



# The Missouri Red Angus Association

Hello Red Angus Breeders!

It certainly is an exciting time to be part of the Red Angus breed--*the most sought-after female on the market today!* As we greet the new year and assess our fall breeding choices and anticipate spring arrivals, it's also time to consider your 2018 marketing strategy. As a breeder, you invest a lot of time and talent in your operation and I can't think of a better way to benefit from the fruit of that labor than by accepting our invitation to join MORAA and allow us to help you showcase your accomplishments in the:

2018 **SHOW-ME REDS** Sale - FRIDAY, APRIL 20th 6:30 p.m. -- Springfield Livestock Marketing Center

## What's NEW from the Board of Directors & Sale Committee for 2018?

- Sale name--**Show-Me Reds** (formerly Ozark Red Roundup)
- REVISED 2018 Sale Guidelines
- A new nomination structure for placement of cattle to this sale. This is different than a consignment sale structure in that animals will be nominated, then approved by the Sale Committee for placement in the sale.
- A re-instated entry fee for placement of cattle in the sale. Registered lots (animals or genetic lots) will be assessed \$100/lot. Commercial class animals will be assessed \$25/head.
- A 'targeted' 12% registered commission rate, and a fixed 4.25% commercial commission rate.
- User-friendly ONLINE animal entry

ANNUAL MEETING & SALE SCHEDULE	
Cattle Arrival	Thursday 9 a.m.-3 p.m.
Consignor's Meeting	Thursday 3:30 p.m.
Annual Meeting/Dinner	Thursday 6:00 p.m.
Cattle Available for Viewing	Thursday after 4 p.m. / Friday- All day
<b>NEW</b> Sale Date/Time	<b>Friday, April 20th - 6:30 p.m.</b>

## Required Action for Consigning--**DEADLINE: MARCH 1, 2018:**

1. READ the REVISED \*Sale Guidelines
2. MAIL Page 1 of \*Entry/Contract form with payment and (optional) \*Catalog Ad Placement form.
3. ENTER lot details, photos, & footnotes [ONLINE](#) (preferred).
  - An alternative \*Nomination form is included and may be used only in the event Internet access is not available. (Make one copy per lot and mail.)

If you would like the opportunity to showcase your cattle and create regional interest in your program, consider making the 2018 Show-Me Red Sale part of your marketing strategy for the new year!

We look forward to your nominations and are happy to answer questions or assist in any way.

Sincerely,

MORAA Sale Committee  
Linda Campbell, Chair  
417-327-7870/lin12cam@gmail.com

**\*Attachments**