



## NEWS RELEASE

DATE: April 6, 2021

### FOR IMMEDIATE RELEASE:

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### **Production Sector Sends a Strong Economic Signal at 42<sup>nd</sup> Annual GAR Spring Sale**

Decision making in a global marketplace relies on signals from sectors that, on the surface, have little to do with seedstock production. Before Gardiner Angus Ranch's ownership in U.S. Premium Beef, many of those signals had little impact on day-to-day decisions. Today, there is no doubt that seedstock production and, specifically, Angus seedstock production is directly connected to the global marketplace. The success of U.S. Premium Beef and Certified Angus Beef® supplying higher quality beef to the food chain and adding value to production has further defined the importance of breeding Angus cattle with value from birth to harvest.

The 42<sup>nd</sup> Annual Gardiner Angus Ranch Production Sale signaled a confirmation in the power of accurate genomic information, phenotype and documented performance. Many in attendance represented the next generation of decision makers and they strongly indicated the importance of progeny proven genetics as they competed throughout the day.

More than 600 bidders sent a powerful message that the beef industry and livestock production are ready to move on from 2020. However, as seedstock suppliers of a meat protein that is in the greatest demand around the world, it is important to recognize that, while the world was paralyzed by the pandemic, the demand for high quality beef was remarkable. As the food service industry dealt with a near total shutdown that accounts for more than 60% of annual beef demand, consumers changed from dining out to cooking at home. Consumers clearly demanded beef and signaled their preference by stocking their freezers. As we work toward a post-pandemic economy, per capita beef consumption is projected to increase to more than 58 pounds per person in 2021. As seedstock suppliers for a demand driven protein, we simply cannot afford to underestimate the significance of these industry signals.

Overall interest in the sale offering was one of the strongest in the history of Gardiner Angus Ranch. For decades, the Lot 1 bull has signaled a strong partnership between Select Sires Beef and Gardiner Angus Ranch. Lot 1 is also an assurance the bull will be proven through extensive use at Gardiner Angus Ranch and the commercial cow-calf sector. GAR Transcendent, like every Lot 1 bull sold at GAR, is an investment. Longtime friend and GAR customer, Cable Corral Genetics, Amarillo, Texas, had the last bid at \$290,000 to become partners with GAR and Select Sires in the highest marbling bull in Angus history to date. Lot 17, GAR Quantum 5519, was the second high-selling bull purchased by ST Genetics, Navasota, Texas, for \$200,000. 5519 has extraordinary potential and will see heavy use at GAR as well. Lot 150, GAR Bonfire P310, was the lead off bull in the 16-18-month-old category. This tremendous son of GAR Sure Fire posted over +2 for marbling and is one of the all-time highest ROI ranking bulls in the Method Genetics database. Randall Grimmus, Grimmus Cattle Co., Hanford, California, outlasted fierce competition with a winning bid of \$157,000. Grimmus also had winning bids of \$50,000 and \$24,000 to own Lot 163 and Lot 8, respectively.

Ky Luddington, Luddington Cattle, Freedom, Oklahoma, and Genex CRI, Shawano, Wisconsin, each paid \$18,000 for Lots 179 and 180, respectively. Doug Munton, Benchmark Angus, Lethbridge, Alberta, Canada, and Jason Faria, FB Genetics, Dumas, Texas, each paid \$17,000 to own Lot 175 and Lot 420. Grimmus Cattle Co. added their impressive bull battery on a winning bid of \$16,000 for Lot 13, an Inertia son with over +1 for marbling and ribeye. James Lillard and James Lillard, Jr., selected Lot 55, GAR Quantum 6259, and paid \$16,000. Lots 181 and 188, both double digit CED, over +1 for marbling and top of the breed maternal rankings, each sold for \$15,000 to Roger McConnell, Dix, Nebraska, and repeat customer Joe Waggoner, Waggoner Cattle Co., Carthage, Mississippi.

The top end of the bull offering was strongly supported throughout the day as 38 bulls sold in a range from \$10,000 to \$14,500. Forty-one percent of the bulls sold from \$7,000 to \$9,500. One hundred twenty-six bulls (36%) sold in a range from \$5,000 to \$6,500.

The female offering was genetically unique and represented an unprecedented opportunity to purchase every 2019 donor used in the GAR ET program. Buyers recognized the value represented by the genetic leap these young females offer. The high selling female was Lot 618, GAR Phoenix F189, selling to Sexing Technologies, Navasota, Texas, for \$71,000. F189 is a modern illustration of a female that will anchor the bottom side of a pedigree and has the potential to change a population of cattle. Lot 440, GAR Ashland 59, is another example of the extraordinary genetic opportunity offered. John and Joanie Grimes,

Maplecrest Farms, Hillsboro, Ohio and ST Genetics (three of the most critical phenotypic and genotypic analysts) teamed up to purchase Lot 440 for \$65,000. Bryan Fisher, JB Farms, Clarksburg, West Virginia, purchased four of the top selling donor heifers with his winning bids of \$43,000, \$35,000, \$32,000 and \$25,000 for Lots 431, 422, 430 and 442, respectively.

Pete Henderson, Edgewood Angus, West Point, Virginia and Steve Judy, Four Sons Farm, Cynthiana, Kentucky partnered to purchase Lot 433, GAR Quantum C19, for \$41,000. Peak Genetics, Madison, Wisconsin, outlasted all bidding competitors to own Lot 421, GAR Ashland 3159, for \$40,000. ST Genetics added Lot 425, a Phoenix daughter with extraordinary numbers, on a winning bid of \$38,000. Dan and Patricia Bergith, Lylester Ranch, Martell, Nebraska, purchased one of the top selling bred heifers, Lot 641, for \$30,000. Doug Peterson, Peterson Prime Angus Ranch, New Boston, Missouri, selected Lot 424, GAR Sure Fire N959, to add to his operation and paid \$27,500. Jud Baldrige, North Platte, Nebraska, selected Lot 648, another of the top selling bred heifers to add to the Baldrige herd on a winning bid of \$26,000.

There was strong interest in the 3-N-1 pairs. The top selling pair was Lot 520, GAR Ashland N898, that sold with a Quantum heifer calf at side to Sexing Technologies for \$24,000. Five females, Lots 435, 441, 464, 525 and 553 sold for \$21,000 each to Lyman Ramsay, Grand Bay, Alabama; Margie Rice, Mayer Legacy LLC, Guymon, Oklahoma; Greg Bennett, Katie Colin Farm, Cartersville, Georgia; and Sexing Technologies. Seven females, Lots 427, 437, 439, 443, 444, 458 and 521 sold for \$20,000 each to Darin Meyer, De Su Angus, New Albin, Iowa; Myron Schotanus, Old Stage Angus, Tipton, California; Jim and Sherry Brinkley, Milan, Missouri; Ogeechee Farms, Wadley, Georgia and Travis Bunch, Surrency, Georgia; Michael and Frank Wink, Wink Farms, Panhandle, Texas; and Sexing Technologies.

After a day of rapid-fire bidding, the professionalism of the entire marketing team, including Colonel Rick Machado, Colonel Joel Birdwell and Colonel Eddie Burks and all livestock representatives, resulted in one of the most successful sales in the history of Gardiner Angus Ranch.

**Notes of Interest:**

A total of 898 head sold to 275 buyers from 30 states, Canada and Mexico.

614 bidders were registered to bid in person, on LiveAuctions.tv, and Superior.

35% of the sale total was sold online.

**Volume Buyers—Bulls:** Mertz Ranches, San Angelo, Texas; Homer Ryan, Frederick, Oklahoma; Jody Chisum, C Bar C Cattle Co., Perryton, Texas; Shane Phifer, Paris, Texas; Robert Lee, Frederick, Oklahoma; Brian Darst, Lazy Spade Ranch, Red Bluff, California; Sam Harrell, Claude, Texas; Will Osborn, Tuttle, Oklahoma; Don Montgomery, Montgomery Properties, Azle, Texas; John Raftopoulos, Diamond Peak Cattle Co., Grand Junction, Colorado; Sam Hands, Triangle H, Garden City, Kansas; Luke Cearley, Indian Creek Livestock LLC, Oakwood, Texas; Bradson Roney, Crescent, Oklahoma

**Volume Buyers—Reg. Females:** Jerry Bornemann, Mt. Vernon, Missouri; Scott Jones, Willow Creek Farm, Melvern, Kansas; Russel Ivins, Ivins Ranch, Fay, Oklahoma; Gary Fayard, Stonewall Ridge Farm, Shelbyville, Tennessee; Sexing Technologies, Navasota, Texas; Wassim Issa, Valley View Angus, Shinglehouse, Pennsylvania; Cable Corral Genetics, Amarillo, Texas; Robert Keaton, Brighter Day Farm, Hamlin, West Virginia; John Melton, Bridgewater, Virginia; Danny Snow, Snow Ranch, Savoy, Texas; John Allen Mollett, Mollett Angus, Elk City, Oklahoma

**Volume Buyers—Commercial Females:** Todd Bean, Landmark Pastoral Farms, Mount Pleasant, Michigan

**Sale Total & Averages**

Total Lots	Category	Gross	Average
214	20-month-old registered bulls	\$2,074,750	\$9,695
138	16-18-month-old registered bulls	1,234,750	\$8,947
352 Lots	Total Bulls	\$3,309,500	\$9,402
87	Donor Heifers	\$1,108,500	12,741
31	3-N-1 Pairs	273,000	8,806
53	Bred Cows	253,750	4,788
130	Bred Heifers	774,000	5,954
301 Lots	Total Registered Females	\$2,409,250	\$8,004
653 Lots	Total Registered Lots	\$5,718,750	\$8,758
5	Bred Commercial Cows	\$12,000	\$2,400
158	Bred Commercial Heifers	\$401,450	\$2,541
82	Load Lots	\$152,100	\$1,864
245	Total Commercial Females	\$565,550	\$2,308
674 Lots (898 Head)	Overall Sale Total	\$6,284,300	\$6,999