

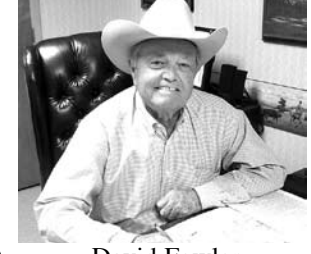
**SULPHUR SPRINGS**  
 LIVESTOCK and DAIRY AUCTION  
 P.O. Box 480  
 Sulphur Springs, TX 75482

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# livestock news and views

### Auction Ring Views



David Fowler

Our March NETBIO Sale was the best it has ever been. We had 5,055 head of cattle and they averaged \$762.64 per head.

Of course, that is the highest average ever at a NETBIO sale. Most of the cattle in this sale were grazing cattle and the demand was very, very good.

We shipped cattle to Kansas, Oklahoma, Arkansas, and of course to West Texas. We had a total of 37 buyers — and 175 NETBIO member consignors had cattle in the sale.

The pre-conditioned sales are attracting more and more shippers and buyers as time goes by. That is a pretty good indication that it is working for both the buyer and the seller.

Buyers really like this sale because they can come and see 5,000 head of cattle brought in and sold in three hours and be on their way home. We started at 1 p.m. and finished at 4 p.m. at our

See more Views, Page 2

## March NETBIO Sale is "for the record"

The March NETBIO Pre-conditioned Calf and Yearling Sale saw the programs marketing arm surpass a quarter-million head of cattle sold in 45 sales held over the past 12 years.

The 5,055 head of calves and yearlings sold on March 16 sent the grand total to date to 268,089 head of pre-conditioned cattle sold through the program since the first sale was held on November 11, 1998.

That first sale featured 2,127 head, but the number of cattle offered at sales since then have increased to the point that the average per sale is now 5,958 head. The largest sale so far has been

### Consign cattle early for May 18 NETBIO Sale

Producers are already consigning their cattle for the next NETBIO Pre-Conditioned Stocker/Feeder Sale coming up on Wednesday, May 18 at 1 p.m. at the Sulphur Springs Livestock Auction.

Producers are urged to pick up their ear tags early and schedule their cattle for weigh-in prior to the Wednesday sale.

For more information about consigning cattle, call the Market Center at 903-885-2455.

8,563 head sold in November 2009.

The recent March sale was the second largest for that month since the marketing program began. The largest was in 2009 when 6,255 head sold in March.

"It was simply one of the best sales we've ever had," Joe Don Pogue said after it was all over. "We sold some of the highest cattle we've ever sold! Prices were at record levels," he added.

The Northeast Texas Beef Improvement Organization (NETBIO) is a group of independent cow/calf pro-

ducers and agribusiness representative working together to improve the beef industry in Northeast Texas.

The NETBIO Pre-Conditioned Stocker and Feeder Calf Sale gives producers a market to offer their pre-conditioned calves and yearlings in load lot quantities. NETBIO holds seven pre-conditioned calf sales per year, which is the marketing arm for members of the organization.

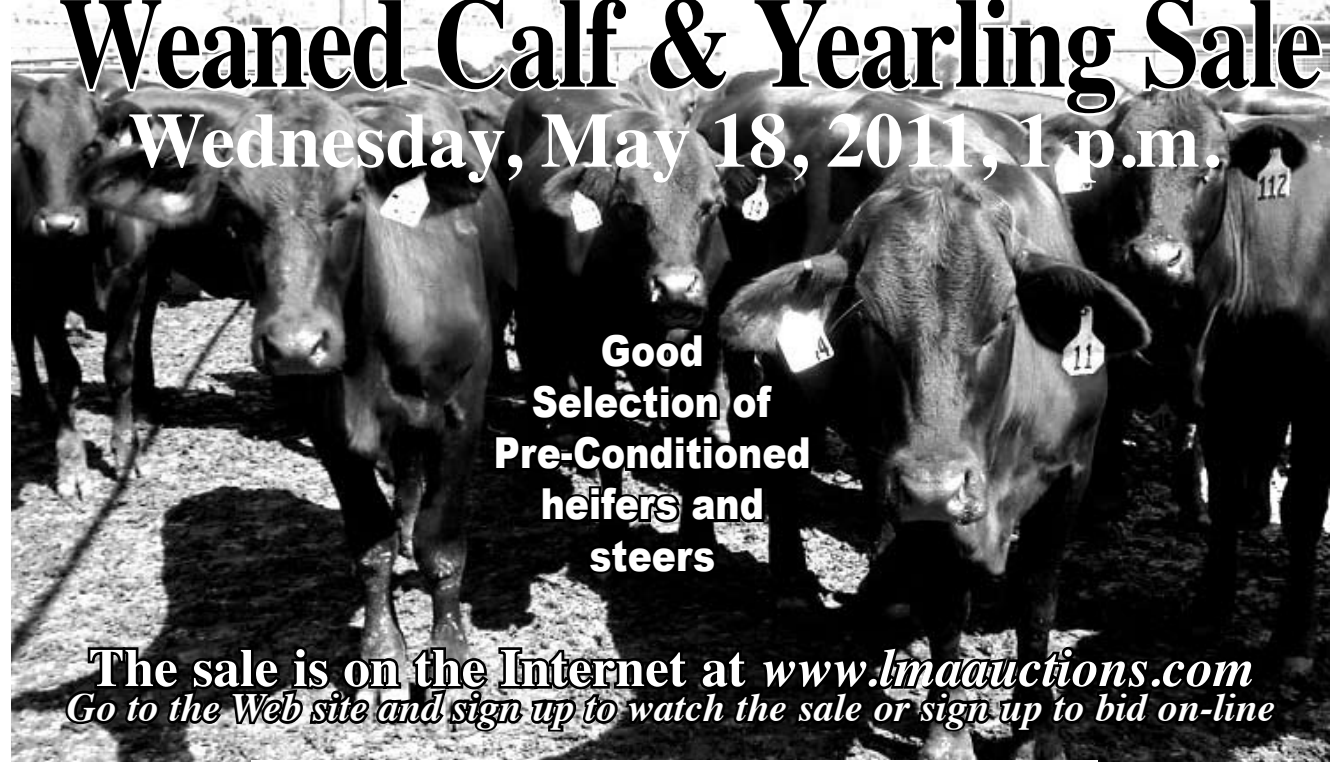
The next sale will be held at the Sulphur Springs Livestock Auction on Wednesday, May 16 at 1 p.m.



Auctioneer Joe Don Pogue takes bids and moves the cattle through the ring at the March NETBIO Sale.

# NETBIO Pre-Conditioned Weaned Calf & Yearling Sale

Wednesday, May 18, 2011, 1 p.m.



Good Selection of Pre-Conditioned heifers and steers

The sale is on the Internet at [www.lmauctions.com](http://www.lmauctions.com)  
 Go to the Web site and sign up to watch the sale or sign up to bid on-line

Marketing Assistance Available Anytime

**SULPHUR SPRINGS**  
 Livestock and Dairy Auction  
 Sulphur Springs, Texas 75482  
[www.sslivestockauctions.com](http://www.sslivestockauctions.com)

Call us if you need hauling assistance

LOCATED ON HIGHWAY 154  
 ONE MILE SOUTH OF I-30  
 Phones: (903) 885-3311 or 885-2455

Owners and Auctioneers:  
 Joe Don Pogue (903) 885-9648  
 David Fowler (903) 885-7692

# NETBO directors already planning annual meeting

The annual meeting of the Northeast Texas Beef Improvement Organization (NETBIO) is several months off, but plans for this year's event are already under way.

The keynote speaker will be Dr. Temple Grandin, known worldwide for her innovative work in designing cattle working equipment from the ranch to the feed yard to the packing plant. She is autistic and is recognized for her work in helping teachers and parents better understand and deal with autistic children.

NETBIO will be bring-

ing her to Northeast Texas on October 5 for it's annual meeting in the Hopkins County Regional Civic Center, and on October 6 as the featured speaker for teachers throughout Region 7, Region 8 and the eastern portion of Region 10 Educational Service Centers.

The evening of October 5, Dr. Temple will speak at the NETBIO annual membership meeting. This event includes the annual business meeting of the organization, and will include a meal and exhibits by many suppliers for the cattle industry.

## Auction Ring Views . . . continued

March 16 sale.

Our Monday Stocker Sale has been good. We have been having a lot of stock cow and pairs and there has been a big demand for them. The market has been good on these types of cattle and on slaughter cows. We have never seen slaughter cows

and bulls at the prices they are bringing now.

Just hope it all stays good. I know everyone needs it because it has been a long time coming.

Thanks for your business, and we'll see you at the sales!

David

The Autism Seminar for teachers will also be held at the Hopkins County Civic Center auditorium. This meeting will include teachers from throughout Northeast Texas and includes nearly 200 public schools.

NETBIO, with the help of their corporate sponsors, will cover the cost of Dr. Temple's speaking fee and travel expenses associated with both programs. Her speaking fee will be \$3,000 plus estimated travel expenses of \$1,500.

NETBIO Chief Operating Officer Dwyatt Bell said rental for both programs in the Civic Center would be approximately \$1,500. NETBIO directors voted in March to pay for up to \$6,000 of the fees and expenses. The Region Education Centers will contribute to other costs associated with the Autism Seminar on October 6.

The NETBIO annual meeting in October will be

limited to an attendance of 500. Tickets will be \$10 per person, which will include the meal, business meeting and an opportunity to hear Dr. Grandin.

There will be two tiers of sponsorship, according to directors. The first, and familiar, sponsorship will be \$250 for exhibitors. This sponsorship will include two tickets to the banquet, exhibit table space, recognition, an advertisement in the NETBIO calendar and membership in NETBIO.

A second tier will be a \$750 sponsorship. These sponsors will receive all of the above benefits, plus \$500 fee going to help sponsor the Autism Seminar for the teachers the following day. They will receive recognition for sponsorship at both events

NETBIO directors and members of the Educational Service Centers will continue to hold planning meetings to prepare for the October events.

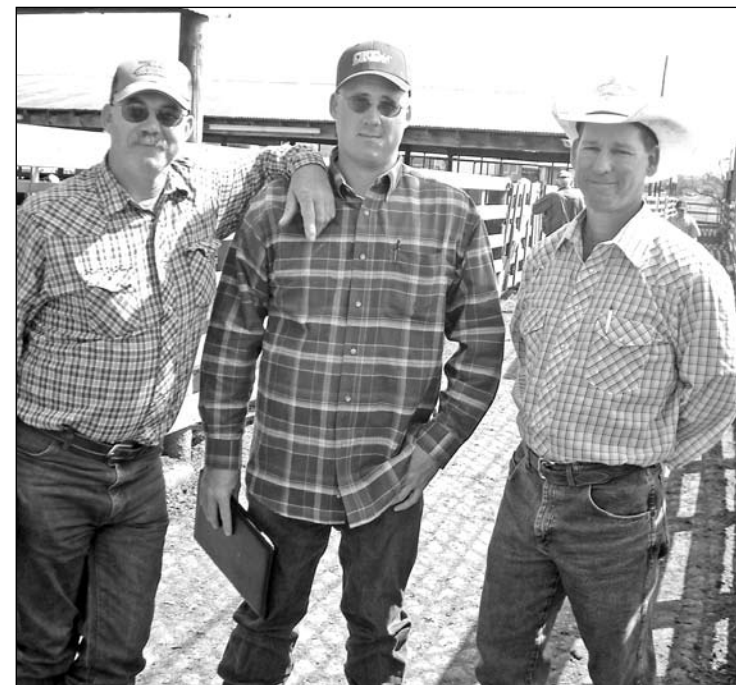
# Results of March 2011 NETBIO pre-conditioned calf/yearling sale

Lot	#Head	Descriptions	Weight	Avg.	Price							
1	26	CHAR X STS	9869	380	\$188.00	116	21	CROSSBRED STS	7483	356	\$139.00	
2	23	BLK/BLK BALDY STS	8770	381	\$180.00	117	9	MIXED HFS	2543	283	\$67.00	
3	39	#1 CROSSBRED STS	17127	439	\$168.00	118	2	LONGHORN X STS	1216	608	\$62.00	
4	29	#1 CROSSBRED STS	10923	377	\$177.00	129	39	1 1/2 CROSSBRED HFS	12916	331	\$132.00	
5	65	BRANGUS X STS	32374	498	\$174.00	133	11	OKIE STS	6454	587	\$132.50	
6	77	BRANGUS X STS	43815	569	\$158.00	137	22	#1 1/2 CROSSBRED HFS	16078	731	\$115.00	
7	52	CHAR X STS	25631	493	\$178.00	138	18	RED ANGUS HFS	11579	643	\$125.75	
8	3	LONGHORN X STS	1431	477	\$58.00	139	2	DAIRY X STS	1578	789	\$79.00	
9	18	#1 OKIE STS	7719	429	\$161.00	140	1	BRAHAM HEIFERSS	715	715	\$145.00	
10	62	BLK/BLK BALDY HFS	30580	493	\$147.50	142	56	#1 1/2 OKIE HFS	31372	560	\$128.00	
11	36	CHAR X STS	24097	669	\$135.00	143	6	#1 1/2 OKIE STS	4793	799	\$110.50	
12	44	#1 1/2 CROSSBRED STS	21205	482	\$145.00	144	6	TIGERSTRIPE HFS	3807	635	\$130.00	
13	65	#1 FEEDER STS	50133	771	\$127.25	145	17	#1 1/2 CROSSBRED HFS	9340	549	\$141.00	
14	42	BLK/BLK BALDY HFS	28294	674	\$124.25	146	8	#1 CROSSBRED HFS	4484	561	\$124.00	
15	47	#1 CROSSBRED HFS	30893	657	\$123.00	147	58	#1 1/2 CROSSBRED HFS	37385	645	\$111.50	
16	15	CROSSBRED HFS	4623	308	\$168.00	148	27	#1 OKIE STS	20519	760	\$126.00	
17	3	MIXED STS	828	276	\$106.00	149	15	CROSSBRED HFS	9070	605	\$113.00	
18	38	#1 FEEDER HFS	31642	833	\$113.00	177	4	CROSSBRED HFS	2847	712	\$93.00	
19	57	BRANGUS X STS	38169	670	\$137.50	180	8	#1 OKIE HFS	1873	234	\$171.00	
20	77	BLK & BLK BALDY STS	43833	569	\$156.50	181	6	#1 CROSSBRED STS	1446	241	\$190.00	
21	51	#1 FEEDER STS	42934	842	\$119.00	206	3	BRAH HFS	1583	528	\$135.00	
22	80	BLK/BLK BALDY STS	53773	672	\$136.25	208	8	LONGHORN X HFS	3660	458	\$60.00	
23	74	BLK/BLK BALDY X HFS	41734	564	\$137.00	210	2	HOLSTEIN STS	785	393	\$104.00	
24	70	#1 FDER EXOTIC X HFS	51923	742	\$113.50	211	2	BRAH HFS	1382	691	\$120.00	
25	62	CHAR X HFS	35570	574	\$139.50	251	25	#1 STS	8001	320	\$186.00	
26	53	CHAR X HFS	35347	667	\$124.75	252	40	#1 HFS	12688	317	\$160.00	
27	76	#1 CROSSBRED HFS	43615	574	\$135.00	279	1	DAIRY X STS	260	260	\$100.00	
28	53	#1 CROSSBRED STS	40446	763	\$127.50	280	47	#1 1/2 OKIE HFS	17614	375	\$144.00	
29	10	1 1/2 CROSSBRED STS	3038	304	\$174.00	281	15	#1 1/2 CROSSBRED STS	5796	386	\$167.00	
30	48	#1 CROSSBRED STS	34415	717	\$130.00	288	6	TIGERSTRIPE HFS	2881	480	\$150.00	
31	87	BLK/BLK BALDY HFS	49688	571	\$143.50	301	18	#1 1/2 OKIE STS	6652	370	\$176.00	
32	66	#1 1/2 CROSSBRED STS	37392	567	\$146.00	302	59	#1 1/2 CROSSBRED HFS	22011	373	\$146.00	
33	57	#1 OKIE/EXOTIC X HFS	32098	563	\$131.00	307	6	CROSSBRED HFS	3352	559	\$121.00	
34	31	#1 EXOTIC X HFS	20725	669	\$123.50	311	2	TIGERSTRIPE HFS	1524	762	\$121.00	
35	21	#1 OKIE & EX X STS	13768	656	\$137.00	316	43	1 1/2 CROSSBRED STS	26767	622	\$136.00	
36	76	#1 1/2 CROSSBRED STS	51836	682	\$135.00	317	5	DAIRY X STS	2390	478	\$77.00	
37	11	#1 1/2 CROSSBRED STS	8459	769	\$112.50	318	8	OKIE STS	3395	424	\$163.00	
38	35	1 1/2 CROSSBRED STS	29594	846	\$118.00	319	1	JERSEY STS	519	519	\$56.00	
39	35	#1 CROSSBRED HFS	26294	751	\$115.00	322	29	CROSSBRED STS	11062	381	\$165.00	
40	76	#1 BLK/BLK BALDY STS	37623	495	\$163.00	325	24	BRAH STS	11271	470	\$122.00	
41	53	#1 OKIE HFS	34034	642	\$122.00	326	13	LONGHORN X STS	5002	385	\$65.00	
42	23	#1 1/2 OKIE STS	12849	559	\$144.00	400	64	CROSSBRED HFS	33639	526	\$111.00	
43	11	#1 OKIE HFS	8110	737	\$115.00	401	29	BLK & BLK BALDY STS	12431	429	\$175.00	
44	50	CHAR X STS	28440	569	\$170.00	402	13	BRANGUS X HFS	5813	447	\$150.00	
45	94	#1 1/2 CROSSBRED HFS	52499	559	\$134.00	403	30	EXOTIC X STS	17055	569	\$154.00	
46	37	#1 CROSSBRED STS	20978	567	\$151.50	404	57	#1 OKIE/EXOTIC X HFS	28167	494	\$144.00	
47	29	CROSSBRED STS	18808	649	\$120.00	405	64	#1 1/2 CROSSBRED STS	27493	430	\$151.00	
48	59	BLK & BLK BALDY HFS	43904	744	\$114.00	406	81	#1 CROSSBRED STS	50700	626	\$137.50	
49	58	#1 CROSSBRED STS	36136	623	\$137.00	407	13	CROSSBRED STS	7144	550	\$114.00	
50	43	BLK & BLK BALDY STS	24241	564	\$155.50	408	53	CHAR X HFS	26107	493	\$146.00	
51	5	HOLSTEIN STS	2582	516	\$95.00	409	82	#1 1/2 CROSSBRED STS	40193	490	\$154.00	
60	77	#1 CROSSBRED HFS	47623	618	\$135.00	410	102	#1 1/2 CROSSBRED HFS	49713	487	\$145.00	
62	33	#1 1/2 OKIE STS	21806	661	\$135.50	411	8	BRANGUS HFS	6087	761	\$116.50	
65	54	BLK/BLK BALDY X HFS	35901	665	\$123.50	412	106	#1 1/2 CROSSBRED HFS	45412	428	\$150.00	
67	2	BRAH STS	1362	681	\$90.00	413	37	#1 1/2 OKIE STS	17745	480	\$160.00	
77	18	CROSSBRED STS	14471	804	\$100.50	414	52	#1 CROSSBRED STS	26093	502	\$159.00	
78	13	HOLSTEINS STS	9105	700	\$92.00	415	89	1 1/2 CROSSBRED STS	49869	560	\$140.00	
90	5	TIGERSTRIPE HFS	4493	899	\$113.00	416	12	BRANGUS HFS	7998	667	\$124.00	
98	5	FEEDER HFS	4836	967	\$94.50	417	23	#1 CROSSBRED HFS	8651	376	\$165.00	
99	14	FEEDER STS	13584	970	\$110.00	418	6	1 1/2 CROSSBRED HFS	4935	823	\$96.50	
100	6	CROSSBRED STS	6742	1124	\$95.50	419	42	CROSSBRED STS	21143	503	\$123.00	
101	19	CHAR X HFS	7328	386	\$173.00	420	51	BLK/BLK BALDY STS	31972	627	\$151.75	
102	34	BLK & BLK BALDY HFS	12620	371	\$157.00	421	65	CROSSBRED STS	29170	449	\$134.00	
103	51	#1 CROSSBRED HFS	22352	438	\$156.00	422	75	CROSSBRED HFS	29503	393	\$116.00	
104	75	#1 CROSSBRED HFS	37570	501	\$141.50	423	18	BRANGUS HFS	10271	571	\$129.50	
105	57	BLK/BLK BALDY X HFS	28349	497	\$141.00	424	65	CROSSBRED HFS	29452	453	\$137.00	
107	47	BLK/BLK BALDY HFS	20654	439	\$157.00	425	35	BLK & BLK BALDY HFS	21732	621	\$129.50	
108	51	#1 BL.YW.RD FDER STS	36906	724	\$129.50	426	17	LONGHORN X HFS	6424	378	\$65.00	
109	55	#1 OKIE HFS	23790	433	\$148.00	428	3	BRA STEER	1112	371	\$75.00	
112	100	#1 1/2 OKIE HFS	47023	470	\$143.00							
<b>Totals</b>	<b>5053</b>					<b>2813441</b>						

### Abbreviations and Descriptions

**EXOTIC** — Limousine, Simmental, Charolais (some are black)  
**EXOTIC X** — Crossed with Limousine-Simmental-Charolais (some are black)  
**OKIE** — Hereford-Angus-Red Angus and any cross of these breeds.  
**BRANGUS X** — Brangus bulls on mixed or Brangus cows.  
**CHAR X** — Charolais bulls on mixed cows  
**#1 CROSSBRED** — Probably first cross: 1/8th-1/25th ear or less

**#1 1/2 CROSSBRED** — Little more Brahman influence than #1 cross  
**CROSSBRED** — More cross than #1 or #1 1/2 — plainer type — confirmation ear and bone.  
**FEEDER** — Cattle weighing 650# and up (some 650# cattle go back to grass if good conditions exist)  
**BALDY** — Cattle with white faces  
*All other descriptions are self-explanatory.*



Buddy Coats and son, Tim Coats, (left to right) came from Douglas, and Brad Doaring came from Alto to the March NETBIO meeting.

## 2010 NETBIO Sale Schedule

The Northeast Texas Beef Improvement Organization sponsors the NETBIO Pre-Conditioned Calf and Yearling Sale. This sale provides a marketing opportunity for beef producers in the region who are raising pre-conditioned steers and heifers for the open market. All sales are held at the Sulphur Springs Livestock Commission and take place on Wednesdays beginning at 1 p.m.

These sales can be seen live on the Internet, and on-line bidding is available on the Internet. Log on to: [www.lmauctions.com](http://www.lmauctions.com) to watch and register to bid. Following are the 2011 sale dates and weaning deadlines:

Sale Date	Last Weaning Day
May 18, 2011	(Weaning date April 3)
July 20, 2011	(Weaning date June 5)
Sept. 21, 2011	(Weaning date Aug. 7)
Oct. 19, 2011	(Weaning date Sept. 4)
Nov. 16, 2011	(Weaning date Oct. 2)

ALL SALES ON WEDNESDAY AT 1 P.M.

# Monthly Market Report: Receipts from February, March sales.

## LIVESTOCK SALES

### February 14.....1486

<b>Steers</b>	
Under 300 lb .....	110-200
300-400 lb .....	102-165
500 lb. ....	100-150
over 500 lb. ....	90-142 1/2
<b>Heifers</b>	
Under 300 lb .....	100-175
300-400 lb .....	97-147 1/2
400-500 lb .....	97-145 1/2
over 500 lb. ....	86-129
<b>Other</b>	
Packer cows .....	48-82 1/2
Packer bulls .....	70-95 1/2
Stocker cows .....	600-1225
Cow/calf pairs .....	750-1475
Calves .....	5-245

### February 21..... 1458

<b>Steers</b>	
Under 300 lb .....	115-192 1/2
300-400 lb .....	115-170 1/2
400-500 lb .....	110-157 1/2
over 500 lb. ....	100-152 1/2
<b>Heifer</b>	
Under 300 lb .....	110-170
300-400 lb .....	105-147 1/2
400-500 lb .....	105-142 1/2
over 500 lb. ....	85-132 1/2
<b>Other</b>	
Packer cows .....	43-75 1/2
Packer bulls .....	71-91 1/2
Stocker cows .....	590-1225
Cow/calf pairs .....	810-1475
Calves .....	5-245

### March 7 .....1061

<b>Steers</b>	
Under 300 lb .....	130-230
300-400 lb .....	120-180 1/2
400-500 lb .....	115-167 1/2
over 500 lb. ....	100- 159
<b>Heifers</b>	
Under 300 lb .....	110-220
300-400 lb .....	110-152 1/2
400-500 lb .....	110-148 1/2
over 500 lb. ....	91- 145
<b>Other</b>	
Packer cows .....	48-82 1/2
Packer bulls .....	70-99 1/2
Stocker cows .....	700-1275
Cow/calf pairs .....	800-1475
Calves .....	15-225

### March 21 ..... 1330

<b>Steers</b>	
Under 300 lb .....	150-245
300-400 lb .....	125-190 1/2
400-500 lb .....	125-170 1/2
over 500 lb. ....	100-155 1/2
<b>Heifers</b>	
Under 300 lb .....	120-225
300-400 lb .....	110-155
400-500 lb .....	110-152 1/2
over 500 lb. ....	97-145
<b>Other</b>	
Packer cows .....	50-85 1/2
Packer bulls .....	71-99 1/2
Stocker cows .....	650-1350
Cow/calf pairs .....	900-1600
Calves .....	25-310

## DAIRY SALES

### February 3 .....181

<b>Fresh Cows</b>	
Good .....	1000-1175
Medium .....	800-1000
Plain .....	600-800
<b>Holstein Springers</b>	
Good .....	1050-1325
Medium .....	800-1050
Plain .....	610-800
<b>Bulls</b>	
Breeding Age .....	none
Small .....	none
Bull Calves .....	3020
<b>Heifers</b>	
Breeding Age .....	610-640
Small .....	175-460
Heifer Calves .....	21 1/2-75

### February 17 ..... 311

<b>Fresh Cows</b>	
Good .....	1000-1625
Medium .....	800-1000
Plain .....	600-800
<b>Holstein Springers</b>	
Good .....	1000-1525
Medium .....	800-1000
Plain .....	650-800
<b>Bulls</b>	
Breeding Age .....	470-1000
Small .....	125-255
Bull Calves .....	10-150
<b>Heifers</b>	
Breeding Age .....	659-840
Small .....	250-550
Heifer Calves .....	50-245

### March 3 ..... 167

<b>Fresh Cows</b>	
Good .....	1150-1625
Medium .....	800-1150
Plain .....	600-800
<b>Holstein Springers</b>	
Good .....	1150-1575
Medium .....	800-1150
Plain .....	575-800
<b>Bulls</b>	
Breeding Age .....	600-900
Small .....	380-600
Bull Calves .....	10-125
<b>Heifers</b>	
Breeding Age .....	600-810
Small .....	250-590
Heifer Calves .....	60-250

### March 17 ..... 260

<b>Fresh Cows</b>	
Good .....	1100-1625
Medium .....	800-1100
Plain .....	600-800
<b>Holstein Springers</b>	
Good .....	1075-1625
Medium .....	800-1050
Plain .....	600-800
<b>Bulls</b>	
Breeding Age .....	775-1125
Small .....	175-485
Bull Calves .....	25-160
<b>Heifers</b>	
Breeding Age .....	600-800
Small .....	225-550
Heifer Calves .....	80-220

**Buying or Selling Dairy or Beef Cattle?**  
**Call us for Marketing and Sales Assistance**  
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**Sulphur Springs Livestock & Dairy Auction**  
**(903) 885-3311 or 885-2455**  
**Go to our Web site at:**  
**www.sslivestockauctions.com**

## News Notes

### Monthly auction feeder price averages at record highs

The Drovers/Cattle Network website is reporting that according to its 50-auction market summary, the average national price for 450-pound steer calves for March is \$156.73. That represents a gain of \$10.06 per hundred-weight from February. That's the highest monthly average price in the Drovers/Cattle-Network database.

In fact, it's the third consecutive month for record-high average auction market prices in the database. Average auction prices for 450-pound steer calves were recorded for January, February, and March at \$143.65, \$146.67 and \$156.73, respectively. The only other month in the website's database with average auction prices for 450-pound steers at \$140 or better was recorded in February, 2006, at \$143.49, the previous record-high.

### Dairy cow culling staying strong

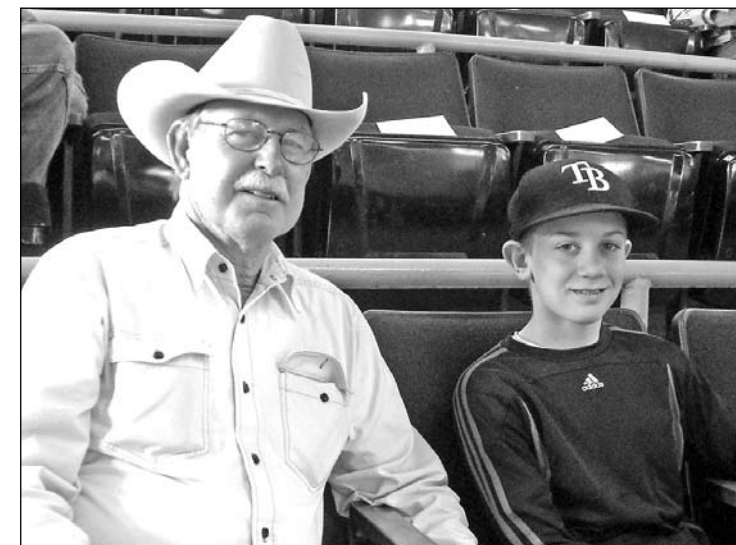
Dairy Today reports that "extremely favorable cull cow prices" are encouraging dairy producers to send their past-their-prime animals to slaughter.

In February, 249,000 dairy cows were sent through federally inspected slaughter



Cowboys move cattle to the sales arena during the March NETBIO Sale.

**Need to buy or sell cattle?**  
**Come to our Monday Stocker Sale and our Thursday Dairy Auction**



Don Phillips enjoys the company of grandson Wesley Hall of Midland during the March sale.



Steve O'Bryan and son Conroe were at the sale.

This newsletter is written, edited and published monthly by Paul Bailey exclusively for the Sulphur Springs Livestock Commission.

# Scenes from the March NETBIO Pre-conditioned Sale



John Russell of Hughes Springs and others check out the cattle before the sale.



Harold Filgo and daughter, Mary Lee Miller, visit with David Fowler before the March sale.



Granddaughter Hannah Arnold came to the sale with grandparents Keith and Sue Monk. Grandpa gets to hold her.

**The next NETBIO Sale is May 16**



Larry Turney and George Scott of McAllister, OK



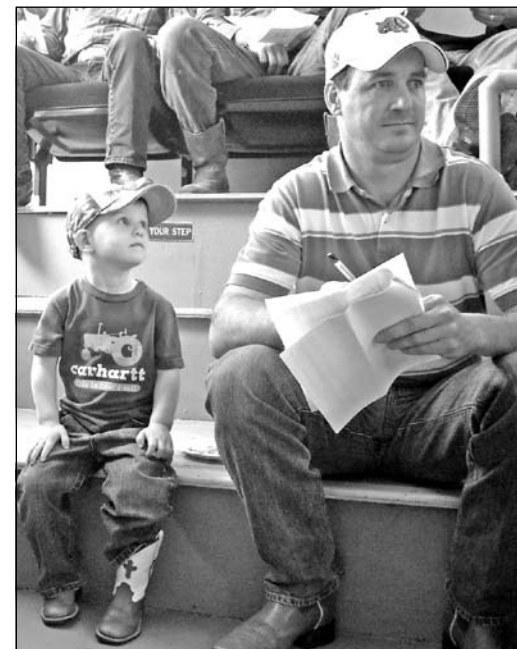
Rip Van Winkle and Randy Freeman discuss cattle.



Gene Marts visits with Max Ballard of Blossom.



Louie Woodall introduces Charles Wampler of Shoestring Ranch near Roxton to David.



Young Jaret Slakey watches dad Kreggs' every move during the March Sale.



Quality cattle filled the pens at SSLC prior to the March NETBIO Sale.



Buyers, sellers and visitors check their sale list during the NETBIO Sale.



Rick and Lisa Rosewell of Cookville.

**LIVESTOCK PRODUCERS**

**Auction Markets still the most secure way to sell livestock**

Time tested and true, local auction markets are still the most reliable, secure way for you to sell your livestock.

**Here's why:**

- Livestock auction markets protect you by acting as the agent to transfer ownership from the seller to the buyer. They assume the risk of non-payment for a small cost ... Commission.
- You receive immediate payment backed by a bonded and regulated account.
- There were 731 unfortunate livestock producers and several auction markets left unpaid for livestock following the default and bankruptcy of livestock broker Eastern Livestock Company. At those markets that were left holding bad checks - **100% of livestock producers were paid in full.**
- Your best interests will be met when your cattle are represented by the marketing professionals at your local livestock auction market.

**PAID IN FULL. PAID ON TIME. FAIR. COMPETITIVE PRICE.**  
Commissions look pretty cheap when you can trust that you'll be paid in full, paid on time and receive a fair, competitive price. That's the benefit of marketing your cattle through your local LMC Member livestock auction market.

Livestock Marketing Association (LMA) is North America's largest membership organization dedicated to supporting and representing the entire livestock marketing sector.

