AGCOM600

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FINK BEEF GENETICS

Strategic Communications Plan

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COMPANY OVERVIEW

Fink Beef Genetics is a family-owned seedstock cattle genetics business located in Randolph, Kansas. Founded in 1977 by Galen Fink and Lori Fink, the operation has grown from a single cow to one of the largest embryo transfer programs in the United States.

The program specializes in Angus and Charolais seedstock genetics, focusing on balanced, functional traits such as fertility, structural soundness, udder quality, longevity, and disposition. Rather than chasing extreme EPD trends, the Finks prioritize long-term profitability for commercial cattle producers.

https://finkbeefgenetics.com



ORGANIZATIONAL GOALS

GOAL 1

New ways to serve buyers, including clearer guarantees.
Fink Beef Genetics aims to strengthen customer relationships and its reputation by providing better guidance, resources, and communication. This includes clearly explaining breeding options, fertility programs, and guarantees. Improved service builds customer loyalty, encourages repeat sales, and gives buyers confidence in Fink genetics.

GOAL 2

Increase the number of bulls offered at 2 years of age.
Fink Beef Genetics will increase the number of bulls offered at 2 years of age that have passed breeding soundness exams, ensuring they are sexually mature and capable of breeding. By offering more fully developed, tested bulls, the operation can support customers with an extended guarantee that provides confidence in proven performance and long-term value.

GOAL 3

Increase herd size while maintaining high-quality genetics.
Fink Beef Genetics plans to grow its herd size to support a higher number of bulls marketed each year while maintaining a focus on balanced, functional traits such as fertility, structure, and disposition. Expanding the herd while raising more mature bulls ensures customers receive cattle that are fully developed and reliable. This supports business growth and meets demand for proven, high-quality genetics.

THE SITUATION ANALYSIS

Issues

High Cost of Embryo and AI Programs.
Fink Beef Genetics relies heavily on **artificial insemination (AI) and embryo transfer** to produce high-quality genetics. These technologies are expensive and labor-intensive, which can **limit production numbers** and **increase operational costs.**

Competition in Angus and Charolais Markets.
While Fink's focus is on balanced genetics, the market for **Angus and Charolais bulls is highly competitive.** Differentiation through fertility, structure and functional traits is critical to **maintaining customer loyalty.**

Emerging or Underdeveloped Markets.
Although Fink sells bulls in many states, including **Florida, Texas, Nebraska, Missouri, and Pennsylvania,** some regions may still be underdeveloped. Expanding into these areas **requires additional marketing, education, and relationship-building with new buyers.**

SWOT

Strengths

Strong customer relationships and service.
Fink Beef Genetics has a strong commitment to **customer service** and **relationship-building** through its guarantee on bulls and open, honest communication with customers. These relationships are essential in the cattle industry, where trust heavily influences buying decisions. By directly communicating with buyers and **prioritizing long-term relationships**, the operation fosters customer loyalty and repeat business. Additionally, Fink engages in **outreach through K-State students** and agricultural organizations by hosting events at their operations. Their relationship-driven approach enhances **word-of-mouth referrals** and reinforces the operation's reputation.

Risk-reducing bull guarantee program.
The company's bull guarantee program provides customers with **added confidence** when investing in genetics. Their program stands behind the quality and functionality of their cattle, typically covering **performance during the first breeding season** and providing support when a bull is unable to fulfill its intended purpose. By offering a guarantee, Fink not only supports customer success but also **positions itself as a dependable operation in a competitive market.**

Advanced genetic and reproductive technologies.
Fink utilizes advanced reproductive technologies such as **artificial insemination (AI) and embryo transfer.** These technologies enable greater consistency and improved genetic quality, providing customers with access to high-performing cattle. This differentiates Fink Genetics from traditional operations and strengthens its **competitive advantage in the market.**

SWOT

Weaknesses

Out-of-date website and limited functionality.
The current website could be improved in both **functionality and style**. It lacks strong visual engagement and looks cluttered and dated. In order to access information, user must click through multiple pages to find specific content. In today's digital landscape, a less effective website can **limit first impressions and hinder the ability to attract potential customers.**

Underutilization of copperhead bull branding.
Copperhead bulls are not a common breeding make-up for most operations, this means that Fink has an opportunity to **present unique genetics with special branding.** However, they are not being fully leveraged in marketing and promotional efforts. This **limits differentiation** from Fink compared to competitors.

Gaps in regional outreach and communication.
Fink has **limited communication** and outreach efforts in certain geographic regions, which restricts its ability to expand its current customer base. Visibility across regions may **lead to missed opportunities** to connect to new customers.

SWOT

Opportunities

Expansion of copperhead genetic branding.
There is strong potential to expand the branding and promotion of copperhead bulls as a defining feature of Fink Beef Genetics. Increasing branding around their copperhead bulls would **position this genetic line as unique and valuable.** This would strengthen Fink's competitive advantage and **increase recognition and demand.**

Promotion of age-guaranteed 2-year-old bulls.
The availability of age-guaranteed, 2-year-old bulls presents an opportunity to appeal to commercial producers seeking **reliability and immediate usability.** Directing marketing efforts toward selling older bulls can reduce buyer hesitation and **highlight the practical benefits** of purchasing from Fink Beef Genetics.

Growth through digital marketing and national reach.
Currently, Fink could expand its reach **beyond its existing regions** by improving its digital marketing and **online presence**. Strengthening communication through the website can increase **visibility and reach** people across the U.S. This expansion would support long-term growth.

SWOT

Threats

Increased competition using similar genetics.
Even though Fink Beef Genetics coined the term “copperhead bulls,” some competitors have started to **adopt and promote similar genetic lines.** If other operations decided to use this term, it would reduce market differentiation for Fink. Since Fink has not strongly branded copperhead bulls as their own term and genetic line-up, other operations could capture attention by **offering comparable genetics** without crediting the originator of this term.

Economic pressures on agricultural producers.
Economic challenges within the agriculture industry, such as **rising input costs and fluctuating cattle price**s, impacts producer’s willingness to invest in genetics. During periods of financial uncertainty, buyers may not purchase **bulls at the same rate** and may look for cheaper ways to breed their cattle. This external factor greatly influences demand for Fink’s bulls.

Misunderstanding of genetic technologies.
Misconceptions or a **lack of understanding** surrounding artificial insemination and embryo transfer may create **hesitation among more-traditional producers.** Without clear communication about how Fink uses these methods in its operations, these misunderstandings could influence a buyer's decision to purchase bulls from Fink. **Addressing this through education and transparency** will be important for maintaining credibility.

TARGET AUDIENCES



Primary Audiences

Commercial cow-calf producers are a primary audience because they **represent the largest group of direct buyers** and drive consistent sales. While the average beef cow herd is about 47 head, operations with 100 or more beef cows make up only 10.5% of all beef operations but **hold 60.5% of the beef cow inventory**, showing that a relatively small share of larger producers manages a substantial portion of the nation's beef cows (Knight, 2025). These producers are raising calves for market and use mainly live cover breeding for their cows and heifers. **They prioritize reliability, fertility, and herd performance.** They usually seek out low-risk, high-quality bulls that will improve their productivity and profitability.

Seedstock producers and registered breeders are a primary audience due to **their demand for high-quality genetics** and their influence within the industry. Although they represent a smaller portion of total operations, their impact is significant. According to USDA APHIS data, 5.9% of operations raised seedstock cattle only, while an additional 16.9% raised both commercial and seedstock cattle, **meaning nearly one-fourth of operations are involved in seedstock production** in some capacity (Beef 2017 Beef Cow-Calf Management Practices in The United States, 2020). They focus on improving their own herds and supplying genetics to others. They serve as both buyers and influencers in the beef industry and are important to Fink Beef Genetics.

TARGET AUDIENCES

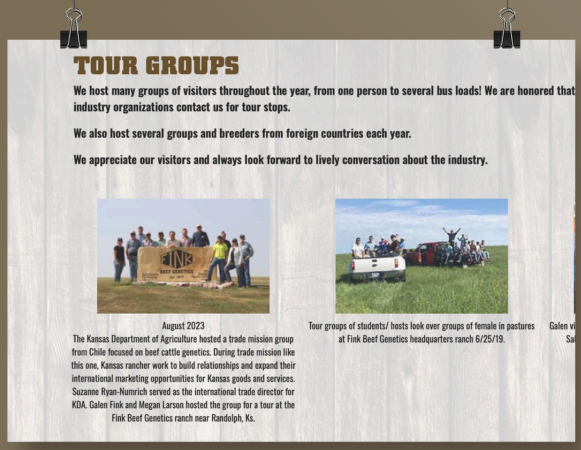


Secondary Audiences

Fink Beef Genetics has two key secondary audiences. The first includes **young producers and agricultural students** such as those at Kansas State University who represent the next generation of cattle producers. In 2025, there were 3,450 students total enrolled in agriculture and veterinary medicine-related majors at K-State (Student Enrollment by College Fall Semester, n.d.). **Through events and outreach**, the company is building relationships that support long-term brand awareness and loyalty.

The second group consists of **first-generation producers** who are newer to the cattle industry and may need more education and guidance when selecting genetics. **Over 1 million of the 3.4 million farmers in the U.S.** are considered beginner farmers and have 10 years or less of experience when entering the occupation (USDA, 2022). By providing clear information, support, and accessible resources, Fink can build trust and position itself as a reliable partner early in their operations.

TARGET AUDIENCES



Tertiary Audiences

Agricultural influencers and industry networks are a tertiary audience for Fink Beef Genetics because they influence other producers' purchasing decisions rather than being primary buyers, which means they indirectly impact Fink. These individuals and organizations play a key role in shaping producer perceptions by providing recommendations, sharing knowledge, and guiding decision-making within the beef industry. While they may not consistently purchase bulls directly from Fink, their **credibility and relationships** with producers make them valuable for building awareness and trust.

While not direct customers, the public plays a key role in shaping broader perceptions of agricultural practices. **Less than 25%** of consumers say they know about how cattle are raised (Beef Research, 2026). Misunderstandings or misconceptions about technologies such as artificial insemination (AI) and embryo transfer can affect trust in the industry. While over 90% of consumers have a positive perception of beef, there are **still 33% that still raise** concerns for animal welfare (Beef Research, 2026). Therefore, clear, transparent, and accessible communication with this audience is essential to foster informed opinions and build confidence in modern agricultural methods.

COMMUNICATION GOALS

GOAL 1

Enhance Customer Awareness and Trust

Effectively communicate Fink Beef Genetics' bull guarantees, breeding options and fertility programs to commercial and seedstock producers. Emphasize how these services, provide benefits, and build long-term confidence in purchasing decisions.

GOAL 2

Expand awareness of Copperhead Genetics and 2-year-old bulls on social platforms

Increase awareness among commercial and seedstock producers about Fink Beef Genetics' copperhead bull and the availability of fully mature, 2-year-old bulls that are ready to breed. Highlight the unique Copperhead traits, proven fertility and reliability to show how these bulls deliver immediate value and performance in herds.

GOAL 3

Strengthen Digital Presence to Promote Herd Growth

Enhance awareness of Fink Beef Genetics, expanding herd and high-quality, functional bulls while improving digital communication efforts. Update websites for accessibility and user-friendliness and increase engagement on social media platforms. This allows current and potential customers to access information, interact with the brand, and make informed purchasing decisions. Supporting business growth, showcasing more bulls, and building stronger connections with audiences across all regions.

GOAL 1

Enhance Customer Awareness and Trust

Objective: The objective of this goal is to **increase customer awareness** of Fink Beef Genetics' bull guarantees, breeding options, and fertility programs by 30% within 12 months, as measured by increased website engagement (page views and time on page), video performance, and customer inquiries. Post-sale surveys will assess confidence, **with at least 80% of buyers reporting a clear understanding** and fewer clarification questions, indicating improved awareness, trust, and stronger customer relationships.

Strategies: Simplify and clearly communicate **guarantees and program benefits** while positioning the operation as transparent, reliable, and customer-focused. Use educational content to help customers better understand how programs work and the value they provide.

Tactic: Develop **easy-to-understand website pages**, short educational videos, and graphics that explain guarantees, breeding options, and risk reduction. Share testimonials, **provide FAQs and comparison guides**, and offer direct consultations through phone, email, and social platforms to support customer decision-making.

Implementation:

- Redesign website to include separate pages for:
  - Bull guarantees
  - Breeding options
  - Fertility programs
- Create 5-7 short videos explaining guarantees and programs
- Post educational content on Facebook 1-2 times per week
- Add clear contact buttons on website for contact

GOAL 1

Evaluation: To determine whether customers are aware of bull guarantees, breeding options and fertility programs, Fink Beef Genetics will measure engagement with educational content, digital interaction and direct customer feedback.

Website analytics will be used to assess awareness of bull guarantees, breeding options and fertility programs. Success will be indicated by a **30% increase in page views and average time spent** on bull guarantees, breeding options and fertility programs pages. Additionally, **clicks on contact buttons are expected to increase by at least 20%**, demonstrating stronger interest and intent to learn more.

Content performance metrics will evaluate the effectiveness of educational content. Video views, completion rates and social media engagement (likes, comments, shares) will be tracked with a **target of 25% overall increase in engagement**.

Customer engagement and inquiries will serve as key indicators as an increase in phone calls, emails and consultations will demonstrate growth in awareness and interest. At the same time, **a reduction in repeated or clarification questions** will suggest an improved understanding of programs. **Post-sale surveys** will measure customer confidence and comprehension. Success will be achieved if at least **75% of buyers report a clear understanding** of guarantees, breeding options and fertility programs, combined with increased confidence in their purchase.

GOAL 2

Expand Awareness of Copperhead Genetics and 2-Year-Old Bulls

Objectives: Increase awareness of Copperhead Genetics bulls and fully **mature 2-year-old bulls** among commercial and seedstock producers. Highlight their proven fertility, reliability, and immediate breeding readiness to demonstrate strong value and performance in real-world herds.

Strategies: Focus on showcasing **the proven performance and unique traits of Copperhead bulls** while emphasizing the advantages of 2-year-old bulls that are ready to breed. Use clear performance data, real-world examples, and educational content to differentiate them from competitors.

Tactics: Feature Copperhead bulls across the website, sale materials, and social media platforms using photos, videos, and performance-focused content. Incorporate data-driven posts, ranch-based visuals, and bull showcases or previews to allow producers to evaluate their value firsthand.

Implementation:

- Add a dedicated webpage for Copperhead and 2-year-old bulls
- Post Facebook bull spotlights 1-2 times per week:
  - Include photo/video + performance data
- Write captions explaining why 2-year-old bulls reduce risk
- Post 3-5 customer testimonials showing herd results per month
- Share ranch photos/videos showing bulls in real conditions
- Promote all sales and previews on Facebook and website

GOAL 2

Evaluation: Progress toward expanding awareness of Copperhead Genetics and 2-year-old bulls will be evaluated through digital analytics, customer engagement and sales-related indicators. These metrics will measure how effectively Fink Beef Genetics is increasing visibility, interest and awareness of these offerings among producers.

Social media performance, specifically Facebook, will serve as a primary indicator of awareness. Key metrics will include reach and impressions of bull spotlight posts, as well as engagement rates (likes, comments, shares). Fink Beef Genetics will aim for a **30% increase in reach and impressions** and a **25% increase in overall engagement** on bull-related posts within 12 months. Video performance will be tracked with a goal of a **25% increase in video views and completion rates** on bull showcase content.

Website analytics will measure traffic to the dedicated webpages. Success will be indicated by a **30% increase in page visits** and a **20% increase in click-through rates from social media to the website**.

Customer interest will be evaluated by tracking the number of inquiries specifically related to Copperhead genetics and 2-year-old bulls, as well as mentions of these offerings during phone consultations or direct communication.

A **25% increase in targeted inquiries and consultation mentions** will indicate growing awareness and consideration among potential buyers.

Sales indicators will provide a direct measure of impact. This will track the number and percentage of 2-year-old bulls sold, with a goal of a **15-20% increase in 2-year-old bulls sold annually**.

GOAL 3

Strengthen Digital Presence to Promote Herd Growth

Objectives: Enhance digital platforms to improve accessibility, engagement, and brand awareness for both current and potential customers, **achieving a 25%** overall increase in digital performance **within 12 months.**

Strategies: Modernize digital platforms to **improve user experience** while maintaining consistent, high-quality content across all platforms.

Tactics: Redesign the website for mobile use and easy navigation, and **maintain consistent social media activity including photos, videos, and behind-the-scenes content.** Use targeted advertising, email newsletters, and clear calls-to-action to increase reach and guide customer engagement.

Implementation:

- Redesign website
  - Mobile usability
  - Navigation
- Add calls-to-action on every page (contact, view bulls)
- Post on Facebook 2-3 times per week:
  - Educational posts
  - Bull features
  - Behind-the-scenes content
- Run targeted Facebook ads in new geographic areas
- Link all Facebook posts back to the website
- Keep contact info visible and consistent across all platforms

GOAL 3

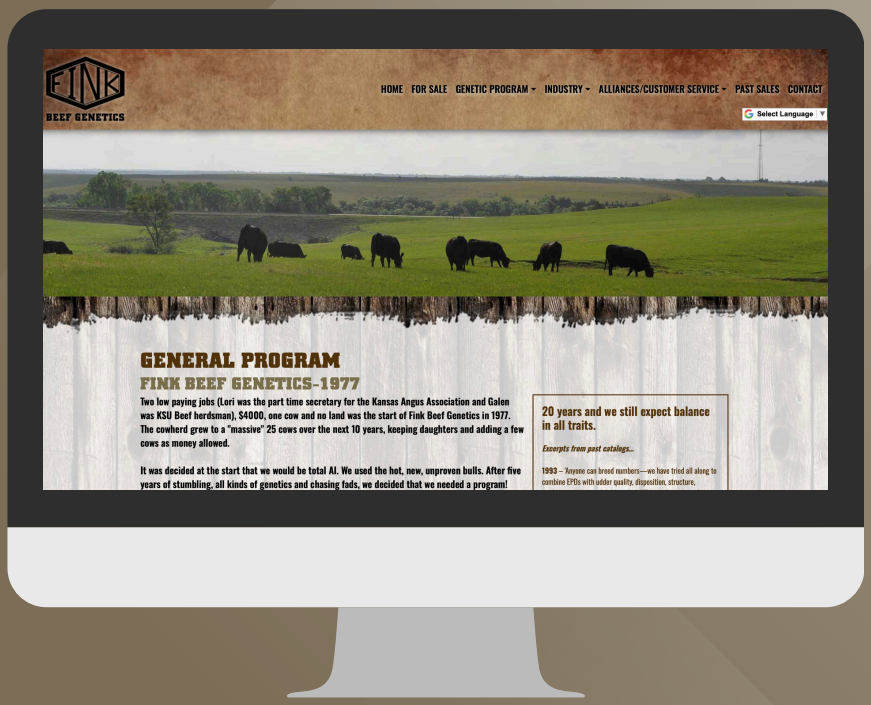
Evaluation: Strengthening Fink Beef Genetics' digital performance will be evaluated through website performance, social media growth, advertising effectiveness and geographic reach. Metrics will measure improvements in accessibility, engagement and overall brand visibility among current and potential customers.

Website performance will serve as a primary indicator of improved usability and accessibility following a redesign. Key metrics will involve total monthly website traffic, bounce rate, time spent on site and mobile usage. **Success will be indicated by a 25% increase in monthly website traffic and a 20% increase in average time spent on site.**

Social media growth, particularly on Facebook, will measure the audience expansion and engagement. Fink Beef Genetics will aim for a **25-30% increase in followers** over 12 months, combined with a **30% increase in overall engagement rate** (likes, comments, shares). Consistency will be evaluated with a goal of maintaining **2-3 posts per week**, to ensure a steady presence and ongoing interaction with target audience.

Advertising performance will assess the effectiveness of targeted Facebook ads in reaching new audiences. Key metrics will include reach, impressions, click-through rates (CTR) and cost per click (CPC). Success will be defined by a **30% increase in ad reach and impressions, a CTR of at least 4-5% and maintaining a CPC within an efficient and sustainable range,** to indicate that ads are effectively driving traffic to the website.

Geographic reach will evaluate expansion into new or underdeveloped markets. This will be measured by tracking website visitors, inquiries and engagement from new regions, a **25% increase in traffic and inquiries from targeted geographic areas** will indicate successful expansion efforts. Additionally, any increase in sales or interest from these regions will demonstrate progress toward broader market growth.



SUGGESTED MESSAGES

1. "Fink Beef Genetics builds trust and confidence through transparent bull guarantees and breeding options."

2. "Our Copperhead Genetics and 2-year-old bulls offer proven performance, fertility, and immediate usability, helping producers achieve strong herd results from day one."

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3. "Through enhanced digital platforms and consistent, engaging content, Fink Beef Genetics makes it easy for customers to explore offerings, connect with the company, and make informed purchasing decisions."

4. "From education to performance and accessibility, Fink Beef Genetics is committed to supporting long-term herd growth and building lasting relationships with producers."

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