

2016 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 September 12th, 2016 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

CF Webtools

Omaha, NE

2016 Video Marketing Exercise

1. On delivery day, lot 9001 weighs 1029 lbs before shrink. How much is the slide deduction?
a. \$2.32 cwt b. \$ 2.00 cwt c. no deduction d. \$.08 cwt
2. How many loads of cattle does lot 9008 consist of if they weigh the base weight before shrink?
a. 9 b. 10 c. 11 d. 12
3. A buyer wants only 7 weight black hided steers. Between lots 9026, 9029-A, 9031 and 9032, review the videos and decide which lot best meets his needs?
a. 9026 b. 9029-A c. 9031 d. 9032
4. If lot 9043-A has a sale weight of 914 lbs, what is the price?
a. \$131.50 cwt b. \$129.86 cwt c. \$130.66 cwt d. \$132.34 cwt
5. In lot 9051, the sale weight of the heifers is 820 lbs. What is the total sale price of the heifers?
a. \$30,937.50 b. \$28,782 c. \$28,957.50 d. \$30,750.00
6. How many steers will be left in the corral after lot 9059 is loaded on the truck?
a. 0 b. 50 c. 10 d. 60
7. Lot 9168 is a lot of mixed colored calves. At delivery they will have been weaned for how long?
a. 2 weeks b. 30 days c. 60 days d. not weaned
8. The buyer of lot 9178 needs to send a prepayment to WVM for the cattle on the day of purchase. That payment is?
a. \$7720.00 b. \$129.00 cwt c. \$24,897.00 d. \$993.30/hd
9. Colorado has a different weight limit on trucks. If a buyer takes all of the cows in lot 9204, what will the freight bill be to haul them 175 miles?
a. \$9,668.75 b. \$8,925.00 c. \$743.75 d. \$10,412.50
10. Prior to shrink, the steers in lot 9156 weigh 711 lbs. The final price owed to the consignor is?
a. 138.00 cwt b. \$981.18/hd c. a. and d. d. \$981.55/hd

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Key**

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