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d/b/a Kyle Gilchrist Auction Co.

A division of Star G Ranch, Inc.
Complete Sale Management
& Auctioneer Services

Star G Ranch, Inc.
Registered Red Angus Cattle Since 1973
Superior Quality Cattle

December 20, 2021

Dear Southeast Red Angus Member,

It is time to make entry to the SERAA 2022 Grasstime Auction! This annual event is a highlight for Red Angus breeders across the country and specifically for the Southeastern part of the USA. 2022 will mark the 31st Annual Sale and the format will follow last year with a heifer show at the Cullman County Agricultural Trade Center on the afternoon of Friday, April 1st and the Grasstime Auction on Saturday April 2nd at the Cullman Stockyard. The sale committee is working on the Friday evening banquet details and that information will be forthcoming.

Please make your entry decisions and return the enclosed Entry Form/Auction Contract to Gilchrist Auction Company **by February 1, 2022**. This entry may also be accessed on our website at: www.redcows.net. You must be a 2022 SERAA member to consign to this sale. Please contact Rhonda Deist at swanecreek@tds.net or call 931/625-2001 to join the SERAA.

It is very important that you make your sale entry selections immediately and begin getting your cattle in sale shape with additional feed, de-worming and lice and ringworm treatment if necessary. The better your cattle look now, the better they will look in the sale ring on April 2nd. We highly encourage you to put a great deal of thought into your entries and encourage all cattle and embryo lots to be at or above breed EPD average. This auction is designed to be a showcase of the Southeast and not an auction to cull cattle. An added feature to this year's auction is your choice of having video footage aired during the auction rather than your animals shown live on camera in the sale ring. **(See video details on back).**

Jimmy Whitley is our 2022 Grasstime Sale Chairman and you may contact him or myself with any questions you may have regarding this auction. Jimmy Whitley 205/ 359-0154. We will be sending more information about motels, health requirements, etc. with the consignor packets once we have received entries and begin building the catalog.

If you are not already, get excited about the 2022 Grasstime Auction and consider consigning some of your top Red Angus cattle to this event. The quality of cattle consigned will directly affect the sale prices and interest that we get from buyers in this auction so please select your cattle with that in mind.

We will again offer advertising in the catalog for both Red Angus breeders and commercial advertising – please indicate on your entry form if you would like to place an ad in the 2022 SERA Grasstime catalog.

Thank you for your interest and let's all get geared up for a fantastic Red Angus gathering on April 1st and 2nd in Cullman, Alabama.

Happy Holidays !

Please Note 2022 Rules & Guidelines are on the back of this letter.

www.redcows.net

Animals will be screened at arrival at the Cullman Stockyards for structural correctness, body condition score and general appearance. Animals must meet the following criteria:

2022 SERAA Grasstime Rules & Guidelines

1. Females over 2 yrs must be bred or have delivered at least 1 calf
 2. No females over 10 yrs unless selling as a Donor
 3. Body condition score of 5 or higher
 4. Good feet (no hooks or overgrown toes)
 5. Good udder structure
- Only high quality photos will be used in the catalog.

DVAuction Video details

Editing of 3rd Party video is \$40 per lot: A video will need to be edited if there are several video clips for 1 Lot or if the video clip is raw footage. (DVAuction reserves the right to refuse any video work received).

3rd Party video for any use on DVAuction \$10 per lot:

(these videos would need to come already edited to DVAuction).

Any questions you may call the DVAuction office at 402/316-5460.

Jimmy Whitley
2022 SERAA Grasstime Sale Committee Chairperson
205/359-0154

Kyle Gilchrist Auction Co. Sale Management
Kyle 641/919-1077 or Lisa 515/669-9945

2022 SERAA Grasstime Show & Banquet

Friday April 1st

Cullman County Agricultural Trade Center – Cullman, Alabama

2022 Grasstime Auction

Saturday, April 2nd

Cullman Stockyard -- Cullman, Alabama