

# Trade Up

API's new online auction — [www.angustradingpost.com](http://www.angustradingpost.com) — provides Angus breeders with new marketing opportunities for Angus cattle, semen and embryos.

by Terry Cotton

Not too long ago, when Angus breeders had cattle to sell, their access to potential customers was often limited by geography or technical and marketing know-how. At the same time, when someone wanted to locate or buy Angus genetics or specific Angus cattle, they often had to travel long miles to attend a sale or view the animals firsthand.

All of that is changing in coming weeks with the official launch of Angus Production Inc.'s (API) online auction, [www.angustradingpost.com](http://www.angustradingpost.com).

The website, which will allow Angus breeders to buy and sell individual or groups

of Angus cattle, as well as semen and embryos, will be in a timed, eBay®-style format. Down the road, the auction will also allow sellers to list machinery and equipment, horses, real estate and Angus memorabilia.

## Getting started

For buyers and sellers, the first step in participation is visiting the website and simply creating an account.

Once registered, bidders can browse and search sale entries, view item details, bid on items, place absentee bids and set maximum bids when they can't be online when the auction closes.

Furthermore, the online auction provides a wide array of capabilities for sellers to describe individual lots, including everything from registration numbers (which will be linked to [www.angus.org](http://www.angus.org)), performance information, expected progeny differences (EPDs), pedigrees, photos and embedded videos.

Sellers can also

determine when they want their individual auctions to sell and when they want the auction to close. They can also protect their items by predetermining bid increments and setting minimum prices that they'll accept for their inventory.

When a bidder is outbid, they'll receive a notification email.

When bidding is complete, both buyer and seller are notified via email about the close of the auction. The financial transaction between them is handled quickly and securely online.

Best of all, as we unroll this service, there are no fees for listing items or registering as a buyer or seller. Commission fees are 5% of gross for cattle, semen and embryos.

## Listing items

During the early stages of the auction's rollout, Angus producers with items to sell are encouraged to contact API's Web Services Department for assistance in uploading items and launching their online auctions.

As inventory builds and Angus breeders become more familiar with using the software, capabilities for sellers to upload their own items without API assistance will be gradually phased in over time.

Keep in mind that the rules of a successful online auction are pretty much the same as they've been since the beginning of seedstock merchandising more than a century ago: The more information you can provide to potential buyers, the better chance your items will have in selling.

That process begins with good photos and video — and accurate descriptions of what you have to sell. It ends with top-flight service, speedy and efficient delivery of your items, and continuous service for your customers.

## A powerful tool

As you begin thinking about your marketing plans this fall, take a serious look at [www.angustradingpost.com](http://www.angustradingpost.com).

Not only will it help you transcend geographic boundaries, helping you reach out to a much wider audience with what you have to sell, it will also provide unprecedented opportunities for both small- and large-scale Angus breeders alike to expand their customer base and to build a stronger position in the marketplace.

If you have any questions about [www.angustradingpost.com](http://www.angustradingpost.com), please call 816-383-5200 and ask for our Web Services Department.

As we've done for the last three decades, we'll work hard to earn your business and ensure this powerful online tool meets and exceeds your expectations.



►Above: The homepage of [angustradingpost.com](http://angustradingpost.com) shows easily accessible ways to sign up, buy and sell, with terms of service and contact us options to answer any questions.

►Right: Sellers can have an entire online catalog with the options to include pictures, video, time limits, minimum and maximum bids, and bid increments.

