



Steps to Create and Grow Red Angus Feeder Calf Sales

Red Angus Association of America

Commercial Marketing Department



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Meet the Team



Kelly Smith

Director of Commercial Marketing
Phone: (417)-855-9461
kelly@redangus.org
West Plains, MO

Point of Contact for:

Packer Relations
Feedlot Relations



Jeananne Drouhard

Value-Added Department Lead
Phone: (940)-477-4593
jeananne@redangus.org
Harper, KS

Point of Contact for:

Value-Added Programs Lead
FCCP/AA Expansion



Lauren Weingardt

Value-Added Programs Specialist
Phone: (940)-477-4593
laurenweingardt@redangus.org
Oxford, IA

Point of Contact for:

Value-Added Programs
Enrollments



Josh Taylor

Commercial Marketing Specialist
Phone: (918)-605-5139
josh@redangus.org
Perkins, OK

Point of Contact for:

Red Choice
Gridmaster



Rachael Oliver

Commercial Marketing Specialist
Phone: (406)-480-1569
rachael@redangus.org
Savage, MT

Point of Contact for:

Feeder Calf Sale Listings
Procurement Management



Cory Peters

Commercial Marketing Specialist
Phone: (402)-418-2351
cory@redangus.org
Dorchester, NE

Point of Contact for:

Bull Sale Analysis
Video Sale Data



Taylor Ohlde

Commercial Marketing Specialist
Phone: (913)-626-2715
taylor@redangus.org
Hillsboro, KS

Point of Contact for:

Calving Book Orders
Supply Management Data



Dear Red Angus enthusiast,

There are many seasons in the beef industry. From breeding to weaning, there is not much time for a cattleman to consider how and where to market each year's calf crop. Many producers lean on their seedstock producer, video sale representative or trusted local sale barn manager to guide them in the right direction. Whatever path they choose, the Red Angus Association is dedicated to assisting commercial Red Angus producers with their marketing needs. We are here to help you! The commercial marketing department was created specifically to work with commercial producers to navigate cattle markets, and our team strives to provide tools to help add value to Red Angus-influenced feeder cattle and calves.

Enrolling in Red Angus value-added programs is a sure way to add profit to your herd and receive helpful marketing assistance on your feeder calves. The commercial marketing team works alongside seedstock producers and sale barn managers to create extra demand for red-hided cattle through specialized sales. Our team prioritizes the success of these sales and initiates sales in areas needing a strong outlet to sell Red Angus feeders. We have created this how-to guide for any producer, purebred breeder or sale barn manager to use as a resource to help initiate a successful Red Angus feeder calf sale. This manual serves as guidance in preparing for your event and creating effective advertisements on any budget. The Red Angus marketing team has found these valuable practices make or break a feeder calf sale. Rather than starting with a blank slate, utilizing this document will provide a solid foundation to set your sale up for success.

As you read through this how-to guide, we want to encourage you to reach out to anyone on the marketing team for assistance. Utilization of this guide has the potential to create robust and profitable sales cattlemen and women can confidently rely on. We greatly appreciate the work you dedicate to helping commercial Red Angus cattlemen succeed, and we are happy to be your partners in this endeavor.

Sincerely,

Red Angus Marketing and Value-Added team

18335 E. 103rd Ave., Suite 202, Commerce City, CO, 80022 | (940) 387-3502 | info@redangus.org



Date Selection and Alerting RAAA of the Event

1. Pick a date at least 6-8 months before the sale.
 - It is best to pick a date as early as possible, and when a large group of Red Angus producers are known to bring calves to the barn. We know planning 6-8 months in advance might be a daunting task, but the earlier the date is chosen, the higher the possibility for maximum exposure.
 - Tip: Having two sale dates allows more flexibility for Red Angus consignors.
2. Publicize the sale date repeatedly and in as many ways as possible.
 - Put the date(s) on the Red Angus Calendar
 - Visit <https://redangus.org/>
 - Click Sales and Events and select the “Submit an Event/Sale” tab
 - Fill out the information for the sale(s)
 - This is **free advertising** provided by RAAA





3. Once the event has been submitted, reach out to an RAAA commercial marketing team member.
 - <https://redangus.org/about-red-angus/staff/>
 - By reaching out to the marketing team, we can put the event on our list of FCCP sales to attend.
 - The RAAA marketing team will mail a sale packet full of Red Angus promotional items to be distributed on sale day.
 - RAAA will place a **free advertisement** for the sale in relevant regional publications and the Red Angus Magazine.
 - Once a list of consignments is available, RAAA staff will put the listing on our Red Angus show list www.redangus.org/marketing/showlist/. This show list is emailed to potential buyers through our FeederFax email service. This **free service** informs feedyard managers, order buyers and other interested parties of Red Angus cattle for sale weekly.
4. We encourage you to gather customers as early as possible and alert them of the planned sale date(s).
 - Create a contact list of interested parties and buyers based on prior sales, catalog requests, or even a mailing list available at RAAA
 - We suggest reaching out to the customers at least twice prior to the sale. Once before working the calves to alert them of the sale, and again 2-3 weeks before the sale to remind them and provide the final information they will need. You can take this time to educate customers about ways to add value to their calf crop through vaccination protocols, weaning, genetic verification and enrolling in value-added programs.



Developing Sale Content/Catalog

Once the sale date has been selected, producers have been contacted and the total offering for sale day is confirmed, it is time to start thinking of how to put together helpful information for buyers to see before and during your Red Angus special sale. We recommend producing a “sale catalog” of the feeder calf listings selling that day, if funds to do so are available. A sale catalog does not have to be flashy, but it must contain the information essential to feeder cattle buyers. By having this information compiled beforehand, you not only better inform your buyers, but the RAAA commercial marketing team can better advertise this event for you. A sale catalog will also showcase your auction market as providing high-quality feeder calves, prompting more potential buyers to attend or bid online on the day of your special feeder calf sale.

[Click here for an example](#) of a special feeder calf sale catalog.

If organizing a sale catalog is not for you, here is a list of helpful information our marketing team has found that catches potential buyers' attention before the sale.

- Ranch/Producer Name
- Total head (or approximate total)
- Estimated weight of calves before sale day
- Breed/breed type
- Sex
- Implants - Yes or No
- List of programs calves are enrolled in (i.e., NHTC, FCCP, GAP, BQA, etc.)
- Vaccination protocol/list of vaccinations/dates given
- Calf sires/Purebred Breeders name where producer buys bulls



Advertisement

The RAAA marketing team will help you advertise your feeder calf special sale. Our team provides a listing of each Red Angus feeder calf sale to relevant regional publications. This listing is advertised every other week from mid-September through mid-December. We also advertise special sales in our Red Angus Magazine that goes out the first of every month.

Along with listing these sales in industry publications, we send a FeederFax to all subscribed producers and cattle buyers. FeederFax is a free service RAAA provides that sends lot load descriptions to feedyard managers and order buyers who have expressed interest in Red Angus cattle. This system readily informs cattle buyers of Red Angus cattle for sale. Once you have collected all the information on consigned cattle, we ask you to send us your “catalog” at least one week before the sale. Our value-added department will send out the consignment information through FeederFax to remind buyers of your sale date. Please send the consignment information to tags@redangus.org.

Before and even during the sale, we highly encourage you to gather a list of names, contact information and email addresses of your bidders and buyers. These contact lists will be helpful during the following year to send sale catalogs and sale information. If you gather and share their email addresses, our value-added department can also add them to our FeederFax listing.

If a Red Angus marketing team member is present for the sale, please point them to Red Angus consignors and buyers they should talk with to help create a successful sale the following year. Please email customer or buyer contact information to tags@redangus.org.

Sale Follow-Up

Following the sale, we request that you send an updated catalog or sheet with the prices of each lot sold during the feeder calf sale. Our value-added department will use this information to update our supply management database. RAAA created this supply management database to help producers and buyers have easier access to information about Red Angus cattle selling across the country. The marketing team also uses this database in aiding any producers looking for Red Angus or Red Angus-influenced cattle. To send prices, please email them to tags@redangus.org.



Conclusion

By adopting these easy processes, your Red Angus feeder calf sale will become more and more popular and successful. This how-to document's purpose is to help you and your customers put better management practices into action, which will, in turn, make your customers' cattle sell better and be more profitable.

The RAAA commercial marketing team is here to help. Our job is to assist you and commercial producers in any way we can. We are available to consult on procedures listed in this document, assist in finding producer information and to help promote your sale. Our team is strategically placed throughout different U.S. regions, so we can better serve our Red Angus producers and marketing partners. Whether through marketing and promoting, or just helping with better management practices, our team is ready to work alongside you. Once you have a date selected for your sale, please reach out to Rachael Oliver, so we can get you on our list and help promote your upcoming sale. As mentioned earlier, our marketing team is here to assist in any way possible. We look forward to working with you!



Marketing Team Contact Information

Kelly Smith

Director of Commercial Marketing

kelly@redangus.org

(417)-855-9461

Jeananne Drouhard

Value-Added Department Lead

jeanne@redangus.org

(940)-477-4593

Lauren Weingardt

Value-Added Programs Specialist

laurenweingardt@redangus.org

(940)-477-4593

Josh Taylor

Commercial Marketing Specialist

josh@redangus.org

(918)-605-5139

Rachael Oliver

Commercial Marketing Specialist

rachael@redangus.org

(406)-480-1569

Cory Peters

Commercial Marketing Specialist

cory@redangus.org

(402)-418-2351

Taylor Ohlde

Commercial Marketing Specialist

taylor@redangus.org

(913)-626-2715



Additional Resources

Feeder Calf Certification Program (FCCP)

In 1994 at the RAAA convention, Bob Hough presented the business model for the Feeder Calf Certification Program. This program would address marketing needs across decades of change and breed growth by revolving the program around the success of commercial cattlemen and women. If commercial producers were profitable with Red Angus genetics, the breed and beef cattle industry would achieve success. In 1995 the Red Angus FCCP passed a procedural audit and became the first program to be certified under USDA's Quality System Verification Programs. Two years later, the industry's first program was labeled with USDA's Process Verified shield. RAAA continues to follow this process and remains a program with free enrollment.

FCCP Process Verified Points:

1. Genetics: Traceability to at least 50% Red Angus bloodlines; the progeny of a registered Red Angus sire and/or dam, or cattle traceable to one registered parent or two registered grandparents
2. Source: Verification to Ranch of Origin
3. Age: Group Age

Allied Access

In May 2011, RAAA Alliance and Marketing Committees recommended adding a new option to our marketing programs to assist producers utilizing half-blood Red Angus bulls or other breeds in a planned crossbreeding system. The new program would capture age and source verification without the restrictions of genetic validation. This was approved and named Allied Access. Enrolled cattle carry a green tag with a unique identification number and the Allied Access logo.

Allied Access Process Verified Points:

1. Source: Verification to Ranch or Origin
2. Age: Group Age



How to Enroll

1. Make the call. Call Jeananne or Lauren to enroll over the phone at (940)-477-4593.
2. Tags are shipped and applied at the ranch of origin.
3. Return a signed customer enrollment agreement with a copy of calving records.
4. Receive the USDA Certificate of Compliance that accompanies the cattle at shipment.

Price of tags:

FCCP or AA Dangle - Alfalex \$1.30 or Datamars for \$1.30

FCCP or AA Combo - \$3.30

FCCP or AA EID Only - Alfalex \$2.20 or Datamars for \$2.60

IMI Global Partnership

A new arrangement between the Red Angus Association of America and IMI Global, a division of Where Food Comes From, Inc., allows cattle producers who take advantage of Red Angus value-added programs to more easily utilize IMI Global verification services. Cattle producers who enroll in Red Angus value-added programs now have the ability to start the application process for one or more IMI Global claims on the same phone call, saving time and streamlining the enrollment process. IMI Global offers multiple verification programs to boost cattle producers' profit potential, including non-hormone treated cattle, verified natural and grass-fed beef, as well as its newest sustainability program, BeefCare.

This partnership comes after several years of positive collaboration between RAAA and IMI Global and is another step in providing top-tier service to cattle producers who are seeking premiums through Red Angus value-added marketing options. Verification through Red Angus value-added programs, like the Feeder Calf Certification Program, can improve ranchers' returns by up to \$2.98/cwt, while verification through IMI Global provides convenient access to natural and non-hormone treated cattle programs that are in high demand in the beef industry. Because the FCCP is already providing verification for age, source, and genetics, producers who enroll calves in the program can use the same program compliant tag or EID as the identifier for Red Angus and IMI Global programs.

For more information about FCCP enrollment, contact Jeananne Drouhard or Lauren Weingardt (940) 477-4593. For more information about IMI Global, contact Doug Stanton with IMI Global at dstanton@imiglobal.com or (866) 395-5883.