

Mid-Coast Opportunity Sale Update

Attention all Mid-Coast Association Members and Junior Members:

The impacts of Hurricane Harvey continue to be felt within the Mid-Coast Association and across the Santa Gertrudis Breed. Last year, the devastation of Harvey caused us to post-pone the Opportunity Sale for several months. This had a significant impact on the consigned cattle lots for the sale and impacted people's abilities to purchase cattle at the sale. This year, many hours and hard work have gone into trying to rebuild this sale for our association. However, we have realized the impacts of Harvey along with droughts across much the state continue to take its toll on the cattle industry. These devastations have impacted the number of lots and individuals willing to consign cattle to this year's sale.

While we feel it is important for our members to have this sale, we think it is even more important not to have it when we don't have the proper support (consigners and potential buyers) to have a quality sale for all involved. **Therefore, the decision has been made by the Mid-Coast Santa Gertrudis Association Board of Directors to post-pone the Mid-Coast Opportunity Sale until a date later determined.**

During our ***Annual Meeting on August 18th in El Campo, Texas*** we will have an in-depth discussion about the Opportunity Sale and how it serves the needs of our members. We are open to all suggestions and ideas on how to "get back to our roots" and make the sale "great again". We also would like any and all suggestions and ideas to be brought forward for the association's future benefit. Now is the time to have your voice heard and we encourage all to attend the ***Annual Meeting*** and join the discussion about our association and how to best serve the needs of our membership.

The Board would like to thank all of our members for their continued support as we make these difficult decisions about what is in the best interest of the Association and the membership.

Sincerely,
Mid-Coast Santa Gertrudis Association Board of Directors