

Upcoming BuyHereford.com dates	
Sale date	Consignments due
Feb. 22	Feb. 8
March 29	March 9
April 26	April 12
May 31	May 10

— honestly, world-wide — at a very minimal cost,” says John Meents, AHA northeast field representative. “It gives the small breeder an equal playing field.”

To consign to the sale there is an initial nonrefundable, up-front fee of \$50 per pictured animal or product or \$75 for a videoed animal or product. Once the animal or product is sold, a 12% commission will be deducted from the sale price for registered cattle and 6% for commercial cattle.

The service

The idea for *BuyHereford.com* is not new to the livestock industry. A similar online auction system has been very successful in the pig industry.

Kevin Wendt, a bonded professional auctioneer and owner of The Wendt Group, started *www.showpig.com*. “After the first year, it doubled the volume of animals sold,” explains Meents. “The next year it doubled again. In fact it doubled in dollars every year the first five years. I think *BuyHereford.com* could very possibly take the same growth curve.”

To start *BuyHereford.com*, AHA contracted with the The Wendt Group. This organization has a team of customer service people led by representative Tyler Humphrey, who works with breeders to post their listings on the site. Breeders can also contact their AHA field representative to help them with the process. See “The process: consigning” and “The process: bidding online” for tips on how to consign or bid online.

If you are interested in consigning or obtaining more information about *BuyHereford.com*, contact your AHA field representative; Joe Rickabaugh at 816-218-2280 or Tyler Humphrey of The Wendt Group at 419-230-3450. **HW**

BuyHereford.com Matches Buyers and Sellers

Online service features monthly consignment sales, individual producer sales.

To assist producers in marketing, 15 months ago the American Hereford Association (AHA) launched *BuyHereford.com*, an online auction Web site that features regular consignment auctions.

The site gives consignors the power to reach potential customers worldwide. Designed to help producers with any herd size, this service provides a marketing option for those producers who do not host annual production sales but can also be a complementary outlet for those who do host a production sale.

AHA members can consign females, bulls, steers, cow-calf pairs, donor dams, embryos, semen, picks of the herd or flush

rights. Commercial female lots and groups of feeder calves can also be listed. Offerings are not just limited to Hereford genetics; consignments can also include equipment such as chutes, trailers, show tack and equipment, or feed.

Breeders can also host their own *BuyHereford.com* sale or utilize *BuyHereford.com* to promote an upcoming production sale. Last fall Split Butte Livestock, Minidoka, Idaho, and Middle Creek Ranch, Carthage, Ill., hosted individual online sales. Journagan Ranch, Mountain Grove, Mo., utilized *BuyHereford.com* prior to its production sale to advertise its sale offering.

Marty Lueck, Journagan Ranch manager, worked with AHA staff

to video the sale lots. AHA staff then edited the videos and posted to *BuyHereford.com* with footnotes. This allowed visitors to view video several weeks prior to the sale. The videos were also utilized during the sale.

In early January, *BuyHereford.com* had 241 registered bidders from 37 states and Canada. Since September the site has had 38,294 page view by 6,963 unique visitors.

“*BuyHereford.com* is a tremendous opportunity for smaller breeders to market their Hereford genetics nationally

The process: bidding online

Every buyer must sign up on the site and be prequalified to be an approved buyer at the auction. The Wendt Group is responsible for collection of the proceeds for each purchase before delivery and will guarantee consignor payment within 30 days of the auction. To sign up as a bidder:

- Go to *BuyHereford.com* and click on “Register” at the top of the page.
- Read the “Online Auction Terms and Conditions/User Agreement.”
- If you accept the agreement, you will then need to select “I Agree” and this will prompt you to fill out a bidder profile with your name, contact information and credit card information.
- After you submit a profile, the auction system will e-mail you a bidder number.
- You can use this bidder number and a password you selected when registering to bid on all *BuyHereford.com* online sales. **HW**

The process: consigning

- Go to *BuyHereford.com* and click on the “Entry Forms” tab to find the consignment agreement. Read this page and follow instructions.
- Then, at *BuyHereford.com/EntryFormList.html*, you can choose an entry form to submit.
- An initial nonrefundable, up-front fee of \$50 per pictured animal or product or \$75 for a videoed animal or product will be charged to consign. Once the animal or product is sold, a 12% commission will be deducted from the sale price for registered cattle and 6% for commercial cattle.
- Consignors can post photos and video clips. See *BuyHereford.com* for format guidelines. One week before each auction, an online catalog of consignments will be available.

Note: all pedigree information, photos and entry fees may be submitted online. For more information, visit *BuyHereford.com/FAQ.html* or *BuyHereford.com/contacts.html*. **HW**