

FALL 2021 & SPRING 2022 BULL SALE SEASONS

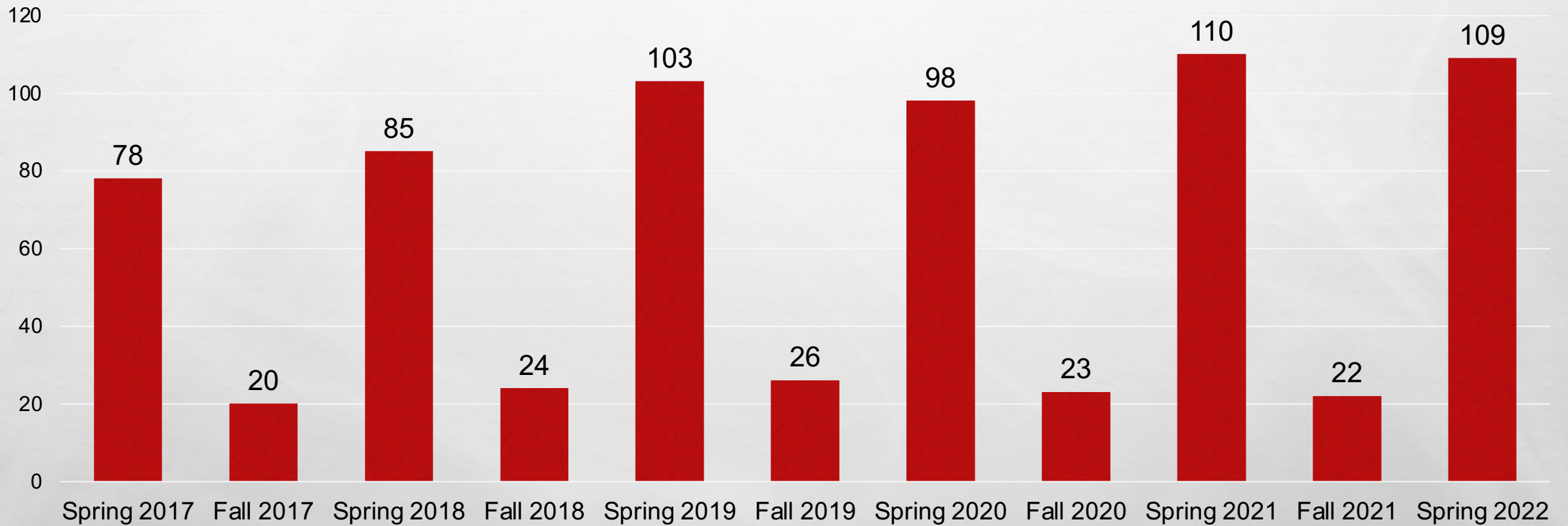
PRESENTED BY: RAAA COMMERCIAL MARKETING TEAM



RED ANGUS BULL SALE AVERAGES



NUMBER OF SALES ATTENDED BY STAFF



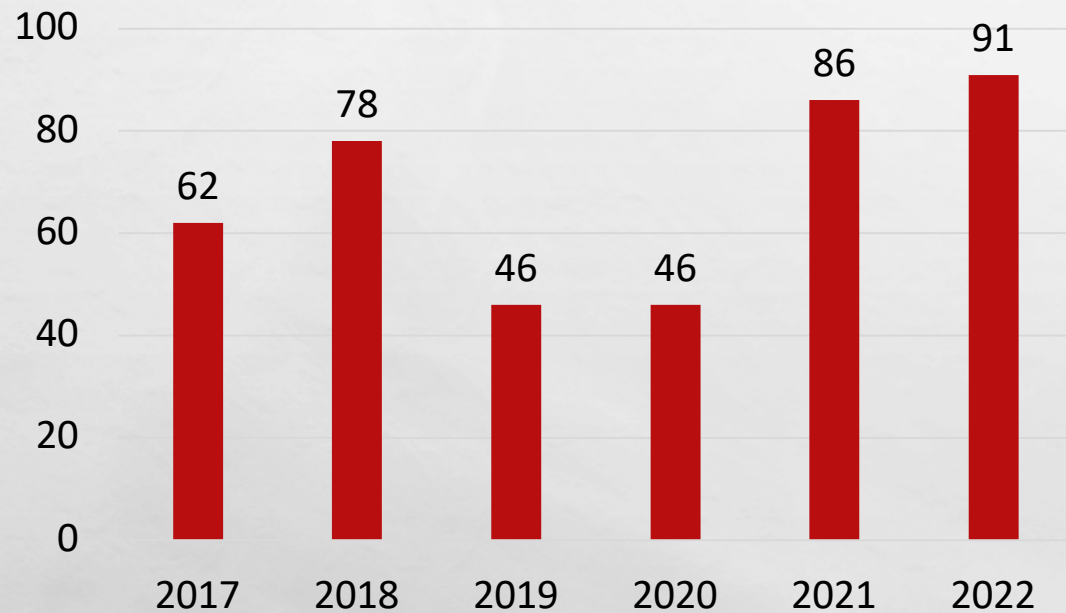
REACHING COMMERCIAL CUSTOMERS

SPRING 2022

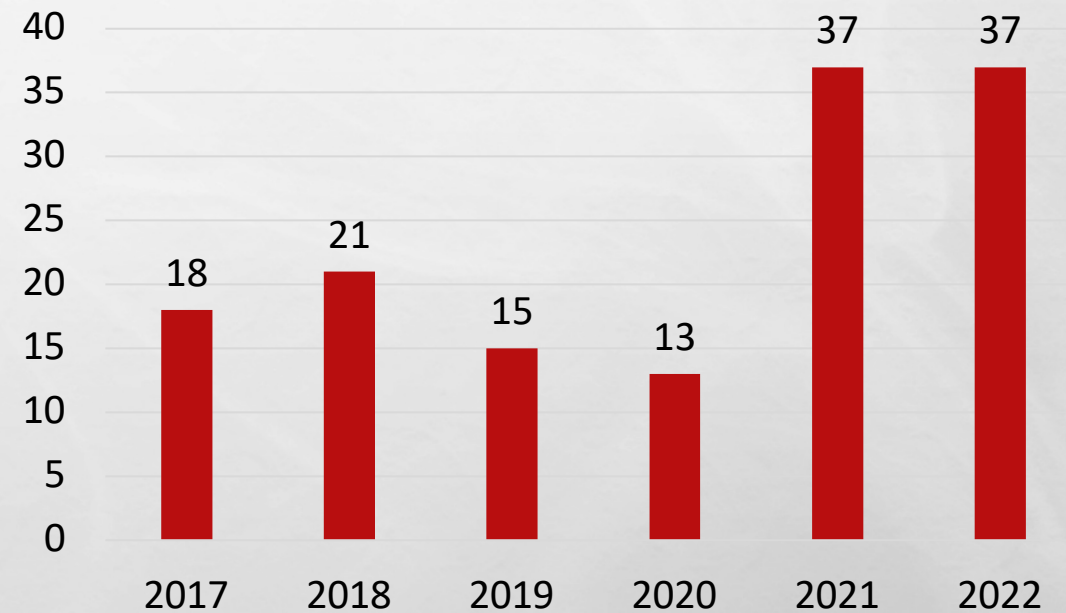
- 80 SPEAKING OPPORTUNITIES
- 424 IMPACTFUL CONTACTS ESTABLISHED AT SALES
- 61 RANCH VISITS
- DEVELOPED TARGETED VISIT LIST FROM BULL SALE CONTACTS

VOLUME OF HIGH SELLERS IN SPRING

Bulls Sold for \$15K or More



Spring Bull Sales Averaging Over \$5K



GENETIC PROFILE OF HIGH SELLING BULLS

*BULLS BRINGING \$15,000 OR MORE

	2018	2019	2020	2021	2022
ProS%				17%	30%
HB %	12%	26%	30%	37%	44%
GM %	4%	12%	17%	21%	29%
CED %	23%	35%	36%	34%	42%
BW %	36%	39%	42%	38%	44%
WW %	10%	16%	11%	21%	21%
YW %	8%	12%	9%	17%	20%
ADG %	8%	13%	11%	16%	20%
DMI %	78%	67%	83%	75%	75%
Milk %	47%	61%	67%	30%	34%
ME %	42%	54%	54%	68%	71%
HPG %	35%	26%	29%	36%	39%
CEM %	50%	44%	35%	35%	37%
Stay %	35%	49%	51%	51%	48%
Marb %	8%	26%	34%	27%	35%
YG %	60%	49%	54%	51%	57%
CW %	13%	21%	19%	25%	25%
RE %	6%	19%	17%	22%	30%
BF %	82%	72%	70%	66%	65%

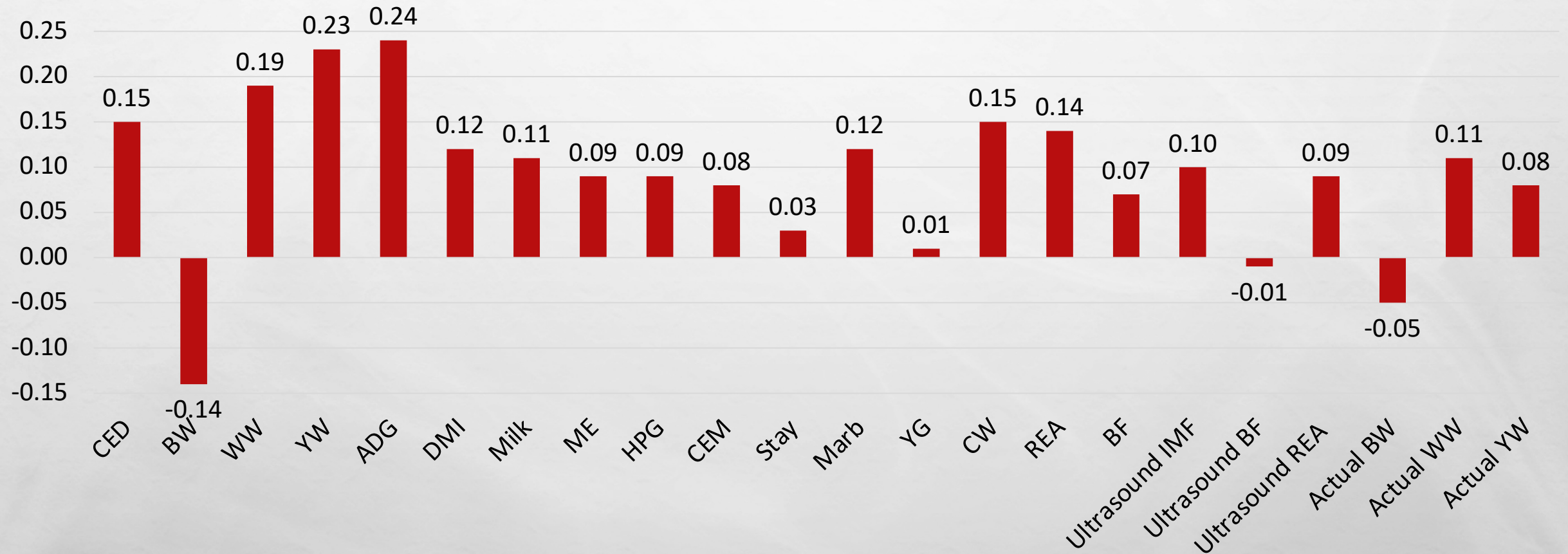
CORRELATION BETWEEN SALE PRICE AND EPD'S

Spring 2022



CORRELATION BETWEEN SALE PRICE AND EPD'S – 5 YEAR AVERAGE

Spring 2017- Spring 2022



*For these calculations, only animals that were priced between \$2,000 and \$10,000 were used

REGRESSION COEFFICIENTS: SPRING 2017-SPRING 2022 BULL SALE DATA

Intercept	4297.998
CED EPD	267.329
BW EPD	-429.991
WW EPD	615.215
ADG EPD	521.457
MILK EPD	165.548
ME EPD	-111.454
HPG EPD	46.483
CEM EPD	64.664
STAY EPD	156.705
MARB EPD	239.708
YG EPD	-129.848
CW EPD	58.464
REA EPD	225.4
BF EPD	211.029

Example interpretation: In the Spring 2022 sale season, a 3.05 unit increase in CED EPD resulted in a \$267.33 increase in sale price.

Each sale season's EPD values were standardized. With this approach, the regression coefficients are based on a one standard deviation change within a sale season versus a one-unit change in the EPD. DMI was not included as it was not available for all animals. In addition to the EPD effects, sale season, if an animal had a genotype, and producer name were also fit as categorical effects. An ANOVA test was conducted to see which variables were significant. All the effects included in the model were significant.

MATING TYPE OF SALE BULLS

	% of Bulls Sold	Average Price	
ET	11%	\$	6,117
AI	43%	\$	5,441
NATURAL	46%	\$	4,651

*Data compiled from Fall 2021 and Spring 2022 sales attended by RAAA Staff

CATEGORY OF SALE BULLS

Category	% of Bulls Sold	Average Price
1A	84%	\$ 5,231
1B	8%	\$ 5,334
2	4%	\$ 4,399
3	3%	\$ 3,742

*Data compiled from Fall 2021 and Spring 2022 sales attended by RAAA Staff

GENOMIC TESTING

	% of Bulls Sold	Average Price	
GGP	48%	\$	5,455
No Genomic Data	52%	\$	4,879

*Data compiled from Fall 2021 and Spring 2022 sales attended by RAAA Staff

FALL 2021 FEMALES MARKETING AT BULL SALES

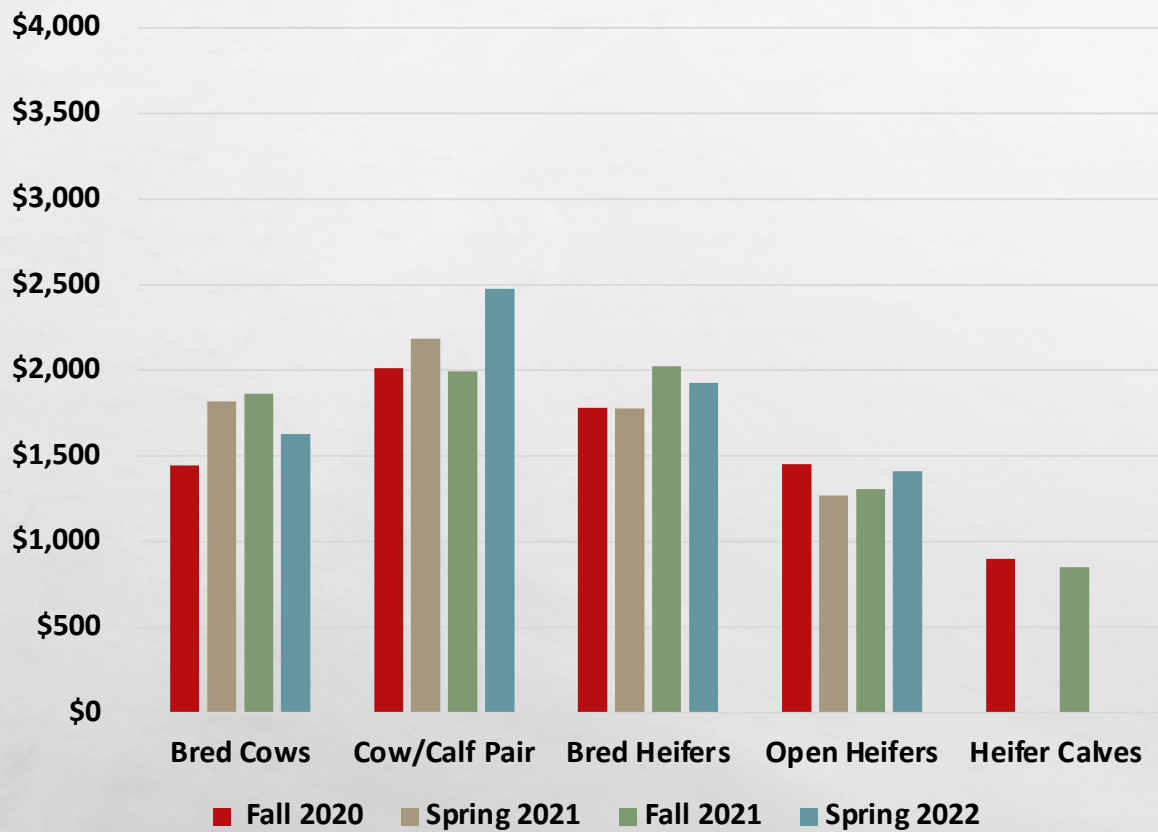
	Commercial Females		Registered Females	
Class	# of Head	Average	# of Head	Average
Bred Cows	169	\$1863	245	\$3546
Cow/Calf Pairs	55	\$1993	14	\$4486
Bred Heifers	1390	\$2023	237	\$4278
Open Heifers	105	\$1305	135	\$3377
Heifer Calves	75	\$850	34	\$3664

SPRING 2022 FEMALES MARKETING AT BULL SALES

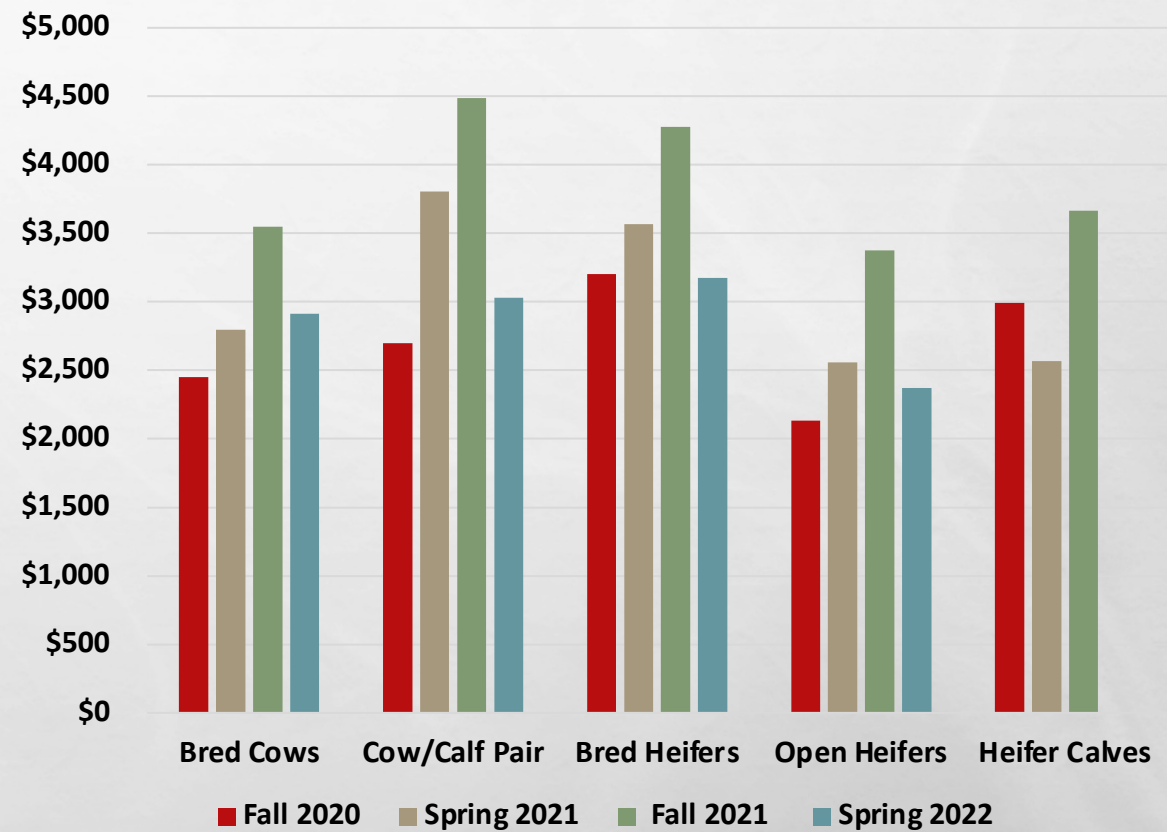
	Commercial Females		Registered Females	
Class	# of Head	Average	# of Head	Average
Bred Cows	8	\$1,628	75	\$2,913
Cow/Calf Pair	160	\$2,478	57	\$3,031
Bred Heifers	344	\$1,927	236	\$3,176
Open Heifers	1756	\$1,413	717	\$2,372

FEMALES MARKETING AT BULL SALES

Commercial Females



Registered Females



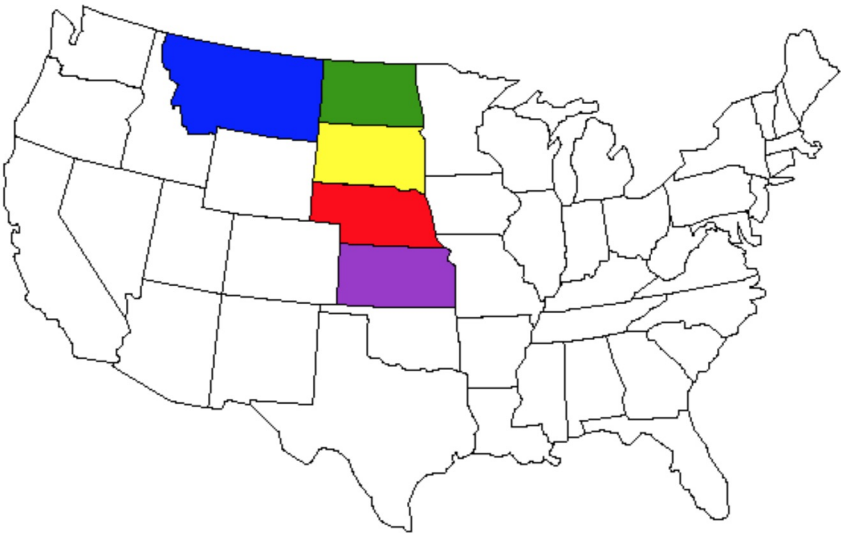


MAPPING THE MARKETING TEAM



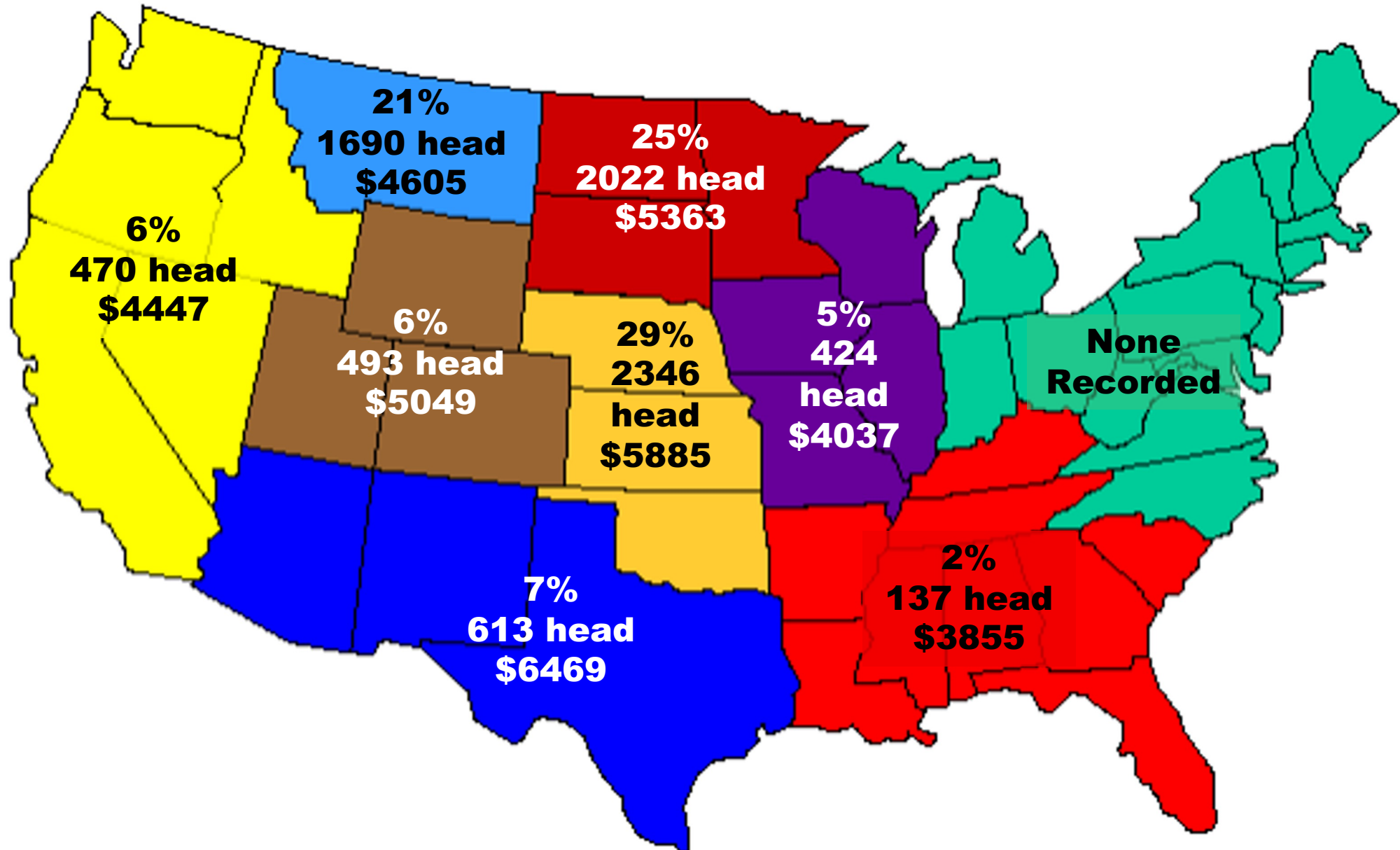
BY EVENT

FALL 2021 & SPRING 2022 SALES BY STATE

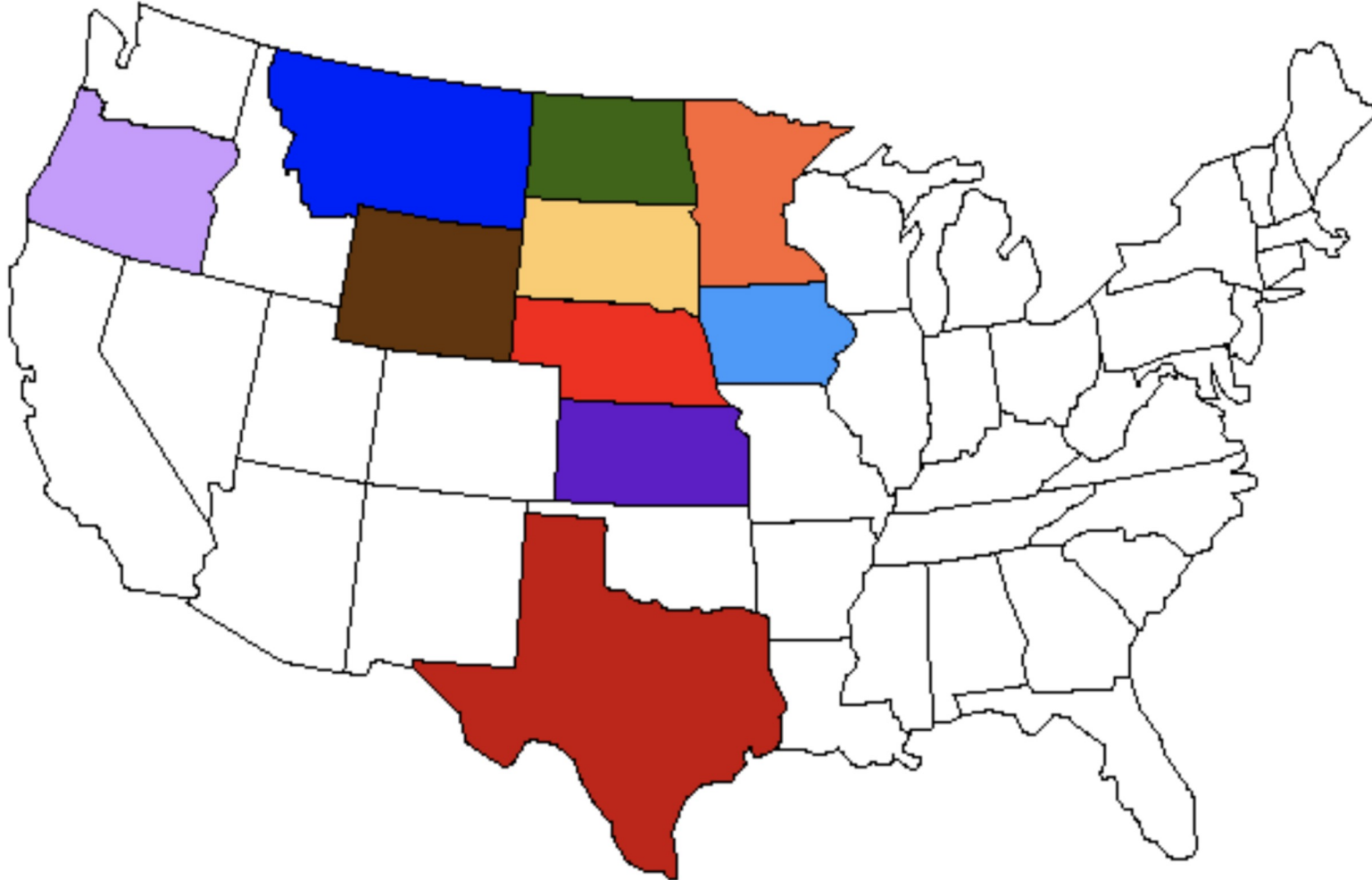


	# of Sales	# of Bulls	% of Total Bulls	Average Price
Great Plains	33	2346	29%	\$ 5,885
KS	10	691	29%	\$ 5,804
NE	17	1352	58%	\$ 6,290
OK	6	303	13%	\$ 4,267
Midwest	13	424	5%	\$ 4,037
IA	6	240	57%	\$ 4,127
MO	6	151	36%	\$ 3,917
WI	1	33	8%	\$ 3,938
Montana	25	1690	21%	\$ 4,605
MT	25	1690	100%	\$ 4,605
Northern Plains	36	2022	25%	\$ 5,363
MN	5	226	11%	\$ 4,897
ND	15	794	39%	\$ 5,095
SD	16	1002	50%	\$ 5,680
Rocky Mountain	5	493	6%	\$ 5,049
CO	2	113	23%	\$ 4,613
WY	3	380	77%	\$ 5,179
Southeast	4	137	2%	\$ 3,855
AL	1	6	4%	\$ 3,075
GA	1	41	30%	\$ 4,098
TN	2	90	66%	\$ 3,796
Southwest	7	613	7%	\$ 6,469
TX	7	613	100%	\$ 6,469
West	8	470	6%	\$ 4,447
CA	4	75	16%	\$ 4,869
ID	2	135	29%	\$ 3,974
OR	1	199	42%	\$ 4,634
WA	1	61	13%	\$ 4,361

FALL 2021 & SPRING 2022 SALES BY REGION



FALL 2021 & SPRING 2022 TRANSFERS BY STATE

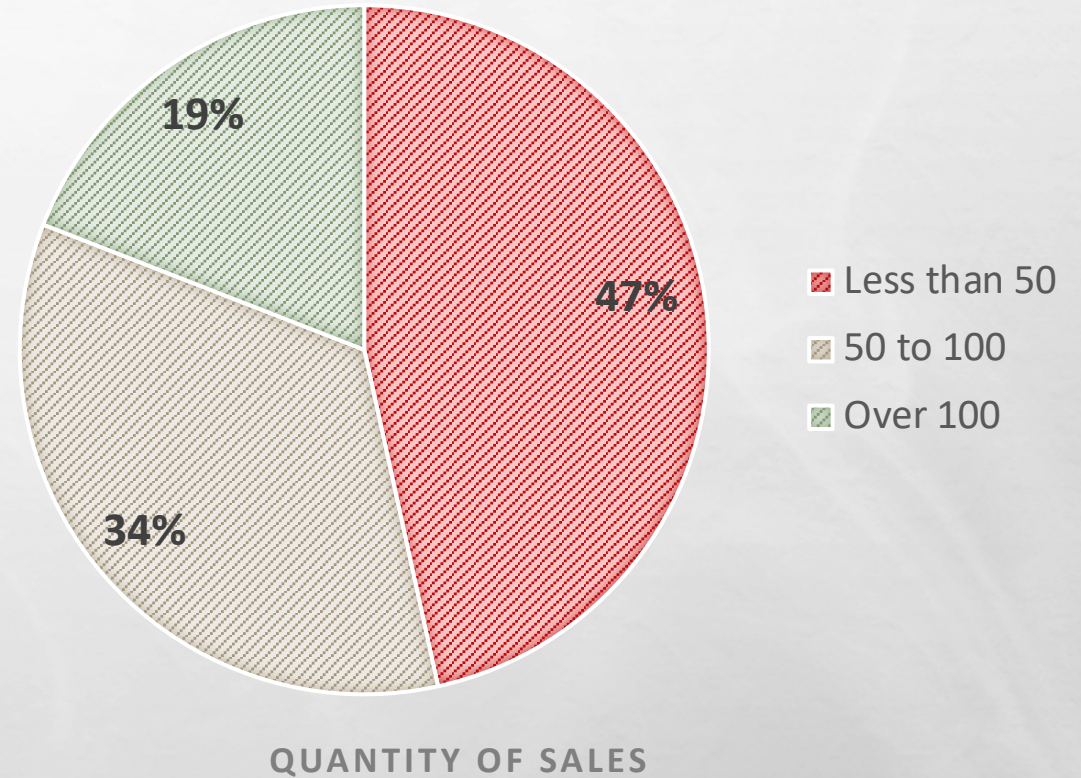
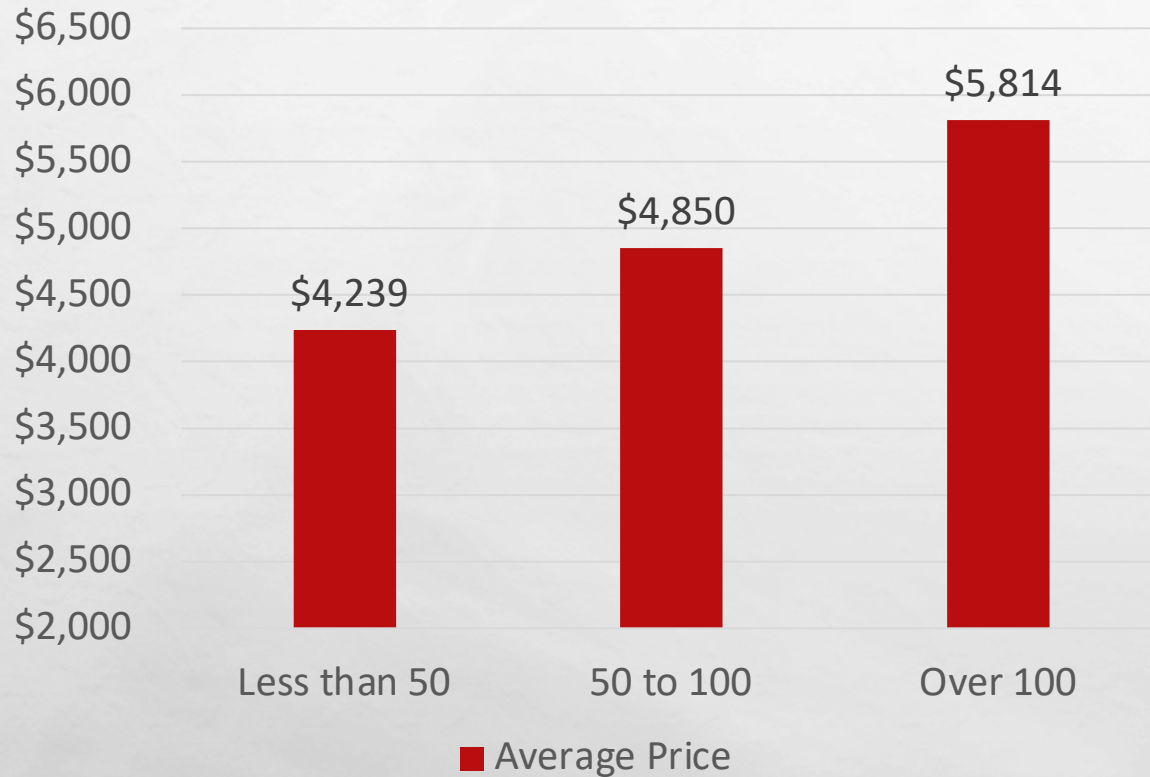


AL	0.18%	MT	19.15%
AR	0.16%	NC	0.19%
AZ	0.08%	ND	9.67%
CA	0.99%	NE	15.04%
CO	3.01%	NM	0.84%
FL	0.59%	NV	0.46%
GA	0.21%	NY	0.03%
IA	3.25%	OH	0.03%
ID	2.29%	OK	2.88%
IL	0.21%	OR	3.54%
IN	0.02%	SD	11.73%
KS	7.60%	TN	0.64%
KY	0.24%	TX	3.79%
ME	0.02%	UT	0.22%
MI	0.05%	WA	1.98%
MN	3.92%	WI	0.80%
MO	2.87%	WV	0.02%
MS	0.05%	WY	3.27%

FACTORS AFFECTING SALE AVERAGES:

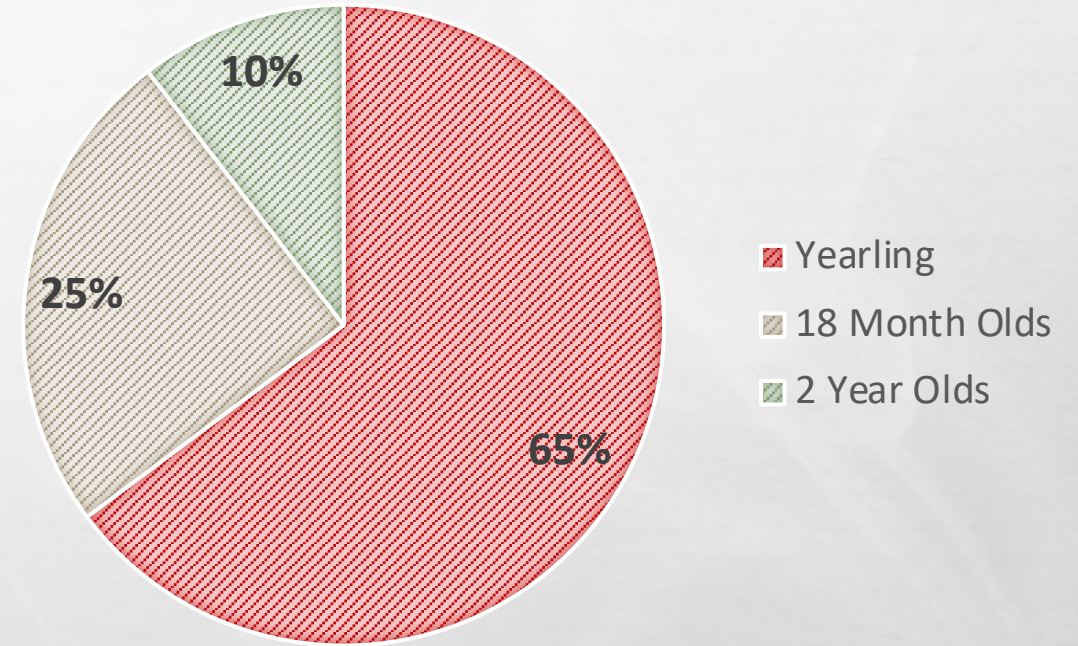
OFFERING

FACTORS AFFECTING SALE AVERAGES: NUMBER OF BULLS OFFERED



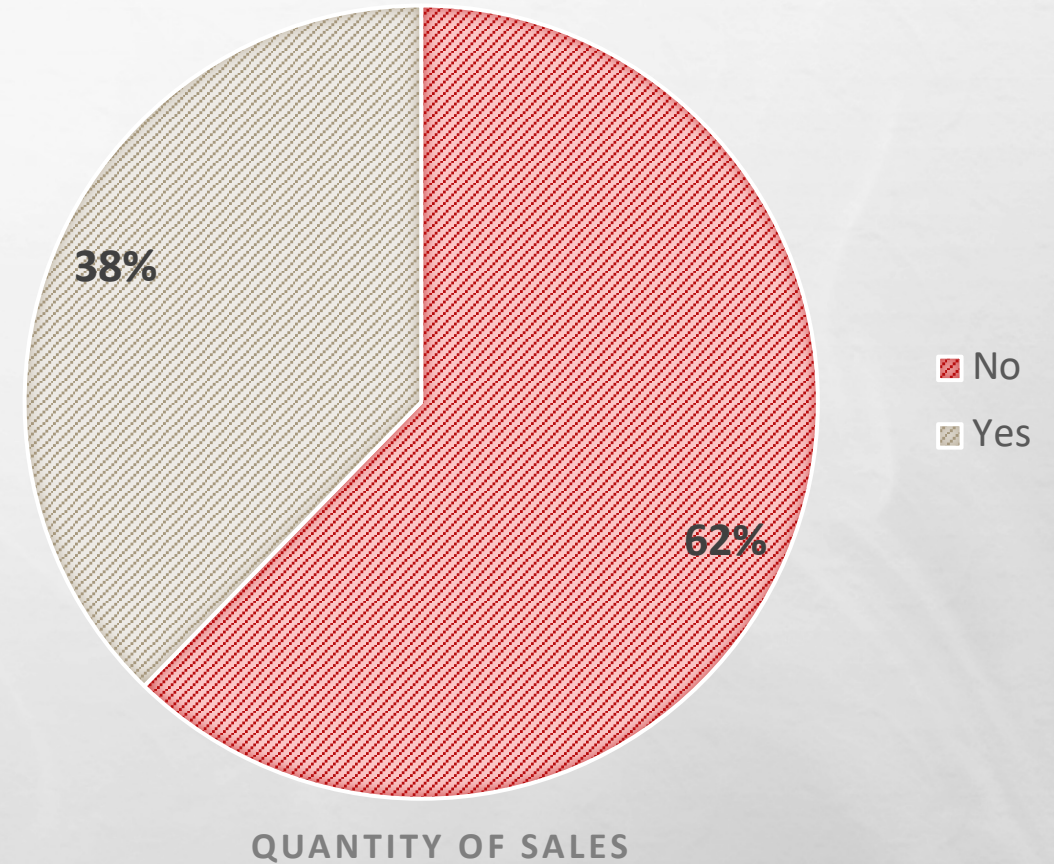
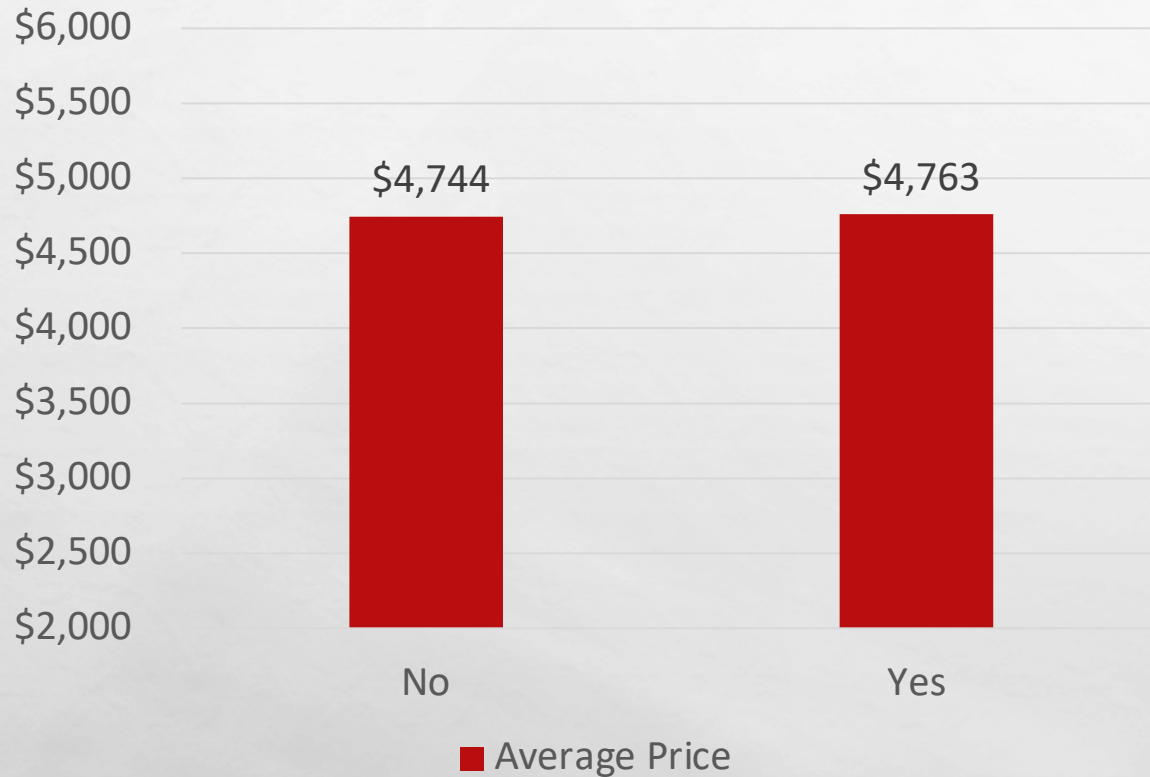
*Data compiled from Fall 2021 and Spring 2022 sales attended by RAAA Staff

FACTORS AFFECTING SALE AVERAGES: AGE OF BULLS OFFERED



*Data compiled from Fall 2021 and Spring 2022 sales attended by RAAA Staff

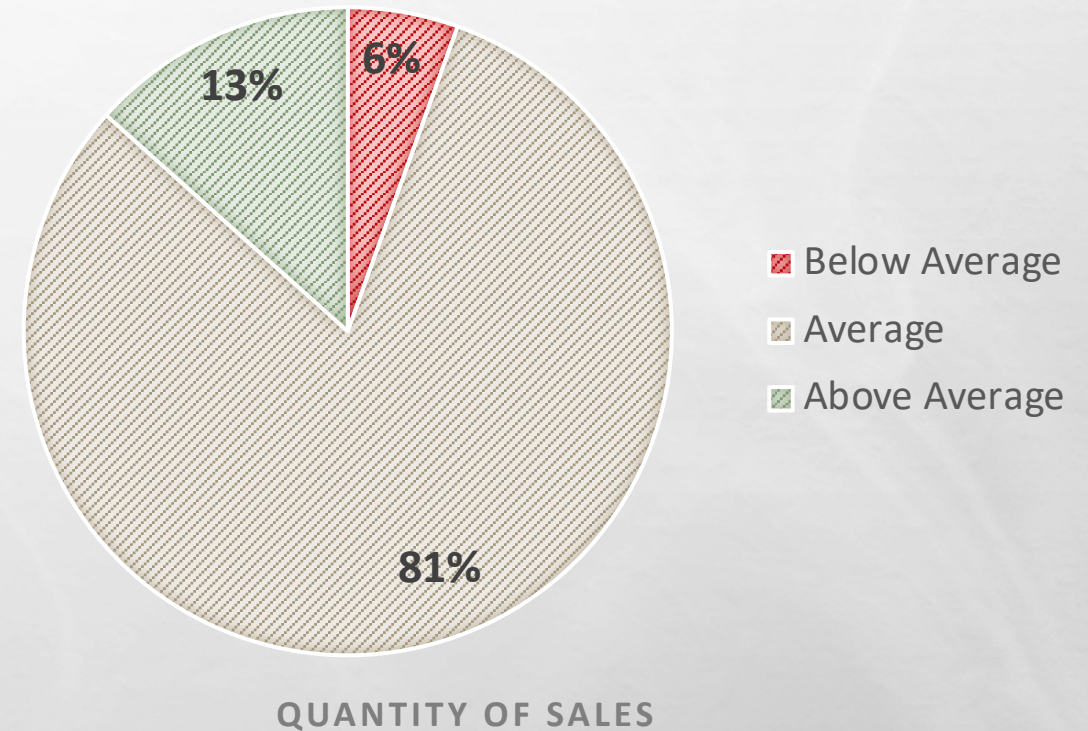
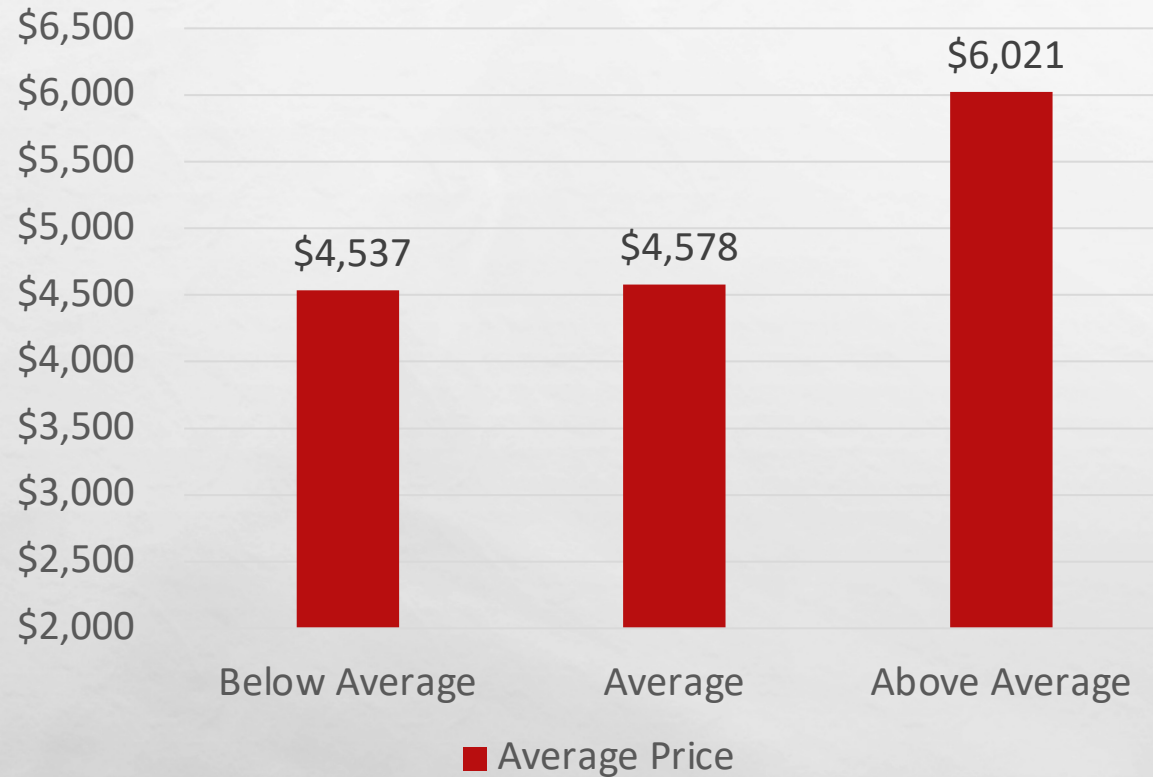
FACTORS AFFECTING SALE AVERAGES: MULTIPLE BREEDS OFFERED?



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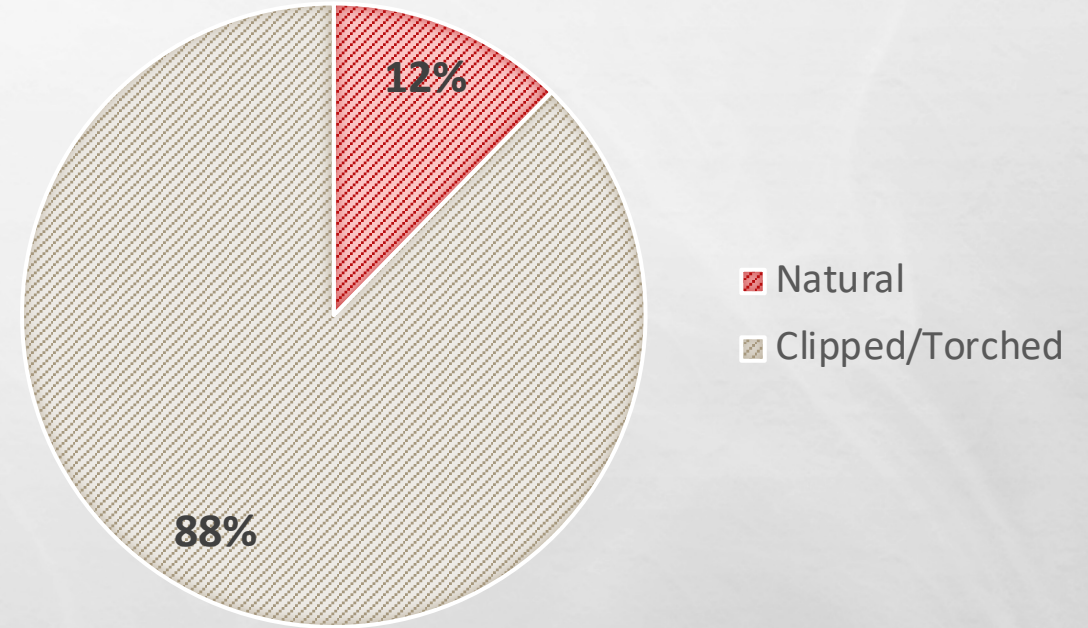
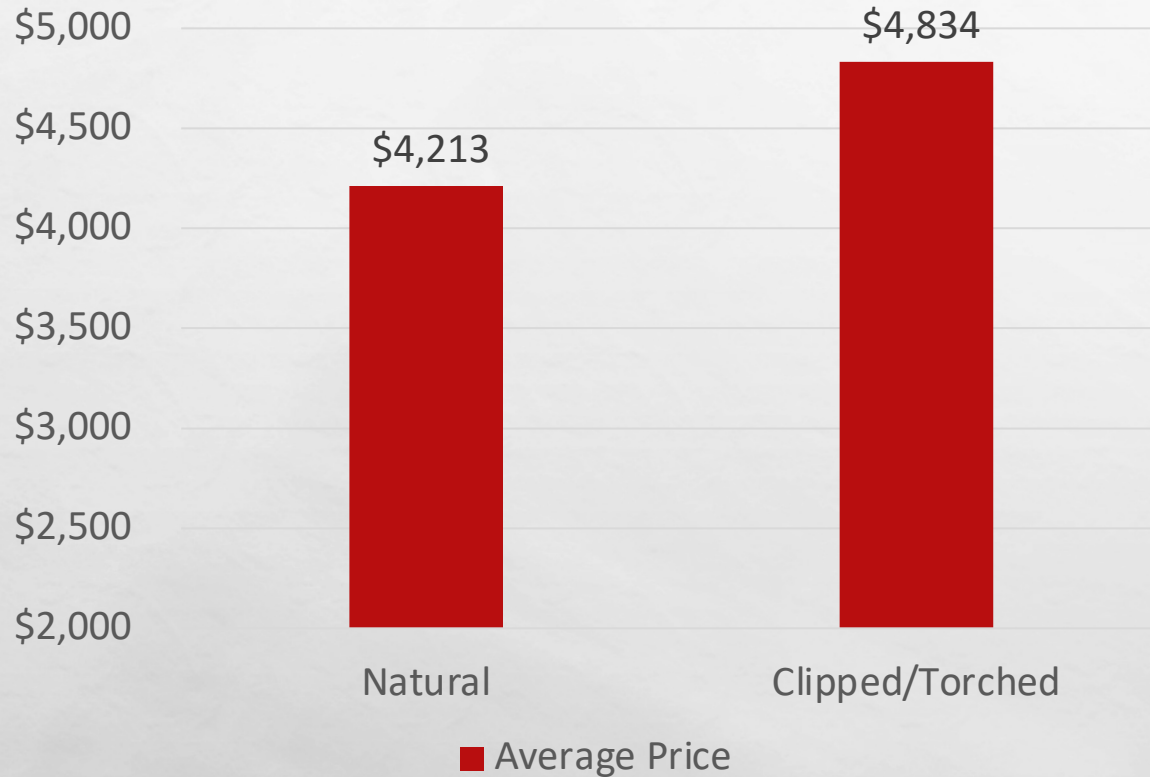
Other Breeds Offered: Angus – 14, Charolais – 6, Gelbvieh – 3, Hereford – 5, Limousin – 2, Simmental - 18

FACTORS AFFECTING SALE AVERAGES: SUBJECTIVE FOOT SCORE



*Data compiled from Fall 2021 and Spring 2022 sales attended by RAAA Staff

FACTORS AFFECTING SALE AVERAGES: CLIPPED/TORCHED OR NATURAL?



QUANTITY OF SALES

*Data compiled from Fall 2021 and Spring 2022 sales attended by RAAA Staff

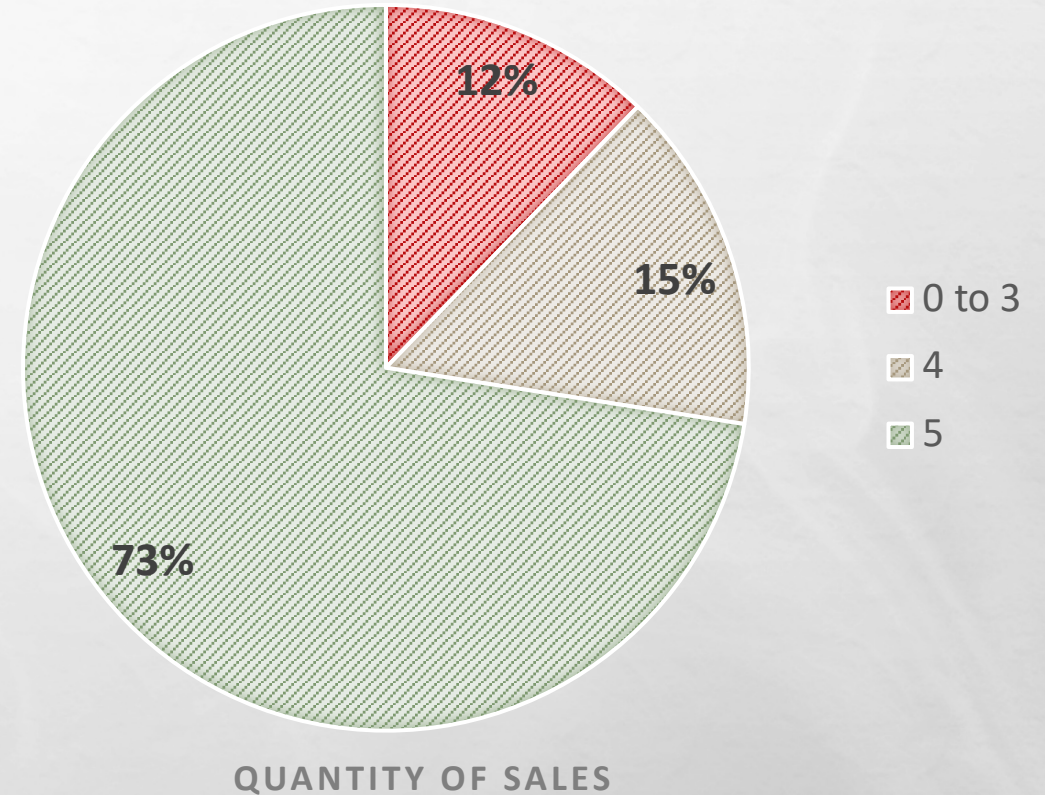
FACTORS AFFECTING SALE AVERAGES:

PERCEPTION & REPUTATION

CATALOG SCORE

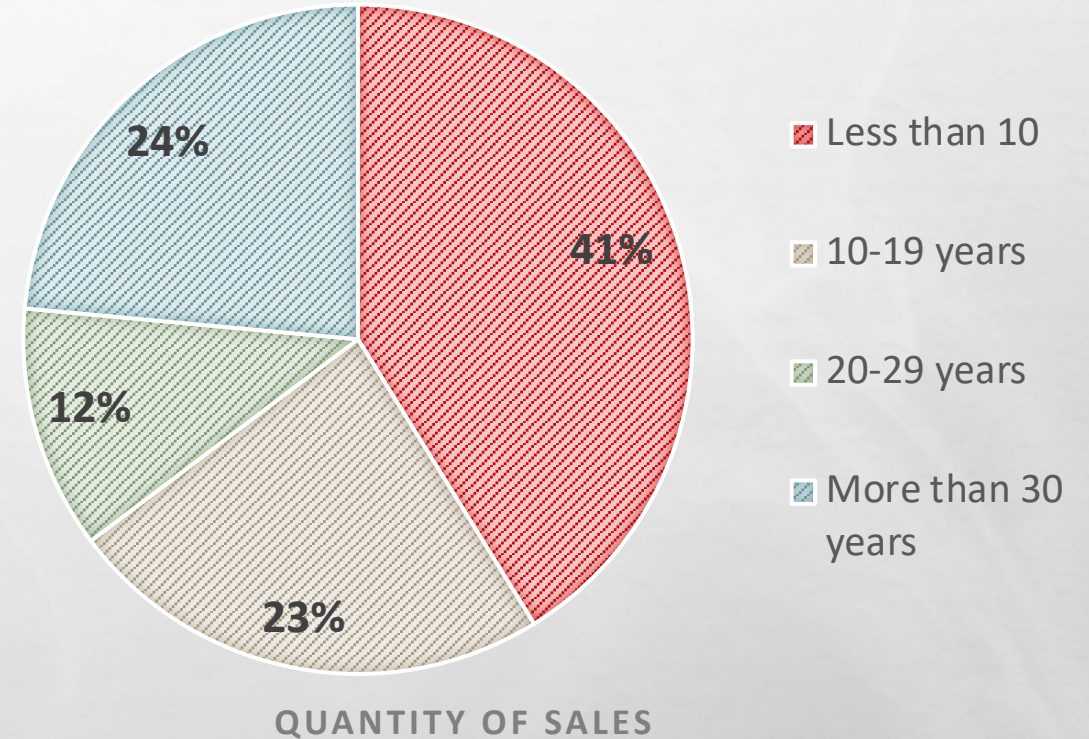
- PAPER QUALITY & BINDING
- COLOR VS. BLACK & WHITE
- PICTURE QUALITY
- ORGANIZATION/LEGIBILITY
- INFORMATION

FACTORS AFFECTING SALE AVERAGES: CATALOG QUALITY SCORE



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FACTORS AFFECTING SALE AVERAGES: NUMBER OF YEARS HAVING SALE

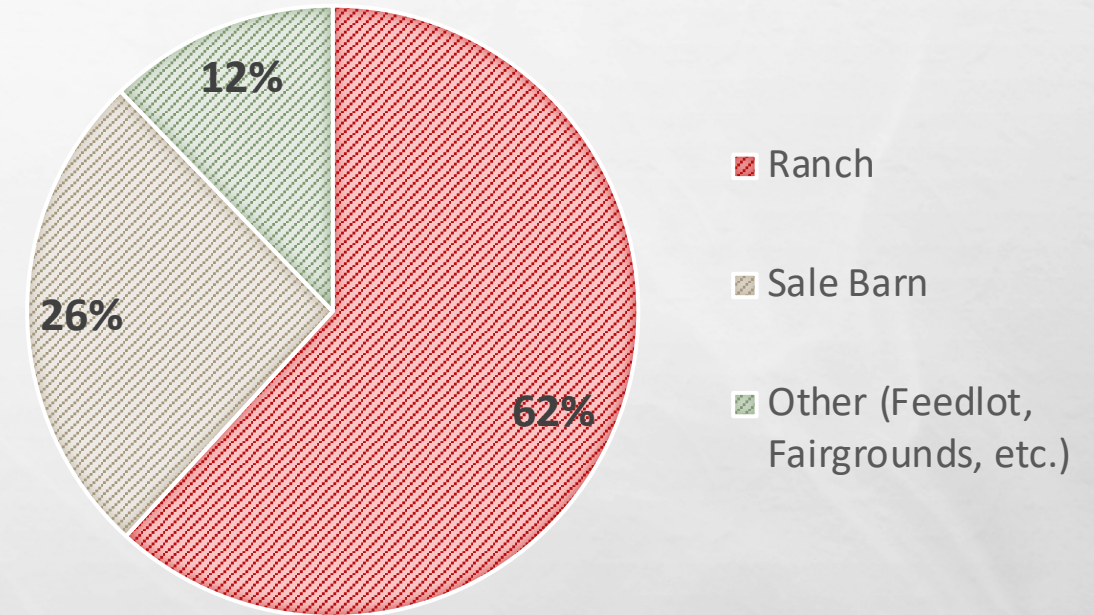
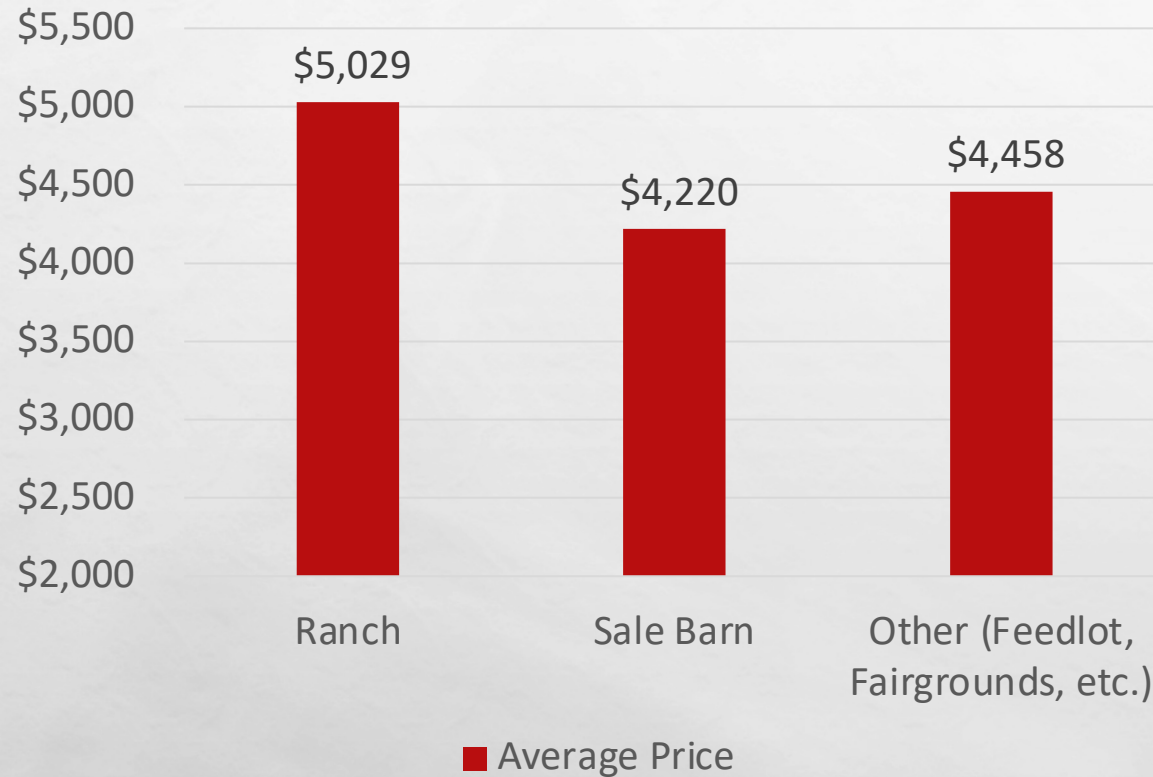


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FACTORS AFFECTING SALE AVERAGES:

SETTING

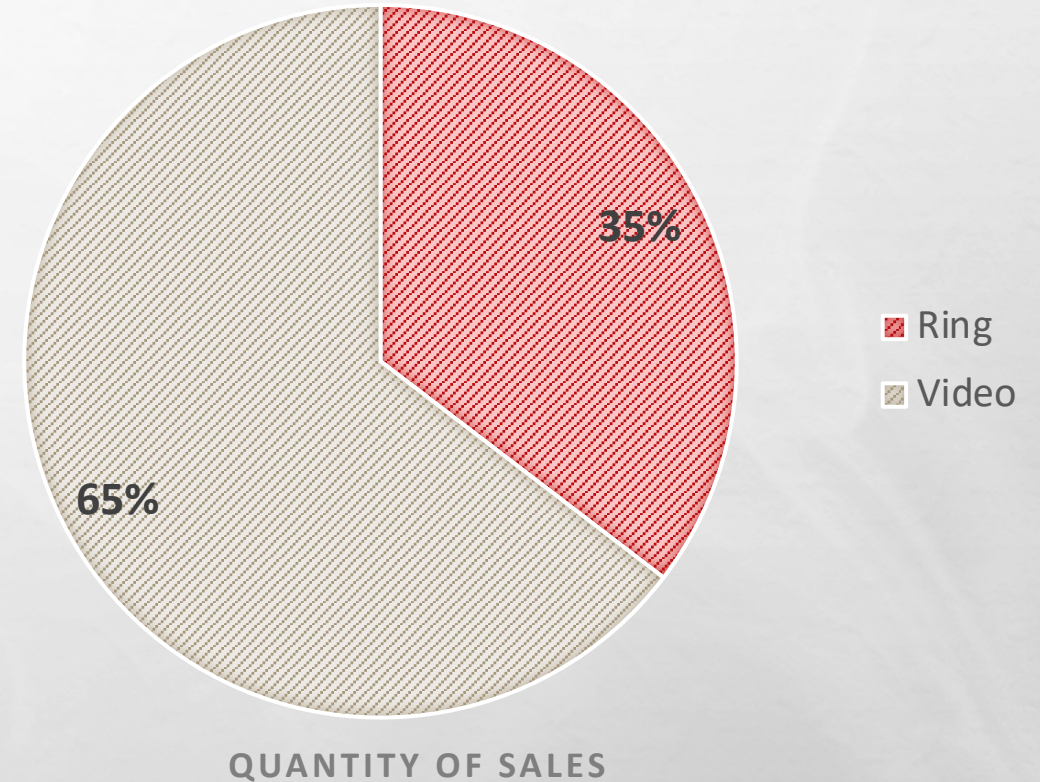
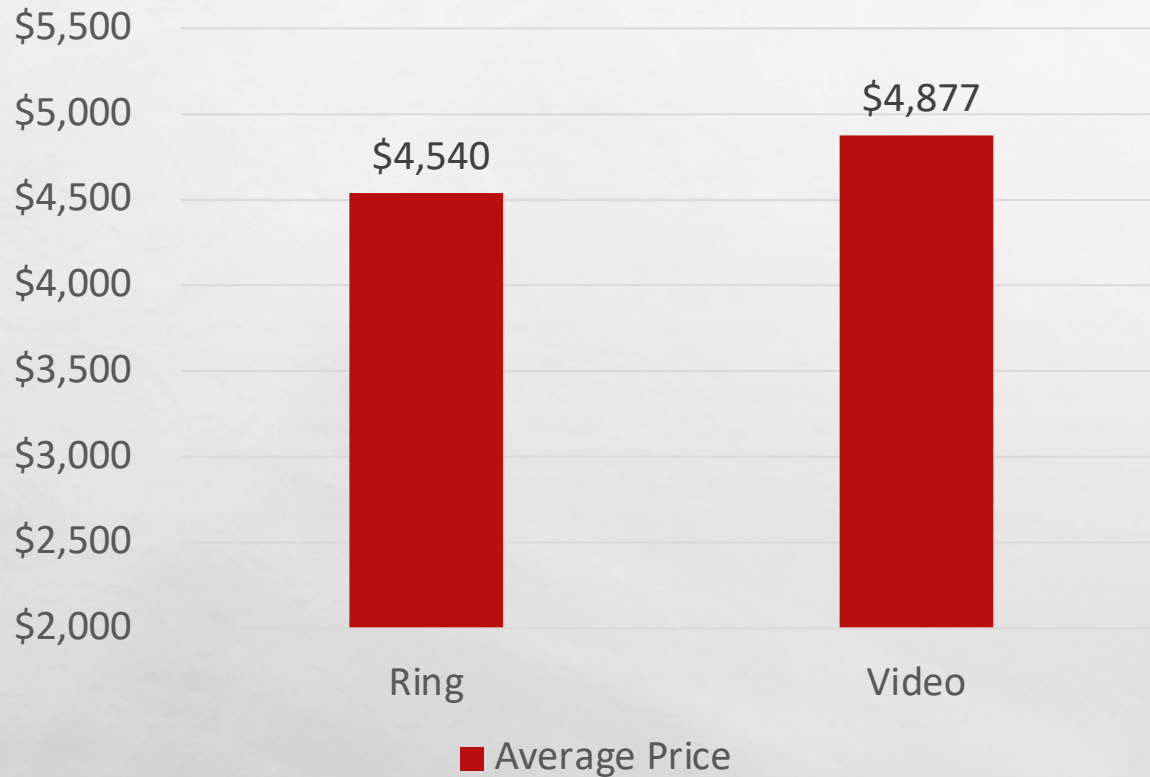
FACTORS AFFECTING SALE AVERAGES: SALE LOCATION



QUANTITY OF SALES

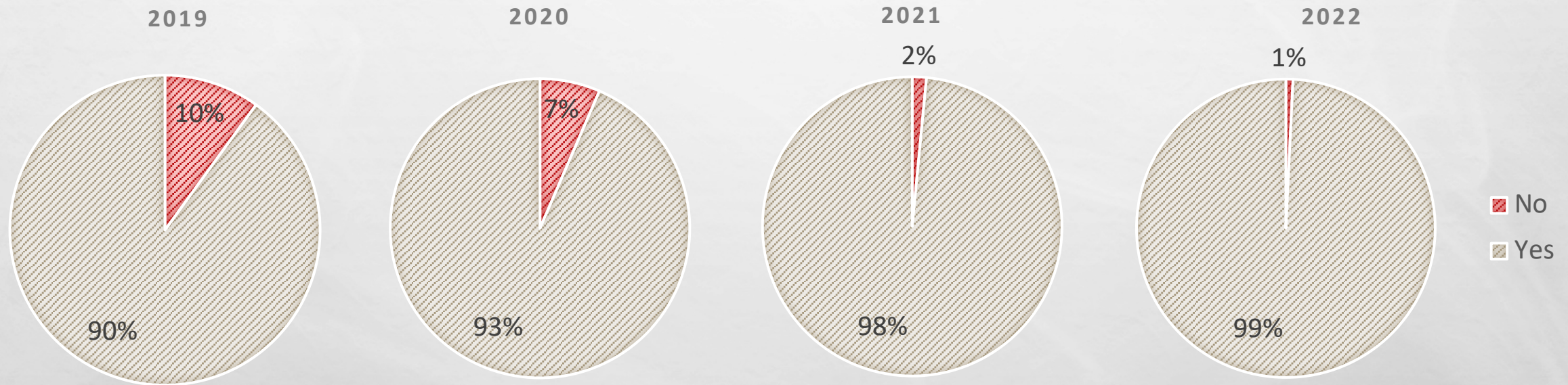
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FACTORS AFFECTING SALE AVERAGES: BULL PRESENTATION TYPE



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FACTORS AFFECTING SALE AVERAGES: ONLINE BIDDING AVAILABILITY

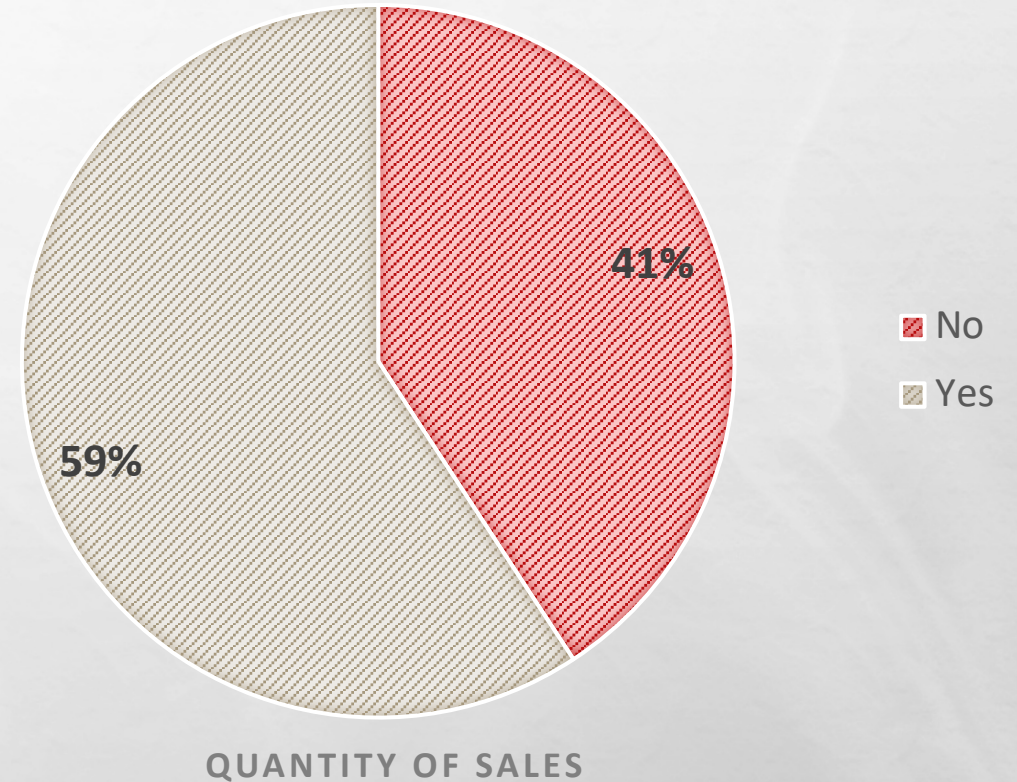
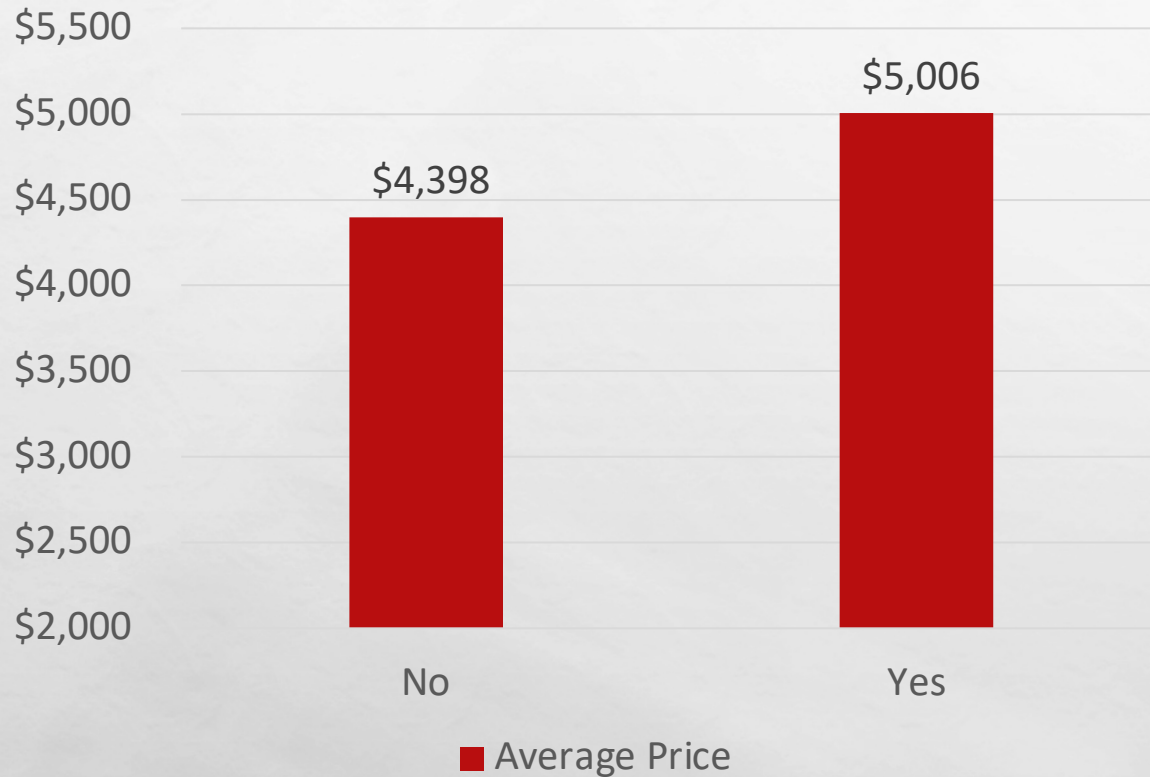


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FACTORS AFFECTING SALE AVERAGES:

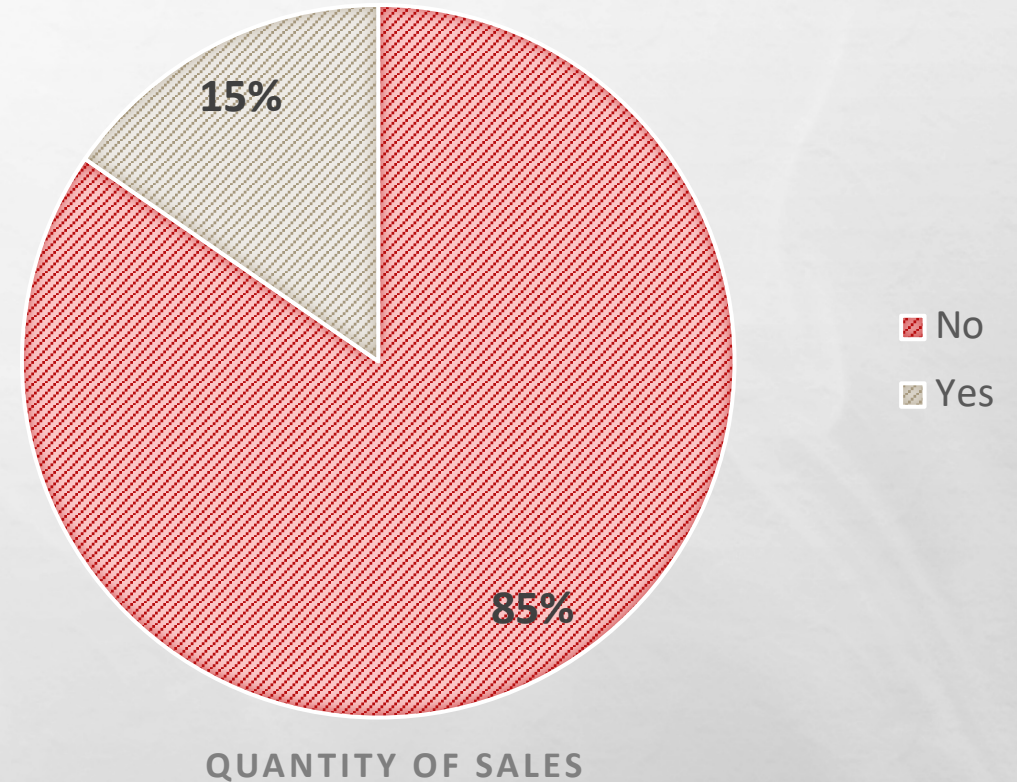
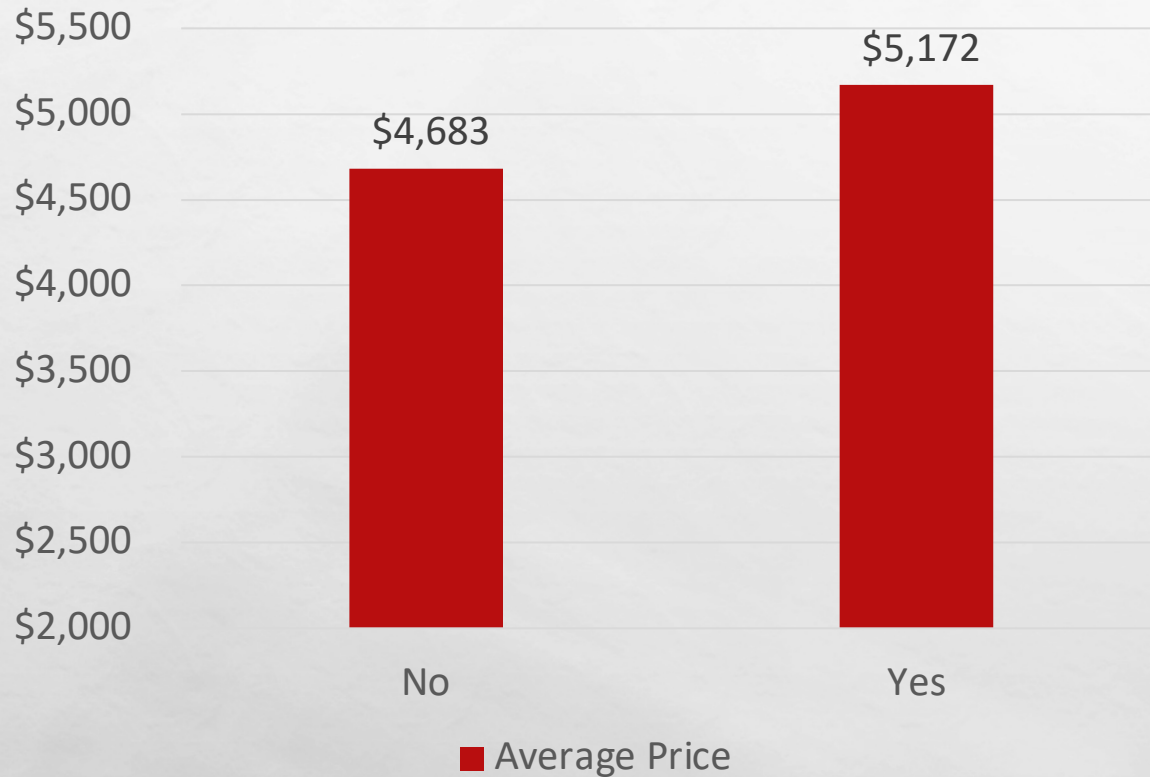
SUPPLEMENTAL DATA

FACTORS AFFECTING SALE AVERAGES: ULTRASOUND DATA



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FACTORS AFFECTING SALE AVERAGES: FEED INTAKE DATA



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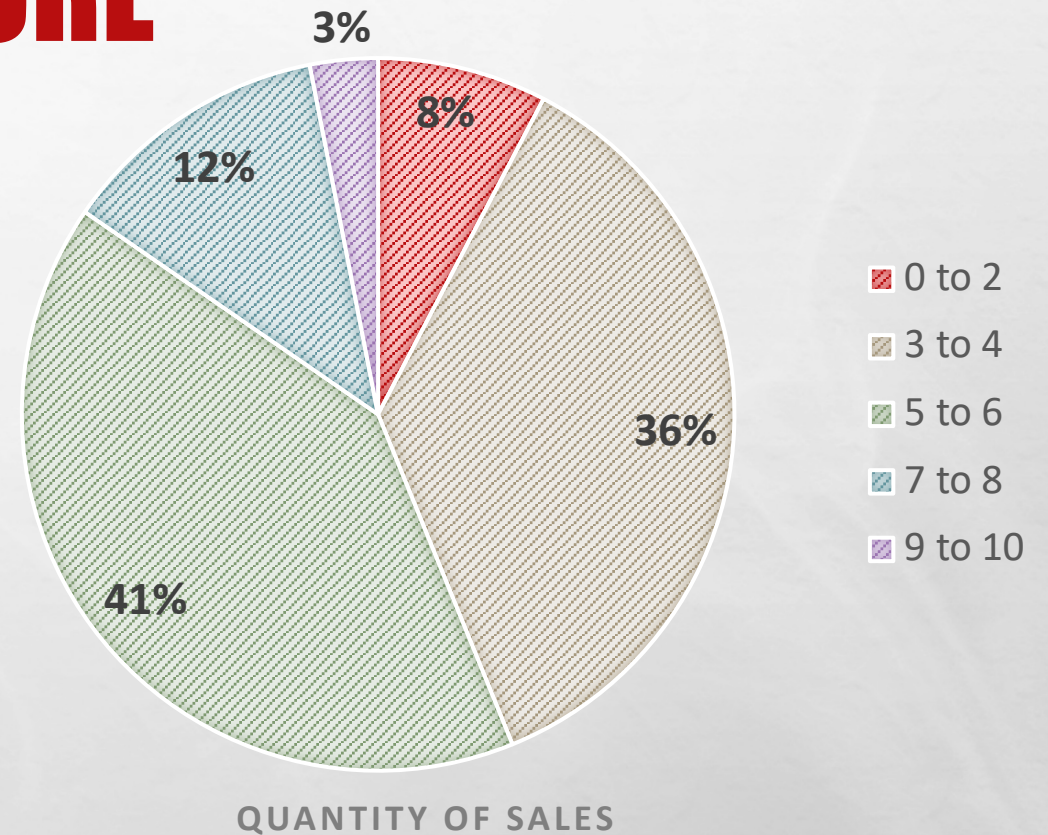
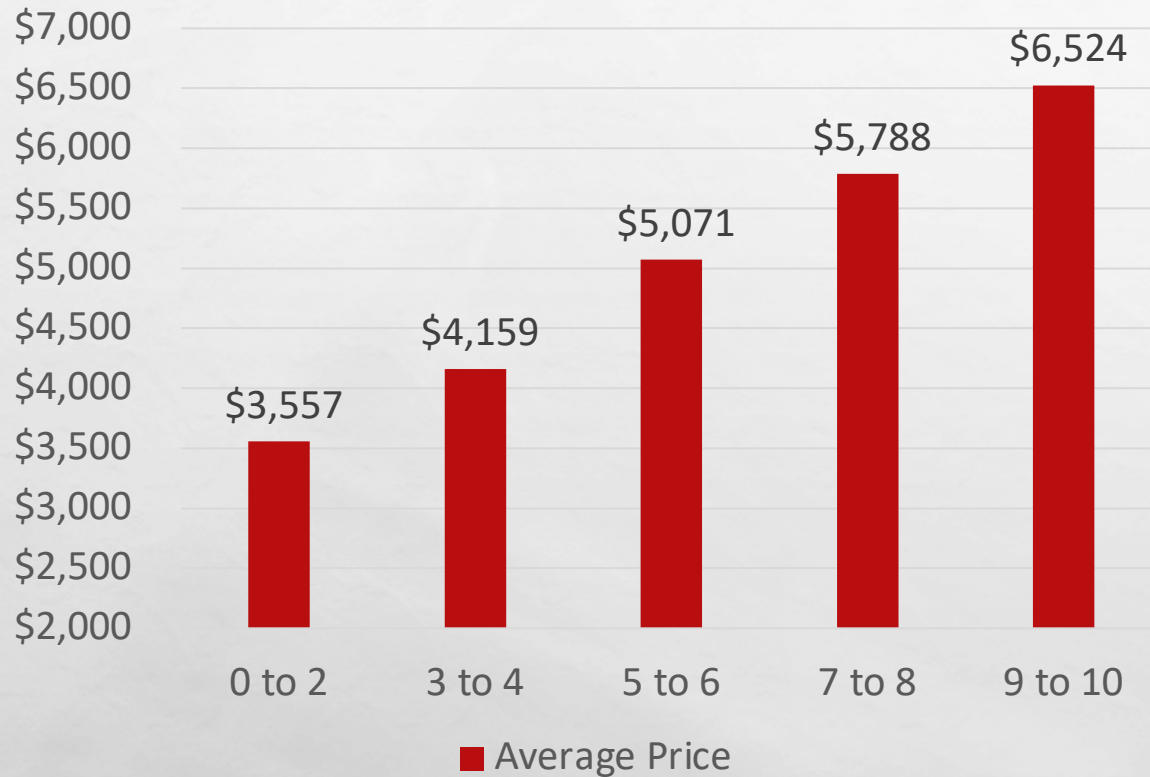
FACTORS AFFECTING SALE AVERAGES:

CUSTOMER SERVICE

CUSTOMER SERVICE SCORE

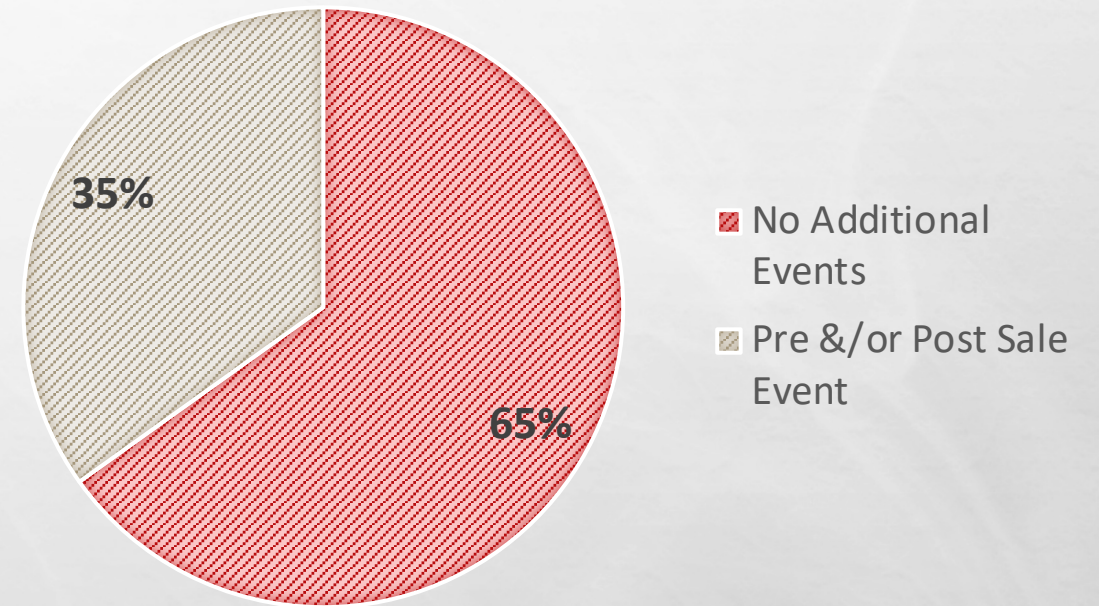
- HOSPITALITY: PRE AND/OR POST SALE EVENT
- INSURANCE OFFERED
- TOP DOLLAR ANGUS PARTNER
- FIRST BREEDING SEASON GUARANTEE
- DAY OF PICKUP DISCOUNT
- VOLUME DISCOUNT
- HEALTH GUARANTEE/ VETERINARIAN ON-SITE
- A BAG OF TAGS FOR EVERY BULL PURCHASED
- FREE DELIVERY
- “OTHER” CUSTOMER SERVICE

FACTORS AFFECTING SALE AVERAGES: CUSTOMER SERVICE SCORE



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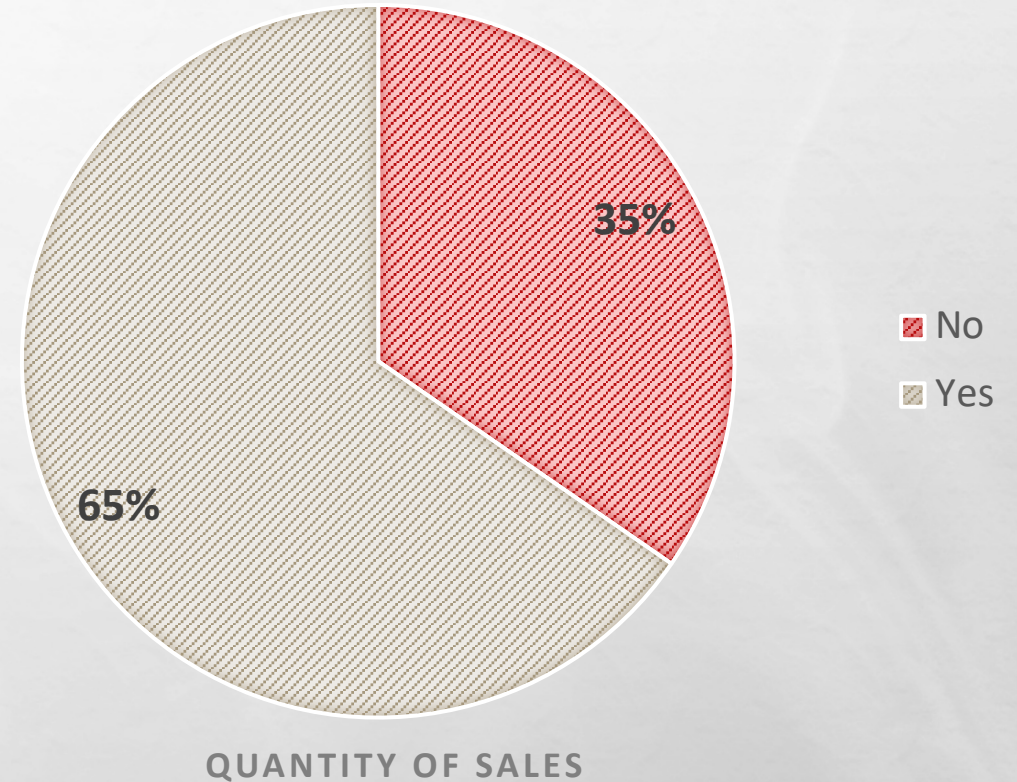
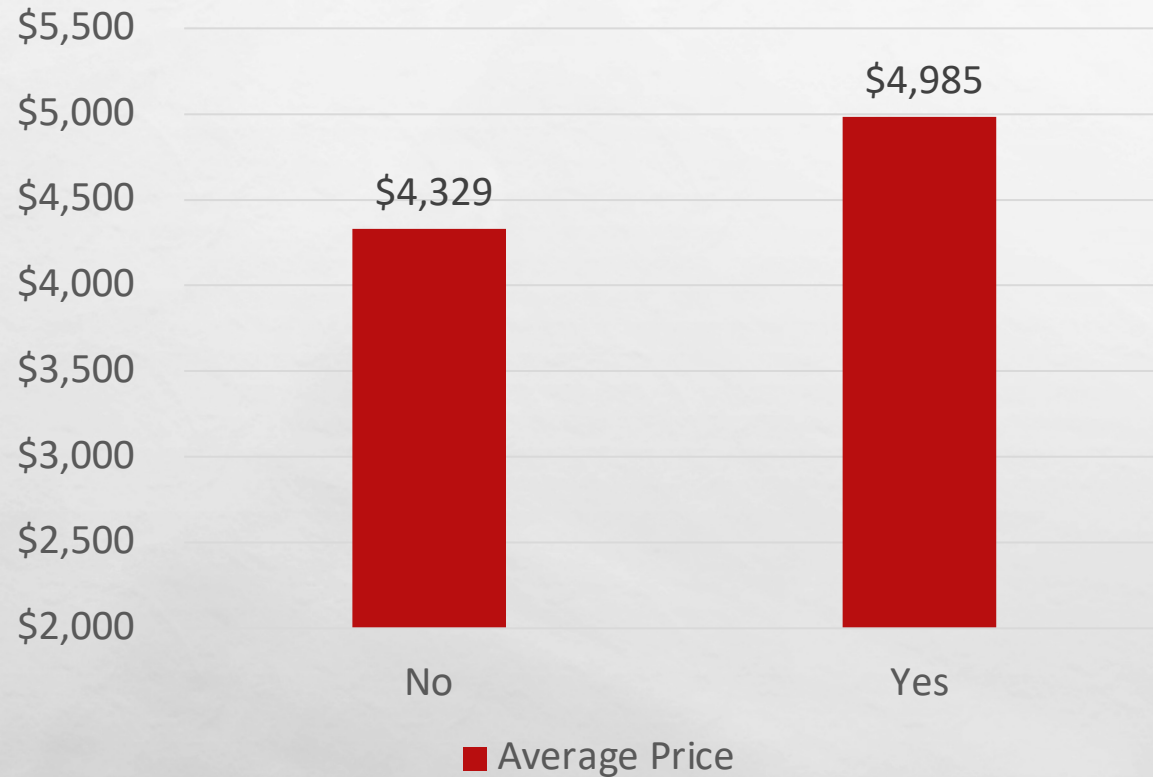
FACTORS AFFECTING SALE AVERAGES: HOSPITALITY



QUANTITY OF SALES

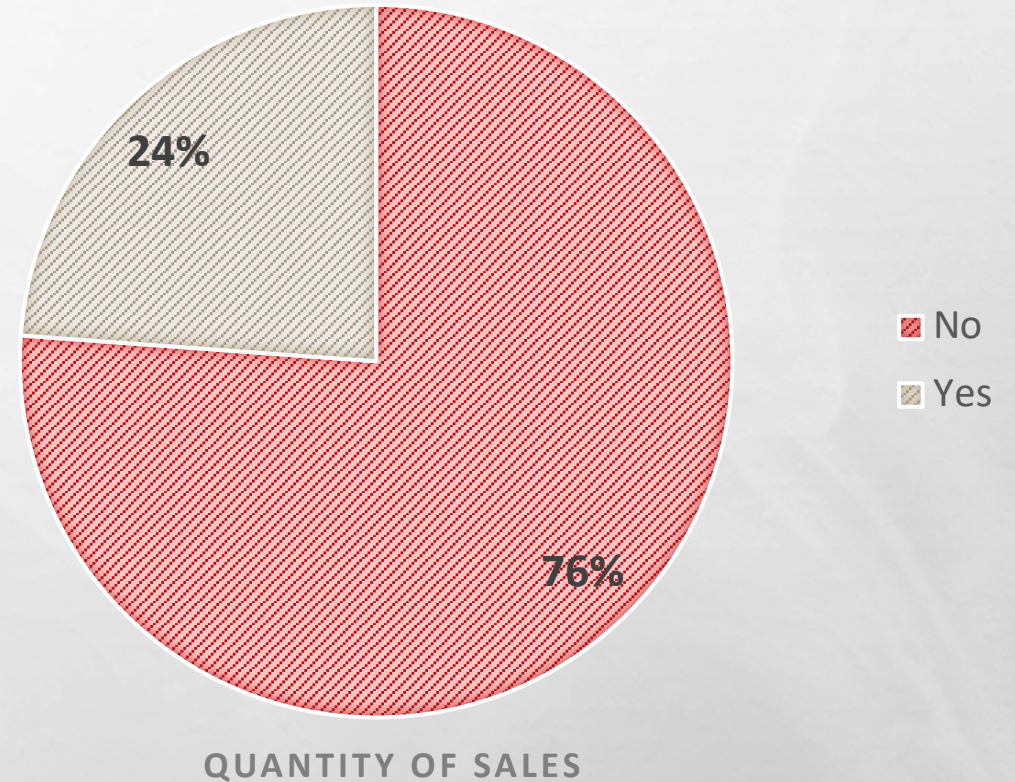
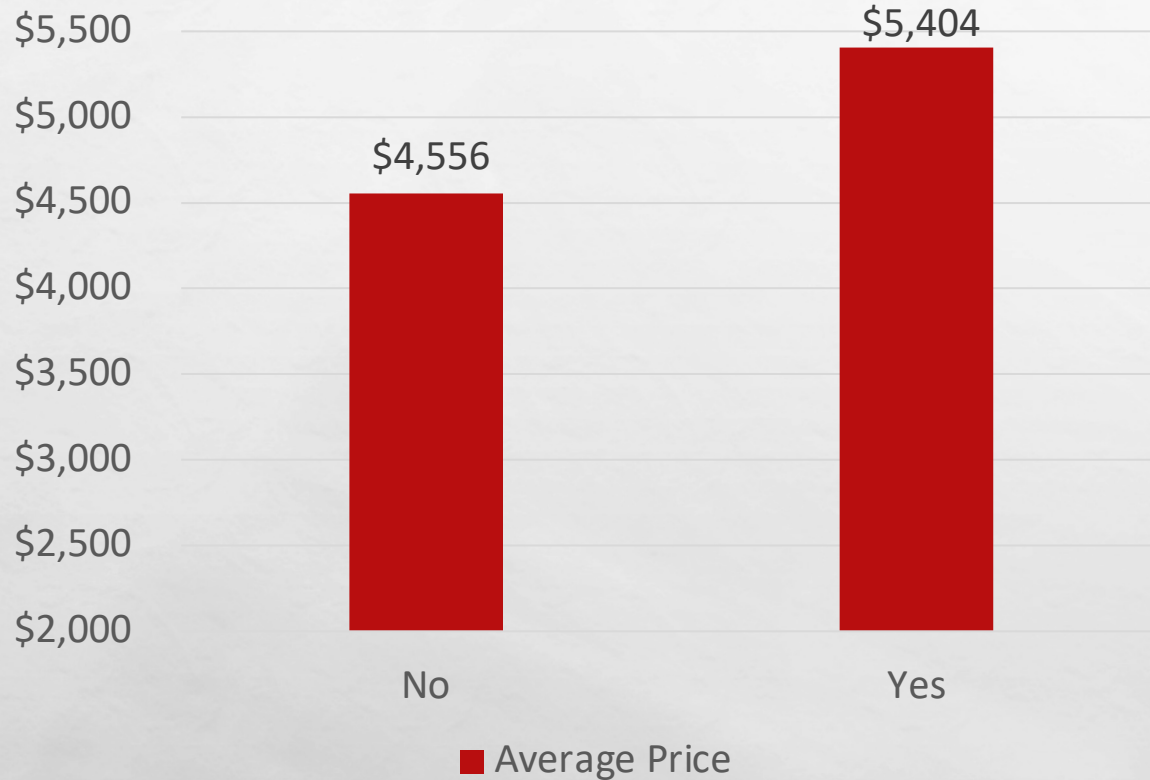
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FACTORS AFFECTING SALE AVERAGES: INSURANCE OFFERED



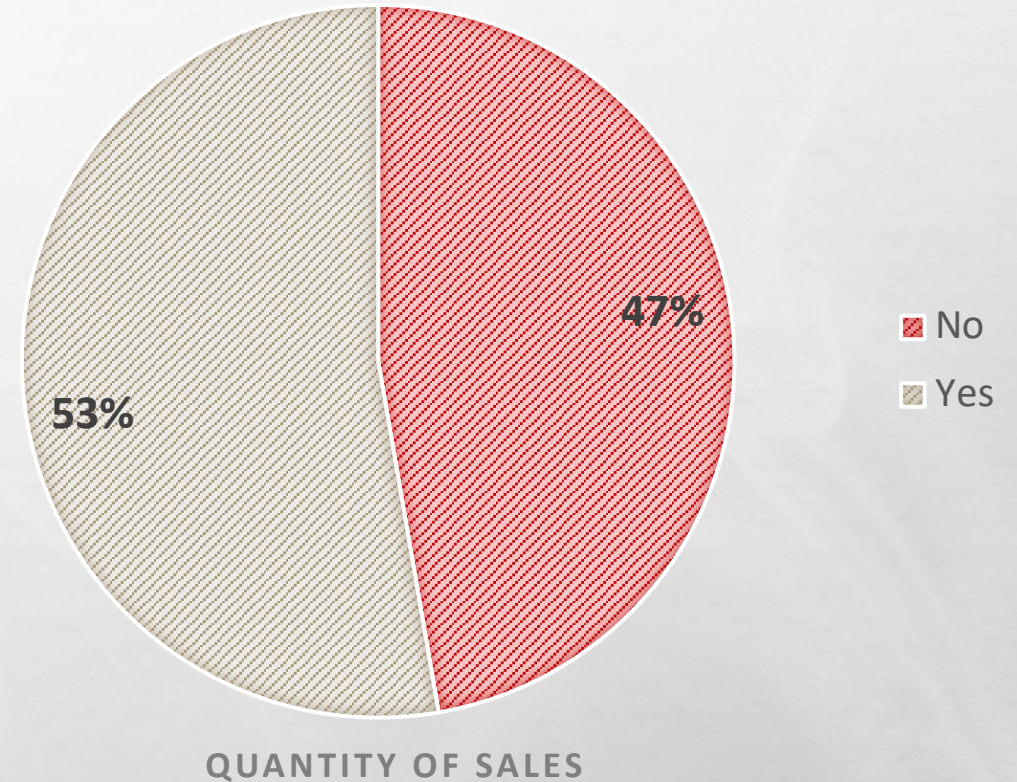
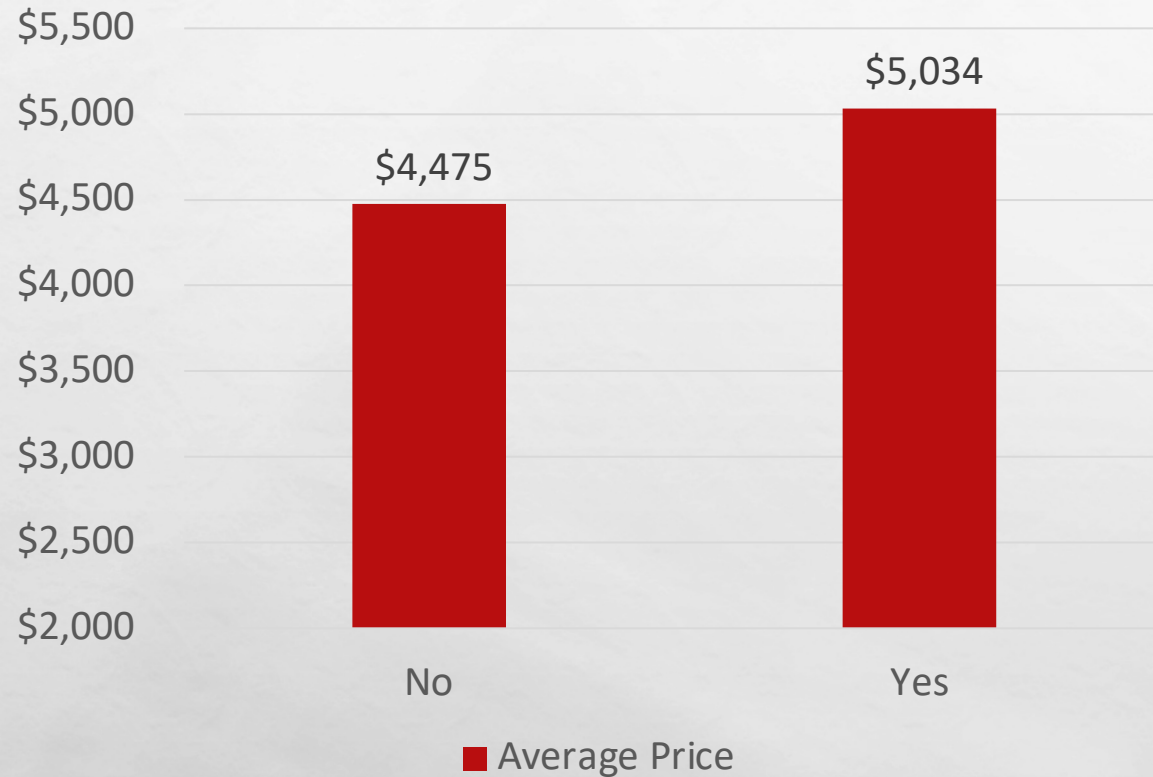
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FACTORS AFFECTING SALE AVERAGES: TOP DOLLAR ANGUS PARTNER



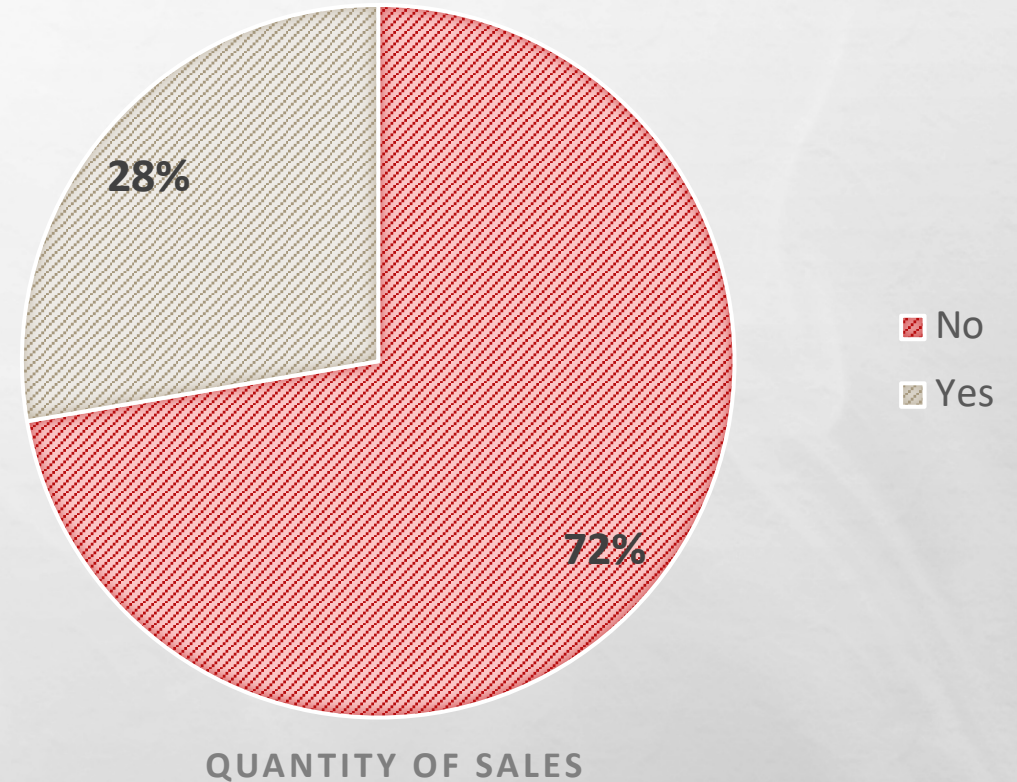
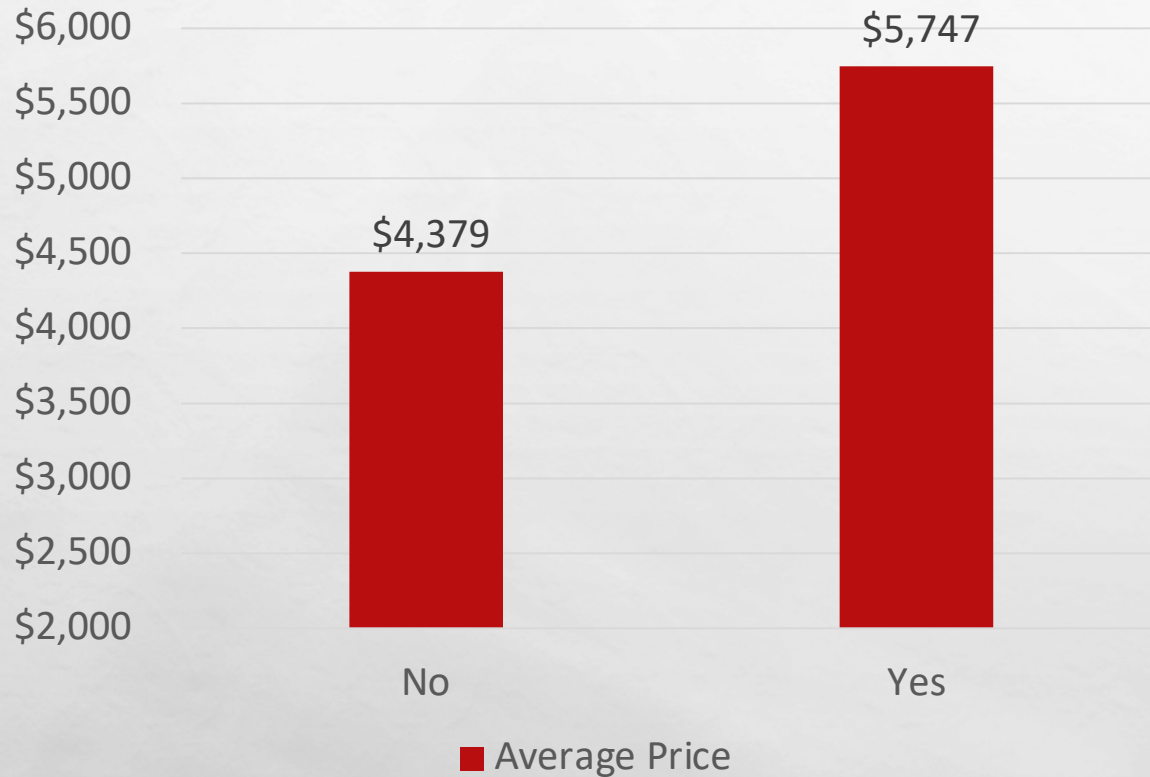
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FACTORS AFFECTING SALE AVERAGES: DAY OF PICKUP DISCOUNT



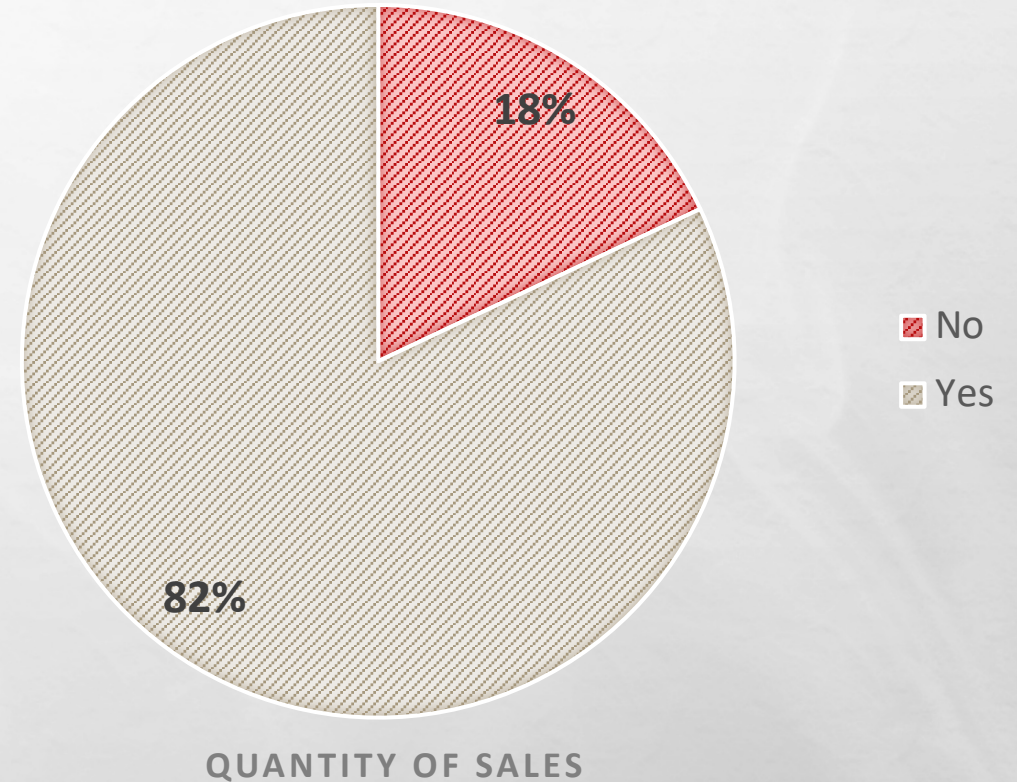
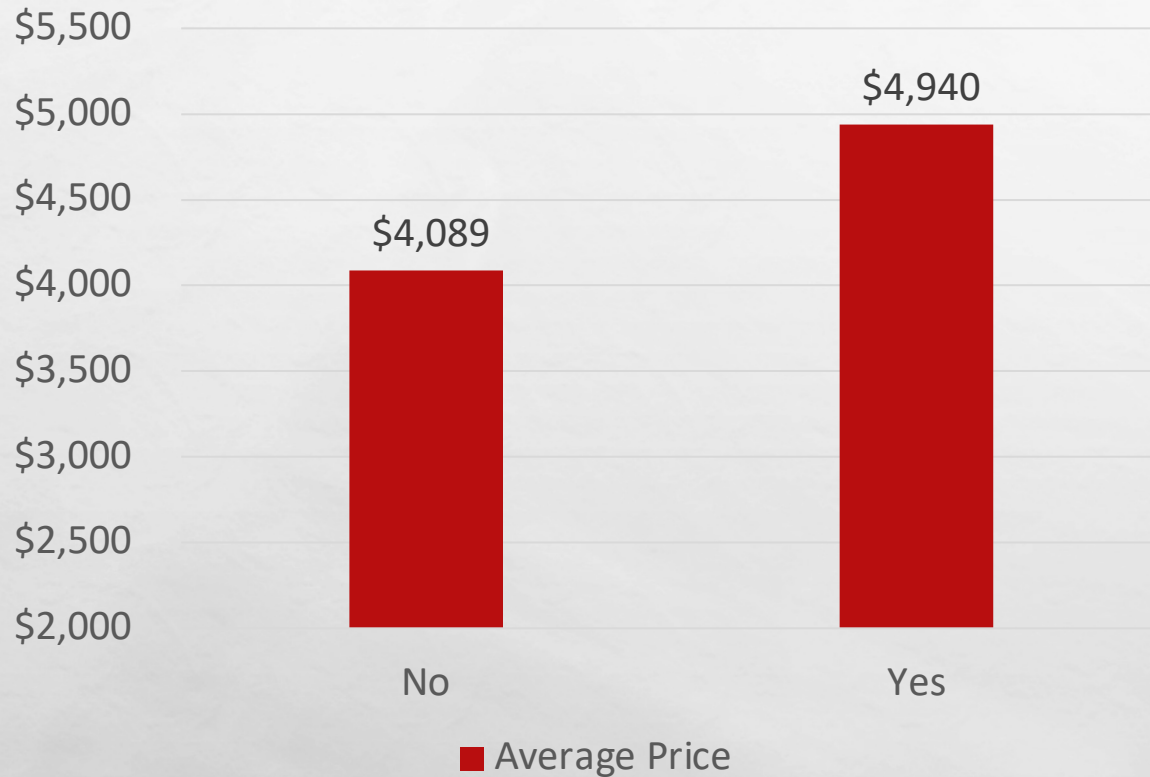
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FACTORS AFFECTING SALE AVERAGES: VOLUME DISCOUNT



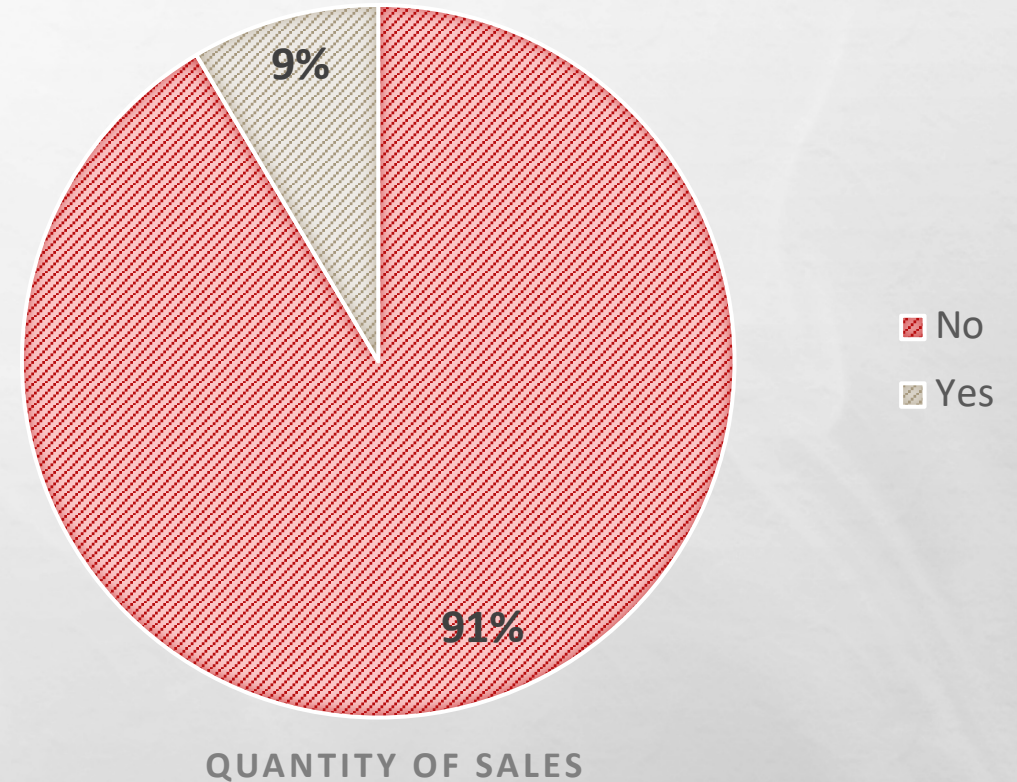
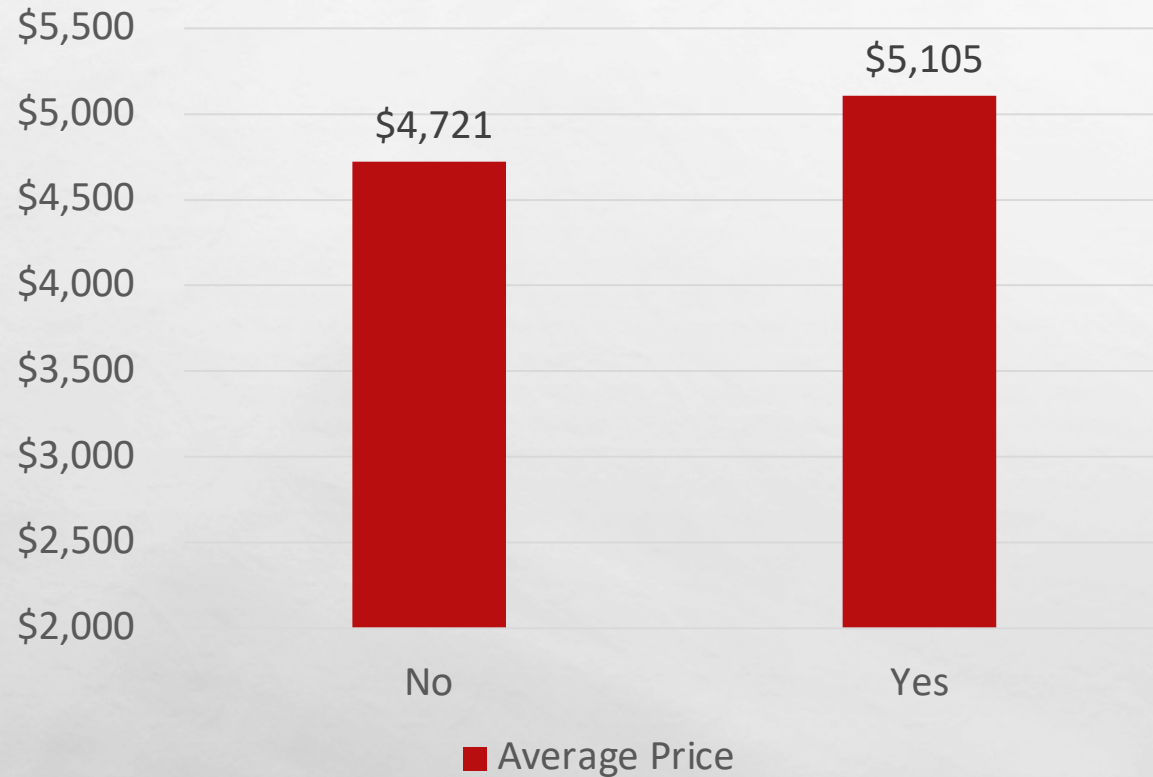
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FACTORS AFFECTING SALE AVERAGES: FREE DELIVERY



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FACTORS AFFECTING SALE AVERAGES: A BAG OF TAGS FOR EVERY BULL PURCHASED



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