



## **New Marketing Opportunity at Producers Livestock**

At Producers, we have always tried to market livestock for the stockmen of our area to the best of our ability while trying to stay current in our marketing tactics. With new advancements in the internet and improvements in technology, we can now offer our consignors a new alternative in marketing at Producers Livestock Auction Co. in San Angelo.

We now offer our own video auction alternative to our regular live cattle auctions and private treaty sales. We can now video your truckload lots of uniform calves and yearlings and advertise them on the internet through DV Auction ([dvauction.com](http://dvauction.com)) as well as our other advertising avenues. Prospective buyers will be able to preview those lots on the internet at any time on [www.dvauction.com](http://www.dvauction.com) and [www.producersandcargile.com](http://www.producersandcargile.com).

On a predetermined date in conjunction with our regular Thursday sale or a Monday Special Feeder Calf Sale, we will offer video cattle for sale to our buyers in attendance at the sale and any internet buyers that are interested.

### **Advantages:**

Cattle are exposed to more buying power which is the key to price discovery.

You have the opportunity to deal with Producers, your local auction market where you have always gotten prompt secure payment for livestock sold.

Security of price before delivery.

Ability to forward contract cattle.

No feed cost before the sale.

No freight before the sale.

Minimal commission expense

Remember this is for uniform truckloads (40,000#+) of calves and yearlings only.

Call any of us to discuss the prospects of selling your cattle through our video sale.

### **General News:**

Along with our wonderful spring and abundance of feed brings on the possibility of a potential problem. The threat of grass fires in the next few months will be ever present as the Texas winter grass and other vegetation dries out. Keep your efforts up to avoid this problem and your eyes open to smoke signals.

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## **Schedule for Producers Livestock 2010**

**June 30 thru July 6**

**July 12**

**August 16**

**September 9**

**September 13**

**October 2**

**October 11**

**October 18**

**Closed for July 4<sup>th</sup> Vacation**

**Stocker & Feeder Calf Sale (2)**

**Stocker & Feeder Calf Sale (3)**

**Special Cow Sale**

**Stocker and Feeder Calf Sale**

**ISA Cattle Co. Bull Sale**

**Stocker and Feeder Calf Sale**

**Select Replacement Female Sale**

**November 8**  
**November 13**  
**November 18**  
**December 6**

**Stocker & Feeder Calf Sale**  
**Hill Country Brangus Sale**  
**Special Cow Sale**  
**Stocker & Feeder Calf Sale**