

January 2, 2018

Dear Red Angus Breeder,

Happy New Year! I hope your Holidays were enjoyable and that you are ready for 2018. It is time to begin making entries for the SERAA Grasstime Auction. This year's auction will be Saturday April 7, 2018 at the Cullman Stockyard in Cullman, Alabama. Enclosed is an Entry Form/Auction Contract to be returned to our catalog typesetter at the address on the entry. This entry may also be accessed on our website at: [www.redcows.net](http://www.redcows.net)

It is very important that you make your sale entry selections immediately and begin getting your cattle in sale shape with additional feed, de-worming and lice and ringworm treatment if necessary. The better your cattle look now, the better they will look in the sale ring on April 7th. We highly encourage you to put a great deal of thought into your entries and encourage all cattle and embryo lots to be at or above breed EPD average. The auction is designed to be a showcase of the southeast and not an auction to sell what you don't want. Make sure that you are proud of the animals you consign and that they will represent your Red Angus program in a positive way.

The auction prices for registered Red Angus cattle in the fall of 2017 have been strong and while the commercial market has backed off from 2014 - 2016 levels, commercial Red Angus females continue to outsell all other breeds in many parts of the country. We will be selling commercial females after the registered cattle again this year and encourage you to solicit cattle consignments from some of your past bull customer's herds to join us in the 2018 SERAA Grasstime Auction.

Danny Osborn is our 2018 Grasstime Sale Chairman and you may contact him or myself with any questions you may have regarding this auction. Danny Osborn (256) 679-6307 / Kyle Gilchrist 641/919-1077. We will be sending more information about motels, health requirements, etc. with the consignor packets once we have received entries and begin building the catalog.

I hope you are excited about the 2018 Grasstime Auction and will consider consigning some of your top Red Angus cattle to this event. The quality of cattle consigned will directly affect the sale prices and interest that we get from buyers in this auction so please select your cattle with that in mind.

Thank you for your interest and let's all get geared up for a fantastic sale April 7th.

Best Regards,  
**Kyle Gilchrist**