

BuyHereford.com

Introduces BuyNow Option

BuyHereford.com, the online sale website of the American Hereford Association, is excited to introduce a new service to continually meet the needs of buyers and sellers alike: *BuyHereford.com* BuyNow.

BuyNow allows consignors to set their selling price. Buyers can then choose to purchase the consignment at that price — bypassing the auction setting. Visit *BuyHereford.com* and click on “BuyNow” to see the current offerings.

Consignors follow the same entry process as with the auction service and can choose to sell either via the traditional auction option or through BuyNow. Consignments will be listed for a month, until the following month’s BuyNow goes live, and fees will be similar to those of the auction.

Dennis Schock, *BuyHereford.com* manager, says this option was created in response to the needs of consignors and buyers.

“We have had several consignors request the service,” Schock says. “And we are always pleased to be able to meet the needs of our breeders. We believe this will expand the opportunities for those who wish to offer multiple offerings – such as with semen or embryo packages. We look forward to great success with this new option.”

For more information about *BuyHereford.com* or the new BuyNow option, contact Dennis Schock at 903-815-2004. **HW**

The screenshot shows the BuyHereford.com website interface. At the top, there are navigation links for 'HOME', 'ABOUT US', 'FAQ', 'BUY HERE', and 'CONTACT'. Below the navigation is a search bar with fields for 'Search by', 'Buyer's ID', 'Keywords', and 'Any of the words'. The main content area displays a listing for 'Category: Semen (38 records)'. The listing includes a photo of a bull, a 'Description' field, and a 'Quantity' field. The description reads: 'These three maternal sibs issued by an up and coming sire. The 116 ASP sire T11, who has a sire index of 22.88 and 196500 Dam and for \$31,300 for 1/2 semen issued by Topix Dorse. Sire Material Consists and the \$120,000 1/2 interest University of Denver as well as the Junior Show Grand Champion Heifer in Denver. Maternal brother to the popular 'Gears' sire, TH 710 F107. He is a 118 Dynasty sire with the highest selling sire price of the record selling Topix Sale this February. TEST his semen to maternal ASP. In his category and sire consistent daughters with flawless udders, moderate frame, and feeding ability. Dynasty had the highest AQHA in his Topix Hereford sale at a reduced 100% for sale and scanned 1,237,100 lb for REAT with a 76 lb actual BW and his proven pedigree. Use Dynasty on heifers with confidence. Use Dynasty to meet performance, eye appeal and maternal power too your herd. 5 units @ \$294128'. The consignor information is 'Stremme Genetics LLC, Alex Copley, 3039 N 1200 E, Suite 104, Ft Collins, CO 80525, 970-234-7470, alex@stremme.com'. The delivery details are 'Buyer pays all shipping and handling charges. Semen will be released after payment is made.' The listing is dated 'Available for 30 days'.