

SALE SUMMARY

GENETRUST @ Suhn Cattle Company

March 28, 2017

Eureka, Kansas

- 23 Brangus & Ultrablack Long Yearlings \$4,913
- 120 Brangus & Ultrablack Yearlings \$5,633

- 143 Brangus & Ultrablack Bulls Gross \$789,000 to Average \$5,517

As the Brangus breed continues to gain popularity among cattlemen for its ability to add performance, carcass merit, and maternal excellence to many of the English-based cowherds across the country, this demand was not more evident anywhere in the spring of 2017 than at the annual GENETRUST event hosted by Suhn Cattle Company, in Eureka, Kansas, on March 28.

Leading off the power-packed offering was Lot 129 from Schmidt Farms, SF Foundation 909D9. A superior combination of calving ease, performance, carcass merit, and structural integrity, and sired by Suhn's Foundation, he commanded a winning bid of \$45,000 for two-thirds interest and full possession from Joe Cavender of Cavender Brangus, Troup, Texas. Following right behind him in the sale order was Lot 39, a calving ease son of Vorel's Online, from Suhn Cattle Company, Suhn's Online 30D26. A phenotypic gem with the combination of calving ease, growth, and carcass to boot, his highly sought-after type was acquired at \$20,000 for two-thirds interest and full possession by Oskar Juarez and Pepe Medina of Clover Ranch, Marietta, Georgia. Ultrablack bulls continued to see outstanding demand throughout the day and were led off by the third bull in the ring in lot 81, Suhn's Resource 331D16, from Suhn Cattle Company. A son of the Angus icon, SAV Resource, this herd sire prospect combined elite carcass data with tremendous dimension and volume to land in the hands of Randy Schmidt, of Schmidt Farms in Texarkana, Texas, and Joe Cavender, of Cavender Brangus in Troup, Texas, at \$17,000 for half interest and full possession.

By mid-afternoon, 23 long yearling bulls had averaged \$4,913 with 120 yearlings averaging \$5,633 for a total of 143 Brangus and Ultrablack bulls that averaged \$5,517. Volume buyers included Paul Young, of Austin, Nevada; Lonnie Nichols, of Eureka, Kansas; and Shawn Hilty, of Big Sandy, Montana.

For more information on breed-leading Brangus seedstock, the nation's foremost line-up of Brangus & Ultrablack artificial insemination sires, females, embryos, or private treaty bull offerings, visit www.genetrustbrangus.com.