

2010 Wisconsin Simmental Consignors

It is time to gather up your entries for the Spring Spectacular Sale to be held March 14, 2010 in Lancaster, WI. By now I'm sure you have a pretty good idea of what entries you want to consign. An excellent feeding program should already be started so the cattle will be in sales shape. I will outline a few important points about ideal entries.

Bred Females: Ideally all bred females will be AI bred to popular sires, confirmed bred to that date, and you will stand behind them. The bred divisions should be bred heifers or young productive, problem-free cows, to keep the sale at the highest level. Select cattle that are deep bodied, nice fronted, standing on sound feet and legs. If they are consigned as pairs, make sure the calves have had updated shots so the buyer will have the healthiest calf possible, talk to your veterinarian.

Open Heifers: The highest selling heifers have been the ones that can be shown competitively. The heifers need to be show broked to lead and clipped and fitted for the best possible sale. If you are bringing a heifer that will make a nice cow then the premium will be lower. The heifers should be washed and clipped before arriving at the sales site and then can be finished before the sale ideally the day before the sale.

Bulls: I thought we made progress last spring in the bull division. The bulls need to have a reasonable birth weights and heavy weaning and yearling weights. All bulls should have a breeding soundness examination and will be guaranteed as breeders. Before the sale men check your bull, so there are no surprises. Bulls that are show broked usually sell for more, since the buyer sees that they are quiet. They should be semen checked prior to the sale to ensure breeding soundness. An added benefit for buyers may be to offer to house your bull at your expense and their risk until a later date.

Embryos, semen, and flushes are always welcome, just make sure they are special and you're not cleaning out your semen tank. It is nice to bring them the day of the sale so if possible transfer to the buyer's sale day.

Deadlines: It is important to adhere to the deadlines for entries and pictures. All deadlines are usually the first of the month the month before the sale. If you want your cattle in the ads then they have to be worthy of the ad to bring in potential buyers. The catalog will be designed and contracted out so the entries need to be in my hands a minimum of six weeks before the sale or February 1, 2010, earlier is better, if we can get printed a minimum of four weeks before the sale. To further lower sale expenses we need a minimum of 65 cattle plus 10-20 genetic lots. Entry forms and notices are on my website www.rublecattleservices.com I am looking forward to working for you this spring.

Please contact any of the WSA sale committee: Bill Meyer 715-784-0222, Calvin Moll 608-635-4491, Ray Ranson 563-382-9408, Ed Beck 920-892-2027, Eugene Hassman 715-854-7872, or Shawn Woodford 715-697-9252 if have any questions. Doug Spooner of Spooner Cattle Cow will be available to assist you with getting your cattle ready for the auction ring. Please contact Doug at 608-987-2414 if you need assistance.

Marshall Ruble
Ruble Cattle Services