

Association Outlook



Montie D. Soules | asa executive secretary/CEO

Supply & Demand

We enter May and June of 2022. A lot is happening with changes in our daily activities and budgets. Inflation's rapid pace is affecting most every commodity. The supply chain is another issue. Here at ASA we see increases just like you see at your operations. Paper cost has gone through the ceiling - if you can get it and we've struggled with the availability of toner to print pedigrees and mail out statements. We amass what we can, so we do not get caught like we have in the past. The cost of fertilizer and input costs including feed have become excessive as well. End users are stock piling materials which affects availability and drives the costs up. This is not the first time we have seen inflation. But, in my lifetime it is the first time I have seen this amount of limited supplies. Have you noticed the empty shelves of certain products at times? The brand and flavors of soda pop have even been affected by a limited supply of aluminum cans. Then there are the issue of transportation or freight of the products we use and cannot get in a timely manner - trucking and the rising cost of fuel is a big supply chain problem. I am going through this review of our present situations to bring out a major point. Inflation is a big issue, but supply is an even bigger one. How does this affect the Shorthorn business?

Review the prices we have seen for both Shorthorn bulls and females in our sales this past fall, winter, and spring. We had our best ever National Shorthorn

Sale in Oklahoma City at the Cattlemen's Congress. If you have followed the internet heifer sales and production sales for both bulls and females, the Shorthorn market is strong with a lot of demand at this time. The value of Shorthorn cattle is holding and growing with all the other economic activities in our country. We are seeing a demand for quality animals with documentation and the supply is not as great as the demand. You will not see as much gain for animals without acceptable documentation and visual quality in general. Those Shorthorn individuals that can contribute to the industry have extra value and always will. We have seen Shorthorn bull sales in volume rank in the top of all breeds in some states. The cattle world is noticing the value and contribution a Shorthorn can make in our beef cattle industry. Shorthorn breeders are also seeing the need to improve their own herds and continually add new genetics with documentation the marketplace demands. There are breeders taking advantage of selling Shorthorn beef locally for premiums that I think most never dreamed of. This market is there if you want to pursue it and grow it. The supply issue is like other commodities - more demand than available product for good Shorthorn beef and genetics.

During the months of May and June a lot is happening in the cattle industry and Shorthorn breed. First, there is the Beef Improvement Federation (BIF) Conference. I strongly recommend

serious Shorthorn breeders attend to learn about new technology and how to use it. There is the greatest Junior National in the USA in June in Kansas City. Everyone is invited. You do not need to be a junior to attend. This is our breed's biggest event each year. It is a good place to see many Shorthorn enthusiasts and potential customers in one place. The World Shorthorn Conference is in the UK in July. This is a great opportunity to share time with Shorthorn breeders from around the world in jolly ole England, the birthplace of the Shorthorn Breed.

Along with these things, we are still celebrating the 150 years of the ASA, 1872-2022. This year's July herd book is being promoted as a special edition for the 150th and will be a reference issue for many years. I encourage everyone to be part of this special publication. It is a great time to let folks know who you are, where you are, and what you have. As the demand grows it is important to make sure other Shorthorn breeders know about you so you can be a supplier!

The breed is growing in both registrations and membership, along with the value of the cattle. Become part of the movement by getting involved in activities and exposing yourself and your operation to the industry. There is no time like the present to show and share your operation with the entire Shorthorn Family!!! 📧

