

Southern Cattle Company Sees Torrid Brangus Demand

73 Registered Fall 3N1's grossed \$325,550 to average \$4,460
68 Registered Spring Pairs grossed \$211,200 to average \$3,357
67 Registered Fall Bred Cows grossed \$194,250 to average \$2,899
6 Registered Spring Bred Cows grossed \$13,900 to average \$2,317
19 Registered Fall Bred heifers grossed \$37,200 to average \$1,958
233 Registered Brangus and Ultrablack Female Lots grossed \$782,100 to average \$3,357

3 Semen lots grossed \$7,250 to average \$2,417
37 Embryo Lots grossed \$55,750 to average \$1,507

23 Commercial Pairs grossed \$56,050 to average \$2,437
228 Bred Commercial females grossed \$522,850 to average \$2,293
251 Total Commercial females grossed \$578,900 to average \$2,306

524 Total Lots at Southern Cattle Company grossed \$1,424,000 to average \$2,718

117 buyers from 14 states expressed their approval both in person and on the internet through DV Auctions, of the powerful set of Registered Brangus and commercial females offered by Southern Cattle Company June 21, 2014. An impressive contingent of 98 buyers from the Southeastern states of Alabama, Florida, Georgia, Louisiana, and Mississippi snapped up the majority of the quality offering.

Topping the days sale at \$32,000, was Lot 38, Ms Brinks BS 607L11 468S77 and her fall heifer calf at side. Cross N Farm and Bushley Creek Cattle Co, Olla, La., teamed to pay \$27,000 for this proven donor cow out of the great 468G15 cow. Her fancy heifer calf by 331X3, an Hombre son, proved to be the most valuable heifer calf at side as Don Thomas and Sons, Madison, Mo., paid \$5,000 to own her.

The day's second high selling lot, at \$17,500, was Lot 35 Ms Brinks New Era 468P22 and her fall bull calf at side by 331X2. Salacoa Valley Farms, Fairmount, Ga., paid \$14,500 to own the proven donor out of 468G15 who posts the big REA EPDs. EC Farms, Mocksville, N.C., paid \$3,000 to own her good bull calf at side.

Two lots commanded the bid price of \$17,000. Lot 191, Ms Brinks BS 607L11, sold to Salacoa Valley Farms for \$17,000. She is a full sister to the sale topper, Lot 38, and another proven donor out of 468G15. Draggin M Ranch, El Dorado Ar., also paid \$17,000 for 2/3 interest and possession of Lot 229, RBM Ms Jethro 924W5. She is a full sister to Onstar and Eligido and had a nice spring heifer calf at side.

Lot 179, MS Brinks Lead Gun 317R2, was the fourth high selling lot as Westall Ranches, Carlsbad, NM, paid \$16,000 to own this full sister to Lambert. This proven donor averages over 6 embryos per flush.

Miller Brangus, Waynesboro, TN paid \$12,500 to own Lot 36, Ms Brinks Lead Gun 468S63. This moderate Lead Gun daughter records top 1% of the breed BW and REA with top 10% IMF EPDs. Her good 331X3 fall born bull calf sold to Hayman's 7 11, Kenansville, Fla., for \$2,500.

Salacoa Valley Farms purchased Lot 37, Ms Brinks Lead Gun 468S64 for \$11,500. A full sister to Lot 36, she averages 8.75 embryos per flush. Cliff and Judy Stewart, Leighton, AL, paid \$3,000 for her super heifer calf at side by 331X3.

The days commercial cattle were topped at \$2,700 as Caleb Humphries, Nicholson, Ga. paid the bid price on a set of fancy Braford and Tiger striped fall bred heifers.