



**Mitchell Marketing Services**

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**Chris Mitchell 334-695-1371 2262 C Ave. Gladbrook, IA 50635 Randy Sienknecht 319-290-3763**

Mitchell Marketing Services (MMS) is a sale management team that specializes in the promotion and marketing of Gelbvieh cattle. MMS was formed in 2000 by current owners Chris Mitchell and Randy Sienknecht for the sole purpose of higher standards of sale management and marketing of the Gelbvieh breed. MMS is bonded with the USDA Packers and Stockyards Association.

Over the past 9 years MMS has worked to present advertising and catalogs with a professional appearance, as well as perform a professional sale with the highest standards.

Please find enclosed entries to be used for the 26<sup>th</sup> Annual North Dakota Gelbvieh Association Golden Rule Sale. The sale is scheduled for January 25, 2010, in Mandan, North Dakota. Screening will take place in October shortly after entries are received and our travels can be coordinated.

Enclosed in this mailing you will find sale rules and a nomination form for this sale. Please read through them, listed under the pre-sale category in the rules are specific guidelines as to how sale photos and video will be handled.

Mitchell Marketing Services look forward to working with the North Dakota Gelbvieh Association and their members to help make this Golden Rule Sale an outstanding event. All entries are due to Mitchell Marketing Service on October 10, 2009. Please feel free to give sale management a call if you have any questions about this event.

Mitchell Marketing Services (MMS)

Chris Mitchell

Randy Sienknecht

# North Dakota Gelbvieh Association Golden Rule Sale

## 2010 Sale Rules

Monday, January 25, 2010 \* Kist Livestock \* Mandan, ND

### **1) Sale Nominations**

- a) Consignors must be members of the North Dakota Gelbvieh Association. If you are not a member, send dues of \$25.00 to the NDGA Treasurer, Kelly Dahl.
- b) Consignors/ranches are limited to no more than five (5) bulls. There is no limit on females.
- c) A least one nomination fee must accompany each nomination form. Nomination fees must be paid at screening time when animals are accepted by the sale management prior to them leaving the farm on screening day. Nomination fees are as follows: bulls and bred heifers \$120, open heifers \$90.
- d) Sale cattle will be screened on the farm. A consignor screening fee of \$40 will be charged to each consignor at the time of screening. Any consignor with an entry screened out that time will have his nomination fee returned.
- e) Consignments cancelling after receiving an approved screening will forfeit the nomination and screening fees.
- f) Pedigrees will be entered into the catalog if provided without a registration certificate but **no** weights or EPD's will be cataloged until the registration certificate (or copy) is sent to the sale management. Registration certificates (or copy) are expected to be provided to the sale management within a reasonable time or as specified by sale management.

### **2) Sale & Health Requirements**

- a) Breeders may consign Balancers, 7/8 blood, Purebred and Fullblood bulls and/or Balancer, Purebred and Fullblood females.
- b) Bulls must have a minimum 205 day adjusted weaning weight of 650 lbs. Females must have a minimum adjusted 205 day weight of 575 lbs. Suggested birth weight maximum of 100 lbs.
- c) All consignments must be born before April 20, 2009.
- d) Minimum adjusted scrotal measurements will be 33 cm. for yearling bulls and 37 cm. for two-year old bulls. Measurements must be on a form documented by a certified veterinarian with a date the measurement was taken.
- e) All animals shall be free of disease, including warts and ringworm. Out-of-state cattle must comply with all state regulations from state of origin and have proper health papers when entering North Dakota. Consult your veterinarian concerning these requirements and make sure you are current with the latest requirements. The sale veterinarian will make all health decisions on the salability of the animal and screen all cattle at Kist Livestock.
- f) All females selling, breds and opens, must be pregnancy examined and stated as such on a form documented by a certified veterinarian.
- g) There is no requirement this year to guarantee exportability to Canada but you will need to complete all health requirements, at the consignor's expense, to move cattle to all other U.S. states and out of the country if that need arises. All entries sell with a guarantee from the consignor they will meet health requirements for shipment anywhere in the U.S. It is the responsibility of each consignor to meet these requirements at the consignor's expense.
- h) If an animal fails to sell due to failing health regulations or failing to meet minimum sale criteria, consignor forfeits all expenses incurred in that individual animal.
- i) All tattoos must be legible. Please check all tattoos at home before bringing to the sale facility.

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### **3) Pre-Sale**

- a) All consignors are responsible for registering their sale cattle, including calves. All animals selling must be registered prior to the sale with the registration papers provided to the sale management by sale day. Animals will not be sold if registration certificates are not provided to the sale management.
- b) Photos and Video are encouraged. There will be 2 locations on 2 consecutive days for photo/video sessions by the Sale Management. Sessions and dates will be determined based upon consignor nomination responses. The Photo/Video fee will be divided among those participating in the service (with a maximum cost of \$1200 to be divided between participants). Cattle must be clipped prior to photo/video date. Clipping and associated costs are the responsibility of the consignor. A list of clippers is attached. Consignor supplied photos and videos are contingent on sale management's approval.
- c) Any DNA testing is the responsibility of the consignor.
- d) No private advertising will be allowed in the sale catalog or in the footnotes.
- e) Animals will be lot numbered with eartags provided by sale management and are recommended to be tagged prior to arriving at the sale facility. Consignor is responsible to replace any lost eartags prior to the sale.
- f) Yearling weights are needed for registration transfer purposes only and can be taken at home by the consignor or done at the sale facility on Sunday morning.

### **4) Sale & Related Expenses**

- a) All consignments must be clipped and groomed to the expectations of the association and sale management. A professional fitting crew will be available to clip entries at the sale facility. **Entries needing clipping must be at the sale facility by no later than 10:00 AM, Saturday, January 23rd. Extra charges may occur on any entries arriving later than that and needing clipping.** Actual costs for clipping will be deducted from sale proceeds by sale facility unless other arrangements have been made.
- b) The sale expenses for this sale will be the nomination fee (payable with the nomination entry) and approximately 11 % commission on sale day. The commission will be taken from the sale proceeds and will cover the sale facility (3%), sale management (5%), auctioneer (1%) and the North Dakota Gelbvieh Association (2%). Other costs such as clipping, transfer fees, extra vet charges etc. will be deducted from sale proceeds. The nomination fee will cover catalogs, advertising, eartags and miscellaneous. Any expenses incurred on the grounds of the sale facility by a consignor are not a sale expense and the consignor is responsible for.
- c) Nomination and Commission Fees:
  1. Consignments exiting the sale as a result of Health issues will forfeit nomination and screening fees however no Sale Management Commission will be charged. All other consignments will pay commissions
  2. **(New this year regarding No Sales)** Consignors will establish a floor price for each of their consignment prior to the sale. Consignments which are No Sales will use that floor price to calculate the Sale Management Commission. If no floor price is established by the consignor prior to the sale, the sale average for that category (bulls, bred heifers, etc.) of consignment will be used to calculate the sale commission.

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3. Should no other consignment establish a price, an equivalent market value will be negotiated between consignor and sale management to base the commission on.
- d) Each consignor agrees to abide by the terms and conditions recommended by the American Gelbvieh Association and by the NDGA rules.
- e) The NDGA Board of Directors, sale committee, and sale management reserve the right to interpret the rules or make any decisions regarding the sale deemed necessary in the best interest of this sale.
- f) Each consignor agrees to release the North Dakota Gelbvieh Association, Sale Management and the sale committee from any liabilities that may result from this event.



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Sale Nomination Form

Consignor: \_\_\_\_\_ Farm Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

Animal Name: \_\_\_\_\_ AGA #: \_\_\_\_\_ Sex: \_\_\_\_\_

BD: \_\_\_\_\_ BW: \_\_\_\_\_ WW: \_\_\_\_\_ YW: \_\_\_\_\_

Color (Red/Black/Double Black/ Homozygous Black): \_\_\_\_\_

Horned/Polled/Double Polled/Homo Polled: \_\_\_\_\_

FB/PB/3/4/Balancer: \_\_\_\_\_

Sire: \_\_\_\_\_ (include prefix) AGA# \_\_\_\_\_

Dam: \_\_\_\_\_ (include prefix) AGA# \_\_\_\_\_

EPDs: CE: \_\_\_\_\_ BW: \_\_\_\_\_ WW: \_\_\_\_\_ YW: \_\_\_\_\_ Milk: \_\_\_\_\_ TM: \_\_\_\_\_ GL: \_\_\_\_\_ DCE: \_\_\_\_\_ SC: \_\_\_\_\_

Breeding Information

A.I. date: \_\_\_\_\_ A.I. sire: \_\_\_\_\_ AGA # \_\_\_\_\_

Pasture exposed from \_\_\_\_\_ (date) to \_\_\_\_\_ (date)

Pasture expose sire: \_\_\_\_\_ (complete name and prefix) AGA# \_\_\_\_\_

Footnotes:

Please give any information that will help sell the consignment. The more information you give the better the footnotes.

Please attach a copy of the animals' registration paper with the entry. Make copies of this form for more than 1 entry.

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Entry Deadline October 10, 2009