relevant.

CATTLE FEEDING IN GA

- At one time a significant industry in the state with annual capacity approaching 100,000 head.

- Plants in:
 - Augusta*
 - Albany (2)
 - Alma
 - Columbus
 - Tifton
 - Sylvester
 - Thomasville
 - Waycross

1960'S-1980'S



- Growth of sale barns
- Decline of GA and SE feeding industry
- Introduction of stocker industry
- Introduction of Federal grades

1960'S-1980'S



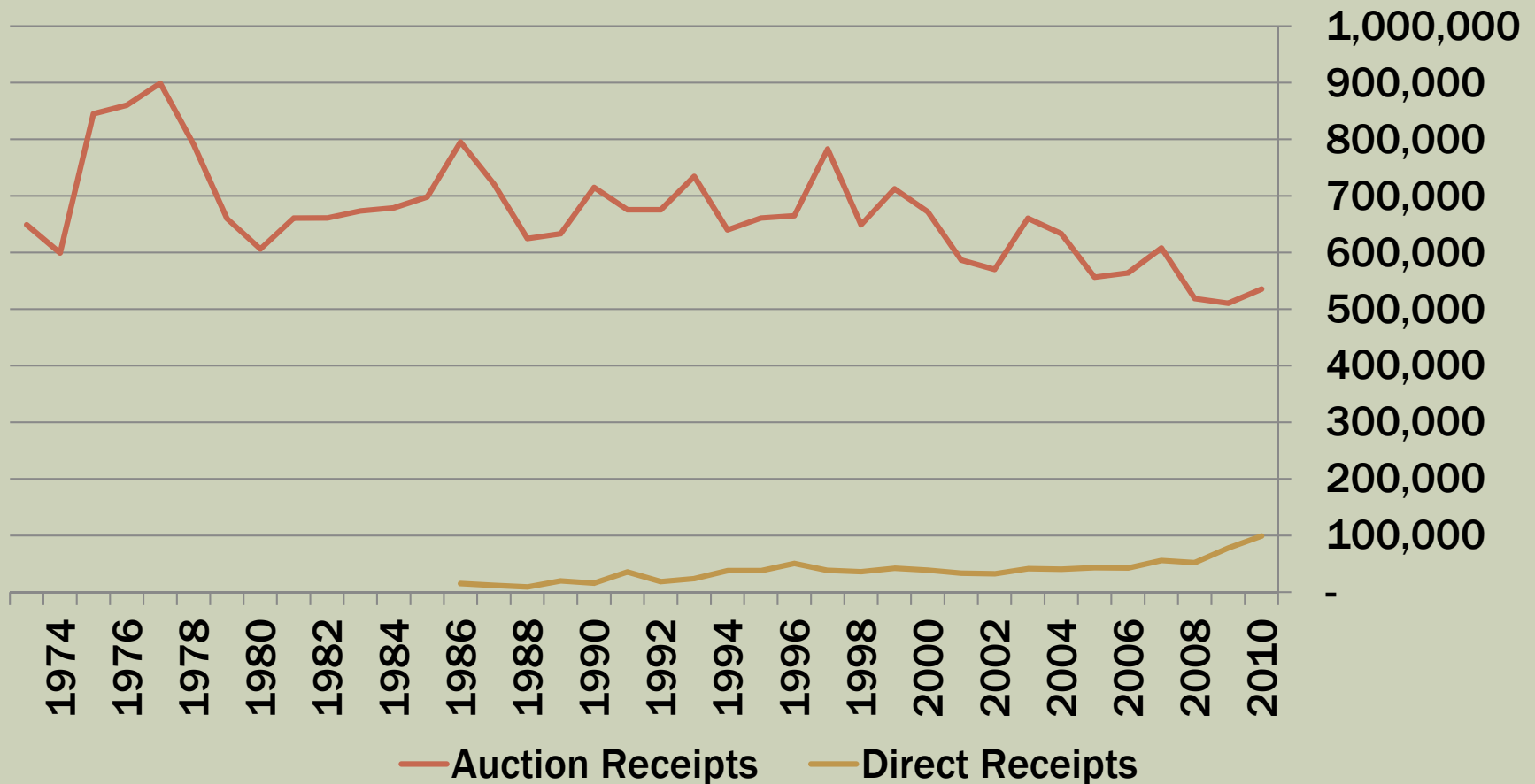
- GCA and UGA attempt first co-mingled graded feeder cattle sales.
- Other group marketing efforts attempted
 - Red Carpet Cattlemen's
 - Mitchell County
 - GA Farm Bureau

1980'S-TODAY



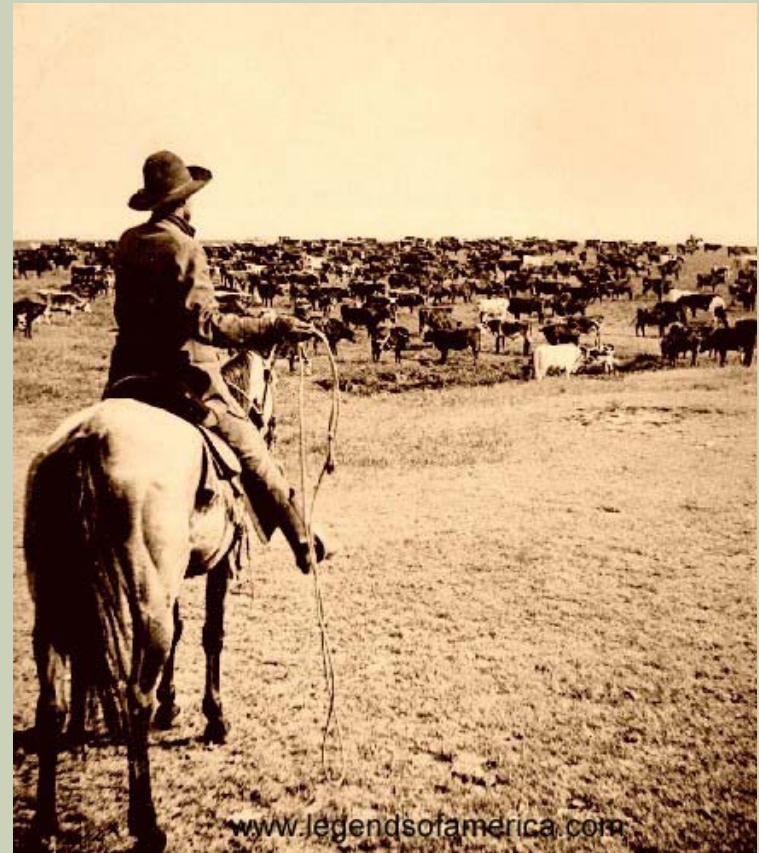
- Consolidation of auction markets.
- Growth of teleauctions and other marketing methods.
- Increasing importance of information.

CATTLE RECEIPTS IN GEORGIA 1973-2011



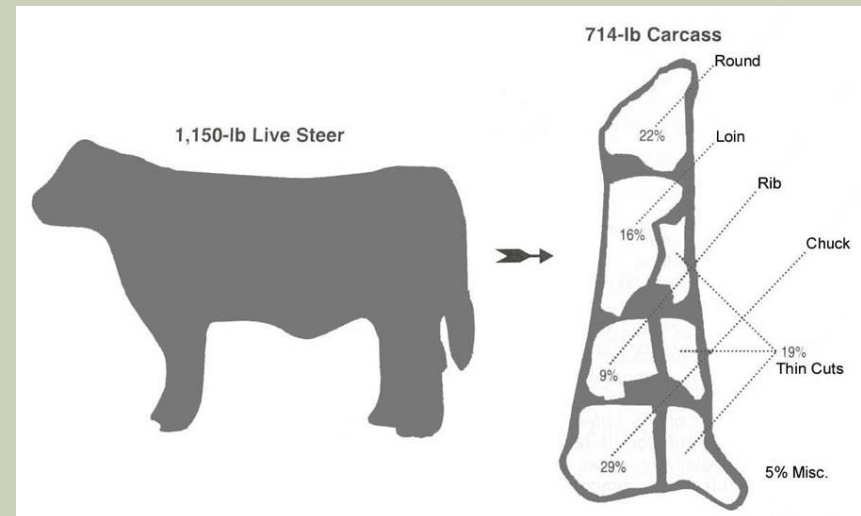
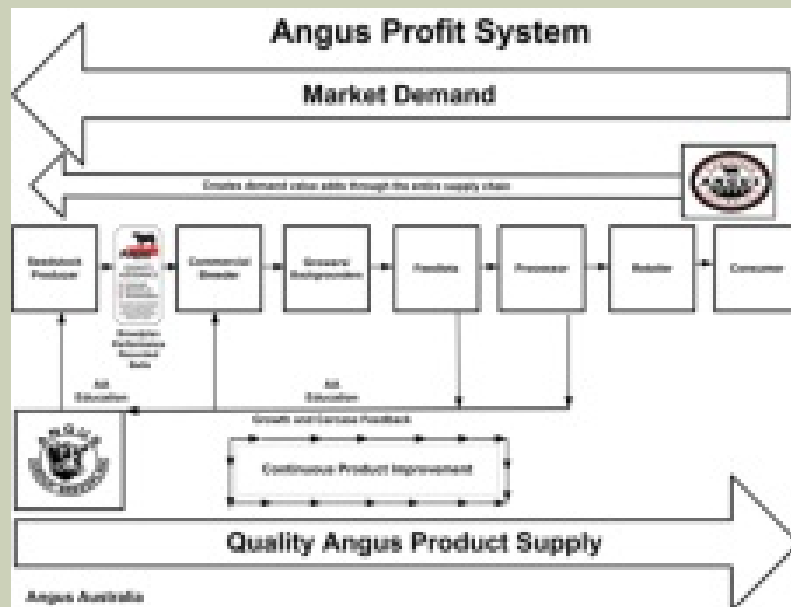
MAJOR EVENTS

- Fences
- Feedyards → auction markets
- Federal standards



WHAT ABOUT THE FUTURE?

- Information
- Coordination
- Location



CATTLE MARKETING IN GEORGIA

Dr. Curt Lacy,
Extension
Economist-
Livestock



THE UNIVERSITY OF GEORGIA
COLLEGE OF **AGRICULTURAL &
ENVIRONMENTAL SCIENCES**