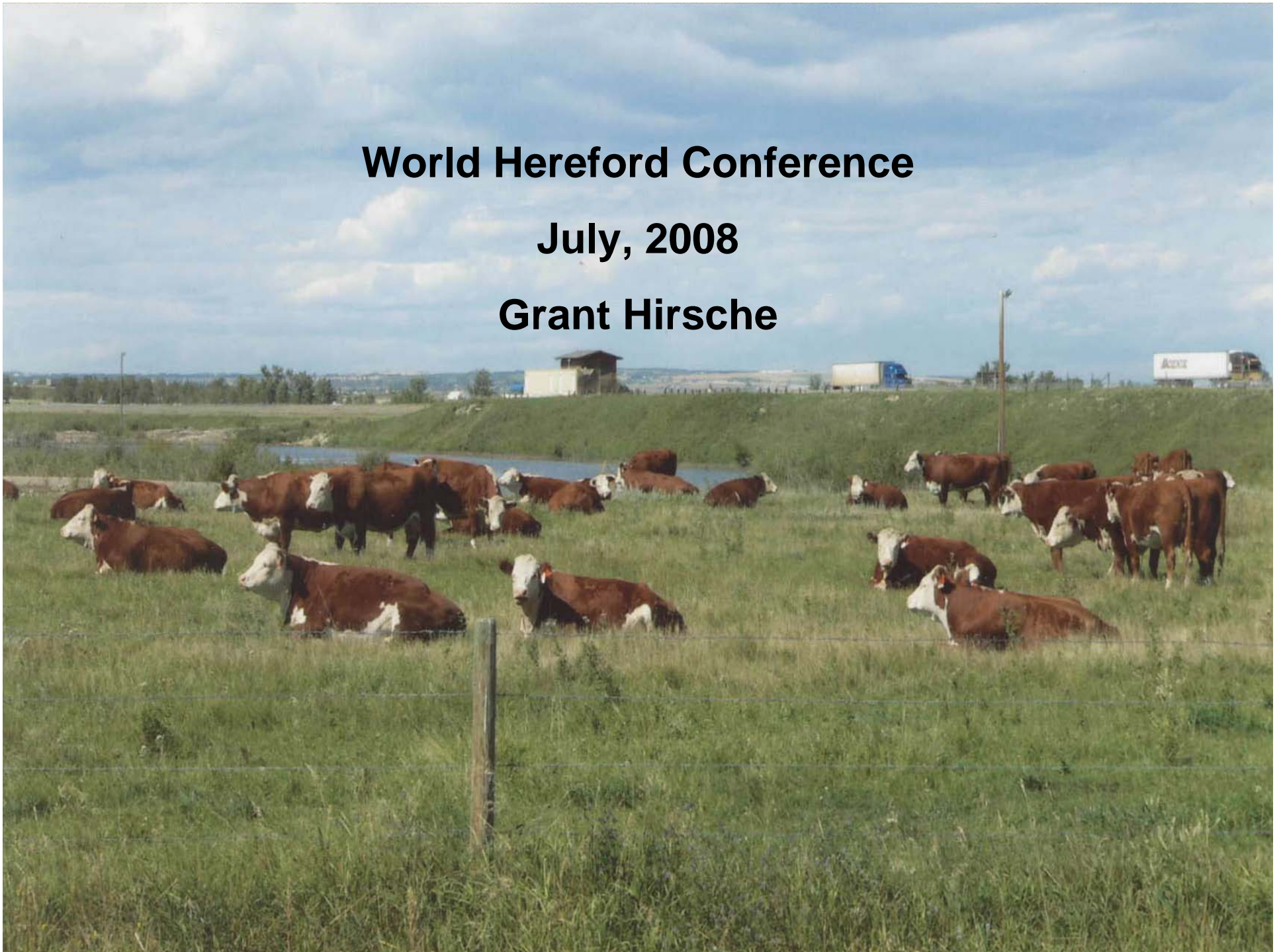


# **World Hereford Conference**

**July, 2008**

**Grant Hirsche**



# Presentation

A. Overview of Cattle Operation

B. Marketing Philosophy

C. Retail Meat Business

A large, rectangular sign stands in a field of tall, dry grass. The sign is divided into several sections. At the top, it reads "HIRSCHE HEREFORDS" in a serif font. Below that, it says "QUALITY HORNED HEREFORDS" in a bold, sans-serif font. A dark horizontal band contains the text "BULLS FOR SALE" in white, bold, sans-serif letters. At the bottom, it lists "GRANT HIRSCHE" and the phone number "652-1173".

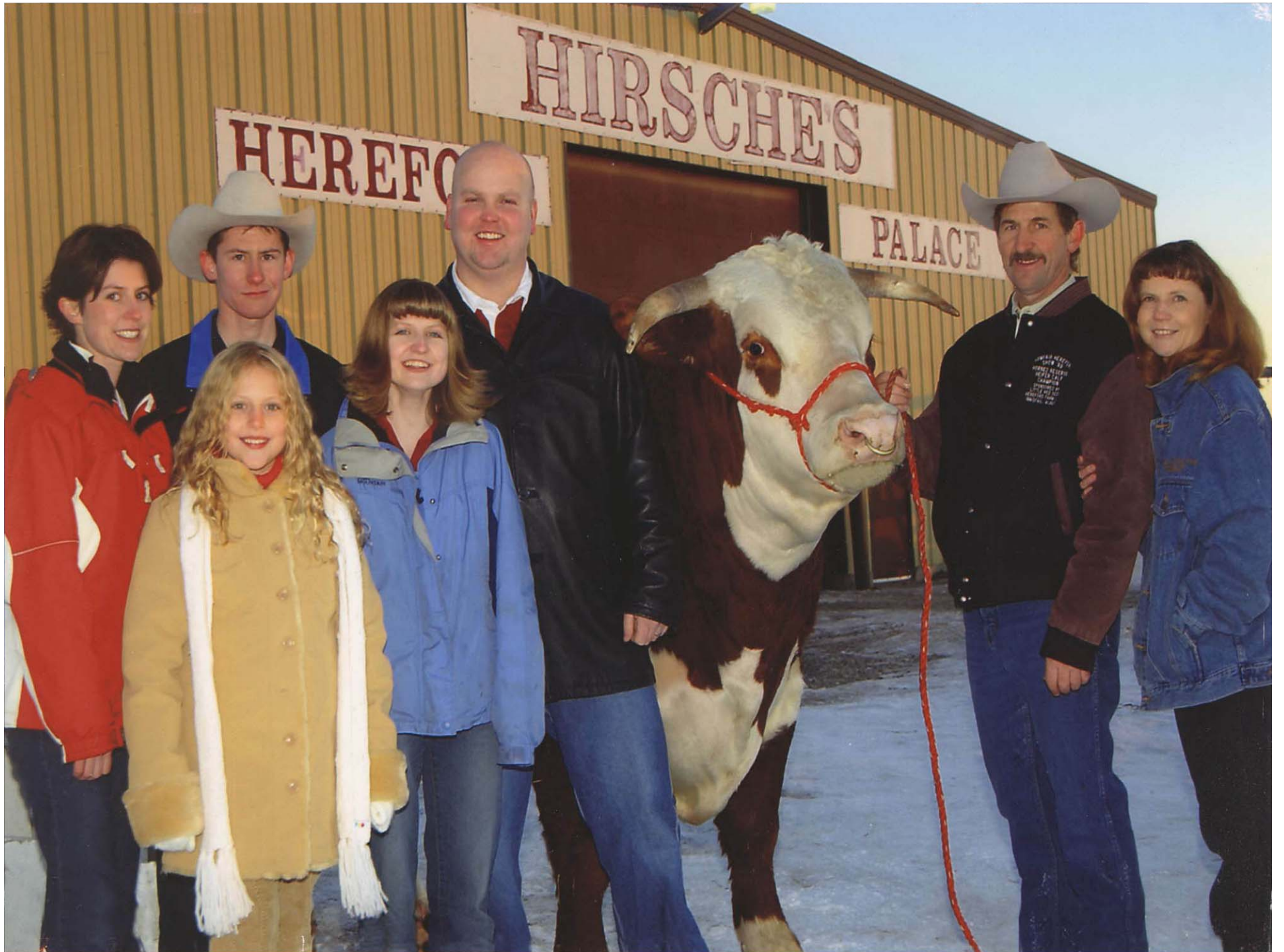
HIRSCHE HEREFORDS

QUALITY HORNED  
HEREFORDS

**BULLS FOR SALE**

GRANT  
HIRSCHE

**652-1173**











# Marketing – Give The Customer What They Want

## What is marketing?



**GH Rambo**

**1 Month Old**

**\$250**



**GH Rambo**

**9 Months Old**

**Sold: \$287,000**

# Customer Focus

BCD Supreme 326N



GH Rambo ET 279R



## Importance of Flexibility



*Hirsch's* Frozen  
**MEATS**

**NATURAL BEEF**



**OPEN**



# Summary

Predicting future customer and industry needs and meeting those needs

