

2022 Video Marketing Exercise

A very high percentage of cattle and sheep 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 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 \$7.00 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 of cattle are due on sale day. \$15 per head is required for sheep.
7. Certain Value Added Programs can impact the final sale price of lots that qualify.
8. Commercial feeder lambs and ewes may be sold by the video marketing process.

For this exercise you will need to go to <http://www.wvmcattle.com/auction/ffa/> and click on the September 13th, 2022 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

2022 Video Marketing Exercise

1. If it takes 5 minutes per draft to weigh the cattle in lot 9003, how long will it take to weigh the entire lot?
A. 5 minutes B. 1 hour C. 26 minutes D. Approximately 2 hours
2. Lot 9015 is qualified for a number of special programs. Which one is welfare based and qualifies the cattle to be sold to Whole Foods?
A. GAP4 B. SAV C. Verified Natural D. NHTC
3. Lot 9024 weighs in at 850 pounds. Calculate the weight after the shrink. That weight is:
A. 15.5 lbs. over the base weight B. 15.5 lbs. under the base weight
C. Equal to the base weight D. Can be effected by the slide
4. After the shrink, lot 9038 weighs 695 pounds. The final price of the lot is:
A. \$225,180 B. \$224,554.50 C. \$223,560 D. \$222,939
5. On sale day, the buyer of lot 9041 has to make a partial payment to Shasta Livestock Auction Yard of:
A. \$200,000 B. \$20,000 C. \$7,500 D. \$633,150
6. Lot 9048 is a group of light steers that have been weaned for :
A. 45 days B. 100 plus days C. 3 weeks D. Not weaned
7. After delivery, lot 9052 will move 25 miles to a feedlot near Ogallala, NE in standard trucks. How much will the freight bill be to get them there?
A. \$525 B. \$175 C. \$350 D. \$700
8. Lot 9065 weighs 480 pounds after the shrink. The price per head is?
A. \$1029.50 B. \$1002.05 C. \$1008.91 D. \$988.32
9. Lot 9108 has a base weight of 950 pounds. In order to shrink them, what shrink % applies?
A. 2% B. 1% C. No shrink D. 3%
10. If the weight after shrink on lot 9123 is 104 pounds, what is the commission on the lot?
A. \$2358.72 B. \$109.18 C. \$2358.29 D. \$2480.40

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