

SUMMARY AND RECOMMENDATIONS FOR MARKETING
CANADIAN PUREBRED CATTLE IN THE NINE SOUTHERN U.S. STATES

1. The beef herds in the nine states will expand during the next four years, but the growth will not be rapid.
2. Replacement cattle will be needed for breeding herds--the vast majority of these being commercial cow-calf operations.
3. Artificial insemination of purebred beef cattle is increasing and will be a factor in the future insofar as the demand for purebred males is concerned. However, this will apparently not be a big consideration in the near future.
4. The area is unlikely to experience a shortage of breeding animals in the foreseeable future.
5. There appears to be a noticeable difference in the "Canadian type" and the "U.S. type" of some breeds. Selling Canadian breeding animals of these breeds in the South would be particularly difficult.
6. The sale of Canadian breeding animals in the South on a large scale would by necessity involve the movement of Canadian cattle directly into commercial herds. This would be difficult to accomplish.
7. The sale of Canadian animals on a limited basis can likely be accomplished. A limited market would appear to exist (sales to Southern purebred breeders) for selected animals with strong proven performance backgrounds. Performance test data that compares Canadian cattle with U.S. cattle is said to be lacking, at least for some breeds. Direct comparison data could be extremely useful selling points if the data showed Canadian animals to be superior.
8. It is difficult to market animals in an area where the animals are not well known. Main Anjou cattle, for example, are virtually unknown in the Southern United States. It would be most difficult to sell these as breeding animals in the area. An effort of this nature could possibly be successful if a breeder of known high reputation in the area started breeding and promoting the animals.
9. As it is difficult to market animals in an area where they are not well known, it is recommended that the Canadian market emphasis be placed in states where the particular breed of animal is already relatively well established. Texas is the state that offers the most shortrun potential for Canadian cattle of the breeds included in this report. Florida, Georgia and Mississippi also appear to have potential.