

JUSTIN B. STOUT AUCTION SERVICE

15508 Woodward St. • Overland Park, KS 66223

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7/22/19

Dear Hereford Breeders,

As we are rapidly progressing through summertime, State Fair season is quickly approaching. This is always a special time of year to watch the youth of our industry exhibit projects they've worked long and hard on. I am very excited to once again be your sale manager and auctioneer for the 2020 edition of the Iowa Select Hereford Sale. Next year's sale date will be February 13th, 2020.

While it may seem like a long way off, now is the time to evaluate your individual program and your marketing opportunities this coming winter and spring. While mother nature threw some curveballs at us last year, we were still among the top auctions during the entire Beef Expo. The Iowa Select Hereford Sale has not only been the premier event at the Winter Beef Expo, but it is also one of the most successful consignment sales of any breed in the region and country. The main reason for this is you.....the breeder. You have strived to bring only your top genetics to auction. There is very strong buyer participation, representing both the seedstock and commercial segments, because they know some of the very best are for sale in Des Moines every February. There is no question that demand for Hereford genetics is still strong, and there is no reason I see that changing in the near future.

I hope you consider the Iowa Select Sale as part of your marketing plan for this coming year. By consigning in the auction, you are participating in a proven marketplace where breeders capture premiums for their top genetics on a yearly basis. In addition, there is no better way to showcase your program and build demand for private treaty sales than by merchandising your top genetics in this sale.

In order to keep this as a cost-effective opportunity, sale expense is guaranteed not to exceed 14.5% of the sale price of each animal.

As in year's past, Joe Rickabaugh will handle the screening and visits to your operation. Your completed nomination form, along with a check in the amount of \$100 (per farm & ranch, not per animal) must be postmarked by August 26th, 2019, so that visits to your operation can be scheduled. The nomination form must be completed and submitted by the deadline in order to receive a sale entry form and participate in the auction. Just a reminder that the \$100 nomination fee will be credited towards your sale expense if your animal(s) is sold in the sale.

Effective again this year; no consignments will be accepted from new out-of-state breeders. Only previous non-resident consignors will be allowed to nominate/consign. Also, as a reminder, all fall-age (August-December) yearling bulls must have a minimum 2.8-pound WDA calculated at the time of weigh-in. All spring yearling bulls must have a minimum 3.0-pound WDA at the time of weigh-in and a minimum SC of 30 cm.

As we did last year, it is our desire to have a catalog printed and available in Denver at the NWSS. Because of this, entry deadlines will be upon us fast. For those of you that do nominate by August 26th and have Joe out to screen your consignment, more information will follow with the entry forms.

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I look forward to helping you all put this sale together again and working with the sale committee, the IHBA members, consignors, and the Iowa Beef Expo. A strong foundation has been laid, and I look forward to continuing on with the great tradition of the Iowa Select Hereford Sale. If at any point I can be of any help with, or should you have any questions regarding consigning genetics to this sale, please do not hesitate to contact me.

Sincerely,



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