



September 15, 2017

Subject: *2018 NW Foundation Female Sale*

Dear Angus Breeders and Friends,

Commercial and purebred sectors of the beef industry have enjoyed tremendous success in recent years. It seems that the movement toward performance oriented, black hided cattle has benefitted Angus producers at all levels of the production chain. It would be easy to relax and ponder our accomplishments but this is not a time to rest on our laurels. The future belongs to those that continue to strive. Genetic innovation, customer service and “showmanship” will be the qualities of tomorrow’s most flourishing Angus entrepreneurs. New people are surfacing every day wanting to be a part of this purebred Angus success and it is our challenge to meet their demands and provide them with good sources of progressive registered Angus genetics. Undoubtedly, the one event that influences breeder’s opinions and can have a positive financial impact on your future is the 2018 National Western Foundation Female Sale scheduled for **Friday, January 12th, 2018**. These “new” people will be there and you can be their new source of genetics if you participate in this prestigious event.

Past National Western Foundation Female consignors are seeing the fruits of their breeding programs being rewarded with new contacts and buyers that would not be possible without the national showcase that the Denver sale allows.

It isn’t too early to start focusing your attention to the outstanding young females in your pastures. We need to identify superior quality females using all the available tools: pedigrees, performance, AHIR records, EPDs, embryo transfer, DNA information, phenotype and true cow sense. Buyers have rewarded those breeders best in the past who have had their programs in order and showcased their consignments with superior EPDs from their herd’s foundation genetic base and presented them well for the public’s evaluation. To make real success stories attainable, we can’t cut corners in the breeding, management and presentation of these foundation females.

This sale’s track record for the past seventeen years is truly awesome. The 2001 - 2017 sales have grossed over 17.8 million dollars of Angus genetics. In those seventeen years, over 346 bred heifers, and donors have averaged \$7436, while 1819 head of open heifers have averaged \$4876. Also, in that time 1417 foundation embryo division lots have averaged \$3,265. This sale has become an extraordinary national event, showing the strong demand for superior Angus genetics and is an event you can’t afford to overlook. The National Western Foundation Female Sale has earned the reputation as the strongest consignment sale in the country where **REAL** money is transacted.

We think you owe it to yourself to “showcase” your herd and your breed before the largest livestock exhibition in North America. Let’s all join forces and have another record National Western Foundation Female Sale. Please fill out the enclosed entry forms and mail it to us today!

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We recommend that your entries fall into one of these high-demand categories:

- **Pens of heifers:** Open or bred heifers with maternal, paternal or cow family ties have been the trademark of the NWFF Sale for nearly two decades.
- **Outstanding individual heifers** with performance and EPD advantages as well as pedigree or show ring attributes will be enthusiastically accepted.
- **Donor cows:** High production cows with proven progeny records that have earned ET privileges through pedigree, 50K, EPD or sales distinction.
- **ET calves** with recipient mothers as well as **sexed heifer pregnancies** have been featured in the past, often as a compliment to their donor dams or their sibling embryos.
- **Embryos and Flush opportunities** are a cornerstone of the NWFF Sale. It is a great opportunity to showcase your breeding program with support pictures and detailed footnotes to a large audience.

Entry deadline & Entry Fees: Deadline is November 1, 2017. In order to produce a quality sale book for a quality sale, we need all pertinent information including copies of pedigrees, AHIR data (current EPD's, BW, WW, YW, ratios, ultrasound, \$ values, DNA test information, dam's production, any breeding information, etc.) Photos should also be sent at this time but will be used at the sale manager's discretion. **Entry fees are \$100 and payable at time of entry submission.** Entries for embryos and pregnancy lots are also due at this time. **Frozen embryos sell in this sale, with a guarantee from the seller, of at least 50% conception if implanted by an AETA certified technician.** Please send a copy of the pedigrees you have for these lots along with your entry form.

New health requirements at the National Western Stock Show started in 2008 include a negative test for BVD PI required on all cattle brought onto the grounds for either exhibition or sale. In addition, any animal sold either through a sale or private treaty will be required to have negative TB test and Bangs test or calthood vaccinated if under 18 months. **Complete health requirements will be mailed to all consignors at a later date.** You can also periodically check the National Western website for updated health rules.

We would appreciate your cooperation by providing us with your American Angus Association member number and password. Your password (which will remain confidential) allows sale management staff to get the information needed for catalog preparation without making numerous phone calls.

Consignors will be asked to sign a sale agreement form which states that you understand and agree to abide by the rules of this sale, that sale commission will be paid on any floor prices or reserved bids at the final price the lot goes out the sale ring at, either sold or unsold and pay the appropriate **15% sale expense** and National Western stalling fees of \$70 per animal. This agreement also addresses the embryo guarantee and the disbursement of sale funds. **A signed sale agreement is mandatory before your lots are sold and any funds disbursed.**

We must have your commitment to enter females in our office by November 1, 2017. This will be the final deadline for entry fees and pedigrees. Please recognize that everyone will benefit if these deadlines are met. Catalogs can then be completed and in the buyers' hands well in advance of the sale. ***SALE DATE IS: FRIDAY, JANUARY 12, 2018.***

If you know of potential good consignors whom we may have failed to contact, please let us know. We will respond promptly. If you have any questions or want more information, please feel free to call us anytime at (641) 227-3537.