



The Missouri Red Angus Association

To: Missouri Red Angus Members interested in consigning to the new MORAA Bull Sales and Marketing Program.

From: The Missouri Red Angus Association Board of Directors

Date: May 1, 2016

Introduction:

The Missouri Red Angus Association's (MORAA) Board of Directors has been evaluating the past methodology for marketing bulls at the April MORAA sale in Springfield. Based on our evaluation and consistent member feedback, the old program was inadequate to member's needs.

The Board reviewed and voted to drop the old program where consignors were limited to the number of bulls and the requirement to consign an equal number of females. That program has been replaced with the following new program.

MORAA Bull Marketing and Sale Program:

To further advance the mission of the Missouri Red Angus Association to promote the breed in the State of Missouri, we have developed and approved a new program for developing and marketing bulls at the current April sale venue in Springfield.

The entire Board of Directors has reviewed and approved the new bull consignment process. Please recognize the entire process is built on the foundation that the Red Angus breed is one of the best commercially focused breeds in the cattle industry. All efforts by the Board supports the commercial breeder's needs and that ultimately, the buyer is the one who determines what they value and what price point they will pay.



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Life Cycle from Consignment – Sale and the need to maintain contemporary groups:

One of the most important decisions to be made by you, the potential consignor, is an understanding that once you consign to the approved development facility, that bull will stay in the care and maintenance of that developer all the way through to the sale. Obviously, a bull may be culled for any number of reasons while at the development facility, but no bull being marketed for the sale can leave the care and maintenance of the developer.

Please recognize any bulls coming in June and being developed as 18-month old bulls for the April 2017 sale will also require they stay in their contemporary groups. You will have to be committed to maintaining a longer expense track for those older bulls and that they will not come “home” after the development tests.

You have the right, at any time, to pull a bull from development or take a bull home after development for your own use or to market in a private treaty manner. However, they will be disqualified from the MORAA sale, you will still be responsible for any cost incurred by the developer, and you will not be eligible for any refunds against the entry fees or costs incurred.

Missouri Red Angus Association Bull Entry Requirements

Approved Test Facilities & Developer:

- Brickhouse Farms, LLC – Tina, MO. (Dwight Harper 660.542.4033)

Entry-Consignment Fee:

- \$200 per bull.
- Paid at entry to the developer.
- **Consignor must be a current Missouri Red Angus member.**



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Tests paid for by the entry fee:

- Entry weight – On Test Weight.
- Mid-point weight (@ day 56).
- End-point weight (@ day 112).
- ADG results in Microsoft EXCEL spreadsheet.
- Breeding Soundness Exam and documented results of scrotal circumference, and logging the results of the motility and morphology tests as documented by a DVM examining and passing the bull as satisfactory to breed.
- Results of each bull's Trich. PCR test. Must be negative for sale entry.
- Results of a BVD-PI test. Must be negative for sale entry.
- Collecting DNA blood cards for each bull.
- Collection and reporting of ultrasound tests for %IMF, REA and BF.

Billable items outside of Entry Fee:

- EID/Test ID tags
- Entry vaccinations and treatments (itemized per bull).
- Feed and yardage
- Clipping and grooming in preparation for both photo, video and before sale.
- Setting up photo and video shoots
- Transport costs if arranged by the developer



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- DNA billable costs if developer is submitting data to the Red Angus Association.
Minimum Performance Requirements for Entry to MORAA Sale:
 - No physical defects.
 - No active pinkeye or significant pinkeye scars.
 - No active warts or ringworm. No clusters of inactive warts or ringworms
 - No cracked or broken foot claws. No screw or curly claws.
 - Registered in the Red Angus Association system meeting the requirements for red-hided CAT 3, CAT 2, CAT 1B or CAT 1A.
 - DNA test results (recorded in registration papers) of the GGP-LD test. Sire parentage verification, 50K Genomic Enhanced EPDs, plus meeting RAAA genetic defect policy).
 - We are not specifying a minimum Adjusted Weaning Weight (AWW) or a minimum Adjusted Yearling Weight (AYW). However, it is the experience of the subcommittee and MORAA Board that bulls do best when they are around 600 lbs. when they arrive at the developer's facility. It's difficult to properly manage bulls who could range from 475 lbs. to 800 lbs. Small bulls will have a difficult time competing with the bigger bulls at the feed bunks.

Entry Requirements into the Develop Facilities:

- **Spring entry dates:** From June 1 - June 15 for Aug., Sept., and Oct. 15 born bull calves.
- **Fall entry dates:** From Oct 1 - Oct 15. for Jan., Feb., March 15 born bull calves.
- Prefer 30 days of weaning prior to development entry date.
- Minimum 1 round of vaccinations prior to entry for:
 - ✓ 7-way, 8-way, or 9-way Clostridial.
 - ✓ Viral 5-way (IBR, PI3, BRSV, and BVD type I and II).
 - ✓ One dose of Pasturella Haemolytica and/or Pasturella Multiocida.



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- Bulls will receive another round of vaccinations and treatments at entry.
- No bull calf allowed into test if actively sick, coughing or snotty nosed or any other known health problem.
- Bulls must be registered with the RAAA and submit tattoos & registration numbers upon delivery.
- Consignors are responsible to contact their developer and review all entry protocols with them. They have the final say whether a bull can gain entry or not.


Marketing and Catalog Entry Requirements

- **The sale selection committee will have the final say on any animal being presented for the April sale. The sale committee selection team will look at both females and bulls and their judgement is final for who gets selected for the sale. Likewise, our sale manager/auctioneer will have the final say for sale order on the day of the sale.**
- All bulls may have a photo & video for possible marketing. The sale committee will make final selection of what photos may be used in the catalog.
- All bull consignors should supply a write-up of each bull for the lot comments. Comments will be edited and used at the discretion of the sales management committee and the committee has the right to modify or edit the comments.
- Catalog will display:
 - ✓ All EPDs and Indexes
 - ✓ % Ranking for Each EPD and Index
 - ✓ ADG for the Gains Test
 - ✓ WDA (as recorded in the Association Registry)

 - ✓ Adjusted Scrotal Circumference
 - ✓ DMI and RFI if measured
 - ✓ Date of Birth and actual BW
 - ✓ Adjusted Weaning Weight
 - ✓ Adjusted Yearling Weight
 - ✓ Category Listing
 - ✓ 2 generation pedigree



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 2016 MORAA BULL DEVELOPMENT ENTRY FORM									
OWNER / CONSIGNOR									
Count	RAAA MEMBER #	ANIMAL ID (EAR TATTOO)	RAAA REGISTRATION #	NAME	DATE of BIRTH	Birthweight	Weaning Date	Weaning Weight	Fee
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									
21									
22									
23									
24									
25									
							TOTAL ENTRY FEE		
							Check #		
I am the owner and/or consignor of the bulls listed above. I acknowledge and agree to all terms listed in the attached consignment letter.									
Signature					Date				