



January 11, 2026

Dear Red Angus Enthusiasts!

The Oklahoma Red Angus Association is pleased to announce the Reds in the Heartland Sale will be April 10, 2026 and will be held once again at the OKC West in El Reno, Oklahoma.

Last year was a fabulous year for the Oklahoma sale. We had a low commission of 8.4%. Bulls averaged \$5,700, registered females averaged \$3,000, and commercial heifers averaged over \$2,400 with commercial bred cows averaging over \$3,600. The Oklahoma Red Angus Association has a set of 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.

**The deadline for the “Reds in the Heartland” sale will be March 1.**

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). All forms are available on the Oklahoma website, [okredangus.com](http://okredangus.com) as well.

We will continue with the mailing of postcards instead of catalogs in the mail. This not only helped with the commission, but it was also very well received by the public. We will still be printing catalogs to send to prospective buyers requesting a hard copy, to place at various locations across the state, to have in the hands of the consignors, and to have at the sale. We will be posting the catalog online on our website and at DVAuction. 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 choose 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, Barry Osland 580-541-3384, 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*