

WORLD BEEF EXPO

June 15, 2011

Dear Potential Beef Expo Consignors:

The 19th Annual World Beef Expo Cattle Sales will be held on Saturday, September 24th at Wisconsin State Fair Park. World Beef Expo is excited to announce some enhancement to the 2011 World Beef Expo Sales. The goals of these improvements are to stimulate sale interest and enhance the quality and revenue generated from the sales. Below are details of the 2011 World Beef Expo Cattle Sales:

Sale Cattle Show: All sale cattle will be presented for show (exhibition) in the Coliseum to a judge who will recognize outstanding show prospects and help determine a sale order. Cattle will be shown by breed and similar age groups. The sale judge will only place and give reasons on the top two entries in each class who will receive special recognition and qualify for Champion and Reserve Breed Champion honors. These breed champions and reserves will be eligible to compete for jackpot monies for the overall Elite World Beef Expo Sale Female and overall Elite World Beef Expo Steer which will be selected immediately after the conclusion of the sale. All sale cattle must be checked in at World Beef Expo by Friday, September 23rd at 10:00 AM. All animals must be halter broken and show ready.

2011 Elite World Beef Expo Cattle Sale: The sale will be held in the Coliseum immediately after all breed division winners have been selected. The sale will run continuously with no breaks between breed divisions. Specific breed and individual selling order will be determined by a sale committee panel. All animals which go through the sale ring will need to be paid for the day of the sale. This includes bid-ins, internet, phone and on-order sales.

Overall Elite WBE Sale Female and Overall Elite WBE Steer: The selection of the overall elite Champions will take place immediately following the conclusion of the sale. The buyer and the seller of the Overall Champion Female and Steer will receive pre-determined jackpot monies. Jackpot payouts will be determined by the number of head entered into the sale and additional sponsorship secured. If sale consignment numbers are similar to 2010, approximately \$2,500 will be available for sale show prize monies.

2012 World Beef Expo Sale Heifer Futurity: All heifers purchased in the 2011 sale will be eligible and encouraged to participate in the 2012 WBE Sale Heifer Futurity. Sale heifers must be entered in either the 2012 WBE open or junior show to qualify. Prize monies for this class will be determined by the number of cattle sold at the 2011 World Beef Expo sale and a percentage of the 2012 Futurity entry fees.

World Beef Expo Sale Fees: Non-refundable consignment fees are \$125.00 per head for females and \$100.00 per head for steers. \$50 of the consignment fee goes toward sale commission expenses. The remaining fees will offset the costs of bedding, sale show jackpot monies and the 2012 Sale Heifer Futurity. Sale commission will be figured per lot based on sale expenses (advertising, catalog, professional services, etc.) plus 7% percent. Good catalog photographs are one of the best tools to market your cattle, thus one photo per lot may be submitted for the catalog at no charge, additional photos will cost \$25 each. Please submit photos via email to Kim Johnson at kkjohnson19@hotmail.com or submit a high resolution jpeg photo on a disk with your consignment fees. All fees are due no later than August 1^h.

The sale will be broadcasted live on the internet by EDGE of Cedar Rapids, Iowa. The sale catalog will be posted on line by September 1st and over 1,000 copies will be sent to some of the most current mailing lists in existence. World Beef Expo is honored to have Gene Steiner – Ohio, John Meents – Ohio and Jerry Cassidy - IL to assist as sale staff for this year's sale.

Each year many juniors are in attendance looking for their next show champions thus World Beef Expo is looking for an elite group of fancy show heifer and steer prospects. Embryo lots, Flushes, cow /calf pairs and bred females are also in good demand. There will be no pre-screening. This is a high quality sale and your consignments are a direct reflection of your breeding programs. Please 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 with sale confirmation receipt.

We look forward to seeing you at the 2011 World Beef Expo, September 22nd-25th. If you have any questions please contact WBE sale chairman Kim Johnson at (262) 573-4019 or email kkjohnson19@hotmail.com.

Sincerely,

Kim Johnson, World Beef Expo Sale Committee Chairperson
www.worldbeefexpo.com