

MIDWEST TEXAS LONGHORN CATTLE SALE

It is time once again for your consideration to the Midwest Texas Longhorn Cattle Sale scheduled for April 27, 2019 at the Winfield Livestock Auction in Winfield, Kansas. This year's sale will feature some different opportunities to aide in the marketing of your premium cattle selections. This year some different consignment packages are being offered in order to enhance the quality of the consignments being presented at the sale. Since the benchmark of horn length has been established we are offering a 100" Tip to Tip package as well as a 90" Tip to Tip package that will feature advertising and marketing enhancements. Also this year the Midwest Sale will be offering a Volume Buyer and Volume Seller award to those who participate. This year's awards will be Hy O Silver commemorative belt buckles. Hy O Silver is the buckle maker for the champions of the Professional Bull Riders and National Finals Rodeo associations. These buckles will be an automatic collector's items when awarded.

Also this year the Midwest Texas Longhorn Cattle sale will be featuring, at the beginning of the sale, a limited heifer section of two to three year old heifers. We are encouraging that you consider your program's very best, since in the past the highest selling lots have been heifers. These heifers will then be judged, during the sale, for the title of Grand Champion Midwest Sale Heifer. The owner of the winning heifer will be awarded a commemorative belt buckle to be presented along with Volume Buyer and Seller at the conclusion of the sale.

The Midwest Texas Longhorn Cattle Sale will also be hosting a Friday Night "Gathering" bringing buyers and sellers together for fun and fellowship. It is highly suggested that you make your Hotel Reservations early this year due to limited rooms available in Winfield at this time of year. Winfield offers the Quality Inn (620-221-7529) and Super 8 (620-229-8888) as well as the Atrium Gardens in Arkansas City (620-442-7700).

Make your plans to attend this year's Midwest Texas Longhorn Cattle Sale, it should prove to be a fun and exciting time. Make your quality considerations count to ensure the best representation of your breeding program. The Midwest Sale has, in the past, proved to be a great location to bring the best in buyers and sellers together representing quality Texas Longhorn Cattle. The future of this sale has no intentions of changing that representation. Join the many breeders who come from coast to coast to participate in the tradition of hospitality and fellowship to ensure that the breed lives on. Please read the Sale Guidelines carefully to ensure your consignment's placement in the sale. See you in Winfield!