



NEWS RELEASE

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FOR IMMEDIATE RELEASE:

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New Records Set in the Pursuit of Quality and Value in 11th Annual Meating Demand Sale

Three auctions, from January to May, at Gardiner Angus Ranch have set new records. We are immensely grateful and humbled by the loyalty of our customer base and many new customers joining us for the very first time. We are also thankful for each call from new customers seeking more information to add value and quality. The success stories to be told are those of our customers choosing to invest resources to improve the quality and value of the cattle and beef leaving their operations destined for the food supply.

We want to extend both gratitude and congratulations to Frank VanderSloot and the entire Riverbend Ranch team for making one of the boldest moves in the Angus seedstock business by investing \$1,050,000 in 49% of GAR Market Maker. Market Maker is a young sire destined to change populations of beef cattle. This son of B&B Preeminent out of GAR Kansas N762, to date, is the culmination of what we can achieve with a commitment to multi-trait discipline over decades. Although Riverbend Ranch, Idaho Falls, Idaho, has a powerful footprint in Angus seedstock production, Riverbend Meats has created a supply chain of home raised, high quality Angus beef as well as sourcing cattle from the family ranching operations in the western U.S. using Riverbend genetics. Riverbend owns the supply through processing and marketing to consumers and understands the consumer signals sent every day that quality and taste are the #1 criteria for selecting our product for their families.

It is important to also recognize and congratulate the contending bidders, professional commercial cow-calf producers, on Market Maker. McCloy Family Farm Partnership, Morse, Texas, also competed to own GAR Diligent and GAR Grand Slam, Lot 1 bulls in the January and spring sales. In addition to being professional cow-calf producers seeking to produce the highest quality beef, Riverbend Ranch; McCloy Family Farm Partnership; MI-HUD Angus Ranch, Kuna, Idaho, our partner in GAR Diligent; and JLB Ranch, Douglass, Kansas, our partner in GAR Grand Slam, are exceptional entrepreneurs and businessmen with the capacity to evaluate investment opportunities. Congratulations to each of you and many others who have contacted us to discuss the opportunities inherent in these young population-changing sires. We are experiencing a historic consumer demand for beef, while simultaneously experiencing the highest priced marketing environment in the history of the beef industry.

Longtime GAR customers who are both seedstock and commercial cow-calf producers, Eddie and Karen Parker, Parker Ranch, Waurika, Oklahoma, selected Lot 31, GAR Paramount 497L, and made him the second high-selling bull on a winning bid of \$40,000. RMS Cattle, LLC, Randall & Michelle Spare, our veterinarian, business partner and great friend, observes every bull that eventually goes through the sale ring. Randall partnered with Jan Unruh, Jan Ranch, Copeland, Kansas and selected Lot 234, a powerful B&B Preeminent son to add to their operations and outlasted the competition, bidding \$36,000 to own him. Parker Ranch paid \$33,000 to own Lot 6, another popular Preeminent son. Randall Grimmus, Grimmus Genetics Co., Tulare, California, always a strong competitor, selected Lot 71 and paid \$33,000 to add GAR Home Run G5204 to his stellar semen sales inventory. Dean Strong, Rafter S Cattle Co., Justin, Texas, had the winning bid to own Lot 212, GAR Jrue G5319.

Two GAR Home Run sons, Lots 25 and 92, each sold for \$26,000 to Rob & Sylvia Sellard, Sellard Farms, Bucklin, Kansas, and Tony Lopes, Precision Genetic Solutions LLC, Gustine, California, respectively. Three bulls, lots 7, 11 and 19 sold for \$25,000 each to Josh McKinney, McKinney Land & Cattle, May, Oklahoma; Smitty Lamb, Ogeechee Farms, Wadley, Georgia; Grimmus Genetics Co., respectively. McKinney Land & Cattle remained competitive throughout the day and paid \$24,000 for Lot 12, GAR Fireproof T3744. Another impressive Fireproof son, GAR Fireproof G5136, Lot 13, sold for \$22,000 to Aaron Allen, Holton, Kansas. Two bulls, Lots

101 and 115, sold for \$21,000 each to Eddie Womack, Tulia, Texas, and McKenzie Land & Livestock, McCamay, Texas, respectively. Ten bulls sold for \$20,000 each to eight buyers.

For anyone concerned about producing “too much” Choice, Prime and high-quality beef, consider this. According to the 21st annual “Power of Meat” report released by the Food Industry Association, 2025 meat sales hit a record high of \$112 billion with total consumption estimated at 28.6 billion lbs. Beef accounted for 40% of the total sales number and is the highest priced meat protein in the meat case. Our own beef brand, *Certified Angus Beef*[®], the recognized Gold Standard for quality, sold 1.235 billion lbs. of beef or 4.3% of total beef sales. Easy math indicates our ceiling to produce the highest quality beef is high.

We often say, “the process is the prize.” As Angus producers, the robust tools in our toolbox give us unprecedented opportunities to achieve quality *AND* capture the value of our product throughout all phases of production. We are excited, grateful and humbled by the many professional beef producers joining us on this incredible journey. As Henry always said, “We can do this. So, let’s get to doing it!” We say we can do this, so let’s *KEEP* doing it!

Immediately following the bull sale, GAR customer and friend, Josh McKinney, McKinney Land & Cattle, May, Oklahoma, offered 133 GAR-influenced cow-calf pairs. Seventy-one head of GAR-influenced bred heifers sold following the pairs.

A total of 100 buyers from 20 states purchased 263 head in two and a half hours.

Volume Buyers—Bulls: Rex McCloy, McCloy Family Farm Partnership, Morse, Texas; Jesse Luckie, Snake Creek Ranch, Ashland, Kansas; Jeff Krier, Ashland, Kansas; Jaime Snider, S/S Cattle Co., Rising Star, Texas; Giles Ranch Co., Bucklin, Kansas; Britt Claxton, Millen, Georgia; Tim Thatcher, Thatcher Land & Cattle, Greeley, Colorado; Josh McKinney, McKinney Land & Cattle, May, Oklahoma; Marisa & John Kleysteuber, K Ranch, Garden City, Kansas; Joe Howard & Bobbie Williamson, Switch House Ranch, Wichita Falls, Texas; and Ernest Cannon, EHC Properties, Stephenville, Texas.

Volume Buyer—Commercial Females: Reagan Sellard, Bucklin, Kansas; Dustin Sjuts, Sjuts Beef and Bacon, Humphrey, Nebraska; Kent Eagleburger, Pleasant Hill, Missouri; Kyle Spivey, Patriot Enterprises of GA, LLC, Douglas, Georgia; and Trent Vannoy, Shelbyville, Missouri.

Sale Total & Averages			
Total Lots	Category	Gross	Average
1	AI Bull (Lot 1, GAR Market Maker)	\$1,050,000	\$1,050,000
17	19- to 20-month-old registered bulls	\$288,500	\$16,971
174	14-to 16-month-old registered bulls	\$2,744,500	\$15,773
192	Registered bulls	\$4,083,000	\$21,266
71	Bred commercial heifers	\$406,400	\$5,724
263 Head	TOTAL	\$4,489,400	\$17,070

JOSH MCKINNEY 133 COW-CALF PAIRS

133 Head	GAR-Influenced Cow-Calf Pairs	\$852,700	\$6,411
Total Gross Sales		\$5,342,100	