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Dear Minnesota Beef Producer

The Minnesota Angus Association would like to introduce you to the Minnesota Beef Showcase Sale and Agribition. The MN Angus Association continues to be a progressive organization that offers its members opportunities to meet their needs for marketing, education and breed promotion. New for 2012 will be an opportunity for beef producers of all breeds to market cattle through the Minnesota Beef Showcase, Sale and Agribition.

Along with breed representative from the Maine Anjou, Gelbvieh and Limousin Associations, the MN Angus Association is taking the lead in organizing the Minnesota Beef Showcase, Sale and Agribition. Providing beef producers of all breeds with effective ways to market cattle, the first Minnesota Beef Showcase will be held at the Red Horse Ranch Arena in Fergus Falls on March 29, 30 and 31. The Showcase promises to be a major event for cattle producers. As plans for the Showcase are developing, the association has received excellent response from breed associations, advertisers, the Fergus Falls Chamber of Commerce. The MN Angus State sale, meetings and banquet will be held in conjunction with the Showcase.

As the Angus Association Board of Directors explored ways to improve our annual events and bring consignors and buyers together in the most profitable way, an idea for an all breed event emerged. The board recognized the potential of Red Horse Arena. Moving to Fergus Falls will provide a more centrally located event. From north to south, Fergus Falls is in the center of our state. The Showcase will attract a wide range of customers from a larger beef producing radius. All other breed associations are invited to participate in this event. We have received excellent response in this endeavor.

Along with the Minnesota Angus State Sale, we will have three Breed Association sanctioned sales; Maine Anjou, Gelbvieh and Limousin are organizing their own breed sales. Consignments from any other breed will be welcomed. Together, advertising rates and costs can be kept low. One major advantage to hosting multiple breed sales is that producers who raise more than one breed will be able to market cattle at one event and producers will also have opportunity to purchase more than one breed.

Along with the sale, the showcase will have two additional components, a trade show and educational seminar. Attendees will have the chance to learn about new products for the beef industry and visit with venders. The event will also feature an educational seminar planned with the U of M Beef team and others. The board is very pleased with the interest from breeders of all breeds and the media. All agree the Minnesota Beef Showcase Sale and Agribition is an event Minnesota is lacking and we look to bringing the whole Minnesota Beef industry together for an all breed sale, educational seminar and a trade show.

Consignment forms and the general rules for the sale are enclosed with this letter. There are two forms one for individual consignments and one for pens of three. The sale will accept open heifers, bred heifers & cows; cow/calf pairs, and bulls either individual entries or pens of three. Embryos and pregnant recips are also accepted for sale. Accommodations may be made at the Best Western, Falls Inn & Suites 925 Western Avenue, Fergus Falls 218-739-2211 or toll free at 800-293-2216 under the Minnesota Beef Showcase room block.

Return your completed consignment forms to the breed representative on the organizational committee or if your breed is not represented, you may still consign cattle, just return the entry to Jim Scharpe. Contact any member of the organization committee if you have questions or would like more information.

On behalf of the Organizational Committee, we look forward to sharing with you the opportunity to be a part of the first Minnesota Beef Showcase Sale and Agribition. We hope we can count you in as a consignor and/or a buyer.

Sincerely,

Jim Scharpe, Executive Secretary MN Angus Association