



August 25, 2018

Dear Feeder Calf Producer,

The Montana Hereford Association will hold its 10th annual Feeder calf sale on Wednesday, November 14, 2018 at Headwater Livestock Auction in Three Forks, MT.

Our website has been a great addition to marketing calves; www.mhafeedercafesale.com. We are continuing to ask you to get us your consignments early so we can keep the site updated and current with advance consignments. You may submit up to 2 photos and a logo with your consignment form.

Remember to consider the Hereford Advantage Program through the American Hereford Association is the Hereford Advantage Program. This program is designed as another marketing tool for feeder calves, by using the CHB Index. It will be another way to offer more exposure for our sale and your calves. For more information on the Hereford Advantage Program, visit www.hereford.org and look under the commercial heading or call Denise Loyning @ 406-425-2252. There is a place on the consignment form for you to list the registration numbers of the sires of the calves coming to the sale. If you complete that information, we will forward the information to AHA and they will compile a list based on the CHB index of your bull battery to forward to their growing list of feedlots that are looking for quality, performance based genetics.

Also remember in years past, this sale has had a strong market for replacement quality females. Please, return your consignment form as early as possible even if you have to estimate numbers or vaccination dates. We will begin reaching out to buyers in September.

As in the past, calves must meet our quality program, a copy of the guidelines are available at our website. Calves not meeting program guidelines are welcome to the sale, but they will sell immediately following the program calves. A copy of the consignment form is enclosed.

In order for the calves to be processed for the sale they will need to arrive the day before (Tuesday) at Headwaters Livestock.

We have reserved a block of rooms at the Fort Three Forks Motel, under Montana Hereford Association, they can be reached at 406-285-3233. We look forward to another great sale made possible by you, the producers of Hereford and Hereford influenced cattle.

Please contact any of our committee members if you have any questions or suggestions.

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