



Ruble Cattle Services
1525 140th St.
Corydon, IA 50060
May 1st, 2017

Dear Alabama & Mississippi Simmental Association Members:

We at Ruble Cattle Services are excited to be managing this year's AI/MS Simmental Association State Sale 2017. This year's sale will be held at the Alabama Livestock Auction in Uniontown, AL on September 16th 2017 at 1:00 p.m. Two years ago we had a very successful sale in Alabama. In the 2015 sale Live Lots averaged \$3,151 and the whole sale averaged \$3,062. 11 lots brought \$4,000 or more. We have two years of buyers plus a buyer lists from our other sales in the region. We can have another great sale if we can get the support from you the members by consigning high quality cattle and genetic lots. We would like to have 80 to 100 live lots.

We have plans to make this sale's gross the best it has ever been. With top quality cattle and your participation we can make this year's sale one to remember. What we need from you is your best. This is an opportunity to showcase your program to Alabama, Mississippi, and the nation. We are looking for top end cow calf pairs, bred cows, bred heifers, open heifers, pregnancies, embryos and semen. Please make sure to have high quality professionally taken pictures for the ads and sale catalog. Please call us to discuss what would be best to consign to the sale. We are planning to make herd visits to members who would like to consign multiple lots to this year's sale. Please call us so we can start planning a trip. Cattle may arrive on Thursday September 14th and all cattle must be in place no later than Friday September 15th at noon. We recommend early arrival so we can look at the sale lots and so the cattle look their best. We look forward to seeing your entries soon.

Sincerely,

Jeremie Ruble
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