



Col. Luke Mobley
205-270-0999
LukeMobley1@gmail.com
www.LukeMobley.com
600 West Pine St.
Batesville, AR. 72501

July 8, 2025

Dear, Heart of the Ozarks Angus Association Member

I am pleased to be working with the **Heart of the Ozarks Angus Association (HOAA)** on the Fall 2025 sale to be held **November 1, 2025** at the Ozark Regional Stockyard in West Plains, MO. **Please Note the NEW SALE DATE!**

Entry deadline 9/1/25,

Entry Fee: Payable to **Mobley Auction Service Escrow.**

Please email a copy of the completed **Sale Entry Form / Auction Contract** before mailing it with the entry fee. You may send the completed form and fee to: **Mobley Livestock Marketing** 600 West Pine St. Batesville, AR 72501

Marketing Materials:

To showcase your cattle effectively, quality **photos** and **videos** will be used for marketing across our website, sale catalog, social media, and **LiveAuction.TV**. **Photos Due:** September 1, 2025. **Videos Due:** October 13, 2025. Please email photos and videos to: **LukeMobley1@gmail.com.**

Sale Catalog Ads:

A sale catalog ad is a great way to show your support and help offset printing costs. Ads are available for purchase: Full Page: \$1,000, 1/2 Page: \$500, 1/4 Page: \$250. 1/8 Page or Business Card: \$125. **Special Offer:** Purchase an ad in both the **Spring & Fall sale catalogs**, and receive the second ad at **half price**. **Ad Copy Deadline:** September 1, 2025. Please email your ad copy to: **LukeMobley1@gmail.com.**

If you have any questions or need assistance, please feel free to contact me. I look forward to working with you to make this sales a success.

Thank you!

Luke Mobley

205-270-0999

www.LukeMobley.com



Sale Rules & Regulations:

1. Each consignor is required to be a member of the Heart of the Ozarks Angus Breeders Association.
2. All animals must have valid American Angus Association registration certificates and meet the following criteria, i.e. rules to be eligible to sell.
3. All services shall be eligible for registration.
4. Consignment fee of \$100 per lot. Entry fee must be received at least 30 days prior to the sale.
5. All cattle six (6) months of age and older are required to be genomic tested and DNA parent verified. DNA must be submitted ahead of the entry deadline to allow for the DNA results to be printed in the sale book.
6. All bulls must be a minimum of 12 months of age and a maximum of 30 months of age by sale date and must have a breeding and soundness exam performed by a licensed veterinarian stating they are a satisfactory potential breeder, conducted within 60 days of sale date. Any non-virgin bull or any bull over 2 years of age must be tested for trichomoniasis. All bulls will have a \$2,000 floor.
7. Cattle over ten (10) years of age by sale day are not eligible for consignment.
8. All calves over ten (10) months of age at time of sale will be sold as separate lots and be charged full sale expense.
9. Consignors shall furnish an official health certificate issued within 30 days of sale date. All calves old enough to be split from dams will need a separate health paper.
10. All cows that sell as bred and safe in calf must have a pregnancy examination within 30 days of sale and stated stage on health papers.
11. All cattle must be clipped, washed and clean or they will not sell. A screening committee consisting of the president and two board members will inspect all cattle in the sale barn prior to the sale. The committee reserves the right to reject from the sale any cattle that are deemed in the opinion of the committee to be unsound and/or not meet the sale standards.
12. All cattle and calves are required to be tagged with tag numbers corresponding to lot numbers in catalog.
13. Cattle must be at the sale site by 3:00 pm the day preceding the sale.
14. Individual consignors are responsible to bring their registration papers for consigned lots to the sale and turn them into the association secretary. The association will transfer the cattle to the new owners.
15. No straw or hay is to be left in pens. Abuse of this rule will result in a \$100 per pen assessment to consignor.
16. All cattle that sell must be free of AM, NH, and CA by ancestry or by testing, this includes service sires and calves at side of dams.

Heart of the Ozarks Angus Association Commercial Heifers Program:

1. Commercial heifers must be 12-24 months of age on sale day.
2. All heifers must be bred or open, no cow/calf pairs are allowed.
3. All heifers must be black, black baldy or black motley-faced.
4. All heifers must Angus influenced with no ear, spots or dairy-cross.
5. Bred heifers must be bred to a registered Angus bull that has a valid American Angus Association registration number.
6. Bred heifers can be serviced by A.I. or by natural service by registered Angus sire.
7. Bred Heifers must be bred to an Angus bull with a CED at or above a "7" on their EPD's.
8. Bred heifers must be pregnancy checked within 30 days of sale date.
9. All open heifers must be pelvic checked by a veterinarian and a guaranteed breeder.
10. All heifers will be viewed by the screening committee prior to sale day. Screening committee has the power to reject animals due to body score, blemishes, soundness, or disposition.
11. 5% commission will be charged on all sale day lots.
12. Minimum animal groups of 3 head are required.

Animal Disease Traceability (ADT): All sexually intact cattle 18 months of age and older need to have an official identification tag that is both visually & electronically readable. Please check with your veterinarian for official requirements.

Cattle Information Send via Email:

Bull, Female or Commercial Female entry information **Must be Typed & Sent via Email** to LukeMobley1@gmail.com including the following information.

Please use the below format when typing information and send all entries in one email.

Bull Name

Registration #
DOB M/D/Yr
BW __, Adj WW ____, Adj YW ____
Footnotes:

Female Name

Registration #
DOB M/D/Yr
Breeding: Date & Service Sire
Footnotes:
Lot A: Calf at side Name
Registration #
DOB, Note if Heifer or Bull
Sire of Calf, Footnotes

Commercial Females

Number of head
Breed %
Breeding: Date & Service Sire
Footnotes:

Please Note: (On Sale Day) If the female will be sold as a Bred Female, Pair, or 3-in-1, (If bred note if AI or NS & Date) please provide this information so she can be properly cataloged.

Entry Form / Auction Contract

Heart of the Ozarks Angus Association Sale 11/01/2025
West Plains, Missouri



Owner & Ranch Name: _____
Address: _____ City _____ State _____ Zip _____
Cell Phone: _____ Email Address: _____

Bulls:

AAA #	DOB	BW, Adj WW, AdjYW	Footnotes:
_____	_____	_____	_____

Registered Females:

AAA #	DOB	Breeding: Date, AI or NS, Service sire & AAA
_____	_____	_____

Lot A calf at side Name	AAA #	DOB	Heifer or Bull,	Sire & AAA #
_____	_____	_____	_____	_____

Please Note: If the female will be sold as a Bred Female, Pair, or 3-in-1, please provide this information so she can be properly cataloged.

Commercial Females:

Number of head	Bred %	Breeding Date & Service Sire: note if AI
_____	_____	_____

By signing I have read, understand, and agree to abide by the sale rules, guidelines, sale agreement contract with Mobley Livestock Marketing and to all conclusions and decisions of sale management.

Signature of Owner: _____

Date: _____

Entry fee: \$100 per Bull or Registered Female entry, \$30 per commercial female (**Check payable to: Mobley Auction Service Escrow**). **Entry Deadline to consign bulls & females September 1, 2025.** Mail to Mobley Livestock Marketing 600 West Pine St., Batesville, AR 72501

Please contact Luke Mobley @ 205-270-0999 if you have any questions or concerns!