

July 3, 2018

Dear Brahman Breeders & Commercial Cattlemen:

I trust that this finds you doing well. From all indications it looks like everyone across the Gulf Coast Region has now received some rain. This rain should produce Summer grazing and set the stage for a prosperous Winter. As we enter the Summer Months it is time to start making plans for the First Annual Florida Elite Invitational Brahman & Commercial Female Sale to take place on October 20, 2018 at the Columbia Livestock Market in Lake City, Florida. The L2 Ranch and South Florida Brahmans have assembled an outstanding offering of cattle and are offering their friends an opportunity to join them in this marketing opportunity.

Enclosed you will find the sale guidelines and nomination form. It is imperative that you review this information to ensure that you consign cattle that represent your operation and meet the expectations of the buyers. Included in the nomination packet are some deadlines that you will need to be sure to meet. These deadlines will help ensure that the sale management has the information needed to adequately promote the sale and offering.

It is time now to start selecting your consignments so that they can be prepared, gentled, and bred properly. This will be a first class event and an outstanding marketing opportunity. We hope that you will take advantage of this opportunity and look forward to having you with us in Lake City. If we can answer any questions or provide you with additional information please let us know.

Sincerely,

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