

Missouri Angus Association

“Top 10 Best Practices” for Regional Association Consignment Sales

The following items are not listed in any particular order and are meant to aid consignment sales in running more effective, higher grossing sales that better fit the needs of buyers:

1. Consign healthy, sound structured, functional cattle.

- Quality: Only consign cattle that you would want to add to your own herd.
- Disposition: If the animal is flighty or nervous, select a different marketing avenue.
- Feet: If an animal has had foot issues or needs to be trimmed annually, use other marketing options.
- Health: All consignments must be healthy and free of disease. Vaccines should be boosted, along with deworming and pour-on completed at least 30 days prior to sale. All cattle need to be accompanied by a health certificate within 30 days of the sale date. If you think cattle may be purchased out of state, be prepared to abide by their state regulations.
- Females: All cattle must have four functional quarters with normal teat size.
- Bulls: Testing is required to market cattle.
 - All bulls 12 months or older must past a semen test.
 - According to Missouri law, regulations require all non-virgin bulls and all bulls over 24 months of age be tested for Trichonomiasis.

2. Have accurate data available on each lot consigned.

- Breeding information **MUST** be as detailed as possible. P2 could be a fall or spring calver and the unknown is not desirable.
- Whenever possible, encourage consignors to turn in actual BW, WW, YW and any other data to increase the phenotypic data submitted on their entries.
- Genomic testing allows for all boxes to be filled on the EPDs. Although an added charge, this does help market most cattle.
- Many bull buyers demand that genomic testing be completed prior to purchasing cattle. This is also a requirement for the Show-Me Select program.
- Data needs to be submitted ahead of sale book printing to maximize exposure of the lot.
- All consignments must have a legible tattoo, 840 EID tag, and/or freeze brand as permanent ID.

3. Cattle should be in excellent condition.

- Management for sale cattle should be different than that of your retained cattle. Breeders may need to utilize the statement, “If you think they’re ready, give them another pail of grain.” Underweight and rough coated cattle most likely will not achieve the desired premium.

4. Consignors need to be positive and accept some responsibility for marketing the sale.

- Consignments should be selected early to allow for adequate preparation and advertising.

5. Identify your customers and market to them.

- Maximize the value of your ad placement and set goals to increase your following.
- Recruit and engage potential buyers and consignors throughout the year.

6. Pictures in sale book can add value.

- Professional photos help entice potential buyers to attend the sale.

7. Poor pictures are worse than no pictures.

- Whether it be a sale book or on social media, sale staff cannot undo the damage of a bad photo of an animal. Once published, it makes it harder to market the animal.

8. Sale books need to be out in a timely manner.

- Goal: Sale books are delivered three weeks ahead of the sale. With known mailing complications, this allows for potential delivery delays.

9. Know what type and how many cattle are desired by buyers in your marketplace.

- Cattle out of A.I. bulls will generally outsell calves by your herd sire.
- Goal: Have enough cattle to have a sale with a maximum of a 15% commission.

10. Social activities can strengthen your Association.

- Membership allows opportunities. Make sure members are engaged and their voices heard.