

2019 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, 2019 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

PO Box 558

Cottonwood, CA 96022

CF Webtools

Omaha, NE

2019 Video Marketing Exercise

1. NHTC is a value added program. It...
 - A. Qualifies the cattle to be exported to Canada
 - B. Allows minimal hormone application
 - C. Requires on-ranch inspection by a USDA approved 3rd party
 - D. Allows any packer to process the cattle
2. The partial payment due on sale day for lot 9014 is?
A. \$14,000 B. \$390,000 C. \$139.00 D. \$1,084.20
3. Does lot 9054 qualify for any special programs?
A. SAV B. NHTC C. Verified Natural D. A, B, C
4. Lot 9065 weighs 780 lbs after the shrink. The final price received is?
A. \$132.00 B. \$132.50 C. \$131.50 D. \$131.00
5. Before the shrink and the slide, the heifers in lot 9061 sell for?
A. \$151.00 B. \$141.00 C. \$161.00 D. \$146.00
6. How many trucks need to be sent to haul lot 9042 if they each haul 45,000lbs of cattle?
A. 8 B. 9 C. 10 D. 11
7. If the cattle in question #6 have to be hauled 300 miles to the feedlot, how much is the freight bill?
A. \$1,350 B. \$4.50/hd C. \$12,150 D. \$13,500
8. Lot 9068 delivers at the base weight after the shrink. How much is the sale commission paid to WVM by the consignor?
A. \$4,147.69 B. \$2150.00 C. \$10/hd D. \$6,297.69
9. How long will lot 9182 have been weaned on delivery day?
A. 1 week B. 1 month C. Not weaned D. 2 weeks
10. Lot 9210 weighs in at 565lbs. After the shrink is applied, they weigh?
A. 565lbs B. 548lbs C. 554lbs D. 542lbs

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