



WORLD BEEF EXPO

June 1, 2010

Dear Cattle Breeders,

Plans are underway for the 2010 18th Annual World Beef Expo. We are looking for an elite group of females for the All Breeds Sale. The 2010 sale will be held at Wisconsin State Fair Park on **Saturday, September 25th at 3pm.**

World Beef Expo will be managing the sale, printing the catalogs and dispersing payments. This sale is open to any breed not currently hosting their own sale. We are very pleased to announce that this year the All Breed along with the Hereford and Angus sales will be televised live via the internet by EDGE of Cedar Rapids, Iowa. There will also be an 11,000 address email blast that will go out promoting the sale and catalog. This is a great marketing tool and we are looking forward to some increased profits as a result.

Entries are \$100 per head and are due **July 15th**. This entry fee is non-refundable and \$75 of this fee will be applied towards sale expense. The sales expense is fixed at 13%. A \$20 fee will be charged for all pictures used in the sale catalog. Please submit photos via email to Kim Johnson at kkjohnson19@hotmail.com or send photos in a high resolution jpeg on a disc.

We are looking for fancy show heifer prospects, cow calf pairs, embryo lots, and a few elite bred females. All females must be halter broken. In past years, many junior exhibitors were in attendance looking for their 2011 show champions.

All heifers must be calfhood vaccinated and have separate interstate health papers. More specific health paperwork examples will follow in the August mailing. There have been many out of state buyers present over the past few years, so it is important to have the necessary paper work.

If you have any questions please contact Val Gaffney, All Breeds Sale Coordinator at (608) 924-1029 or Kim Johnson, World Beef Expo Sale Coordinator, at (262) 573-4019.

We look forward to seeing you at the 2010 World Beef Expo September 24-26th.

Sincerely,

Kim Johnson, Sale Coordinator and the World Beef Expo Management
www.worldbeefexpo.com



**2010 WBE All Breeds Sale Consignor
Entry Form**
ENTRY DEADLINE JULY 15, 2010



All Breeds Sale Coordinator: Val Gaffney at (608) 924-1029

Consignor / Owner _____

Address: _____

City _____ State _____ Zip _____

Telephone (_____) _____ Email _____

Copies of registration papers will work in place of the below entry information. Any additional information can be included on the back or emailed directly to kkjohnson19@hotmail.com

Name of Animal _____ Breed _____

Registration # _____ Tattoo _____ Date of Birth _____

Breeder _____

Sire _____ Registration # _____

Dam _____ Registration # _____

EPD #'s BW _____ WW _____ YW _____ M _____

Footnotes _____ No _____ Yes (Please use back of this form for footnotes)

WBE Consignment Summary

	Division	Cost	Total
	Open Heifer(s)	\$100.00 each	
	Bred Heifer(s)	\$100.00 each	
	Cow/Calf Pair(s)	\$200.00 each	
	Embryo or Flush	\$ 75.00 each	
	Pictures	\$20.00 each	
		Total Due	

Please send sale entry forms and fee(s) payable to World Beef Expo to:
Kim Johnson, WBE Sale Coordinator
5891 E. Waterford Rd.
Hartford, WI. 53027
(262) 573-4019 kkjohnson19@hotmail.com