

WLS

wells livestock services

QUARTERLY CUSTOMER NEWSLETTER

Spring 2011

Dear Valued Customers,

It truly is a great time to be in the farming and livestock industries as both are experiencing record highs in the markets. These market highs have influenced many to invest their extra revenue back into their operations by adding to or expanding their livestock facilities. This increased demand for equipment has forced the turn around time on an order of Titan West equipment to be a minimum of 6 weeks. Titan West is doing everything they can to keep their delivery time as short as possible, however we haven't seen demand like this in several years. If you are planning a major addition or over-haul of your facilities, I'd encourage you to plan ahead for the extended turn around time.

The current beef market has also increased the demand for private-treaty cattle sales. Dan is in constant contact with individuals from all aspects of the industry and has listings of cattle for sale as well as buyers looking to buy. If you are looking to buy or sell a group of open heifers, bred cows, cow/calf pairs or bred heifers let Dan know right away.

If you have any questions or comments regarding the Quarterly Customer Newsletter or any of the items we offer, please don't hesitate to give me a call at 740-505-3843.

Thanks, Dan

Steel Price Outlook

The steel market continues to be unsettled and as usual it is hanging right with the fuel market and continues an upward climb. This has forced both Titan West and Riverode Sales to enact price increases. On March 7th, Riverode Sales was forced to put a 15% increase on their entire equipment line. Titan West was forced to put into effect a 10% increase on small diameter steel items like gates, continuous fence & portable panels, as of April 1st. Titan West anticipates additional increases on the remainder of their line over the next couple months. The timing of these increases will be

affected by the continual fluctuation in steel prices and how quickly their current steel supply is depleted.

New WLS Website

The WLS website was completed shortly after the mailing of the Winter '11 Newsletter, and has seen lots of traffic. We have had over 300 visitors through the first quarter of the year. If you haven't checked out our website, you need to take a look at what we have to offer at:

www.wellslivestockservices.com

2011 Ohio Beef Expo

This year's Ohio Beef Expo was again a huge success with over 30,000 beef enthusiasts attending the three day show at the Ohio State Fairgrounds, proving why it is hands down the best Beef Expo in the Midwest! Thanks to everyone that stopped by and visited our booth. We enjoyed the opportunity to reconnect with many of our past customers and to get to know many potential new customers.



Scenes from the 2011
Ohio Beef Expo!



Current New Inventory

- 24' O.K. Corral
- Bextra West Bale Feeders Round & Square
- 10' Titan Creep Panel
- Poly Bull Master Mineral Feeder w/ Fly Killer Kover and/or Rubber Weathershield
- Titan West Feed Bunks



Poly Bull-Master Feeders
w/ Fly Killer Kover

The Poly Bull-Master mineral feeders with the Fly Killer Kover have been very well received through spring shows and we anticipate demand to remain strong through the summer. If you are planning to try these innovative feeders this summer, we encourage you to call today to reserve yours and schedule a pick-up or shipment!

Thanks, Dan

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Upcoming Show Schedule:

July 19- 21, 2011

Michigan Ag Expo
Michigan State University
East Lansing, MI

September 20-22, 2011

Ohio Farm Science Review
Molly Caren Ag Center
London, OH

Authorized Dealer:

**TITAN
WEST INC.**
Livestock Handling Equipment
1-800-252-0847 www.titanwestinc.com

RIVERODE SALES, INC.
www.riverodesales.com

Spring Specials!

Take advantage of these Spring Special prices through May 31st!

**-Titan West O.K. Corrals (any size)
10% off Retail**

**-Titan West Continuous Fence (any size)
Buy 12 sticks, get 1 free!**

**-Titan West Utility and Combo Chutes
Buy Chute get Manual Neck Ext. free!**

**-Riverode Equipment
Take 10% off any total order of
\$5,000 or more!**

The results are in!

Oklahoma State University recently performed a research study to analyze the efficiency of several popular round bale feeders. The Bextra West feeder by Titan West was compared against different versions of a standard 8ft. feeder. And to no surprise, the Bextra West feeder took first place with a hay wastage of just 6%, compared to 20-25% with the other feeders tested. These results are a tremendous testament to the added value a Bextra West feeder offers and validates our original projected hay wastage of <10%.

You can view You Tube videos of the research project and the results at...**Hay Waste Research:** <http://youtu.be/1-u9BUfINN8>
The Results: <http://youtu.be/XDf3q3vsVG0>



*Again this year we will be offering our Hay Season Special on Bextra West Feeders with \$50 off retail on any order placed by August 20th, for Fall pick-up or delivery!
More details included in the Summer Newsletter.*

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625 Cattail Rd.
Chillicothe, OH 45601

- Titan West & Riverode Livestock Handling Equipment Sales
- Specialized Livestock Marketing Services

Give Dan a call at 740-505-3843!

Equipment Spotlight

It goes up fast, and is...
Made to Last!

Our continuous fence is one of the most unique and one of the strongest livestock fences on the market today!

Constructed of high tensile square & round tubing. Designed with six vertical tubs spaced every 4' on each 20' panel. Mounting & connecting hardware included with each panel.

Can be used for:

- Feedlot Fencing
- Crowding Alleys
- Corral & Working Pens
- Show Pen Runs
- Round Pens
- Rodeo & Riding Arenas
- Decorative Yard Fencing



***Titan West
Continuous Fence***