



MEDIA RELEASE

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ANNUAL PURPLE RIBBON AUCTION DRAWS CROWD

St. Paul, MN (8/29/2009) - Quality animals, quality kids, and quality buyers made the 30th annual Purple Ribbon Auction a celebration of purple ribbon people and animals. The annual parade of champion beef, lambs, goats and swine set seven new record prices. The auction raised more than \$305,000 in additional premium dollars from 89 head for Minnesota 4-H youth and programs.

The Champion Market Beef Steer was a middle-weight crossbred shown by Trevor Holm of Murray County. Butch Ames of Ames Construction had the successful bid of \$14,500 for a new Minnesota record price. The Reserve Champion was another crossbred steer from the heavy-weight division owned by Jason May of Dakota County which also set a record with the final bid from a group of long-time buyers including the Minnesota State Fair Concessionaires, Dakota County Purple Ribbon Club and Anchor Bank for \$9,200.

Longtime South St. Paul supporters Central Livestock/CRI, O&S Cattle Company, American Foods Group, joined the Faribault County Purple Ribbon Club to place the record bid of \$9,300 for this year's Grand Champion Dairy Steer exhibited by Megan Linder of Faribault County. The Reserve Champion Dairy Steer shown by Katelyn Smith of Freeborn County tied the record price of \$6,600 when all was said and done for a purchasing group made up of the Albert Lea Seed House, AgStar and the Minnesota State Fair Concessionaires.

This year's light-weight barrow was named Grand Champion Market Swine for Mitchell Dinse of Steele County as it sold for \$6,200 to a group of long-time auction supporters including Hormel Foods, John Morrell & Co., AgStar and Land O' Lakes, Inc. The Reserve Champion Barrow shown by Zackary Williamson of Freeborn County was purchased for \$4,100 by the partnership of Pioneer Hi-Bred Seeds, ADM Alliance Nutrition, Minnesota Farm Bureau and Rodney Wayne. The Champion Market Gilt brought a record price of \$6,200 for Adriane Rentschler of Jackson County when the Phillips Agency, Extended Ag Service, AgStar, Monsanto, and Randy Morris Show Pigs joined forces. The Reserve Champion Market Gilt exhibited by Sarah Orban of Freeborn County brought Monsanto and AgStar together as they partnered with the final \$2,500 bid.

The Grand Champion Market Lamb was a middleweight shown by Jaclyn Dingels of Redwood County. She received record price of \$5,500 from new buyer Long Chen-Mong Meats of South St. Paul and the Redwood Area Business and 4-H Supporters Group. The Reserve Champion Market Lamb exhibited by Evan Koep of Jackson County, also established another new record of \$3,300 when three buyers including AgStar, Pioneer Hi-Bred Seeds and the Jackson County Purple Ribbon Club joined forces.

The Purple Ribbon Auction welcomed Walmart as a new buyer this year as they helped set two new record bids on the purchase of both champion goats. Justin Quam of Olmsted County exhibited the Grand Champion Meat Goat and it sold for \$4,500 lead by Walmart along with supporters Fred and Phyllis Groth and Tom and Sandy Mueleen. The Grand Champion Dairy Meat Goat exhibited by Paige Johnson of Fillmore County sold for \$2,700 to a group including Walmart, Fillmore Purple Ribbon Club and the Minnesota Meat Goat Supporters.

Proceeds from the Purple Ribbon Livestock Auction go to the winning 4-H youth and 20% of the funds are designated to further Minnesota 4-H, the Minnesota 4-H Foundation and the Auction Scholarships. Twenty 4-H Livestock Auction Scholarships were awarded this year from the premiums received last year and matching dollars thanks to the generous support of AgStar Home Mortgage, Hormel Foods, LA-CO Industries, John Morrell & Co., Thousand Hills Cattle Co., SMSC Business Council, Corn Roast, Paramount Attractions, Winkel Enterprises, John Story Consulting, Interstate Power Systems and individual supporters Richard and Bonnie Compant, Kent Thiesse and Greg Harder.

The Minnesota Purple Ribbon Auction is sponsored by the Minnesota Livestock Breeders Association each year.