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**Livestock
Market
News**

As near as your phone

Oregon State University
Extension Service
EC 972 / Revised November 1986

Did you know prerecorded market reports are available by telephone? This information delivery system is provided by the Oregon State University Extension Service to help Northwest livestock producers keep abreast of current price developments and make informed selling and buying decisions.

Changes in prices of livestock, day to day and week to week, make instant market news an important aid when planning private treaty and auction sales. The service is available around the clock, day and night.

How does it work?

Just pick up your telephone and dial 1-754-2037. If you live outside Oregon, dial 1-503-754-2037.

Who will answer?

An "electronic secretary," a machine activated by a telephone call to deliver prerecorded information to you on request.

What information is available?

An update of price trends and prices at

- Pacific Northwest markets for:
 - cattle, hogs, sheep
 - feed grains
- Northern California markets for
 - feeder cattle
 - sheep and lambs
- Midwest markets for
 - fed cattle, hogs, lambs
- U.S. federally inspected slaughter of
 - cattle
- CME feeder cattle futures prices
- Carcass beef prices from
 - Midwest
 - Los Angeles
 - Northwest

When is information updated?

Daily. Market developments each day are incorporated in an updated recording as of 3 p.m.

What are the information sources?

Trained, impartial market news reporters gather the information by observing livestock auction sales and contracts with buyers and sellers in country and feedlot trade.

Is there a charge to the caller?

As with any long distance call, it will be on your regular telephone bill. There is no charge except the telephone toll cost.

How much does the call cost?

As in other telephone tolls, the amount of the charge is determined by the length of time it takes to complete the call, the distance you are from OSU, and the time of day. For example, the charge for a 3-minute call to Corvallis from the following locations would be:

Weekday rates			
To Corvallis from:	8 a.m.- 5 p.m.	5 p.m.- 11 p.m.	11 p.m.- 8 a.m.
Baker	\$1.24	\$.93	\$.74
Bend	1.15	.87	.68
Eugene	.60	.45	.31
Klamath Falls	1.02	.77	.54

How long is the recorded report?

Recordings will be no longer than 3 minutes, but some reports will be shorter. You can hang up as soon as you have the information you desired. It is possible to record the taped message on a cassette deck with a phone attachment available at many electronics shops. This is an inexpensive way of repeating portions of the message that you missed the first time.

Are there other sources?

Yes, but to get the information by telephone you would have to make several long distance calls—unless you are interested in only one commodity, at a single location.

Within Oregon there are several sources for current market information, varying by commodity. Depending on the kind of information you need, you can:

- Subscribe to published public and private weekly market reports, such as
 - **Livestock, Meat and Wool Market Review**, published by OSU;
 - **Cattle-Fax**, published by the National Cattlemen's Association;
 - Pacific Northwest **Weekly Feed Market News**, published by the USDA Grain Market News Office in Portland; and
 - bimonthly hay market report, published by the Oregon Hay Growers Association.

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- Subscribe to monthly outlook newsletters.
 - Subscribe to daily and weekly newspapers.
 - Phone the Extension Market Information Office, Oregon State University, 754-2942.
 - Phone the USDA market news office for grain and livestock at Portland, 221-2237, or Yakima, (509) 575-2744.
 - Call your commodity broker.
 - Phone USDA situation and outlook analysts.
 - Talk to your neighbor or livestock dealer.

There are strengths and weaknesses in all market news sources. For planning marketing strategies 6 months or more in the future, the weekly market reports and periodic outlook newsletters can be helpful. Ask yourself this important question: "Is it timely enough for my purpose?" In today's rapid changes in market conditions and prices, decisions to buy or sell require current, timely, and accurate market information.

For additional information about the market reports and outlook newsletters, please write or phone our office. We are always interested in your comments or suggestions and invite you to call our office if any questions arise.

Extension Market Information
Extension Hall Room 219
Oregon State University
Corvallis, OR 97331-3601
(503) 754-2942



The Oregon State University Extension Service provides education and information based on timely research to help Oregonians solve problems and develop skills related to youth, family, community, farm, forest, energy, and marine resources.

Extension's agricultural program provides education, training, and technical assistance to people with agriculturally related needs and interests. Major program emphasis is on food and fiber production, business management, marketing and processing, and resource use and conservation.

John Nalivka, Extension market news coordinator, Oregon State University, and Carl W. O'Connor, Extension economist, Oregon State University, prepared this revision. The original (1982) edition was prepared by Steve Reed, former Extension market news coordinator, and Carl W. O'Connor.

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