


2018 ADCA Region 6 Winter Regional Meeting
Salina, KS
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Marketing the Dexter Breed



Jeff M. Chambers

The Dexter Advantage

- Relatively high degree of genetic variability within breed
- Excellent function and production genetics within the breed
- The largest number of cattle market niches of any cattle breed



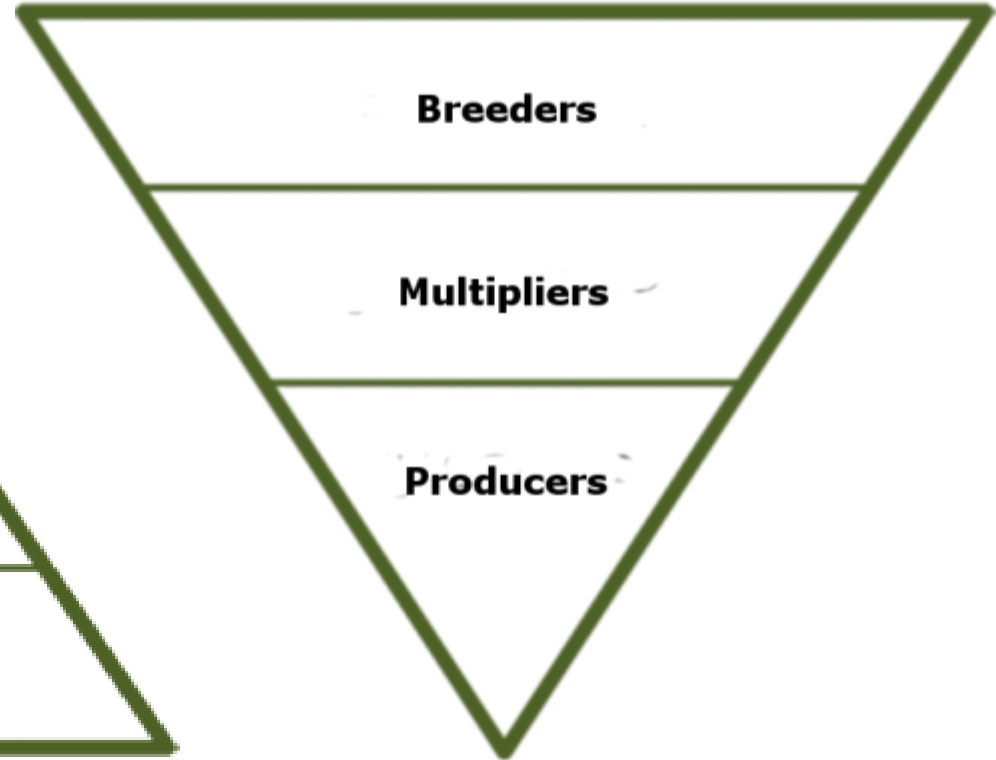
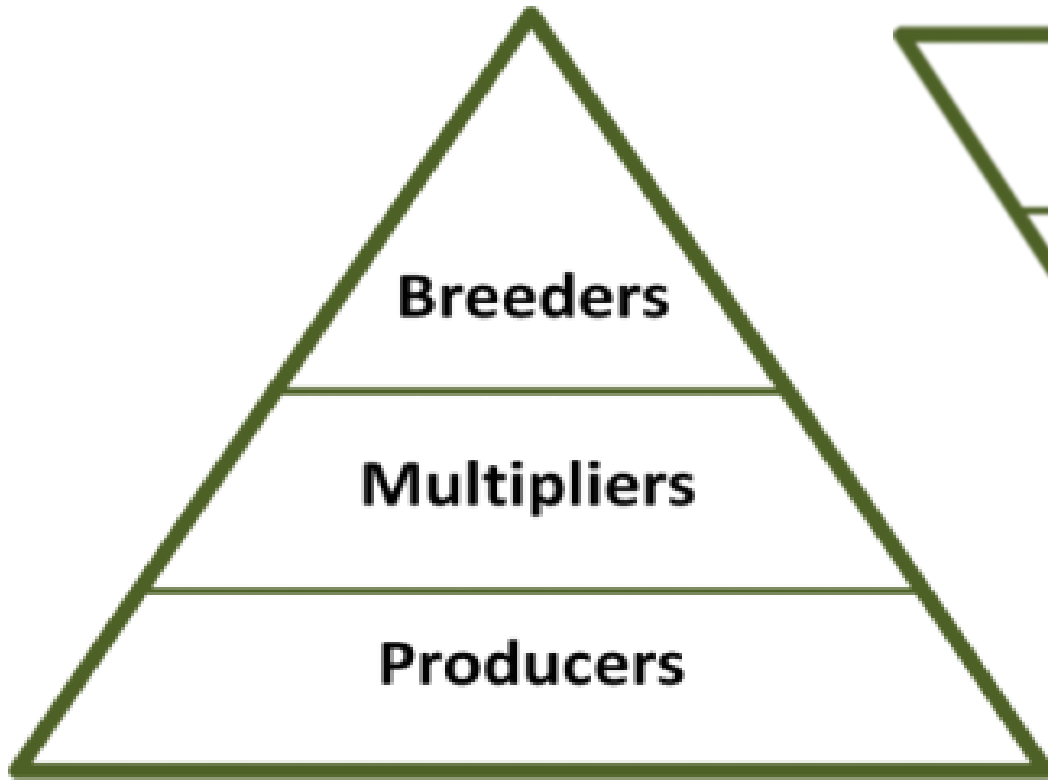
The Dexter Challenge

- Relatively high degree of genetic variability within breed
- Relatively underdeveloped function and production focus
- The large number of niche markets are all relatively small



Breed Structures

Robust Breed Structure



Inverted Breed Structure







Marketing Cattle

**Produce Cattle for your Market
or
Market the Cattle you Produce**



Identify the market you wish to participate in and produce cattle to best fill that market.

“If you don’t know where you’re going any road will take you there.”

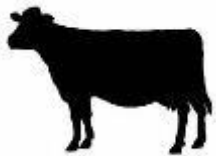
Lewis Carroll



Producing Cattle for:

- Choices about the product/market you will fill with your cattle
- Choices about how, when, and where you are going to do so
- Choices about price points.
- The market comes to you for your product

Allows the greatest degree of control over the product of your work.



Marketing Cattle to:

- Rarely provides you any choice related to how, when, where or price
- You go to the market with your product

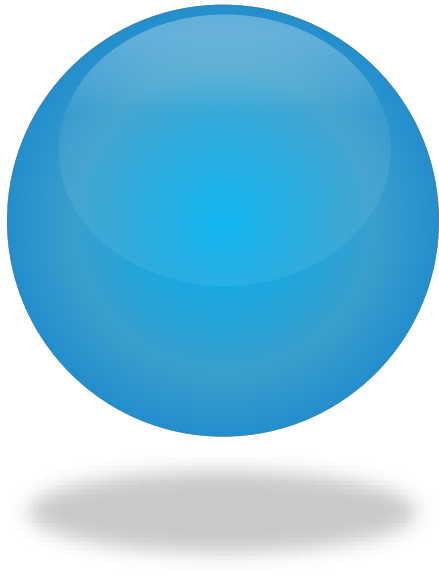




Dexter Cattle Markets

- Many specific niche markets
- **Underdeveloped - Potential**
- Each Relatively Small
- **Not Mutually Exclusive**

Dexter Cattle Markets



- Dual Purpose – Homestead Cows
- Beef stock
- Dairy stock
- Seed stock
- Heritage - Preservation
- Rodeo / roping stock
- Oxen
- Dexter bulls for commercial beef herds
- Small composite/cross breed base stock
- Pet market
- Recipient stock for small breeds (mini Hereford / Lowline)



Dexter Market Action

Selecting your Dexter market/s

Developing your plan to meet the market





Selecting Dexter Market “Your Dexter Strategy”

Each market or combination of markets comes with a different, unique set of requirements, necessities, pluses and minuses



Developing your plan to produce for Your Market “Your Dexter Tactics”

**There are a number of means available to
produce the cattle to meet your market.**



GRAND ROUNDS

Your Dexter Market Strategy

Your Dexter Market Tactics

The Dexter Advantage

“Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.” Sun Tzu

“The enemy of a good plan is the dream of a perfect plan.” von Clausewitz

