

RANCH FOX SALE RESULTS – JULY 19-13, 2021

PRICES SHOWN IN US DOLLARS

Due to governments travel restrictions, FHA's April and July auctions were both online auctions. Canadian brokers were able to attend on viewing days and they marked catalogs for the customers that could not attend. As well FHA provided pictures of each sample that the buyers could access on our auction site. For existing customers, that have a strong past history of purchasing your product the online format was no problem as they had a good idea on what they could expect when they made their purchases. For new customers this format was not ideal but that said we had surprising number of new accounts that made small purchases. Although our overall number of buyers increased, the amount of skins purchased by our main customers were lower and this indicates understandably that 2020 was a difficult year for manufactures and retailers.

Ranch Cross and Mutations saw strong demand with many lots selling well above evaluation. Ranch Reds saw limited interest, however there was consistent demand for the darker goods.

Going forward, we expect in 2022 we will be hosting live auctions again. We expect retailers will have a much better season in 2021 than the disaster of 2020. We expect demand will remain strong for crosses and most mutations in 2022. In order for the ranch reds to recover we need to see the return of the Russian market, and this is difficult to predict when or if this will happen. Ranch silvers prices should improve next season as normal demand returns and hopefully increases if our new accounts are successful with their purchases.

The management and staff at FHA would like to thank you for choosing FHA to market your foxes.

Don Rumford
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Ranch Silver Fox	X-Pale	Pale	Medium	Dark
50	A	Unsold - 88	unsold	80
	B	unsold-71	unsold	
	C		60	
40	A	Unsold-68	60-65	76
	B	Unsold-66	60	
	C	46	46	
30	A	55	51-56	56-59
	B	46-51	Unsold	50-56
	C			
20	A	47-49	54-55	52-54
	B	35-46	39-55	Unsold -41-52
	C	35-36	18-35	41
0	A	43	43-49	41-49
	B	29-43	Unsold 31-47	30-43
	C	31-40	31	33.50
1	A	40	37	42
	B	34-37	32-46	33-43
	C		14-25	31
2	A	29	30	30
	B	22-26	22-26	26
	C		20	
*Ranch Cross Fox	100% sold	Average 67.62	Top 81	
*Ranch Red	25% sold	Average 41.41	Top 71	
*Arctic Marble	74% sold	Average 67.97	Top 91	
*Sun Glo	100% sold	Average 82.18	TOP 86	
*Pearl Platinum	95% sold	Average 49.61	Top 60	
*Platinum	100% sold	Average 62.46	Top 93	
*Amber	75% sold	Average 46.07	Top 56	
*Burgundy	100 % sold	Average 46.31	Top 50	
*Champagne	67% sold	Average 75	Top 75	
Dawn Glo	38% sold	Average 76.71	Top 80	
*Fire & Ice	83% sold	Average 62.63	Top 79	
*Assorted Mutation	53 % sold	Average 50.02	Top 66	

Prices in USA dollars - *April Averages