Gilchrist Auction Company
14075 120th Street
Douds, IA 52551

January 6, 2020

Dear Red Angus Breeder,

It is time to begin making entries for the SERAA Grasstime Auction. This year's auction will be Saturday April 4, 2020 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

First, you must be a SERAA member to consign to this sale. Please contact Rhonda Deist at swancreek@tds.net or call 931/625-2001 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 4th. 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. This 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.

Jimmy Whitley is our 2020 Grasstime Sale Chairman and you may contact him or myself with any questions you may have regarding this auction. Jimmy Whitley (205) 359-0154 / 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 2020 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.

There is also an exciting new aspect to the 2020 Grasstime catalog – advertising will be offered for both Red Angus breeders and commercial advertising – more details to come from the sale committee or contact sale chairman Jimmy Whitley for more details.

Thank you for your interest and let's all get geared up for a fantastic sale April 4th!

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

2020 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.
Jimmy Whitley 2020 SERAA Grasstime Sale Committee Chairperson 205/359-0154
Kyle Gilchrist Auction Co. Sale Manager Kyle 641/919-1077 or Lisa 515/669-9945

Best Regards,
Kyle Gilchrist