



**Southeast Texas
Independent Cattlemen's Association
Commercial Bull & Heifer Sale**
P. O. Box 146 • Hamshire, TX 77622



November 29, 2020
SETICA-CBHS-21-001

RE: Southeast Texas ICA Commercial Bull & Heifer Sale
Saturday, March 13, 2021; Ford Park Complex • Beaumont, TX

Dear Fellow Cattleman:

What a strange year this has been!! Between a year-long pandemic and a hyperactive hurricane season, we certainly hope this letter finds you and your family healthy and safe. Although most of SE Texas residents sustained little to no damage this year from the hurricanes, our neighbors to the east were not so lucky—Orange, Lake Charles and the surrounding areas took two direct hits from Hurricane Laura and Delta and our thoughts and prayers are with those folks as they continue the process of replacing and rebuilding. It is hard to believe Thanksgiving is behind us, the remainder of the holiday season is fast approaching, and plans are already underway for our 26th Annual Southeast Texas ICA Commercial Bull & Heifer Sale.

Our projected sale offering will again consist of approximately 90 bulls in 2021, with each consignor limited to no more than four bulls per breed. Long-time consignors will receive preferential treatment, but the best bulls nominated for the sale will ultimately be accepted. The SETICA CBHS Committee reserves the right to reduce the number of bulls consigned by each ranch in an effort to offer a diversified and quality group of potential herd sires. Many of the buyers who come to our sale end up at your ranches buying more bulls, so make sure they are impressed enough by your consignment to make the trip to your ranch for more. Our target goal for the female offering is approximately 350 to 400 quality females (open, bred, and pairs).

New for 2021: Troy Robinett will be back again in 2021 as sale auctioneer and integral part of our team; however, in an effort to reach more buyers, our committee recently made the decision to partner with DV Auction to live-stream the sale on sale day. In order to cover the fee(s) involved, for the first time in 26 years, we have increased the commission that will be assessed the consignors from 6% to 7%. This increase will also cover the cost for each consignor to submit (1) video **OR** (1) picture per lot for upload to the DV Auction website prior to the sale. At this time, we don't know the size and file type restrictions for the videos and pictures, so please contact Terri or Susan for more information if interested.

We are pleased to announce that **Capital Farm Credit** is back on board for the tenth year in a row as our Corporate Sale Sponsor—their gracious contribution not only helps with sale expenditures, but continues to enable us to reward the consignors for bringing their quality animals each year. In 2021, we will again be offering a \$500 premium to the high grading bulls, commercial heifers, and registered heifers, as well as \$250 to the runner-ups. Commercial heifers must have at least five head in the pen to compete and registered heifers must have at least three head.

Enclosed are the Official Consignment Forms for bulls and heifers as well as a copy of our Rules & Regulations / Health Requirements for 2021. These forms are also available electronically via e-mail or download at the ICA website (www.icatexas.com). If you would like to receive a hard-copy in the mail, please contact Susan or Terri and we will get them to you as soon as possible. The completed forms should be e-mailed back to both Terri at setica_cbhs@yahoo.com **AND** Susan at hornauction@att.net; however, you will still need to mail your nomination fees (\$10/head for heifers and \$25/head for bulls) to our P.O. Box 146, Hamshire, Texas 77622 with a copy of the consignment form, as soon as possible, but no later than January 15, 2021, to ensure we have plenty of time to process your consignment, list you in our sale catalog, mail out ear tags prior to the sale, and allow adequate time for you to fulfill your veterinary requirements.

We need brief comments about your cattle for our sale catalog, as well as EPDs (where applicable). These comments should be included on your consignment form or on a separate page. Please note we made changes a few years back to our health requirements and ages accepted for consignment, **so read our Rules and Regulations carefully**. Entry requirements for out of state animals may exceed our sale requirements, and in some cases our sale requirements exceed TAHC entry requirements. It should also be noted that about twenty-five percent of the cattle sold in our sale are transported out of state to the east of us (Louisiana, Mississippi, and Alabama), so please ensure your cattle can move freely to these states as well.

Follow us on Facebook! We continue to maintain a social media page on Facebook (Southeast Texas ICA Commercial Bull & Heifer Sale) and will also upload the videos or pictures you submit for use with DV Auction to this page. Please e-mail the pics and videos to Susan and Terri and we will ensure they are forwarded and uploaded where appropriate. At minimum (for Facebook) we will identify the animals by ranches and lot numbers (individually or collectively) where applicable. In addition, pictures only of your animals will also appear in the supplemental appendix to our online catalog identified by Lot Number(s)—we are doing everything we can to effectively advertise your animals!

We reserve the right to pre-screen cattle to ensure the quality and integrity of our sale offering and sift at check-in any animals that are not representative of their description at consignment, do not meet health requirements as outlined in the rules, or are injured in transit, etc. Please read the rules carefully to ensure the animals you nominate meet or exceed the sale requirements. **ALL NOMINATIONS AND QUESTIONS CONCERNING ACCEPTANCE TO THE SALE MUST GO THROUGH THE SALE SECRETARIES.**

It is usual practice for the seller to pay the transfer of registration on animals listed as “registered” in our advertisements and catalog. If you are selling your animals as registered, please mail, e-mail, or fax (409/253-2266) a copy of the registration papers. Registration fees will be withheld from the seller payout and are expected to be at member rates. For those consignors who do not want to pay the transfer fees on animals that are registered or susceptible to registration, please note in the comments portion of the consignment form the transfer of registration will be at the buyer's expense. These animals will not be marked as registered in the catalog and advertisements. For those selling heifers, please list them in lots of 3 to 5 as to kind, age, size, and pregnancy status on the consignment form. This is very important as we base our ear tag, lot, and pen assignments on your groupings.

Thank you for your continued support of our sale. If you have any friends or neighbors who would like to consign cattle, let us know and we will be happy to send them a packet. Any of the folks listed below are available to answer and/or clarify any questions you may have. Just pick up the phone and give us a call; we'll be happy to assist you. Once again, we are looking forward to seeing you in Beaumont in March and hope you have a safe and joyous holiday season!

Sincerely,

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