

National Beef Association

"For everyone with an interest in the  
British Cattle Industry"



[www.nationalbeefassociation.com](http://www.nationalbeefassociation.com)



**Beef**  
expo 2010

**WIN**

**£10,000!**

**BY ENTERING YOUR PEDIGREE  
BULL IN THE UK'S FIRST  
'BULL SURVIVAL SALE'**



**Competitors will have the opportunity to promote their  
Bull and Pedigree Herd before 5000 potential buyers,  
while at the same time have a 1 in 16 chance of taking  
home £10,000 for their bull** (see overleaf for details)

**Entry Forms for Bulls and Tickets to "Judge"  
are available from the National Beef Association.**

## What is a Survival Sale?

Pedigree Bull Breeders of all breeds have the chance to enter a Bull or Bulls in a unique competition to be held at **Beef Expo 2010** at Hexham Auction Mart on May 27th. This will take the format of a "Judging" and "knock-out" Competition where a lucky ticket holder will win a Bull for only £25. The winning Bull Owner will receive £10,000 for their Bull as well as the opportunity to promote their Herd in front of the UK Beef Industries leaders.

Entries will be restricted to 16 Bulls.

The entry fee of £500 per bull will entitle entrants to 6.5m x 2.5m double pen to stall their bull and display as much promotional information as possible together with sponsor's banners if you have been successful in securing a sponsor/s.

Bulls may be of any breed and will be entered under the usual conditions of sale for breeding bulls and will be covered by the NBA warranties for fertility.

## How it works

1. Tickets to **JUDGE** the Bulls will be available to anyone outside the Organising Committee, NBA Staff and Directors and will be available before and during the event. There will be no restrictions on number of tickets per purchaser.
2. The Bulls will be paraded before the public at **12.00 noon** where all those who have purchased a ticket will be eligible to vote for the bull they would take home
3. The tickets are placed in a sealed box, and the votes are counted by an independent panel.
4. The **8** Bulls with the most votes will be announced and will proceed to the next round along with the competitors who voted for them.
5. The **8** Bulls with the fewest votes along with those competitors who voted for them, take no further part in the competition.
6. The remaining competitors vote again from the **8** Bulls remaining. The process is repeated and this time the **4** Bulls with the fewest votes and those who voted for them take no further part.
7. The **final** round of voting takes place with the **4** Surviving Bulls and those competitors who voted for them.
8. **The Bull with the most votes is the winner and the breeder goes home with the princely sum of £10,000.**
9. **A ticket is drawn from all the votes received for the winning Bull in the final round and the owner of the ticket goes home with the bull.**
10. **Those unsuccessful Bulls may be offered for sale by auction at the conclusion of the competition, please indicate if you would like your bull offered for sale by auction on the entry form.**

*The committee reserve the right to refuse entry to the competition. The committee reserve the right to cancel the competition. In the event of a dispute the Committee's decision will be final. The Committee strongly recommend that Breeders entering bulls in the Survival Sale organise insurance cover for their bull as the Committee cannot be held liable for any damage or injury sustained while on the event premises. It is the Competition winner's responsibility to arrange haulage home for their bull.*

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