

Video Sales Update

by Clint Berry, RAAA Communications/Member Services Director

You have read several times in previous marketing articles about the success that commercial cattlemen are having selling their Red Angus calves through various video and live auction sales across the country.

In an effort to increase the marketing opportunities available to customers of Red Angus genetics, the RAAA has negotiated special Red Angus sections in recent video sales. These special sections draw added attention to the quality Red Angus calves selling that day. By grouping the Red Angus feeders, potential buyers can easily see the consistency and volume of the offering; providing more recognition from the buyers, and returning greater profits to the sellers.

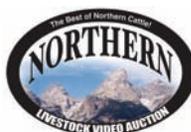
First up on August 20th was Superior Livestock Auction's Big Horn Classic broadcast from



Sheridan, Wyo. Nearly 100 lots of feeder calves and 1400 head of Pro-Cow replacement females sold in this special Red Angus section. 65% of the feeder cattle sold were Age/Source Verified and better than two-thirds of them were carrying the Red Angus FCCP "yellow tag". The latest data analyzed by Cattle Fax indicates a \$3.50/cwt increase in the average value received for Age/Source Verified cattle selling on the videos.

That's an additional \$15 - \$20 per head for investing in the \$0.99 visual FCCP yellow tag. The buyers continued to voice their demand for Red Angus feeders in Sheridan as the calves sold strong and steady throughout the sale. Several lots topped the sale including Lerwick Livestock, Inc. of Scottsbluff, Neb., who sold 100 head of FCCP tagged steers weighing 500 lbs for \$140/cwt. Carl Cluck of Texhoma, Okla., sold 104 FCCP tagged steers weighing 480 lbs for \$139/cwt. Cluck also topped the heifer market by selling 110 head weighing 460 lbs for \$145/cwt. All of the Cluck cattle were tagged with the FCCP "yellow tag", helping deliver the most return for the seller and continuing the marketing options for the buyer. Over 950 Pro-Cow bred heifers sold averaging over \$1135/head and nearly 400 of young bred cows averaged over \$1,400/head. Some of these Pro-Cows were the dams of several sale topping feeder calf lots. The prices paid reflect the confidence the buyers have in the superior value of Red Angus females and their ability to return a profit back to their owners.

On August 26th, Northern Livestock Video Auction broadcast their Early Fall Preview from Billings, Mont. Over 30 lots of feeder calves were offered in this special Red



Angus section. Three-quarters of the Age/Source Verified cattle were carrying the FCCP "yellow tag" and once again returned increased premiums to the sellers including several weight classes receiving better than \$10/cwt. Some of the sale toppers included the Luger Ranch of McLaughlin, S.D., which sold 80 FCCP tagged steers weighing 580 lbs. For \$120.50/cwt while their FCCP tagged heifer mates weighing 550 lbs brought \$118/cwt. Longtime Red Angus customer the Fitzhugh Ranch of Douglas, Wyo., sold 164 head of FCCP tagged steers weighing 670 lbs for \$122/cwt. Their heifer mates carrying the "yellow tag" weighing 620 lbs. sold for the same \$122/cwt. On a day when the market seemed to be a little soft, the buyers responded positively when the Red Angus began selling.

These special Red Angus sections were a win-win-win situation for seller, buyer and the Video Auction companies as well. They provided additional dollars back to the sellers, consistency and volume in a timely manner for the buyer and additional added value for the video companies' customers. With positive feedback from all parties involved, we are expecting to have more of these special sections in upcoming Red Angus video sales.

For more information: clint@redangus.org or (417) 844 - 1009.

See y'all in the pasture! ■

Correction

Editors note: This Lot of cattle was incorrectly reported as a GridMaster winner. We apologize for any confusion this may have caused.

| Producers & Owners | | Harvest Date | Grid | Plant | Lot | Hd | % Choice | % Prem. Product | % YG 1s & 2s | % YG 4s & 5s | Grid Score |
|--|--|--------------|---------------|-------|------|----|----------|-----------------|--------------|--------------|------------|
| Mel Hummel - Winnemucca, NV | | 12/3/2007 | Meyer Natural | GOP | 1402 | 46 | 91.35 | 11.35 | 20.24 | 18.28 | 111.57 |
| Feedlot Weiborg Feeding Co. - Pender, NE | | | | | | | | | | | |

Note: Meyer Natural Angus grid premium include a \$5 per head FCCP tag reimbursement plus "Natural" premium of \$13.50 per cwt. Dressed

Plant Legend: FM=Fort Morgan SCH= Schyer, NE DC= Dodge City, KS GOP= Greater Omaha Packing, NE

These two Lots of cattle were inadvertently left off the GridMaster Winner chart. We apologize for the error.

| Producers & Owners | | Harvest Date | Grid | Plant | Lot | Hd | % Choice | % Prem. Product | % YG 1s & 2s | % YG 4s & 5s | Grid Score |
|--|--|--------------|---------------|-------|------|----|----------|-----------------|--------------|--------------|------------|
| Leon Tuttle - Grove, KS | | 6/13/2008 | Angus America | FM | 1315 | 37 | 97.3 | 90.54 | 24.33 | 5.41 | 123.96 |
| Feedlot Century Feeders - Goodland, KS | | | | | | | | | | | |
| Leon Tuttle - Grove, KS | | 6/27/2008 | Angus America | FM | 2719 | 32 | 90.63 | 71.88 | 43.75 | 3.13 | 123.91 |
| Feedlot Century Feeders - Goodland, KS | | | | | | | | | | | |

Note: Meyer Natural Angus grid premium include a \$5 per head FCCP tag reimbursement plus "Natural" premium of \$13.50 per cwt. Dressed

Plant Legend: FM=Fort Morgan SCH= Schyer, NE DC= Dodge City, KS GOP= Greater Omaha Packing, NE