

Brangus Sales Top Houston

10 Donor Females grossed \$270,700 to average \$27,070

6 Embryo Flushes grossed \$64,000 to average \$10,668

2 Pairs grossed \$16,000 to average \$8,000

2 Bred Heifers grossed \$22,200 to average \$11,100

7 Open Heifer grossed \$106,000 to average \$15,143

1 Bull grossed \$15,000 to average \$15,000

28 Total Lots grossed \$493,900 to average \$17,640

The Ideal Video Customer Appreciation Sale of Black and Red Brangus cattle at the annual International Brangus Breeder's Convention in Houston, Texas achieved new heights for the breed. It topped all breed sales in Houston for the second year in a row and reflected the strong global demand for Brangus germplasm. Held following IBBA's Global Roundup, it provided an excellent social setting for Brangus breeders to renew acquaintances, visit with old friends and to power up their breeding programs through purchases of elite cattle and genetics.

The sale established a torrid pace from the beginning as the first three lots in the ring fetched \$178,000 between them. At \$70,000, two lots took home high selling female honors. Lot 5, Ms Brinks Brightside 415R23, consigned by Draggin M Ranch, El Dorado, Arkansas sold for the bid price to Bushley Creek Cattle Co and Cross N Brangus, Olla, La. This powerful female is averaging over 18 embryos per flush and is the dam of the \$73,000 Dynasty bull, last fall's high selling herd sire prospect.

Also selling for \$70,000 was Lot 7, Oaks Ms Csonka 541T7, consigned by The Oaks Farm, Newnan, Ga.. This Csonka daughter writes impeccable EPDs and averages over \$20,000 on her progeny at public auction. She was purchased by Bushley Creek Cattle Co. and Telpara Hills, Queensland, Australia.

Lot 10, RBM Ms Jethro 924U2 was the third high selling female at \$38,000. This proven donor is a full sister to OnStar, Eligdo and Rock Star and is the dam of Righteous. She was consigned by Red Bird Meadows Ranch, Montgomery, Tx. and purchased by Triple JR Cattle, Friendswood, TX.

Lot 28, the pick of the Doguet show heifer prospects was the next high seller at \$26,500. It was consigned by Doguet's Diamond D Ranch, Poteet, Tx., who sold the 2014 International Champion Female, the Grand Champion junior female in San Antonio and led the two times Show heifer of the year, DDD Ms Barbara 804Y61. The pick sold to Vinson Ranches, Ovalo, Tx.

The fifth high selling female, and top selling open heifer was Lot 24, Ms Brinks Bella 535A8, she is the first daughter of Brinks Arabela to sell at auction and was consigned by Westall Ranches, Home of Brinks Brangus, Arabela, NM. She was purchased by Lake Majestik Farms, Flat Rock, AI for \$22,000.

Selling for \$19,000 was lot 27a, CB Ms Landau 541A26, consigned by Cavender Ranches, Jacksonville, TX. She is sired by the curve bending Landau and posts 7 EPD traits in the breed's top 30% or better, and is a maternal sister to Hombre. She was purchased by Clover Ranch, Marietta, Georgia.

Lot 3 sold for \$18,000. This powerful donor, Ms CRC Csonka 263U, is a maternal sister to Landau and records top 1% of the breed YW EPD. She was consigned by Truitt Brangus Farm, Auburn, Al and purchased by Draggin M Ranch Eldorado, Ar.

Lot 14, Suhn's Miss BT 331S43, was the high selling flush lot at \$16,000. She is the dam of the \$66,000 Foundation herd sire and a full sister to Next Step. The flush was consigned by Suhn Cattle Co, Eureka, Ks and purchased by Draggin M.

The high selling bull was Lot 11, CX Tanque 23/T. 20% semen interest and full possession sold for \$15,000 to Southern Cattle Co, Marianna, Fla. He is the sire of champions in multiple countries and was consigned by Trio Cattle and Genetics, Dallas Texas and Texas Connection, Wharton, Tx.

The IJBBA donation heifer, Ms Salacoa Stonewall 99A5, donated by Salacoa Valley Farms, Fairmount, Ga generated \$41,000 and sold to a consortium of Brangus breeders.

The sale was managed by American Marketing Service, Wheelock, TX.