

Highland Production Sale



Presented by:

November 24, 2020

To: Potential Highland Production Sale by North Central Highland Cattle Association Consignors
Subject: Highland Production Sale presented by North Central Highland Cattle Association

We are excited to announce two 2021 Highland Production Sales presented by North Central Highland Cattle Association.

March 13, 2021 – Online Only Sale

Due to the continued demand of Highland Cattle in our region and to continue to help our members market their cattle, the NCHCA will be hosting two Highland Production Sales in 2021. The first sale will take place on March 13, 2021. This will be an online only sale. Consignments can be submitted on HighlandSale.org until February 15. Consignments will be accepted on a first-come, first-served basis. Those consigning animals will need to provide photos and videos of the cattle for the sale website. Cattle with ship directly from the consignor's farm. As with our past sales, the buyer is responsible for shipping. We will leave the commission levels at 8%, which is lower than in past years (12%) and the same level used at the June 2020 sale.

June 19, 2021 – Annual Production Sale

After we complete the March 2021 Online Sale, the Sale Committee will evaluate and announce the format of the 2021 June sale. As we all learned in 2020, we need to be agile and accommodating to the world around us. We will have a sale on June 19, 2021, no matter what the world looks like at that time. It is just a matter of what the sale will look like, such as Online Only, In-Person, or some combination.

On behalf of the NCHCA Highland Production Sale Committee, we want to offer a sincere thank you to all of the consigners and buyers who participated in the 2020 Sale. It is because of this momentum and great enthusiasm that we are able to add a March Sale for 2021. 2020 was a record sale in all categories with an overall sale average of \$3,052 per lot for live lots. The sale used a new online auction platform from Integrity Livestock Auctions this year. It is more cost effective than the online platform used in the past. Because of the new platform, we are able to lower consignment commission rates from 12% to 8% for sellers. In addition, we are attracting new bidders from across the country with over 200 bidders signing up to bid on the auction online in June, a 400% growth compared to past years.

We need your support of extremely high-quality entries with progressive genetics to make both 2021 sales successful events. The deadline for the March 13, 2021 Online Only sale is February 15, 2021.

If you are interested in participating in this major event, we need your timely response to the following entry guidelines. The sale is limited to five breeding bulls only. The committee reserves the right to determine the final lots. Entry deadline will be February 15, 2021. Please go to www.HighlandSale.org and submit your application and photos electronically. We will also need copies of pedigrees. Since this is an Online Only sale, videos are highly recommended. Please submit your videos by March 1.

Entries: Entries may include registered and quality grade: cows, bred or with calf at side, open heifer calves, steers, bulls, embryos or semen. The sale committee reserves the right to accept or reject all entries and use its discretion to pick the final lots. Entry Fees: \$80 for Non-NCHCA Members (includes automatic NCHCA enrollment) \$50 for current NCHCA Members. Entry fees will be treated as advance sale expense and are non-refundable. The last bid received via the online sale constitutes the basis for the commission charge, which is in addition to the entry fee. Animals who are sold will be charged 8%

commission. Animals who do not meet the reserve set by the seller will be charged 4% of the last bid placed on the animal. Any animals withdrawn after March 1, 2021, will be assessed a \$100 cancelation fee, in addition to the entry fee they already paid.

Internet Auction: NCHCA will be providing Live Internet Auction to all sales using the services of Integrity Livestock Sales. Consigners are encouraged to submit videos of consigned animals by March 1 via www.highlandsale.org. These videos will be used to advertise your cattle. All cattle should be preferably halter trained, in top condition, and groomed. Cattle of sound disposition, but not halter trained will be considered. Wild or sour dispositioned animals will not be tolerated.

Health requirements: All animals must have a certified health certificate, if being transferred out of state upon completion of the sale. Animals transported within the same state do not require a health certificate for transport. See sale health requirements and make arrangements with a licensed veterinarian at least a month before the sale to be certain tests can be completed before the sale including all bull tests, BVD for all animals and Brucellosis for females. Note that health documents for bulls must be submitted by March 1.

All animals will ship directly from your farm. We will not be arranging shipment or gathering cattle at one central location, due to current COVID-19 restrictions. You will be responsible to work with the buyer to arrange pick up/shipment. Buyer is responsible for the cost of shipping and arranging transportation. Seller is responsible for obtaining a health certificate for any animals sold out of state at Seller's cost. Buyers must take possession of cattle within 30 days of the close of the auction. If you would like to offer to keep your cattle for a longer period of time, you need to work out any additional cost or arrangements with the buyer.

We encourage your prompt response to this entry letter and if you have any questions, please contact Josh Krenz, 763-260-1001.

Sincerely,
Highland Cattle Production Sale Committee
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