



MARKET REPORTING SERVICE

A benefit for Iowa Cattlemen's Association members to help you make informed fed cattle marketing decisions.

MRS History

The Market Reporting Service (MRS) is one of the nation's most respected sources of timely and accurate fed cattle market information and analysis. MRS was established by Nebraska Cattlemen (NC) in 1989, and ICA has been offering the service for over 10 years to Iowa Cattlemen.

MRS is staffed by two full-time analysts with more than 60 years combined experience in the fed cattle trading arena. MRS represents a combined capacity of more than 1.5 million head. Participating feedyards range in size from 700 to 70,000 head in capacity, mirroring the diverse nature of today's Midwestern feeding industry.

Subscribers are provided with unlimited toll-free telephone access including after-hours voicemail/return call availability. For \$30/month (\$360/year) subscribers can also access real time digital market information via email, the MRS Web site and/or the MRS smartphone app. Fed cattle bids and sales reports include geographical location, time the trade occurred, and expected yield and quality grade of the cattle. Subscribers are also expected to report information via telephone when they receive or accept bids on cattle. *(MRS members' names and locations remain anonymous to ensure confidentiality.)*

MRS Services

- Unlimited "800" Telephone Access
- Staffed by two full-time analysts
- Real-time market information

MRS Web site and App

- Instant fed cattle trade information on a sale-by-sale basis
- Instant breaking market news updates
- Fed cattle news and commentary
- Pertinent USDA data published upon release
- Password protected and available only to MRS subscribers

MRS Market Information Conference Calls

- Daily members-only forums for exchange of market information
- Moderated by MRS members and staff

Return On Investment Matters!

If MRS information helps a 1,000 or less one time capacity feedyard sell one pen of 150 steers for an additional \$1.00/cwt dressed...

- \$1.00/cwt on 150 steers weighing 1,000lbs and yielding 63%
- 1,500 X 63% = 945lbs carcass
- 9.45/cwt X \$1.00 = \$9.45/hd
- \$9.45 X 150hd = \$1,417.50
- This is over 1.5 years of subscription and digital access fees paid from one sale!

Timely and Detailed Cattle-On-Feed Data Each Month

- MRS member inventories, previous month's placements, marketings
- Projected marketing intentions by month for upcoming 90 days
- Available at least one week before USDA monthly data

Subscription Fees

- All Iowa MRS subscribers must be active paying members of the Iowa Cattlemen's Association
- Annual fee of \$0.35/head x one time capacity of feedyard, with a minimum fee of \$350.
- MRS subscribers are billed annually

Electronic information options:

(available only to MRS subscribers)

- MRS Web site and smartphone app access
- \$30/month (invoiced with MRS service fee)

Contact the ICA office to try a 30-Day FREE Trial or Sign-up TODAY!

2055 Ironwood Ct. • Ames, Iowa 50014 • Phone 515-296-2266