

March 10, 2021



Dear Midwest Sale Consignor:

WE'RE BACK... New dates, New class, New catalog, New entry deadline

**Sedalia, Missouri
June 14-19, 2021**

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.

NEW DATES: June 14-19, 2021 Sale will start the 2nd Monday after Memorial Day!

ENTRIES DUE: May 1st for catalog rollout, \$30 per head

A simplified version of the "catalog" will be mailed in late May. It will include the usual colorful covers, sale information, pictures, ads and consignor listing with the EXCEPTION of the individual animal entries which will now ONLY be available in the on-line catalog at midwestsale.com. Entries will be accepted after deadline, and at sale checkin (until 24 hours prior to respective show). These entries will miss the printed consignor listing, but will be available in the on-line catalog.

We encourage you to use the online entry system and credit card payment option found on midwestsale.com. This greatly assists in speedy catalog production. See the enclosed **Online Entry Help** page for instructions. **With online entries, you can post 2 photos and 1 video of each entry.**

Entry blanks are included with this letter for those of you who wish to use them. Simply mail completed entry blanks with your payment check to Midwest Sale- PO Box 72- Milo, IA 50166.

A class listing by breed is included on the back of the **Entry Blank**. Be sure to read rules for the **NEW CLASS: Red Shirt Yearling Ewe.**

If your breed is hosting a Junior Show during the Midwest Sale, those entry blanks can be found at midwestsale.com.

**Pens may not be available for any non-sale Junior Show entries. Those sheep will most likely 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.

Make sure to review the Rules & General Information. Pay particular attention to the health regulations, testing information and **the fees 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 breeds' websites. All special breed rules are enforced by the breed association, not by the Midwest Sale staff.

Advertising Options: Find the **Advertising and Sponsorship** information at midwestsale.com and see if it's the right fit for you. With 4,000 Midwest catalogs distributed to active buyers, a large facebook following and the entire catalog posted online, this gives advertisers lots of bang for their buck! To place ads, contact us at 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 a few 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), Online Entry Help, Rules & General Information and Sale Entry Blank

***REMEMBER* Midwest Sale has new dates...**

Sale will start the 2nd Monday after Memorial Day!

2021- JUNE 14-19 2022- JUNE 13-18 2023- JUNE 12-17

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

managed by
Heartland
LIVESTOCK SERVICES, LLC
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