

SETTING THE STANDARD

Hundreds of producers gathered in the Mile-High City to bid at the National Western Angus Bull Sale.

by Katy Holdener, American Angus Association

The 2020 National Western Angus Bull Sale set the tone for a year of growth, progress and excitement in the Business Breed. The renewed event commanded the attention of hundreds of visitors and buyers from across the nation, packing the stalls outside and stands inside the Beef Palace Auction Arena at the National Western Stock Show (NWSS).

As the final gavel fell on Thursday, Jan. 16, a total of 30 registered bulls grossed \$485,000, with an average of \$16,166. The high-selling lot, Wilks Cavalry 9035, consigned by Wilks Ranches of Eastland, Texas, sold for \$85,000. The second high-selling lot, HRX Copenhagen, brought \$80,000 and was co-consigned by Krebs Ranch of Gordon, Neb., and Barragree Cattle Co. of Absarokee, Mont.

“By moving the sale’s start time up and taking the show portion out, we made it more convenient for both the buyers and the sellers,” Sale Manager and Angus Regional Manager Jeff Mafi said. “We thank all the bidders and buyers for their support of the sale. We had a great set of consignors who brought an outstanding set of genetics to the National Western Angus Bull Sale.”

From top to bottom, the bulls

offered a high caliber of both phenotype and genetic profiles. Bulls were required to be genomic-tested and sold with genetic predictions. Along with the changes to the sale date, time and location, the sale attracted several new consignors and an influx of bidders and supporters.

“We felt like the [sale book] redesign was very well-received, and including videos helped the bulls reach the right buyers prior

to sale day,” Mafi said. “We had a great turnout of folks from all over the country and the bulls sold extremely well.”

Consignments ranged in age from March bulls to coming 3-year-olds and were consigned by producers from across the country. Bulls were displayed in both the Yards and on the Hill, and videos were included in the online sale book created by Angus Media and posted to <https://www.angus.org/AngusProductions/SaleBooks.aspx> for additional visibility.

“The change of venue and format made it more practical for our commercial bull buyers to be able to attend, and it was apparent that producers took notice of the quality of bulls brought forth,” Association CEO Mark McCully said. ■

Editor’s note: Katy Holdener is the digital manager for the American Angus Association’s communications team.