

# Kentucky Beef Expo Chiangus Show and Sale



Show: Friday, March 4, 2011 • 1:00 PM  
Sale: Saturday March 5, 2011 • 3:30 PM  
Kentucky Fair & Expo Center  
West Wing, Louisville, KY.



MARK HANEY  
 Director  
 11000 WILSON  
 First New Building  
 11000 WILSON  
 Second New Building  
 FRANKFORD, KY 40601

## Kentucky Farm Bureau Federation

9201 Bowen Parkway • P.O. Box 20700 • Louisville, KY 40250-0700  
 Telephone: (502) 995-5000 • Fax: (502) 495-5114 • kyfb.com

Welcome to the 2011 Kentucky Farm Bureau Beef Expo and Chienchung Show and Sale. We are very proud to serve as the corporate sponsor of the expo.

With over 500,000 members, Kentucky Farm Bureau is actively involved in ensuring that Kentucky agriculture remains a strong and vital element of our Commonwealth's economy.

Beef cattle are an integral part of Kentucky agriculture. We applaud the efforts of those who work so diligently to improve an industry already known for its excellence, through events such as the 2011 Kentucky Farm Bureau Beef Expo.

Considering ever-increasing consumer demand for high-quality and safe food, efforts to improve Kentucky's beef cattle industry are now more important than ever. The Expo offers you the latest industry news and information, along with the opportunity to obtain some of the best breeding stock in the United States.

Again we welcome you to the 2011 Kentucky Farm Bureau Beef Expo, and hope the many valuable resources available here will benefit both you and your cattle operation.

Sincerely,

Mark Haney  
 President



Richie Farmer  
 Commissioner



Kentucky  
 Department of  
 Agriculture

A Consumer Protection And Service Agency

111 Corporate Drive  
 Frankfort, KY 40601  
 Phone: (502) 344-4694  
 Fax: (502) 373-0944  
 E-mail: richie.farmer@aggr.gov

Dear friends,

Welcome to the 25th annual Kentucky Farm Bureau Beef Expo, Kentucky Farm Bureau and the Kentucky Department of Agriculture once again have teamed up to bring together top-quality seed stock in one of the country's finest venues, the Kentucky Exposition Center.

The Beef Expo offers shows and sales for nearly a dozen breeds and the popular Pen Heifer Show and Sale. Exhibitors will compete for a share of more than \$100,000 in premiums. Buyers will have the opportunity to improve their herds with some of the best beef cattle genetics in the country. Last year, 502 lots from 16 states brought an average of \$1,453 per head, so sellers once again can expect top dollar.

The Kentucky Farm Bureau Beef Expo also presents plenty of activities for our future beef cattle producers. We expect some 500 young people to vie for premiums and jackpot awards in the junior heifer, steer and market heifer shows. The judging contest provides Kentucky 4-H and Kentucky FFA members a chance to sharpen their skills. A show calf clinic gives participants first-hand instruction on grooming, calf handling, clipping and preparing for the show ring.

The Kentucky Department of Agriculture has been part of the Beef Expo for its entire existence and once again will provide staff to work the shows, sales and judging contests. I'm pleased that the Department has been able to continue its commitment to the Beef Expo despite the budgetary constraints of recent years. I think it's one of the most important things we do.

Good luck in the 25th annual Kentucky Farm Bureau Beef Expo!

Sincerely,

RICHIE FARMER  
 Commissioner of Agriculture  
 Commonwealth of Kentucky



www.kyagr.com

# Kentucky Beef Expo Chiangus Show & Sale



Auctioneer  
Col. Kelly Hoffman



## Sale Day Contacts

Kevin Mears, Manager .....937-533-0169  
 Kelly Hoffman, Auctioneer.....574-274-1948  
 Chad Day.....260-388-2876  
 Tanner Winter, ACA.....806-549-4418  
 Clerk's Desk .....937-417-6198

## Kentucky Chiangus Contacts

Tim Pather.....606-219-7740  
 Val Shields .....859-391-0758

Kentucky's ACA Board Member  
 Ken Culp III., ACA Secretary.....859-227-7506

Dear Friends and Cattlemen

On behalf of the Kentucky Chiangus Association, I would like to welcome you to the Beef Expo Chi Show and Sale. The members of this association are good folks along with being progressive breeders and always keeping the cattlemen and the end product in mind.

As you sort the offering I am confident you will find a quality set of cattle that will work!

The females will be good in quality with an excellent genetic background to add power to your herd with both maternal and performance traits.

NOTE: Be sure to check out the Genetic Packages and top semen we will offer!

As always, if I can assist you any way, please feel free to contact me.

Kevin Mears  
 Stock Options Marketing



[www.stockoptionsmarketing.com](http://www.stockoptionsmarketing.com)



# Kentucky Beef Expo Chiangus Show and Sale

1

## MIMM DONOR 9P

AAA Duke  
MIMM Donor 9P  
Full Flush X Char

Lot 1 A offering 3 embryos by Heat Wave  
Lot 1 B offering 3 embryos by Heat Wave



Here she is, Lot 1 A super set of genetics will be offered this spring at expo sales but none may pack more of a “punch” than 9P! This female has proven herself as a producer selling several calves over \$5,000 for Jarrett and Aubry. Most notably was a fancy show heifer ABJC Windy 2U shown by Sheldon Birks here in Ky. She herself was a sale highlight not to long ago selling to Dr. Mike Mimms, Hereford, Tx. and Greg Sharp. Her embryos and a flush by her were sale highlights at the 2010 Donors Unlimited sale. This package will exhaust the Jarrett embryo bank.

ACA P312179

*The Jeff Jarrett Family, IN • 812-444-9087*

2

## Mocha Latte 1CM

Alias                   Hoo Doo  
Mocha Latte 1CM   Who Made Who  
HOFC Angus



Lot 2 A offering 3 embryos by Monopoly  
Lot 2 B offering 3 embryos by Monopoly  
Lot 2 C offering 3 embryos by Carpe Diem

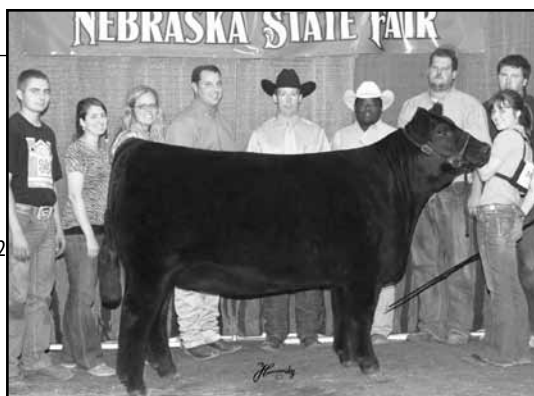
Mocha was one of the most talked about heifers in 2009. This fancy smoke was a champion or reserve 10 times, including a win at the Indiana State Fair and Reserve division champion at NAILE behind the Grand female. She is loaded with sound and extra style. Heifers or steers, these matings sure should work.

*Blue X Cross Livestock, The Shane Blue Family, In 317-439-5326*

3

BMW Miley 1CM

WHO MADE WHO  
 ASHW WHO DA MAN  
 CA X MA X AN  
 BMW MILEY 1CM  
 CALBERTA BLK IMPACT  
 RTMC MISS SHAMIKA IMPACT  
 SHAMAKA MISS



Chimaine / Mainetainer

This super female has done it all! She is a multiple show winner out of the great Who Da Man and was a past top seller from the Winegardner program in 2009 at over \$30,000! Her show record includes Supreme Champion at the 2010 Nebraska State Fair, Res. Supreme Champion 2010 Sweetheart Showdown, Division Champion at Maine Jr Nat's, along with being champion Chi at ISU AGR and the Cyclone Classic. Embryos to be made this spring.

Lot 3 A Offering 3 embryos by Heat Wave  
 Lot 3 B Offering 3 embryos by Heat Wave



Dunk Cattle Company with Sammie Pallas & The Craig Steck Family  
 402-451-1209

4

NEC 34

MEYER RANCH 734  
 NEC 34  
 ANGUS

Lot 4 A offering 3 embryos by Full Flush X NEC 34  
 Lot 4 B offering 3 embryos by Full Flush X NEC 34  
 Lot 4 C offering 3 embryos by Alias X NEC 34  
 Lot 4 D offering 3 embryos by Monopoly X NEC 34  
 Lot 4 E offering 3 embryos by Heat Wave X NEC 34



DAM OF FRICTION!!! There will not be many more chances to have this opportunity. Lots of real good cattlemen have utilized these genetics and now you get the opportunity! The best thing about this mating is not the chance to raise yourself a bull or a promotional sire prospect, but the females this mating generates! Why risk the unknown? Jump in on a proven package!

Utterback & Canaday, IN 765-620-8317

5

Right To Flush

**LOT 5 • CHOICE OF FEMALE FOR FLUSH OPPORTUNITY!**

**TR U Know It PCA or TR U Shirley Can 2CA**

EAGLE SCOUT CA  
 VOL CARA'S BOY 31 J  
 VOL CARA  
 TR U KNOW IT  
 WYR IMPULSE  
 RDCA MS IMPULSE 208  
 RDD MISS NUTONE



EAGLE SCOUT CA  
 TR TELL IT ALL  
 W E B MISS EXT H462  
 TR U SHIRLEY CAN  
 WYR IMPULSE  
 RDCA MS IMPULSE 4155H  
 ANGUS



Kelsey and Laurel showed this great pair of heifers for two show seasons. The jury's still out on the crowd favorite! "Shirley" is a maternal sib to TR Trail Blazer, the bull who's really heating things up at Talmo. (He sired both the Res. Grand Bull and Res. Grand Heifer at Ft. Worth). Shirley was the Division Champion at both the 2010 IN and KY State Fairs. Ultra-feminine, great profiling, deep ribbed and super sound. "U Know It" is a full-sib to the legendary show heifer, TR Star Struck. Res. Grand Champion at the highly competitive KY State Fair Jr. Show. Division Champion at the 2010 NAILE. Reserve All-American for 2010. Powerful, big-topped and thick-ended. You decide which will work best for you! Both cows are raising heifer calves and are ready to flush.

Selling one flush on the buyer's choice of females, guaranteeing six #1 eggs, with no cap. Buyer pays all flush expenses. *Grand 'Ole Place Farms, Ken Culp, III and Family, KY 859-227-7506*

*Please check our web site for upcoming Chiangus sale events  
[www.stockoptionsmarketing.com](http://www.stockoptionsmarketing.com)*

6

BFSC Hot Like Me

Heat Wave  
BFSC Hot Like Me  
RF Black Jade



*RFG Black Jade*



*Who Da Man*



Lot 5 offering 3 embryos by Who Da Man

You all know the saying "When opportunity knocks..." Here are embryos from a family of proven producers, both show champions and profit earners. Who Da Man and a daughter of the INDUSTRY GREAT, Black Jade. Hot Like Me is great haired and transmits it to her calves. Her first two natural calves have both traded off the farm for over \$5000. Surely everyone will remember that last fall's Supreme heifer at the NAILE was bred very similar to this mating!  
ACA # P 323023 Bonnell Farms Show Cattle, Hope, IN 317-432-4217



**NEW FOR 2011**

**ABSENTEE BIDDERS MUST pay by 3/8/11 by direct bank wire!**

• • • **SEMEN** • • •

**LOTS 7-11 • Ard Ridge Wild Card**



ARD RIDGE WILD CARD  
DAUGHTERS



RDD DESTINY'S ACE  
ARD RIDGE WILD CARD  
HXC BLACKCAP LASS 507J

**Ard Ridge Wild Card**

What a impressive set of calves Wild Card has put on the ground. Wild Card was a show champion himself and has proven he can generate champions, most recently the Grand Champion Chiangus female at the 2011 Ft. Worth Stock Show (photo above).

Wild Card calves were stand-outs at Ard Ridge's fall sale with calves averaging close to \$4,000. Some are pictured above. Note on lots 11 to 15, this will be a special offering. Effective February 1<sup>st</sup> Ard Ridge Wild Card semen will no longer be offered to the public. Semen is not available from any distributors, and will not be offered for sale privately. 50 units will be offered in the Kentucky Chi Sale and an additional 50 units will be offered in the Tennessee Agribition Chiangus Sale. NO OTHER SEMEN will be offered this year!

*Ard Ridge Genetics 606-872-5395*

**7** 10 Units Wild Card

**8** 10 Units Wild Card

**9** 10 Units Wild Card

**10** 10 Units Wild Card

**11** 10 Units Wild Card



**14** 3 UNITS HEAT WAVE

---

**15** 3 UNITS HEAT WAVE

---

**16** 3 UNITS HEAT WAVE

---

**17** 3 UNITS HEAT WAVE

---



Flush Quality Heat Wave from the private stash at Donor Solutions

*Brian Hanon, In 219-869-8030*

**Some semen will be available sale day, most will need to be shipped. BUYER is responsible to make contact with SELLER and will be responsible for shipping costs.**

#### NON CHI SEMEN

**18** 3 Units Irish Whiskey

---

*Brian Hanon, In 219-869-8030*

**19** 3 Units Irish Whiskey

---

*Brian Hanon, In 219-869-8030*

**20** 3 Units Irish Whiskey

---

*Brian Hanon, In 219-869-8030*

**21** 5 Units Ali

---

*Ken Culp, III and Family, KY 859-227-7506*



**22** 5 Units Ali

---

*Ken Culp, III and Family, KY 859-227-7506*

• • • **BULLS** • • •

**23** **GOP TACK KENDALL MARTIN 1CA**

1/14/2008 ACA # 335237 24.22 %

LEACHMAN FULLBACK  
 RITO 9FB3 FULLBACK  
 RITA 5H11 OF1B14 RITO 9J9  
 GOP TACK KENDALL MARTIN  
 BC TOTAL POWER  
 MISS NAUTILUS 173 CAX  
 MISS NAUTILUS 018

EPD's BW 1.9 WW 40.9 YW 84.0 MILK 15.2

*Here's a big, stout, high performing bull that's ready to go to work and cover a bunch of cows! A full-sib to the legendary Chiangus cow, PCC Kendall Marie 1CA, who has 57 progeny recorded in the ACA Herd Book. Kendall Martin was the All-American Champion for both the 2009 and 2010 show seasons. He was also Grand Champion Bull at the 2010 Kentucky State Fair and 2 year old Division Champion at the 2010 National Show at the NAILE. A SUPER disposition. Laurel can walk up to this bull in the pasture, halter him and lead him to the barn. As a yearling, we bred him to all of our show heifers and got along great. BW 85 WW 713 YW 1425 SALE MANAGERS NOTE: This bull has GREAT EPD's! Top of the breed!!!*

*Grand Ole' Place Farm & Tackett Show Cattle  
 KY 859-227-7506*



**24** **LBG MOONSHINE 1CM**

4/22/10 • Polled • ACA 349892 • BW 78

ROWES GOLD CLUB  
 WEBC SPITFIRE  
 WEBC MS WINDSOR 607  
 BEF PERFORMER  
 SHIR GINA  
 ANGUS



This calf is thick with a big rib and a low birth weight. His EPD's excel the breed average across all traits.  
 Larry Garrett, Richmond, IN 765-969-0154

EPD's BW 2.3 WW 45.3 YW 78.0 MILK 4.7

25

JMCB BLACKCAT 498W

12/01/09 • Polled • ACA Pending • BW 70

WEDF COUNTRY LADD  
JMCB IRONMAN 525T  
JMCB ABBY 525R

BON VIEW NEW DESIGN 878  
CMF 174H BLACKCAP 498P  
CMF 36D BLACKCAP 174H



If you are a fan of low maintenance, grass friendly cattle that possess a wide skeleton that can cover a lot of ground effortlessly, then this is your guy. 498W is a moderately framed individual that is deep made from end to end, loose in his skeletal make up, and great from the ground up. BlackCat's dam is an extremely productive 878 daughter that has done us a good job since acquiring her from KenCo Cattle Company a few years ago. This guy is ready and willing to get the job done.

*Beckett Cattle Co. Ky 602-782-1180*

• • • OPENS • • •

26

HENS NUTTER BUTTER

4/03/10 ACA # Pending

VANILLA ICE  
ALIAS  
MEYER RANCH 735

HENS BUTTER  
ALIAS  
K-BAR MEYER RANCH 734



This one is extra special out of the Hensley program, one of the best to come to the Kentucky Beef Expo. Sound, correct made with double upped shots of two club calf greats with Alias and MEYER 734. Any doubt this one will be a great cow after her show heifer days are over? Buy with confidence. Super gentle and ready to go show!

*Hensley Cattle Farms, Todd, Kim, Kale, and Nash Hensley, IN 317-506-0298*

27

WOLFRIDGE MILLEY 98X

4/16/10 ACA # Pending

Sunseeker

Golden Child  
Wolfridge Kaité 98U  
Cold Front



This heifer calf has been shown a couple of times and has a great disposition. She has a little white spot on her forehead that gives her a little extra look. She is super haired, big boned and really elegant fronted. Her dam is a powerful TH and PHA free first calf heifer by Golden Child and goes back to the legendary Maine female sire Cold Front. I think you'll like this one.

*Wolfridge Land & Livestock with Kelli Long Show Cattle 606-782-1981*

# Kentucky Beef Expo Chiangus Show and Sale

28

VBS MS MIRA FLASH 11X

4/10/10 • ACA 349012 • 28.123 % CHI

11X is an excellent show heifer prospect out of a royal family! Flash Power is a full sib to the breed great Flash Magic and the top Mira comes from the top Chimaine donor at VBS. This heifer is one to tie to.

VBS Farms, KY, 859-391-0758

CJB FLASH  
TR FLASH POWER  
MGMYR MS TOTPW  
VBS MS MIRA FLASH 11X  
FULL FLUSH  
JTEL MIRA 1K -H801  
3C HERE I COME H801

EPD's BW 1.3 WW 35.8 YW 64.7 MILK 5.6



29

CTB MILLA VANILLA

7/16/10 • ACA #351947

HEAT WAVE  
MONOPOLY  
ANGUS

CA X AN 496

*Tinin's envisioned this mating to work but WOW, Monopoly surpassed all their expectations on this lot. This is a high quality female that combines mass, rib, and a powerful hip all in a nicely balanced package. Milla is sound and will excel in the show ring! She will be a fine asset and an important part to ones breeding program, regardless of what phase of the industry your in.*

*SALE MANAGERS NOTE: Fancy smoke in lot 28... Do not over look this one!*

*Tinin Show Cattle, TN 931-629-7481*

EPD's BW 2.9 WW 35.4 YW 67.70 MILK

**NEW FOR 2011**  
**ABSENTEE BIDDERS MUST pay by 3/8/11 by direct bank wire!**

30

**GOP LAC XYLIAH 002X**

1/3/10 • ACA # 347352 • 25.80 % CHI  
 RDD ACES HIGH  
 GOP KAC TYLER 715T  
 TR MS NECTOR  
 GOP LAC XYLIAH 002X  
 ACES COMANDER  
 VBS COMMANDERS LAUREL  
 VBS LITTLE SADIE

EPD's BW 2.1 WW 45.5 YW 84.2 MILK 6.8



Xyliah comes straight out of our show string and we will not show a January heifer in 2011! She was the Division 1 Champion at the 2010 Jr. National. Xyliah is the highest performing, thickest-ended heifer that we've ever raised. Talk about power and brood cow potential! Royally bred, she combines two shots of Ace, Flash, Impulse and Eagle Scout in her pedigree.

*Grand 'Ole Place Farms - Laurel Culp Nicholasville, KY. 859-227-7506*

31

**WOLFRIDGE PEGGY SUE 161X**

9/02/10 • ACA # Pending

WHO MADE WHO  
 WOLFRIDGE PEGGY SUE 161X  
 WOLFRIDGE PEGGY 161T  
 (HEAT SEEKER X MEYER 734)



*Sib to Lot 31*

Wolfridge got along well last year with a younger one so they thought they would try again! This one has a fancy white stripe down her face that make her really cool looking. She is freaky necked and flat shouldered.

*Wolfridge Land & Livestock & Kelly Long Show Cattle 606-782-1981*

32

**JMCB DIXIE ERICA 4198X**

9/2/10 • Polled • ACA # Pending

WEDF COUNTRY LADD  
 JMCB IRONMAN 525T  
 JMCB ABBY 525T  
 JMCB DIXIE ERICA 4198X  
 CNS DREAM ON  
 CRCC DIXIE ERICA 4198P  
 OCC DIXIE ERICA 791J

We are very excited about offering this young Ironman sired heifer calf. Without a doubt this heifer calf is backed by one of our best cows on the place that stems back to the famous Dixie Erica line. We probably should keep her and make her a replacement for the future, but we decided to share this one. Dixie Erica 4198X possesses a lot of admirable attributes that make her attractive to us; a capacious rib cage, sleek front end, power from end to end, in a symmetrical package. We believe this female is only headed one direction, up! The potential is high in this young female.

*Beckett Cattle Co 602-782-1180*

• • • **BREDS** • • •

**33**

**JMCB RONDA 48W**

6/2/09 • ACA Pending  
MEYER 734  
SVF HTP NEW ERA  
DALTON'S RITA 807  
JMCB RONDA 48W  
KADABRA  
JMCB ROXIE  
1/4 SM 3/4AN

Talk about an attractively constructed maternal bred female that is picture perfect through that front one-third. JMCB Rhonda possesses an abundance of bone with an exceptionally large foot circumference. Her dam has produced several high quality individuals that have been traded on out of the pasture. Be sure and give this maternal bred gem a look on sale day. Sells safe to our 2009 Reserve National Champion Percentage Simmental Bull WLE Quota.

*Beckett Cattle Co, KY, 602-782-1180*

Sells bred to WLE Quota PE 7/1 to 9/3 observed on 7/19 Sells safe in calf.

**34**

**GMEG BRIE**

4/21/09 • Polled • ACA # Pending  
MCCO TYCOON 115S  
GMEG BRIE  
EXLR REBECCA 797S



This heifer was only shown a couple of times and was reserve at one of those prospect shows as a baby, Brown County Open Feeder Calf show. A full brother was Reserve Feeder calf at the Highland County Fair and then went on to be the reserve high point AOB steer in the BEST program last year for Sarah Johnson of Ohio. Her dam was extremely successful as a show heifer; she was Champion Limmy female at the North American Junior Show, Reserve Female at the AGR at Columbus, and a top five in the BEST shows a few other times. This is a really nice bred.

*Kelly Long Show Cattle and Megan Greenawalt, OH 937-763-0931*

Sells bred to HAA Wisdom 505 6/30/10 No exposure, safe to AI.

**FERN VALLEY HOTEL  
WELCOMES  
KENTUCKY FARM BUREAU BEEF EXPO  
March 3 – 6, 2011**

**RATES:**

Guaranteed rates for Kentucky Farm Bureau Beef Expo attendees at the Fern Valley Hotel are \$71.00 per night, single/double/triple/quad occupancy. Rates are subject to state and local taxes which total 15.01%. To make reservations call 1-877-964-3311, or the Hotel directly at (502) 964-3311, and ask for a room from the BEEF EXPO block to get your special rate.

FERN VALLEY HOTEL  
2715 Fern Valley Road  
Louisville, KY 40213  
(502) 964-3311  
[www.fernvalleyhotel.com](http://www.fernvalleyhotel.com)

### Bidder Registration and Terms

We will be using the buyer number system at this auction. You will have to register with the clerks prior to bidding. Terms will be cash or good check with proper I.D. All Cattle are to be paid for immediately following the sale and are not to be loaded until settlement has been made.

#### ABSENTEE BIDDING

We suggest you give the sale management and staff, consignors, or consultants, a call to visit about the lots you're interested in. There are two ways to participate in bidding if you are unable to attend:

1. Allow our marketing team to assist you. We would be honored to visit with you about the cattle and assist in finding lots that fit the bill for your program. The staff and consignors will be glad to work with you to find cattle that fit within your budget and get the most VALUE for your money. For absentee bidders, we take special care in filling your order with the best cattle in the dollar figure you give us to work with. By using our representatives, we can suggest cattle that you may not have chosen based on catalog photos alone. Stock Options Marketing and its associates will select cattle with your needs in mind and represent the cattle selling in a fair and honest manner. We will accept your bids in confidence and integrity to act on your behalf. For sight unsewn purchases, place your bids with confidence. To use our marketing team call Kevin for more information at 937.533.0169.

2. EDJE CAST Absentee Bidding - See below.

*Payment for all absentee bidders must be secured in full before cattle leave the sale or the consignors or marketing agent's possession. NO EXCEPTIONS.*

#### LIABILITY


Persons in attendance of this sale do so at their own risk. Owners, sale facility, sale management or its staff, cannot be held responsible for accidents that may occur. Animals become the new owners property and assume all risk at the fall of the hammer. It is understood that the auctioneer, sale management, and its staff serve only as agents between buyer and seller, thus cannot be held responsible financially, or otherwise, for any duties or warranties expressed or implied. Neither does The KY Chianina Association assume any financial obligations to collect or enforce the collection of monies between buyer and seller this catalog was compiled by the sale management with information supplied by the seller and is believed to be honest and accurate as presented. Sale management will in no way warranties pedigrees, breeding information, age, or health, neither respiratory nor reproductive. Any and all adjustments are between buyer and seller. **NOTE BUYERS OF GENETIC LOTS, it is solely the buyers responsibility to make contact with the seller and arrange for pick up of your lots. Stock Options Marketing NOR the Kentucky Chiangina Association make any refunds or adjustments for lots not received.**

#### SUPPLEMENTS & CORRECTIONS

Announcements made sale day take precedence over materials printed in this catalog. Additional lot information will be available on the Internet at [www.stockoptionsmarketing.com](http://www.stockoptionsmarketing.com) as well as the clerk's desk on sale day.

[www.edjecast.com](http://www.edjecast.com)

# EDJECast.com



live web casting

*It works.*

We are pleased to provide live web casting of this auction through EDJECast.com, allowing you to view and bid online, as if you were at the auction.

We recommend that you have high speed internet access to bid online. Dial-up or poor connections will slow the posting of your bid. If you have questions, contact Jennifer Smith at 866-839-3353.

To register and bid:

- Visit the EDJE Cast website at [www.edjecast.com](http://www.edjecast.com)  
Click the "NEED TO REGISTER?" button.
- Create a username and password then fill in the requested information. Click the "REGISTER" button.
- You will receive an email validation of your username and be directed back to the EDJE Cast home page. Log in using your newly created username and password.
- Once you have logged in, select the specific event or auction and click "REGISTER TO BID."
- Fill in all requested information, including the banking info, read and agree to the Terms and Conditions, then click the "Submit" button. You will be assigned and emailed a bidder number.
- The auction video will start about 15 minutes prior to the auction.
- Click the "View EDJE Cast Auction" to view the auction.
- After the sale, please contact the sale manager to arrange payment for your online purchases. Delivery is the responsibility of the buyer and should be arranged with sale management. Liability becomes the sole responsibility of the buyer upon the sale of the animal.

EDJE  
CAST Auctions

Stock Options Marketing  
6136 Black Rd  
West Alexandria, Ohio 45381



It only happens  
once a year.  
Are you ready ?

## 2011 Kentucky Farm Bureau Beef Expo Schedule

### BREED SHOWS

ANGUS – Friday, March 4<sup>th</sup>, 10:00 a.m.  
BEEFALO – Friday, March 4<sup>th</sup>, 2:30 p.m.  
CHAROLAIS – Saturday, March 5<sup>th</sup>, 12:00 noon  
CHIANGUS – Friday, March 4<sup>th</sup>, 1:00 p.m.  
LIMOUSIN – Saturday, March 5<sup>th</sup>, 10:00 a.m.  
HEREFORD – Friday, March 4<sup>th</sup>, 1:00 p.m.  
RED ANGUS – Friday, March 4<sup>th</sup>, 10:00 a.m.  
RED POLL – Friday, March 4<sup>th</sup>, 4:00 p.m.  
SALERS – Friday, March 4<sup>th</sup>, 11:30 a.m.  
SHORTHORN – Saturday, March 5<sup>th</sup>, 10:00 a.m.  
SIMMENTAL – Friday, March 4<sup>th</sup>, 4:00 p.m.  
PEN HEIFER SALE – Friday, March 4<sup>th</sup>, 2:00 p.m.

### BREED SALES

Saturday, March 5<sup>th</sup>, 12:00 noon  
Saturday, March 5<sup>th</sup>, 11:30 a.m.  
Saturday, March 5<sup>th</sup>, 4:00 p.m.  
Saturday, March 5<sup>th</sup>, 3:30 p.m.  
Saturday, March 5<sup>th</sup>, 3:00 p.m.  
Saturday, March 5<sup>th</sup>, 12:30 p.m.  
Saturday, March 5<sup>th</sup>, 10:00 a.m.  
Saturday, March 5<sup>th</sup>, 9:30 a.m.  
Saturday, March 5<sup>th</sup>, 10:00 a.m.  
Saturday, March 5<sup>th</sup>, 1:00 p.m.  
Saturday, March 5<sup>th</sup>, 11:00 a.m.  
Saturday, March 5<sup>th</sup>, 2:00 p.m.

### Don't Miss These Other Expo Events!!!!

Junior Heifer, Steer, and Market Heifer Jackpot Shows  
Trade Show and Youth Judging Contest

### Major Co-Sponsors:

Kentucky Farm Bureau, Kentucky Farm Credit, Merial, Nutrena,  
Kentucky Cattleman's Association, Burkmann Feeds, and  
The Kentucky Department of Agriculture, Richie Farmer, Commissioner

Additional information: [www.kybeefexpo.com](http://www.kybeefexpo.com)