**March Madness 2020 Tag-Auction**

**Frequently Asked Questions**

**Why are you still having the sale?**

We opted to move forward because 90% of the cattle were already here when news was beginning to break on the scope of Covid-19. On Monday, a new format was adopted because of new restrictions set forth by our state jeopardizing the traditional auction format.

**Why is there a base price?**

Consignors were asked to put a base price on their animal in an effort to offer some sort of “consignor security” as the ability to have a completely normal auction slipped away. As sale managers we feel we have a responsibility to do everything we can to positively and fairly market cattle entrusted to us.

**What time is the sale?**

5:30 Eastern Time Friday, March 20

**Can I attend the sale?**

No. The general public is notallowed to attend due to crowd restrictions implemented by our state.

**Can I view the cattle?**

Yes, the fairgrounds are open and we are encouraging prospective buyers to come view the cattle. Everyone must enter thru gate 6 at the bottom of the dairy barns. There is a guard there to let you in.

**How can I bid**

The only way to bid is thru sales staff, Fitting Crew or Cowbuyer. You must pre-register

**Will there be a sale order?**

Yes

**How does the bidding process work?**

There will be an auctioneer & Pedigree reader.

Chris will take the base price where he first sees it and we will try to increase from there as in any normal auction with the animal being sold to the highest bidder. Basically, it’s a live sale with an advertised starting point. You are just not present and bid via the phone or internet.

**If I can’t view the cattle personally is there a way to see what is offered?**

We are making every effort to get a picture/video of every consignment online. You can find them on our FB page (March Madness 2020). Check it often for updates. Feel free to contact any member of management, sale staff or fitting crew for an honest opinion.

**If a lot does not meet the base price on Friday night will she still available for purchase?**

We feel all lots are currently priced below their true market value. Consignors have been more than fair with base prices. While it is unlikely prices will fall below the base, if you are interested in making an offer, you must contact a member of the sales staff directly to proceed with negotiations. You will have until 9am on Saturday to do so.

*Thank you to everyone for sending positive vibes and well wishes. The support we have received reminds us why we love what we do even if things don’t always go according to plan! Stay safe everyone.*

Chris & Jen