



Professional Sale Management Specializing in Red Angus Genetics

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December 30, 2017

Dear Fellow Red Angus Enthusiasts!

We are extremely honored to have been selected to manage the first annual “Reds in the Heartland” Oklahoma Red Angus Association State Sale. We are very excited to be working with the Oklahoma Red Angus Association members to make this inaugural event a huge success. The sale will be April 7, 2018 and will be held at the Oklahoma City West Livestock Market in El Reno, Oklahoma.

The interest in quality Red Angus genetics is at an all-time high both from established breeders and people who are just getting into the breed. In our travels across the North American continent attending Red Angus events, we are continually amazed at the new faces we see, many from other breeds, who are either looking to add another breed to their program or convert their herds to Red Angus entirely.

The Oklahoma Red Angus Association has adopted 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 come to your place to purchase more breeding stock after the sale. As you can see, the sale will also be selling commercial females. The basic specifications are included on the guidelines. The commercials will sell at the end of the sale.

The deadline for the “Reds in the Heartland” sale will be February 15.

We have enclosed the entry form along with information we will need to construct your lots in the sale. Please have all your catalog information, registration numbers, photos, and footnotes along with your nomination fee to us by that date. We also always 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. If you need to fax us your information, please fax to 319-796-2144. If you send your information electronically, please be sure to note that on your entry fee you mail us.

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. You may also contact one of the Oklahoma Sale Committee: Eric Lynch 405-203-8353, Pete Jeffrey 405-262-1894, or Roger Erickson 918-678-1918. We look forward to working with you as consignors and hope to see you in El Reno for the inaugural Reds in the Heartland Sale!

Sincerely,

Stuart & Kaye Gilbert