Demand Torrid for the Plus in Genetix Cattle Plus Inaugural Sale

10 Brangus 3N1’s grossed $70,350 to average $7,035
22 Brangus/Ultrablack fall pairs/bred cows and heifers grossed $177,700 to average $7,941
1 Brangus flush grossed $19,000 to average $19,000
40 Brangus/Ultrablack spring-bred cows and heifers grossed $159,350 to average $3,984
12 open Brangus/Ultrablack heifers grossed $41,700 to average $3,479

86 Brangus/Ultrablack female lots grossed $468,150 to average $5,444

The day’s high-selling female at $45,000 was Lot 48, GMW MS PASSPORT 1912C1 and her North Star heifer calf. She was purchased by a partnership of Phillips Ranch, Daytona Beach, Florida, Miller Brangus, Waynesboro, Tennessee, and The Oaks Farm, Grantville, Georgia. She was consigned by Great Mark Western, Troy, Michigan.

Quail Valley Farm, Oneonta, Alabama, paid $40,000 to own Lot 13, MB MS YELLOWSTONE 129A2. This donor was consigned by Miller Brangus.

Phillips Ranch purchased the third high-selling female lot when they paid $19,000 to flush Lot 17, MS DMR NUFF SAID 541Y18. She was consigned by The Oaks Farm.

Lot 1, MB MS RUGER 000Z3, and her Yosemite heifer calf split commanded $16,500 when Allen Warrington, Kosciusko, Mississippi, paid $10,000 to own the proven donor and Draggin M Ranch, Eldorado, Arkansas, paid $6,500 to own her powerful Yosemite heifer calf.

Lot 77A, MB MS ATLANTA 129D92, sold for $15,000. This balanced-trait daughter of the 129A2 donor sold to The Oaks Farm. Also, selling for $15,000, was Lot 78B, OAKS MS CSONKA 541D36. She is a daughter of the 541Y18 donor and sold to Quail Valley Farm.

In the bull sale, Lot 101, J. EDGAR HOOVER 209D2, commanded the bid price of $50,000 when half interest and full possession sold to Fenco Farms, Floral City, Florida, Phillips Ranch, Great Mark Western, and Miller Brangus. This Ultrablack son of Hoover Dam was consigned by The Oaks Farm.

$25,000 was the bid price for OAKS XEROX 302C50, the breed’s full brother to TJM THREE D 302A. Lake Majestik Farms, Flat Rock, Alabama, purchased him. He was consigned by The Oaks.

Williams Ranch Co., Floresville, Texas, paid $10,000 to own full interest and full possession of Lot 118, OAKS WAR EAGLE 99D51. He was consigned by The Oaks Farm.