### INTERNET SALE

- A catalog is posted on the internet prior to the sale for buyers to browse.
- Sales are conducted every other Thursday at 9:00am (CST).
- $\blacksquare$  Approved bidders are given a log-in name and password.
- On sale day buyers log in and bid in a real-time live auction.

	•
sale.	PCA
Cont	PCA can
act Po	host
CA to	your
sale. Contact PCA to discuss details.	your ranch's
etails.	exclusive internet
	internet

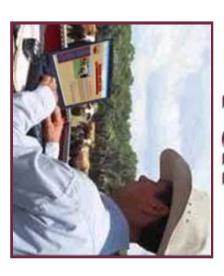
53865	53864	53860	53852	Lot No
Greer Farms 03/21/09 - 04/04/09	River Rest Farm 03/20/09 - 04/02/09	Lightsey Cattle Co. 05/27/09	Dixie Ranch 03/23/09 - 03/28/09	Consignor/ Del Dates
Angus sired Charolais sired	Angus sired	Charolais sired Angus sired	Angus sired Charolais sired	Breed(s)
256 Strs (YEARLING)	57 Hfrs (YEARLING)	95 Strs	96 Strs (WEANED)	Sex
75% 1's 25% 1-1/2's	85% 1'S 15% 1-1/2's	90% 1's 10% 1-1/2's	80% 1's 20% 1-1/2's	Quality
780#	850#	500#	500#	Avg Wt(#)
MS	GA	FL	FL	Loc
Mott Headley	Steve Bailey	Robert Burney	Jeff Clemons	Rep

### DELIVERY

- Coordinated between buyer and seller by PCA representatives.
- Buyers can choose to arrange their own trucking, or have the agent make the arrangements.
- Full payment is made to the seller with a check from the PCA custodial account.



### PCA



Working for You



7441 Johnson Ct. Mobile, AL 36695

1-800-910-9306

www.ProducersCattleAuctions.com

## **PRODUCERS**



# ATTILE AUCTION

### OLD COMPANY WITH NEW IDEAS!

Offering buyers and sellers the convenience and advantages of internet auctions, through a company with integrity, fiancial stability, experience and marketing power!

"The Most Efficient, Effective Way To Market Cattle Today."

www.ProducersCattleAuctions.com

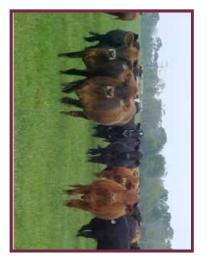


### OVERVIEW

Producers Cattle Auction, LLC offers ranchers the ability to sell their calves through live internet auctions. A PCA representative will visit the rancher, write a detailed description and take digital pictures of the cattle. Pictures and descriptions are forwarded to the PCA main office. After determining the sale date and editing consignments are uploaded to the internet. Buyers can then view these consignments in our catalog. On sale day, registered buyers log in and participate in a real-time live auction from the convenience and privacy of their home or office.

#### HISTORY

Producers Cattle Auction LLC (formerly Produers Video Auction) began as a video/satellite marketing venue. PCA recognized that the future of cattle marketing was the internet. The internet offered cost savings that could be passed on to our customers. In addition, the internet offered privacy and convenience to buyers. On September 24, 1999, PCA held the first real-time internet auction. The event was a great success. Today, PCA is the standard for internet cattle marketing.



# HOW THE CONSIGNMENT PROCESS WORKS

- 1. A PCA representative meets with the seller to explain how the process works, and to determine what the seller has to offer.
- 2. The representative then fills out a detailed, accurate description of the cattle.
- 3. Digital pictures of the cattle are taken by the PCA representative.
- 4. The consignment and photos are sent to the PCA main office.
- 5. PCA staff will then create and upload a catalog.

#### BENEFITS

- Places livestock welfare first by reducing exposure to stress and disease
- Cattle exposed to buyers nationwide
- Allows price discovery for:

Reputation
Source and Age
Genetics
Health Programs
Management Programs such as
"All Natural"

- Seller receive \$30 per head partial payment from PCA immediately after the sale (if delivery is greater than 10 days post sale)
- At delivery fial payment is madirectly by PCA
- Confidence that cattle are described accurately and completely and will be delivered as described
- Buying fresh country cattle means less death loss, less medicine, less labor, and high gaining healthier cattle