

## FOR IMMEDIATE RELEASE

Contact: Jo Dexter, (970) 623-3219 • jdexter@blueprintma.com

### 2011 National Braunvieh Sale

January 16, 2011

Fort Worth Stock Show & Rodeo West Arena

Auctioneer: Col. Doak Lambert

Sale Management: BluePrint Marketing, LLC

#### SALE AVERAGES

4 bulls	\$3,712
19 females	\$2,834
6 embryos	\$2,058
1 pregnancy	\$3,100
3 semen lots	\$1,200

On Sunday, January 16, 2011, the Braunvieh Association of America held its National Sale in conjunction with their National Show and Annual Meeting. A large crowd was on hand at the sale arena and on the phones as buyers selected from an impressive offering from leading Braunvieh programs from across the U.S.

The sale was highlighted by Lot 8, RF Xena 208A, a 2/14/10 heifer calf consigned by Ridgefield Farm, Brasstown, N.C. She sold for \$8,000 and was selected by Diamond H Ranch in Childress, Texas.

The high-selling bull was OCC Monopoly 375W ET, Lot 4, a 3/07/09-born son of "Walker." The winning bid went to Beagle Farms, Yanceyville, N.C., for \$6,000. He was consigned by Outlaw Cattle Company, Willard, Mo., and R&D Farms, Franklin, Ky.

The next high selling lot was Lot 9, 4Z Miss 2X PLD ET. She is a 2/06/09 heifer sired by "Basic Beef" and was consigned by 4Z Braunvieh. "Miss 2X" was selected by Belle Monte Farm, Ruckersville, Va., for \$4,900.

Cattle sold to buyers in 14 different states and the volume buyer was D. Perez of Dallas, Texas, with four lots.

###

ADMINISTRATIVE PRINCIPAL

Lisa Bard

970.498.9306

lbard@blueprintma.com

CREATIVE PRINCIPAL

Kathie Bedolli

540.752.6143

kbedolli@blueprintma.com

THE AGRI-MARKETING ARCHITECTS

