



WORLD BEEF EXPO

June 1, 2010

Dear Hereford Breeders:

Plans are underway for the 2010 18th Annual World Beef Expo. We are looking for an elite group of Hereford females for the Harvest of Excellence Hereford Sale hosted by the World Beef Expo. In addition to the females this year we will be offering some high quality steer lots. The 2010 sale will be held at Wisconsin State Fair Park on **Saturday, September 25th at 11am.**

Kim Johnson is the World Beef Expo sale coordinator. There will be no pre-screening. Breeders should be aware that this is a high quality sale and that consignments are a direct reflection of each breeder's program.

We are excited to announce that all purebred sales will be telecast live via the internet by EDGE of Cedar Rapids, Iowa. Plans for a very large, 11,000 plus email address blast will go out advertising the sale and the sale catalog. This will be an excellent marketing tool for this year's sale. More details about this new addition will follow later. We are looking forward to having Gene Steiner of Ohio back again this year as auctioneer.

Entries are \$100 per head with the deadline of **July 15th!** This entry fee is non-refundable with \$75 of this fee being applied towards sale expense and \$25 toward the bedding. The entry fee for embryo lots is \$75 per lot along with the same sales expense as the live lots. The sales expense is a fixed 13%. There will be no additional sales expense going to breed associations this year. 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 include a disc with a high resolution jpeg.

We are looking for fancy show heifer prospects, embryo lots, cow /calf pairs, a few elite bred females and a some high quality Hereford steers. All animals must be halter broken. In past years many junior exhibitors were in attendance looking for their show champions so dig deep in your herd and bring your best!

All heifers must be calfhood vaccinated and all lots must 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 WBE sale chairman Kim Johnson at (262) 573-4019.

We look forward to seeing you at the 2010 18th Annual World Beef Expo, September 24-26th.

Sincerely,

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



**2010 WBE Harvest of Excellence
Hereford Sale Consignor
Entry Form
ENTRY DEADLINE JULY 15, 2010**



Hereford Sale Coordinator: Kim Johnson (262) 573-4019 or kkjohnson19@hotmail.com

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 _____ Tattoo _____

Registration # _____ Date of Birth _____

Breeder _____

Sire _____ Registration # _____

Dam _____ Registration # _____

EPD #'s BW _____ WW _____ YW _____ MM _____ M&G _____ SC _____

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	
	Steer	\$100.00 each	
	Pictures	\$20.00 each	

TOTAL DUE _____

**Please send sale entry forms and fees payable to World Beef Expo by the July 15th to:
Kim Johnson, 5891 E. Waterford Rd., Hartford, WI. 53027**