

August 15, 2011

Dear Lowline Breeders,

The American Royal Livestock Show, Kansas City, Missouri, is one of the oldest and most prestigious shows in the country. The Lowline breed has enjoyed many excellent shows at the Royal and last year featured the sixth American Royal Lowline Sale. The show and sale are sponsored by the Midwest Lowline Association.

The commercial interest in Lowline cattle is growing by leaps and bounds in the midwest. Grass fed beef producers and commercial cattlemen wanting to eliminate calving difficulty and downsize their beef cows are becoming increasingly aware of the great contributions that Lowline genetics can contribute to their goals.

A special effort is being made this year by the Midwest Lowline Association to promote the use of high quality percentage Lowline bulls for use on first calf heifers. The MWLA strongly feels the use of high quality percentage Lowline bulls is a key ingredient to the growth of the Lowline breed's acceptance in the commercial livestock industry. The American Royal is placing a special emphasis on the percentage bull classes this year-bring your best to exhibit at the American Royal!!

The 2011 American Royal Lowline Sale will be held on **Saturday, October 22 at 5:00 PM. The show will follow the next day, Sunday, October 23 at 9:00 AM.** We are seeking sale consignments of the very best Lowline cattle to proudly represent the breed at this major stock show.

Entries are now being accepted for the sale. If you are interested in consigning, please look over the enclosed information and return your entries to Auction Effertz, Ltd. **by September 1.**

1. The sale will include fullblood and percentage Lowlines. There has been excellent buyer interest in show heifer prospects, both fullblood and percentage. Only high quality herd sire prospects will be accepted in the bull division. High quality show steer calves may also be entered. There will be a junior steer show at the National Western this year so juniors will be looking for their prospects in Kansas City.
2. Cow calf pairs will be accepted in the sale and will be cataloged as one lot and will need to pay only one sale entry fee. For calves old enough to wean at sale time, the pair will be "split" in the ring and the calf will sell separately from the cow. American Royal show rules state that any cow nursing a calf that is over 150 days old must be pregnant and accompanied by a vet's statement to that effect. Nursing calves cannot be over 240 days old.
3. All sale cattle must be registered with the American Lowline Registry.
4. All animals consigned to the sale must also be entered in the show and must follow the show rules. Entry forms for the show can be found at the American Royal web site www.americanroyal.com. The entry deadline for the show is September 10 and the deadline for sale entries is September 1. If you need any help entering your sale cattle in the show, Jan will be happy to help.
5. All sale entries must be halter broke and gentle.
6. Sale cattle must be accompanied by interstate health certificates and brand inspection as required by the American Royal.

7. There will be a \$100 per lot sale entry fee that must accompany the entry forms. This entry fee will be applied to sale expense. Sale expense will be prorated on a percentage of sale gross basis. If an animal is withdrawn from the sale after it is cataloged, the entry fee will be forfeited.
8. Sale proceeds will be sent to consignors within 20 days of the sale provided the cattle have been paid for by the buyer and the registration papers are complete, signed for transfer and in the hands of the sale manager.
9. 1% of the sale proceeds will be earmarked for the Midwest Region Lowline Association. Consignors to the sale must be members of the MLA so if you are not a member, your dues will be deducted from your sale proceeds.
10. High quality photos will help merchandise your sale entries. They can be accepted until September 5.

Auction Effertz, Ltd. is very happy to be sale manager for this important event. We are looking forward to a great sale! Please feel free to call us if you have questions.

Sincerely,

Neil and Jan Effertz
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Important Dates to Remember:

September 1 – Sale Entry Forms must be sent to Auction Effertz, Ltd.
September 10 – Show Entry Forms must be sent to the American Royal.
Saturday, October 22 5:00 PM – American Royal Lowline Sale
Sunday, October 23 9:00 AM – American Royal Lowline Show

2011 American Royal Lowline Sale Entry Form

Please complete one form for every entry. Form may be duplicated if needed. Entry forms are also available at www.auctioneffertz.com

Category: ___Bull ___Cow/Calf Pair ___Bred Heifer ___Open Heifer Reg # _____
Animal's Name: _____ Color: _____ % _____
Birthdate: _____ Tattoo: ___BW: ___AdjWW: _____ AdjYW: _____
Service information for bred females:
Bred to: Bull's Name: _____ Bull's Reg #: _____
Breeding date: _____
Calf at side: Sex: ___ Born: _____ Tattoo: _____ Sire: _____
Footnote information: _____

Pedigree (attach copy of registration paper or fill out **completely**)

Sire _____
Reg # _____

Dam _____
Reg # _____

Consignor: _____
Address: _____
Phone: _____ email: _____

Include \$100/head entry fee and return to: Auction Effertz, Ltd., 17350 Hwy 1804 N, Bismarck, ND 58503 by Sept. 1.
