

Schuler Red Angus - Sale Report
Thursday, March 26, 2015
Bridgeport, Nebraska

A packed-house representing buyers from 9 states were on on-hand or online for the 33rd Annual Schuler Red Angus bull sale held March 26th at the ranch headquarters near Bridgeport, Nebraska. Although the Schuler program is built upon the reproductive and maternal traits required to “Get the Cow Right First”, feeder progeny of the bulls they sell have won numerous Red Angus “GridMaster” awards for excellence in carcass merit. The Schuler’s leadership in carcass data collection is well into its third decade; with approximately 25% of Red Angus’ high accuracy carcass sires proven through Schuler’s progeny testing program.

Competition was fierce for both Red Angus and Schuler Red Composites, and produced the following sale averages:

109 Red Angus Yearling Bulls averaged: \$8,170

38 Schuler Red Composite Yearling Bulls averaged: \$6,099

147 total yearling bulls averaged: \$7,634

Red Angus bulls sold into; CO, FL, IA, KS, MO, NE, SD and WY, with prices ranging from \$4,500 to \$18,000 per bull. The high selling Red Angus lots - as well as some of the herd bull selections, include:

Wedel Red Angus of Leoti, KS purchased the top selling Red Angus bull, Lot 1 – a son of Schuler Endurance 2101Z, at \$18,000 for one half interest and full possession.

Wedel also selected Lot 17, a son of Schuler Omygoodness 2121Z as the second high selling Red Angus bull at \$14,500 for one half interest and full possession.

Jansen Red Angus of Geneseo, KS purchased the third high selling Red Angus bull, Lot 3, another Omygoodness son, at \$14,000 for one half interest and full possession.

Joe & Cindy Frasier of Limon, CO purchased Lot 7, a line-bred son of 5L Double Design 1177-227W at \$10,000

The Schuler Red Composite bulls provide ranchers a docile, solid red option to utilize heterosis and breed complements in their cowherd without increasing mature size. Buyers were able to select between five uniform sire groups that varied from $\frac{1}{2}$ to $\frac{7}{8}$ Red Angus genetics. The Schuler Red bulls sold into CO, FL, KS, NE, OR, and WY – with most producers taking multiple bulls.

The high selling Schuler Red Composite bull was lot 118, and was purchased by Otley Bros. Ranch, Diamond, OR for \$10,000. He was a $\frac{3}{4}$ Red Angus $\frac{1}{4}$ Continental composite son of Schuler Red 62 P707 Y852.

Repeat customers of the Schuler program, Kenansville Cattle Company, FL and Cullan Farms, NE returned to make volume selections from the 33rd annual offering.