

2013 Livestock Evaluation CDE 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 of cattle is minimum of 45,000 pounds but 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 October 11th 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

IMC Productions
California State University- Chico

Focus Data Systems
Redding, California

Video Marketing Exercise Questions-each answer worth 10 points

1. The base weight for lot# 1001 is 325 pounds. The net sale weight for the whole lot is:
A. 47,125 B. 46,653 C. 46,182 D. 47, 596
2. After the shrink, the sale weight of lot# 1002 is 451 pounds. What is the actual sale price after the slide?
A. \$228.00 B. \$229.65 **C. \$226.35** D. \$217.00
3. Oregon laws allow 50,000 pound loads on cattle trucks. How many trucks will be needed to haul lot# 1010-A to the buyer?
A. 3 B. 6 C. 5 **D. 4**
4. The deposit paid by the buyer of lot# 1012 on sale day is:
A. \$696 **B. \$6960** C. \$69,600 D. 5% of total price
5. Lot# 1017 is a mixed lot of steers and heifers. At delivery, there is no slide adjustment. The price for the heifers is:
A. \$166.00 B. \$174.00 **C. \$158.00** D. \$165.20
6. A buyer is interested in only black hided British bred steers weighing between 600 and 700 pounds. Between lots 1018, 1023, 1024 and 1041, which lot will best meet his criteria?
A. 1018 B. 1023 C. 1024 D. 1041
7. The actual sale weight of lot# 1048 is 798 pounds. The sale price ends up being:
A. \$151.50 **B. \$151.60** C. \$151.70 D. \$152.00
8. Lot# 1055 is a group of heavier, bunk broke steers. Before shrink they weigh 950 pounds. What is the final sale price per cwt.?
A. \$143.575 B. \$146.425 C. \$143.75 **D. \$145.00**
9. If the buyer chooses not to take any red heifers from lot# 1021-A, how many black heifers will he/she buy?
A. 42 **B. 38** C. 46 D. 39
10. If the buyer of lot# 1056 sends all of the cattle to a destination exactly 300 miles away in California, which only allows 45,000 pound loads, what will his freight bill be?
A. \$1350 **B. \$10,800** C. \$31,000 D. \$9450