

November 22, 2011

Dear Lowline Breeders and Enthusiasts,

The time is now to put our best foot forward as a breed at one of the midwest's premier livestock events, the **2012 Iowa Beef Expo** in Des Moines, Iowa. The sale is sponsored by the Midwest Lowline Association. It promises to be a great event that offers an opportunity to get the rest of the beef cattle industry acquainted with the calving ease and efficiency of good Lowline genetics in the form of **breeding age** fullblood and percentage bulls as well as some fancy Lowline heifers. It is certainly a great place to sell a few percentage and fullblood show prospects with the Junior National Show coming up in June, 2011 in Oklahoma. Last year at the Iowa Beef Expo 675 head from 12 breeds sold for an impressive average of \$2860 per head.

With 2 to 8 new members joining our national breed registry each week, there is a great market for quality Lowlines. This sale will be properly advertised and promoted and 1% of the sale proceeds will be earmarked for the Midwest Lowline Association. It is our goal to have the Iowa Beef Expo Sale catalog available right after the National Lowline Sale is over in Denver so please don't be late with your entries - the deadline is December 9.

We want to feature good quality photos of your sale consignments so now is the time to start working on getting some good pictures taken. This is a first class, nationally recognized livestock event so your cattle must be well presented to properly represent our breed.

We will have a People's Choice Show of the sale cattle similar to the National Sale to allow all attendees a chance to get a real good look at all of the consignments at 11:00 AM on Wednesday, February 15 and the sale will start at 2:30 PM. The champions in each division will start the sale order in each division. We plan to intermingle percentage bulls with the fullblood bulls in the sale order and will do the same with the females.

Iowa Beef Expo Lowline Schedule:

Tuesday, February 14:	All cattle in place by 8:00 AM
Wednesday, February 15:	People's Choice Lowline Show, 11:00 AM Iowa Beef Expo Lowline Sale, 2:30 PM

Sale Rules:

1. Breeding age bulls born before January 1, 2011 must be accompanied by a breeding soundness exam performed by a licensed vet after January 22, 2012.
2. All sale cattle must comply with the Iowa Beef Expo 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 sale. We will send you a copy of the health regulations as soon as we receive them from the Iowa Beef Expo.

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

4. Sale cattle must be halter broke. All bulls must have a nose lead. We recommend that all bulls be of breeding age, young bull calves are much more difficult to sell.

5. Bedding will be in place upon arrival and no additional bedding will be allowed on top of the bed provided by the Iowa Beef Expo. Bedding will also be provided in tie outs. The bedding fee will be included in your sale expense. You will need to bring your own feed as there is not a feed supplier on the grounds.

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 the deadline of December 9. If we determine a photo is not of high enough quality, it will not be used in the sale catalog.

7. Sale expense will be 14% with an additional 1% earmarked for the Midwest Lowline Assn. There is an entry fee of \$150 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. All no sales will pay full commission on the final sale bid.

8. All consignors must be members of MWLA. If you are not already a member, you can join, the membership fee is \$25.

9. We urge you to bring your very best to this sale. It will be widely promoted in the area and to the breed and will be webcast on liveauctions.tv - lets have a great event! Start working with and preparing your cattle now!

Please fill out the attached entry form and return to Auction Effertz by December 9. We are looking forward to hearing from you.

Sincerely,

Neil and Jan Effertz
Auction Effertz, Ltd.
17350 Hwy 1804 N
Bismarck ND 58503
701-223-5202 (office) 701-471-0153 (cell)
www.auctioneffertz.com effertz@bektel.com

2012 Iowa Beef Expo 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: _____

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 \$150 per head entry fee and return to Auction Effertz, Ltd, 17350 Hwy 1804 N, Bismarck, ND 58503 by December 9.