



The Web Page

► by **Angie Denton**, director of Web marketing

Finding your next herd sire can be as easy as 1, 2, 3

In today's fast-paced beef industry, producers are looking for ways to get information quicker and easier. It's hard for seedstock and commercial breeders to find time to sit down with a sale book and find the bulls or cows that meet certain requirements for expected progeny differences (EPDs).

Angus Productions Inc. (API), publisher of the Angus Journal and the Angus Beef Bulletin, is simplifying the process. Visiting API's Web sites — www.angusjournal.com, www.angusbeefbulletin.com and www.angusproductions.com — gives producers access to online sale books. An exciting feature of the online sale books produced by API is the search option. Visitors can sort the sale book(s) for lots that meet certain EPD requirements, for progeny of a certain sire, and for cows or bulls.

What are the advantages?

The biggest advantage to posting sale books online is time. It saves buyers time by not having to manually sort through a sale book page by page, and it gains sellers time by presenting their sale books to potential customers sooner. Most sale books produced by API are online two weeks before they are printed and mailed.

If you can't attend a sale, accessing the sale book online is a great way to sort the cattle based on genetic and performance merit and to determine the ones you are interested in before calling or e-mailing a bid.

Another benefit to the seller is the number of new customers who can be contacted via the Internet. Cattle producers

around the world can access the sale books and find the genetics for which they are looking.

Other ways you might use the online version include:

1. To access contact information — name, phone, address, e-mail — quickly;
2. To print out directions to the sale site; and
3. To determine how to place a bid if you can't attend the sale — what livestock-publication representatives to contact, a sale-day phone number, the auctioneer's phone number, or how to submit a bid via e-mail.

If you don't have access to a computer or to the Internet, you may be able to get online at your local library, school district or county Extension office.

Step 1—Finding the site

Click on the "breeder sale catalog" link on the *Angus Journal* or *Angus Beef Bulletin* Web sites, or type in www.angusjournal.com/breedersalecatalogs.

The breeder-sale-catalogs home page is a listing of active online sale books (Figure A). The listing is not limited to production, female or bull sales. Also listed on the site can be embryo catalogs, private-treaty offerings, and herd-sire or semen directories.

You can browse individual sale books, do a search of all active sale books or access a list of archived sale books. You also can sign up to receive an e-mail notice when new sale books are added to the site by selecting the "click here" link and submitting your e-mail address. You also can click on a list of upcoming sale books.

Step 2—Search all

To search all active online sale books, click the link that says, "Click here to search all catalogs." This will take you to a split screen (Figure B) with the search screen on

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Figure A: Breeder-sale-catalog main page



Figure B: Search-all-catalogs page

the left and the list of active sale books on the right.

The search works similar to the online version of the *Angus Sire Evaluation Report*. Enter EPD selection parameters — birth weight, weaning weight, yearling weight, yearling height, scrotal circumference, carcass weight, marbling, ribeye area, fat thickness and percent retail product.

If searching for lots that meet multiple parameters, click the button to the left of the trait by which you want to sort the results. You can request the results be provided in ascending or descending order. Other search options include searching the sale database for females, bulls or both, or for the progeny of a certain sire.

After entering the search criteria and hitting the search button, the left side of the split screen will be replaced with the search results — lot number, animal name and ranch or sale book name. Click on the lot you want to examine. When clicking on a lot number, the right-hand screen (Figure C) will be replaced with that lot's pedigree, EPDs, footnotes and picture (if available).

At any time during the search process, you can print the page or screen.

From the “search all catalogs” screens, return to the previous screen by clicking the “go back” link on the top, left-hand side of the window.

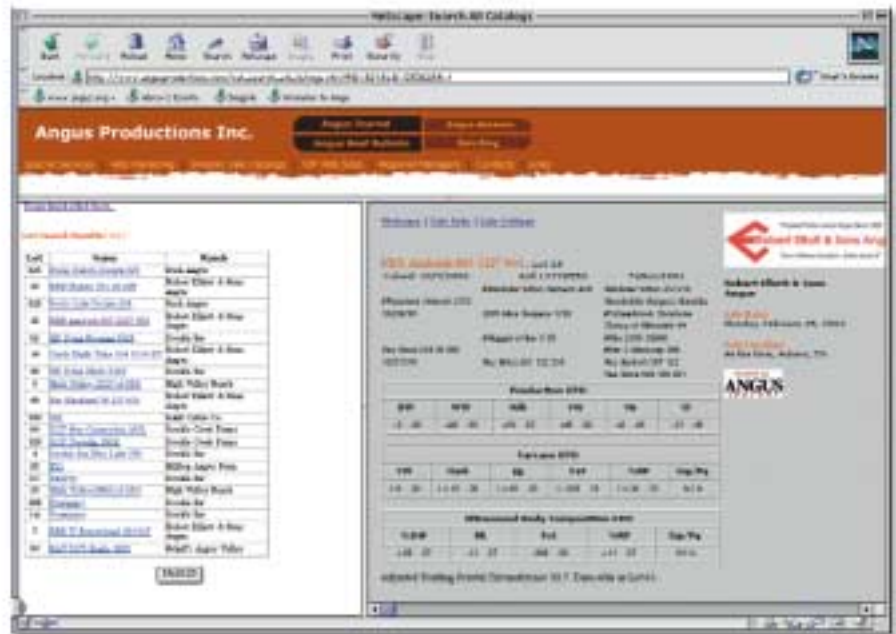


Figure C: Lot page

Step 3—Search one sale book

Click on the sale book name from the main listing page (Figure A). After clicking on the name, the welcome page will appear. On this page is a letter from the breeder, sale manager or both, or a list of consignors.

From the welcome page you can choose to go to the sale-information page, where important information about the sale can be found — sale time, auctioneer, directions to sale site, motel information and livestock-publication representatives to contact to place a bid.

To view all lots in a sale book, click on the sale-listings link. This link will bring up a list of sale animals in lot order (Figure D). Click on a sale lot to look at that animal's information, or choose the “search this catalog” option.

Similar to the search-all-catalogs option, a search screen will appear that will allow you to enter certain EPD parameters, sex or sire name. From the search results page, each lot you click on will open in a new window so you can view multiple lots at the same time.

If you choose to go through the sale book lot by lot, you can click the “next” or “previous” link above the lot number.

Another option

Visiting www.angusjournal.com/breedersalecatalogs, you will also find sale books that are posted as portable document format (pdf) files. This is another way to present a sale book online.

The benefit of a pdf file is that it is presented in the same format as the printed sale book. This allows the browser to see the entire sale book from cover-to-cover. The disadvantage is file size and the time it takes to download a pdf file. Some producers choose to divide the sale book into smaller sections, allowing faster download.

With pdf files you do not have the search function that is possible with the online sale books.

Good luck as you look for that next herd sire or foundation female to add to your herd. It is our hope that with online sale books we've made the process easier and more convenient.

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Figure D: Sale-listings page