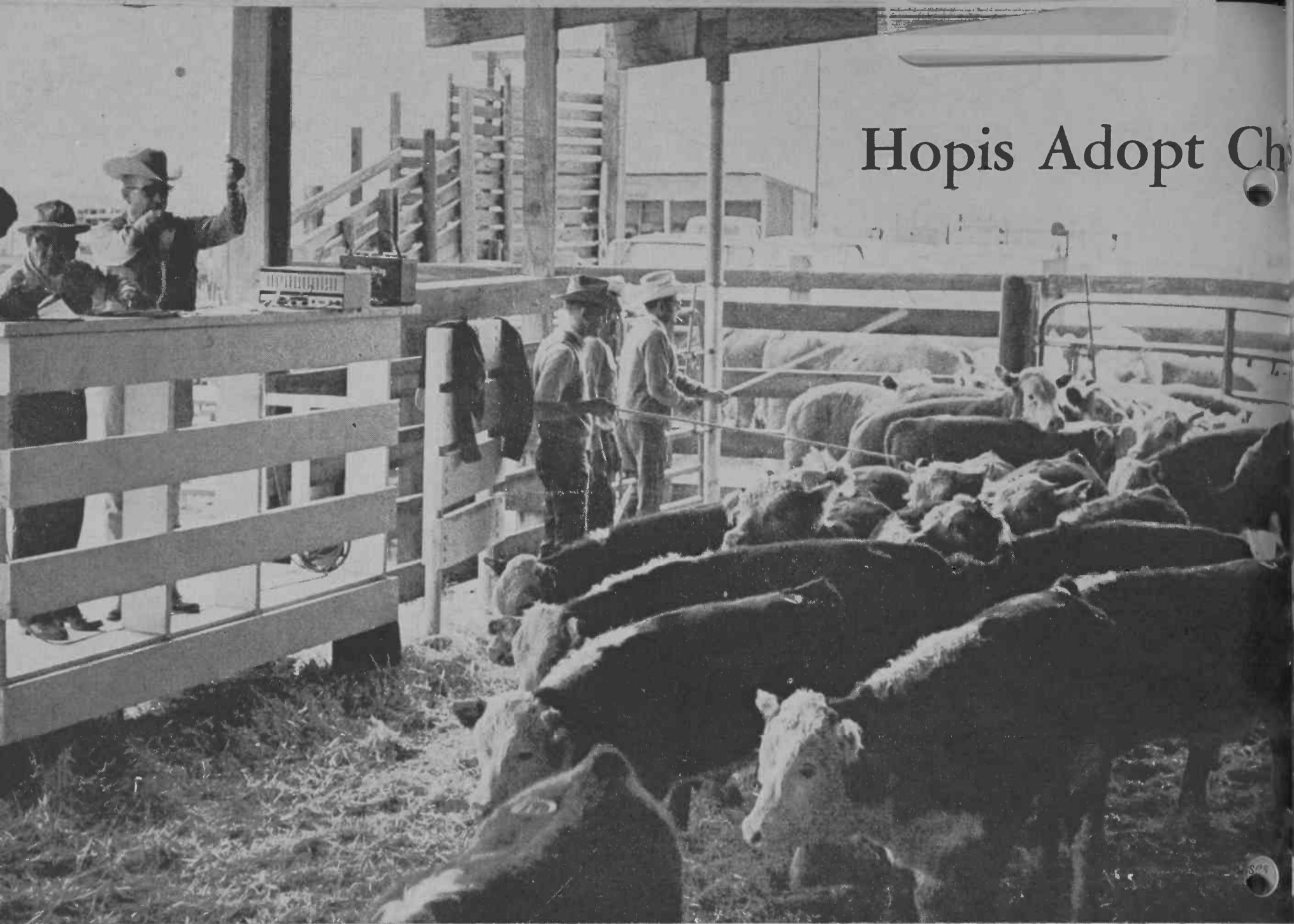


Hopis Adopt Ch



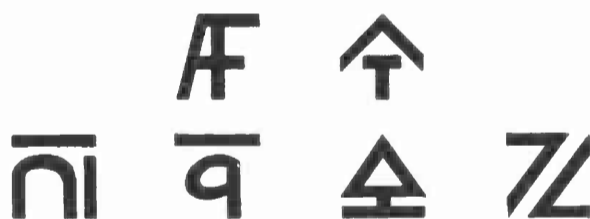
After a series of meetings Calvin Emerson and C. Curtis Cable, Jr., were invited to show Hopi ranchers how to improve their cattle auction.

Emerson is an Agricultural Agent in Navajo County and Cable is Marketing Specialist, both of the Arizona Cooperative Extension Service at the University of Arizona.

The invitation was more of a challenge. The Hopis said to Cable & Emerson, "You say our sale can be improved . . . that it can be made to work smoother . . . that we can make more money. OK, come, show us how it is done."

Hopi spokesmen emphasized they wanted some of their people to work with Cable and Emerson to learn the details of the "new" way of conducting the sale. Then, if it turned out to be successful, they could do it themselves the following year.

The Extension personnel responded. Such events as these provide excellent opportunities for Extension to



demonstrate the unique qualities of educational principles put into practice.**

Also, Extension personnel have assisted with the organization and operation of county cattlemens association auctions in Prescott, Kingman and St. Johns. In addition, agents and specialists have worked directly toward the improvement of the auctions at the Hualapai, Navajo, White River and San Carlos Reservations.

During the series of meetings Cable and Emerson and the Hopi ranchers agreed on the following objectives:

1. Feed and water during the night

*Editor, *Progressive Agriculture in Arizona*.

***Gila Cattle Auction . . . A smashing Success! Progressive Agriculture in Arizona*, Vol. XX (5), Sept.-Oct., 1968.

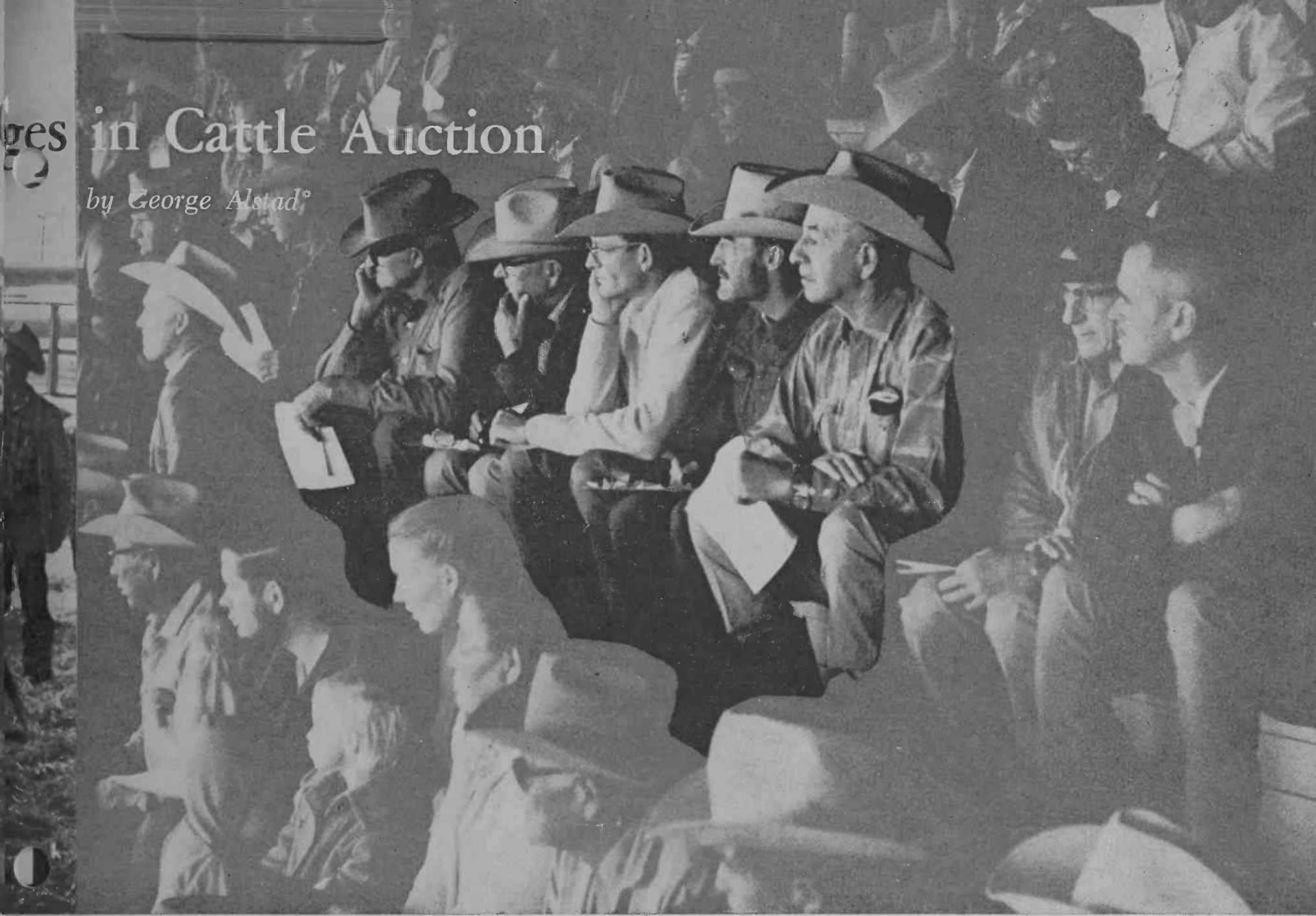
and day after cattle were received at the sale yard improves shipping stamina; this is very important to buyers.

2. Complete the tedious work before the sale.
3. Achieve weight and quality uniformity of cattle in each sale lot which usually commands a higher price.
4. Weigh sale lots immediately after all cattle have been auctioned; sale weight is saved, and ranchers receive more dollars.
5. Ranchers receive their money sooner and save more time for buyers.

For several years prior to the meetings with Emerson and Cable, the Hopis brought their cattle to the auction pens the day before the sale. Cattle were tagged and unloaded, and then sorted into sale lots according to estimations of weight and quality. Because of this guessing, there was a

Changes in Cattle Auction

by George Alstad*



lack of uniformity among animals in each sale lot.

The auction began at 10:00 a.m. and usually all cattle were sold by noon.

After lunch, each animal was weighed individually and the weight recorded. This operation took 10 to 14 hours — until midnight or later.

Final computation of total weight of sale lots, and total amount each lot brought was figured the next day. This delayed final settlement as well as loading out of cattle.

In general, the Hopis were dissatisfied with the way in which the sale had been going and were eager to improve their operation.

When put to the test Emerson and Cable made many suggestions for changes which they felt would result in improvements of the sale.

What finally took place was:

1. Cattle were brought to the sale pens two days before the sale.

2. The stock were tagged prior to being unloaded, and then were individually weighed and graded. On the basis of weight, sex and grade each animal was assigned to one of the 25 to 30 designated sale lots.

A majority of Hopi cattle grade average good to average choice. Thus, two sale lots were designated for each weight group. One lot was for animals in the top half of grade range, and the other for animals in the bottom half.

3. Cattle were provided water and hay as soon as they were penned. Water was emptied at 6:00 p.m. on the evening before the sale. Most cattle had water and hay for a full day giving them ample time to settle down.

4. Sale lots were auctioned as before but with greater emphasis on moving lots into, and out of,

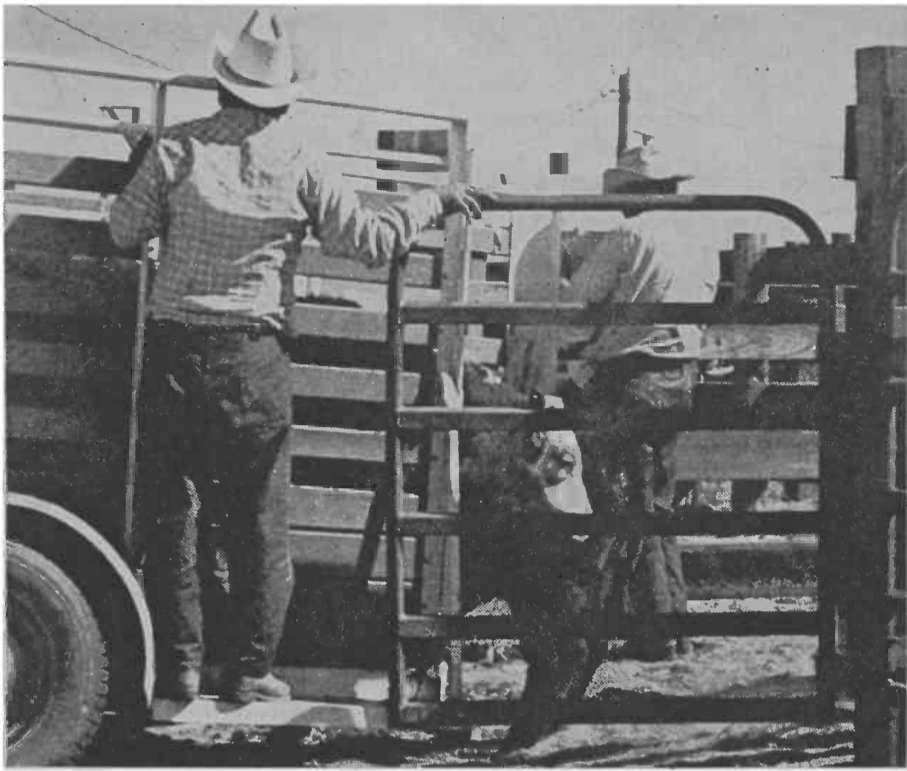
the sale ring at a faster and steadier pace.

5. Soon after all lots had been sold, selling weight of each lot had been determined. Each sale lot was weighed as a lot rather than as each animal individually as before the change. In 1969 all lots had been weighed by 1:00 p.m. — just 3 hours after the auction began. Not 10 to 14 hours as it once was. This resulted in a savings of from \$3 to \$5 per head.

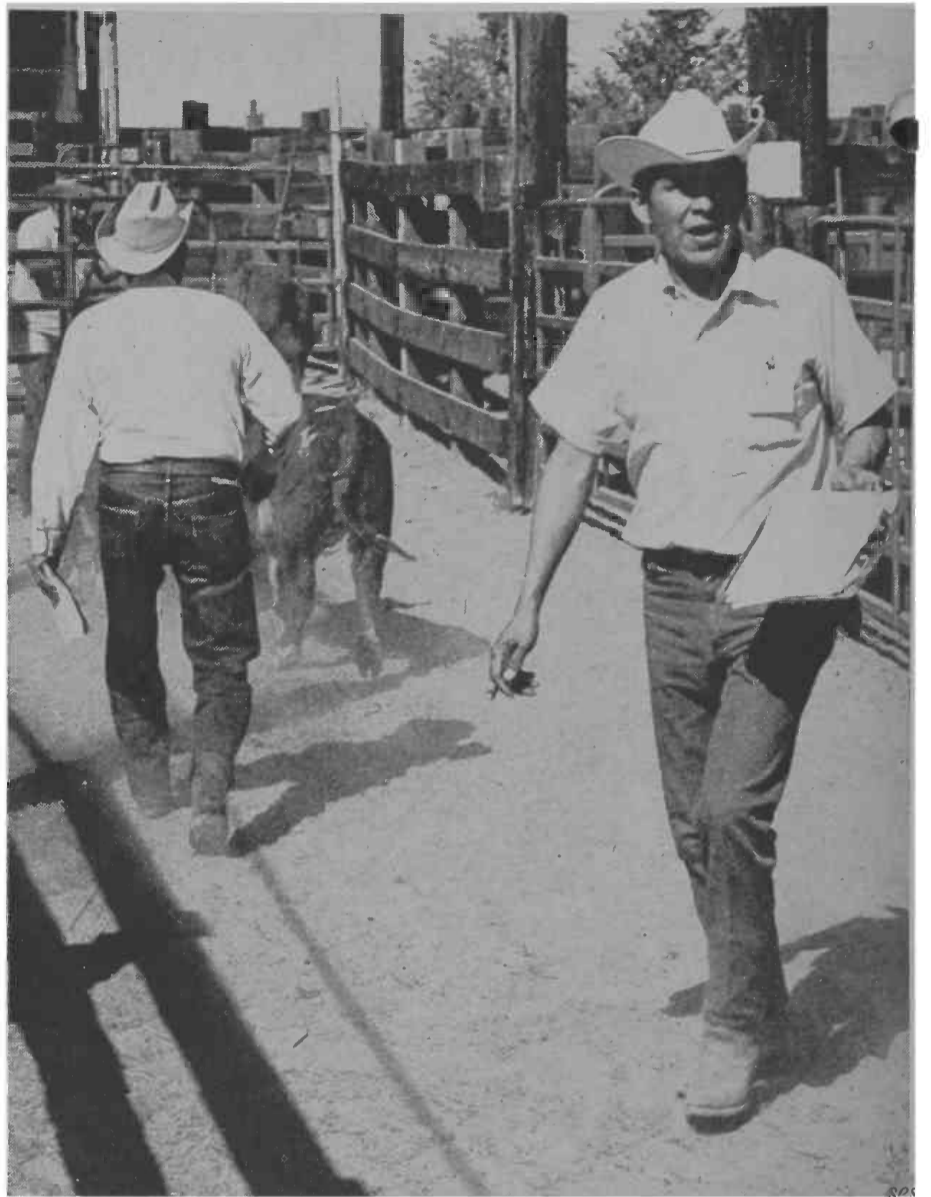
6. Total sale weight of each lot was multiplied by the sale price to obtain the total dollars each lot brought.

Buyers expressed surprise and delight at the speed and efficiency in which this sale proceeded.

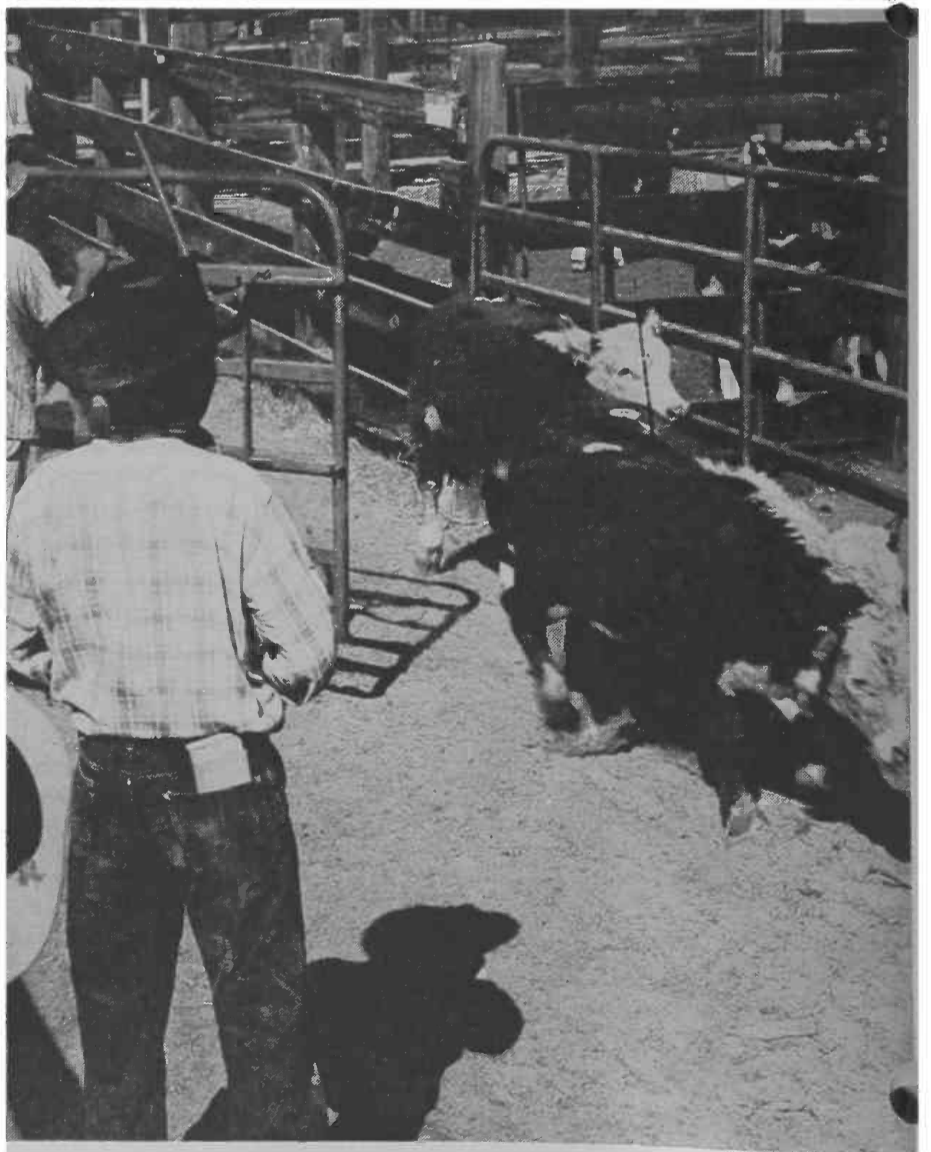
These changes didn't come about overnight. The training program which developed between the Hopi



Left above, Hopi cattle arrive two days before auction, this is one of a series of changes adopted to improve their annual cattle sale. Top right, the Yard Master gives sorting instructions; below left, Extension Agent and Hopi rancher team up to weigh in the cattle; and sorting by grade is similarly important in lower right.



Agricultural Improvement Association and the Arizona Cooperative Extension Service included: specific and detailed training on scale operation and weighing of animals; grading animals according to quality; sorting of cattle into lots according to sex, weight and grade; keeping necessary and accurate records; and developing yard master and crew techniques to rapidly and efficiently move animals into, and out of, the sale ring.



As a result of this joint endeavor in 1969 the Hopis assumed full responsibility for the 1970 sale.

As Ferrell Secakuku said, "This is our second year of the 'new' way of selling, and we are very well organized and oriented. We now can run any kind of sale anywhere."

Lyle N. Laban, Second Mesa, said, "This year is the best ever. I'm very surprised."

From Polacca, Jacob Cochise said, "This system is better than the old system. I will put my cattle in again next time we have a sale."

Emmett Navakuku from Polacca thought it was great to be completed by 2:30 in the afternoon instead of 4:00 the following morning.

The reason that cattle were weighed individually upon receipt at the sales yard were:

animals in each sale lot were totalled.

Each animal's weight, as a percentage of the total sale lot weight, was computed and recorded. This figure is used as the final settlement factor to determine value of each animal.

The total sale weight of each lot is also recorded. This weight is multiplied by the sale price to obtain total dollars received for the lot. Then the total dollars received is multiplied by the percentage factor for each animal in the lot.

As the last sale lot was being weighed, Sam Miller said, "the sale was outstanding." He is a Bureau of Indian Affairs Range Management Conservationist, and worked with Cable and Emerson in training the Hopis to conduct their sale.

One buyer from Clovis, N.M., said, "it was a good sale generating excel-



lent competition for the good cattle that the Hopis offered. The sale was well organized."

Another buyer from Dodge City, Kansas, who bought 278 head, said, "this is the best sale I've been to. These people are improving and changing for the better. We used to sit around here for what seemed forever."

As with any group, there were some doubters the first year.

There were slightly more than 500 head of cattle consigned in 1969. But, the satisfaction with the 1969 sale resulted in almost 800 head being consigned to the 1970 sale.

Hopi rancher Leonard Tootsie summed it up by saying, "This is the first time we have had outsiders come in and encourage us to improve our sale. And, it has worked!"



Above, accurate records are necessary responsibility. These three Hopis are making a final check to determine accuracy of the record sheets. Above right, trucks began arriving as sale closed and loaded out within a few hours. Below are some of the Hopi women who prepared the B.B.Q. feast for the buyers and ranchers and visitors.

Assure greater weight uniformity of animals in each sale lot. Animal weights in each sale lot were in a 50 pound range.

Each animal's arrival weight, along with tag identity number were recorded on appropriate sale lot sheets.

After all cattle were received, weighed and graded, and assigned to appropriate pens, arrival weights of

