

Highland Production Sale

Presented by:



January, 2019

To: Potential Highland Production Sale by North Central Highland Cattle Association Consignors
Subject: Highland Production Sale presented by North Central Highland Cattle Association

We are excited to announce the 2019 Highland Production Sale presented by North Central Highland Cattle Association. **The sale will be held on Saturday, June 22, 2019 at 1 pm at Four T Acres, 8968 Fishman Road, Burlington, Wisconsin.** The 2018 sale brought in buyers from Wisconsin, Minnesota, Illinois, Missouri, Nebraska, Tennessee, North Dakota and Iowa as well as bidders from all over the USA. The sale average was \$2,800 per head with the high selling cow/calf pair topping at \$8,000, the top selling heifer at \$6,900 and the top bull selling for \$5,000.

We need your support of extremely high-quality entries with progressive genetics to make this a successful event. If you are interested in participating in this major event, we need your timely response to the following entry guidelines. This sale is limited to **40 lots** of cattle, including only **five breeding bull lots**. The committee reserves the right to determine the final 40 lots.

Entry deadline will be April 21, 2019, or when filled. Please fill out the enclosed forms **completely, OR** go to www.HighlandSale.org and submit your application and photos electronically (preferred). We will also need copies of pedigrees and good photos. All catalog information and photos must be in by this date, videos **MUST** be submitted by May 15, 2019, so we are assured of prompt catalogs and effective advertising. **All entries must be paid at HighlandSale.org, using the PayPal option to pay.**

Entries: Entries may include registered and quality grade: cows, bred or with calf at side, open heifer calves, steers, bulls, embryos or semen. The sale committee reserves the right to accept or reject all entries and use its discretion to pick the final 40 lots.

Entry Fees: \$80 for Non-NCHCA Members (includes automatic NCHCA enrollment) \$50 for current NCHCA Members. Bedding and water will be provided for each animal. Entry fees will be treated as advance sale expense and are non-refundable. The last bid received in the sale ring constitutes the basis for sale expense, which includes floor prices, pass outs, buy backs, etc., and the seller will be charged 12% commission, based on this number. Consignors will be charged the cost to sponsor AHCA membership for a non-member who purchases their consigned cattle.

Accommodations: Local motels are listed on the website. Reserve rooms early as this is a very busy time of year and motels fill up quickly.

Internet Auction: NCHCA will be providing Live Internet Auction to all sales using the services of DV Auctions. Consignors are encouraged to submit videos of consigned animals by May 15 via www.highlandsale.org. These videos will be used to advertise your cattle and will be used on the sale day for the auction.

All cattle should be preferably halter trained, in top condition, and groomed. Cattle of sound disposition, but not halter trained will be considered. Wild or sour dispositioned animals will not be tolerated.

Health requirements: All animals must have a certified health certificate. See **sale health requirements** and make arrangements with a licensed veterinarian at least a month before the sale to be certain tests can be completed before the sale. **Note that health documents for bulls must be submitted by June 10th.**

Animals should be in place at Four T Acres by Friday, June 21st. Contact Four T Acres to make arrangements for early or late arrival.

All signed ORIGINAL registration papers must be presented to the sale committee when the animal(s) arrive on the sale grounds.

We encourage your prompt response to this entry letter and if you have any questions or need additional entry forms, please call:

Sincerely,

Highland Cattle Production Sale Committee

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Richard and Jean Gruenert- 1-262-539-2725

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