

## **Tried and True Traditions**

*By Erica Bianchi*

A long standing tradition in the west, the Red Bluff Bull and Gelding Sale is where the best of the west meet and compete. 2015 will mark the 74<sup>th</sup> bull sale, over seven decades of tremendous bulls have crossed through that ring, and no one plans on stopping there! It also marks the 53<sup>rd</sup> gelding sale and the 37<sup>th</sup> stock dog sale.

The bull sale committee's mission is to provide a marketplace for top genetics, bringing progressive minded breeders and buyers together at an event that has become multidimensional over the years.

Why should you consider marketing your bulls at Red Bluff? The committee says "Red Bluff offers small breeders the opportunity to put their program up against some of the best in the business. Small programs benefit from the large amount of advertising and promotion associated with our event, while putting their product on display in front of the largest gathering of Cattlemen west of the Rockies." Then what is the value to a large producer? "If a picture is worth a thousand words, a champion at Red Bluff is priceless. Put your program front and center by marketing some of your best bulls at Red Bluff. Buyers are a scarce resource, and advertising is passive and expensive. An eye-catching lot at the Red Bluff Bull Sale will be seen by more people than large operations draw to their ranch in a year. Your production sale could benefit from a little extra exposure."

"Large consignment sales drive the seed stock industry to become more competitive with their fellow producers! For a small producer this may be the sale that kicks off your whole seed stock program." says Robert Bianchi of Bianchi Ranches, a long time Red Bluff bull cosigner.

Adam Owens, the sale manager comments on the future of the bull sale "Due to the sale facilities the number of bulls won't be growing in big strides, but that isn't to be said about the quality of bulls! The bull sales committee's goal is to increase the quality of bulls, focusing on growing the halter division. "We understand that halter bulls are harder and more expensive to raise," says Adam "we hope that the awards and award money, along with smaller commissions, in the halter division will help us improve the quality of bulls, especially in the largest divisions." Adam continues with "the range bull show is very important to many producers because it allows them to bring a higher number of bulls to our sale, it also gives the buyers options on what kind of a bull they are looking to purchase."

Red Bluff Bull and Gelding Sale is all about tradition and what can be more of a tradition than the longest cosigner, Don Cardy of Lucky Clover Shorthorns and Road Runner Angus? Don and his family have been consigning to since 1958 this will be his 57<sup>th</sup> year of consignment! Don shares his story "Our usual number of bulls consigned is right at 20, but it hasn't always been that way, for the first 40 years or so we took it easy, consigning about 6-10 head." Don's advice for any cosigner is as follows, "Bring your best and only your best, the competition is tough, if nothing else make sure they're good on their feet and legs." Cardy's have had huge success throughout the past almost 60 years, topping the sale more than once, and winning many halter and range ready awards! Don goes on to tell us that he prefers bring halter bulls because he is proud of the way they look and this gives them the opportunity to show off their very large show string. "The heavy sift makes sure that only the highest quality bulls make it to the sale ring, which is what makes this bull sale so prestigious", says Don. Look for Road Runner Angus, consigning only 15 bulls this year at Red Bluff.

Buyers are the key to any good sale, so why should you buy your future herd bull at Red Bluff? The committee shares, "Buyers have the opportunity to choose from a variety of breeds and breeders at one location. Bulls are sifted and graded by independent third party cattlemen with the emphasis on the real life, commercial value of the bulls. Bulls are available to view for a minimum of five days before they sell so you can take your time viewing lots and talking to breeders before sale day. Why buy a bull in September if you turn out in February or later? Plus, there is no other place where Cattlemen can combine business with pleasure quite as seamlessly as Red Bluff!"

Another current goal for the sale committee is to work on growing the gelding sale. Adam shares that this year there is increased prizes and awards for all parts of the gelding show and sale. The committee hopes that this will grow the number of horses consigned. Why should you consign a horse to Red Bluff? The committee shares that

“Our goal is to provide a forum where horsemen and horsewomen can market their superior geldings to motivated buyers looking for horses they can use on the ranch, in the arena, the sorting pen or show ring.” Reasons to buy a gelding at Red Bluff include, “The Red Bluff Bull and Gelding Sale was built on the principle of buyers first. From the beginning the Red Bluff Bull Sale Committee has understood that if the buyer is confident in the product and the integrity of the process the natural result will draw the consignor to participate.”

Along with the long standing tradition of the bull and gelding sale there is also a feeder cattle and replacement heifer sale, held by the Western Video Market. The sale is held at noon on Thursday January 30<sup>th</sup>. Buyers may watch it live on Dish Network channel number 219 or at [wvmcattle.com](http://wvmcattle.com). The sale offers a variety of top of the line replacement heifers and feeder cattle.

Not involvement in the livestock business, but still want to come out and experience the fun? There are many other events that the public can come and experience. One of the favorites is the Red Bluff's Buckin Best Bull Riding, dance and party presented by Cinch Jeans. This event is not one to miss! The event is on February 1<sup>st</sup>, gates open at 5 and the event begins at 7. The dance and party, featuring the Chris Gardner Band, begins directly follow the bull riding. There is also a tremendous trade show which features industry leading organizations and companies, alongside, many booths offering home décor, clothing, and much more. Interested in art? There is also an art show which is opens at 12 on Wednesday the 28<sup>th</sup>.

Come take part in the tradition in 2015, January 27<sup>th</sup> through 31<sup>st</sup>. If you're looking to purchase a bull the grading and sifting of range ready bulls will be held on Tuesday the 27<sup>th</sup> and the grading and sifting of halter bulls will be on Wednesday the 28<sup>th</sup>. The bull sale will be on Saturday the 31<sup>st</sup> starting at 9:30. For those interesting in stock dogs they will be worked outside on the 28<sup>th</sup>, inside on the 29<sup>th</sup>, the final rounds will be on the 30<sup>th</sup>, and will be sold on the 30<sup>th</sup> at 2:30. Interested in a gelding or mule? They will be worked and shown on the 29<sup>th</sup> and 30<sup>th</sup> and will be sold on Friday the 30<sup>th</sup> at 5:30. The trade show and seminars along with viewing of bulls will be available throughout the week. Looking for a catalog? Make sure you get your hands on one, they are coming soon! See you there!