

For Immediate Release.
FAIR PLAY, SC
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SALACOA VALLEY FARMS AND SPITZER RANCH ANNOUNCE FORMATION OF NEW MARKETING ALLIANCE

David and Susan Vaughan, owners of Salacoa Valley Farms, Fairmount, GA and John and Patricia Spitzer of Spitzer Ranch, Fair Play, SC have recently joined forces in an alliance dedicated to increasing value and services to the Commercial Cattle Industry as well as other Seedstock Producers. Their first joint effort will be hosting the Spitzer Ranch Performance Tested Brangus Bull Sale at the Calhoun Stockyards, Calhoun, GA on Saturday February 28, 2009. Combining the spring bull sale of both operations, as well as cooperators with each program, will allow them to offer buyers 88 Performance Tested Brangus Bulls as well as a projected offering of over 100 Brangus Gold tagged commercial females.

Salacoa Valley Farms has a long agricultural history, with the past 21 years being devoted to Brangus genetics. The Spitzer's agricultural roots also go back over a lifetime and they have devoted 26 years to developing their Brangus herd. *"Combining our efforts seemed like a natural evolution as both our operations are performance minded and focused primarily on providing genetics to commercial cattlemen"*, states David Vaughan. In addition to Spitzer Ranch conducting the February bull sale, Salacoa Valley Farms will continue to have a bull sale the last Saturday in September (September 26, 2009) as well as a Registered Brangus Female Production Sale the second Saturday in June (Saturday June 13, 2009). The sales will also include Salacoa

Valley Farm's longtime cooperators Whip O Will Land & Cattle, L&W Cattle Company and Quail Creek Brangus as well as Bar T Ranch, Three Creeks Brangus and WaterPoint Cattle Company, Spitzer Ranch cooperators.

What this alliance does is give customers two options to purchase bulls of similar genetic background depending on whether they need to buy bulls for a spring or fall calving program. All bulls from both programs will have completed a Forage Based Performance Growth Testing and Development Program focused not necessarily on maximum gain, but on developing athletic bulls. No one provides more performance information to help customers decide on which bulls best fit the needs of their particular operation. Other services provided will be reasonably priced semen sales from their impressive herd bull batteries; an opportunity to sell females at their Commercial Brangus Customer Female Sales held in conjunction with both the spring and fall bull sales; a commercial female buyback program and operating a "Clearing House" matching potential buyers with those customers having females for sale.

Additionally they have buyers seeking calves sired by Salacoa Valley Farms and Spitzer Ranch Brangus bulls and have the professional contacts to enable you to send calves to various feedlots in retained ownership programs. *"Whatever your preferred marketing choice, we will work with you to get the extra dollars you deserve for your Brangus sired calves"*, adds John Spitzer. Another effort to reward customers is their Dollars-Off-Credits program for returning carcass data on calves sired by their bulls. By returning carcass data you can earn from \$100 to \$500 in certificates that can be used as cash at either bull sale.

Transportation costs continue to rise, but they provide bull customers free shipping to various points in SC, NC, GA, and AL as well as free shipping anywhere on purchases over \$10,000 (one bull or a truckload). Hauling to other states will be higher, but they will work with you to get your bulls delivered as economically as possible.

Both Salacoa Valley Farms and Spitzer Ranch pledge to continue to expand the genetic value and services offered to their customers. Ben Spitzer, General Manager of Salacoa Valley Farms says, "*The Commercial Cattle Industry continues to get more challenging and complex. By joining forces and working together we firmly believe we can offer customers more ways to put more dollars in the bank*". For information on the February Bull and Commercial Female Sale, any of their services or a request to be on their mailing list for Newsletters and Catalogs contact the Spitzers at 864/972-9140 or 864/710-0257 or spitzeranch@mindspring.com; or contact Ben Spitzer, General Manager, Salacoa Valley Farms, at 770/337-2295 or ben@svfbulls.com.

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