

2017 Video Marketing Exercise

A very high percentage of feeder cattle are bought and sold using the video marketing process where they are viewed on the Internet or satellite TV. Your assignment is review various lots of cattle from a video auction and determine the answers to the following questions. Factors typically considered are sale terms and conditions, sex, weight, number, condition, breed, weighing conditions and location.

For this exercise, you are to answer questions much like a real cattle buyer would have to. View the specified sale lots and select the correct answers.

Factors important to your decisions:

1. Freight rate is \$4.50 per mile.
2. A truck load lot of cattle is minimum of 45,000 pounds. Actual loads can be more depending on state laws.
3. Slide is a term that refers to price adjustment for deviation from base weight. Multiply the posted slide X the pounds overweight and reduce the sale price per hundredweight (cwt) by the answer.
4. Condition is determined by description and video/pictures.
5. Shrink is a weight deduction at sale that allows for excessive feed and water consumption. $\% \text{ shrink} \times \text{weight} = \text{sale weight}$.
6. Partial payment of \$40.00 head are due on sale day.

For this exercise you will need to go to <http://www.wvmcattle.com/auction/ffa/> and click on the September 11th, 2017 video catalog. All questions will refer to the sale lot numbers on the left side of the page.

Our sincere appreciation goes to:

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Omaha, NE

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1. Lot 9002 delivers at the base weight after shrink. If Nebraska allows 50,000 lb loads, what is the freight bill if they are delivered 400 miles to the feedlot?
A. \$7,047 B. \$7200 C. \$7400 D. \$1800
2. In lot 9003, how many are red?
A. 5 B. 8 C. 6 D. 4
3. If the steers in lot 9005 average 970 lbs, what is the final sale weight?
A. 970 lbs B. 941 lbs C. 999 lbs D. 950 lbs
4. The sale weight of lot 9007 is 728 lbs. How much is the price adjustment?
A. \$0.64 cwt B. \$6.40 cwt C. \$0.06 cwt D. No adjustment
5. Lot 9030 weighs in at 740 lbs average. What is the sale price?
A. \$136.80 B. \$138.00 C. \$139.20 D. \$140.00
6. On delivery day, how long will lot 9053 have been weaned?
A. 45 days B. 60 days C. Not weaned D. 30 days
7. The sale day partial payment due for lot 9024 is?
A. \$44,835 B. \$940.80 C. \$640.00 D. \$12,200
8. If the sale weight and base weight of lot 9056 is the same, how much is the average per head price of the lot?
A. \$168.00 B. \$705.60 C. \$545.00 D. \$750.00
9. Lot 9062 weighs a total of 167,000 lbs on the trucks. What is the sale weight per head?
A. 835 lbs B. 810 lbs C. 850 lbs D. 818 lbs
10. After shrink, the sale weight of lot 9110 is 570 lbs head, average. As a result, the price of the lot is?
A. \$171.50 cwt B. \$172.50 cwt C. \$173.50 cwt D. \$174.50 cwt