

BBU Proposed Sale Criteria for Satellite Consignment Sales (Not performance-based sales).

Over the recent years, BBU has seen a request from some satellites for a list of criteria for lots in consignment sales. The following document is the list that BBU has put together and is making available for satellites should they wish to adopt these criteria. The following document has been developed through a panel of committee members representing all BBU Satellites as a way to help create a well-rounded, industry driven, progressive consignment sale. BBU feels these criteria will help Beefmaster breeders put their best foot forward when consigning lots to satellite sales. Criteria listed in this document are SUGGESTED, not required. Satellites have full control of the criteria they implement for their sales.

Goals for these suggested criteria:

- Strengthen the overall quality of consignment lots
- Narrow the gap between consignment sales and production sales
- Increase the use of BBU programs to improve performance records
- Make consignment sales showcase events for the Beefmaster Breed

Within this document you will find:

- Suggested Criteria for consignment lots
- A Plan of Action for Implementation of Sales Criteria as a guideline for satellites
- Additional considerations regarding sales management



Criteria for Consignment Lots

Bulls:

- 18-36mo
- Birth Weight – Recommended but not required
- Weaning Weight
- Yearling Weight
- Scan Data
- DNA on file with BBU
- Negative Trichomoniasis Test
- Breeding Soundness Exam-Only done by a Veterinarian on the Society of Theriogenology BSE Form or the BBU Semen Evaluation Form to be found on BBU Website
- Copy of PASSING BSE form posted on the Pen Card for all prospective buyers to view.
- All bulls should be prescreened by Satellite sales management prior to acceptance into the sale.
- Not more than 5-10% of the total number of Sales Lots

Open Heifers:

- 18mo or less
- BW-Recommended but not required
- Weaning Weight
- Yearling Weight
- Scan Data
- DNA on file with BBU
- Palpated open by veterinarian and notated on health papers

Bred Heifers:

- 15-30mo
- BW-Recommended but not required
- Weaning Weight
- Yearling Weight
- Scan Data
- DNA on file with BBU
- Palpated safe in calf by a Veterinarian and notated on the health papers

Bred Cows:

- 72mo or less
- BW-Recommended but not required
- Weaning Weight
- Yearling Weight
- Should be 6mo+ bred
- Palpated safe in calf by a Veterinarian and notated on the health papers
- Not more than 5-10% of the total number of Sales Lots



118 W. Bandera Road
Boerne, TX 78006
Office: [210-732-3132](tel:210-732-3132) | Fax: [210-732-7711](tel:210-732-7711)
info@beefmasters.org

- DNA on file with BBU

Pair/3N1s:

- 72mo or less
- BW-Recommended but not required
- Weaning Weight
- Yearling Weight
- Calf must not be weaned
- Cow should still be lactating
- Pairs/3N1s with a calf 6 mo or older must be palpated safe in calf.
- Must be palpated to show Open/Bred status by a veterinarian and notated on the health papers.
- DNA on file with BBU



Suggested Plan of Action for Implementation

The implementation of this criteria list may be too much for some satellites to initiate in the first year. In the event that the satellite would like to work their way up to all considerations, there is a suggested implementation strategy below. This would allow for satellite members to prepare their consignment lots as appropriate. This is a suggested timeline for implementing proposed criteria, satellites are always in control of their guidelines and the pace they believe best for their membership.

Phase One:

- Update housekeeping rules as applicable. (example: Specific age limits on categories, requiring BSE on the Society of Theriogenology/BBU form, Palpation of all female lots, etc.)

Phase Two Suggestions:

- weaning weight on Bulls
- yearling weight on Bulls
- carcass scan data on Bulls
- DNA on Bulls

Phase Three Suggestions:

- weaning weight on Open heifers
- yearling weight on Open heifers
- carcass scan data on Open heifers
- DNA on Open heifers

Phase Four Suggestions:

- weaning weight on Bred heifers
- yearling weight on Bred heifers
- carcass scan data on Bred heifers
- DNA on Bred heifers

Phase Five Suggestions:

- weaning weight on females over 3 years old
- yearling weight on females over 3 years old
- carcass scan data on females over 3 years old
- DNA on females over 3 years old



Additional Considerations Regarding Sales Management

While each satellite knows their clientele the best, the following list has been developed for additional considerations by the sales team:

- Online Web Broadcasting for Day of the Sale
- All cattle being inspected by a BBU Field Representative or a Member of the Sales Management Team/Satellite Screening Committee at time of move in:
 - Udder quality-Sifting for teat size, blind quarters, etc.
 - Testicular size appropriate for age of bull
 - Hoof structure-Sifting for screw claw, etc.
 - Body Condition Score-Not less than 5 on sale day
 - Acceptable Disposition-Poor disposition should be sifted for safety of everyone involved.
 - Acceptable Sheath on bulls
- Pre-Screen Consignment Lots
 - While the job may be cumbersome, it is suggested that a BBU Field Representative or member of the satellite's sales team **pre-screen** all lots for confirmation prior to being accepted into the sale. If an animal is in poor condition at time of pre-screen, this would be an opportunity for sales team to help mentor the consignee on proper feed management until time of sale, thus strengthening the quality and display of cattle at sale time. If an animal does not have weights and measures/DNA turned into BBU at time of pre-screen, this would be an opportunity to remind breeder to get that done as soon as possible.
- Satellite Hosted Scan Days Twice a year
 - Since it would now be a requirement for scan data on certain sales lots, it would benefit membership to have a more local option for having cattle scanned. Not all breeders can make it worth the time (based on number of head scanned) for a scan technician to come to their ranch, by hosting a scan day twice a year, the satellite would be promoting capturing scan data, while also helping to facilitate a need of the satellite members.
- Evening Meal/Educational Presentations
 - Satellite should consider hosting an evening meal of some sort, and/or an educational presentation the day before the sale. This will promote breeder education, networking between breeders/satellite members, as well as a preview of sales cattle to help drive up interest in the sales lots.
- Social Media Presence
 - While all sales lots will likely not have been videoed (professionally to be used on sales day) prior to the sale, a GOOD video or picture of sales lots should be promoted online to help drive interest. For ease of buyers, this is best if done by individual Satellite social medial pages. The most popular social media platform



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for other ranchers seems to be Facebook. Potential buyers are more willing to travel to the sale if they have seen a preview of sales lots.

- Marketing done on the local level to entice local commercial cattleman to attend.
- Move in day earlier in week
 - By having cattle move in earlier (such as Thursday) they get a chance to settle in and fill out from stress of transportation. This would also be an opportunity for satellites to host a dinner with just the consignors as well.

