



Romagnola & RomAngus Cattle Association
Home of Romagnola, RomAngus & RomMaster Cattle

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11700 NW Plaza Circle
Kansas City, MO 64153
www.romagnola.net

May 1, 2019

Dear RRCA Breeders,

It is our pleasure to welcome you to consign to our annual RRCA National Sale, to be held on November 2nd near Paris, Tennessee. This auction provides a premium opportunity to market your Romagnola, RomMaster and RomAngus cattle, as well as promote your breeding program to a national audience.

About the Sale

The sale will be held at 8639 Hwy. 641 S., Paris, TN 38242. We have a detailed advertising campaign to best promote the sale offering, and will also print and distribute 650 catalogs to our mailing list. Once again, this year, we will be broadcasting the sale online at DVAuction.com, which will expose the offering to more than 210,000 cattlemen and women and will allow viewers to bid and purchase online if they cannot attend the sale in person. Sale photos and videos will also be posted on the Romagnola website and social media pages. We feel these marketing efforts will help connect you to potential buyers, encourage new interest in the breed, and develop an opportunity for you to get great benefit as a consignor and breeder.

How to Participate

We are currently seeking heifers, cows, pairs, bulls, semen and embryos, as well as any other genetics your program may like to offer such as pick-of-the calf-crop or cowherd. Consignors pay a \$150 consignment fee plus a 2% commission on live animals -- all funds go to promotion for the sale. Additionally, the association provides funds for marketing as a means of supporting the participating breeders. Semen and embryo lot consignors pay a consignment fee of \$50 plus 10% commission.

This year's sale will be limited to 35 head, with a limit of 10 bulls, the remainder of the sale offering to be comprised of females and pairs. Animals are recommended to be less than 7 years old, no older than 10 years.

Important Dates to Remember

August 1 - Consignment Deadline: All paper work, photos and consignment fees must be in the office by this date. Consignment forms can be sent via email to RomagnolaAssoc@gmail.com or via mail to the address above. Electronic access to high quality photo and video files is required. No exceptions will be made for late consignments, late photos, or late information about your cattle.

November 1 – Cattle On-site: Please have the cattle to the sale site to allow them an opportunity to settle in and to be available for buyer viewing.

Other Important Reminders

- Bulls must be Trich tested and pass a Breeding Soundness Exam if one year of age or older
- All sale cattle must be BVD/PI tested negative
- Cattle in good physical condition and that have been handled will do the best in this sale -- a good disposition and appearance make a big difference on sale day
- Sale cattle must be RRCA registered and consignors must be current, paid members of RRCA. animals.

Please provide quality pictures and videos if possible -- these will be posted at www.romagnola.net as well as on our Facebook page. We will edit videos free of charge, contact Brett Spader at (785) 633-5512 or brett@beefcenter.org for more info on this.

Sunbelt Ag Expo

Once again, RRCA will have a booth and live cattle display at Sunbelt Ag Expo in Moultrie, Georgia. This is an excellent opportunity to bring awareness to the breed and to promote your cattle. If you have interest in participating or bringing cattle, please contact Chuck Lyons by June 1 at 03PKLyons@gmail.com or (731) 336-1971.

RRCA Brochures

Coming soon, an 8-page Romagnola Breed Information booklet will be available. Business card size advertisements will be available to members for \$50.00. Each member will receive five booklets and members can purchase more. Please contact the office if you are interested in an advertising spot.