December 26, 2024

Dear Southeast Red Angus Member,

Seems impossible, but it is already time to make your entries for the 2025 SERAA Grasstime Auction! This annual event is a highlight for Red Angus breeders across the country and specifically for the Southeastern part of the USA. 2025 will mark the 34th annual auction and we are in search of high-quality live animals and genetic lots. As in the past, this event will include the Friday evening banquet with details being announced in the coming months.

Please make your entry decisions and return the enclosed Entry Form/Auction Contract to Gilchrist Auction Company **by February 1, 2025**. This entry may also be accessed on our website at [**www.redcows.net**](http://www.redcows.net)**.** You must be a 2025 SERAA member to consign to this sale. Please contact Jessica Yance at [jessica@jyjredangus.com](mailto:jessica@jyjredangus.com) or call her at 334/790-4953 to join.

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, lice and ringworm treatments if necessary. The better your cattle look now, the better they will look in the sale ring on April 5th. 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. Animals will be screened at the Cullman Stockyards and any thin, or marginal cattle will be removed from the sale. Again, this event is for your top-end cattle only – if you are not proud of them, please do not enter them into this auction.

Jimmy Whitley is again our 2025 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 regulations, etc. with the consignor packets once we have received entries and begin building the catalog.

If you are not already, get excited about the 2025 Grasstime Auction and consider consigning some of your top Red Angus genetics 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 2025 SERAA Grasstime catalog.

Thank you for your interest and let’s get geared up for a fantastic Red Angus gathering on April 4th and 5th in Cullman, Alabama.

Happy New Year!

Please note: 2025 Rules & Guidelines are on the back of this letter.

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:

2025 SERAA Grasstime Rules & Guidelines

1). Females over 2 years must be bred or have delivered at least one calf

2). No females over 10 years of age unless selling as a Donor Cow

3). Body condition score of 5 or higher at delivery to the Cullman Stockyard

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 is $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

2023 SERAA Grasstime Sale Committee Chairperson

205/359-0154

Kyle Gilchrist Auction Co. Sale Manager

Kyle Gilchrist 641/919-1077

2025 SERAA Grasstime Auction

Saturday, April 5, 2025

75 Co. Rd. 1339

Cullman Stockyard – Cullman, Alabama

*There will be a Junior Red Angus Silent Auction Fundraiser at the Cullman Stockyard on sale day.*

*Please bring items to donate to the Juniors for this money-making event.*