



Swissconsin 2025 Sale Consigners,

We would like to express our sincere thank you for your participation in the 2025 Swissconsin Spring Opportunities Virtual Sale. This sale will provide great opportunities for juniors to purchase animals for the upcoming show season, and continue to support juniors through the Nelson McCammon Youth Heifer Program.

**Here are the sale details:**

**Date:** Friday, March 21, 2025

**Time:** 7pm

**Location:** The sale will be live at the Cranberry Country Lodge in Tomah, Wisconsin. It will be broadcast on Cowbuyer.

**Sale guidelines**

Because this is a virtual sale it is important that the following guidelines be met and understood.

1. **Animal Health:** You do not have to do any testing prior to the sale. However, you are selling your animal with the guarantee that your consignment will test negative for TB, and Brucellosis (age appropriate and as required based on the location of the buyer).
2. **Commission Rate:** 11% commission applies, with 3% going directly to the Nelson McCammon Youth Heifer Program. No commission charge will be applied if the heifer does not sell.
3. **Starting Bid & Reserve Bid:** The Consigners are welcome to place their own starting bid and reserve bid on the heifers. If not received, we (sale committee) will place a starting bid on the heifer and no reserve bid will be placed.
4. **Animal Transfer:** It is the responsibility of the consignor to transfer ownership.
5. **Trucking:** Will be at the buyers expense and responsibility to arrange with the heifer owner.
6. **Payment:** Consignors will be paid within 30 business days of the sale date.
7. **Promotion:** We will promote your animals on the Wisconsin Brown Swiss Association Website and Facebook page, but we strongly encourage self-promotion as well. We have found that potential buyers respond very well to candid photos and videos. Information, pictures, and videos will also be displayed on cowbuyer.

If you have any questions, do not hesitate to contact one of us.

Thank you,

**Wisconsin Brown Swiss Sale Committee**

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