

**Gilchrist Auction Company**  
**14075 120<sup>th</sup> Street**  
**Douds, IA 52551**

January 7, 2019

Dear Red Angus Breeder,

It is time to begin making entries for the SERAA Grasstime Auction. This year's auction will be Saturday April 6, 2019 at the Cullman Stockyard in Cullman, Alabama. Enclosed is an Entry Form/Auction Contract to be returned to Gilchrist Auction Company at the address on the entry. This entry may also be accessed on our website at: [www.redcows.net](http://www.redcows.net)

First, you must be a SERAA member to consign to this sale. Please contact Rhonda Deist at [swanecreek@tds.net](mailto:swanecreek@tds.net) or call at 931/625-2001 for any sale questions or to join the SERAA.

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 6th. 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 cull cattle. 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 2018 have been strong for top genetics 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 2019 SERAA Grasstime Auction.

Rhonda Deist is our 2019 Grasstime Sale Chairman and you may contact her or myself with any questions you may have regarding this auction. Rhonda Deist (931) 625-2001 / 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 2019 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 6th.

Animals will be screened at arrival. Animals that do not meet the following criteria will be disqualified and not allowed in the sale barn:

**2019 SERAA Grasstime Rules & Regulations**

1. Top 50% of breed for BW, WW, YW and Milk
2. WW no less than 500 lbs
3. Females over 2 yrs must be bred or have delivered at least 1 calf
4. No females over 10 yrs unless selling as a Donor
5. Body condition score of 5 or higher
6. Good feet (no hooks or overgrown toes)
7. Good udder structure

Only good quality photos will be used in the catalog.

The sales commission will not exceed 15% for registered cattle and 7% for commercial cattle.

**Rhonda Diest 2019 SERAA Grasstime Sale Committee Chairperson 931625-2001**

**Kyle Gilchrist Auction Co. Sale Manager Kyle 641/919-1077 or Lisa 515/669-9945**

Best Regards,  
**Kyle Gilchrist**

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