

Introducing *BuyHereford.com*

“Online” used to refer to our nosy neighbor down the road who eavesdropped on my parents’ party line telephone call, but that was more than 30 years ago. “Wireless” used to refer to my dad’s preference toward bailing twine as opposed to bailing wire because he could cut it off with his pocket knife, which he carried in his front pocket, instead of carrying pliers around in his back pocket, which eventually resulted in a rip in his pick-up seat, followed by a stream of expletives.

After the advent and global adoption of the Internet, the definitions of those two terms — online and wireless — have changed forever in meaning and, more profoundly, have changed our lives forever. Most all of us know what I’m talking about; it’s online purchasing using a computer or handheld device connected to the Internet with a cable or wireless digital connection.

If you don’t know about this technology yet, and I’m sure there are a lot of you who don’t, then our job at American Hereford Association (AHA) is to get you comfortable with the listing, selling and purchasing of livestock, semen, embryos and possibly even equipment on the Internet.

The use of technology to auction items over the World Wide Web can only be described as a massive

opportunity. The Internet provides for everyone, whether you’re a large seedstock supplier or a small hobby breeder, the ability to conduct business on a global scale no matter where you’re located.

We have all heard of eBay. You can find anything in the world that someone might want to purchase on eBay. All you need is a computer with an Internet connection and a credit card, and in a matter of minutes, you can purchase from new and used products of every classification imaginable. Now, livestock auction items are finding their way to your offices, living rooms or right there at your kitchen table where you can be connected through your wireless laptop computer.

BuyHereford.com is scheduled to be launched in early October as the official AHA online auction site. Monthly, the AHA will be offering breeders the opportunity to list females, bulls, cow-calf pairs, donor dams, embryos, semen, picks of the herd or flush rights. Commercial female lots or feeder cattle may eventually find their way to the auction site. Furthermore, show tack and equipment, chutes, trailers, or feed supplies may even wind up selling at this marketplace designed to attract those people who may find value in what is offered.



by Craig Huffhines, executive vice president

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On Nov. 3, from 8 a.m. to 8 p.m. EST, the AHA plans to host the very first *BuyHereford.com* consignment auction. As I write this column, regional fieldmen are developing a show list of prospects to drive high profile interest for the very first sale offering.

The AHA Board and staff are very excited about this new business venture designed to provide members and possibly commercial customers a wonderful opportunity to conduct business together. What AHA offers consignors is exposure: both national exposure and possibly global exposure if you think about our new Pan-American Genetic Evaluation relationship with Hereford Associations in Argentina, Uruguay and our friends in Canada.

Here are a few answers to some questions as we start this new venture:

Who runs the site? Kevin Wendt, a bonded professional auctioneer and owner of The Wendt Group, has contracted his services to the AHA. Wendt will have a team of customer service people led by representative Tyler Humphries, who will work with breeders to post their listing on the site.

What does it cost to sell registered seedstock or commercial cattle on the site? An initial nonrefundable, up-front entry fee of \$50 for a

pictured animal or product or \$75 for a videoed animal or product will be charged. Once the animal or product is sold, a 12% commission will be deducted from the proceeds.

How is money collected? Every buyer will have to 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.

Who do I contact for more information? You can contact Joe Rickabaugh, AHA director of field management and seedstock marketing, or any of the regional field staff for detailed information. You can also visit *BuyHereford.com* for information about the service.

How will *BuyHereford.com* sales be promoted? The *BuyHereford.com* Web site and monthly online auctions will be promoted through e-marketing and in the *Hereford World*. Notice of upcoming sales and the sale offering will be distributed to more than 10,000 e-mail addresses. An online sale book featuring the monthly consignments is scheduled to be active on the *BuyHereford.com* Web site two weeks before the sale date. **HW**