

Dear Red Angus Enthusiasts,

I hope that this letter finds everyone enjoying the Christmas season, and making all those great “New Year’s Resolutions”. 2009 certainly proved interesting in the cattle business, but we have so much to be thankful for. Much of the Southeast has seen some relief from drought conditions, and hay, for the most part is plentiful. The Red Angus breed saw increases in memberships and cattle numbers this year which is something no other breed can boast in 2009. Much of this increase in popularity no doubt comes from the fact that Red Angus cattle are doing a lot of things right in the cattle industry. We want the 2010 Grasstime Sale to reflect that sentiment like never before. I encourage you to consign cattle that do things right! Bring some real “head turners” to Cullman this year. We are in need of top quality consignments from every individual producer. Good feet, good udder quality, good performance, good pedigrees, good dispositions, good health backgrounds, good body condition, and good eye appeal; all of these backed up by great consignors make great cattle that we can all be proud of. This year’s sale is on March 27<sup>th</sup>, 2010, so start spreading the word and making preparations to bring GREAT cattle to Cullman and get ready for a GREAT SALE. **Also, please keep in mind that we have a place at the end of this year’s sale offering for commercial Red Angus females that are at least 50% Red Angus and red or red and white in color pattern. These females can be bred to Red Angus sires or open heifers. Please make sure that your commercial bull customers take advantage of this opportunity to market their ProCow Red Angus cross females!**

Please go ahead and fill out the consignor application and return it as soon as possible so we can accurately represent the cattle in the sale ads. Keep in mind that the sale needs a good mix of spring and fall calving cows as well as bred and open heifers. We will screen the bulls as in years past so please get your bull consignments in as soon as possible. A list of the requirements that consignment cattle must meet is enclosed with the application. **This year, I would like to ask all consignors to consider having your animals tested for BVD-PI prior to the sale. You may wish to consult your veterinarian about this, but I believe this will be a positive step to add confidence in the quality and health of the cattle.** In addition to these requirements, the sale committee has put together a set of performance standards for cattle in the Grasstime Sale. These guidelines are listed below and represent the minimum level of performance that we would hope to see in cattle consigned to this sale.

	Individual Performance		EPD's			
	Adj. 205 day wt.	Adj. 365 day wt.	WW	YW	Milk	TM
Cows	500#		28	49	14	29
Bulls	625#	1100#	31	56	16	32
Heifers	525#		31	54	16	32

The performance figures listed above represent cattle in the top 55% of the breed and will be used by the sale committee and the sale manager to screen prospective consignments to the sale and to keep the sale from becoming too large, but if your cattle meet these standards and all other sale requirements, you can be assured

that we will reserve a spot for them in this year's sale. If you have cattle that you would like to sell at the Grasstime sale that are unable to meet one or more of the standards listed above, please consign the animals anyway, and they will be considered for the sale. If your cattle are not included in the sale offering, your entry fee will be returned. **All cattle should be Category 1A with no disqualifying hair color, skin pigment or scurs.** This year, we have decided to sell ten to twelve bulls, with preference given to bulls bred by the consignors. Each consignor may nominate as many bulls as they wish to, but we will attempt to select no more than one bull per consignor in order to allow more consignors the opportunity to participate in the bull portion of the sale. We will only be able to do this if all nominations are top quality. Please submit as much information as possible when nominating bulls! We are very excited about the upcoming sale, and I encourage you to carefully select your consignments and then return your application to Kyle as soon as possible (bull nomination deadline is January 31st). Now is the perfect time to begin making sure that the sale animals are in proper condition, bred to the right sire, have the proper vaccinations, etc.. You may also want to start taking some photos of your consignments for the catalog and other advertising opportunities. **We are on the lookout for a special photo to use in the sale ad campaign this year. Please send photos to me at [bullhill2@mindspring.com](mailto:bullhill2@mindspring.com), and if we use your photo, dinner is on us at this year's pre-sale banquet!**

Also, we are in need of a female for the Donation Heifer Raffle. If you would like to donate a heifer to this great fund raiser, please contact me as soon as possible. This donation is tax deductible. Thank you very much for helping to make the Grasstime Sale a showcase sale for Red Angus cattle from throughout the Southeast. I hope that each of you has a fantastic Christmas, and I'll see you in a couple of months.

Best wishes,

Raymond Prescott

Sale Committee Chairman

(864) 682-2828

[bullhill2@mindspring.com](mailto:bullhill2@mindspring.com)

December 21, 2009

Dear Red Angus Breeder,

It is that time of year again to begin organizing data for the 2010 SERAA Grasstime Auction catalog. As most of you know, this auction has become the showcase for the Red Angus breed in the southeast and is scheduled for Saturday, March 27<sup>th</sup> at the Cullman Stockyard in Cullman, Alabama. This is an excellent opportunity for every operation, big or small, to bring some of their best Red Angus genetics to town.

The format for 2010 will remain pretty much the same as in 2009 with the acceptance of commercial Red Angus females (50% blood content or higher) as well as your registered cows, heifers, embryo lots and a limited number of bulls. An Entry Form/Contract is enclosed and is due by January 31<sup>st</sup>. Bull entries can be submitted on the orange form with no fees until the final selections are made by me and the sale committee. Alabama Auctioneer Laws requires that I have a contract from **EACH** of you in order to sell your cattle at auction so **please complete, sign and return the Entry Form/Contract with your entries and entry fees.**

Cattle do not need to be halter broke but we certainly encourage you to send your best animals to the auction as they will represent your operation at home to all prospective buyers. We generally receive a lot of open heifer entries and encourage you to submit bred females (both fall and spring calvers) that are under six years of age for this auction. It is very important that you pregnancy check your bred animals prior to entry because once cataloged, you must substitute an animal or be responsible for the sale fees for any animals that do not show up to sell.

I am excited to be working with you again this year. If you call our office, our secretary Judi, will be able to assist you, or will let me know if you need my assistance.

If you need anything, please do not hesitate to email us or call our office at the above number or Kyle's cell phone at (641) 919-1077. We look forward to working with you in 2010!

Best Regards,

Kyle Gilchrist  
Sale Manager  
(641) 919-1077  
redcowseller@yahoo.com