

**WILLOW OAK RANCH, INC.
215 WEST BROADWAY, SUITE D
ROGERSVILLE, TN 37857-3280**

**WILLOW OAK RANCH
35th ANNIVERSARY SALE**

featuring

**THE BEST BLACK BULLS
IN AMERICA
and Some Select Females Too**

FEBRUARY 9, 2019

ON SMARTAUCTIONS.CO.

Bidding Opens at 4 PM ET, Thursday, February 7, 2019

Bidding Closes 2 PM ET, February 9, 2019

Sale Day Phone: (423) 272-8215 OR 423.754-0163 OR 406-671-1880

ROGERSVILLE, TENNESSEE



This sale features E.P.D. rated, performance tested, sonogram evaluated, practical trait screened and genetically scored Black Polled Bulls from one breeding program. When all the data is compiled, we believe this is the best set of black bulls for sale at public auction in America this year.

Richard Alan Arnold
(423) 272-0225
(423) 754-0163 (cell)

John Coble
(406) 254-2548
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Scott Coble
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www.willowoakranch.com

SmartAuctions

**www.SmartAuctions.co
(937) 733-6000
info@smartauctions.co**

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CHIANGUS – THE HYBRID ADVANTAGE

SEE VIDEO OF 2019 SALE CATTLE ON WWW.WILLOWOAKRANCH.COM

November 1, 2018

Welcome,

We are pleased to present our 35th Anniversary Sale. Each year, we have set as our goal to do better than the year before. This year, we are ready and the cattle are ready.

We have added something new this year. We have moved our sale to smartauctions.co - an outline mobile App bidding service associated with Superior Livestock our longtime sale partner. Instructions on how to bid are on the next page of this catalog and at our website willowoakranch.com. **OTHERWISE, NOTHING HAS CHANGED.**

THE BULLS ARE AVAILABLE FOR VIEWING ANYTIME AT THE RANCH AND VIDEOS ARE AVAILABLE.

Over the years, the emphasis on data collection in the cattle industry has led to a number of improvements in cattle performance which we have enthusiastically embraced; however, many breeders and some breed associations have become so focused on data that they have often a number of real-world issues facing commercial cattlemen. In their head-long pursuit of data, they have gotten the practical traits: calving ease, good temperaments, good feet, good legs, good udders and longevity. At Willow Oak we have always kept those practical traits in mind. We were the first in the industry to provide our customers with temperament scores on our cattle. We did so to stress the importance we placed on temperaments in our program. We are now providing sire and dam scores on these other practical traits to emphasize the importance we place on each of them in our breeding program.

We continue our efforts to provide you with the best beef bulls available anywhere in America. Thirty-three years of concentrated breeding of improvement beef genetics through focused linebreeding has yielded prepotent bloodlines that improve beef production in well-managed commercial herds. Each year, the real world feedlot and packing house data tell us that we are spot on with our breeding program. We have computed the feedlot data from our feeder calves over the past 10 years.

REA	14.85
Choice or Better	86.48
Average Yield	67.4
Ave. Carcass Weight	957 lbs.

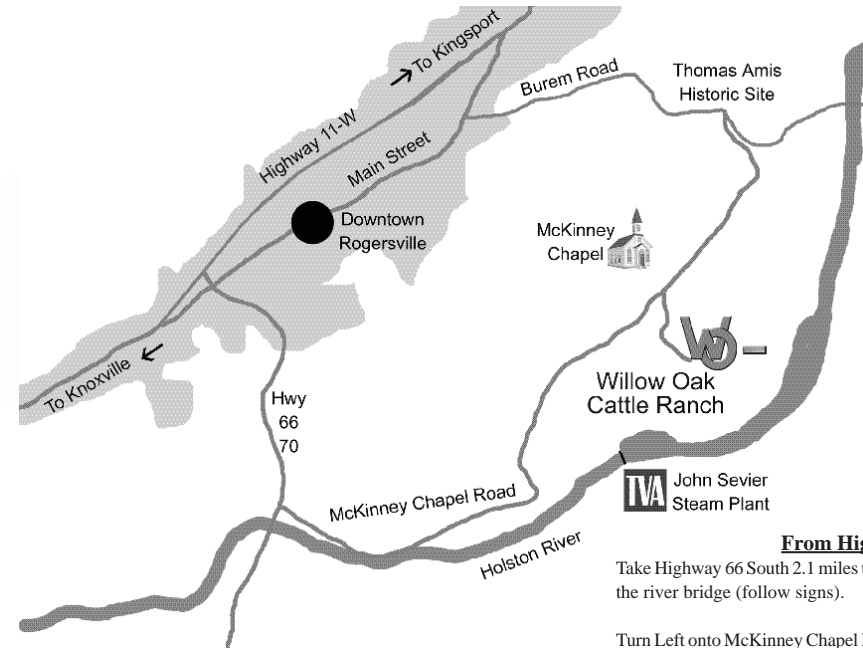
Feed efficiency is the #1 profit driver in the beef industry and the most overlooked statistic in the cattle business. Accurately isolating this data is difficult; but on several occasions, we have been able to measure feed efficiency in small groups. Willow Oak calves have consistently converted feed to gain in a 5:1 ratio. An amazing but accurate statistic - it takes nine times more energy to put backfat on cattle than it does to put on muscle. As quality grade goes up, conversion goes up. Look at the backfat on these bulls after 100-plus days on feed. Feed conversion is exceptional.

We appreciate your support of our 35th Anniversary Sale.

THE SALE CATTLE CAN BE VIEWED ON VIDEO NOW AT
www.willowoakranch.com or www.superiorlivestock.com

Richard Alan Arnold

www.willowoakranch.com



From Highway 11-W

Take Highway 66 South 2.1 miles to McKinney Chapel Road, just before the river bridge (follow signs).

Turn Left onto McKinney Chapel Road, 4.1 miles to Willow Oak Ranch.

Directions to Willow Oak

From Interstate 81

Take Exit 23, The Greeneville/ Bulls Gap Exit. Turn onto 11E, westbound to Bulls Gap, 3.8 miles to the first traffic light.

Turn Right onto Highway 66 North, 10.3 miles to McKinney Chapel Road, just past the river bridge (follow signs).

Turn Right onto McKinney Chapel Road, 4.1 miles to Willow Oak Ranch.

Willow Oak Cattle Ranch
1326 McKinney Chapel Road
Rogersville, TN 37857

