

## *Customer Testimonial Criteria*

### **Local/Regional Individual Dealer Ad- (Examples) High Plains Journal; Grass & Grain; Green Acres; The Fencepost**

- Reputation – Customer must be highly respected in the community
- Integrity – He/she must be honest and forthright
- Financial Standing – While wealth is not necessary, a measure of success is important. The person & their operation must be free of financial stigma (no bankruptcy, bad checks, etc.)
- Scope of Operation – The opinions of operators running 100+ beef cows or 400+ yearlings will be considered valid by their friends and neighbors. Avoid “hobby” or “celebrity” operations.

### **National Corporate Ad – (Examples) BEEF Magazine; DROVER’S JOURNAL Magazine; CATTLE TODAY Magazine; The CATTLEMAN Magazine**

- Visibility – Operation must be “high-profile”, typically a purebred operation that holds national-caliber auctions. Commercial operators must be active in state and/or national livestock association activities.
- Reputation – Must be respected by others in the industry
- Integrity – This can be difficult to determine in this type of operation, but avoid “fly-by-night” and “high-roller” types. Operations funded by non-agricultural dollars are not usually viewed as “real-world” by the general cattle industry.
- Financial Standing – Again, difficult to determine, but avoid new operations that have only been in existence for 5 years or less.
- Scope of Operation – If a purebred program is holding an annual production sale, they normally will be running 150 cows or more. A qualified large, high profile commercial operation will likely be running 500+ cows or 2000+ yearlings. Employees may likely be operating the equipment.