

Competitive Agricultural Systems in a Global Economy **Improved Marketing of Livestock**

Issue

Livestock producers on the Hopi Indian Reservation need to improve marketing opportunities in order to gain additional supplemental income. The Hopi Reservation has about 50% unemployment.

What has been done?

A livestock preconditioning program was developed with a group of Hopi livestock producers. University of Arizona Cooperative Extension Hopi Office and the Hopi Office of Veterinary Services provided information to the livestock producers, and also assisted in the development and implementation of

the program. Twenty-nine head of steers were weighed at the local sales corral, then fed out at 3% of their body weight per day for 21 days. This was a lower number than the previous year due to heavy rains turning roads to mud, preventing ranchers from bringing in their livestock. Additionally, any steers with horn were dehorned. All received vaccinations for BVD and respiratory problems.

Impact

The gain in weight per steer was higher than expected; 60 pounds was average gained compared to 56 pounds from the feed program last year. Although financially the

program did a little better than break even due to low cattle prices, the most important impact was change in attitude on the part of the Hopi livestock producers. They funded this project out of their own pockets, putting out nearly \$600.00 for feed and veterinary services. They also worked to bring in new buyers who were looking for pre-conditioned steers. Two new buyers were present at the sale. Seven individuals, representing three families, participated in the program.

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