

2018 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.
7. Certain Value Added Programs can impact the final sale price of lots that qualify.

For this exercise you will need to go to <http://www.wvmcattle.com/auction/ffa/> and click on the September 10th, 2018 video catalog. All questions will refer to the sale lot numbers on the left side of the page.

Our sincere appreciation goes to:

Western Video Market

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CF Webtools

Omaha, NE

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1. Heavier cattle usually sell for less per pound due to decreased feed efficiency. Because of that, slide amounts are:
A. Higher B. Don't change **C. Lower** D. Are the same
2. In lot 9002, after the shrink, the cattle weigh in an average of 860#. How many pounds is the buyer required to pay for?
A. 825# **B. 850#** C. 860# D. 877#
3. How much will the buyer spend to move lot 9007 175 miles to the feedlot if the trucks can legally haul 45,000#?
A. \$787.50 B. \$7,875.00 **C. \$6,300.00** D. \$5,512.50
4. Which Value Added Program does not require 3rd party verification?
A. SAV B. NHTC **C. Western Video Market Natural** D. Verified Natural
5. The required sale day partial payment for lot 9032 is?
A. \$157.50 B. \$610 **C. \$12,600** D. \$13,000
6. The steers in lot 9039 weigh in at 830#. What is the sale price per CWT?
A. \$150.00 B. \$148.96 C. \$151.04 D. \$145.00
7. How long has lot 9069 been weaned?
A. 30 days B. 60 days C. 45 days **D. Not weaned**
8. Lot 9084 weighs in at 541#. How does that affect the final price?
A. Raises it \$.62 CWT **B. Lowers it \$.62 CWT** C. Doesn't change it
D. Makes it \$1,027.90/hd
9. After shrink, lot 9088 has a sale weight of 446#. What is the actual price of the lot per head?
A. \$813.95 B. \$804.83 C. \$798.34 D. \$850.25
10. Shrink is a calculated weight adjustment. It impacts which of the following?
A. Final loaded weight of the truck **B. Puts the lot in or out of the slide**
C. Conditions for weighing the cattle D. Is always 3% on heavy cattle.