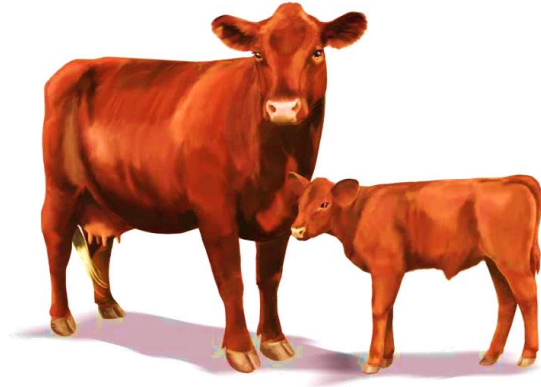




Special "Focus on Red" Feeder Cattle Sales

Purpose?: To promote beef feeder cattle of similar genetic, structural, and quality traits to potential buyers looking to purchase cattle of those defined traits. With the ability to offer a volume of cattle with similar traits it gives the greatest chance to attract buyers looking for those specific traits, ultimately giving the producer the greatest chance to obtain a premium above current market value. Competition in the market place itself, by a large volume of buyers in a location is what drives the most competitive sales; giving producers the greatest chance to maximize income from the calves marketed.



How does it work?: Beef producers with any number of red hided cattle from the included breeds and willing to participate in the approved health protocols are eligible to participate. By having the ability to gain larger total sale volumes it is a driving force to attract and gain buyer support on not only a local level but also on a national level. All cattle are sold solely in the owner's name, with no co-mingled lots! By having cattle of similar traits and working with the national breed associations we are able to market cattle locally but to a national audience.

When?: First Week of November

Where?: Equity - Altoona (Friday November 4th - 12:00 -Noon)

Equity - Monroe (Friday November 4th - 10:30 AM)

Equity-Stratford (Wednesday November 2nd - 12:00- NOON)

Contact information:

<i>Program Coordinator - Perry Wolff</i>	<i>(Stratford)----- 715-966-4850</i>
<i>Altoona - Jim Lindsay ----- 608-963-3324</i>	<i>Altoona Sale Barn 715-835-3104</i>
<i>Monroe - Kevin Schultz ---- 608-328-8344</i>	<i>Monroe Sale Barn 608-328-8344</i>
<i>Stratford - Logan Edenfield ----- 608-477-0154</i>	<i>Stratford Sale Barn 715-687-4101</i>