

Dairy Cattle Marketing



**HOLSTEIN
FOUNDATION**

"Developing Dairy Leaders for Tomorrow"

DEDICATION:



Edwin R. Gould
1945 - 1993

It is with great pride that the Holstein Foundation dedicates this workbook, “**Dairy Cattle Marketing**”, to Ed Gould. Ed was an outstanding example of dedication and commitment to Holstein youth and young people involved in all aspects of agriculture.

As a field representative for Holstein Association USA, Ed’s interest in helping registered breeders realize more financial and personal return for breeding purebred cattle was the inspiration for this workbook. From his many roles as an effective leader, a nationally and internationally recognized breeder, a successful dairy farmer, an avid Junior Holstein enthusiast and promoter, and a good friend to fellow dairymen of all ages, he has aided and inspired many youth to accomplish high levels of achievement on the local, state, and national levels. This workbook is designed to help youth learn how to organize and develop a successful marketing program for registered dairy cattle.

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DAIRY CATTLE MARKETING

OBJECTIVES OF DAIRY CATTLE MARKETING

Have you ever noticed how a word or a symbol immediately conjures up a picture in your mind of a person or a product? For instance, if you were to picture a pink rabbit running around with a drum, Energizer Batteries would probably come to mind. If you were to hear the words “Don’t leave home without it”, American Express would come to mind. These are a couple of examples of how slogans are used as marketing strategies for people and products in our society. Slogans and clever headlines are also used in the marketing of dairy cattle. A good marketing plan attracts attention, increases value, and builds the reputation of an entire herd. This workbook will help you determine the goals needed for maximizing profit, the steps to take when achieving these goals, and how to utilize these steps to develop marketing strategies.

This workbook is designed to:

1. Help you set and evaluate goals for your herd that will allow it to compete in the marketplace.
2. Help establish a marketing program for your herd.
3. Serve as a guide to build your herd’s reputation and earn the respect of other breeders through a detailed marketing program.
4. Teach you how to create advertisements for publication in local, state and national dairy magazines and newspapers.

Marketing dairy cattle involves three major steps. First, goals have to be set to improve your herd’s marketability. Attaining these goals is the next step. The third step, which is promotion, can begin once your herd’s marketability is at a level you are satisfied with.

SETTING GOALS

Begin goal-setting by realistically evaluating the marketability of your herd. Success in breeding occurs when you can see the weaknesses in your cows. Look at every detail that affects the value of the herd. Place more emphasis on overall production, classification, pedigrees, and predicted transmitting abilities. It is crucial that this information remains available, current, and complete at all times.

Rolling herd averages, classification scores, and type production indexes are not the only tools to measure the value of your herd. More detailed production and type index information is very useful. Keep abreast of top production records for milk, fat, and protein. Production records provide the body and soul of your breeding program, your advertising, and your herd’s future. Learn to evaluate herd averages and individual cow PTAs. Awards and honors such as show winnings, production awards, Dams of Merit (DOM), Gold Medal Dams (GMD), and Gold Medal Sires (GM) are also important measurements of value.

List your cows that have been production winners for milk, fat, or protein pounds at local, state, and national levels.

Name _____	Age _____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

List your cows that have achieved special recognition that would add value to your herd.

Use the data collected on your herd in an unbiased comparison with regional, state, or national industry data to determine where to improve. The higher your herd is above average, the quicker its reputation will build and the more profitable it will become in the marketplace. A herd with average quality will bring average prices.

Some questions to ask yourself when determining goals are:

1. How can I make my animals more valuable?
2. Can I afford to make changes to increase my herd's marketability?
3. Are the goals realistic and can I achieve them within my allotted time frame?
4. Is there a successful, reputable breeder's program that I would like to use as a guideline?

When setting goals, keep in mind that they must be flexible to industry trends. Since the entire industry is constantly changing, there are varying philosophies in the values that breeders are looking for in different areas. Do not set goals that are too narrow. By looking at the big picture, your goals will create a larger market for your herd.

GOAL SETTING EXERCISES

Complete the following table to help visualize the differences in your herd at the beginning and end of a given year. Examine the table while focusing on the strengths and weaknesses in your herd.

	BEGINNING YEAR _____	ENDING YEAR _____
Average Production:		
Milk	_____	_____
Fat	_____	_____
Protein	_____	_____
Classification Scores - BAA:		
Number of: EX	_____	_____
VG	_____	_____
GP	_____	_____
Good	_____	_____
Poor	_____	_____
Predicted Transmitting Abilities:		
Average Protein	_____	_____
Average Fat	_____	_____
Average Milk	_____	_____
Average Dollar Value	_____	_____
Average Type	_____	_____

Now that you have completed the table, you can begin setting goals to improve your weak components. Striving to improve your averages will provide the best possible market for your herd.

ATTAINING GOALS

Securing the help of others can be very beneficial in accomplishing your goals. Many organizations have services available in a variety of areas. Breed associations provide several services that are readily available and extremely helpful to all dairy farmers. Beneficial information can also be learned from other successful breeders at meetings, sales, and shows.

It is important that your herd is enrolled in the Dairy Herd Improvement Association (DHIA). This production testing service provides the only milk records that are considered official for USDA databases. Registered breeds are encouraged to enroll in a breed production records program to receive the following benefits: updated production records on pedigrees, eligibility for awards, discounted and automatically updated pedigrees, and it is easier to correct errors and restore missing records.

Other services to help reach your goals can be provided by A.I. companies, feed companies, extension agents, private consultants, and milk cooperatives. Many A.I. companies employ mating consultants and inseminators. Feed companies provide feed sampling tests and nutritionists to help balance feed rations. Extension agents organize seminars and are a resource for information. Milk cooperatives routinely analyze the quality of your herd's production.

Reaching your goals is a never-ending process. Goals need to be kept and constantly updated with industry trends and philosophies. Once you attain one set of goals, you will start your quest to reach the next level.

EXERCISES TO ATTAIN GOALS

Once you determine your goals, you must prioritize them. Although you should be thinking of the big picture, start small. Accomplish the simplest goals first. Some goals will only require paying more attention to the small details leading to quick pay offs. List your set of goals to see where your herd is headed in the future. Prioritize goals and make a timeline to help determine the time frame that it will take to make other breeders see the value in your herd.

<u>GOAL</u>	<u>PRIORITY</u>
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RECORD KEEPING PRACTICES

In addition to prioritizing your goals, you should develop an orderly, simple record keeping system. Your record-keeping system should always be up to date. You never know when a potential buyer may visit the dairy. Compiling a book of current pedigrees and any professional photographs to keep with your other record books will be impressive. Here are some tips to help restructure your system:

1. Keep records organized and simple.
2. Invest in a three ring binder for pedigrees, registration papers, DHI test sheets, and breeding and health records.
3. Organize binders in an efficient order.
4. Keep your entire herd information updated.
5. Record birth dates, vaccinations and ear tag numbers.
6. Put yourself in the potential buyer's position and develop a record-keeping system that will earn respect.



MARKETING YOUR HERD

Once you are satisfied with your attained goals, you can begin promoting your herd. The marketing of your cattle requires publicizing your entire herd, not just one cow. Three main factors are needed in order to achieve a successful marketing program: reputation, visibility, and a network of potential buyers. All three overlap and need to be established and increased in unison. Remember, you are selling to your competition, and competition is a tough customer. By working to balance these three areas, you will create an outstanding marketing program that will allow your herd to compete in the marketplace.

ESTABLISHING A REPUTATION

Let your herd's records and achievements speak for themselves. High Rolling Herd Averages (RHA), outstanding Breed Age Averages (BAA), and deep pedigrees are simple ways to boost your reputation. When you increase the visibility of these factors, other breeders will know your cows.

If you decide your herd is going to take longer to reach desired levels, research buying a foundation cow or heifer. A foundation cow is usually a mature cow who has excelled in at least one important aspect of breeding registered cattle. It could be elite production, genetic indexes, or the show ring. It is important to recognize cattle that have already successfully demonstrated the ability to pass on their best traits to their offspring. Offspring of this purchase can demonstrate to other breeders the benefits of your breeding program. This purchase will be the foundation of achieving your desired herd reputation. The longevity of your cow families adds value to your herd while increasing their reputation.

To establish a strong reputation, it is necessary to know what other breeders respect. By registering, classifying, and production testing your herd, you are enrolled in programs other successful breeders believe in. If there is any reason to question your herd information, it will hurt your reputation and the marketability of your cattle. Honesty is vital, so stand behind cattle you sell. Happy customers are your best form of advertising.

INCREASING VISIBILITY

Any time your cows are seen by other breeders, you have increased the number of people that are familiar with your herd. Promotion can be achieved by advertising in publications, developing a website, entering the show ring, consigning to sales and selling animals privately. There are also several ways to advertise for free: farm signs, letterhead, business cards, and the visual appearance of the farm and animals.

Advertising in Publications

Advertising your herd is never a waste of money—it always pays off. Good advertising produces interest in your herd for new buyers and direct sales. It also reaches people who are influential in the industry and stimulates more interest from other breeders. In addition, it creates a positive image and educates others on the product you have available.

How effective your advertising techniques are depends on the frequency of advertising, your budget, your logo and the overall appearance and information contained in the ad. The budget you select will determine the publications you advertise in and how often you advertise. The audience that benefits most from your advertisement should also be an audience you can afford to reach.

Placing ads in local ag newspapers, state publications, and other trade magazines plays an important, yet difficult, role. Each publication provides a completely different target market. You need to decide which audience is the most appropriate for your herd. Advertisements can be placed in local, state, area and national publications or they can be distributed privately. By creating your own farm brochure, you can hand out an advertisement to all farm visitors or mail it to a list of potential buyers.

There are two types of advertisements to put into industry publications: the ‘image ad’ and the ‘cattle for sale ad’. Both advertisements should attract the reader’s attention by being simple, direct, unique and clean. Bold headlines and large pictures are more preferable. Although it is essential to relay information, you must be careful not to clutter the ad with too many messages. An ad with no central focal point may keep people from reading your advertisement all together. **(See Figure 1 for an example of an image ad)**

The image advertisement should raise the value and create an identity for your herd. To develop the image, focus on one main theme. Highlight one area, such as special achievements, performances of cow families, or your breeding program. Use a distinctive layout in the image advertisement. Eye-catching headlines and visual aids are both great ways to make the reader want to learn more about your herd. The copy should build upon the idea stated in the headline. Some breeders use the same theme for several consecutive advertisements to reinforce their message.

In the cattle for sale advertisement, you want to create an immediate interest for an upcoming sale. If possible, include a photo of the consignment or her dam. People buy on looks, and they will not want to purchase without seeing some type of image. However, it is better not to use a picture if the photo is of poor quality. Identify sires and use specific performance information to encourage buyer interest. The copy should include detailed pedigree information, but do not go overboard. End the advertisement by encouraging readers to write or call for more information. An example of this would be when buyers phone and ask for a copy of a pedigree. **(See Figure 2 for an example of a cattle for sale ad)**

Shows can be a very important promotional event. They allow you to exhibit the best animals from your herd and to present them to the buyer. Breeders see the visible product, not just a page of pedigree information. When breeders are impressed at shows, they become potential buyers and spread the word about the quality of your herd. Your herd’s reputation grows each time your animals do well. The overall look of your exhibit can also have a positive impact on your herd’s image; therefore, having a clean well-organized exhibit complete with signs above the cattle is essential.

The Stars are Shining



...At LMW Genetics!

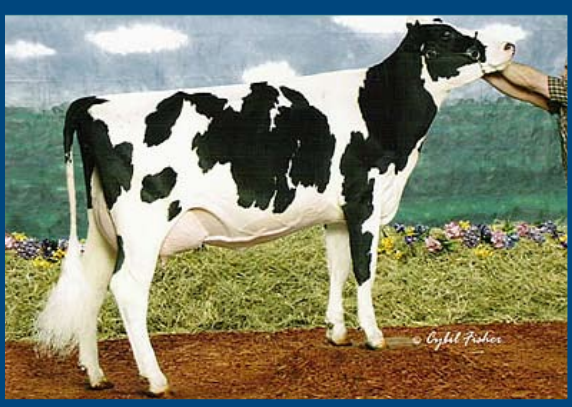


Kellogg Bay Starlett

(EX-90)

Furor x VG88 Imperial x VG 89 Remake
2-03 305d 14,430M 5.4 784F 4.0 573P

- 1st Place & BU Sr. 2 Yr. Old
- Gr. Champ of the NY Spring Junior Jersey Show
- Entered in the 2006 Jersey Jug Futurity



Harvue-OCS Leduc Cora

Now EX-90 @ 3-09

Leduc x VG-86 Highlight

- 1st Sr. 2 Year Old, Intermediate, and Grand Champion of the 2005 Central NY Holstein Show
- 2nd Sr. 2 & Res. Int. Champ at '05 NY Spring Junior Show
- 3rd place Sr. 2 at the Premier National Junior Show

LMW
Genetics

5725 HOLSTEIN WAY
DAIRYLAND, NY 12345
(607) 555-9876
LMW@DAIRYLAND.COM

(607) 555-9876
LMW@dairyland.com

Figure 1 - Image Advertisement

Headlining the 10th Anniversary Sale...

Houndle
MardiGras
sells as
Lot #1!

VG-88 @ 2-05
and bred back
to Durham
- she is
ready to go!



**BID LAST ON
DECEMBER 16TH!**

Her dam:
Houndle RedMarker Maria 3E-93

4-10 3x 365d 39,880 4.2 1643F 3.4 1254P
*A full sister to MardiGras just went EX-91 and has a great
deal of AI interest. **Don't miss this opportunity!***

- **Visitors Always Welcome!**
- **Breeding stock also for sale**

**LM
Genetics W**

5725 HOLSTEIN WAY
DAIRYLAND, NY 12345
(607) 555-9876
LMW@DAIRYLAND.COM

Most shows provide you the opportunity to professionally picture your animals. This is the perfect occasion to picture your showstring, because they are already fitted and looking their best.



Consignment Sales

Consignment sales are a promotional arena. Make sure your consignment looks good—on paper and in the barn. Some people never make it to the sale, but can become interested from the catalog. The pedigree in the catalog serves as an advertisement, along with the ads that are published for the sale in industry magazines. Always remember the importance of consigning well-grown, healthy and clean cattle.

Private Sales

Anytime you sell an animal, the entire herd gains visibility. In private sales, the purchase should impress the new owner enough to want to become a repeat buyer. In the new owner's barn, there may be visitors that become your potential buyers. The best form of advertising is from word of mouth of satisfied customers.

NETWORK OF POTENTIAL BUYERS

Your potential buyer list is formed in conjunction with gaining a reputation and increasing visibility. The list of interested breeders grows each time you advertise, your prefix steps into the show ring or sale arena, or a satisfied buyer tells others about the benefits that they have received from your herd.

A file of all of the breeders that have shown interest in your herd is an added benefit to your marketing program. To create an initial list, gather information on breeders you personally know or who are at agricultural events. Locate breeders who advertise with breeding similar to yours as well as buyer lists from other sales. Keep updating the file when you receive inquiries from potential buyers. This will create a great resource for finding a home for your surplus stock. To other breeders, this will show your sincere interest in trying to work with them and accommodate their needs.

The following is an example of how you can organize an effective list of potential buyers for your personal files:

POTENTIAL BUYER INFORMATION

1. Company or Farm Name _____
2. Contact Person _____
3. Address _____
4. Phone and Fax _____
5. Email and Website _____
6. Cows Inquired _____
7. Date of Last Inquiry _____
8. Date of Purchase _____
9. Date of Follow-up _____

Some buyers will come to you. However, you should not rely on that. Continually meet with other breeders and turn them into potential buyers. If you are familiar with their herds, that gives you an added edge. Browsing through and reading industry publications will provide a lot of information on other breeders' goals. From their advertisements, determine if your breeding stock would fit into their herd.

A network of buyers will always include new faces, but make sure the established potential buyers remain interested. Salesmanship is an essential tool in keeping buyers interested. Successful salespeople are those who are enthusiastic, eager to please, and are modest. To build your reputation as a salesperson, treat all buyers with respect. Treat them as equals, and do not be pushy. Never promote your cows to be superior to what they really are. Point out the positive reasons to invest in your animals.

Follow-up calls on every sale are recommended. Within a month of the sale, place a call to make sure the buyer is completely satisfied with the purchase. It shows that you not only care that the animal does well for you, but also for someone else.

MARKET DEVELOPMENT EXERCISES

DEVELOPING A BUDGET

To determine how much to spend a year on advertising, multiply the gross amount of the previous year's sale of stock times ten percent. This is the recommended average starting budget. If you have never sold any cattle, determine a figure that you can afford to budget towards promotion.

Last year's \$ from sale of breeding stock X 10% = amount to spend on advertising

Advertising in industry publications has varying effects. You need to determine which audience will fit your needs. The cost of an ad will also determine the publications in which you will advertise. Next, decide how often you can afford to advertise. Contract with the advertising publications that will save you money, especially if you are a frequent advertiser. Listed is a cost investigation chart to help you budget your advertising publications. It is important to stay organized in order to prevent yourself from getting too carried away.

COST INVESTIGATION CHART

Publication Cost	_____
Cost of: 1/8 page	_____
1/4 page	_____
1/2 page	_____
Full page	_____
Audience Type	_____
Subscribers	_____
Frequency of Ad	_____

DEVELOPING YOUR ADVERTISEMENT

Now that you have taken the first steps of where and when to advertise, decide what type of advertisement you wish to use: an image, or cattle for sale ad. The steps to developing an advertisement are divided into four basic categories: headline, artwork, copy, and call to action. The headline and the artwork are instrumental in attracting the reader's (potential buyer's) attention. The copy provides information on what the headline states. This is where you should focus on awards won and pedigree information. The call to action should make the reader want to do more than just turn the page.

Headline

The headline is the message that serves as an introduction to the advertisement. It works with the photograph or artwork to attract the reader's attention. These two factors together can make or break the advertisement. The headline can account for 50-75% of the reason others look at your ad.

TYPES OF HEADLINES

Command	Tells the reader to do something Example: “Don’t miss the Rosewood Dispersal!”
News	Announces new information that the average reader would not know about your herd Example: Grand Champion at Madison!
Curiosity	Arouses the readers attention Example: 2006 Silver Medalist
Benefit	Shows what the reader would gain from your herd Example: From every angle...it’s been a great year!

Artwork

Artwork, especially photographs, draw the reader's attention to your advertisement. No words you write will describe your herd like a photograph. Professional cattle photographers are glad to picture your animals at shows or personal farm visits. A good time to plan farm visits is when neighboring dairy farms also want to picture some of their herd.

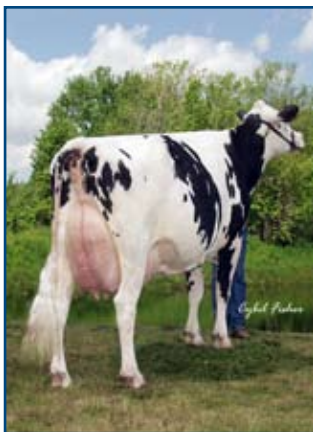
Farm logos are also necessary to put in your ad so the reader knows your name and sees a repetitious symbol that signifies your herd.



EXAMPLES OF ARTWORK

Photographs

Visual representation - that could include professional photographs of cattle and/or people.



Logo

Unique trademark that includes farm name, contact person, name, address and business phone number.



Copy

Your copy should include important facts about what you are featuring in your advertisement. Select a theme that follows your headline. Examples: breeding efficiency, conformation, individual cow accomplishments, longevity, management, pedigree, production achievements, and how your animals have done for others. Ad copy should be brief, simple, and specific, selling the performance and pedigree of the featured animal(s). Give the animal(s) complete name, production records, classification scores, PTA values, and other important facts. Do not judge the effectiveness of a copy by its length.

Call to action

Be sure to create a desire to finish reading the ad and to end the advertisement with a call to action. A call to action makes the reader want to find out more either by visiting your farm or calling for more information. Remember, if it is a stock for sale advertisement, the reader should want to invest in the consignment.

DEVELOPING YOUR LAYOUT

If the publication team designs your ad

When laying out the advertisement, create thumbnail sketches. These are rough images of where to place the components of the advertisement. Determine headline and photograph size, type styles, and if color will be used.

The bigger the photograph, the better. Bleeding the photo off the edge of the page can be done on any of the four sides. Borders add emphasis, especially on pictures. Unique photo shots will make your ad stand out. The cow may also be outlined, which is when the background is deleted from the photograph.

If you can fit it in your budget, using bright colors is another way to attract attention. Advertisements can be done in full color or a combination of two colors. Full color uses four base colors to create any color you would like to see in your ad, ranging from emerald green to fuchsia. Screens may be used to make your layout appear to have different colors. For example, if you choose to use the color blue, you could incorporate both light and dark shades of blue to develop a different appearance. Reverse processing can also be done, which is when the background of an ad is black and the text is white. Using bright colors is always eye-catching but that is not to imply that a black and white ad would not be just as appealing.

If you are designing your ad

In today's ever changing world of computer design almost anyone can create an ad. Not everyone is a professional designer, however there are common things you should know. Chances are, you have programs on your computer that are great for creating common items such as a birthday card or a flyer. These programs such as Paint, Printshop, or any Microsoft programs like Word, Powerpoint and Publisher should not be used and are almost never accepted by a publication or printer. This is due to their lack of ability to produce press quality graphics and color. Programs such as InDesign, Illustrator, Pagemaker and QuarkXPress are widely used and accepted in the printing world.

Be sure you know the size of the ad before you start. Resizing an ad will take time and likely cost you more money. Using color correctly is very important. All photos and colors need to be in four color (CMYK) format in order to be printed on press. If you are using photos that you scanned or from a digital camera, they will need to be converted from their RGB color mode. Scanning photos should always be done at a high resolution of at least 300 dpi. Photos taken from the Internet should never be used. Images from a website are created at a low resolution and are meant for on-screen viewing. Printing an image like this will result in a choppy, unclear looking picture. Keeping these few common rules in mind, you can be sure that an ad you design will be suitable for printing.

GOOD TECHNICAL LAYOUT RULES

1. Use short type measure-length of lines
2. Paragraph copy--no big blocks
3. Use window lines--short lines at the end of a paragraph
4. Use sub-headlines

Once you have made these decisions, make a clean legible copy of what you want your advertisement to look like. Make a copy of the ad for your files, and send the advertisement to the publication you have selected to advertise. Be sure to enclose any photographs that will be used in the ad. Remember, it is very important to meet publication deadlines.

Figure 3 is an example of an effective ad. Notice the headline, border, pictures, and message. The ad is eye-catching and informative without losing the reader's interest.

DON'T MISS THIS GEM...

SELLING...Wormont Durham Dazzle-ET Born 9/5/07



Dam:

Wormont Stardust Dream EX-92

2-02 305 30,524 3.5% 1068 3.3% 1007
3-02 180 17,387 3.4% 591 3.4% 580



2nd Dam:

Wormont Oscar Dashon-ET EX 90

3-05 365 40,716 3.6% 1470F 3.2% 1289P
4-06 365 41,523 3.8% 1578F 3.0% 1246P
5-08 200 24,121 3.6% 868F 3.2% 772P

3rd Dam:

EX Blackstar w/ over 35,000#

4th Dam: EX Astronaut

**Backed by 7 Generations
of VG or EX and over
30,000# of milk!**

**LM
Genetics W**

5725 HOLSTEIN WAY
DAIRYLAND, NY 12345
(607) 555-9876
LMW@DAIRYLAND.COM

**'08
Diamond
Opportunity
Sale**

Figure 3

FOR MORE INFORMATION

There are many other sources of more detailed information on marketing dairy cattle. For more information, contact the appropriate Breed Association. (listed on the back cover)

Breed Associations

The Associations are a source of breed information, have a variety of programs, and carry an assortment of computer programs to aid the dairy farmer. There are a variety of channels to help with meeting your goals and marketing your product both domestically and internationally.

Some associations provide field staff which travel across the country assisting members. Classifiers quickly distinguish the cow's strong and weak points by evaluating their conformation. They can also help you enroll in breed programs.

Field Representatives are familiar with the various services the Associations offer which allows them to provide valuable information. They furnish an unbiased evaluation and make objective mating suggestions while serving as a national network for buying and selling breeding stock. Field Representatives cover large geographical territories and make many contacts, so your state association and fair offices.

Fairs and Shows

Local and state fairs along with district and state shows are good places to increase visibility. For more information on dates and regulations, contact your state association and fair offices.

Professional Photographers

Any breed publication is filled with photos from photographers around the nation. The publication's office can tell you how to get in touch with a photographer in your area.

Industry Publications

These publications have a variety of advertisers that provide numerous services. Many businesses can be contacted through the information provided in their ad.

The publication staff will be very helpful to breeders that want to advertise in their publications and can answer a variety of questions.

Sale Managers

The managers and sponsors of each sale will be listed on the advertisement for the sale. Sales managers can help you sell your animals in both consignment and private sales.

GLOSSARY

Artwork - Any logos, photographs or graphics used on an advertisement.

Bleed - When a photograph or ink runs off the side of one or more edges of the advertisement after trimming.

Breed Age Average (BAA) - Each animal's classification score is adjusted to the average of all the other animals classified in her same age range.

Call to Action - The part of the advertisement that invites the reader to follow through.

CMYK - Stands for **CYAN, MAGENTA, YELLOW & BLACK**. They are the four colors that are used to create any solid colors or photographs in anything that is printed on press.

Copy - The written text of an advertisement that fills the reader in and explains the headline.

Dam of Merit (DOM) - Award recognizing cows that have a TPI above their birth year cut off and has at least three offspring that meet the minimum requirements for PTAs for production and type.

DPI (Dots per inch) - The amount of pixels (tiny squares of color) which make up the entire picture. The minimum accepted for press printing is 300dpi. Web graphics should not be used; they are normally 72dpi which will most likely be rejected by the printer. Most newer digital cameras are capable of taking a high resolution picture suitable for printing. When scanning an actual photo they must be scanned at 300dpi or higher.

Duotone - A halftone is reproduced in two colors (EX: Adding a red tint).

File Format - Is the type of file that you have. Printers will have guidelines as to what they will use. Programs that come with your computer such as Paint, Printshop, or any Microsoft programs will not be accepted. This is due to their lack of ability to produce graphics and color separations correctly. In most cases, the preferred format should be created using InDesign, Illustrator, Pagemaker or QuarkXPress. Adobe PDFs are widely accepted and can usually be made from most programs. Ask your printer for more information.

Full Color (Four Color Process) - The process of combining four basic colors (cyan, magenta, yellow and black to create a printed color picture or colors composed from the basic four colors. Certain percentages of each color are combined to give the final color appearance.

Frequency - The number of times advertised in a given time frame.

Gold Medal Dam (GMD) - Award that places equal emphasis on production and type indexes from both the dam and her best three offspring in each category.

Halftone - Reproduction of a black and white photograph which requires photographing the original photo through a screen, and breaking down the photo into a series of small dots so the various tone of the photo can be printed.

Headline - Words set at the beginning of an advertisement usually in large type to attract the reader's attention.

Logo - A unique trademark that is a symbol of your herd. It should state the farm prefix, owner's name and farm location.

Marketing - The complete process of bringing the buyer and seller together with the product or service.

Marketplace - Any place where a product may be for sale.

Overlay - The background of a photograph is removed so the subject appears outlined.

PDF (Portable Document Format) - a file created and viewed using Adobe Acrobat. It is a file that embeds all text and images within the document. This makes it possible to be viewed by anyone without having supporting images or fonts. Providing that you have the software, you can create a pdf from almost every program.

Predicted Transmitting Ability (PTA) - The estimate of genetic superiority that a bull or cow will transmit to its offspring for that given trait.

RGB - Stands for **RED**, **GREEN**, **BLUE**. It is the color format used for digital images from your camera or any image that is used on a website. Any images that you use need to be converted to CMYK color before it can be printed.

Rolling Herd Average (RHA) - Average herd production for the past year; it is figured on average pounds of production each month for the entire herd.

Reverse - When white or colored lettering is used on a black background instead of the customary white background.

Sub-Headline - Builds on the message in the headline; it is typed in a smaller type size than the headline but is larger than the copy.

Two Color - Black ink plus one other color.

Window Line - The white space created at the end of a paragraph when the last line of the paragraph is short. Aids in breaking up the copy block.

REFERENCES

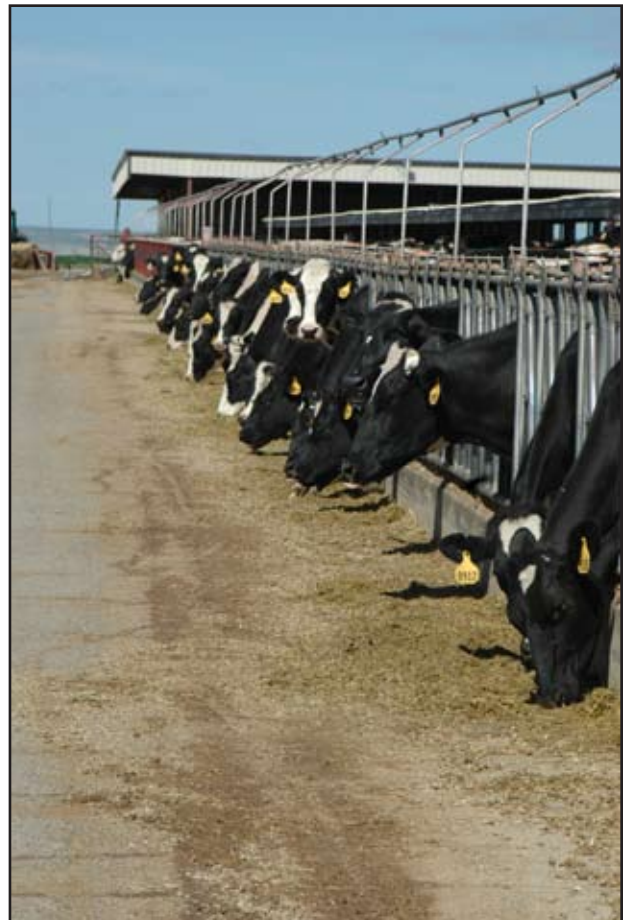
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