

Schuler Red Angus - Sale Report  
Thursday, March 28, 2019  
Bridgeport, Nebraska

A beautiful day greeted customers at the Schuler Red Angus 37<sup>th</sup> Annual Bull Sale, which was held March 28<sup>th</sup> at the ranch near Bridgeport, Nebraska. Barely a week after one of the worst blizzards in the history of Nebraska panhandle, the enthusiastic crowd was joined by active online bidding to offer a strong appraisal of the Schuler family's annual bull offering. Although the Schuler program is built upon the reproductive and maternal traits required to "Get the Cow Right First", their genetics have earned numerous Red Angus "GridMaster" awards for their Customers as well as their own cattle. Schuler Red Angus has led the Red Angus breed in carcass data collection since 1991 and has contributed almost 20% of the breed's carcass data. Annually, the Schuler program tests young sires for both carcass and feed efficiency to ensure the bulls they offer continue to produce offspring that are in demand by downstream beef industry customers.

Bull buyers from Nebraska and surrounding states competed for both Red Angus and Schuler Red Composites with the following sale averages:

102 Red Angus Yearling Bulls averaged: \$5,553

23 Schuler Red Composite Yearling Bulls averaged: \$6,391

125 total yearling bulls averaged: \$5,707

High selling Red Angus bulls included:

The high selling bull was Lot 1, Schuler Ranch Hand F606. This son of Schuler Top Hand D911 brought \$19,000 for one half interest and full possession, going to 7 Bar Ranch of Sheridan, MT. "Ranch Hand" spread best 8% Calving Ease to top 2% Yearling Weight and 1% GridMaster Index.

Schuler Discipline 8506F sold as Lot 2 going to Wedel Red Angus of Leoti, KS at \$13,000 for one half interest and full possession. This son of 3SCC Domain A163 is the only bull in the Red Angus database to achieve index values of 277 HerdBuilder and 55 GridMaster.

Four bulls, lots 4, 6, 10 and 35 all sold from \$8,000 to \$8,500 and included two sons of "Defender", one son of "Oracle" and another "Top Hand" son.

While the Red Angus offering delivered the day's high selling bulls, the Schuler Red Composites garnered the higher sale average. Although these bulls sold after the end of the Red Angus bull offering, many veteran Schuler customers stayed until the last bull to make the Schuler Red offering one of the most successful of the entire spring 2019 season. The Schuler Red program is now in its third decade of providing ranchers with a user-friendly solution to profit through increased heterosis and breed complementarity without increasing mature size. Buyers were able to select between uniform sire groups that varied from  $\frac{1}{2}$  to  $\frac{7}{8}$  Red Angus genetics that are presented in a polled, solid red package with guaranteed docility.

The high selling Schuler Red Composite bull was Lot 133, Schuler Red 62 Amped F106. This son of Schuler Red 71 Amped D303 (the high selling composite bull from the 2017 Schuler Sale) brought \$8,500 going to Resting Heart Cattle Company of Columbus, NE.

Repeat customers of the Schuler program, Patterson Ranch, WY, Blew Partnership, KS and Cullan Farms, NE returned to make volume selections from the 37th annual offering.