Powering Reds Forward Sale Credit Sale

How it Works:

Sale credits from leading Red Angus ranches will be auctioned off to benefit the Junior Red Angus Association and its programs. The sale credit auction will be held online in January 2025. It will be open for 36 hours and have a buy-now action release date.

Credit tiers are $4,000, $3,000, $2,000 and $1,000.

- If you purchase a sale credit, that credit is redeemable ONLY for the specific donor's listed sale(s) outlined in the lot description during the 2025 calendar year.

- 100% of the proceeds will be utilized for the Junior Red Angus Association and its programming.

Now Accepting Sale Credit Donations!

Empowering young leaders with the skills they need to succeed is at the heart of the JRA's mission. Your support makes youth leadership conferences, scholarships, and funding for the JRA possible, helping to shape the next generation of leaders.

Powering Reds Forward
Sale Credit Sale

Donor Advantages

- No cash out of pocket while allowing the sale credit to add value to your sale. Sale credit often incentivizes active bidding on multiple lots, or the purchaser pays more than initially intended.
- Potentially attract a new buyer to your sale(s).
- Advertising—your ranch will be featured in an ad in the November, December and January Red Angus Magazine, with your sale date(s) being publicized along with monthly eblasts. Each donating ranch will be featured as a JRA donor and publicized annually at JRA events.
- Tax deductible through Red Angus Stakeholders Foundation.

Purchaser Advantages

- If you're planning on purchasing a herd bull, replacement females, show heifer, or leading genetics from any of the donor firms within the year, why not?
- Not only are you utilizing part of your hard-earned dollars to purchase your next 'needed' breeding piece, but you're also supporting both the Red Angus breed and future generations of youth in agriculture.
- Tax deductible through Red Angus Stakeholders Foundation.

Benefitting:

JUNIOR
RED ANGUS
ASSOCIATION