



Professional Sale Management

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46th Annual Iowa Beef Expo Gelbvieh Gold Sale

Dear Gelbvieh Enthusiasts,

We are extremely pleased and honored to have been asked by the Gelbvieh Breeders of Iowa to work with you all in accordance with the Iowa Beef Expo for the 2019 Gelbvieh Gold Sale again this year.

A screening will not be done of the cattle this year. However, with the screening process not being done, we do encourage you to consign animals that will best represent your herd to the public and bring buyers to your place to purchase more breeding stock after the sale. We would like to stress how first impressions make a huge impact on the buying public. We always stress good photos are important. If you are able to get good pictures of your sale lots please do so and email them to redcowoffice@gmail.com. Good pictures sell cattle and get attention from prospective buyers in the catalog.

The Gelbvieh Breeders of Iowa has also continued the heifer futurity for Junior members that purchase females at the 2018 Iowa Beef Expo. This futurity has been a huge success at the Iowa Beef Expo and Iowa State Fair!

The tentative schedule for the Iowa Beef Expo is as follows:

Sunday, February 10

12:00 Noon

Cattle must be in place in the barn

1:00 pm

Check In

Monday, February 11

6:00 pm

Gelbvieh Breeders of Iowa Social

6:30 pm

Gelbvieh Breeders of Iowa Banquet

Tuesday, February 12

10:00 am

Gelbvieh Parade & Video Parade

2:00 pm

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We have enclosed the 2019 rules and requirements to be met at time of check-in. **The deadline for the nominations to the sale is November 30.** Please have all your catalog information, registration numbers, and footnotes along with your nomination fee to us by that date. We do have a little time for photos. Photos will need to be to us by January 1.

Our number one goal and purpose is to help you, the breeder, market your best genetics for the most money. Let us know if there is anything we can do to help you. As always do not hesitate to give us a call if you have any questions. We look forward to working with you as consignors and hope to see you in Des Moines for the Gelbvieh Gold Sale!

Sincerely,

Stuart & Kaye Gilbert
Red Cow Relocators