

105TH
SOUTHWEST MISSOURI
All Breed Performance Tested
BULL SALE



"Trust in Tradition"

MONDAY, MARCH 31ST, 2025
7PM AT SPRINGFIELD LIVESTOCK MARKETING CENTER
SPRINGFIELD, MO

Trust in Tradition

SOUTHWEST MISSOURI ALL BREED PERFORMANCE TESTED BULL SALE

MARCH 31, 2025 • 7PM AT SPRINGFIELD LIVESTOCK MARKETING CENTER

6821 W INDEPENDENCE DR #5914, SPRINGFIELD, MO

Sale Day Phones:

Sale Manager, Chase Hultgren.....	417-880-4479
Auctioneer, Jordan Hunter.....	417-224-6296
Ringman, Jesse Bolin.....	417-830-2835
Ringman, Kyle Lynn	816-681-3614
Live Wire Support, Phoebe Wiles	417-293-8002
SWMOBCEA President, Brett Naylor.....	417-880-6873
SWMOBCEA VP, Fred Swartzentruber.....	417-327-3752

TIME: Sale begins at 7:00 p.m. March 31, 2025.

BIDDING: A floor price will be \$2500 on bulls.

TERMS: The terms of the sale are cash. Bring your personal or local bank check.

DISPUTES: The auctioneer will settle any and all disputes as to bids by declaring all bids off and reselling the animal in question.

HANDLING: Each animal will be purchaser's risk as soon as sold, but will be cared for by the owner for a reasonable period until they are loaded, free of charge to the purchaser but at his risk of loss or injury. All bulls sold shall be paid for prior to loading.

CERTIFICATES: A certificate of registry and transfer will be furnished for each animal sold by respective breeder.

BREEDING GUARANTEE: All animals of breeding age (15 months or older) at time of sale are guaranteed breeders. Bulls are guaranteed breeders if properly cared for and not used with the herd until 15 months of age. Any bull which settles at least one third of the healthy cows he breeds will be considered a breeder. Any animal that has not proven itself a breeder within six months after the sale date, if in healthy condition, and meeting the health regulations of the State of Missouri, may be returned to the farm of the seller, at the buyer's expense. The seller reserves the privilege of trying for a period of six months, to prove the animal a breeder. Should an animal fail to prove a breeder in the specified time period, the seller will refund the purchase price which shall be considered as full settlement and satisfaction of all claims. All complaints regarding breeding difficulties must be reported in writing by the buyer to the seller within six months.

ANNOUNCEMENTS: Announcements from the auction box will take precedence over the printed matter in this sale book.

CONTRACT: The above terms and guarantee shall constitute a contract between the buyer and seller of each animal sold. All bulls sell under the standard terms and conditions set forth by the respective breed association.

SALE ORDER: The bulls will sell from the oldest to the youngest. In cases of identical birth dates, the bull with the greater yearling weight will sell first.

HEALTH: Bulls have been vaccinated for five strains of Lepto within 30 days of the sale. Health certificates will be furnished. Non-virgin bulls will be tested for trich.

LIABILITY: All persons who attend the sale do so at their own risk, and the sale committee and the Southwest Beef Cattle Improvement Association, and Springfield Livestock Marketing Center assume no liability, legal, or otherwise.

PHONE OR MAIL-IN BIDS ACCEPTED

Attend the Question- Answer Session on "Buying the Right Bull for your Program"

5:30 p.m. Sale Day – University Extension Livestock Specialists will be in the sales ring for this informative meeting.

Rules for the Spring 2025 Sale

This is the 105th All-Breed Performance Tested Bull Sale held in Southwest Missouri. Commercial and purebred buyers will have individual performance data available, along with pedigree, to select a prospective herd sire. The rules for the sale were developed by the Southwest Missouri Beef Cattle Association.

Required Performance and Conformation Information

- A. The bulls must be produced in a registered herd that is enrolled in their respective breed association records program. Bulls may also qualify by being tested at an approved test station under university supervision.
- B. The bulls eligible for the 2025 Spring Sale must have been calved from May 1, 2023–March 15, 2024.
- C. All calves in the herd available for registry must have been weighed at weaning for that season (Herd definition: All cattle on a given farm and handled as a separate unit).
- D. The bull calves nominated must be weighed at weaning (between 160 and 280 days of age).
- E. The bull's yearling weight must be taken at the association's recommended time (320 to 440 days for most breeds). He must have a 365-day weight of 1000 pounds or better and measure 49 inches or better at the hip. First-time consigners will be allowed grace.
- F. Bulls must rank in the 50th percentile or better for 3 of the following 6 EPD traits: Calving ease or birth weight, weaning weight, yearling weight, milk, ultrasound/carcass/intramuscular fat, and rib-eye area for non-parent bulls in the most recent sire evaluation.
- G. All weighings must be supervised by the Regional Livestock Specialist, authorized personnel, or done by breed specific standards.
- H. Age of dam adjustments will follow the breed association's guidelines.
- I. If the bull has been in service prior to the sale, this will be announced from the auction block.
- J. Bulls to be eligible for this sale will have to be owned as a cow-calf unit prior to the time the calf is 120 days of age. Exceptions to this rule, partnership cattle, leased herds, etc., will be determined by the sale committee prior to consignment.
- K. All bulls must be semen tested and examined for breeding soundness by a veterinarian within 45 days of sale, using standard assay analysis of semen approved by the College of Veterinary Medicine, University of Missouri.
- L. Scrotal circumference as taken by the producer's veterinarian during the breeding soundness exam will be reported sale day. All animals will be at the sale location by 1:00 p.m. day of the sale.
- M. Information not available at press time will be available sale day on a supplemental sheet.
- N. All potential carriers for known genetic defects & conditions for any Angus have been tested and declared free, by Angus Breed Rules.
- O. All potential carriers for known genetic defects & conditions for any Red Angus have been tested and declared free, by Red Angus breed rules.
- P. All potential carriers for known genetic defects & conditions for any Hereford have been tested and declared free, by Hereford breed rules.
- Q. Bulls must be DNA tested and have a genomic profile.
- R. Consignors shall furnish an official health certificate issued no more than 45 days prior to sale date.

BID ONLINE



LIVEWIREAUCTION.COM

A EPDs contained in the hard copy of this sale book were current as of print date. Digital versions of this sale book can be viewed online at www.angus.org and will have EPDs updated every Friday with the exception of EPD references in footnotes and photos. Any PDF downloads from the website will contain EPDs current as of the date downloaded. References: American Angus Association®, AHIR®, AngusLinkSM, CAB®, Pathfinder®.

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1 BMA GAVEL 363

AAA *21065554 TATTOO: 363 DOB: 12-17-2023

Sire #**Baldrige Colonel C251
*SYDGEN KCF GAVEL 8361
19195196 *K C F Miss Fortress B398

Dam #*SydGen Exceed 3223
BMA RUBY ROSE 973
19826529 #B M A Ruby Rose 370

Consigned by
Blue Mound
Angus - Fred
Swartzentruber

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE										
+4	+3.2	+75	+138	+32	+1.16	+1.4	+1.50	+5	+36	+42										
PAP	HS	HP	CEM	MILK	MW	MH	\$EN													
+1.46	+63	+14.1	+7	+36	+113	+1.4	-47													
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT	BW	ADJ	WW	ADJ	YW					
+72	+63	+73	-.017	+47	+66	+127	+55	+182	+283	78	653	1255								

2 BMA LOYALTY 365

AAA *21065555 TATTOO: 365 DOB: 12-23-2023

Sire #*S S Niagara Z29
*WORTHINGTON LOYALTY
20405159 +*G A R Sure Fire 3697

Dam #SydGen Enhance
BMA ERICA 814
19420856 B M A Erica 450



Consigned by
Blue Mound
Angus - Fred
Swartzentruber

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE										
+13	-1.9	+71	+130	+31	+1.23	+1.0	+52	+25	+40	+52										
PAP	HS	HP	CEM	MILK	MW	MH	\$EN													
+3.52	+58	+9.1	+12	+44	+48	+3	-19													
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT	BW	ADJ	WW	ADJ	YW					
+62	+88	+1.21	-.051	+75	+88	+108	+75	+183	+312	67	632	1152								

3 BMA GAVEL 366

AAA *21065556 TATTOO: 366 DOB: 12-24-2023

Sire #**Baldrige Colonel C251
*SYDGEN KCF GAVEL 8361
19195196 *K C F Miss Fortress B398

Dam #*SydGen Exceed 3223
BMA PRINCESS 762
19217008 B M A Princess 270



Consigned by
Blue Mound
Angus - Fred
Swartzentruber

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE										
+11	+2.2	+78	+143	+31	+1.61	+1.1	+1.12	+26	+27	+38										
PAP	HS	HP	CEM	MILK	MW	MH	\$EN													
+3.63	+38	+16.1	+9	+33	+94	+9	-36													
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT	BW	ADJ	WW	ADJ	YW					
+58	+1.08	+56	+0.02	+80	+74	+95	+73	+168	+298	74	637	1235								

4 BMA VOLUNTEER 368

AAA *21065558 TATTOO: 368 DOB: 12-26-2023

Sire #*E W A Peyton 642
*DE-SU VOLUNTEER B122
19352491 +*E W A 3128 of 9067 Weigh Up

Dam #*SydGen Exceed 3223
BMA ERICA 025
20050016 B M A Erica 435



Consigned by
Blue Mound
Angus - Fred
Swartzentruber

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE										
+9	+1	+65	+119	+28	+1.01	+1.3	+1.40	+22	+35	+48										
PAP	HS	HP	CEM	MILK	MW	MH	\$EN													
+1.21	+69	+15.7	+8	+39	+70	+9	-28													
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT	BW	ADJ	WW	ADJ	YW					
+64	+1.43	+83	+0.019	+73	+72	+120	+92	+211	+347	74	601	1076								



Worthington Loyalty - Sire of Lot 2 & 5



DE-SU Volunteer B122 - Sire of Lot 4

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5 BMA LOYALTY 406

AAA *21065560 TATTOO: 406 DOB: 01-05-2024

Sire #*S Niagara Z29
***WORTHINGTON LOYALTY**
 20405159 +*G A R Sure Fire 3697

Dam #*SydGen Blacksmith 4010
***BMA RITA 966**
 19826526 BMA Rita 731



Consigned by
 Blue Mound
 Angus - Fred
 Swartzentruber



CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+8	+1.1	+93	+170	+36	+1.96	+1.3	+1.23	+27	+58	+50		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+1.72	+63	+12.1	+12	+33	+121	+1.2	-50					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+92	+85	+1.25	+0.16	+58	+87	+143	+69	+213	+334	76	746	1385

6 BMA ETERNITY 411

AAA *21065562 TATTOO: 411 DOB: 01-19-2024

Sire *SydGen Big Branch 6653
***SYDGEN ETERNITY 0046**
 19788113 *SydGen Evergreen 5005

Dam #*SydGen Exceed 3223
BMA RITA 816
 19420857 B M A Rita 447



Consigned by
 Blue Mound
 Angus - Fred
 Swartzentruber

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+6	+1.4	+68	+121	+30	+3.8	+1.4	+1.42	+32	+33	+54		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+2.93	+29	+16.7	+6	+46	+59	+7	-26					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+72	+1.39	+52	+0.39	+85	+80	+128	+85	+213	+361	78	704	1216



SydGen KCF Gavel 8361 - Sire of lots 1, 3 & 7

7 BMA GAVEL 367

AAA *21065557 TATTOO: 367 DOB: 12-24-2023

Sire #*Baldrige Colonel C251
***SYDGEN KCF GAVEL 8361**
 19195196 *K C F Miss Fortress B398

Dam #*SydGen Exceed 3223
***BMA RUBY ROSE 755**
 19217014 #B M A Ruby Rose 370



Consigned by
 Blue Mound
 Angus - Reggie
 Swartzentruber



CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+12	-.2	+84	+155	+33	+1.94	+1.2	+1.82	+25	+33	+57		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+28	+34	+12.6	+12	+47	+119	+1.3	-57					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+65	+97	+71	-.004	+57	+90	+99	+70	+169	+276	74	765	1384

8 BRU VISION B067

AAA **20760418 TATTOO: B067 DOB: 09-01-2023

Sire *G A R Home Town
***H P C A VISION**
 20226737 +*H P C A Quantum S479

Dam #*G A R Ashland
***HART MISTI 8068**
 19296278 *Hart Misti 6227



Consigned by
 Brubaker Genetics

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+2	+3.6	+92	+156	+32	+1.66	+1.0	-.35	+25	+46	+44		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
-.53	-.18	+14.3	+6	+31	+102	+1.1	-39					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+71	+1.07	+1.37	-.035	+73	+83	+110	+85	+195	+326	69	781	1058

9 BRU VERACIOUS B363

AAA **20759181 TATTOO: B363 DOB: 09-16-2023

Sire #*Mill Brae Identified 4031
***HPCA VERACIOUS**
 19699322 +*H P C A Sunrise A246

Dam *G A R Home Town
***H P C A HOME TOWN 251**
 20049162 +*G A R Sure Fire 3117



Consigned by
 Brubaker Genetics

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+6	+1.6	+85	+145	+31	+1.34	+1.1	+1.18	+25	+50	+50		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+57	+28	+9.1	+5	+32	+90	+1.1	-34					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+73	+1.50	+98	+0.07	+59	+85	+121	+98	+219	+343	66	730	1071

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10 BRU HOLLYWOOD B367

AAA **20758166 TATTOO: B367 DOB: 09-20-2023

Sire
 **WILLIAMS HOLLYWOOD 700-380
 19850747

*S S Enforcer E812
 **Powell Erica 7312



Consigned by
 Brubaker Genetics

Dam
 *H P C A QUANTUM 199
 19530470

**G A R Quantum
 *CAM Sure Fire A749

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+6	+3.0	+101	+181	+35	+2.53	+1.0	+1.30	+23	+33	+31		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+3.31	+28	+15.3	+5	+29	+111	+1.0	-42					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+81	+1.63	+91	+039	+85	+89	+120	+101	+221	+372	79	800	1066



Williams Hollywood 700-380 - Sire of Lot 10

11 BRU VERACIOUS B162

AAA **20759180 TATTOO: B162 DOB: 09-25-2023

Sire
 **HPCA VERACIOUS
 19699322

#Mill Brae Identified 4031
 **H P C A Sunrise A246



Consigned by
 Brubaker Genetics

Dam
 *H P C A HOME TOWN 251
 20049162

*G A R Home Town
 **G A R Sure Fire 3117

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+6	+3	+66	+124	+29	+1.24	+4	+91	+19	+48	+41		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+2.43	+52	+12.7	+7	+20	+62	+4	-13					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+50	+1.06	+86	+049	+65	+58	+104	+72	+176	+293	66	756	1055



HPCA Veracious - Sire of Lot 9 & 11

12 JMF TEAMWORK 164

AAA *20929164 TATTOO: 164 DOB: 08-14-2023

Sire
 *E W A TEAMWORK 821
 19306646

#E W A Peyton 642
 *E W A 543 of 117 Weigh Up



Consigned by
 Joe Mansfield Farms

Dam
 *JMF ERICA 64J
 20392929

#Bakers Northside 6007
 *WRR Lady Erica 837

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+13	+6	+92	+165	+33	+2.21	+1.1	+98	+29	+45	+67		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+2.54	+32	+4.0	+11	+33	+138	+1.4	-58					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+82	+86	+98	+055	+30	+86	+123	+64	+187	+273	76	792	1224



Lot 12 - Jmf teamwork 164

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Trust in Tradition

13 GPN GROWTH FUND 350

AAA 20934775 TATTOO: 350 DOB: 09-09-2023

Sire #**Basin Payweight 1682

#**DEER VALLEY GROWTH FUND
18827828 +*Deer Valley Rita 36113



Consigned by
Naylor Angus

Dam #*A A R Ten X 7008 S A

GPN LASS 9N19
19717011 #G P N Lass 1N15

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+11	+6	+77	+134	+27	+1.57	+7	+5.1	+23	+4.0	+41		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+1.86	+87	+13.1	+13	+27	+87	+7	-29					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+58	+34	+44	+039	+71	+75	+97	+34	+130	+240	79	765	1312



Lot 13-GPN Growth Fund 350

14 GPN RAINFALL 3N17

AAA 20933427 TATTOO: 3N17 DOB: 09-16-2023

Sire #**Coleman Charlo 0256

#**S A V RAINFALL 6846
18578963 *S A V Blackcap May 4136



Consigned by
Naylor Angus

Dam #*V A R Discovery 2240

GPN PRIDE 7N34
19104319 G P N Pride 2N14

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+5	+1.6	+64	+124	+30	+1.33	+6	+1.26	+4	+4.2	+39		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+2.15	+40	+16.7	+6	+25	+72	+4	-21					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+39	+87	+23	+004	+64	+56	+83	+59	+142	+248	75	744	1206



Lot 14-GPN Rainfall 3N17

15 XL DISCOVERY 0199 4002

AAA *21172099 TATTOO: 4002 DOB: 03-06-2024

Sire +*GAR Discovery 6737H

+*E&B EMAW 0199
19810157 #E&b Lady Right Answer 296



Consigned by XL
Angus

Dam +*KW 1810 1664 4202

XL BLACKBIRD 6014 T016
20611256 XL Blackbird 1212 6014

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+11	-1.3	+67	+117	+27	+8.4	+7	+1.10	+35	+6.0	+49		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+1.52	+50	+15.5	+12	+34	+61	+6	-20					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+57	+63	+69	+031	+78	+76	+104	+51	+155	+279	60	618	1061

16 XL PAYMORE 4004

AAA *21172101 TATTOO: 4004 DOB: 03-11-2024

Sire *Basin Paycheck 8016

+*LENZ PAYMORE J072
20208147 +*EZAR Lucy 8190



Consigned by XL
Angus

Dam +*E&B EMAW 0199

*XL LADY T028 2010
21123555 XL Lady 2063 T028

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+11	-.9	+68	+113	+23	+1.18	+7	+7.4	+18	+4.8	+43		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+39	+83	+15.9	+14	+39	+61	+5	-23					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+64	+1.09	+48	+091	+79	+81	+108	+66	+175	+306	64	631	1079

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17 STP TEAMWORK 056

AAA **20950946 TATTOO: 056 DOB: 09-12-2023

Sire #*E W A Peyton 642
 *E W A TEAMWORK 821
 19306646 *E W A 543 of 117 Weigh Up

Dam #**QHF WWA Black Onyx 5Q11
 *WRR FOREVER LASSIE 839
 19312806 *WRR Forever Lassie 670



Consigned by
 Simons Tall Pines
 Angus



Lot 17-STP Teamwork 056

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+10	+2.0	+106	+180	+33	+2.21	+1.0	+85	+32	+51	+46		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+2.06	+44	+7.1	+9	+21	+139	+1.2	-52					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+91	+65	+1.21	+0.041	+52	+88	+134	+57	+191	+300	71	701	1091

18 STP TEAMWORK 060

AAA **20950945 TATTOO: 060 DOB: 09-14-2023

Sire #*E W A Peyton 642
 *E W A TEAMWORK 821
 19306646 *E W A 543 of 117 Weigh Up

Dam #**QHF WWA Black Onyx 5Q11
 *WRR FOREVER LASSIE 839
 19312806 *WRR Forever Lassie 670



Consigned by
 Simons Tall Pines
 Angus



Lot 18-STP Teamwork 060

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+16	-1.6	+88	+151	+31	+1.70	+6	+61	+25	+55	+54		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
-2.14	+61	+6.2	+14	+29	+115	+9	-44					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+74	+75	+1.21	+0.058	+44	+87	+117	+61	+178	+275	65	703	1141

19 SEAGRAVES CAPTAIN 2338

AAA **21127525 TATTOO: 2338 DOB: 12-05-2023

Sire #*KB-Full Measure C40
 *E W A CAPTAIN
 19867417 *E W A 8113 of 531 Method

Dam *G A R Home Town
 *SEAGRAVES RUBY 2180
 20445710 *Seagraves Ruby 3219



Consigned by
 Seagraves Angus



Lot 19-Seagraves Captain 2338

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+11	-.9	+80	+151	+39	+1.75	+4	+10	+26	+48	+51		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+3.55	+19	+11.6	+10	+24	+94	+7	-31					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+86	+1.57	+1.61	-0.050	+61	+74	+143	+113	+256	+393	77	683	1321

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MONDAY, MARCH 31ST, 2025 -7PM

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20 SEAGRAVES BREAKTHROUGH 2339

AAA **21128494** TATTOO: 2339 DOB: 12-08-2023

Sire ***G A R Prophet K263**

***BEAL BREAKTHROUGH**

19829112 ***H P C A Sure Fire S6**



Consigned by
Seagraves Angus



Dam ***G A R Home Town**

***SEAGRAVES RUBY 2180**

20445710 ***Seagraves Ruby 3219**

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+15	-1.1	+82	+148	+32	+1.99	+5	+84	+28	+63	+54		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+1.61	+35	+14.8	+10	+31	+46	+3	-11					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+82	+1.53	+1.64	+0.07	+91	+90	+132	+107	+239	+401	66	735	1319



Lot 20-Seagraves Breakthrough

21 TEK0 K2311 OZARK EXPO

AAA **20692101** TATTOO: K311 DOB: 07-08-2023

Sire **#*Casino Bomber N33**

***K C F BENNETT EXPONENTIAL**

19507801 **#*K C F Miss Southside B226**



Consigned by
TEKO Angus



Dam **#SydGen Enhance**

***BAKERS BLACKBIRD 8022**

19216112 **Bakers Blackbird 4117**

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+10	-.6	+90	+152	+27	+2.11	+9	+95	+29	+43	+50		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+4.11	+31	+13.0	+4	+29	+96	+9	-35					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+69	+1.06	+84	-.010	+72	+91	+101	+76	+177	+302	79	585	1113

22 VLF TRADEMARK 04M

AAA **21043726** TATTOO: 04M DOB: 01-17-2024

Sire ***Sitz Resilient 10208**

***J TRADEMARK 1037**

20160403 **Mill Brae Iden Georgina 4086**



Consigned by
Vestlane Farms



Dam **#*A R Ten X 7008 S A**

WOODERSON QUEEN 2339

18889678 **Wooderson Queen 339**

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+7	-.3	+64	+111	+26	+84	+1.0	-.15	+24	+50	+44		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+2.88	+28	+15.2	+11	+30	+45	+9	-10					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+52	+1.04	+56	+0.020	+82	+70	+100	+70	+170	+302	70	705	1210

23 WEBER EXPRESS 2340

AAA **20784980** TATTOO: 2340 DOB: 09-24-2023

Sire ***Conley Express 7211**

***AML EXPRESS 104**

20319292 **Wallace Elsiemere 6129**

Consigned by
Jerry Weber

Dam ***Galaxy Expedition 6203**

GALAXY BLACKBIRD 9816

19711210 **+SandPoint Blackbird 0685**

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+1	+3.0	+61	+110	+23	+1.17	+6	+56	+8	+51	+51		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+1.55	+65	+11.8	+10	+22	+87	+7	-26					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+45	+49	+54	+0.041	+37	+45	+90	+42	+132	+208	78	662	1107



Lot 22-VLF Trademark 04M

MONDAY, MARCH 31ST, 2025 -7PM

24 WRR PRIME TIME 385

AAA *20962341 TATTOO: 385 DOB: 12-11-2023

Sire #*GB Fireball 672
 *EAR PRIME TIME 0002
 19733707 +*ACC Barbara 8038



Consigned by
 Wiles Ridge
 Ranch

Dam +*G A R Reliant
 *WRR FOREVER LASSIE 086
 20195060 *WRR Forever Lassie 793

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+13	-.3	+68	+121	+30	+90	+1.2	+42	+19	+61	+52		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+3.16	+10	+13.0	+14	+33	+78	+8	-28					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+65	+1.80	+81	-.017	+57	+72	+119	+112	+231	+357	62	809	1278



Lot 24-WRR Prime Time 385

25 WRR DEADWOOD 389

AAA *20971743 TATTOO: 389 DOB: 12-14-2023

Sire #*Poss Maverick
 *POSS DEADWOOD
 19597261 *Poss Ellunamere 399



Consigned by
 Wiles Ridge
 Ranch

Dam #*K C F Bennett Southside
 #+*WRR FOREVER LASSIE E03
 19812221 #WRR Lady Nobleman 742

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+10	+.8	+73	+126	+27	+89	+1.2	+89	+23	+62	+56		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
-.97	+.87	+15.6	+11	+39	+80	+9	-33					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+72	+1.60	+51	+.021	+65	+80	+124	+96	+220	+350	68	794	1240



Lot 25-WRR Deadwood 389

26 WRR PRIME TIME 390

AAA *20994298 TATTOO: 390 DOB: 12-15-2023

Sire #*GB Fireball 672
 *EAR PRIME TIME 0002
 19733707 +*ACC Barbara 8038



Consigned by
 Wiles Ridge
 Ranch

Dam #+*EXAR Stud 4658B
 #*WRR FOREVER LASSIE E08
 19812323 *WRR Forever Lassie 546

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+5	+2.5	+81	+139	+28	+1.72	+1.0	+80	+19	+52	+58		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+2.78	+62	+16.4	+8	+29	+119	+1.0	-46					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+75	+1.75	+1.00	+.017	+52	+71	+121	+109	+231	+352	73	776	1280



Lot 26-WRR Prime Time 390

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Trust in Tradition

27 WRR REAL TIME 401

AAA *20854186 TATTOO: 401 DOB: 01-02-2024

Sire #*KB-Full Measure C40
 #*WRR REAL TIME 19725662 *WRR Forever Lassie 579
Dam #Connealy Shrek 4242
 #*WRR ROYAL LASS 435 18151751 #*WRR Royal Lass 175



Consigned by
Wiles Ridge
Ranch



Lot 27-WRR Real Time 401

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+7	-.8	+93	+164	+34	+1.78	+1.1	+80	+18	+66	+56		
PAP	HS	HP	CEM	MILK	MW	MH	SEN					
+2.85	+2.9	+11.9	+11	+21	+140	+1.3	-52					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+78	+71	+31	+0.29	+37	+78	+124	+51	+174	+263	65	786	1277

GELBIEH AND BALANCER BULLS

28 KGT A STK OPTNS 287FL

AMGV1583853 Breed%: 79.70% GV 20.3% AN TATTOO: LDWI 287FL DOB: 09-15-2023

Sire MR STOCK OPTIONS 151F
 ALLIED'S STK OPTNS 214J
 AMGV1514480 MS AIM TO PLEASE 214E20 Consigned by L.D. Witt
Dam Fortune's Tenderloin B047
 MS GOVERNOR'S TENDERLOIN 287F2
 AMGV1420458 MS GRANITE GOVERNOR 287B

CED	BW	WW	YW	HP	DMI	ADG	DOC	CEM	MILK	
+10	+0.4	+79	+120	+12.21	-0.279	-0.07	+10	+6	+22	
REA	CW	MARB	FAT	STAY	\$COW	FPI	EPI	ACT BW	ADJ WW	ADJ YW
+0.59	+32	+0.24	-0.03	+16	+119.15	+81.58	+106.8	72	626	1123

Homozygous Black, Homozygous Polled



Pictured 11/5/24 at 13.5 Months Old

Lot 28 - KGT A STK OPTNS 287FL

29 STONEWALL KG RED OAK 90L

AMGV1584737 Breed%: 87.5% GV 12.5% AN TATTOO: LDWI 90L DOB: 09-26-2023

Sire VV'S RED OAK 49E
 KGOVERNOR'S RED OAK 314BH
 AMGV1494605 MS BOO GOVERNOR 314B Consigned by L.D. Witt
Dam STONEWALL 51E
 MISS STONEWALL 90H
 AMGV1501905 MISS STOCK OPTIONS 188F

CED	BW	WW	YW	HP	DMI	ADG	DOC	CEM	MILK	
+10	+2.5	+84	+129	+9.12	-0.005	-0.032	+10	+5	+22	
REA	CW	MARB	FAT	STAY	\$COW	FPI	EPI	ACT BW	ADJ WW	ADJ YW
+0.97	+59	+0.37	-0.03	+18	+129.57	+84.92	+110.05	80	646	1153

Black, Homozygous Polled



DCH Hille Stock Option D410 - Maternal Grandam Sire of Lot 29

GELBVIEWH AND BALANCER BULLS

30 MIF CHIEF BOW 151L

AMGV1588184 Breed%: 53.1% GV 46.9% AN TATTOO: LDWI 151L DOB: 10-12-2023

Sire
CHIEF'S BOW 6FH
AMGV149068

KM BROKEN BOW 002

MS GOVERNOR'S JUSTICE 6F



Consigned by L.D. Witt

Dam
MISS MIF 151 B
AMGV1317906

MR MEDINA 51Y14

KRUGERS MISS FANCY 8297U

CED	BW	WW	YW	HP	DMI	ADG	DOC	CEM	MILK	
+18	-1	+67	+98	+6.64	+0.1	+0.025	+12	+10	+28	
REA	CW	MARB	FAT	STAY	\$COW	FPI	EPI	ACT BW	ADJ WW	ADJ YW
+0.62	+35	+0.31	-0.03	+14	+98.11	+79.81	+105.9	70	553	1096

Homozygous Black, Homozygous Polled



Chief's Bow 6FH - Sire to Lot 30

Trust in Tradition

ANGUS BULLS

31 K A F CRAFTSMAN 4627

AAA 21172171 TATTOO: 4627 DOB: 01-22-2024

Sire
*CONNEALY CRAFTSMAN
20132505

*Sitz Resilient 10208

#*Black Cathy of Conanga 8521

Consigned by Kates Angus Farms



Dam
VALLEY VIEW ANNIE 1627
20153691

Valley View Sunrise 741

#Valley View Annie 1627

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+2	+2.7	+67	+117	+1.26	+1.00	+1.6	+1.44	+12	+1.42	+1.43		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+1.78	+1.35	+14.2	+5	+34	+26	+1.3	-2					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+1.44	+1.88	+1.85	+1.01	+87	+64	+88	+66	+155	+288	80	585	1163

32 K A F CRAFTSMAN 4752

AAA 21172172 TATTOO: 4752 DOB: 01-24-2024

Sire
*CONNEALY CRAFTSMAN
20132505

*Sitz Resilient 10208

#*Black Cathy of Conanga 8521

Consigned by Kates Angus Farms



Dam
VALLEY VIEW ELINE 1752
20153685

#*G A R Ashland

#Valley View Eline 752

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+4	+1.5	+77	+127	+1.25	+1.38	+1.6	+1.30	+17	+1.45	+1.49		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+2.15	+1.51	+14.5	+6	+33	+49	+1.5	-12					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+1.46	+1.78	+1.86	+1.008	+86	+77	+84	+62	+146	+275	75	650	1173

33 K A F CRAFTSMAN 4927

AAA 21172173 TATTOO: 4927 DOB: 01-27-2024

Sire
*CONNEALY CRAFTSMAN
20132505

*Sitz Resilient 10208

#*Black Cathy of Conanga 8521

Consigned by Kates Angus Farms



Dam
VALLEY VIEW ANNIE 0927
19850373

Valley View SpotLite 6475

#Valley View Annie 6927

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+3	+2.3	+71	+121	+1.26	+1.03	+1.7	+1.91	+15	+1.39	+1.43		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+2.67	+1.43	+15.9	+7	+33	+45	+1.5	-11					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+1.40	+1.79	+1.66	+1.016	+88	+68	+80	+59	+140	+270	80	615	1170



Connealy Craftsman - Sire to Lots 31, 32 & 33



MONDAY, MARCH 31ST, 2025 - 7PM

Trust in Tradition

34 K A F INVESTOR 4702

AAA 21172177 TATTOO: 4702 DOB: 02-17-2024

Sire #**Deer Valley Growth Fund
VALLEY VIEW KAF INVESTOR 535
 20074876 #Valley View Queen 5035

Dam MCATL By-Product 269-1394
K A F SOPHIE A702
 21169478 PVF Sophie 702

Consigned by
 Kates Angus
 Farms



CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
-1	+3.7	+86	+159	+33	+2.01	+1.1	+82	+24	+54	+46		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+54	+73	+18.9	+6	+30	+133	+1.3	-54					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+73	+77	+83	+029	+57	+68	+114	+60	+174	+283	80	523	1328

35 K A F INVESTOR 4823

AAA 21172176 TATTOO: 4823 DOB: 02-26-2024

Sire #**Deer Valley Growth Fund
VALLEY VIEW KAF INVESTOR 535
 20074876 #Valley View Queen 5035

Dam #*SAC Conversation
K A F MISS PRIDE E823
 19941229 LC Cla Miss Pride 823

Consigned by
 Kates Angus
 Farms

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+7	+1.1	+59	+112	+26	+82	+4	+35	+7	+56	+58		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+2.06	+1.17	+13.2	+7	+28	+42	+3	-7					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+45	+37	+75	+081	+60	+59	+95	+36	+131	+230	80	587	1240

36 K A F INVESTOR 4024

AAA 21172175 TATTOO: 4024 DOB: 02-29-2024

Sire #**Deer Valley Growth Fund
VALLEY VIEW KAF INVESTOR 535
 20074876 #Valley View Queen 5035

Dam #*SAC Conversation
K A F BARBARA F024
 19941227 +PVF ALL Barbara 9024

Consigned by
 Kates Angus
 Farms



CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+3	+2.0	+81	+147	+32	+1.55	+1.3	+1.41	+17	+47	+53		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
+1.55	+94	+12.5	+6	+34	+120	+1.3	-50					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
+69	+82	+83	+035	+43	+74	+112	+62	+173	+267	80	603	1256

37 K A F INVESTOR 4926

AAA 21185982 TATTOO: 4926 DOB: 03-02-2024

Sire #**Deer Valley Growth Fund
VALLEY VIEW KAF INVESTOR 535
 20074876 #Valley View Queen 5035

Dam #*S A V Supercharger 6813
K A F LADY J926
 21183919 +K A F Lady B926

Consigned by
 Kates Angus
 Farms

CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	CLAW	ANGLE		
+4	+2.5	+78	+141	N/A	N/A	N/A	N/A	N/A	N/A	N/A		
PAP	HS	HP	CEM	MILK	MW	MH	\$EN					
N/A	N/A	N/A	+6	+29	N/A	N/A	-42					
CW	MARB	REA	FAT	\$M	\$W	\$F	\$G	\$B	\$C	ACT BW	ADJ WW	ADJ YW
N/A	N/A	N/A	N/A	+60	+63	+95	N/A	N/A	N/A	75	655	1297

NOTES

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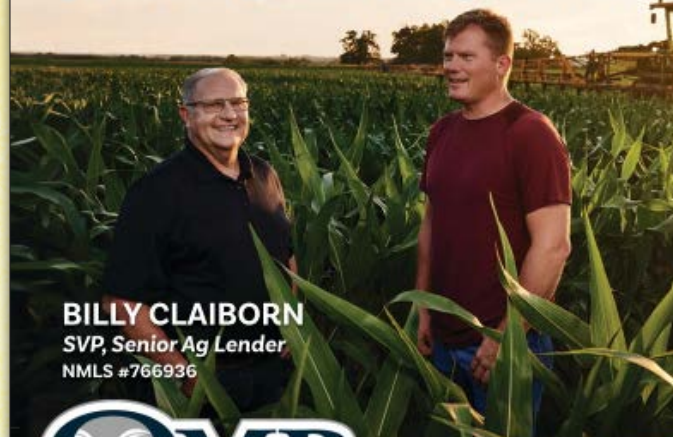
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SHOPPING FOR A BULL?

HERE'S HOW TO MAKE THE MOST OF YOUR BULL-BUYING STRATEGY.

By Miranda Reiman, Director of Digital Content and Strategy | Reprinted with permission from the Angus Beef Bulletin.

"Who'll give me thirty-five hundred, now four, now four, now four?"

The ringman is looking right at you. In three to five seconds, you'll make a decision that will influence your herd for the next several years.

"Yep!"

It's just another \$500. It could be the best deal of the day, or it could be a hasty mistake.

"Sold to buyer number 92."

If that's all the time you had to weigh your bull-buying decisions, it would be stressful. But if you do your homework ahead of time, you can come well-prepared to every sale.

"If you haven't done any preparation before you get there, it gets to be pretty overwhelming," says Rod Geppert, regional manager for the American Angus Association. "You may or may not end up with a bull that is what you really wanted."

The fast-paced nature of an auction allows for efficient business, but really emphasizes the need to study data and preview the animals prior to them entering the ring, he says.

"My recommendation is to have some sort of a priority list or a shopping list prior to getting there. Mark up your sale books," Geppert says.

The long game

Each cow is important, but the bull is a long-term investment that shapes your ultimate profit potential.

"If you look at the last two or three bulls and the pedigree of our individual calves, nearly 90% of their genetics are the direct result of those bulls," says Scott Greiner, Virginia Tech animal scientist. "So, our genetic selection decisions have implications when we keep heifers that will impact our enterprise, performance, the cost of production, and our revenue for many generations to come."

Although producers may spend more on equipment, labor and feed resources in a year, writing a check on sale day feels big.

"We spend equal amounts of money in lots of other places in our enterprise, but maybe not at one time. That gets a little daunting and can be intimidating," he says. "A \$5- to \$7,000 bull is not cheap. But in the grand scheme of our production system, it's a very small cost relative to the grand total."

Start with the 'why'

"One of the really important questions to ask ourselves is: Why are you buying this bull? For lack of a better phrase, what is his job description?" he says.

Is the plan to use him on heifers or cows? What improvements do you expect him to bring to the herd? How will you market his calves? Consider your labor and feed resources.

"If we expect him to breed heifers, calving ease becomes a high priority," Greiner says. "It also depends on who he is going to work for. If that cow herd is more adapted, you're not going to have that as Number 1 on your list."

Angus breeder Tim Schiefelbein, Schiefelbein Farms, Kimball, Minn., works with customers from across the country to help match one of their bulls to the customer's goals and production system. When he consults with a new contact, Schiefelbein starts by asking them about their budget. Question No. 2 is always: "What is the breed makeup of your herd?"

"One thing Angus will do so well is they can take a mixture of breeds and shore them up quick," he says. "Before you know it, the consistency is there with the gain, the grade and the females real quick."

A mixed cow herd allows for a wider range of Angus bulls to fit the needs. If the cow herd is already uniform, the bull selection gets more targeted, Schiefelbein notes.

"What are your strengths, and where do you need help?" he asks producers.

Often those goals are determined by the marketing method, whether they sell at weaning or retain

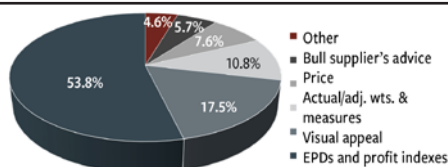
ownership, for example. Though Schiefelbein notes the difference between those two end goals has narrowed over time. Many of their bull buyers are part of their customer buy-back program, where the Schiefelbeins feed the calves out themselves and share that performance and carcass data back.

"It isn't just weight, even if you're at the sale barn. It's the reputation," he says. "Our customers are big enough that they do get a scorecard. Whether we buy them or someone else does, they track those animals."

Once bull type is defined, it's time to make some selections.

Do your research

"Let's start our work with the [sale book] at the kitchen table and identify the bulls that meet our selection goals based on their genetics," Greiner suggests. "I like to look at phenotype as much as the next guy, but I'm going to identify that subset on paper first. Just because you like him on paper does not obligate you to anything."



SOURCE: Industry Insights Powered by Angus Media and CattleFax, Cow-calf survey, 2023.

Fig. 1: Which of the following influences your bull-buying the most?

It's easier to count a bull out on pedigree and expected progeny differences (EPDs) than it is to choose him on phenotype and then realize his numbers don't fit your goals, he says.

In the 2023 Industry Insights Powered by Angus Media and CattleFax survey, more than half (53.8%) of the commercial cow-calf producers said EPDs and profit indexes were the top influence on their bull purchases, followed by 17.5% saying visual appeal was No. 1 (see Fig. 1).

There are more options than ever to see bulls online with photos and videos, but Geppert says it's even better when you can see the bulls in person or send someone you trust. For example, as a regional manager, he commonly gets asked to assess frame size and evaluate feet.

With all the data and tools available, it can be hard to sort through it all. Greiner recommends using the American Angus Association dollar value indexes (\$values), such as dollar beef (\$B) or maternal weaned calf value (\$M; see "Sorting Gate").

"We use those to identify our best candidates, and then we can dig into the details a little more," he says.

Of course, the more traits, the slower the rate of progress. It also limits options, Greiner says.

"The more of those traits we feel are important and select on, the more difficult it becomes to find both in all those categories," he warns.

Sometimes commercial producers can almost overstudy, Schiefelbein says.

"They'll make it too complicated," he says. "I just try to make it simple."

A sire's great-grandmother doesn't matter as much as what the bull in front of them can do.

The purchase

When it comes time to buy the bull, the best advice is "stick to the script," Greiner says. "Stick to your guns. It's easy to get caught up in the moment and maybe ignore or move away from the script you've put together."

Schiefelbein often helps customers do the math of buying a superior bull, because moving the needle on genetics should come with payoffs.

"Let's say you put a nickel [of added value] on the calves times six. That's \$30 a head, and usually a bull

would sire at least 100 head in his lifetime, so that's \$3,000," Schiefelbein calculates. A producer could spend another \$1,000 and pocket the rest of that increase, and then compound that genetic improvement to make permanent herd changes by keeping the females.

"You get the daughters for free," he says.

The relationships

When the bull has a chance to go do his job, then it's time to measure and evaluate to help inform next year's purchasing decisions.

"Common sense will tell you, if you've got better weaning weights, if the calves are a little fleshier looking, they just seem healthier and better consistency, then you want to buy the same kind of bull that you've been or go back to where you got that bull," Geppert says.

As you look to make changes in future years, visit with that seedstock supplier.

"They want to build that relationship with you," Geppert says. Breeders will help narrow their full offering to pedigrees and bull types to lead you in that direction. "It's a relationship business. People buy from people."

Finding those who want to help you succeed should make the rest of the process seem much easier.

"There has to be an availability of genetics that meet one's goals; but then, beyond that, it's the people and the program that you have to have comfort and trust in," Greiner says.

With a raise of the hand or a nod of your head, you'll simply close the deal. Your research and relationships will have already pointed you toward the right bulls for your operation, making you confident in the future when you hear, "Sold."

The best, easy choice

Breed is the first decision a bull buyer makes.

Rod Geppert, regional manager for the American Angus Association, says that should be an easy choice, and not just because he wears the Angus brand.

"The data behind the registered Angus bulls is incomparable to any other breed that's out there," he notes. "Typically, those bulls also have genomically enhanced EPDs, so they're more accurate when used in our large evaluation."

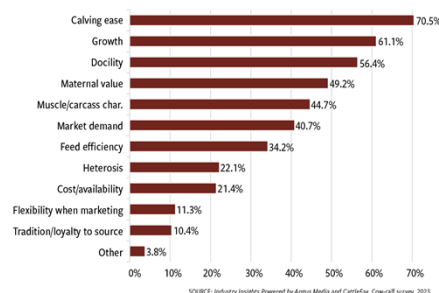
With 84 million data points and a large number of parent-verified sires, buyers can have a high level of confidence.

"You know what you're getting for sure," he says.

In the 2023 Industry Insights survey, 70.5% of commercial cattlemen listed calving ease as the top reason for their choice in bull breeds, followed by growth at 61.1% and docility at 56.4% — and Angus does those well, Geppert says (see Fig. 2).

In addition, buying a registered Angus bull opens marketing opportunities not available to other breeds or those buying commercial bulls. The AngusLinkSM Genetic Merit ScorecardSM or AngusVerifiedSM programs have a record of bringing back premiums to participants, Geppert says.

"It at least gives you that option or opportunity to be enrolled when marketing those feeder calves. I think that's probably the biggest advantage," he says.



SOURCE: Industry Insights Powered by Angus Media and CattleFax, Cow-calf survey, 2023.

Fig. 2: Reasons for bull breed choices

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LOT 23

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LOTS 24,25,26,27

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