



**Sedalia, Missouri**  
always the last full week of June

March 10, 2018

Dear Midwest Sale Consignor:

The Heartland Group is committed to continuing and improving the biggest and best sheep sale in North America! The standards of excellence that make the Midwest Sale a long-standing tradition will continue with this year's sale. Again this year, we plan to have the catalog in the mail in early June and available earlier at [www.midwestsale.com](http://www.midwestsale.com).

**ENTRIES: April 20th Due Date, \$20 per head**

We encourage you to use the online entry system and credit card payment option found on [www.midwestsale.com](http://www.midwestsale.com). Use of the on-line entries greatly assists in speedy catalog production. If you are a new online user, simply create a login. Drop-down menus will list breeds and classes. Space is also provided for footnotes. If you prefer paper entries, entry blanks are included with this letter or can be found and printed online. Simply mail completed entry blanks with your payment check to Midwest Sale- PO Box 72- Milo, IA 50166.

A class listing per breed is included on the back of the **Sale Entry Blank**. Please note your breed's listed classes, as some may have changed. Entries will be accepted on an "Information Sale Day" basis, but we encourage you to include as much information as possible for your cataloged entries! *In an effort to produce the sale catalog in a timely manner, this **April 20th deadline is final**. We will gladly accept entries after April 20th, but they may not be included in the printed catalog. Late entries will continue to be accepted through Check-in.*

If your breed is hosting a Junior Show during the Midwest Sale, those entry blanks can be found at [www.midwestsale.com](http://www.midwestsale.com).

*\*Pens will not be available for any non-sale Junior Show entries. Those sheep must stay on trailers or in transit pens available in Horse Barns.*

Direct all Junior Show entries, payments or questions to your designated breed representative listed on the entry blank for your breed. National Corriedale Sale consignors, you can also find a wool show entry blank at [www.midwestsale.com](http://www.midwestsale.com). Entries for that will go to ACA.

**Make sure to review the Rules & General Information.** Pay particular attention to the health regulations, testing information and **a fee of \$20.00 per original registration paper(s) not turned in by close of sale**. Also be aware if your breed has any special sale rules. Some of these **Special Breed Rules** are listed for your review, others are listed on your breed's websites. All special breed rules are enforced by the breed association, not by the Midwest Sale staff.

**Advertising Options:** Please review the **Advertising and Sponsorship** information included in this mailing. Sponsorship packages include DV Banner ads which scroll during live webcast of shows and sales to over 7,000 web viewers. Many consignors will be interested in catalog advertising the rates for which are included. With 4,000 Midwest catalogs distributed to active buyers, a large facebook following and the entire catalog posted at [www.midwestsale.com](http://www.midwestsale.com), this gives advertisers lots of bang for their buck! Please assist us by adhering to the deadlines. To place ads, contact us at [midweststudramsale@gmail.com](mailto:midweststudramsale@gmail.com).

No other sale comes close to offering top purebred breeders a stronger market or environment in which to merchandise your top animals. Each year upwards of 2,000 buyers register at this sale from over 40 states and two or three foreign countries! Plan now to consign your very best!

Looking forward to seeing you at **North America's Greatest Sheep Sale!**

Sincerely,  
Heartland Livestock Services Partners

*Enclosed are Sale Schedule (on reverse), Rules & General Information, Sale Entry Blank, and Advertising Options*

**Midwest Stud Ram Sale**  
PO Box 72 - Milo, IA 50166  
**(515) 442-0950 - [info@midwestsale.com](mailto:info@midwestsale.com)**

managed by  
**Heartland**  
LIVESTOCK SERVICES, LLC  
**[www.midwestsale.com](http://www.midwestsale.com)**  
Midwest Stud Ram Sale on Facebook