



153 Bourbon Hills Paris KY, 40361 (859) 987-5758 • (859) 421-6100

December 22, 2011

Dear Virginia Beef Expo Consignors:

It is time again to get your consignment ready for the VA Beef Expo Sale. We are excited about the 2012 year and the upcoming VA Beef Expo Sale April 20, 2012. We look forward to working with past consignors and new consignors to this sale. There are a few new things for this year so please read carefully. EDJE Technologies have given us a time schedule for all our catalogs this year and so we need to have the entries in by the scheduled time to get the catalogs out. We also need the nomination forms filled out with all information. You can also go on-line and fill out a nomination form. We cannot get the catalogs out on time if we have to hunt for information. Please have nomination forms in first and pictures can follow.

It certainly is an exciting time in the Simmental business and we as breeders have a lot to offer our customers. We have seen steady prices in our fall sales, with all indications that the coming spring will be even stronger.

The Simmental Sale at the Expo has always been one of the top sales, so consign your best. With this in mind we need to start looking ahead to the VA Beef Expo and plan to make this event bigger and better. We can do this by you as consignors offering your best open heifers, breds, pairs, or bulls to this sale. Also, we welcome breeders with SimAngus pairs, breds, or opens. With your commitment and combined effort of Simmental breeders like you, we can make this a successful and positive event. We need to encourage all the Officers and the Virginia membership to be involved in this sale. Please note the following information for the upcoming sale:

All lots will be "Green Lighted" in accordance with the ASA's genetic defect rules. This meaning that if you have a animal that has an indicator of red or yellow they must have the tests for the defects that it indicates they may be carrying and those test must come back free. If the test is positive the animal **will not** sell and you will pay the \$100 nomination fee if the catalog has already been printed.

We welcome all Virginia breeders, plus breeders from other States.

If you consign a bull you must consign a female lot.

Cattle are not required to be halter broke.

Early pictures for SimTalk/Register Ads (now) until February 4, 2012.

Advertisement for April ads by March 1, 2012.

All pictures for the catalogs deadline by March 1, 2012.

Nomination forms (attached) & footnotes to DP Sales by March 1, 2012.

All catalog information sent to EDJE by March 14, 2012.

Catalog to mail out March 28, 2012.

Date of Sale April 20, 2012.

If you email pictures for the sale please put the tattoo number and name of animal it will help in identifying the animals much easier. Please have your entries to our office by March 1, 2012 or earlier.

If you require additional information, please call Tommy Cline is this year's Sale Chairman (276) 228-8447 or President of the VSA, Jim Bob Penley (276) 688-6188.

If you have any questions about this upcoming sale, please give myself a call (859) 421-6100, or Drew or Holli Hatmaker. Let's make this sale the best event at the Expo.

Best Regards,
Doug Parke