

**BRUCE ORR**  
**PGG WRIGHTSON's LIVESTOCK GENETICS MANAGER**

With his vast experience in the NZ seed stock industry, Bruce Orr was interviewed in a Q and A session, to gain his thoughts as to what constitutes a successful marketer of stud genetics.

**“For a successful bull sale, three words come to mind – planning, preparation and presentation”.**

**Q. What does a smart bull breeder do during the ‘off season’ to market their stud genetics?**

**A.** Takes the opportunity to visit bull clients prior to the next bull sale season and post cow mating, to observe condition of bulls and discuss the client’s cattle operation/ genetics used.

**Q. In comparison to others in the NZ Hereford seed stock industry, how does a smart breeder operate?**

- A.**
- In terms of own stud management, a smart breeder will have -
    1. Extensive Hereford performance records
    2. A 15mth heifer mating/ two year old calving policy.
    3. An AI programme which includes Australian sires/genetic linkage, with inclusion in the Trans-Tasman Genetic Evaluation.
  - In terms of attitude, a smart breeder will -
    1. Have the foresight to look ahead , does not possess ‘a rear view vision’ attitude
    2. Not rest on reputation alone with respect to ‘stud brand’ perception within the industry
    3. Have a reciprocal purchasing attitude i.e. breeds but also purchases stud bulls from the NZ Hereford industry. The inclusion of outside genetics enables a breeder to benchmark his cattle.
  - Purchases the very best females for foundation of herd. This creates a base for very good bull progeny to be produced.

**Q. What does a smart bull breeder do during the ‘lead up to sale day period’ to market their stud genetics?**

**A.** Six to eight weeks out from sale, sends out a generic newsletter to all prospective and current clients.

A timely telephone conversation in the four week period leading up to the sale, enquiring as to whether they have received their newsletter, sale catalogue and if they have any questions regarding bulls of interest.

**Q. What does a smart bull breeder do 'on sale day' to market their stud genetics?**

**A.** Sale day is a tremendously busy day for the bull breeder and there is not often time to have in-depth conversations with prospective purchasers. Marketing of the stud genetics on offer should have been completed in the six weeks leading up to the sale.

Foremost, present cattle in best possible order. Be polite to all prospective purchasers.

**Q. What does a smart bull breeder do during the 'post sale period' to market their stud genetics?**

**A.** Given the geographical opportunity, smart breeders will personally deliver their bulls to the purchaser's property. This gives them a further 'PR' opportunity to develop a rapport with their clients, discuss the clients farming operation, breeding objectives, look at last year's progeny.

**Q. What promotional material does a smart bull breeder prepare to maximise the promotion of their stud?**

**A.** Seasonal correspondence/ quarterly newsletter promoting stud and current genetics. Newsletter may contain other interesting reading material, not necessarily relating to the cattle industry.

When timely, advertise in nationwide newspapers to maximise stud recognition.

In terms of catalogue production:

- Extensive genetic and pedigree information
- Contains all relevant sale day and purchasing information
- User friendly format, attractive appearance hence inviting to read.

**General Points to Consider:**

- Geographic location – affects ease of sale and ability to reach target market.
- Those who breed good cattle and have pleasant personalities themselves, have a natural advantage in the industry. Business/ cattle breeding and personal integrity are valuable assets in gaining the respect of others in the industry.
- A smart breeder will be loyal to a selling company, fostering a reciprocal loyalty relationship.