

BuyHereford.com May Online Sale \$25 - \$2710  
AUCTION CLOSED TUESDAY, MAY 25, THURSDAY, MAY 27, 2010 - 8 AM, MAY 23 - 8 PM EDT, MAY 27 - THREE DAY SALE!

Category: All (12 items)

Item	Photo (C/M)	Description	Price	Bidder
1		<b>Lett P. 1</b> Category: Bulls Tag/Title Number: 509 Breed: Polled Hereford Registered Name: 509 BR MARKETTE 509 Registration Number: P4255484 Sire: MSU BR HULLMANK 254 (P4257800) Dam: Bie: KVF TICAL (P4152306) Date Born: 2/26/2008 Embryos: Sired By: PUMPLE NLSAP 455 (P4272845) Location of Embryos: 882 N FRANKLIN ST, NENGALEGA, IN 47918 Description: Selling a package of 60 grade one embryos by PUMPLE NLSAP 455 x DORIS MSU BR MARKETTE 509 SON was the 2008 Reserve Hereford Grand Champion Polled Hereford Female in Canada, US and Reserve Grand National Champion at the NAHJ in Louisville, KY. Her fertility is off the chart, flushing over 200 embryos and is still flushing to this day. She has produced champions from six different matings. Her progeny are just as consistent as her flushing ability. This combination of the 509 and Missy should produce deep sided, sound, and stout Herefords. Don't miss the opportunity. Consignor Information: Dale Lauderdale - 3629 5th Road, Bloomer, IN 48008, Contact Dale at 514-648-9127 or email at dlat@blyhereford.com Delivery Information: UPS TANK TO FOOD ANIMAL VET. SERVICE AT THE ADDRESS ABOVE. BUYER WILL PAY FOR SENDING AND SHIPPING OF THE TANK.	2400.00	1182
2		<b>Lett P. 2</b> Category: Semen Registered Name: 107 FORECASTER 107 Sire: BT PHOENIX 117F (K002) (P258412) Dam: Bie: 107 ORCHARD 107H (K003) (P2198516) Date Born: 10/29/1988 Sireline Location: Heritage Breeder's Service Description: Selling 178 units of 107 FORECASTER 107 semen. Includes 1/2 interest and full semen sale. This bull is blessed! Consignor Information: Kinross Polled Herefords - James L. Kinross, 228 Tallowood Drive, Joshua, TX 75858, Contact James at 817-235-5868 or via email at jkinross@polled.net	2000.00	1186
3		<b>Lett P. 3</b> Category: Bull Tag/Title Number: NSG 371U Breed: Polled Hereford Registered Name: HEMTALL NATION 371U Registration Number: P4257778 Sire: HEMTALL NATION 371U (K048) (P42568752) Dam: Bie: HEMTALL KEYNOTE 20X (K041C48) (P2821818) Date Born: 2/26/2008 Description: Hemitall Nator (Hemit) came to us from the Hemitall Dispenser as part of a show calf pair. He had a successful show season in 2008 when he was Grand Champion Bull at the Maryland State Hereford Show, was Champion Hereford at the Frederick Fair, was reserve Grand Champion at the Maryland State Fair and was a show animal at the Kentucky International. We are offering you an opportunity to own some very rare fine bred ZB genetics as we only have a few cows and are mainly an AI and embryo operation. Many is very accustomed to a halter and easy to handle. We finally bred a cow in the barn side with both animals in halves then loaded him on the trailer for the Maryland State Hereford Show. We used him to breed two cows last year and he sired both on their first heat. The first calf was an unregistered 80 lbs and is doing great, the second will be here in a few weeks. Buyer to assume full possession with seller to retain 1/2 semen interest. Show here and picture are of Hemit in September 2008, April 2009 and he came in May 2010. Consignor Information: HTH Ranch - Kenneth Poole, 4328 Middleburg Road, Union Bridge, MD 21791, Contact Kenneth at 240-674-2953 or via email at kpoole@hthranch.net		

# Matching Buyers and Sellers

**BuyHereford.com is a marketing tool for producers, regardless of size, looking to buy or sell Hereford genetics.**

by Angie Stump Denton

In November the American Hereford Association (AHA) launched *BuyHereford.com*, an online auction Web site that features regular consignment auctions.

This new marketing site gives Hereford breeders 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.

"*BuyHereford.com* is an excellent way for livestock producers with smaller numbers that do not have production sales every year to merchandise their cattle to anyone in the world via the Internet," says Jeff Koch, Showtime Cattle Co., Greenfield, Ind.

Koch consigned heifers to the second sale in December. "Even if you do not sell what you have on *BuyHereford.com*, you are still getting nationwide attention that you would not have had before consigning," he says.

Koch's personal Web site experienced an increase in traffic, which he credits to his listing on *BuyHereford.com*.

Hereford producers can participate in the monthly *BuyHereford.com* consignment auctions, or producers can host their own private online auction. Jerry Huth of Huth Polled Herefords, Oakfield, Wis., utilized *BuyHereford.com* the week before his open house bull sale on May 22. Visitors to *BuyHereford.com* could view videos and information about the offering as well as place a bid online.

"It worked well in referencing people to certain bulls," Huth says. "I had a couple of people call and ask about the bulls, and I told them to look at the videos on *BuyHereford.com*. It did work as I did get a couple people buying bulls that watched the videos."

## The price is right

"If you are looking for exposure for your Hereford cattle at an economical price — this is an avenue worth considering," says Joe Rickabaugh, American Hereford Association (AHA) director of field management and seedstock marketing.

Since the inception last November, eight *BuyHereford.com* sales have been conducted. The *BuyHereford.com* site has had 125,145 hits since the first auction began, an average of 15,643 hits per sale. There have been 18,209 unique internet/computer

connections, an average of 2,276 per sale. The average number of page visits per person while on the site is 6.87.

In early June, *BuyHereford.com* had registered bidders from 34 states and Canada.

*“BuyHereford.com* is a tremendous opportunity for smaller breeders to market their Hereford genetics nationally — 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](http://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

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— Jeff Koch

first five years. I think *BuyHereford.com* could very possibly take the same growth curve.”

To start *BuyHereford.com*, AHA has 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.

### Upcoming sales

Meents says, “This summer and early fall we are going to have some special sales like a show steer sale in August and a show heifer sale in September. The goal of these sales is to target the market for show prospects.”

In July there will be a special *BuyHereford.com* sale to raise funds for the Hereford Research Foundation, a division of the Hereford Youth Foundation of America, to support research and breed improvement efforts (see Pages 170-171).

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.

“To date, not every *BuyHereford.com* story has been a success,” Meents says. “We are still improving and growing the program. I truly believe that someday it will be a major marketing tool in the Hereford breed.” **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](http://BuyHereford.com/FAQ.html) or [BuyHereford.com/contacts.html](http://BuyHereford.com/contacts.html). **HW**

## 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**