



NEWS RELEASE

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FOR IMMEDIATE RELEASE:

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The 19th Profit Proven GAR-Influenced Commercial Female Replacement Sale Sets New Quality Bar

Nineteen years ago, the first Profit Proven sale was offered as a service to longtime Gardiner Angus Ranch commercial cow-calf customers. The goal was to provide a marketing opportunity for commercial replacement females heavily influenced by Gardiner Angus Ranch genetics.

Fast forward 19 years and the Profit Proven Sale is a well-established brand for elite commercial replacement females. The families standing behind the cattle are beef industry professionals. The Profit Proven group has always been uniformly committed to the health and wellness of their cow herds. The 653 females offered in the 19th Annual Profit Proven Sale were genomically tested and sold with complete Method Genetics EPDs and indexes for maternal production index (MPI), quality pounds index (QPI), and retained ownership income (ROI). In addition, the females were PI-BVD tested and come from herds embracing similar herd health and nutritional programs.

Over the years, that information, coupled with more and more genomic information enabled GAR customers to make better, more informed decisions when they needed bulls. Several of the producers participating in this year's sale have two decades or more of feeding and carcass information, and now, combined with Method Genetics EPDs and Indexes continue to make sustained cow herd improvements.

By embracing Method Genetics testing, GAR genetics, herd health and proper nutrition, this sale represented the largest volume of elite commercial Angus replacements in the U.S. The steer mates to the females selling have earned premiums in the top 25% or higher of all cattle marketed through U.S. Premium Beef. Since 2016, 4,705 Profit Proven females have generated more than \$8.3 million.

Sale Total & Averages

No. Head	Category	Gross	Average
42	Cow-Calf Pairs	\$105,600	\$2,514
19	AI Bred Cows	\$39,900	\$2,100
124	Bull Bred Cows	\$225,650	\$1,820
226	AI Bred Heifers	\$499,600	\$2,211
187	Bull Bred Heifers	\$444,050	\$2,375
49	Fall Open Heifers	\$81,850	\$1,670
6	Open Spring Heifers	\$10,650	\$1,775
653 Head		\$1,407,300	\$2,155