

BET ON RED

July 1st, 2024

Welcome Red Angus Breeders,

Western States Red Angus Association
P.O. Box 706
Hermiston, OR 97838

“Change is inevitable. Growth is optional.” – John Maxwell

It's hard to believe, but it is time to start making plans for the 27th Annual **Bet on Red** in Reno, Nevada. This year's sale will be held on Saturday, November 2nd, 2024, at the Reno-Sparks Livestock Events Center, in conjunction with the Western National Red Angus Show. Each year, I find it very rewarding to see all the Red Angus breeders that come together and execute such a warm, welcoming, and successful event. I believe the Western States Red Angus Association is one family with a common interest, who welcomes everyone with open arms.

Over the years of my involvement, it's been so encouraging to see how the WSRAA Board of Directors listens to its membership and adjusts the event to better support them. As expected, they have a few new and exciting changes to the Western National Red Angus Show that will surely make everyone's time and involvement sincerely worthwhile. Demand for Red Angus cattle is at an all-time high and setting new records annually. While the U.S. cow herd contracted over the last few years, Red Angus has been soaring in almost every category that's measured.

Recently, I was fortunate to be able to attend the inaugural Red Angus Youth Expo, held in Chickasha, Oklahoma, June 9th – 14th. This brand new, junior-focused summer event was executed to a “T”. The support and encouragement felt throughout the breed and association was clearly evident, and it begins a new, annual tradition for Red Angus breeders to focus on the youth. Fantastic educational sessions, career-building competitions and the National Junior Red Angus Show came together and provided a long-awaited event centered around the next generation. I was personally thrilled to see how involved and dedicated so many of the RAAA staff were to ensure a successful event. It was an experience I will remember for a very long time.

Now, onto sale details. On Friday, November 1st, we will once again host our Bet on Red Frozen Genetics Sale with Show Circuit Online Sales. Worth mentioning, we have decided to condense the number of printed pages in the Bet on Red catalog to conserve sale expense. The sale catalog will NOT include the embryo consignments listed by lot. This was decided based upon the results from the past few years. I've seen no increased demand or higher average price per embryo by having the content printed in the catalog. Over 70% of the frozen genetics sold online are purchased by off-site buyers that are NOT in attendance at the Bet on Red. We will continue to advertise these lots online and are contemplating designing a separate frozen genetics catalog for online viewing only.

Seth & I will divide and conquer the herd visits again this fall, ensuring the Bet on Red maintains its path to the breed's most prestigious consignment sale. Seth & I will contact consignors well ahead of our planned visits through your geography and are hoping to start those near August 1st.

Again, there will be no “cap” on the number of consignments. We believe that the more consignor participation we have, the better. However, this will be managed with careful oversight. We all can or have experienced an “off” year from a quality standpoint. If your calf crop was underwhelming this year, maybe it's a year to attend and show support for fellow breeders instead. Maintaining an elite offering of females will help keep prospective buyers and Red Angus enthusiasts interested and inquiring year after year. If we decide that a consignor does not have an appropriate consignment that maintains the elite standard of the Bet on Red, we will encourage the consignor to wait a year, with a refund on their nomination fee.

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Additionally, consignment opportunities will be extended to breeders out-side the immediate Western States geography, in hopes of increasing the effectiveness of the auction as a whole. As always, sale heifer preparation or fitting is allowed and encouraged by any party that can help in presenting the consignments to their fullest potential, leading up to and during the Bet on Red Sale. In some cases, for consignors from outside the immediate Western States geography, this will most likely be necessary.

I am excited to have Matt Lowery, of Burwell, Nebraska, joining us again for this year's Bet on Red. Matt auctioneers for some of the most successful barns throughout Nebraska and South Dakota and has found himself in high demand by many of the most successful Red Angus seedstock operations in the Great Plains. He is a gifted auctioneer, an astute cattleman, and someone that thousands of cattlemen and cattlemen have come to trust and appreciate.

As always, the success of the consignment is decided on the day the catalog is received in the mail. If consignors are not doing their part to include an exceptionally high-quality image, which competes for prospective buyers' interest, they should keep their sales price expectation modest. Again, I am offering my time and skillsets to get the best possible photograph of your consignments. In some cases, if consignors choose, Seth or I could picture your consignment upon our herd visits for hand selection. That is of course assuming sun, presentation, and helping hands are available that day.

We are switching to an **ONLINE ONLY** nomination process this year. Nomination fees and entries need to be paid for by **July 20th, 2024, at midnight**. This can be found on the association's website at www.westernstatesredangus.com. Any entries received after July 20th will be required to pay a \$100 Late Fee, per consignment. I am expecting record crowds, participation, and interest. The changes your WSRAA Board of Directors have been diligently working on will prove to be beneficial. I cannot wait to see all of you again in Reno!

Thank You,
Garrett Knebel

We have made the change to **Online Payment Only**.

If you do not meet the July 20th Deadline, each lot is assessed a Late Fee of \$100.00.

Nominations should be made at
www.westernstatesredangus.com

If a problem should arise, contact Marie Linnell.

1-541-561-6563



Bet on Red Consignment Rules

- Consignor must be a **paid member** of the Western States Red Angus Association.
- Only females, either heifer calves or bred heifers, will be accepted as consignments in the Bet on Red Sale. **No Cows, Bulls, or Steers** will be allowed as consignments.
- **No "Choice" lots** will be offered in the Bet on Red Sale.
- The Bet on Red Sale Management reserves the right to turn away any consignor that does **NOT meet the deadlines** with respect to **nomination forms or sale catalog content**. A refund will not be returned if the deadlines are missed.
- New consignors from OUTSIDE the WSRAA geography must pay a **one-time membership fee of \$200.00**, for their first year of consignment. After year 1, they will return to the normal \$100.00 membership fee.
- The Bet on Red Sale is returning to a **"Hand Selected Consignment"** format. By submitting a nomination form, the consignor agrees to the **Pick of the Herd**. Seth Leachman or Garrett Knebel will have the right to request certain animals as a condition for selling in the Bet on Red. Selections via herd visits will begin starting **August 1st**.
- All live lots **must have submitted and verified DNA** with the RAAA. Consignment heifers **MUST be in "R" status** within the RAAA database by Check-In on Wednesday. If the consignment is not in R status, they will NOT be allowed to sell. *When the catalog goes to print, the heifer's registration type that appears within the RAAA database will be printed as such.*
- The Bet on Red Sale has decided to make the addition of a printed **"Fertility Guarantee"** within the Sale Terms & Conditions of the catalog. **By submitting a nomination form, you are agreeing to uphold that fertility guarantee for your consignment.** You can find a copy of the "Fertility Guarantee" included with this nomination letter.
- Heifers consigned to the Bet on Red are **encouraged to show** in the Western National Red Angus Show, but not required.

Bet on Red - Online Genetics Sale Rules

- Embryos are the only frozen genetics that will be accepted as consignments. **No flushes or pregnant recipients** will be offered.
- **No semen** will be offered as a consigned lot. It will only be marketed as a donation.
- **Donation Semen will be selected and secured by Sale Management.**



Bet on Red | Fertility Guarantee

(Composed referencing the RAAA's Suggested Sale Terms & Conditions)

All females are guaranteed breeders, with the exception of:

- i) Animals shown by purchaser after the sale that were:
 - a. transported and shown while trying to maintain a pregnancy, during heat or unnecessary stress.
 - b. only artificially inseminated, and never exposed to a bull with a recent BSE.
 - c. fed to an extreme level of obesity or kept too thin for reproductive health.
 - d. fed unnecessary supplements, or victim to illegal practices altering their conformation.
- ii) Females that are to be used, or have attempted to be used, in an embryo transfer program, after the date of sale.
- iii) Animals who suffer injury and disease following the sale.
- iv) Gross negligence or willful misconduct on the part of the Buyer.

'Safe in Calf' females have been examined by a licensed veterinarian and are guaranteed to be safe in calf. **A pregnancy confirmation is required for all bred heifers that are marketed through the Bet on Red Sale.** No further fertility guarantee post calving is available.

In order to qualify for a fertility guarantee, the seller (consignor) **MUST be notified from the buyer within 8 months** of the date of sale. This will allow the seller (consignor) the opportunity to offer the buyer a credit for the subsequent Bet on Red Sale, if they so choose.

If the females that meet this guarantee fail to breed, they may first be returned to the seller (consignor) in good condition and in compliance with their respective State Health Regulations. The seller (consignor) reserves the right to try and maintain a pregnancy in the said female for **6 months**. If it proves to be a non-breeder after the seller (consignor) exercises their right to try and achieve pregnancy, either an animal of comparable rank will be substitute, or a sale credit will be given from that respective seller (consignor) to purchase an animal from the seller (consignor) directly, in the future. **No credits will be issued from the Bet on Red Sale or the Western States Red Angus Association.** They will be offered from the consignor specifically, to be used with only that consignor specifically. Those credits are **to be used within one calendar year** from when the credit is offered. **No cash refunds will be dispersed.**