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8/5/21

Dear Hereford Breeders,

It's that time of year again to begin making preparations for merchandising seedstock! We're coming off the heels of a tremendous Spring which saw demand for Hereford cattle strong and a heck of a bull market. At this past Iowa Beef Expo, the Hereford Sale ended up the second highest averaging sale, and we held the top spot until we were eclipsed by a \$60,000 heifer that sold in another breed auction. It was one of the strongest sets of cattle we've ever brought to auction and the buying audience took note.

As we look towards the 2022 edition of the Winter Beef Expo, all signs point towards this trend continuing. Markets have begun to recover, and we are seeing the beef supply shrink, which indicates demand will be strong for seedstock. Tentatively, the sale date for the 2022 Iowa Select Hereford Sale will be Wednesday February 16th, 2022.

We launched an exciting new addition to the sale last year in the form of the heifer grant program. It brought two new buyers to the auction and helped drive demand for the female division. The IHBA board will award 2 recipients a \$250 credit to be used in next year's auction and continue this new tradition. The youths' names will be announced prior to cataloging time. Be on the lookout for entry information on how to register youth to be eligible for this program.

I hope you consider the Iowa Select Sale as part of your marketing plan for this coming year. By consigning in the auction, you are participating in a proven marketplace where breeders capture premiums for their top genetics on a yearly basis. In addition, there is no better way to showcase your program and build demand for private treaty sales than by merchandising your top genetics in this sale.

In order to keep this as a cost-effective opportunity, sale expense is guaranteed not to exceed 14.5% of the sale price of each animal.

As in year's past, Joe Rickabaugh will handle the screening and visits to your operation. Your completed nomination form, along with a check in the amount of \$100 (per farm & ranch, not per animal) must be postmarked by August 31st, 2021, so that visits to your operation can be scheduled. The nomination form must be completed and submitted by the deadline to receive a sale entry form and participate in the auction. Just a reminder that the \$100 nomination fee will be credited towards your sale expense if your animal(s) is sold in the sale.

A new rule that was enacted last year by the sale committee that will be the same this year pertains to DNA on bulls. All bulls in the auction must have a DNA profile on file with AHA. If you are nominating a

bull, I recommend that you collect DNA now and go ahead and send it off so that if accepted, the GE-EPD's will be in the catalog. This calf crop's worth of accuracy is a tremendous tool for buyers.

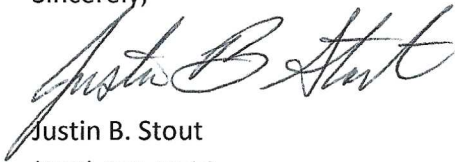
As a reminder, all fall-age (August-December) yearling bulls must have a minimum 2.8-pound WDA calculated at the time of weigh-in. All spring yearling bulls must have a minimum 3.0-pound WDA at the time of weigh-in and a minimum SC of 30 cm.

If you are interested in consigning a bred female, I recommend that you ultrasound her pregnancy. In addition to being able to call her safe to the AI date, calling the sex of the pregnancy has proven to add value to buyers.

As we have done the past couple years, it is our desire to have a catalog printed and available in Denver at the NWSS. Because of this, entry deadlines will be upon us fast. For those of you that do nominate by August 31st and have Joe out to screen your consignment, more information will follow with the entry forms. Hopefully, we don't have as late of a harvest as last year which will allow you more time for pictures, etc.

I look forward to helping you all put this sale together again and working with the sale committee, the IHBA members, consignors, and the Iowa Beef Expo. If at any point I can be of any help with, or should you have any questions regarding consigning genetics to this sale, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Justin B. Stout". The signature is written in a cursive style with a large, stylized initial "J".

Justin B. Stout

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