



FOR IMMEDIATE RELEASE

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Ohio Beef Expo expanding online coverage

The Ohio Beef Expo is expanding a feature that was added last year for interested producers who can't attend the show. Live streaming video will be provided on the Hereford, Shorthorn, Simmental and Maine-Anjou sales on Saturday, March 20 as well as both the junior show steer and heifer rings on Sunday, March 21. This coverage can be accessed on the Ohio Beef Expo site at www.ohiobeefexpo.com or at www.dvauction.com. The video coverage will be done through dvauction.com and users must sign up for a free [dvauction](http://dvauction.com) username on their site during the week of March 15 in order to view the sales and shows. If you are interested in bidding online you must sign up at least 24 hours prior to the start of the sale. Dave Campbell Insurance Agency is sponsoring the coverage of the junior shows.

As always, www.ohiobeefexpo.com will be updated throughout the weekend with event results including sales and real time coverage of the junior show.

For complete details on the 2010 Ohio Beef Expo, visit www.ohiobeefexpo.com. The Ohio Beef Expo is a function of the Ohio Cattlemen's Association (OCA). The OCA is an affiliate of the National Cattlemen's Beef Association and is the state's spokesperson and issues manager for all segments of the beef cattle industry including cattle breeders, producers and feeders. It is the grass roots policy development organization for the beef business. Through the Ohio Cattlemen's Association, cattle producers work to create a positive business environment, while providing consumers with a safe and wholesome product.

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