

Bull Value Assessment Program

September 19th & 26th

6 PM

3610 Slate Lick Church Rd.
London, KY 40741

Topics Covered

Breeding Soundness Evaluations
Nutritional Management
Sire Genetics
Target Market Selection
Tools for Bull Selection



This will be a **two-part educational program** with a significant producer participation component. The first session will be formal classroom education. At the end, each producer will be assigned one of five scenarios, receive a sales catalogue with the task to research the bulls and determine which ones would be suitable in their assigned scenario. Videos of the bulls will be available online. Participants will return the following week for the second part of the curriculum with the responsibility of buying a bull to fit their assigned scenario at the “Mock Auction”. Producers can come early and view the bull videos and ask questions of the sales team. At the designated time the auction will begin, and all bulls will be sold to the highest bidder while viewing the video of each bull. At the conclusion of the sale the “sales team” will determine the relative value of each sale; this will be done by comparing the sale price against the determined value of each bull. An informal educational program will conclude the auction to discuss which bulls fit each scenario the best. This discussion will include common mistakes, missed opportunities and other teachable moments from the auction.

YOU MUST REGISTER BY CALLING YOUR LOCAL COOPERATIVE EXTENSION OFFICE

