

WISCONSIN BEEF IMPROVEMENT ASSOCIATION

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FOR IMMEDIATE RELEASE

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April 5, 2025, Wisconsin Beef Improvement Association (WBIA) 68th Annual Bull Test Sale summary held via DVAuction online and live auction at UW-Platteville Pioneer Farm.

TOTAL SALE: 68 Bulls averaged \$5,358

This year's sale was "record breaking" for the WBIA. Our sale average was the highest it has ever been, surpassing the previous sale average record from 2022, with an average sale price over \$500 higher than last year. The buyers appreciated the bulls the consignors entered in our test and sale.

At the sale, WBIA Executive Director, John Freitag, was recognized for 40 years of service to the Wisconsin Beef Industry and WBIA. Freitag has worked with dozens of WBIA board members and hundreds of consignors to bring thousands of performance tested bulls to beef producers across the country. WBIA President, Allan Arndt, presented John Freitag with this recognition and award at the start of the sale. This recognition highlighted Freitag's focus, dedication, and cooperative spirit in which he has served the WBIA and beef industry the past 40 years.

SALE BREED AVERAGES

Angus averaged \$5,534

Simmental averaged \$5,227

Red Angus averaged \$5,281

Foundation Simmental averaged \$5,107

Hereford averaged \$4,500

LimFlex averaged \$3,500

Bulls from this year's sale are going to: Wisconsin, Iowa, Illinois, Minnesota and Montana.

Specific Breed Information:

Mark and Ruth Kuhn, Twin Creek Angus, from Fort Atkinson, Iowa, consigned the top selling Angus bull in this year's sale. Kuhn's bull, lot #73, a Beal Breakthrough son sold for \$9,000 to Scott Grantz from Bryant, Iowa. The second high selling Angus bull in the sale sold for \$8,500. Brad and Lindsay Johnson, Johnson Family Cattle, Shawano, WI sold their bull, lot #36, a son of JFCC Delmonico to Ryan Oian from Lanesboro, Minnesota.

Double A Simmentals, Allan Arndt, from Janesville, WI sold the top priced Simmental bull at the sale, a KBHR Bold Ruler H152 son. Lot #37 sold for \$6,500 to Otto Wagenknecht, from Milledgeville, Illinois. The second highest selling Simmental was consigned by Kent and Wendy Reinhardt, Reiny Way Acres, Merrill, Wisconsin. A W/C Bankroll 811D son, lot #1 sold for \$6,000 to Grant Jelinek from Eastman, Wisconsin.

The top selling Red Angus bull was consigned by Joe and Sue Dunphy, Shamrock Nook Red Angus, Lot #51 sold for \$8,500 to Steven Farber from Reedsburg, WI. This bull was a son of GB Fireball 672. \$6,750 was paid for the next top selling Red Angus bull. Lot # 75, a Bieber CL energize F121 son sold to Chris Atten, Cuba City, WI. This bull was owned by Arnold and Alicia Adams, AHA Acres, Platteville, WI.

Kurt and Nettie Nelson, KNN Farms, Bay City, WI, sold the top selling Foundation Simmental in this year's sale. Lot # 30 a WS Proclamation E202 son sold for \$6,500 to Keith Raty from Chinook, Montana. The next highest selling Foundation Simmental was consigned by Brian and MacKenzie Pionek, Diamond Coulee Cattle, Strum, WI. Lot # 3, a MAF King Cobra 3C son, sold to Gill Brothers Farms, Randy and Rick Gill from Shullsburg, WI.

Caleb and Alissa Ahrens, CMA Herefords, Monroe, WI consigned the top selling Hereford bull a KJ TWJ 907E Liberty 159H son to Robert Schuster, Zwingle, Iowa. This bull, lot # 23, sold for \$4,500.

John Roecker, JR Cattle Company, Brownsville, WI, sold the top selling Lim-Flex bull for \$3,500 to Dean Loppnow Jr. from Ixonia, WI. The sire of this bull, lot # 65, was Wulfs Holliday 4841H.

THE WBIA BOARD AND CONSIGNORS WOULD LIKE TO THANK THE BUYERS AND BIDDERS THAT CONTINUE TO SUPPORT OUR SALE EVERY YEAR!!! THANK YOU!