

Traditional versus Non-Traditional Cattle Marketing

Traditional "Sale Barn"

Non-Traditional "BBSB"

◆ Competitive bid process among buyers in attendance	◆ Seller actively seek the correct markets and cattle buyers worldwide that are interested in their quality cattle
◆ Marketing process and owner control is completed upon delivery of cattle to facility	◆ No cattle movement required to determine value & complete transaction
◆ Sale terms determined by sale facility with only the price per lb. to be determined through bidding process	◆ Terms of transaction and some pre-shipment cattle management can be determined weeks or months in advance of cattle delivery
◆ Seller accepts the final bid with limited recourse	◆ Seller determines criteria for sale and approves offer



The Big Blue Sale Barn®

A unique and more competitive form of cattle marketing. BBSB connects sellers and buyers of quality cattle online.

- No Listing Costs
- Over 8,000 registered buyers
- First Time "No Sale" with "No Charge"
- Fixed Commission Rates
- In House Source and Age Verification Services
- Market for Verified Cattle, Commodity Cattle, and Bred Cattle
- Twice monthly sales to capture opportunities in market volatility
- Price discovery with Buy Now Prices and Live Oral Auction Services
- Large enough to create demand and small enough to be noticed



TAKE CONTROL OF MARKETING YOUR CATTLE!!
www.bigbluesalebarn.com

or

Contact your Suther Feeds Sales Representative
for Marketing Services

Suther's

105 S. Kansas
Frankfort, Ks. 66427
www.sutherfeeds.com

Phone: 785-292-4414
Fax: 785-292-4780

Suther's

The BIG BLUE SALE BARN®



"Your Success is Our Success"

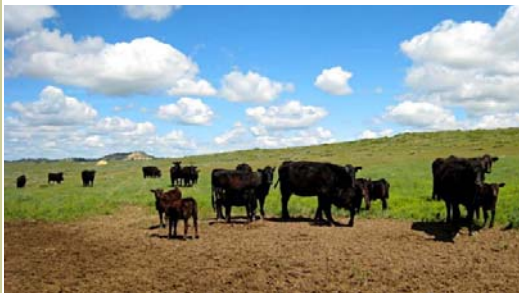
800-633-4138

The Approach of Big Blue Sale Barn®



To provide cattle producers a more competitive cattle marketing and procurement system, Suther's and The Big Blue Sale

Barn teamed in Oct., 2007 to provide cattle producers an on-line cattle sale. The BBSB's internet based platform provides buyers and sellers an efficient and effective arena to determine cattle value, delivery date and terms for transaction without cattle movement or the stress of a sale facility. Suthers staff provides on-site cattle evaluation and market plan development aimed to reduce the current inefficiencies in cattle marketing.



Big Blue Sale Barn

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Back to Lot List

Lot: 11/29/07 187A

Representative: Jeff Sleichter
Phone: (785) 562-8171

00:27 / 00:33

You are out

Current Bid: \$103.00/cwt
Lot Status: Open
Minimum Bid: \$103.50/cwt
Starting Bid: \$90.00/cwt
Buy Now Price: \$110.00/cwt
Min Bid Increment: \$0.50/cwt

(Last Update: 18:55:12)

You must be approved to bid

Click here to apply

Lot Details:

Producer:	Mike and Kenneth Froebe
Head Count:	128
Class Type:	Mixed
Region:	Mid Plains (More info)
Location:	Mound Valley, KS
Delivery Point:	3 miles from Mound Valley, KS
Delivery Date:	1/1-1/5/2008
Slide:	4up 2 down
Shrink:	2%
Weighup Instructions:	load with 2% shrink
Weight:	780
Calving Date:	
Birth Date:	1/12/07
Weaning Date:	2007/10/20
Certified:	Non-tagged for USDA Age & Source Qualified for Export will tag if Buyer pays \$3/tag)
Vaccination Level:	4
Modified Live:	Yes
Color:	85% blk 15% red
Implants:	yes
Wormed:	2007-10-07
Feed Program:	
Breed:	Crossbreds
Heifers:	40 head @ \$6.00/cwt back of steers

Comments:



Above is a snapshot of an individual cattle listing. BBSB provides markets for Source and Age Verified Cattle, Commodity Cattle and Bred Cattle. Currently over 8,000 buyers have chosen the BBSB as their source for cattle purchase.

Log On and Register with the site:

- *Watch videos of current cattle offerings*
- *Evaluate current market prices*
- *Search current listings*

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