

Demand for Brangus Genetics Red Hot!

6 Donors Grossed \$163,500.00 to Average \$27,250.00
7 Flushes Grossed \$81,000.00 to Average \$11,571.43
7 Open Heifers Grossed \$70,000.00 to Average \$10,000.00
3 Bred Heifers Grossed \$25,000.00 to Average \$8,333.33
1 Embryo Lot Grossed \$40,500.00 to Average \$40,500.00
1 Semen Lot Grossed \$5,500.00 to Average \$5,500.00

25 Total Lots Grossed \$385,500.00 to Average \$15,420.00

A standing room only crowd of enthusiastic Brangus breeders were on hand to snap up the first annual Ideal Video Customer Appreciation Sale offering. Bidding was torrid as buyers from twelve states and two foreign countries competed to own the elite Black and Red Brangus females, herd sires and genetic packages represented in this offering.

When the gavel fell in a hotly contested battle, Lake Majestik Farms, Flat Rock AL., claimed the high bid at \$45,000 for Lot 7, Ms Brinks Lambert 803T6. She ranks in the breed's top 3% for IMF and boasts 9 traits above breed average. She is the dam of the \$80,000 CB Passport 803Y11 and was consigned by Burke Brangus Farm, Waynesboro, GA and Truitt Brangus Farm, Auburn, AL.

Lot 1 was the next high selling genetic package as Schmidt Farms, Simms, TX sold 50 embryos from their young and elite donor cows in packages of 5. Embryo packages ranged from \$5,500 to \$2,000 and buyers including Lunar Brangus from Australia, and domestic buyers, Lake Majestik, Valusek-Payne Show Cattle, Genesis Ranch, Cavender Brangus, Chimney Rock Cattle Co, Draggin M Brangus and Miller Brangus.

Westall Ranch, Arabela, NM paid \$40,000 to own Lot 5, Ms Brinks GD Fortune 541P103. She is a proven donor with impeccable credentials, a 9 embryo per flush average and well over \$150,000 in progeny sales to date. She is by the feed efficiency king, Good Fortune and has placed females in

many of the leading herds in the breed. She was consigned by Draggin M Ranch, Eldorado, AR.

Lot 4 was the fourth high selling female as Bushley Creek Cattle Co and Cross N Farm, both of Olla, LA, paid \$29,000 to own Ms CRC Csonka 263U3. She is a maternal sister to one of the heaviest used AI sires in the breed, CRC Landau 263X2. She also ranks in the breed's top 1% REA and 4% YW. She was consigned by Clem Brangus, New Summerfield, TX and Michael Bennett, Tennessee Colony, TX.

Lake Majestik struck again with the winning bid of \$20,000 to own Lot 6, Ms Brinks Singletary 541T42. She is one of the true power cows in the breed ranking in the top 1% YW, 3% REA, 4% WW and 5% IMF EPDs. This big bodied matron was consigned by Cavender Brangus, Troup TX.

\$18,500 was the winning bid by Valusek-Payne Show Cattle, Rosharon, TX to Own Lot 3, SVF Lead Gun 23T721. She is sired by the incomparable Lead Gun and out of the MVP of SVF, 23M28. She is balanced in herr EPD make up and averages 17 embryos per flush. She was consigned by Salacoa Valley Farms, Fairmount, GA.

International buyers were on hand as well. Telpara Hills, Queensland, Australia purchased three flush consignments and a bred heifer. Telapara Hills' feature purchases were both flush lots 9a MB MS New Direction 17R5 for \$8,000 & 9b MB Ms Freight Liner 541K for \$8,500 from Miller Brangus along with Bred Heifer consignment Lot 18 JOJ's Ms Onstar 801Y for \$11,000 from JOJ Brangus.

Volume Buyers were Lake Majestik, Westall Ranches and Bushley Creek Cattle Co.

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