

THANK YOU



2025 BUYERS

CATTLE

Boekhoven Seeds
Cangrow Crop Solutions
Cowan Farm Drainage
Clark Bros Canadian Livestock
Denfield Livestock Exchange
Dennis Sinclair
Dykstra Farms
Elliott Shetland Farms
First Family Homes Inc
Fullline Farm Equipment
Highgate Tender Meats
McLeod Water Wells
New Life Mills
Ralph Bos Meats
St. Clair Mechanical
Tim Zavitz & Ray Stanton
VanHeck Funeral Homes

LAMBS

Axiom Mutual Insurance
B&L Farm Services
Best Environmental Technologies
Butter Farms Inc
Chad Pickering
Clark Bros Canadian Livestock
Crinan Farms
De Dell Seeds
Dekalb
Floridale
Glencoe Country & Garden
Highgate Tender Meats
Irwin Farms
J&E Meats
John Werden Livestock
Macksvillview Farms
McAlpine Seeds
New Life Mills
ProRich Seeds
Rhodes Seeds & Service
Stewart Welding
Tim Seifried (Premier Equipment)



2025 Grand Champion Lamb

Brinley Miller

Purchased By: Axiom Mutual Insurance

BUYERS GUIDE

TUESDAY OCT. 13TH, 2026

Glencoe Curling Arena & Fairgrounds
12:30pm Show Begins
5:00pm Reception
6:00pm Dinner
7:30pm Sale Commences



CONTACT US

Cathleen Boekhoven -SWOLP Secrestry
(519)-808-2111

www.redbrandshow.ca

Letter From The President

For 74 years, the Red Brand Show & Sale has been a special tradition, giving young local livestock producers the chance to showcase and sell their market animals.

We are deeply grateful to our past buyers and sponsors—your generosity keeps this event alive. We warmly invite you to join us again and support this year's show and sale on Tuesday, Oct. 13.

Your presence makes a difference, and we'd be happy to answer any questions you may have about the sale. Please don't hesitate to reach out.

Please feel free to contact myself if you have any questions about our sale .

Reed Crawford

(519)-857-7333

Buyer Appreciation

- Buyers will be recognized at the Brand Show & Sale, Facebook, & on our website.
- Sale results and Grand Champion photos with buyers will be featured in the Ontario Farmer.
- Complimentary dinner tickets will be provided to your company.



How it works

• Registration

Visit the table beside the sale ring in the Curling Arena. Provide your contact name, address, phone number, and instructions for your purchase if you're the successful bidder.

• Purchase Options

Option 1 – Send to Market

Animal is sold for meat value; market price is deducted from your cost. Example: Purchase at \$5/lb X 1,400lbs =\$7,000, market return \$4,270 → your net cost \$2,730.

Option 2 – Keep for Meat

Animal is delivered to your chosen abattoir from our list. You arrange cutting instructions, pick up meat, and pay for processing.

• Payment

Payment is encouraged the night of the sale by cheque or cash. All buyers receive an invoice after the sale. If the animal goes to market, you will receive invoice once the market price is known. Sellers are paid only after buyers pay in full.

• Where Your Money Goes

Proceeds go directly to the exhibitor, minus a small SWOLPA commission.

• Tax Benefit

Consult your accountant to see if your cattle purchase qualifies as a business expense.

• How Bidding Works

Bidding is by price per pound. Raise your hand or signal the ring crew to bid. Highest bid wins.

• If You Can't Attend

Contact a SWOLPA director to place a proxy or advance bid.