



Marketing Update



CERTIFIED RED ANGUS

ProCow

by Ron Bolze, Commercial Marketing Director and Greg Comstock, RAAA Marketing Programs Coordinator

Buy & Sell on Red Angus' "Cyber" Stockyard...

In September 2003, Red Angus Marketing Programs launched ProCow; a service designed to help commercial customers harvest the full value of superior maternal genetics contained within Red Angus replacement females. ProCow is now approaching its 4th birthday, and over 50,000 commercial females have been listed and sold through www.redangus.org. Around the same time that ProCow was born, Red Angus Resource provided a similar service for seedstock producers who were seeking a web presence to make the buying public aware of available Red Angus genetics. At the ripe old age of 4... both ProCow and Red Angus Resource have undergone a facelift.



But, beauty should be more than skin deep, and the new improved ProCow is a composite of enhanced function, improved staff efficiency, and user friendliness. ProCow is now contained within *Red Angus Stockyard*, a virtual market place which serves not only commercial females but allows for the buying and selling of Red Angus bulls, registered females and genetics (semen & embryos).

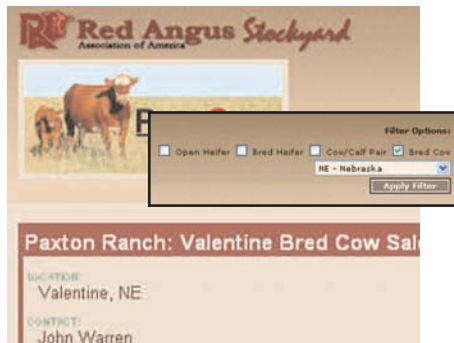
Find Just What You're Looking for...

One of the enhanced functions is the ability to filter listed cattle by: reproductive status and geographic proximity. For example, if a rancher is looking for commercial open heifers in Wyoming, they simply select ProCow at the Stockyard home page.



At the ProCow listings page, check the filter for "OPEN HEIFERS" and select "Wyoming" from the drop down menu.

The filter function works the same for registered females. Or, if a producer needs to find a Red Angus bull in Wisconsin, they select "BULLS" at the Stockyards home page, then select Wisconsin from the drop down menu. The "GENETICS" option allows filtering by either listed semen or embryos as well as by state.



Zero in on One Herd's Genetics...

Often seedstock producers may have multiple listings. Bulls, semen, embryos, open heifers, and cow/calf pairs could all be offered by one ranch. Red Angus Stockyard allows potential buyers to search all listings from one ranch with a click of their mouse.

Brandee Cattle

CONTACT: Jeremy Stapleton | EMAIL: jeremy@brandeecattle.com
 ADDRESS: Coldwater, KS 67025 | PHONE: 620-635-5790 | FAX: 620-635-5790

CURRENT
 42 yearling bulls Avg. EPD's of bulls: BW: -8 WW: 35 YW: 63 Milk: 19 CED: 7 ME: 2 REA: .11 MB: .09 95% out of Proven AI Sires Bulls listed

REGISTRATION	PRICE	DATE							
1113868	\$								
BIBB: BRANDEE CHEROKEE CANYON 6036									
BIRTHDATE: 2006-03-19									
CED	BW	WW	YW	MILK	TM	ME	HPG	CEM	STAY
7	-1.3	39	67	22	41	-0	8	-2	12
Acc	23	26	27	22	21		13	23	P

CURRENT

REGISTRATION	PRICE	DATE							
1113905	\$								
BIBB: BRANDEE CHEROKEE CANYON 688									
BIRTHDATE: 2006-03-05									
CED	BW	WW	YW	MILK	TM	ME	HPG	CEM	STAY
4	2.9	47	72	23	47	1	8	-5	10
Acc	23	25	27	22	21		13	23	P

CURRENT

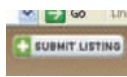
REGISTRATION	PRICE	DATE
1113978	\$	

Producers will find the process of selling via Stockyard a much more streamlined process when compared to either ProCow or Red Angus Resource.

Marketing Update

To list ProCow commercial females, registered seedstock or stored genetics:

1. Select the "Submit Listing" option from the Stockyard home page.
2. Enter ranch information. Highlighted fields contain mandatory information and must be completed before selecting "Next".



3. On the animal/genetic info page, select one of the categories from the drop down menu and click "Add New Item".
4. Enter animal/genetic description. Note when registration numbers are entered, the respective EPDs of animals, their sires, service sires, etc. are automatically calculated and presented with that producer's web listing.

5. Once the description of inventory for sale is completed, select "Save Item". Then select "Next" to preview and submit your listing. If all information meets with your approval select "Save and Close" to submit your listing.
6. Your listing has been emailed to Red Angus Marketing staff for review and should appear on the Red Angus Stockyard within 1 business day.

Submit multiple listings without duplicating information...

Previously, submitting multiple listings on either ProCow or Red Angus Resource required typing duplicate contact information, sale dates, etc. Red Angus Stockyard makes multiple submissions quicker and easier by storing all ranch contact information and allowing users to add additional listings to the same contact information.

For instance, perhaps you have entered the information for one load of ProCow bred heifers that are solid red, and you would like to list a set of similar ProCow bred heifers that are red baldys. Simply select, "Save + Add" when you are ready to submit that listing (step 5 above).

Or, you might have just submitted a listing for registered open heifers and would like to add another listing for bulls. To do so:

1. Click "Save Item" after you have completed the description of the open heifers.
2. You will be returned to the menu where you can opt to add a new item. Referencing the above example select "Registered Bull" then select, "Add New Item".
3. You will be taken to the page where you can describe the bull you wish to sell.
4. If this bull is a lot in an auction you can also list his lot number.
5. This process works the same for all registered Red Angus listings.

Red Angus Stockyard allows you to list multiple registered animals.

If a producer wished to list several registered bred heifers, at the Animal/Genetic Info page, they would:

1. Select "Registered Bull" and click "Add New Item".
2. Use the "Bulk Add" option, by listing the registration numbers of all animals you wish to add.
3. Click the "Bulk Add".
4. Complete the Lot number, price and comment field for each animal you added.
5. Select "Save Item" to add another class of cattle.
6. Or, Select the Preview and Submit Tab to complete your listing.

Listings will remain active for 60 days, after that they will be automatically eliminated. If the producer sees that their cattle are no longer listed, they can call or email (stockyard@redangus.org) and request the listing be continued.

Of course buying or selling through Red Angus Stockyard remains a FREE Service, and is available to both Red Angus seedstock producers and commercial operations. Recent droughts have left many producers needing to reduce stocking rates well into the season. Likewise, as land is healed by abundant rainfall, we've seen ProCow come to the aid of ranchers seeking to restock. Seedstock producers have come to utilize the genetics option to turn excess semen or embryos into capital.

Red Angus Marketing Programs is committed to continued improvement in its service to our members and their commercial customers. ProCow and Red Angus Stockyard are truly "Nothing Ventured - Nothing Gained" enterprises. Not only do they represent exceptional promotional value, they are now faster, more flexible and more user friendly than ever. So next time you need two loads of bred heifers, or a couple of calving ease bulls...don't drive the wheels off your truck...shop online - at Red Angus Stockyard. ■