

From The Northern Alberta Hereford Club - The 2017 Hereford Genes Event

To All Hereford Breeders;

Here is an update on what is happening at Farmfair this year and the 10th Annual Hereford Genes Event on Wednesday, November 08, 2017.

Following the success of the Hereford Genes Event at Farmfair over the past nine years we are pleased to be going ahead with year ten in 2017. Once again, the owner of the bull that is selected could receive \$ 10,000.00 if your bull is picked along with some free advertising. We want to have on display the best our breed has to offer the commercial cattlemen and this should do it!

Other Details:

- We will have parking and admission passes included with the guest packages and we will distribute these just as soon as we receive your guest list.
- Plan to have your guests arrive by 12:00 noon to allow time to get a good look at the bulls before the Heritage Ranch Rodeo.
- The Hereford Genes area is a feature area immediately adjacent to the new main show ring area in Hall "B". Bulls will be stalled with their breeders' strings except for the Wednesday afternoon/evening of the event as other breeds are also utilizing the area.
- We are planning on walking the bulls out of the stalls for evaluation.

For those unfamiliar or that need a recap of the basics of the Hereford Genes Event the following are the major highlights:

- 40 bulls consigned for the Hereford Genes Event
- Each exhibitor will bring 5 customers (10 people) to the event where your guests will have the chance to win the bull of their choice.
- Everyone will have the chance to vote on the Rancher's Choice Bull and Bull Calf with prize money to be won by the owner of the winning bull(s).
- Everyone will be treated to a complimentary supper.
- Guest and exhibitor draws to be held throughout the event.
- Tickets for everyone to the *Heritage Ranch Rodeo*.
- This is a Private, Invitation Only, Exclusive and Fun event.
- Call Al Fenton @ (780) 754-2384 or (780) 842-7806 for more information.

Your input and help, as always, is appreciated.

