

# Angus Convention Announces GRAND PRIZE



Priefert and Tru-Test partner to provide ultimate giveaway.

by *Shelby Mettlen*, assistant editor

The Angus Convention is off to a strong start, with more than 50 individuals signing up on the opening day of the event's registration and 400 individuals registering during the first week. Expectations are for more than 2,500 participants to attend the event scheduled for Nov. 5-7 at the Indiana Convention Center in Indianapolis, Ind.

Even more exciting, this year's conference attendees have a chance to win the convention's most valuable prize yet: a complete livestock management system. With registration, all individuals will be entered for a chance to get their hands on this outstanding prize package.

Priefert Manufacturing and Tru-Test scales are partnering to provide the Angus Convention's grand prize giveaway, says Becky Weishaar, director of Creative Media for Angus Media. The system, worth \$26,700, will include the Priefert Rough Stock Open Corral System for 35 head, with sweep; Priefert 35-foot (ft.) adjustable alley; Priefert Model S04 Squeeze Chute; and Tru-Test XR5000 Indicator, HD1010 Load Bars, scale mounting brackets and XRS2 eID Stick Reader.

"We're beyond excited to announce this prize package from Priefert and Tru-Test," said Weishaar. "This is an investment cattlemen and Angus producers can really use, and it's a huge reward to the winner. We're very thankful for the opportunity to partner with these two cattle industry leaders to provide this prize package."

Priefert's corral is designed to handle approximately 35 head and features a 135°



► Angus Convention attendees have the chance to win a complete livestock management system, courtesy of Priefert Manufacturing and Tru-Test Scales.

Rough Stock Open Sweep with a 30-ft. straight working alley that leads to a Model S04 Squeeze Chute. The system is constructed from the company's heaviest, most durable panels to ensure it can handle the roughest cattle. The layout features a single holding pen that feeds into the sweep. The 30-ft. working alley is adjustable and can be set to one of four widths to accommodate the size of cattle being worked. With no tools required, the "no-back" Alley Stop can be easily adjusted to prevent cattle from backing out of the alley. The durable architectural-grade powder-coat finish with UV inhibitors will add years of life to the system by helping panels resist rust, scratches and fading. The Rough Stock Open Preg Panels provide operators safe and easy access to the rear of

the cow for pregnancy checking or artificial insemination. The Model S04 squeeze chute is Priefert's No. 1 selling squeeze chute and features the Model 91 headgate that works in manual or automatic mode. This system helps take some of the "work" out of working cattle, and it is designed to be "easy on the cow, easy on the cowboy."

The eID Reader is Tru-Test's latest reader, and won't be on the market until mid- to late August. The load bars included in Tru-Test's package will allow the producer to mount the scale under the Priefert chute. Tru-Test's scale package alone is valued at nearly \$6,590.

"Priefert is excited to partner with Angus to be the major giveaway sponsor for the 2016 convention," said Courtney Dyer, director of marketing for Priefert Manufacturing. "We have steadily increased our participation with the convention each year because we see real value in the event and in the quality audience that attends. Much like Priefert, Angus producers sell a value-added product and really understand and appreciate what that means. By partnering with Tru-Test, Priefert has been able to elevate the product giveaway to a whole new level and provide a total management system for Angus producers."

The giveaway will take place at 9:30 a.m. CST on Monday, Nov. 7, and the attendee must be present to claim the prize. Head over to [www.angusconvention.com](http://www.angusconvention.com) today and register for the convention and your chance to win!

