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# **RAAA Affiliate Update**

by Clint Berry, RAAA Communications/Member Services Director

## **Southeast Red Angus Association**

On March 28th - 29th, the Southeast Red Angus Association (SERAA) held their annual meeting and sponsored the annual Grasstime Auction in Cullman, Ala. This event continually ranks as one of the best spring female consignment sales year in and year out. The Grasstime Auction has a history of offering some of the highest quality cattle raised in the south and southeastern states. This year was no exception as an extremely stout offering was available to buyers including open heifers, bred heifers, cow/calf pairs and a handful of breeding bulls. My compliments go out to the breeders for consigning such a powerful set of cattle to the sale this year. The greatest compliment came from the large number of buyers in attendance as well as the strong sale average that the consignors received.

This event is kicked off yearly with a wonderful banquet held at the Allsteak Restaurant in Cullman. The SERAA gathers there every year to mingle with potential buyers, fellow breeders and friends. The business meeting is conducted following the meal as well as an auction to sell the donated semen as a means of fundraising for the group. The largest crowd ever was on hand and showed their support by generously bidding. A special thanks goes out to all who donated semen and other items, and a big thanks to the buyers and bidders. The SERAA will be hosting the Junior Red Angus (JRA) annual Round - Up in Tennessee this summer and the funds raised will certainly go to a good cause.

Another exciting part of the evening was delivered by Lemmy Wilson of the Hodges Livestock Network of Newport, Tenn. Hodges Livestock Network, formerly known as Wilson Livestock Network, is a video livestock marketing company that markets cattle in that region. Mr. Wilson announced that a new opportunity for commercial

customers using Red Angus bulls in the South and Southeastern portions of the country was now available. Two of the video sales coming this summer, June 5th and August 7th, will have a special Red Angus section. The calves selling on June 5th will be delivered in June and July, while the calves selling on August 7th will be delivered in August and September. The requirements for calves selling will be a minimum lot size of 50 head, however, the calves can be co-mingled, and all calves in any given lot must have the same health and handling procedures. This gives commercial cow/calf producers the opportunity to receive premiums for their superior cattle without the cost of trucking them halfway across the country. Producers are encouraged to enroll their calves in the Red Angus Feeder Calf Certification Program (FCCP) to help realize the highest premiums available. The FCCP is a USDA genetic, source and age verified Process Verified Program (PVP) that allows tagged cattle to qualify for additional "Angus based" product lines and increased export opportunities. Producers should contact Hodges Livestock Network at (800) 654 - 6181 or [www.hodgelivestocknetwork.com](http://www.hodgelivestocknetwork.com) for details. Communicating with your seedstock producer is highly recommended, especially if the number of calves to be marketed requires cooperation from other producers to achieve the minimum head counts. To enroll your calves in the FCCP, simply call the Red Angus Association of America (RAAA) at (940) 387 - 3502.

Special thanks to Lemmy Wilson for this opportunity and to Raymond Prescott for his work in providing another venue for Red Angus genetics' customers to realize additional value for their calves. A huge thank you goes to Gwyn Atkinson and the rest of the SERAA for the invitation to share in their banquet and sale.

## RAAA Affiliate Update

### Montana Red Angus Association

March 2nd saw the Montana Red Angus Association (MTRAA) holding their annual meeting in conjunction with the historic Midland Bull Test Sale on March 3rd. The MTRAA held an officer meeting in the morning and a general membership meeting that afternoon. A hot topic was the upcoming National Red Angus JR and Open Show to be held October 11th - 15th at the Northern International Livestock Exhibition (NILE) in Billings, Mont. This will actually be the second National Red Angus Show in the calendar year of 2008; however, it falls in the show season of '08 - '09 vs. Ft. Worth falling in the show season of '07 - '08. A tentative schedule for the National Show is as follows: 10/11- cattle arrive and exhibitors meeting that evening, 10/12- cattle processing in the morning, 10/14- JR Show starting at 8:30 am followed immediately by the Open Show and 10/15- Pen Show in the morning and the prestigious NILE Sale at 2:00 pm. The MTRAA is excited to be hosting the National Show and the NILE has gone out of its way to welcome Red Angus exhibitors. Both groups are anticipating this will be the largest Red Angus show in the NILE's history. Several members of the MTRAA's junior program will be participating in a flag ceremony and singing of the national anthem.

MTRAA is planning its annual field day to be held in the Western part of the state on August 30 - 31, 2008. The headquarters will be the Heritage Inn at Great Falls, Mont., and a bus will be provided to transport attendees to and from the scheduled events. On August 30th the tour will head to Ft. Benton to visit the Agriculture Museum and view cattle on display by Fritz Red Angus, Lazy T3 Red Angus and Diekhans Ranch. The tour will then head to Chinook, Mont., to visit the Bear Paw Battle Field and view cattle displayed by Bowles J5 Red Angus. The second day will start with breakfast at Double Tree Red Angus and a tour of the Charlie Russell Museum. Then a visit to Sun River Red Angus at Ft. Shaw, Mont., with a late lunch at Sterling Livestock and Feedlot in Vaughn, Mont., where Shoco Red Angus will

have cattle on display.

MTRAA has been exploring ways to increase marketing avenues for their commercial customers. Plans are in the works to sponsor a "Red Week" at the sale barns throughout the state that have hosted or would like to host a Red Angus influenced feeder calf sale. The plans include organizing the barns to host their sales in a given week with promotions sponsored by both the MTRAA and the RAAA. This would allow larger numbers of Red Angus feeder calves to be marketed in a short time frame, easing the travel burdens and expenses of potential buyers. Contact the MTRAA for details on how to become involved and watch for dates in the ARA.

It was also announced that two special Red Angus feeder calf sections will be featured in late summer video auctions. Northern Livestock Video will host a special Red Angus section in its August 25th Early Fall Preview Sale and Superior Livestock Auction will have a Red Angus section in its Big Horn Classic on August 19th - 22nd. These two opportunities will give additional exposure to superior Red Angus feeder cattle and more choices for Red Angus customers to receive premiums for the calves. Producers are once again urged to enroll their calves in the Red Angus FCCP to help ensure that the highest value possible can be obtained. FCCP tagged Red Angus feeder calves brought an average of \$20 - \$25 in additional premiums per head vs. non-tagged Red Angus feeders in the video and FCCP sales held last fall and early this spring. Contact the MTRAA, Northern or Superior for information on the upcoming sales.

I'd like to thank Ron Fischer and the MTRAA for having me at their annual meeting and a big thanks to Bruce Ketchum for his work on arranging the Red Angus sections in the upcoming video sales.

**If your Affiliate Association is planning an event or has news to report, please contact me, [clint@redangus.org](mailto:clint@redangus.org) to keep the National Office and the membership informed. ■**