

2024 Tennessee East Tennessee Angus Association Sale

The 2024 East Tennessee Angus Association Sale is just around the corner, and we are excited to be serving as sale management for your event. This year's sale will be held on **Saturday, May 25th, 2024**, at the **Brehm Animal Science Arena at the University of Tennessee, Knoxville**.

This is a showcase event that will attract state and national attention and be a great event for your program to gain exposure from advertising and to market your Angus cattle and genetics.

It is time to select and nominate sale consignments. The deadline to nominate consignments is April 5th, 2024, with the deadline for pictures to be included in the catalog on April 10th, 2024. A focus on quality from all aspects is necessary to the success of marketing cattle from your program.

As you are considering your nominations, particular care and attention should be given to the phenotype, age and reproductive status that will represent you in the sale. Members of the East TN Angus Association Board and myself are available to discuss and view your nominations taking into consideration what your anticipations and goals will be. Angus bulls, show and replacement heifer prospects, bred heifers, production females, donors and donor prospects, and genetic lots may be nominated for this sale.

To aid in marketing bull and bred heifers, consignors should nominate those lots that will qualify for the Tennessee Ag Enhancement Program. Bulls and bred heifers should meet the EPD minimum requirements for the program, be genomic tested, have a negative BSE and BVD-PI test and bulls should be a minimum of 12 months of age by sale day. Genomic Enhanced EPD's are encouraged on all sale lots as well.

Quality pictures and videos are also an important tool in marketing your consignments. Pictures that are professional and represent your lots in the catalog and advertisements will draw attention to your cattle and the sale. Quality videos for use on Liveauctions.tv and use in online and social media advertisements are essential, and in those venues will increase marketability as well.

Schedule your pictures and videos early with these suggested photographers: Locke St John 615-427-8979, Austin Johnson 859-707-0282, Brooklyn Graham 812-530-0748, or Landon Hall 502-741-7875. Or feel free to use your own **professional** livestock photographer. We reserve the right to reject any photographs or videos for quality. Please have your photograph files named with your name or farm name and the animal's tattoo number. Remember the catalog **picture deadline of April 10th** when scheduling pictures. Pictures of sale lots are encouraged to be emailed to us earlier than the deadlines for use in print and social media advertisements.



Duane & Julie Stephens
1946 CR 800E
West Salem, IL 62476

812-887-1523
goldbucklecattle@gmail.com

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Attached also to this email, is the Excel spreadsheet to nominate your cattle or genetic lots. Be sure to save the file after completion before attaching and returning it via email. Also, make sure you receive a follow up email from us verifying receipt of your nomination. Email the spreadsheet to goldbucklecattle@gmail.com. If you are mailing via USPS, be sure to complete the form you received that you may copy using a separate form for each animal or lot. If you have received this information and a paper nomination form and can complete your nominations electronically, contact us for a spreadsheet to be emailed to you.

Consider these items while preparing for the show and sale.

- The nomination deadline is April 5th, catalog picture deadline is April 10th.
- A nomination fee of \$100/head or lot MUST also be included by April 5th and is nonrefundable. Sale consignments will not be cataloged if the nomination fee has not been paid. Make checks payable to Gold Buckle Cattle Services. All nomination fees will be applied to sale expenses.
- A brief footnote must be included with your nomination as an aid in marketing your consignment.
- All information must be included on the nomination form, including sire, dam, tattoos, breeding status, service dates, service sires etc.
- Original registration papers ARE REQUIRED for all consignments and must be brought to the sale and be signed and turned into sale management by the time of arrival and check-in, 2:30pm on Friday May 24th.
- Health papers are to be prepared for possible shipment to any surrounding states. Bring 3 copies of all health papers along to the sale. Each lot should be on an individual health paper and must have an 840 series EID ear tag.
- All sale cattle are encouraged to be BVD PI tested free.



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- All bulls that are not selling as a cow/calf pair or as a split pair lot must be a year of age or over by the sale date, must have passed a breeding soundness exam including scrotal measurement, and must be halter broke. Bulls that are over 18 months of age by sale day or any non-virgin bulls must be tested free of Trichomoniasis. TAEP information can be found here - [Tennessee Agricultural Enhancement Program \(TAEP\) \(tn.gov\)](https://www.tn.gov/agriculture/taep/)
- Production age females should sell bred or with a calf at side unless selling as a donor.
- All females selling 45 days bred or over must be examined safe in calf by veterinarian palpation with confirmation included on health paper. Blood test confirmation is also acceptable with a copy of the lab confirmation.
- Be sure to take precautions to ensure that heifers selling as open, are open.
- All consignments must be in place and paperwork processed with sale management by no later than 2:30 May 24th.
- In accordance with Packers and Stockyards, you will be required to sign a marketing agreement that will be provided at the time of processing.
- East Tn Angus will hold a “blow and Go” show on Friday. These show heifers are not required to be a part of the sale. The annual ETAA banquet will be held at 7pm that night as well. Additional information will be forthcoming.
- Be sure to contact sale management to assist any potential buyers if needed.

We should all look to strive to increase the quality and success of the East Tennessee Angus Association Sale.

Thank You!!!

Duane Stephens



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