



**Cultivating Face to Face Cattle Connections**

**Pittsylvania County Cattlemen Association – Marketing Trip**

In 2021, the Pittsylvania County Cattlemen’s Association (PCCA) developed a marketing plan that focused on buyer retention and market expansion within the Lancaster, Pennsylvania area. Hunter Johnson, Chairman of PCCA, and Becky Roberts, VCE Pittsylvania County ANR Extension Agent, submitted and received a grant from the Virginia Cattle Industry Board with the goal of facilitating conversations and cultivating existing relationships with cattle buyers through in-person opportunities in Lancaster, Pennsylvania.



On March 2, 2022, seven members of PCCA traveled from Chatham, Virginia to Lancaster County, Pennsylvania. These producers had sold cattle with the Central Virginia Cattlemen’s Association in August of 2021 through several comingled loads. During this trip, the

cattlemen had the opportunity to visit their cattle (sold in August of 2021) in feeder barns and see the progress made for these cattle. The cattle had been on feed for approximately 8 months and were nearing their sale status. Buyer/Feeders that were visited were eager to share their feeding experience and discuss their future goals. All the buyers seemed to be satisfied and the cattle’s health was good.

The group also leveraged the opportunity to meet with additional buyers in the area and begin to market their cattle that would be sold in August of 2022. Fourteen different feeder calf buyers were

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visited during the trip. Next, the PCCA group traveled to New Holland and toured the New Holland Sales Stable (Stockyard) and viewed fat cattle being sold. Most feeder cattle from Pittsylvania County are eventually sold at this market to private buyers or by larger beef processors.

In August of 2022, the Central Virginia Cattlemen's Association Feeder Calf sale was held in Lancaster, Pennsylvania. Several members of the PCCA that visited in March returned in person for the August sale. The producers were able to continue conversations with feeder calf buyers visited in March and network with additional buyers within the area. The August 2022 Feeder Calf sale was a huge success. Many past buyers that had not purchased cattle in several years and several new buyers both attended the sale and purchased cattle due to relationships cultivated through the in-person visit.

This trip provided a full circle opportunity for the cattlemen. They were able to see their cattle through the cow calf stage on their farm, then at the feeder/feedlot stage and finally visit the sale facility where they will leave to be processed. Finally, the producers saw new buyers at the August sale which solidified the impact of the in-person relationships built during the March trip.

The trip benefited the entire PCCA membership through strengthening existing relationships and building new relationships with cattle buyers in the PA market. Due to these successes, additional marketing trips were planned for the next year. This marketing opportunity was made possible by a grant awarded to the Pittsylvania County Cattlemen's Association by the Virginia Cattle Industry Board.



To learn more about grant opportunities, visit the Virginia Cattle Industry Board website at [cattleindustryva.com](http://cattleindustryva.com) or Scan this code with your phone camera.

