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I watch RFD-TV on Dish Network. One of the reasons I refuse to change to Direct TV, no matter how enticing AT&T makes it, is because Direct TV doesn't want to carry RFD-TV. Not only is RFD-TV entertaining to my family and myself, it is essential to my livelihood. I watch the Superior Auctions both to sell my own cattle and to educate myself about the pricing of the market. I get information on what the buyers are looking for, whether it is necessary/helpful to wean, castrate, inoculate my calves, information that I don't get elsewhere. Additionally, RFD-TV can be counted on to offer good clean entertainment, something it is increasingly difficult to find on other cable and network stations.