

NEWS FOR IMMEDIATE RELEASE

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INNOVATIVE NATIONAL SHEEP EVENT SET FOR SPENCER, IOWA AUG. 1

— *Seminars, consignments emphasize value of NSIP expected progeny differences (EPDs)* —

SPENCER (Iowa) April 20, 2009 — In today's times, everyone wants to get more out of every buck...and every ewe, too. Today, progressive sheep producers seeking more return on rising feed and fuel costs are relying on proven genetic tools, like the National Sheep Improvement Program (NSIP) to enhance profitability. Producers using purebred sheep backed by NSIP data can earn a greater potential return on their sheep operations, since top NSIP sheep are expected to produce more prolific, productive offspring in less time on feed.

Seminars, sales set for Spencer, Iowa

The fourth annual Center of the Nation NSIP Seminar and Sale (CNSIP) will attract sheep enthusiasts to the Clay Co. Fairgrounds Swine barn in Spencer, Iowa, on Sat., August 1. Educational seminars focused on how to use NSIP to enhance your flock's productivity and bottom line will begin at 9:30 a.m. Featuring purebred rams and ewes from the nation's leading breeds and NSIP breeders, the one-of-a-kind sale of the nation's highest-performing sheep bred for true genetic performance begins at 1 p.m.

All sheep sold feature NSIP EPDs

Limited exclusively to registered purebred sheep featuring NSIP expected progeny differences (EPDs) providing accurate predictions of an animal's true ability to produce offspring with certain genetic traits, the sale attracts satisfied buyers across the United States. NSIP EPDs help predict a variety of essential performance traits from a ewe's ability to milk, a ram's ability to sire offspring that reach weaning and market weights more quickly, and to the ability to produce uniform fleeces in wool breeds. In addition, some breeds will offer data of value to those seeking to improve carcass consistency.

"The beauty of these NSIP sheep goes far beyond what you see to most importantly, what you **get** from them and their offspring in terms of genetic consistency and productivity," said event chairman Mike Park of Woodhill Farm of Woodbine, Iowa. For the benefit of buyers, all sheep in the CNSIP sale are sold objectively on the basis of true genetic performance, rather than simply on one person's opinion on one day like many shows and sales. Every single animal sold at this much-talked-about industry-leading event is backed by objective NSIP data backed up by EPDs to help producers get the most for their time and money."

One-stop shopping for leading sheep breeds from leading breeders

The combination of one stop-shopping for purebred whiteface, blackface and hair sheep in a single location on a single day backed by NSIP EPDs has proven very popular with buyers and consignors. In addition, every animal, with the exception of wool-breeds and hair sheep, is sold slick-shorn, so the buyer can truly see the animal's true structural confirmation.

Buyers truly appreciate the unique national event. It's easy to compare flocks based on NSIP data, and the best part is, you can select from good sheep all in one spot," said David Moeller of Elm Creek Acres, Fairmont, Minn.

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The combination of the educational programs that provide information to help improve your herd and the chance to purchase stock to do it is very valuable," said Jerome Nelson of Volin, S.D. "The best part of the CNSIP sale is the variety and excellent quality of sheep sold," said buyer Vernon Meinberg of Hampton, Iowa.

Designed to provide information for everyone from industry veterans to newcomers to sheep production, the event continues to grow in size and popularity, drawing participants from far and near. "The people of NSIP who consign to this event are so willing to talk, to share information and to help someone who is new to this business," said Janet Gibbs of Benson, Ill.

In 2008, buyers from 12 states enjoyed "one-stop shopping" and purchased registered maternal and terminal sire breeds including Polypays, Suffolks, Columbias, Dorsets, Hampshires, Katahdins, and Targhees in a single setting. Those same breeds are expected to be sold at the 2009 event featuring lambs and yearling entries backed by the objectivity of NSIP records.

In the 2008 sale, 164 sheep sold, with rams averaging \$509 and ewes averaging \$230 per head.

About the event

Members of NSIP volunteer to direct the sale, managed by Conover Auction Service of Baxter, Iowa, with Col. Al Conover serving as auctioneer. Mike Park of Woodbine, Iowa, chairs the event. Scott Rinehart of Sioux Rapids, Iowa, and Jerry Sorenson of Harlan, Iowa serve as barn managers and Kathy Krafka Harkema of Montezuma, Iowa, manages media relations and marketing for the only event of its kind in the country which continues to attract record attendance and sales interest.

Dennis Dewitt of Spencer, Iowa, Livestock Field Specialist with Iowa State University's Extension Service, coordinates the educational component, designed to provide sheep producers with the latest in technology and research to enhance their flock's performance and profitability.

"To get more out of your sheep investment or to get started in the sheep business, plan to invest in your next stud ram and your replacement ewes at the 2009 Center of the Nation NSIP Sale August 1 in Spencer, Iowa," Park encouraged.

For more information

To obtain a sale catalog at no charge, contact Conover Auction Service at P.O. Box 9, Baxter, IA 50028 or call 641-227-3537. Sale catalogs will also be available online in July of 2009 at: www.conoverauction.com

For more information on the National Sheep Improvement Program, log on to <http://www.nsip.org>.

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