

GENETRUST @ CAVENDER'S NECHES RIVER RANCH SALE

APRIL 22 - JACKSONVILLE, TEXAS

Registered Brangus & Ultrablack Female Averages

- 5 Donors \$13,300
- 19 3n1s \$5397
- 74 Open Heifers \$4750
- 28 Bred Heifers \$4714
- 4 Bred Cows \$4063
- 5 Spring ET Pairs \$3220

- 135 Total Registered Brangus & Ultrablack Females Average \$5073

Commercial Brangus Female Averages

- 150 Spring Brangus Pairs \$2548
- 98 Brangus Bred Heifers \$2529
- 96 Brangus Open Heifers \$1468
- 50 Red Angus Bred Heifers \$1800

- 394 Total Commercial Females Average \$2185

Leading off the offering was an added lot of 150 units of semen selling in five-straw increments on the breed's leader in registrations, TJM Three D 302A. Due to an injury forcing a short supply of semen, the bull's owners, Cavender Brangus, Schmidt Farms, and TJM Ranch, offered this opportunity to the public, which resulted in 150 units, selling in five-unit increments, averaging \$159/unit. Next in the ring was Lot 44, the dam of Three D, Oaks MS Patton 302X3, from TJM Ranch. A calving ease queen in her own right, she commanded a final bid price of \$29,000 from Lake Majestik Owner Nic Cornelison, Flat Rock, Alabama, and Telpara Hills, Queensland, Australia. One of the highlights of this sale, annually, is the large number of elite open heifers in the offering, and 2017 was no different. Headlining the open heifer division was Lot 97, SF Miss Mack 535D40, an Ultrablack female from Schmidt Farms. Flawless in her design, with exceptional performance and curve bending EPDs, this female gathered the attention of the best eyes in attendance, ending up with a final bid of \$16,500 from Bill Davis of Chimney Rock Cattle Company, Concord, Arkansas. Not to be out done, Lot 2A from Clover Ranch closely followed suit as the third high-selling female of the day. CLVR MS New Vision 2D was an attractively made, boldly sprung open heifer with a unique calving ease twist, which helped to propel her to be the \$16,000 selection of John Milam at Draggin' M Ranch, Eldorado, Arkansas.

Tremendous demand throughout the day led to 135 registered Brangus and Ultrablack female lots to average \$5073. Volume buyers for the day were Larry Franke, Karnes City, Texas, Ruben Herrera, San Antonio, Texas, and Terry Bradshaw, Thackerville, Oklahoma.

For more information on breed-leading Brangus seedstock, the nation's foremost lineup of Brangus A.I. sires or private treaty offerings visit <http://www.genetrustbrangus.com/>.