

**NEWS RELEASE**  
**14<sup>th</sup> Annual Bet on Red Sale**

Reno, Nevada  
November 5, 2011

**Auctioneer:** Kyle Gilchrist

**Consignors:** 6R Ranch, Brylor Ranch, C-T Red Angus, Cabernet Cattle Co, Chatburn Ranch, Dial Cattle Co., High Summit Cattle Co, JST Angus, Klompfen Red Angus, Knaub cattle Co., Kool Breeze Red Angus, Lautenschlager & Son, Lazy J Red Angus, Lee Ranches, Linnell Red Angus, Little Shasta Reds, Lookingglass Red Angus, Loosli Red Angus, McPhee Red Angus, Mendoza Red Angus, Nissen-Corey A Reds, On the Mark Cattle Co., Owings Cattle, P Bar Ranch, Palin Red Angus, Peacock Angus Ranch, Pitchfork-T Ranch, LLC, R&S Red Angus Ranch, Radiant Reds, Raisland Red Angus, Rimrock Ranch, Schou Ranch, Steadfast Beef, Sugar Magnolia Ranches, Sun River Red Angus, TJS Red Angus, TLS Red Angus, Tongue River Red Angus, Ed Uriell.

Lots	Average
43 Open Heifers	\$3,721
6 Bred Heifers	\$6,258
Future Weaned Calf Choice	\$6,600
1 Bull	\$3,500
7 Lots Embryos	\$2,143 per Lot
8 Straws Semen	\$506 per Lot
1 Flush	\$2,000

The 2011 Bet on Red Sale really delivered on a promise of fun, adventure, fellowship and great Red Angus cattle! From the enticing Silver Legacy Casino and Resort, to the Red Western Classic Show, to the high energy banquet fund raising auction, the promenade of cattle prior to the sale and the bantering back & forth during the sale itself, this was an event that will be hard to beat. But, the Northwest Red Angus Association has set the bar even higher to make the 2012 sale and national convention something to remember. Knowing what this incredibly hard working and dedicated group is capable of, it will definitely meet, if not exceed expectations. Over \$20,000 was raised for the 2012 BOR sale and National Convention; thank you to all who supported these efforts!

In addition to the committee, the participation, enthusiasm and engagement by junior members was incredibly refreshing! Junior members certainly had a strong voice during the bidding process and when the gavel went down!

All buyers on hand were committed to their choices and prices definitely reflected that. Darryl Rhodes, Wichita, KS added a gem to his herd with the \$9,700 purchase of Lot 16 TR Lana YT137. She calved 2/5/11 and is a full sister to the phenomenal Red Angus bull – TR Julian LT142 and a direct daughter of Beckton Julian GG B571. Her dam is TR Lana G760. This February 2011 heifer was consigned by Forest & Sue Dunning, Tongue River Red Angus, Sheridan, WY.

In Reno when there's a BIG winner, the lights start flashing and they were going full bore when Ralph Bochsler of Stayton, OR won the bid with \$8,750 for Lot 40. McPhee Precious 4980 is a stylish, long bodied McPhee New Revelation daughter. She calved 2/8/10 and is due in February to one of the top bulls in the McPhee Red Angus program. Sired by McPhee Sliver 4823, she was consigned by McPhee Red Angus, Lodi, CA.

In a city marked by sparkling casino marquees, this sale had a "gambling fever" kind of feeling and Byron Mabee hit the jack pot with his purchase of Lot 25, DKK Sassina 046 for \$7,500. Her dam is a highly productive JR 107 cow with an

attention – getting 105.1 MPPA. From one of the greatest Red Angus bulls of all time, Red Fine Line Mulberry 26P, she calved on 2/12/2011 and was consigned by Klompien Red Angus, Manhattan, MT.

Jeff Chatburn, Abion, ID successfully outplayed others to take home Lot 32, Laso Top Cut BA44Y for \$7,400. Sired by Red Lazy MC Cowboy Cut 26U, this extremely fancy daughter of LCC Top Jack LA0673 is loaded with endless opportunity! This fall alone, Cowboy Cut offspring have topped the sale circuit averages. As Kyle stated, “this one is destined for greatness!” She calved 1/7/2011 and was consigned by Lautenschlager & Sons, Endicott, WA.

Payton Fehringer, American Falls, ID rang the Reno bell with the purchase of Lot 58 for \$7,300. SRR Tiramisu is an AKO ADV Robin 725 daughter out of SRR Martina. She is already a tarmac veteran and ready to go on the show road! SRR Tiramisu calved 1/27/2010 and was consigned by Megan Shepard, Radiant Reds, Bella Vista, CA.

The only bull in the sale, PBAR Great Northern 1041K, Lot 50, went to the highest bidder, Tony Rabb, Woodlake, CA for the modest price of \$3,500. This Fraser Great Northern son out of the amazing 106.6 HCFA Stony 588 cow exhibited heavy muscling, great feet & legs and the calmest disposition! Few bulls sell in the BOR sale and this bull joins the ranks of some of the great ones sold here. He calved 3/6/2010 and P Bar Ranch, Montague, CA was the consignor.

The stars were definitely aligned for those that consigned embryos to this event. The top selling embryo package, Lot 65 went to Virgil Bellflower, Sycamore GA for \$7,200. Brylor Ranch, Pincher Creek, AB Canada, consigned two packages of six embryos, giving the buyer a choice on mixing and matching the packages. The choices included embryos out of six donor cows all bred to the world renowned Red Fine Line Mulberry 26P.

If you were in the market for semen on November 5, there were certainly a couple of tremendous options, one being three straws from TR Julian LT142, which sold for \$1,200 per straw. This semen is very rare and Darrly Rhodes, Wichita, KS was the successful bidder when all was said and done.

Buyers represented 10 different states: California, Georgia, Idaho, Kansas, Montana, Oregon, Texas, Washington, Wisconsin and Wyoming.

**This auction was managed by Kyle Gilchrist Auction Co., Douds, IA**