

## **NEWS FOR IMMEDIATE RELEASE**

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### **Beef Producers Prove Value-Added as a Sustainable Business Model at HPCA**

There's no greater test for a registered seedstock producer's business model and breeding program than to have an auction during a bearish market. And, there's no greater indicator for the sustainability of a program, built on the premise of value-added, than to recognize the success of the day on March 20. More than 84 buyers from 12 states, representing one of the largest crowds ever at HPCA, invested in proven value-added genetics.

Lot 1 and Lot 2, HPCA Eminence and HPCA Infinity, tied for the high selling bull honors, sold to Jeff Gower, Soaring Eagle Farms, Springfield, Missouri, and Jim Hagale, Sawyer Creek Farms, Strafford, Missouri. It isn't often that yearling bulls rise to the top to become lead-off bulls in an auction. These two impressive sons of GAR Sunrise simply could not be overlooked! Gower and Hagale paid \$25,000 each to win the bidding war for these two outstanding young sires.

Lot 15, HPCA All In 555, is an All In son out of the high selling bred heifer in our 2015 sale. His +10 CED, top 1% YW and top 1% Method ROI positions this young sire among the elite for sure. Aaron Hunt, Star H Ranch, Greers Ferry, Arkansas, had the winning bid at \$25,000.

Longtime customers and friends, Don and Lee Robbins, Grand Bayou Farms, Dubach, Louisiana, selected another top yearling bull, Lot 43, HPCA Nitro, and paid \$20,000 to add to their herd sire battery. Nitro is a near perfect illustration of "pounds in the right package"—calving ease, growth and end product merit, plus he scored a trifecta "triple 1%" on Method Genetics indexes.

Soaring Eagle Farms, Dean Beutel, Tremont, Illinois, and longtime Angus seedstock producer, Sydenstricker Genetics, Mexico, Missouri, each paid \$10,000 to own young herd sire prospects, Lots 8, 19 and 46, respectively.

The top selling donor was Lot 122, HPCA Intensity A224, sold to Jim Hagale, Sawyer Creek Farms for \$32,000. Expanding a program with the genetic power of donors like A224 is a clear indicator Sawyer Creek is committed to building a sustainable program with opportunity up the value chain. Sawyer Creek added donors Lot 132, a powerful Sunrise daughter and Lot 123, full sister to A224, with a winning bid of \$17,000 and \$15,000 respectively.

Marrissa Levavit, Springfield, Missouri, outlasting the competition to own Lot 130, another Intensity daughter, with a final \$13,000 bid. Levavit proved to be a fierce competitor and had the winning bid of \$12,000 and \$10,000 respectively for top selling bred heifers, Lots 147, 148 and 150.

Lot 124, GAR In Sure N1022, the dam of GAR Radiance, rejoined the Gardiner Angus Ranch donor program with a winning bid of \$10,000. We'll NO DOUBT see more of her progeny in the future! New buyer at HPCA was Eddie Currier, Wall Street Cattle Co., Fort Myers, Florida, who had the winning \$10,000 bid to own Lot 125, an impressive Anticipation daughter with end product merit numbers off the charts! Welcome, Eddie, to the HPCA family!

**Volume Bull Buyers:** Tyler Greer, 4G, Milo, Missouri; Kirk Diekmann, Lee's Summit, Missouri; Daryl Shields, Lindsborg, Kansas; Arnold Ranch, El Dorado Springs, Missouri

**Volume Female Buyers:** Sawyer Creek Farms, Strafford, Missouri; Marrison Levavit, Springfield, Missouri; Kirk Diekmann, Lee's Summit, Missouri; Eddie Currier, Wall Street Cattle Co., Fort Myers, Florida; Karl Gillespie, Franklin, North Carolina

**Sale Total & Averages**

67 16-18 month old bulls	\$414,000	\$6,179
41 Yearling bulls	\$228,750	\$5,579
<b>108 Registered Bulls</b>	<b>\$642,750</b>	<b>\$5,951</b>
18 Donors	\$162,000	\$9,000
3 Bred cows	\$13,000	\$4,333
79 Bred heifers	\$382,750	\$4,845
<b>100 Total Registered Females</b>	<b>\$557,750</b>	<b>\$5,578</b>
<b>208 Total Lots</b>	<b>\$1,200,500</b>	<b>\$5,772</b>