

SRA

SCHWEITZER RED ANGUS

Improving our herd to benefit yours!



2018 Bull and Production Sale

LIVE AUCTION MARCH 31 1pm

(3150 Old Cheney Road, Milford, NE 68405)

25 Registered Pure Bred Yearling Red Angus Bulls
Two Registered Pure Bred Two year old Red Angus Bulls
35 Commercial Red Angus Heifer Pairs

with Consigners

Kaw Red Angus | Jay Wolverton
Seward, NE

Gaylen Roebke
Seward, NE

Bob Wehrs
Milford, NE

www.schweitzerredangus.com

Contact Us:

Austin Schweitzer - 402.641.8275

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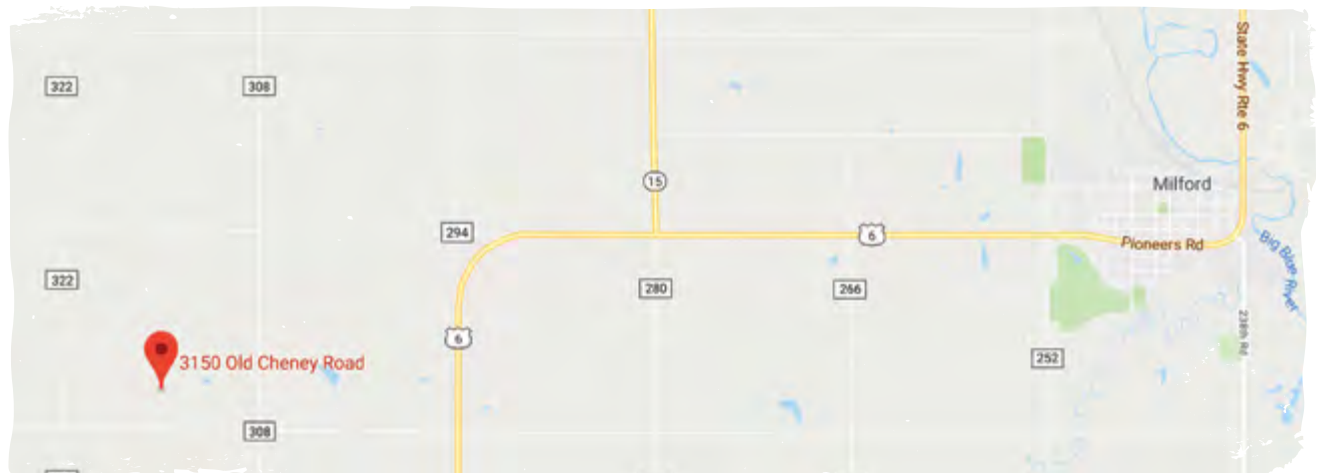
Bob Wehrs - 402.641.1111 (*On site at Bull Test*)

Sale Details

Sale will be March 31 in Milford NE at 3150 Old Cheney Road. Look for signs on the highway. Bull Viewing and Lunch starts at 11 AM Sale begins promptly at 1:00. Please park in the field south of machine sheds weather permitting. Sale will be rain or shine.

Directions

From I-80 and Seward Interchange go south to Hwy 6. Take a right-on Highway 6 and go 2 miles, then turn right (west) on old Cheney road. (Turn is after the curve that takes hwy 6 back south) Farm is 1.5 miles on the north side.



Auction Format

Bulls will not be ran through a sale ring. They will be penned up close to the sale site for your close inspection on sale day. Videos of the Bulls will be broadcasted as they are sold. The Catalog is not the sale order. The sale order will be posted the day of the sale. Schweitzer Auction Service will be calling the Sale. For more information, visit: www.nebaction.com

Settlement and Delivery

All bulls must be paid for on sale day. You may take your bull home that day. Bull Delivery is free within 200 miles on Bulls bringing \$3000 or more. The rest will be at Cost. To keep bulls at the Bull testing facility will be \$2.00 a day starting April 15th until delivered.

Health/ Guarantee

All bulls have received complete parasite control and modified live vaccine. All Bulls are 100% guaranteed for soundness and fertility for the breeding season. Each Bull has had a breeding soundness certificate from Dr. Jay Wolverton from the Seward Animal Hospital.

Appreciation Program

Anyone who purchases a Bull this year will receive a credit of \$200 that will be applied to any bulls purchased on the 2019 SRA Bull Sale.

Liability

All Persons attending this sale do so at their own risk. SRA and Wehrs Feed Yard assumes no liability for property loss or accidents that may occur.

Retained Interest

Schweitzer Red Angus is retaining $\frac{1}{2}$ revenue sharing semen interest at in all Bulls at the sale. This option gives both the buyer and the seller the option to collect and market semen. This collection would be at expense of Schweitzer Red Angus and at the buyers convenience.

EPDs

All EPDS are current on the pure-bred animals today from the Red Angus association. Refer to page four to give you the details and meaning of each EPD. If you need any other additional information on a bull do not hesitate to ask.



It is with great confidence we are having our first annual bull sale. In years past we have done a private treaty sales but are now at the stage where we will hold an annual bull and production sale the last Saturday of March each year. Over the last five years we have worked to build our herd with explosive foundation females. These females were purchased by some of the best Red Angus breeders in the area from ranches like Pieper Red Angus Hays Springs NE, CT- Feddes Ranch in Manhattan MT, and Gill Red Angus Timberlake SD. We also bought cows from Jim Gosey in Raymond NE in 2014 to help start our herd.

To increase our numbers of desired females we have performed embryo transfer over the last three years. With the foundation of herd set we select semen from what we determine to be the best bulls in the Red Angus breed. We follow up our AI program with powerful herd bulls that are kept from within our program. We generally keep our best bull each year to keep pushing our genetics and overall productivity in the program. The top 10 heifers each year are also kept which triggers the culling of the bottom 10 performing cows thus keeping our herd improving each year. 2017 replacement heifers will be on display the day of the sale.

Our long term goal is to produce bulls that are requested by our customers. We are not limited to the Red Angus breed alone. In the future, if you have a set of genetics you are looking for, we can accommodate that. An example would be a request we received from a rancher for black bulls. We can use Black Angus bull semen on our red foundation cows, have a Black bull calf that will produce 100% black calves if bred to black cows. No matter what need you have with your cow herd we would like to help become part of your solution!

We have grown up around commercial cows our whole life. To us it is now more obvious now than ever before just how many more pounds you can get off your calves with the right herd sire. Put one of these Bulls to work for your herd they will not disappoint.

Thank you for your interest in this year's Schweitzer Red Angus Bull Sale!

A look at a few of the herd sires

Brown JYJ Redemption



Andras New Direction



Brown Complete



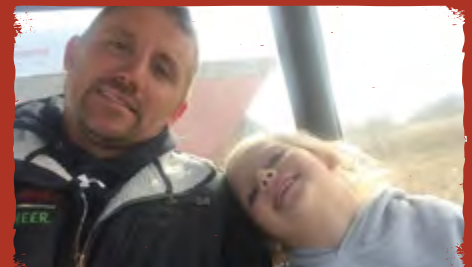
KAW Ragnar



Detour



Thanks to Peyton Schluckebier for being our biggest help with Schweitzer Red Angus. He has put in a lot of time with the herd over the last two years and is pursuing his degree In Agricultural Business at UNL. Look for some of his Bulls on the sale in the future as we work to grow his personal herd.



What Is a Bull Worth?

Deciding how much to pay for a bull is no easy task, but knowing which factors to consider can help producers feel more confident in the decision-making process, says Patrick Gunn, a cow-calf specialist with Iowa State University Extension and Outreach.

“While no calculator exists to determine the exact price a producer should spend on a bull, there are multiple factors that can be considered to establish a base price,” he said. “Typical thumb rules I’ve heard for estimating the value of an average registered bull include two times the value of a fed steer, five times the value of a feeder calf at weaning, or 25 times the cwt price of feeder calves. Using these thumb rules in the current market gives us a range of \$4,000 to \$5,200, which is very representative of early sale reports from 2016.”

With the recent recession in cattle prices, it is natural to start looking for ways to reduce input costs for the enterprise. However, poorly justified or haphazard budget cuts often begin with the bull battery, Gunn said.

“I can’t stress enough the value in optimizing your marketing goals through improved male genetics, regardless of cost,” he said. “With bulls representing 50 percent of the genetics of the program, you cannot afford to give up genetic progress in your herd at the expense of ‘cheap’ bulls that don’t match or advance your production goals.”

Regardless of money spent on a service sire, the bull battery typically represents less than 10 percent of annual cow costs for the herd. But the difference in returns between good and below average sires for traits of interest could be 15 percent or more. This reemphasizes the value in “paying up” for a bull that truly meets a producer’s marketing goals.

“Don’t forget the two primary factors that determine profit in the cow-calf sector are feed cost and pounds of calf weaned per cow exposed,” Gunn said. “That’s why there is no substitute for stepping up to the table to invest a few extra dollars in high-quality, registered bulls with proven pedigrees as well as performance and genetic testing.”

“In today’s marketplace, enhancing your factory with a bull that excels in economically relevant traits such as calving ease, maternal calving ease, stayability, growth and/or carcass traits will definitely maximize profitability in a volatile market,” he said. As such it can be one of the best returns on investment for any enterprise.

It should be noted that purchasing a less costly bull does not necessarily imply a producer bought an inferior breeding piece. However, be sure the strengths of the new herd sire still improve and complement the existing cow herd without sacrificing marketing goals, Gunn said.

“As always, for more information on bull selection, consult with the team of experts you have assembled including your beef extension specialist and genetics provider,” Gunn said. “Good luck, and happy bidding.”

*“What is a Bull Worth?” Patrick Gunn/Sherry Hoyer, 25 March 2016,
Available from: <https://www.extension.iastate.edu/news/what-bull-worth>*

Bull Selection - Simplified

Red Angus stakeholders have enjoyed the capability of selecting bulls based on economically relevant traits (ERTs), such as Heifer Pregnancy or Stayability, that truly impact their operations profitability. While these ERTs allow for efficient selection decisions, the growing number of ERTs and EPDs has resulted in confusion as producers attempt to estimate a sire's overall impact. In Response, RAAA has developed the HerdBuilder and GridMaster indices, which answer the question:

“What impact will each potential sire have on my operation’s profitability?”

While the process of calculating an index is very complex, the resulting selection tool is very simple to implement. HerdBuilder and GridMaster are expressed as differences in profitability per exposure.

HerdBuilder

Producers selecting bulls to develop profitable replacement females and maximize the value of non-replacement marketed progeny should incorporate the HerdBuilder Index into their selection decisions.

The HerdBuilder Index is built using the following scenario:

- Red Angus bulls mated to cows and heifers
- Replacement heifers retained from within the herd
- All remaining progeny sold on a quality-based carcass grid

Given that replacement heifers are retained, significant influence is placed on the obvious maternal ERTs of Stayability, Heifer Pregnancy and Calving Ease. Additionally, with all remaining progeny sold on a quality-based carcass grid, Marbling, Yield Grade and growth EPDs also impact the HerdBuilder Index.

GridMaster

Use the Gridmaster Index if your operation's primary goal is maximizing profitability of feeders in the feed yard and on the rail.

The Gridmaster Index is built using the following scenario:

- Red Angus bulls mated to cows
- All progeny sold on a quality-based carcass grid

Marbling, Yield Grade and growth EPDs are the traits of primary importance in the GridMaster Index.

EPD Averages & Ranges (Spring 2018)

EPD Averages and Ranges for Proven and Opportunity Sires

	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
Min.	-119	36	-12	-13.2	-10	-18	-11	-26	-3	-15	-9	-0.4	-0.30	-52	-0.75	-0.08
Ave.	107	50	6	-2	57	90	19	0	12	5	10	0.42	0.03	21	0.07	0.00
Max.	236	67	25	8	106	166	46	19	24	23	19	1.65	.47	76	1.04	0.14

Red Angus Guide to EPDs

HerdBuilder (HB)

Need bulls for developing a profitable cowherd and maximizing the value of marketed progeny? Select a bull with a high HB value.

GridMaster Index (GM)

If you market all of your calf crop and want to increase the value of that calf crop, select a bull with a high GM value to maximize your profit.

Calving Ease Direct (CED)

Breeding Heifers? Select bulls with a high CED to increase the probability that the heifers will calve unassisted.

Birth Weight (BW)

Predicts differences in birth weight. BW is included in the CED EPD, so simplify your decisions by selecting bulls based on CED instead of BW.

Weaning Weight (WW) and Yearling Weight (YW)

Predicts differences in weight at weaning and yearling. While selection based on these growth measures can increase your payweight, be cautious what the bull's other EPDs are.

Milk

Predicts differences in weaning weight and daughters progeny due to milk production.

Maintenance Energy (ME)

Selecting bulls with a lower ME EPD will decrease the amount of feed his daughters will require to maintain body weight.

Red Angus Guide to EPDs (Continued)

Heifer Pregnancy (HPG)

Retaining heifers? Select bulls with a high HPG to increase the percentage of exposures that result in a calving observation.

Calving Ease Maternal (CEM)

Another number to pay attention to if you are retaining heifers. Selecting bulls with a high CEM will increase the probability of those daughters calving unassisted.

Stayability (STAY)

The most important trait if your goal is developing cows that stay productive, thus increasing your profitability. Bulls that have a high Stay EPD are expected to sire daughters that remain productive in the herd until at least 6 years of age.

Marbling Score (Marb)

Select bulls with high Marb EPD to increase the number of progeny that grade Choice or Prime.

Yield Grade (YG)

Marketing calves on a grid? Placing selection pressure on YG EPD will decrease the number of YG discounts on grid-marketed progeny.

Carcass Weight (CW)

Selecting bulls with a high CW EPD will increase the weight of the hanging carcass, which directly impacts revenue.

Rib Eye Area (REA)

Need to add muscle? Select bulls with a high REA EPD to increase rib eye area, which favorably increases Yield Grade.

Backfat (Fat)

Need to reduce waste in carcasses? Select bulls with a low Fat EPD to reduce backfat, which favorably increases Yield Grade.

Lot #1 AJS Brown Comp. - 7459

Birth Date: 03/13/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	140	51	6	-1.4	63	98	19	0	15	5	12	0.55	0.13	26	0.03	0.03
ACC			15	30	26	24	17	0	0	13	0	8	10	21	8	10
PCTL	18%	31%	46%	56%	29%	32%	49%	%	5%	43%	24%	24%	89%	32%	60%	88%

	LSF Takeover 9943W	1368803	DDF, MAF, OSF, NHF, AMF, CAF	1	P
	Brown Complete B238	1703782	MAF, OSF	1	P
	Brown MS P707 X7580	1366642	MAF, OSF	1	P
	AJS Brown Comp. 7459	3753141		1	P
	Bieber Roosevelt W384	1311829	OSF, DMF, NHF, AMF	1	P
	KAW Edith 459	1677766		1	P
	KAW M26P Bectoria 963	1301204	DDF	1	P

7459 has been my favorite Bull the entire year. A brown Complete sired calf on a Bieber Roosevelt daughter. The combination does not get much better. Visually to me this is one of the most complete bulls in the group with depth of rib and soundness throughout. Keeping Females or going for pounds at the sale barn you won't go wrong with this bull. He is also suitable for heifers.

Lot #2 Brown Complete - 701

Birth Date: 02/22/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	122	49	7	-3.3	51	77	24	2	13	4	11	0.59	0.06	11	-0.06	0.01
ACC			16	32	27	26	18	0	0	13	0	8	11	23	8	10
PCTL	37%	64%	37%	24%	74%	75%	11%	66%	21%	50%	31%	19%	68%	78%	78%	74%

	LSF Takeover 9943W	1368803	DDF, MAF, OSF, NHF, AMF, CAF	1	P
	Brown Complete B238	1703782	MAF, OSF	1	P
	Brown MS P707 X7580	1366642	MAF, OSF	1	P
	GWR Brown Complete 701	3765319		1	P
	GWR GP Mr. Right 013	1407977		1	P
	GWR Robin 305	1619398		1	P
	GWR NE Robinette 016	1407970		1	P

This Brown Complete son is stacked with muscle in a very attractive phenotype. His long deep hip and wide top set in a big boned structurally correct frame runs him at the top of pen Phenotypically. This bull is recommended for heifers.

Lot #3 SRA Brown Comp. - 7815

Birth Date: 03/18/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	148	49	12	-5.4	51	76	21	0	13	2	14	0.44	-0.04	8	0.18	-0.01
ACC			18	32	27	26	20	0	0	15	2	12	13	23	11	13
PCTL	13%	64%	10%	5%	73%	76%	32%	%	24%	84%	8%	40%	24%	86%	30%	67%

	LSF Takeover 9943W	1368803	DDF, MAF, OSF, NHF, AMF, CAF	1	P
	Brown Complete B238	1703782	MAF, OSF	1	P
	Brown MS P707 X7580	1366642	MAF, OSF	1	P
	SRA Brown Comp. 7815	3753131		1	P
	Basin Cherokee 2926	848513	OSF	1	P
	JAG Lana 815U	1242226		1	P
	JAG Lana 6135	1107645	OSF	1	P

7815 Bull is an elite Bull on this offering. He is about two months younger than the average birth date and hangs right in there. His mother JAG Lana 815U is our donor cow and has sold many bulls over the last ten years. Her son is the 331 Bull that is a herd sire to a few of the bulls in the offering today. If you need a heifer bull that also has great maternal EPDs to keep replacement heifers, this is your Bull. 7815 is one of five of the Brown Complete Bulls offered. Fantastic bull for heifers.

Lot #4 GWR Brown Comp. - 711
Birth Date: 02/28/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	153	48	10	-4	58	87	17	-1	15	6	13	0.34	0.02	16	0.15	0.02
ACC			16	32	27	25	18	0	0	13	0	12	13	22	11	14
PCTL	10%	68%	15%	15%	48%	56%	68%	41%	10%	30%	10%	64%	49%	66%	35%	79%
	LSF Takeover 9943W				1368803		DDF, MAF, OSF, NHF, AMF, CAF						1		P	
	Brown Complete B238				1703782		MAF, OSF						1		P	
	Brown MS P707 X7580				1366642		MAF, OSF						1		P	
	GWR Brown Comp. 711				3765311								1		P	
	5L Double Design 1177-227W				1329695		OSF, AMF						1		P	
	JAG Ruby 104Y				1436158								1		P	
	JAG Lana 815U				1242226								1		P	

GWR 711 matches Brown Complete with calving ease genetics and the result was fantastic. His mother is a product of JAG 815U one of the top cows sold in the Gosey Dispersion and now the lead Donor cow at SRA. This bull is an opportunity to "Herd Build" and is recommended for heifers.

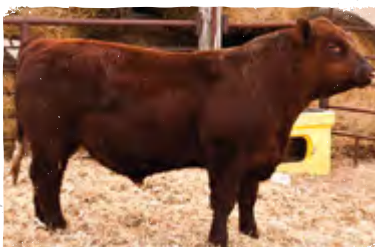
Lot #5 AJS SRA Detour - 7909
Birth Date: 03/05/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	96	48	5	-1.6	56	83	21	0	5	1	11	0.22	-0.01	17	0.014	0.00
ACC			22	33	28	28	25	0	10	22	12	12	13	24	11	14
PCTL	70%	74%	52%	53%	57%	64%	29%	%	99%	90%	40%	85%	36%	62%	37%	51%
	RED RMJ Redman 1T				1417390		MAF, OSF						1		P	
	Red Lazy MC CC Detour 2W				1352939		DDF, MAF, OSF, DMF, NHF, AMF						1		P	
	Red Lazy MC Bess 12S				2100302		OSF, NHF									
	AJS SRA Detour 7909				3753141								1		P	
	BROWN COMMITMENT S7206				1120008		MAF, OSF						1		P	
	JAG RUBY 909W				1312219								1		P	
	JAG RUBY 721T				1164736								1		P	

7909 Bull is out of the ever-popular Red Angus Detour Bull. This bull will add size to your herd to allow for growth on your calves at weaning and all the up to harvest rail the slaughter house. JAG Ruby 7909 is an old Jim Gosey DAM that has plenty of proven bulls that are working in the Red Angus Industry today

Lot #6 AJS SRA NEW DIR - 7502
Birth Date: 02/16/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	72	51	2	-0.9	67	105	15	0	13	6	4	0.56	0.16	31	-0.07	0.02
ACC			23	33	28	27	23	0	7	23	4	13	13	23	12	13
PCTL	89%	31%	85%	65%	18%	19%	83%	%	28%	21%	94%	22%	94%	19%	80%	81%
	Andras In Focus B152				1366630		MAF, OSF						8		P	
	Andras New Direction R240				1506922		DDF, MAF, OSF, NHF, AMF, CAF						1		P	
	Andras Kuruba B111				1288748		OSF, NHF						8		P	
	AJS SRA NEW DIR 7502				3753147								1		P	
	C-Bar Anticipation 101W				1361141		MAF, OSF						1		P	
	GWR Rubie 502				3505017								1		P	
	GWR Rubie 301				1619403								1		P	

7502 is a large framed unique Bull. Sired by Andras New Direction his father needs no introduction. His DAM is a Anticipation daughter that carry's a dark color and lots of size. I would use this as a cow bull if you are after more pounds come weaning time.

Lot #7 GWR NEW Direction - 703

Birth Date: 02/24/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	70	50	4	-1.3	63	99	13	-4	10	4	5	0.36	0.06	27	0.16	0.02
ACC			23	34	31	30	26	0	14	23	13	15	15	25	14	17
PCTL	90%	45%	68%	58%	30%	30%	92%	17%	64%	58%	93%	57%	57%	30%	34%	75%

	Andras In Focus B152	1366630	MAF, OSF	8	P
	Andras New Direction R240	1506922	DDF, MAF, OSF, NHF, AMF, CAF	1	P
	Andras Kuruba B111	1288748	OSF, NHF	8	P
GWR NEW Direction 703				3753131	1 P
	Beckton Lancer F442 T	533603	MAF, OSF	1	P
	JAG Lana 503R	1031014		1	P
	Lone Rock Sable 084K	728565		1	P

GWR 703 is another easy flushing New Direction son. His stout structure carries more muscle than most sons of this sire group. This bull is the offspring of another super cow family from the Gosey Herd and by one of the most popular Red Angus Bulls in the Genex line up. His front pasture phenotype and growth potential will sell his calves at weaning time. He is suitable for heifers.

Lot #8 AJS SRA Foremost - 7618

Birth Date: 02/25/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	131	52	4	-0.8	75	119	14	0	11	5	11	0.41	0.08	40	0.04	-0.01
ACC			15	30	25	24	17	0	0	14	0	7	10	21	7	10
PCTL	27%	16%	67%	67%	4%	4%	90%	%	49%	41%	32%	46%	75%	5%	57%	26%

	Brown Premier X7876	1379610	MAF, OSF, NHF, AMF, CAF	1	P
	LSF SRR Foremost 5314C	1744805	MAF, OSF	1	P
	SRR Victoria Joan 277-675	1516205		1	P
AJS SRA Foremost 7618				3753149	1 P
	LMG Gills Indeed 1603	1455844	OSF	1	P
	LMG Miss Rambo 5618	3523296		1	P
	LMG Miss Rambo 6300	1157501		1	P

7618 is a great Bull. His mother Comes from Gill Red Angus a very well know Red Angus breeder. Herdbuilder and Grid master score in the top 30% of the Red Angus Breed. One of the top five gaining bulls in the trial. Put this Bull to work for you.

Lot #9 AJS SRA Foremost - 7627

Birth Date: 02/22/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	138	52	5	-1.8	70	112	15	0	12	5	12	0.40	0.03	34	0.12	-0.01
ACC			15	30	25	24	17	0	0	15	0	7	110	21	7	10
PCTL	20%	14%	58%	49%	11%	9%	85%	%	32%	38%	26%	48%	54%	12%	41%	24%

	Brown Premier X7876	1379610	MAF, OSF, NHF, AMF, CAF	1	P
	LSF SRR Foremost 5314C	1744805	MAF, OSF	1	P
	SRR Victoria Joan 277-675	1516205		1	P
AJS SRA Foremost 7627				3753151	1 P
	LMG Gills Indeed 1603	1455855	OSF, DMF, NHF, AMF	1	P
	LMG Miss Dianne 5627	3525322		1	P
	LMG Miss Dianne 8063	1284294	DDF	1	P

Here is another Foremost son. Very sound bull ready to go to work. Very High Grid master score for those feeding out their own calves. This Bull is suitable for heifers.

Lot #10 AJS SRA Foremost 7518

Birth Date: 02/25/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	116	51	8	-2.6	61	99	17	0	12	4	9	0.41	0.00	25	0.15	-0.01
ACC			15	30	25	24	117	0	0	15	0	8	10	21	7	10
PCTL	44%	27%	33%	34%	37%	30%	69%	%	38%	55%	61%	46%	40%	36%	35%	35%

	Brown Premier X7876	1379610	MAF, OSF, NHF, AMF, CAF	1	P
	LSF SRR Foremost 5314C	1744805	MAF, OSF	1	P
	SRR Victoria Joan 277-675	1516205		1	P
AJS SRA Foremost 7518				3753155	1 P
	Sanderson King Rollo 22V	1338737		1	P
	LMG Miss Verdale 5518	3523368		1	P
	Lucht Verdale 53	1410938		1	P

7518 another Foremost son from Gill Red Angus. My favorite out of the class of Foremost Sons. Put him to work for you. This bull is suitable for Heifers.

Lot #11 AJS SRA Foremost - 7695

Birth Date: 02/14/2017



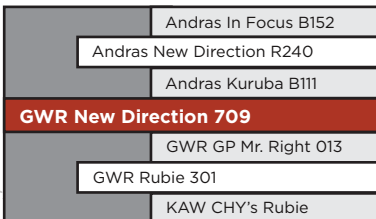
	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	137	52	7	-1.9	67	111	14	0	12	4	11	0.52	0.03	34	0.15	-0.01
ACC			15	30	24	23	17	0	0	14	2	7	10	20	7	10
PCTL	20%	12%	34%	47%	17%	11%	88%	%	43%	50%	30%	28%	54%	14%	35%	35%

	Brown Premier X7876	1379610	MAF, OSF, NHF, AMF, CAF	1	P
	LSF SRR Foremost 5314C	1744805	MAF, OSF	1	P
	SRR Victoria Joan 277-675	1516205		1	P
AJS SRA Foremost 7659				3753161	1 P
	LJC Lancer 313Y	1445023	DDF, MAF, OSF, NHF, AMF, CAF	1	P
	LMG Miss Marigold 5695	3523545		1	P
	LMG Miss Marigold 3366	1668192		1	P

7695 is the last of the Foremost Sons arguably the best. Top 20% in HM and GM score. Very sound bull Ready to go to work. One of the best put together Bulls in the group in overall depth of rib and complete soundness throughout his hind quarters.

Lot #12 GWR New Direction - 709

Birth Date: 02/28/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	70	50	.4	-2.3	61	95	16	-4	10	3	6	0.49	0.12	23	0.00	0.03
ACC			20	33	26	26	24	0	7	20	4	12	13	23	11	13
PCTL	91%	47%	69%	40%	39%	39%	78%	16%	77%	75%	91%	32%	87%	43%	66%	85%

	Andras In Focus B152	1366630	MAF, OSF	8	P
	Andras New Direction R240	1506922	DDF, MAF, OSF, NHF, AMF, CAF	1	P
	Andras Kuruba B111	1288748	OSF, NHF	8	P
GWR New Direction 709				3765323	1 P
	GWR GP Mr. Right 013	1407977		1	P
	GWR Rubie 301	1619403		1	P
	KAW CHY's Rubie	1090217		1	P

GWR 709 is a moderate framed bull in a compact structure. Another son of New Direction makes him an easy fleshing, wide topped and deep ribbed reflection of his sire. He will yield inexpensive pounds at weaning. Suitable for heifers

Lot #13 AJS SRA ND - 7310

Birth Date: 03/10/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	79	49	6	-3.6	56	85	19	0	11	3	6	0.71	0.21	16	-0.09	0.06
ACC			21	23	22	22	21	0	7	21	4	16	15	18	15	18
PCTL	85%	52%	48%	20%	54%	59%	50%	%	59%	76%	88%	10%	98%	67%	83%	98%

	Andras In Focus B152	1366630	MAF, OSF	8	P
	Andras New Direction R240	1506922	DDF, MAF, OSF, NHF, AMF, CAF	1	P
	Andras Kuruba B111	1288748	OSF, NHF	8	P
AJS SRA ND 7310				3753173	1 P
	Brown Commitment S7206	1120008	MAF, OSF	1	P
	JAG Ruby 106Y	1436145		1	P
	JAG Red Rose 614S	1107650		1	P

7310 was an Embryo Bull calf. Sired by New Direction and out of the 106Y Jim Gosey Donor cow. This bull is suitable for heifers and ready to go to work! Powerful Donor Cow crossed with the second highest semen sales bull in the Red Angus breed. Recommended for heifers.

Lot #14 AJS SRA ND - 7340

Birth Date: 02/19/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	79	49	6	-3.6	56	85	19	0	11	3	6	0.71	0.21	16	-0.09	0.06
ACC			21	23	22	22	21	0	7	21	4	16	15	18	15	18
PCTL	85%	52%	48%	20%	54%	59%	50%	%	59%	76%	88%	10%	98%	67%	83%	98%

	Andras In Focus B152	1366630	MAF, OSF	8	P
	Andras New Direction R240	1506922	DDF, MAF, OSF, NHF, AMF, CAF	1	P
	Andras Kuruba B111	1288748	OSF, NHF	8	P
AJS SRA ND 7340				3753175	1 P
	Brown Commitment S7206	1120008	MAF, OSF	1	P
	JAG Ruby 106Y	1436145		1	P
	JAG Red Rose 614S	1107650		1	P

7340 is a Full brother to 7310. These two brothers have been neck and neck through the entire test and both will make great heifer bulls. Great genetic package offered. Recommended for heifers.

Lot #15 GWR NEW Direction - 715

Birth Date: 03/04/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	69	49	5	-1.7	58	93	11	-5	12	6	4	0.33	0.10	23	0.01	0.02
ACC			21	33	29	28	24	0	7	20	4	14	14	24	13	14
PCTL	91%	57%	52%	50%	47%	43%	97%	12%	38%	25%	95%	64%	83%	43%	64%	81%

	Andras In Focus B152	1366630	MAF, OSF	8	P
	Andras New Direction R240	1506922	DDF, MAF, OSF, NHF, AMF, CAF	1	P
	Andras Kuruba B111	1288748	OSF, NHF	8	P
GWR NEW Direction 715				3765307	1 P
	5L Double Design 1177-227W	1329695	OSF, AMF	1	P
	JAG Ruby 110Y	1436142		1	P
	JAG Lana 521R	1031031		1	P

GWR 715 is a super easy fleshing, moderate framed, rugged bull. The New Direction influence is obvious here and his dam is an exceptional female from the Gosey Herd. This bull is exceptionally docile though it is difficult to identify in this group of tame bulls. Suitable for heifers.

Lot #16 AJS SRA Redemption - 7884
Birth Date: 01/14/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	135	51	7	-3.7	53	91	19	-5	9	5	12	0.64	0.10	19	-0.10	0.01
ACC			22	32	27	27	23	0	11	22	6	14	14	23	13	14
PCTL	23%	28%	36%	19%	67%	48%	55%	14%	80%	33%	22%	15%	82%	55%	85%	69%

	Beckton Nebula P P707	979031	OSF													1	P
	Brown JYJ Redemption Y1334	1441805	MAF, OSF, NHF, AMF, CAF													1	P
	JYJ Ms Jolene W16	1327069	MAF, OSF													1	P
	AJC SRA Redemption 7884	3753181														3	P
	Pie Enhancer 337	1651720	MAF, OSF													1	P
	Pie Ruby 5174	3503411														1	P
	Pie Ruby 9106	1348566														1	P

One of three Redemption Bulls on the offering this year. Next year we will have over 15 redemption bulls offered if that gives you an idea of what we think this sire can do for your herd. The redemption calf if out of a Pieper Ruby daughter. Very dark haired Red Angus bull. This bull continues to get deeper throughout his body as he gets older. Great calving ease bull for heifer development. Top 30% in the industry in Herd Builder, Grid Master, and Birth Weight. He is recommended for heifers.

Lot #17 KAW Crimson Star - 762
Birth Date: 01/26/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	130	51	-1	1.2	69	106	18	1	11	5	13	0.42	0.05	35	-0.05	-0.03
ACC			13	26	26	21	17	0	0	12	0	5	7	18	5	16
PCTL	28%	24%	97%	93%	14%	18%	66%	56%	49%	46%	14%	44%	63%	12%	76%	10%

	PIE Code Red 9058	1348362	DDF, OSF													1	P
	KAW Ragnar 527	3492807														1	P
	KAW M26P Bectoria 963	1301204	DDF													1	P
	KAW Crimson Star 762	3718941														1	P
	RED Northline Rock Star 911U	1267725	DDF, MAF, OSF, NHF, AMF													1	P
	KAW Star Commit 456	1677761														1	P
	JAG Ruby 909W	1312219														1	P

KAW 762 is the first born son of KAW RAGNAR 527 and a great representative of his phenotype. Super growth, super structure, super deep rib and flank makes him a full capacity sire. His dam KAW 456 raised the herds best yearling bull from 2016 and did it again in 2017. Increase your weaning weights with this guy. Not recommended for heifers.

Lot #18 GWR Design - 705
Birth Date: 02/26/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	135	47	5	-0.9	59	87	20	5	12	4	14	0.20	0.05	20	0.00	0.00
ACC			14	19	17	16	13	0	0	13	1	6	7	14	6	7
PCTL	22%	83%	59%	65%	43%	57%	46%	90%	36%	50%	7%	87%	63%	53%	66%	53%

	JAG Design 108Y	1436159														1	P
	JAG Design 331A	1612353														1	P
	JAG Lana 815U	1242226														1	P
	GWR Design 705	3765293														1	P
	JAG No Equal 5807R	1031015														1	P
	GWR NE Lady 019	1407972														1	P
	JAG Shstaldy BH 1603L	785018														1	P

GWR 705 is a rugged framed moderately muscled well balanced bull with balanced EPDs. Suitable for heifers.

Lot #19 GWR Envoy - 725
Birth Date: 04/06/2017

	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	110	48	5	-1.7	60	85	25	1	9	3	11	0.47	0.08	18	0.12	0.00
ACC			11	29	24	23	17	0	0	10	0	7	9	20	6	9
PCTL	51%	72%	51%	51%	41%	60%	9%	60%	87%	77%	29%	35%	75%	60%	87%	53%

Schuler Envoy 2115Z	1515524	OSF	1	P
JAG Envoy 425B	1683046		1	P
JAG Ruby 106Y	1436145		1	P
GWR Envoy 725	3765333		1	P
JAG Cherokee 028X	1371930		1	P
GWR Robin 511	3505008		1	P
GWR Robin 307	1619402		1	P

GWR 725 is our youngest individual from GWR Red Angus. His mother raised him as her first after a quality show career. 725 shows a great deal of the same potential as a herd sire with a balance of calving ease and growth. Recommended for heifers.

Lot #20 AJS - 7693
Birth Date: 04/12/2017

	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	158	49	4	-0.6	66	98	16	2	13	6	15	0.20	0.02	27	0.20	0.01
ACC			14	23	24	23	19	0	0	13	1	7	8	19	6	7
PCTL	8%	58%	63%	71%	20%	33%	80%	64%	19%	26%	3%	87%	49%	31%	28%	61%



JAG Design 108Y	1436159		1	P
JAG Design 331A	1612353		1	P
JAG Lana 815U	1242226		1	P
GWR New Direction 709	3775871		1	P
RED Fine Line Mulberry 26P	1151261	DDF, MAF, OSF, AMF	1	P
KAW M26P Bectoria 963	1301204	DDF	1	P
JAG Lana 516R	1031053	OSF	1	P

AJS 7693 was the latest born calf. He has done a nice job catching up. He is out of KAW 963 donor cow sire by the infamous Red Mulberry. This bull is top 10% in herd builder and will be an asset to any herd. His Mother has produced many prize winning show heifers over the last five years and KAW RAGNAR 527.

Lot #21 GWR Design 719
Birth Date: 03/22/2017

	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	130	47	5	-1.5	63	89	18	2	10	2	14	0.25	0.04	20	0.01	0.00
ACC			12	31	26	24	17	0	0	11	0	5	8	21	5	6
PCTL	27%	86%	58%	54%	28%	60%	60%	64%	64%	82%	6%	81%	59%	53%	64%	53%



JAG Design 108Y	1436159		1	P
JAG Design 331A	1612353		1	P
JAG Lana 815U	1242226		1	P
GWR Design 719	3765331		1	P
GWR GP Mr. Right 013	1407977		1	P
GWR Lady 415	1714843		1	P
GWR NE Lady 019	1407972		1	P

GWR 719 is a good long, strait, topped future herd sire that will produce pounds at weaning.

Lot #22 GWR Redline 713

Birth Date: 03/01/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	.95	47	4	-0.7	49	79	21	-3	11	3	10	0.15	0.05	17	-0.14	-0.01
ACC			15	32	15	15	13	0	8	15	12	11	10	15	9	10
PCTL	71%	88%	67%	68%	78%	72%	34%	20%	47%	73%	50%	92%	61%	64%	90%	30%

	OCC Linebred 801R	1369743													8	P
	OCC 119U	1598499								MAF, OSF, NHF					1	P
	OCC Belinda 137R	3358959														P
	GWR Redline 713	3790083													1	P
	Schuler Nebula P707 0050X	1382280													1	P
	GWR Lana 303	1619399								OSF					1	P
	GWR NE Lana 020	1407973													1	P

GWR 713 is a strong stout future herd sire with a unique pedigree and hybrid vigor. He and his half sister by the same sire OCC 119U were outliers for growth and composition. This bull was made for the commercial breeder as he is 1/8 Simmental and suitable for heifers.

Lot #23 KAW Eric The Red - 766

Birth Date: 03/25/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	123	48	5	-1.4	51	78	19	0	12	5	12	0.28	-0.10	15	0.15	-0.03
ACC			14	26	23	22	18	0	0	13	3	7	9	19	7	8
PCTL	35%	73%	54%	56%	73%	74%	48%	47%	38%	39%	23%	75%	11%	70%	35%	10%

	PIE Code Red 9058	1348362								DDF, OSF					1	P
	KAW Ragnar 527	3492807													1	P
	KAW M26P Bectoria 963	1301204								DDF					1	P
	KAW Eric The Red 766	3718943													1	P
	5L Norseman King 2291	806707								MAF, OSF, NHF, AMF					1	P
	GWR 51NK Brandi 012	1407976													1	P
	Crowfoot Brandina 42A	365142								OSF					1	P

KAW 766 is a long topped attractive son of KAW RAGNAR 527. His Maternal grandsire is the famous 5L Norseman King. The emphasis of this bull is growth and phenotype and he is suitable for heifers.

Lot #24 L3G 554E RED KAT

Birth Date: 03/03/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	127	50	12	-2.9	56	90	19	-6	10	10	9	0.38	-0.10	20	0.13	-0.04
ACC			13	15	15	15	15	0	11	13	6	12	11	13	12	12
PCTL	29%	45%	9%	29%	56%	49%	48%	7%	63%	2%	62%	52%	11%	54%	39%	7%

	Beckton Nebula P P707	979031								OSF					1	P
	Brown JYJ Redemption Y1334	1441805								MAF, OSF, NHF, AMF, CAF					1	P
	JYJ Ms Jolene W16	1327069								MAF, OSF					1	P
	L3G 554E RED KAT	3750559													1	P
	26P RED Fine Wine	1751069													1	P
	L3G 554 KIT 2	3750549													1	P
	Not On File															

L3G 554E RED KAT is the only yearling Brown Redemption son on the sale. He is 3/4 Red Angus and like most Redemption sons his exceptional calving ease coupled with moderate growth makes him a "curve-bender". Add a little hybrid vigor for this opportunity to get some the best genetics offered by the Red Angus breed in a commercial package. Recommended for heifers.

Lot #25 L3G 585E Direction
Birth Date: 03/03/2017



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	-8	47	4	-0.7	54	79	15	-10	10	4	-4	0.11	-0.17	16	0.18	-0.05
ACC			13	13	13	13	13	0	7	13	4	9	9	11	9	10
PCTL	99%	83%	61%	68%	64%	70%	84%	1%	69%	61%	99%	93%	6%	64%	30%	4%

	Andras In Focus B152	1366630	MAF, OSF	8	P
	Andras New Direction R240	1506922	DDF, MAF, OSF, NHF, AMF, CAF	1	P
	Andras Kuruba B111	1288748	OSF, NHF	8	P
L3G 585E Direction		3750561		3	P

L3G 585E DIRECTION is another son of NEW DIRECTION but in a black hide. His maternal Limousine genetics are evident as well. This future herd sire will provide hybrid vigor to any commercial breeding situation. Suitable for heifers.

2 Year Olds

GWR Brown Redemption - 601
Birth Date: 02/22/2016



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	154	51	11	-2.8	65	104	16	-3	8	8	13	0.47	-0.02	28	0.18	-0.01
ACC			23	37	34	24	23	2	19	23	18	18	16	22	17	18
PCTL	10%	22%	22%	31%	23%	20%	74%	21%	91%	9%	15%	34%	34%	27%	30%	26%

	Beckton Nebula P P707	979031	OSF	1	P
	Brown JYJ Redemption Y1334	1441805	NHG, OSF, CAF, MAF, AMF	1	P
	JYJ MS Jolene W16	1327069	OSF, MAF	1	P
GWR Brown Redemption 601		3545608		1	P
	Beckton Lancer F442 T	533603	OSF, MAF	1	P
	JAG Lana 503R	1031014		1	P
	Lone Rock Sable 084K	728565		1	P

Another Fantastic Redemption son. This bull balances caving ease and growth and comes in a deep, wide, long package. Glides in motion and carries the package with a strong top, stout hip and on a big foot.. Herd Builder/Grid Master DELUXE. Recommended for heifers. Top Valued Bull.

GWR Design - 611
Birth Date: 03/15/2016



	HB	GM	CED	BW	WW	YW	Milk	ME	HPG	CEM	STAY	Marb	YG	CW	REA	FAT
EPD	140	49	3	-0.2	65	98	17	1	11	2	15	0.26	0.02	28	0.12	-0.01
ACC			13	32	28	15	12	0	3	11	3	7	8	16	7	7
PCTL	18%	51%	73%	76%	22%	31%	66%	55%	60%	79%	5%	79%	48%	27%	42%	36%

	JAG Design 108Y	1436159		1	P
	JAG Design 331A	1612353		1	P
	JAG Lana 815U	1242226		1	P
GWR Design 611		3545619		1	P
	Schuler Nebula P707 0050X	1382280	OSF	1	P
	GWR Lana 303	1619399		1	P
	GWR NE Lana 020	1407973		1	P

GWR 611 is a well balanced performance bull with exceptional growth and will add pounds at weaning. His dam's sire Schuler Nebula has produced many top red Angus herd sires. This bull is suitable for heifers

Lot 29 - 30
35 Commercial Red Angus Heifer pairs

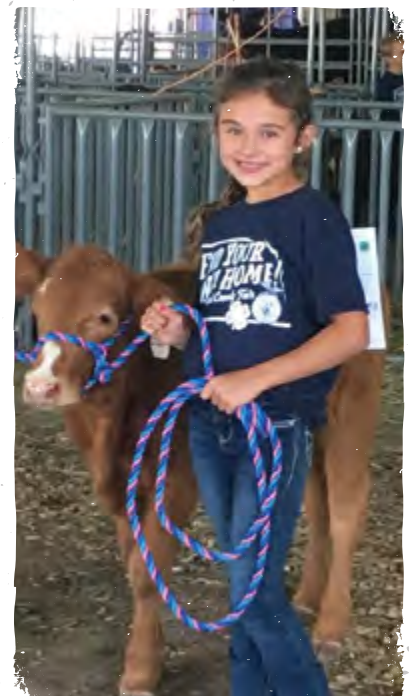
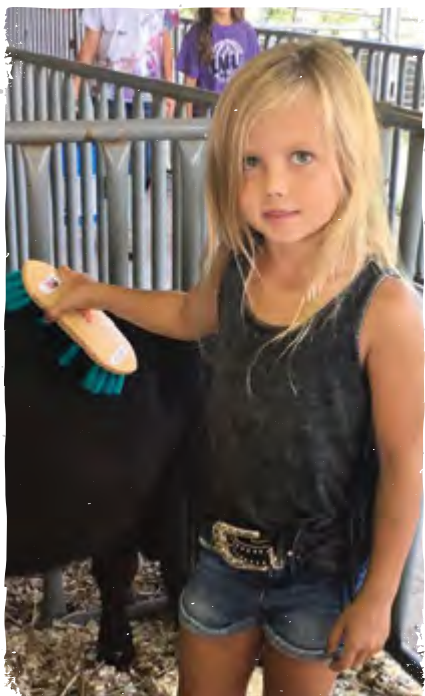
Bob Wehrs is offering 35 red Angus heifer pairs on the sale. Most of these heifers originated from the SRA Commercial Herd. The heifers were bred to redemption and cleaned up with a SRA new direction Son. See these ladies for yourself if you need to add to your herd this year. Very deep set of heifers that will not disappoint. Selling in groups of five Gate Cut. You may take five or all as we sell through them if you are the highest bidder.



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