



# The Gill Red Angus Customer Marketing Program

Something we offer that most of our competition does not is a Customer Buy Back Program. Our slogan is “You buy our bulls and we will bid on your calves.” This has really helped our customers on selling day. We ran some calves up as much as \$5 per hundredweight. You add that up on a load of 600-pound steers, and you made an extra \$2,500 just by being our customer. Compare that to our sale average the last couple years — that’s a free bull. How can you go wrong?

## *Here is how it works:*

- ✓ First, you must be a Gill Red Angus customer. At marketing time, contact Gill Red Angus with the marketing option you wish to pursue:
  - *Complete Retained Ownership*
  - *Partial/Partnership Retained Ownership*
  - *Livestock Auction or Off-the-Farm Marketing* - Sell 100% of your calves off-the-farm or at the stockyards and a Gill staff member will be there to place a bid on them for you.
  - *Replacement Heifer Marketing* - Market your top-quality open and bred heifers through our production sale in November. (We have spent thousands of dollars on advertising over the years. Use our past advertising and known name to market your replacement females.) Call for more information.
  - *Discounted semen available* to all customers wanting to sell AI’d females.
- ✓ When possible, we will work with our customers to help form co-mingled loads of calves.
- ✓ To determine the value of your calves, Samson-Inc will compute the “breakevens.”
- ✓ Once the above is completed, the calves will be shipped to Samson-Inc Feedlot.
- ✓ Upon harvest, if possible, Gill Red Angus & Samson-Inc will prepare a report complete with feed yard and harvest data for your use. The Gill staff will then schedule a meeting with you to discuss ways we can help add profit to your bottom line.
- ✓ We are also available for consultations regarding breeding, replacement heifer procurement, and all marketing options. We will help you any way we can to make your bottom dollar grow.

**“You buy our bulls, we will bid on your calves”**