



January 22, 2021

Dear Red Angus Enthusiasts!

The Oklahoma Red Angus Association is pleased to announce the Reds in the Heartland Sale will be April 3, 2021 and will be held once again at the OKC West in El Reno, Oklahoma.

The Oklahoma Red Angus Association has updated their sale guidelines in an effort to bring the most top quality animals to the buying public, but also to encourage breeders to bring animals that give the best representation of their operation. First impressions make a huge impact on the buying public and through these guidelines; buyers will be more likely to be repeat buyers after the sale. As you can see, the sale will also be selling commercial females. The basic specifications are included on the guidelines. We will be going back to selling the commercials at the beginning of the sale!

**The deadline for the “Reds in the Heartland” sale will be February 28.**

We have enclosed the entry form along with information we will need to construct your lots in the sale. We have also enclosed an important dates to help you with your planning. We again stress good photos. Good pictures sell cattle and get attention from prospective buyers in the catalog. You may email all your information including your photos to [redcowoffice@gmail.com](mailto:redcowoffice@gmail.com).

Another item we have included is the Catalog Ad Rate sheet. As indicated in the sale guidelines, consignors will receive 50% off their ad in the catalog if they chose to place one. However, consignors are not eligible for the discount for advertising in the Breeder's Directory. We encourage you to talk to your feed person, equipment person, insurance agent, or any other livestock oriented business that would be willing to place an ad in the catalog. If you are uncomfortable talking to them, please let us know and we would be more than happy to contact them as well. The more ads we get, the lower the commission!

Our number one goal and purpose is to help you the breeder, market your best genetics for the most money. Let us know if there is anything we can do to help you. As always do not hesitate to give us a call if you have any questions. The Oklahoma Sale Committee member are Eric Lynch 405-203-8353, Pete Jeffrey 405-262-1894, Eric Dorman 580-658-0606, or Roger Erickson 918-691-2702. We look forward to working with you and hope to see you in El Reno for the annual Reds in the Heartland Sale!

Sincerely,

*The Oklahoma Red Angus Association*

# **Important Dates**

## **Oklahoma Red Angus Association State Sale**

OKC West Sale Facility, El Reno OK

- **January**
  - ✓ Get cattle registered if not already done
  - ✓ Get DNA done if needed
  - ✓ Verify animals are not Cat 2 due to no weaning information
  - ✓ Clear up any Z, U, or B status animals
- **February 28**
  - ✓ Sale Entry Deadline
    - Footnotes
    - Registration #s
    - Breeding info on females
- **March 7**
  - ✓ Last date to receive Pictures
- **March 16-20**
  - ✓ Catalog will be hitting mailboxes
- **April 2**
  - ✓ Animals may arrive beginning at 9:00 am
  - ✓ All animals must be in place by 4:00 pm
  - ✓ Consignor Dinner – 6:00pm at OKC West Cafe
- **April 3**
  - ✓ Cattle ready for viewing at 8:00 am
  - ✓ Lunch 12:00 pm
  - ✓ Sale 1:00 pm

## **Information Needed for Each Lot**

- Registration#
- Breeding information
  - Registration# of bull bred to
  - AI or Pasture Exposure dates
  - Ultrasound or preg check information if available
- Footnotes
- Photos of animal and any support photos

This information may be emailed to [redcowoffice@gmail.com](mailto:redcowoffice@gmail.com)