**Revised 10/22/23**

**Heifer Development and Marketing Program**

**Live Oak Beefmaster Breeders Association**

**Mission Statement:**

Provide a means of developing heifers on an equal/comparative basis to all LOBBA members. By establishing contemporary groups that are treated the same, present a uniform, quality set of heifers to meet customer demand. The heifers will then be marketed at the annual LOBBA Spring Sale in March or the Fall Sale the last Saturday of September.

**Program Description:**

1. Heifers will be developed and marketed in two separate programs, Fall born heifers for the Spring Sale and Spring born heifers for the Fall Sale. Date of birth for Fall heifers is from September 1 to December 31. Spring heifers date of birth is from January 1 to April 30.
2. The program will be conducted at Landair, Inc. in Beeville, Texas.
3. Arrival date of heifers and program schedule will be established and published separately. Arrival dates will be based on available scan dates and an approximate development period of 5 months from start to Sale date.
4. After approximately 3 months into the program, the heifers will be evaluated and graded at Landair to initiate the process for the respective Fall or Spring Sale. Average daily gain and weight per day of age will be recorded at that time. The heifers will be graded by an independent panel of judges. The grading will also include a record of any defects or injuries.
5. The process for selecting the heifers for the sale will then be initiated. Each consignor will have the opportunity to decide if their heifer(s) will be nominated for the sale. It is the consignor’s responsibility to indicate which of their heifers will be in the sale. Consignors are limited to a maximum of 3 heifers for the respective sale. The selection of the final sale group at Landair will then allow for clipping, pictures/video, cataloging, etc.
6. Heifers that do not qualify for the Elite Heifer Group or are not nominated or selected by the consignor for the sale can be consigned to the regular part of the sale, or other sale, or other use as determined by the consignor.
7. Since the heifers continue to change considerably throughout the program, the final grading and sale order will be established at the sale site the day before the sale by a panel of judges. Grading will be based on the phenotype grading/evaluation only.
8. The heifers will be cataloged in age order.
9. The heifers will be promoted and advertised for the great sale that it will be.
10. The heifers will be marketed in the respective LOBBA Fall or Spring Sale.

**Requirements**

1. Each consignor must be a LOBBA member for the development year and the sale year.
2. A program fee of $25.00 per heifer will be charged by LOBBA.
3. A contract/agreement must be signed with Landair, Inc.
4. Arrival of heifers at Landair must be completed by the date established. Heifers qualifying for the sale must remain in the program thru the sale date. If a heifer’s arrival date to Landair is outside of the required delivery dates, it is the consignor’s responsibility to ensure the heifer is moved into the program. This will help ensure data collection including scan data is obtained.
5. Delivery of heifers or removal of heifers must be coordinated thru Landair. Inc.
6. All contacts with Landair, Inc must be coordinated thru Austin Brown III (361-597-0373).
7. Heifers must be backgrounded before arrival at Landair. A suggested health vaccination and protocol is available from Landair. The protocol includes a modified live (ML) viral vaccine, 7 or 8 way blackleg, deworming, pasturella vaccine, and weaned minimum 45 days.
8. Heifers must meet the age requirements for each program.
9. Heifers must be scanned per BBU age requirements. Scan days are tentatively planned for each November and April to accommodate the heifer program.
10. Upon arrival, heifers must have a legible holding brand and ID (brand or tattoo).
11. Upon arrival, heifers must be identified with date of birth. They must also be accompanied by their BBU certificate “C” number or “P” number.
12. The “C” number must be provided prior to the grading at Landair approximately 3 months after arrival. If the “C” number is not provided, the heifer will not be allowed to participate with the special elite group for the sale.
13. To facilitate data setup and entry, provide complete data on delivery to Landair. Delivery at Landair must be accompanied by the attached form “Required Delivery Information”.
14. Consignors are responsible directly to Landair for feed costs, health requirements, chute charges, etc.
15. Consignors are responsible directly to the veterinarian for health papers, etc. Consignors are also responsible for the scan technician. These costs will be billed directly to the consignors.
16. Consignors are responsible for completing and submitting all sale applications and nomination fees to the sales manager.
17. Consignors are responsible directly to LOBBA for membership fees, program fee, etc.
18. The normal protocol for the Spring sale will not be changed with bulls, pairs, 3n1’s, breds, and opens. The elite set of heifers from the Development and Marketing Program will be high-lighted, promoted, and advertised as the special group that it will be. Heifers from the program that do not make the elite group can still be placed in the normal sale, or other sale, or other use at the owner’s discretion.
19. The normal protocol for the Fall sale featuring “The Perfect Pair Futurity” will not be changed with bulls, pairs, 3n1’s, breds and open heifers. The elite heifers from the Development and Marketing Program will be high-lighted, promoted and advertised but will follow the primary sale goal of the Perfect Pairs. Heifers from the program that do not make the elite group can still be placed in the normal sale, or other sale, or other use at the owner’s discretion.
20. Compliance with these requirements is mandatory. Any requirement not met could lead to the consignor’s heifer(s) being removed or not eligible for the program and respective sale.
21. It is recommended that consignments have DNA on file. New requirements at BBU will be implemented in the future (July 2024) for all AI calves. This is probably going to be dictated for all in the future. Please take notice.

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