

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).
- Approved bidders are given a log-in name and password.
- On sale day buyers log in and bid in a real-time live auction.
- PCA can host your ranch's exclusive internet sale. Contact PCA to discuss details.

| Lot No | Consignor/ Del Dates | Breed(s) | Sex | Quality | Avg Wt(#) | Loc | Rep |
|-----------------------|--|--------------------------------------|------------------------|----------------------------|--------------|-----|------------------|
| 53882 | Dixie Ranch 03/23/09 - 03/28/09 | Angus stred Charolais stred | 96 Strs (WEANED) | 90% 1's 2.0% 1-1/2's | 500# | FL | Jeff Clemens |
| 53860 | Lighthouse 05/27/09 | Charolais Angus stred | 95 Strs | 90% 1's 1-1/2's | 500# | FL | Robert Burney |
| 53864 | River Rest 03/20/09 - 04/02/09 | Angus stred | 57 Hfg (YEARLING) | 85% 1's 1.5% 1-1/2's | 850# | GA | Steve Bailey |
| 53865 | Greer Farms 03/10/09 - 04/04/09 | Angus stred Charolais stred | 236 Strs (YEARLING) | 75% 1's 2.5% 1-1/2's | 780# | MS | Molt Headley |

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



Producers Cattle Auction, LLC

7441 Johnson Ct.
Mobile, AL 36695

1-800-910-9306

www.ProducersCattleAuctions.com

PRODUCERS



CATTLE AUCTION

OLD COMPANY WITH NEW IDEAS!

Offering buyers and sellers the convenience and advantages of internet auctions, through a company with integrity, financial 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 Producers 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 final payment is made directly 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

