

Gilchrist Auction Company
14075 120th Street
Douds, IA 52551

December 30, 2020

Dear Southeast Red Angus Breeder,

2021 offers to bring much excitement to the SERAA Grasstime Auction and sale chairman Jimmy Whitley and the sale committee have been working hard to make this event the best one yet. Two big changes to the venue include a Friday afternoon/evening show and the Friday evening chuckwagon meal at the Cullman Agri Center. It certainly won't be mandatory but for everyone that has cattle broke and able to lead through the show ring, this will highlight cattle (particularly open heifers) and allow buyers the chance to see these cattle "on the move" for evaluation. The showing results could also help us set sale order for the following day.

The date of the 2021 sale will be Saturday April 3, 2021 at the Cullman Stockyard in Cullman, Alabama. It is time to begin making your entries and enclosed is an Entry Form/Auction Contract to be returned to Gilchrist Auction Company at the address on the entry. This entry may also be accessed on our website at: www.redcows.net

First, you must be a 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 3rd. 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. Make sure that you are proud of the animals you consign and that they will represent your Red Angus program in a positive way.

Jimmy Whitley is our 2021 Grasstime Sale Chairman and you may contact him or myself with any questions you may have regarding this auction. Jimmy Whitley (205) 359-0154 / Kyle Gilchrist 641/919-1077. 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.

I hope you are excited about the 2021 Grasstime Auction and will 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.

There is also an exciting new aspect to the 2021 Grasstime catalog – advertising will be offered for both Red Angus breeders and commercial advertising – more details to come from the sale committee or contact sale chairman Jimmy Whitley for more details.

Thank you for your interest and let's all get geared up for a fantastic sale April 3rd!

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

2021 SERAA Grasstime Rules & Regulations

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.

Jimmy Whitley 2020 SERAA Grasstime Sale Committee Chairperson 205/359-0154
Kyle Gilchrist Auction Co. Sale Manager Kyle 641/919-1077 or Lisa 515/669-9945

Best Regards,
Kyle Gilchrist