



americasheartland.org

Name _____

Student Study Guide
America's Heartland

Episode 107 – To The Highest Bidder

1. What is the location for this segment of America's Heartland _____,
(city or town)

(state)
2. Why do America's farmers and ranchers rely on auctioneers to sell their products? _____

3. What do the auctioneers in this story sell? _____
4. How did these brothers enter the auctioneering business? _____

5. Each year they auction more than _____ head of cattle from
_____ western and midwestern states.
6. Both brothers are winners of _____.
7. What qualities does a top auctioneer need? _____

8. Describe a quick-paced cattle auction: _____

9. What are the biggest challenges a cattle auctioneer must face? _____

© 2008, KVIE and the American Farm Bureau Foundation for Agriculture