

2015 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 \$4.25 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 8th 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

2015 Video Marketing Exercise Questions-Each Answer is worth 10 pts

1. Lot 1001 ends up weighing 438lbs. What is the final price of the lot?
A. \$250.00 cwt B. \$252.00 cwt C. \$248.00 D. \$249.75
2. On the date of delivery, Lot 1003 will have been weaned for how long?
A. 60 days B. 30 days C. Not weaned D. 15 days
3. Lot 1006 is a mixed lot of steers and heifers. If the heifers weigh in at 448lbs, what is their average price per head?
A. \$1120.00 B. \$873.60 C. \$1118.20 D. \$871.80
4. Lot 1008 weighs 544lbs before shrink. What is the sale weight?
A. 528lbs B. 544lbs C. 541lbs D. 547lbs
5. The sale day partial payment required for lot 1011 is?
A. \$181.00 B. \$3480.00 C. \$4000.00 D. \$8700.00
6. If lot 1018 has a sale weight of 631lbs, how much is the price adjustment?
A. add \$0.72 cwt B. Subtract \$0.72 cwt C. no adjustment D. 6 pounds
7. If the buyer takes all of the animals in lot 1022, how many head will that be?
A. 41 B. 38 C. 79 D. 90
8. How many steers need to be sorted from lot 1025 to get to the number listed for sale?
A. 45 B. 195 C. 15 D. 21
9. Lot 1029 loads in California where trucks are limited to 45,000 lbs. How many trucks will be needed to move the lot to the feedlot if they sell at the base weight?
a. 6 B. 7 C. 8 D. 9
10. What will it cost to move lot 1029 to the feedlot 214 miles away?
A. \$6366.50 B. \$7276.00 C. \$5454 D. \$8185.50

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