

DEAR CATTLEMEN AND FRIENDS,

We would like to invite you to join us at the Sandmeier Charolais Ranch on **Friday, March 2, 2012**, for our **Annual Production Sale**.

We invite you to come to the ranch to see the bulls at your convenience. Please join us prior to the sale for a complimentary lunch beginning at 11:30.

Our predominantly polled cow herd is bred to convert ranch grass and roughage into meat. As we strive to achieve improvement, we use criteria including performance, rib ultrasound, genetic DNA, EPD's, structural correctness, and disposition for determining the bulls to be offered.

Recognizing the fact that each breeder selects for different traits, we supply the following information: birth weight, 205-day adj. weight, 365-day adj. weight, rate of gain, current EPDs, ultrasound rib-eye area, and GeneSTAR Molecular Value Predictions (MVP's). All bulls are in 6 to 7 frame score range.

In developing these bulls, none of the bulls receive any individual feeding or pampering. Each bull competes with all of the other bulls in their age group to provide you an honest performance comparison.

If you can't make it to the sale, and would like to make a purchase, we will help you with your purchase in a very honest, professional manner.

We will again offer the live broadcast of the sale over the Internet at www.dvauction.com. If you would like more information concerning this option, please contact us, or check out the web sites.

Hope to see you March 2nd at the ranch.

SANDMEIER
Charolais

SANDMEIER **Charolais**

INVITES YOU

Annual Production Sale

Friday, March 2, 2012

Complimentary Lunch: 11:30

Sale at the ranch - 1:00 pm CST

Offering

180 PUREBRED CHAROLAIS BULLS

70 Semen Tested Virgin 2-year Olds

30 Semen Tested Virgin Fall Bulls

80 Performance Tested Yearlings

For live broadcasts of sale:

DVAuction Broadcasting
Real-time Auctions

www.dvauction.com

Sale Day Phone: 605-285-6179

For photos, updates, and announcements go to

www.SandmeierCharolais.com