

## **NATIONAL HEREFORD INFLUENCED FEEDER SALE, WE NEED YOUR HELP**

Dear Hereford Breeder:

On behalf of your local AHA Regional Manager, Ben Brillhart, and Northern Livestock Video, we ask for your help. Northern Livestock Video based in Billings, MT, would like to host a special Hereford Influenced Feeder Calf sell in conjunction with their July 26th and 27th National Video Sale.

This sale will provide you as a breeder a wonderful opportunity to make contact with your commercial customers to discuss this summer time marketing option for their calves out of your Hereford range bulls. Northern Livestock Video is going to promote this sale offering to hundreds of feedlots and investor feeders. They would like to identify as many load lots of straight Hereford, black baldy, or red baldy calves as they can.

Having Hereford influenced calves sell extremely well on a national level would be a great business opportunity for you as a Hereford breeder and a terrific promotion for the Hereford breed. With the momentum we are witnessing and renewed demand for Hereford bulls, it is important to ***“strike while the iron is hot”*** by cooperating with one of the largest market makers in the country, Northern Livestock Video. Please forward this information to your bull customers and let us together help them top the market with their Hereford influenced calves this summer.

### **National Hereford Influenced Feeder Calf Sale-July 26-27**

Accepting Hereford, Black Baldy, and Red Baldy calves in groups

AHA contact Person: Ben Brillhart 406-947-2222

Northern Video Representative: Ty Thompson 406-698-4782

**SALE ENTRY DEADLINE – JULY 7th, 2010**