

15th Annual Hokie Harvest Sale

Dr. Dan E. Eversole

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There will be a student-run livestock sale of university beef cattle, horses, and swine at the Virginia Tech Beef Cattle Center and the Alphin-Stuart Livestock Teaching Arena on Friday, October 30, 2009. Students with Junior and Senior status enrolled in the Livestock Merchandising class taught by

Dr. Dan Eversole will learn the underlying principles and pertinent activities involved in successfully promoting and merchandising livestock. Guest speakers have been invited to discuss specific skills in salesmanship, cataloging, photography, budgeting, facility development, and advertising.

Twenty-nine sport horses, 40 head of beef cattle, and 10 commercial bred gilts will be catalogued for this sale. A wide assortment of horses and beef cattle of various ages and breeds will be offered for public auction. The breakdown of sale lots is as follows:

PUREBRED BEEF CATTLE

Bred cows

- 7 Angus
- 4 Hereford
- 2 Simmental

Weaned calves

- 6 Angus
- 3 Hereford
- 1 Simmental

Yearling heifers

- 2 Angus
- 1 Hereford

Yearling bulls

- 1 Hereford
- 4 Angus
- 6 Simmental
- 3 Charolais

SPORT HORSES

- 4 Weanlings
- 15 Yearlings
- 3 Two-year-olds
- 7 Broodmares

SWINE (Silent Auction)

- 10 Commercial bred gilts

SALE DAY ACTIVITIES

3:00 – 5:00 pm	Sale Horse Demonstration
3:30 – 7:00 pm	Buyer Registration
4:30 – 6:00 pm	Complimentary Barbecue Dinner
5:00 – 6:00 pm	Horse Barn Closed for Sale Preparation
6:00 pm	Horse Sale – Alphin-Stuart Livestock Teaching Arena
6:30 pm	Cattle Sale – Livestock Judging Pavilion

Sale catalogs can be obtained by contacting Dr. Dan Eversole (540/231-4738 or at deversol@vt.edu) or Dr. Rebecca Splan (540/231-4740 or at rsplan@vt.edu).

Visit our catalog on the Internet after October 9th: www.equine.vt.edu OR

www.apsc.vt.edu (Select: Beef Cattle Center or Swine Center)