

News Release

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For immediate release:

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Strong market continues for GAR-influenced females at Profit Proven Sale

A cold, blustery day didn't hamper the enthusiasm of a barn full of beef producers that came to purchase Gardiner-influenced Angus females. The Pratt Livestock Auction was once again the location for the Profit Proven Group's 4th Annual GAR-Influenced Commercial Angus Replacement Female Sale.

All cattle sold as source and age verified through the American Angus Association's AngusSourceSM program or the newly launched Guaranteed Gardiner Genetics program, which adds GAR genetic verification to the process. The entire offering sold bred to GAR sires or sons of GAR sires. The majority of the 2005 bred female offering was bred AI and the increase in the averages of those categories reflected the strong demand.

The offering was appraised by 39 buyers from 7 states.

No. Head	Average
34	Fall Pairs.....\$1,943
222	2-4 Yr. Old Bred Cows.....\$1,497
139	5-6 Yr. Old Bred Cows.....\$1,406
903	Bred Heifers\$1,287
290	Open Heifers\$819

1,588 head totaled \$1,992,865 .. averaged \$1,255

The 2005 Profit Proven Group represents Gardiner customers from 12 large commercial ranching operations. The ranches represent diverse "gate to plate" beef operations that share common goals of producing quality beef that fit today's value-added marketing systems. One of the nation's first to incorporate source and age verification tags, the Profit Proven Group continues to explore marketing opportunities that add value to GAR-influenced genetics up the food chain. As an added feature of the 2005 sale, the Profit Proven Group offered a calf buy-back program for any interested buyers.

The sale offering was comprised from the following ranches: Giles Ranch Co., Bucklin, KS; Merrill Ranch, Wilmore, KS; Mule Creek Ranch, Wilmore, KS; Irsik Ranch, Ingalls, KS; XIT Ranch, Plains, KS; McCloy Ranch, Morse, TX; JO Cattle Co., Springer, NM; McCarty Land & Cattle, Ashland, KS; K-Ranch, Garden City, KS; Bravo Cattle Co., Amarillo, TX; Schooler Farms, Logan, KS; Snake Creek Ranch, Ashland, KS.