

BET ON RED

July 1st, 2026

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

Welcome Red Angus Breeders,

It is "high times" in the beef business. I hope this letter finds you with abundant moisture or some optimism for it. We continue to experience the effects of the smallest cow herd in recent history and high-quality beef cattle are seeing unprecedented demand. The **29th Annual Bet on Red**, held in conjunction with the Western National Red Angus Show, will take place November 3rd - 7th in Reno, Nevada. Sale day is **Saturday, November 7th, 2026**, at the Reno-Sparks Livestock Events Center. Our **Frozen Genetics Sale** will take place the night before, **Friday, November 6th** on SC Online Sales.

This letter serves as notice that nominations are open for the 2026 Bet on Red Sale. Nominations are to be made **ONLINE ONLY**. Entries and fees need to be paid for by **July 20th, 2026, at midnight**. This can be found on the WSRAA website at www.westernstatesredangus.com. Any entries received after July 20th will be required to pay a \$100 Late Fee per consignment.

*Please go to www.westernstatesredangus.com to carefully review the **Exhibitor/Consignor Handbook**.
With this nomination, you are **agreeing** to the WSRAA & Bet on Red - Rules & Regulations.*

New This Year

*The Western States Red Angus Association will be offering **Five (5) - \$1,000.00 Sale Credits**.
(Offered in a drawing to Junior Members, before the sale.)*

Planned herd visits to select the "Pick of the Herd" will begin around **August 1st**. I will contact consignors to coordinate the visits. **A reminder**, herd visits may require 10 or more head to warrant the cost of the herd visit. If the breeder has 10 heifer prospects or less to choose from, cell-phone photos and videos may be requested to conduct a more cost-effective selection. We all have them, but if your calf crop was underwhelming this year, maybe it's a year to attend and show support for fellow breeders instead. If we decide a consignor does not have an appropriate consignment that maintains the elite quality of the Bet on Red, we will encourage the consignor to wait a year, with a refund of their nomination fee.

As always, **the success of the consignment is decided on the day the catalog is received in the mail**. I am offering my time and skillsets to get the best possible photograph of your consignments. In some cases, I can picture your consignment upon the herd visit - assuming sun, presentation, and helping hands are available that day.

I am expecting record crowds, participation, and interest. I cannot wait to see all of you again in Reno!

Thank You,
Garrett Knebel



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 individual consignor, to be used with that consignor only. Those credits are **to be used within one calendar year** from when the credit is offered. **No cash refunds will be dispersed.**