



News Release

For Immediate Release

Iowa Beef Expo
11281 SE 56th Avenue
Runnells, IA 50237
515-966-0075
www.iowabeefexpo.com

SPECIAL CATTLEMEN'S OFFERS AVAILABLE AT THE 2012 IOWA BEEF EXPO

Both buyers and consignors, young and old attending the 2012 Iowa Beef Expo, which is being held February 12-19, 2011, will have the opportunity to take advantage of special "Cattlemen's Offers" being provided at the country's largest state beef expo.

Hawkeye Breeders Service, Inc. offers one free semen collection on anyone bull that brings \$2,500 or more in any of the sales held during the 2012 Expo. The collection work must be completed prior to the 2013 Iowa Beef Expo. Bull must be presented to the Adel, IA collection site.

Hawkeye Breeder Service, Inc. will present specially embroidered Iowa Beef Expo Windshirts to the purchaser of the High Selling Bull and High Selling Female in each sale at the 2012 Iowa Beef Expo.

Trans Ova Genetics is offering to the purchaser of the high selling female in each breed selling 25 head or more at the 2012 Iowa Beef Expo, one free embryo flush on the female of his/hers choice from his/hers breeding herd and three free transfers into the owners recipients. The embryo work must be completed prior to the 2013 Iowa Beef Expo. Contact Mark Johnson for complete details on this offer!

Muir Embroidery of Jefferson, Iowa along with **Livestock Plus Inc.** of Clarion, Iowa will present specially embroidered Iowa Beef Expo Jackets to the consignors of the High Selling Bull and High Selling Female in each sale. Jackets must be ordered before the end of the 2012 Iowa Beef Expo.

Purple Bound Show Feeds, R&B Feeds, & U.S. Feeds will present certificates for one free bag of U.S. Core Calving Mineral with BioMos to the purchaser of the High Selling Bull and High Selling Female in each sale. Certificate must be redeemed at the booth before the end of the 2012 Iowa Beef Expo. We will also be presenting certificates to the IJBBA Breed Champions and Reserves as well as the IJBBA Top 5 Exhibitors for free bags of feed.

All buyers registered prior to the start of each of the breed sales held at the Iowa Beef Expo, will be eligible to win a special embroidered Iowa Beef Expo cap. **Hawkeye Tack** will also be presenting the IJBBA Top Year End Award Winners with special boot certificates and Wrangler Jean certificates. **Hawkeye Tack** will also be offering all who attend the Expo a certificate good towards \$500 off the purchase of a New Trailer and 20% off 1 Regular Priced Item, some exclusions will apply.

For more information on the Iowa Beef Expo contact: Mindy Campfield, Expo Director 515-966-0075 or visit our website at www.iowabeefexpo.com.