

December 1, 2011

Dear Lowline Breeders,

Exciting news! The Houston Livestock Lowline Show and Sale have officially been designated by the American Lowline Registry as the "International" Lowline Show and Sale.

For years, the Houston Livestock Show has been a destination for international cattlemen from several continents, especially Central and South America as well as a multitude of progressive Mexican cattlemen. The show's management has made them feel welcome by providing interpreters and acting as a liaison to these guests in securing accommodations and connections with import/export companies to assist them in their business.

The Lowline breed has grown in the US to now be able to present its high quality genetics to a growing number of interested buyers from several foreign countries as well as a host of American buyers at this year's Houston Livestock Show.

Fullblood females, both bred and open, as well as a limited number of herd sire caliber, breeding age fullblood bulls are being sought for consignment. We would also like to offer a high quality offering of halfblood through purebred females.

Get your entries in early as **we are limited by the Houston Livestock Show to 50 head of cattle** in this sale.

The Houston Livestock Show International Lowline Sale will be held Sunday, March 4 at 7:00 PM. The International Lowline Show will be Monday, March 5 at 8 AM. Both events are sponsored by SLABA. **The deadline for sale entries is January 3, the Houston Livestock Show deadline is January 5.**

Now is the time to start preparing your consignments. Proper nutrition, breeding status and presentation will all affect the value of your Lowline seedstock. We cannot over emphasize how important this is. Please refer to the attached suggestions.

Sale Rules:

1. Breeding age bulls over 14 months of age must be accompanied by a positive fertility test.
2. All sale cattle must comply with Texas Animal Health Commission and Houston Livestock Show health regulations. It is the consignor's responsibility to be sure their sale cattle are

accompanied by current health certificates, allowing them to travel to the show and sale. Bulls 12 months of age or older should be tested for trich.

3. All consignors must have their registration papers turned into the sale manager before the sale. If a Lowline animal does not have a registration paper, they will not be allowed to sell and the entry fee will be forfeited.

4. Sale cattle need to be halter broke and must be entered in the Houston Show in order to secure stall space. If a sale animal does not fit the age requirements of the show, a limited number of sale stalls will be available. Contact us prior to January 3 to secure these stalls. The entry deadline for the Houston Show is January 5, 2012. Entry forms are online at: www.rodeohouston.com

5. Cattle must be in place by Friday, March 2 at 5:00 PM.

6. Good photos are a great help in promoting the sale and your consignments. If you need assistance in getting good photos, give us a call and we may be able to recommend someone in your area that could take them. We will need photos by January 20.

7. Sale expense will be 14%, with an additional 1% going to SLABA. There is an entry fee of \$100 per lot which will apply to sale expense if an animal goes through the sale ring. If an animal is consigned but does not go through the ring, the entry fee will be forfeited.

8. All consignors within the SLABA area must be members of SLABA.

9. We urge you to bring your very best to this sale. It will be widely promoted and webcast on liveauctions.tv - let's have a great event!

Please fill out the attached entry form and return to Auction Effertz by January 3. We are looking forward to hearing from you.

Sincerely,

Neil and Jan Effertz
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From "Lowline Logistics" Winter 2010 Lowline Ledger

...Recent Lowline sales have been nothing short of fantastic even in these unstable economic times. I know that many were worried that some of the bigger sales were going to "use up all of the customers" for Lowline breeding stock but on the contrary, they have provided an opportunity for new breeders to get a start and have widened the selling opportunities for all Lowline breeders, big or small.

Many breeders new to selling cattle in the good consignment and regional sales that are springing up in many areas of the country to service the marketing needs of big and smaller breeders alike can use some help preparing their cattle for sale. To properly prepare sale cattle, keep these points in mind:

1. Remember when consigning to a sale you never get a second chance to make a first impression. Your herd may be judged sub par for a long time if you don't start early to prepare your sale cattle for their first outing in a consignment sale.

2. Nutrition is the key to allowing your animals to express their optimum genetic beef production advantages. This will insure that your animals bring top dollar at the sale.

Many of you are in grass fed production systems but that does not mean that you can't manage your sale consignments to optimize their value at the sale. When your grass is in the dormant stage or in semi drought conditions, it is generally low in protein. Some protein supplementation is allowed in many grass fed protocols. Alfalfa hay can be fed. Some protocols allow the use of molasses based lick tubs that will not only improve protein but also the mineral supplementation of your animals. You will be surprised to see the difference that this added nutrition will do for your sale animals, not only in their condition and hair coat but also in their breed back rate. Regardless of pedigree, an early bred, fleshy, shiny haired heifer almost always sells much better than a thin, rough haired, late bred heifer that has been deprived of adequate nutrition. Small things like allowing your sale consignments into your rotational grazing paddocks one rotation ahead of your main cow herd so that they can select the "goodies" out of the paddock first will vastly change the way they look and the way they breed and if you start early, will return you big bucks on sale day.

Remember the key is to start early! You can't just feed your cattle supplement or improve your management a couple of weeks before the sale and see enough change to make any difference. Ninety days ahead of sale day is a minimum amount of time to prepare an animal for a sale in terms of their nutritional needs and that is if they are already in reasonably good shape. You should really start to select your spring sale consignments in the fall and begin to increase their level of nutrition.

3. Working with the animals to make sure that they are gentle, if not halter broke will also pay very good dividends. Nervous animals shrink more, especially when moved to new surroundings for a sale and consequently look rougher and sell for less regardless of the quality of their pedigree. Wild, flighty sale consignments sell poorly and hurt your reputation as a breeder. Work with them!

4. When you decide early on your sale consignments, commit to the process. This will allow you the time to take a good photo of your animal. The old saying that a picture is worth a thousand words is especially true here! The quality of the photo makes a big difference. You can spend a thousand words making excuses for a bad photo or let a good one do the talking.

Good sale photos take time. Be patient! Have someone help you. It is usually a two person job. Good sale photos are usually a side view with the head of the animal facing straight ahead. A 'heads up' photo is always the most attractive look. The legs should be fairly square on all four corners. Usually the animal looks best if the closest hind leg is placed back a couple of inches from the opposite hind leg and if the closest front leg is slightly forward of the opposite front leg. It is also very beneficial to have the front legs on a slightly higher plane of elevation than the hind legs. When photographing loose cattle, have your helper stay in front of the animal and get their attention by making a unusual noise or flashing a small mirror when the animal stops with it's legs properly positioned. This is where that patience deal comes in to play. Stay calm and don't rush the animal and you will get a better photo. Remember to slightly over expose photos of black cattle to show more detail and always keep the sun at your back, even on cloudy

days. It's a tedious and time consuming process but a good photo is really worth it, especially with so many folks looking to buy over the internet. If your sale consignment gets cataloged with a good photo you are a step ahead of the rest in getting more competitive bidders!

5. Another no-no is to consign an animal and then sell it privately before the sale. Sales managers and the sale sponsors (regional association leaders) will find out about this and your reputation as a reliable breeder will be severely damaged by that kind of trick. I know it is tempting when a buyer contacts you before the sale offering a good price but to optimize the value of your cattle in an auction, competitive bidding is the key. So if you tell that buyer that he must bid on your animal at the sale, you have brought a competitive bidder to the sale to push your price up. If you sell out early you risk selling your animal for less than what you might have gotten in the auction and have irreparably damaged your reputation as a consignor for all future sales. Regional board members volunteer to work hard to have these events to give you an opportunity to market your stock and to learn more about all of the great things that are happening in our breed. It is a slap in their face to pull your animal out of the sale because you have sold it privately because someone called you after seeing the ads for the sale or receiving the sale catalog identifying your listing. You will forfeit your entry fee but more than that, you will alienate the buyers that do come a great distance (many times at great expense) to the sale expecting to see your consignment only to find out that you sold it ahead of time. Pure and simple.... not good business and not the reputation we want for our breed.

6. Get your paperwork in order. Register your cattle well ahead of the sale. Fertility test your breeding age bulls. Pregnancy test your bred females. Transfer the registration papers promptly after the sale. Be sure you and your vet are aware of the health requirements at the sale location and comply with them. The best sale preparation cannot make up for sloppy paper work. Customer service is of paramount importance in the registered cattle business - take the time to do it correctly and promptly.

These kinds of activities are the lifeblood of our breed and especially give smaller breeders a chance to see the various bloodlines in our breed and buy or sell prime Lowline breeding stock right in their market area. Many new customers come from attending these sales. Even those who don't buy at the auction will follow those breeders with good, well prepared stock home for private purchases after the sale. Remember there are 32 million beef cows in the United States and only a few thousand Lowlines... market penetration is just now starting to occur but as good and as functional as this breed is.... market saturation is well beyond our lifetime!

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2012 Houston Stock Show International Lowline Sale 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: _____

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 per head entry fee and return to Auction Effertz, Ltd, 17350 Hwy 1804 N, Bismarck, ND 58503 by January 3.