

Introducing New Marketing Platform

You asked for it. Now it's reality.

I am very excited to inform you of this latest step in Angus merchandising! Auctioning and bidding have never been easier.

Last year the American Angus Association conducted a membership survey, the results of which were evaluated to provide the staff and Board of the Association much needed information as they delved into a long-range strategic planning process. Results from the survey will provide the Association and its membership guidance in developing programs and services to ensure long-term growth of the breed and its members.



Based upon survey responses, it is clear that breeders look to the Association to help market their cattle

and to provide customers. This is what our new marketing platform will provide.

The new service, which we will name at the February Board meeting, will be a timed auction portal. Sellers will be able to list cattle, embryos, semen, real estate, machinery, etc., online for a specified time, giving potential buyers a time limit within which to submit bids.

As we introduce this new service, we will not charge a consignment fee. Only a percentage of the selling price will come back to Angus Productions Inc. (API). So sign up early!

A few things to keep in mind:

- ▶ Sales run for a set period of time;
- ▶ Sales are final at a precise time; and
- ▶ To consign or bid and buy, participants will need to register for a free subscription and password.

One of the advantages to this new service is that any size breeder can participate. This will be a great venue for smaller-scale breeders to present their sale offerings to a worldwide audience.

That was an important element in our designing a new marketing service, as the long-range planning survey indicated the majority of our membership base is composed of herds of fewer than 20 head and the members wanted a way to merchandise their cattle.

API will now be better able to accommodate our membership as the industry trends to more online resources. We are adding a convenience factor. API foresees being able to provide the consignors and bidders a larger buying area with this online timed auction service.

We plan to launch this spring to provide an excellent experience for both those buying and selling.

We are here for you, so give us a call and we'll explain the process and get you started. Good luck bidding and buying.

Terry Cotton
General Manager

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