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8/1/25

Dear Angus Breeders,

It's that time of year again to begin making preparations for merchandising seedstock! We're fresh on the heels of maybe the strongest Spring's ever for selling bulls and still in an outstanding commercial cow-calf market.

As we look towards the 2026 edition of the Winter Beef Expo, all signs point towards this trend continuing. Cow numbers are still at historic lows as our region begins to build back their herds. The sale date for the 2026 Angus at the Expo Sale will be Monday, February 16th, 2026.

It is a pleasure for me to have been selected to manage this year's sale by the Board of the Iowa Angus Association. As I've been involved with several breed sales at the Expo over the past many years, I am a big proponent of merchandising seedstock at the Expo in February. It continues to be one of the leading events to market cattle in our region.

I hope you consider the Angus at the Expo Sale as part of your marketing plan for this coming year. By consigning in the auction, you are participating in a proven marketplace where breeders capture premiums for their top genetics on a yearly basis. In addition, there is no better way to showcase your program and build demand for private treaty sales than by merchandising your top genetics in this sale.

In order to keep this as a cost-effective opportunity, sale expense is guaranteed not to exceed 15% of the sale price of each animal.

I am a firm believer that the best way to ensure a strong sale is to put together a strong sale offering. As part of our plan to reinvigorate this event, we are putting a new twist on this sale by transitioning to a select sale. Adam Conover, your AAA Regional Manager, has volunteered to aid in the selection process for all sale cattle. This new process begins by nominating to this sale, and paying a \$100 nomination fee for your farm or ranch. From there, we will schedule a time for Adam to visit your operation and help select which bulls & females will showcase the best. Following this selection phase, I will be in contact with you to enter those genetics that have been selected for the auction.

Your completed nomination form, along with a check in the amount of \$100 (per farm & ranch, not per animal) must be postmarked by September 15th, 2025, so that visits to your operation can be scheduled. The nomination form must be completed and submitted by the deadline to receive a sale entry form and participate in the auction. Just a reminder that the \$100 nomination fee will be credited towards your sale expense if your animal(s) is sold in the sale.

The board has also opened up to allowing new breeders from outside of Iowa to be a part of this event. All participants in the auction must be or become members of the Iowa Angus Association. Also, we will have the opportunity to showcase and market pairs in the sale, so any young bred females you wish to merchandise will be welcome.

All animals in the auction must have a DNA profile on file with AAA. To help with the selection process, I recommend that you collect DNA now and go ahead and send it off to aid in selection.

We are putting guidelines for our bulls at the Expo. All fall-age (August-December) yearling bulls must have a minimum 2.8-pound WDA calculated at the time of weigh-in. All spring yearling bulls must have a minimum 3.0-pound WDA at the time of weigh-in and a minimum SC of 30 cm.

If you are interested in consigning a bred female, I recommend that you ultrasound her pregnancy. In addition to being able to call her safe to the AI date, calling the sex of the pregnancy has proven to add value to buyers.

It is our desire to have a catalog printed and available in Denver at the NWSS. Because of this, entry deadlines will be upon us fast. For those of you that do nominate by September 15th and participate in the screening process, more information will follow with the entry forms. Hopefully, we don't have as late of a harvest as last year which will allow you more time for pictures, etc.

I look forward to helping you all put this sale together again and working with the sale committee, the IAA members, consignors, and the Iowa Beef Expo. If at any point I can be of any help with, or should you have any questions regarding consigning genetics to this sale, please do not hesitate to contact me.

Sincerely,

A handwritten signature in cursive script, appearing to read "Justin B. Stout".

Justin B. Stout
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