

Michigan **SHORTHORN** Breeders Association

December 4, 2017

To: Consignors to the MI Shorthorn Breeders Association MCA Beef Expo Sale
Fr: Carla McLachlan, MSBA President
Re: MCA Beef Expo Sale – April 7, 2018

The MI Shorthorn Breeders Association (MSBA) would like to invite you to participate in our spring sale, held in conjunction with the Michigan Cattlemen's Association (MCA) Beef Expo April 6 and 7, 2018. The sale will be held at the Michigan State University Pavilion for Agriculture and Livestock Education in Lansing, MI.

MSBA is offering you an opportunity to market your Shorthorn and Shorthorn Plus (any percentage) consignments at this event. We encourage you to consign your bulls, bred females, and open heifers to this event. Semen, embryo and flush opportunities are welcome. Early interest in this Shorthorn and Shorthorn composite sale is strong. We hope to revive this sale with an excellent offering! Please keep in mind, the Beef Expo is also offering a "pen" sale opportunity for cattle that you are not interested in showing. Pens of up to 3 heifers/bred females less than 3 years old are available.

Recent meetings of the MCA Beef Expo committee have been encouraging. The committee has a stronger commitment to regional and national advertising and has also contracted with DV Auctions to post all breed sales on line as well as the catalog. This gives us a much stronger opportunity to reach buyers outside of Michigan. Additionally, the catalog will be printed in full color and designed by a new group! We encourage you to forward the very best photos of your consignments, their sire or dam. Only the best quality photos will be considered for printing. Additionally, if you have an opportunity to take video, this can be shared on the MSBA as well as MCA Facebook pages. DV Auctions will be handling online bidding again this season and you have an opportunity to submit your video to them as well.

Please feel free to contact me at 517-242-2395 to discuss your offering. All consignment forms and fees should be forwarded no later than **January 20** to ensure inclusion in the catalog. Feel free to share this consignment information with other breeders in your area who are looking for marketing options.

Please forward consignment information to me by email at carla@lakesideshorthorns.com or by mail at 11224 23 Mile Road, Ewart, MI 49631.

It is the Association's policy that all consignments have complete genetic testing, unless in the case of "free by pedigree". Testing takes several weeks, if you do not have test results back prior to sale time that information will be announced from the sale block. It is the Association's expectation that you have sent sample and paid for the testing on all consignments in the sale. Results for Sire and Dam that are posted on the ASA website will be made available at the time of sale. We encourage you to review all MSBA sale consignment guidelines at our website: <http://www.michiganshorthorns.com/>

We appreciate you consignments and for those of you who do not have any animals to offer, we invite you to join us for fellowship at the sale!

Health Requirements for sale/display cattle at Beef Expo:

Complete breeding soundness exams for bulls. (Ring or bug also required)

Negative BVD test results

Out of State Consignments – interstate travel papers.

2018 MI Shorthorn Breeders Association - Beef Expo Sale

Consignment Form

Please fill in this form as completely as possible! If registration is pending, please provide registration numbers of dam and sire. Photos must be of the highest quality to consider for printing. Any photos that are taken with digital photography need to be at least 150 dpi and can be sent electronically to carla@lakesideshorthorns.com. DO NOT CROP PHOTOS... unaltered photos offer the catalog coordinator much greater opportunity to maximize the photo in the catalog.

Consignor Information:

Farm Name _____

Contact Name: _____

Telephone: _____ Email: _____

Address: _____ City: _____ State: _____ Zip: _____

Total # of head consigned: _____ Consignment fees: _____

Name of animal: _____ Sex: _____ Birthdate: _____

Registration #: _____ Photo: yes or no

Footnote: (Including breeding/due date on breds) Please limit to approximately 55-65 words.

Genetic/frozen lots are also welcome.

Nomination fee: \$100/head (maximum of \$500)

Please review the timeline listed below:

All Consignment information to Carla by January 20, 2018.

I must have all photos by January 28, 2018

Sale Coordinator:

Carla McLachlan
11224 23 Mile Road
Ewart, MI 49631
517-242-2395 or carla@lakesideshorthorns.com

MI Shorthorn Breeders Association Secretary:

Anne Pease
3956 Ionia Rd, Bellevue MI 49021
269-763-9238 or michiganshorthorns@gmail.com