

Rocky Top Beef – Commingled Marketing Program

Initiated in 2007 and located near Havana in Southeast Kansas, the Rocky Top Beef – Commingled Marketing Program strives to provide ranchers with individual receiving weights, feedlot performance, carcass grade, and quality data. Their motto is that, “no producer is too small or too large,” and their goal is to pool cattle together to help producers get more dollars per pound by marketing bigger groups of like cattle.

Enrolled cattle must be age and source verified, follow a standard vaccination program and be weaned prior to delivery for a minimum of 30 days. Once delivered, individual weights are taken and the cattle are sorted by weight, frame size, sex and color if necessary, creating load-sized lots. One week is spent advertising, with pictures and lot information being emailed to feedyards and other prospective buyers, and one week is used to confirm the sale and make arrangements for delivery. Enrollment periods include: January, May, August and September. For more information or to participate, contact:

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