



# Marketing Update



**CERTIFIED RED ANGUS**

**Pro-Cow**

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## The Ranchers' Guide...

### Information for the profit minded producer

Starting December 4, 2007, Red Angus will sponsor "The Ranchers' Guide" seminars...a series of informative web-based presentations that will be hosted by DV Auction. Barring holidays, "The Ranchers' Guide" series will occur on the first and third Tuesday of each month, and feature industry leaders who will share their experiences and expertise in a variety of topics - each of which has the potential to positively impact producers' bottom lines.

Viewers should find "The Ranchers' Guide" both educational and interactive. During presentations, viewers will have the opportunity to ask questions via e-mail, which will be answered in "real-time" during the presentation.

To watch "The Ranchers' Guide..." seminars, viewers will need to go to DV Auction's website at [dvauction.com](http://dvauction.com) and register for a user name and password at the login screen. This process is easy and FREE.



Once registered, viewers will be able to select "The Ranchers' Guide" from the daily events offered on DV Auction's home page.



On "off days" viewers can find the schedule for upcoming "Ranchers' Guide" episodes by simply clicking on the "Schedule" link on DV Auction home page.

### Event Schedule for November, 2007

Previous Month   Next Month	
All Events   Cattle   Equine   Goats   Sheep   Swine   Others	
November 01 to November 04	
Thursday, 11-01 at 08:30 AM ET	Bluegrass South Livestock Market
Thursday, 11-01 at 09:30 AM CT	Lamoni Livestock Auction
Thursday, 11-01 at 10:00 AM CT	Farmers & Ranchers Live
Thursday, 11-01 at 10:00 AM MT	Centennial Livestock Auc

Other topics that viewers can anticipate might include: "The Ranchers' Guide to Retained Ownership", "The Ranchers' Guide to Bull Selection", "The Ranchers' Guide to Age & Source Verification", "The Ranchers' Guide to Grid Marketing", "The Ranchers' Guide to Cowherd Reproduction"...just to name a few.

We invite you to spend an hour with us every other Tuesday night and take part in these interactive discussions of issues that influence ranchers' profit equations.

### Upcoming Ranchers' Guide Episodes will feature:

Tuesday, December 4th

#### The Ranchers' Guide to Profit.\*

Dr. Mark Enns from CSU and Larry Keenan will discuss genetic selection for lower maintenance energy requirement in the cowherd.

Tuesday, December 18th

#### The Ranchers' Guide to Natural\*

Blake Angell, head of Feeder Cattle Procurement for Meyer Natural Angus will educate producers on the do's and don't of supplying one of the fastest growing segments of beef demand.

Tuesday, January 8th

#### The Ranchers' Guide to EPDs

\* Industry experts will review the use of EPDs for more predictable selection decisions.

\* Note: the first Tuesday of January (1-1-08) will be skipped due to New Years Day.