

July 11, 2017

Dear Red Angus Breeder,

I hope your summer is going well and that you are starting to make fall marketing plans for your Red Angus operation. After a brief break from our spring auction season, Lisa and I are excited to begin organizing our fall auction schedule and begin accepting cattle and genetics for these upcoming auctions.

At this time, we are starting the entry process for the final Under the Influence & More Mulberry Mayhem (UTI/MMM) Auction scheduled for Wednesday, October 25, 2017 at the Badger Creek Cattle Co. Ranch near Emporia, Kansas. As many of you know, this auction was started in 2011 and the fall of 2017 will mark the 7th year and the grand finale of this event! Do not get alarmed. Brylor Ranch and Gilchrist Auction Co. will continue with an annual auction that will be designed for all of our past customers to market their registered Red Angus genetics through but the time has come for the last Mulberry Mayhem Sale to be held. Have we lost interest in Mulberry 26P as a sire? Not a chance. Some of the breed's elite females are sired by this legendary Red Angus patriarch. We are simply rolling into the next dimension of the Red Angus breed and have several sire bloodlines that we will be unveiling during both the 2017 UTI/MMM Sale and beyond. If you are planning to be a player in the Red Angus breed for the next several years, you owe it to yourself to make plans to be in attendance at the October 25th UTI/MMM Auction.

This year's event will contain several updated changes that I think many of you will like. First, in the fall of the year, many activities are happening that challenge us to assemble a crowd. For this reason, we have moved this auction to a Wednesday to avoid all of the competing events and allow you the ability to enjoy your weekends. Second, there will be no Futurity Show for either bulls or heifers. Our past feedback from consignors was negative toward the added expense involved with these shows and we have eliminated their mandatory entry and expense for our consignors. One thing that will not change is the fantastic food and hospitality that this auction has provided. Bobby D's barbecue will still be in charge of providing the phenomenal ribs, brisket, tri-tips and other favorite barbecue beef items that you have come to enjoy.

In order to qualify for this year's final UTI/MMM event, cattle and genetics need to meet the following requirements: 1). Be sired by Red Fine Line Mulberry 26P or 2). Be sired by a Brylor Ranch Semen Sales bull or 3). Be a bred female carrying the service of a Brylor Semen Sales bull or 4). Have been purchased through a previous UTI/MMM Auction. These requirements are the same as in year's past but please keep in mind that the future Brylor Ranch/Gilchrist Auction sale will be open to wider genetics enabling you to breed to a wider variety of Red Angus bloodlines than in any of the previous UTI/MMM auctions.

We hope you are as excited as we are about the future of the Red Angus breed and want to continue to participate in one of the top Red Angus auctions in the country. Attached are entry forms and information to get signed up. As always, if you have any questions or comments, please feel free to email, text or call.

We look forward to your entries!

*Kyle & Lisa Gilchrist
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