



Ruble Cattle Services
1525 140th St.
Corydon, IA 50060
May 22nd, 2017

Dear Michigan Simmental Association Members:

Ruble Cattle Services is excited to be managing this year's Michigan Simmental Association 2017 Fall Sale. This year's Michigan Fall Sale will be held at United Producers, St. Louis, MI on October 28th, 2017.

Marshall and I are planning on building on the success of last year's fall sale. Last year we were able to market cattle and genetics in numerous states throughout the country as well as giving the buyers in Michigan competition. This was one of the largest and most successful sales in the state's history. We have opened up marketing opportunities for you to sell cattle and genetics across the US.

New rule: All animals with the exception of registered Angus must be registered as at least 50% Simmental to participate in all Simmental sponsored shows and sales in Michigan.

With your help we can make this year's sale best Simmental sale in the state of Michigan. What we need from you is your best. This is an opportunity to showcase your program to Michigan and the nation. We are looking for top end bred cows, cow calves, bred heifers, open heifers, pregnancies, embryos, and semen. Please make sure to have high quality professionally taken pictures for the ads and sale catalog. **We need entries and pictures by September 2nd** or sooner for ads. Please let us know as soon as possible how many lots you are planning on consigning to the sale. We are really looking forward to having a great sale with your participation.

Sincerely,

Jeremie and Marshall Ruble

[Recipient Name]
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