



Your Livestock Market News Service

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Livestock market news provides an exchange of unbiased information on marketing conditions between producers, packers, and others in the livestock, meat, and wool industries.

This nationwide service is administered by the U.S. Department of Agriculture's Agricultural Marketing Service in cooperation with 24 state departments of agriculture. The 59 Federal-state offices cover trading at about 250 public markets, direct sales in important production areas, and wholesale meat and wool sales at major marketing centers.

Professional market news reporters collect and disseminate timely, accurate market reports covering prices, supply, demand and marketing conditions. These reports help (1) provide both buyers and sellers the information they need for making intelligent marketing decisions and (2) put everyone in the marketing system in an equal bargaining position. All reports use USDA grade terms and uniform trading terminology.

To prepare these reports, experienced reporters view actual sales, interview buyers and sellers at public markets, feedlots, ranches and wholesale meat marketing centers, and gather other information by telephone and teletypewriter. They gather information on movement, supply, demand, prices and other factors in the livestock and meat marketing system.

Wool reporters gather similar information from warehouses, ranches and buyers throughout the nation. Reporters evaluate and check information before preparing reports.

Information gathered by livestock, meat and wool reporters is quickly assembled into easily read reports, which are released to the public through commercial news media. This information is also flashed from coast to coast over USDA's leased wire teletypewriter system interconnecting all reporting offices.

Reports are made available free to radio and television stations, newspapers, and trade journals from coast to coast. In addition, weekly mimeographed reports are mailed to persons in all parts of the country and several foreign countries. Bulletin boards in trading centers and markets also report current market information provided by Federal-State reporters.

In some parts of the country, automatic telephone answering devices are used for rapid relay of livestock market information to interested callers. A person can dial a special number to hear a regularly updated recording giving the latest market information.

Public Market Reports

Daily reports are available from 20 terminal markets. At the larger markets an early morning flash, a midsession report, and a closing report are issued each day. Early morning flashes generally describe the day's supply, the opening market trend, and prices for early sales. Mid-session reports include receipts, price trends, and quotations for the bulk of the day's sales. The closing report lists any late changes. These reports cover both private treaty sales and sales by the auction method at these markets.

At some of the smaller markets, only one or two reports are issued daily, depending on the volume of

**Livestock Market News Reporter*, U. S. Department of Agriculture, Livestock Division, Market News Branch, Phoenix; and *Marketing Specialist*, respectively, Cooperative Extension Service, University of Arizona, Tucson. General information in the first sections of this article are taken from *The Market News Service on Livestock, Meat, and Wool*, U.S. Department of Agriculture, Marketing Bulletin No. 50, Revised June, 1973.

trading. Weekly reports are issued for each class of livestock available.

Federal-State reporters also cover sales in about 230 auction markets and issue local reports on each sale. Summarized reports of auction sales are issued from central market news offices on a statewide or area basis.

Reports of Direct Sales

Direct sales of slaughter and feeder cattle, hogs, and sheep are reported from 24 major marketing areas on a daily, semi-weekly, or weekly basis — depending on trading volume. These reports cover both current and contract sales in most western states, plus many southern and midwestern states.

Meat Reports

Sales of carcass meat and primal wholesale cuts are reported daily for trading in Iowa, Chicago, Omaha, Denver, the east and west coasts, Texas and western Kansas. Reports cover major producing and consuming areas.

A series of reports covers sales of fabricated cuts of beef (wholesale and oven-ready cuts prepared by the packer) in four locations: Los Angeles, New York, Philadelphia, and Chicago. Daily reports are based on standard meat cuts sold in this manner.

Wool Reports

Weekly price reports for both U. S. and foreign sales are issued from Denver.

Other Reports

Offal — Sales of offal products are reported weekly for four locations: East Coast, Chicago, Denver and Missouri River points, and the West Coast.

Slaughter Estimates — An estimate of the current day's total federally inspected slaughter for cattle, hogs, and sheep is released from Washington at approximately 2:30 p.m., Washington time.

Meat Production — An estimate of the current week's meat production is released each Friday at 4:00 to 4:30 p.m. Washington time.

Pork Cut-Out Data — The combined value of pork cuts, Chicago basis, from hog carcasses weighing 150 and 180 pounds for grades 1 through 4 is released daily at 4:00 p.m., Washington time.

Terms Used in Reports

DEMAND refers not only to a buyer's desire to possess a certain volume but also refers to his willingness and ability to buy.

Demand is GOOD when buyers are more aggressive than usual, or when large or increased supplies are bringing unchanged to higher prices.

Demand is POOR when buyers are less aggressive than usual, or when decreased supplies are selling at unchanged to lower prices.

SUPPLY refers to the quantity available for current day's trading on the market. It includes any carryover from the previous day.

PRICE refers to specific dollars and cents paid for a given grade and weight selection.

PRICE TREND refers to the direction in which prices are moving compared with prices paid the previous trading session. Five terms used to describe price trends are:

HIGHER — used when bulk sale prices are measurably higher than the previous trading session.

LOWER — used when bulk sale prices are measurably lower than the previous trading session.

STRONG — used when there is a definite, but not quite measurable, leaning toward higher prices.

WEAK — used when there is a definite, but not quite measurable, leaning toward lower prices.

STEADY — used when prices have not changed from the previous trading session.

TRADING ACTIVITY refers to the pace at which sales are being made compared with normal for that market. The pace can be active, moderately active, or slow.

TRADING ACTIVE means that sales are being made at a more rapid pace than usual for that market.

TRADING MODERATELY ACTIVE means that sales are being made at a normal pace for the particular market.

TRADING SLOW means that sales are being made at a slower than normal pace for the particular market.

There is one livestock market news office in Arizona, located in Room 102, Stock Yards Building, 5001 East Washington Street, Phoenix (Zip code 85034; telephone number 602-261-4376).

Market information compiled by this office is summarized and released once daily, Monday through Thursday. This summary is referred to as a direct trade report. Also, a weekly report is prepared and released on Thursday of each week.

Market news relative to both slaughter and feeder cattle is collected and released on a year-round basis. Lamb prices are compiled and reported seasonally, primarily in the late winter months.

The Phoenix office is equipped with an automatic telephone answering service which provides a tape-recorded message of livestock prices and other pertinent market information. This message is updated at least 3 times daily, Monday through Thursday, and more frequently if there is a major change in prices or other market developments. The weekly market summary is taped for the message service for Friday through Sunday.

This recorded market news may be obtained by dialing 1-275-7972 from points within Arizona; callers outside Arizona should dial 1-602-275-7972. There is no charge for local calls originating within the reaches of the Phoenix telephone system.

Regular long distance rates are in effect for all other calls.

The market news released by the Phoenix office is made available free to newspapers, magazines, and television and radio stations. Radio stations using this source of news are listed below.

City	Time	Station
Safford	6:45 a.m.	KATO — 1230
	11:25 a.m.	
	4:20 p.m.	
Douglas	6:15 a.m.	KAWT — 1450
	1:15 p.m.	
Douglas	12:45 p.m.	KAPR — 930
	Globe	
Yuma	12:10 p.m.	KAWC — 1320
	Phoenix	
Phoenix	5:45 a.m.	KTAR — 620
	Phoenix	
Nogales	6:40 a.m.	KFBR — 1340
	12:45 p.m.	
	Casa Grande	
Prescott	5:50 a.m.	KNOT — 1450
Winslow	5:20 p.m.	KINO — 1230
Holbrook	6:30 a.m.	KDJI — 1270
	4:55 p.m.	