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## Creative marketing

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and salivating over the baked goods you can stop and grab a coffee at the in-house café.

Don't know what to do with the kids? Check out the on-site petting zoo created just for little ones. Or settle them down with an ice cream cone also available in the store.

It's a stark contrast from the fluorescent lit, get-in-get-out shopping that many middle-of-America residents are accustomed to.

"Whole families shop at Leonard's and everyone leaves having had a good time," explains Chad. "It's something for them to do on weekends."

Stew Leonard's is a family-owned company that was built around the family's dairy in Norwalk, Conn. Its foundation is bringing affordable products to families and doing it with the utmost customer service.

Mary says it was evident that customer service was very important at the grocery stores they visited. Each department had several people on-hand ready to answer questions and help customers as they shopped.



Chad and Mary Blair, Vale, S.D. were among several ranch couples that had the chance to visit Stew Leonard's grocery chain to promote beef recently.



The grocery store chain tries to make shopping at its stores a casual affair. Instead of going up and down aisles, shoppers wind through each department on a path.

The meat and seafood departments at Leonard's are well staffed with meat cutters and fishmongers. Customers are asked what their price point is. Whatever the price point, an

employee helps them select a meat cut that fits that dollar value. Quickly gone then is the intimidation one may feel when looking at an endless meat case of cuts, sizes and prices.

## Beef Promotion Props

During the Stew Leonard's Memorial Weekend Beef Promotion, in Connecticut and New York, four ranch couples – Chad and Mary Blair, Vale, S.D.; Lynn and Sue Pelton, Burdett, Kan.; Karl and Amy Langvardt, Alta, Kan.; Geoff and Christy Shinn, Jackson, Mo. and Bill and Debbie Miller, Kansas City, Kan. handed out thousands of beef samples to the more than 125,000 customers that visited Stew Leonard's four stores during the two-day event. And, the customers responded, buying more than 13,000 pounds of the New York strip steaks they sampled and more than 55,000 pounds of Porterhouse steaks.



COURTESY PHOTO

Ranchers handed out beef samples over Memorial Day weekend at Stew Leonard's in Connecticut and New York.

Back Row: Lynn Pelton, Burdett, Kan. and Karl Langvardt, Alta, Kan.  
Middle Row: Debbie Miller, Kansas City, Kan.; Sue Pelton, Burdett, Kan.; Christy Shinn, Jackson, Mo.; Chad and Mary Blair, Vale, SD; and Bill Miller, Kansas City, Kan. and vice president of communications for U.S. Premium Beef.  
Front Row: Amy Langvardt, Alta, Kan.; Geoff Shinn, Jackson, Mo. and grocery chain owner Stew Leonard.

It's not only customers that appreciate this hands-on salesmanship. The grocery chain has made Fortune magazine's top 100 companies to work for each

of the last 12 years. Unlike most conventional retail grocery stores, Stew Leonard's employs more than 2,500 full and part time employees at its four

stores in Norwalk, Newington and Danbury, Conn., and Yonkers, NY. Many of them are longtime employees with over 20 years on the job.

## Montana Stockgrowers Mid-year meeting draws 175 to Missoula

The 2013 Montana Stockgrowers Association (MSGA) Mid-Year Meeting, held at the Hilton Garden Inn in Missoula June 7-8, drew approximately 175 participants from across the state for policy meetings and MSGA's annual Ranch Tour.

"We had an enjoyable Mid-Year Meeting in Missoula," said Tucker Hughes, MSGA president. "Meeting new folks from Western Montana and touring the Bitterroot Valley was an enjoyable experience for all."

The 2013 MSGA Ranch Tour began at the Missoula Smokejumper Center where attendees had the opportunity to see how the Forest Service trains Smokejumpers, as well as how they work to protect land and structures from dangerous fires. MSGA then traveled to the PEAS Farm which serves the local community, providing

low-cost vegetables and fruit for low-income individuals. The farm is also a community service outlet for troubled youth. The farm gave attendees a unique look into small scale, urban agriculture. Finally the tour traveled to the picturesque Bitterroot Valley and local ranches, Sutherland Farms and Mytty Angus.

The keynote speaker at the Young Stockgrowers "Advocating for Ag" Lunch was Captain Peter Shinn, Iowa National Guard. Capt. Shinn discussed his work in Afghanistan, building communities up with agriculture. He discussed the needs of the Afghan people and how special teams composed of ag-savvy National Guardsmen and women worked to help the affected communities, teaching the people farming techniques. Capt. Shinn said, "It's hard to have national security without food security," and

regarded the United States as the most successful pioneer of agriculture.

One interim policy was passed through the policy process by the Cattle Health, Brands and Theft Committee recommending



Amy Deller, John Henry Beardsley, Kelsey Haughian and Rachel Endecott at the Missoula Smokejumpers Center.

that the MSGA board develop and submit comments to the Texas Animal Health Commission relative to their proposed brucellosis testing requirements for Montana, Wyoming and Idaho which would require a post-entry test for all breeding cattle and a post-calving test for heifers. MSGA is concerned about the precedent this could set for other states to restrict trade of Montana cattle.



One of the ranch tour stops was at Mytty Angus. Shown enjoying the stop from left to right: Rachel Endecott, Errol Rice, Dean Wang, and Jay Bodner.

## Faith Livestock Commission Company

www.faithlivestock.com

605-967-2200 • flc@faithsd.com • www.faithlivestock.com

Regular Cattle Sales on Mondays • Sheep sales on Wednesday

Market Report Monday, June 24, 2013

A nice sale here for Monday, June 24, with our first showing of new crop lambs that sold on a strong market. Feeder cattle were higher with the cow and bull market steady to higher than 2 weeks ago. Thank you for your business!

### Representative Sales

Varland Ranch	253 blk & bldy heifers	700	\$143.00
	77 blk & bldy heifers BV	695	\$144.50
Melvin Woll	10 red & blk steers (banded)	594	\$146.00
D & N Koepplin	115 x bred lambs	88	\$111.00
Kimbell Russell	29 x bred lambs	129	\$96.00
E & J Rohr	51 x bred lambs	92	\$111.00
Irving Jordan	2 blk cows	1538	\$82.50
Fishhook Ranch	4 blk cows	1378	\$80.50
Riley Anderson	2 blk cows	1425	\$82.50
Sharon Anderson	1 blk cow	1325	\$79.50
	3 blk cows	1307	\$79.50
Gene Bierman	1 blk cow	1340	\$80.50
McTighe Ranch	2 baldy cows	1440	\$81.00
Grueb Ranch	1 blk cow	1545	\$82.50
Bob Parker	1 red cow	1575	\$81.50

### Upcoming Sales

Monday, July 1, 2013 - NO SALE (Independence Day)

Monday, July 8, 2013 - Special yearling and sheep sale

July 8-10, 2013 - Western Video Market Sale in Reno, NV  
broadcast on dish network channel 399

Monday, July 15, 2013 - NO SALE

Faith Livestock 605-967-2200  
Sale Barn (fax) 605-967-2203

Gary W. Vance 605-967-2162  
Scott Vance 605-739-5501  
Scott's Cell 605-484-7127

Max Loughlin 605-244-5990  
Glen King 605-390-3264



Thank you for your business!  
605-967-2200 • flc@faithsd.com



Approximately 175 participants from across Montana took in policy meetings and MSGA's annual Ranch Tour.