

# 15<sup>th</sup> ANNUAL HOKIE HARVEST SALE

Dr. Dan E. Eversole

Animal Scientist, Beef Cattle Production & Management, VA Tech

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](mailto:deversol@vt.edu)) or Dr. Rebecca Splan (540/231-4740 or at [rsplan@vt.edu](mailto:rsplan@vt.edu)).

Visit our catalog on the Internet after October 9<sup>th</sup>: [www.equine.vt.edu](http://www.equine.vt.edu) **OR**  
[www.apsc.vt.edu](http://www.apsc.vt.edu) (Select: Beef Cattle Center or Swine Center)