



## NEWS RELEASE

DATE: April 21, 2025

### Southern Synergy Buyers “Trust the Process” in Record Setting 18<sup>th</sup> Annual Sale

Several years ago, we began to talk about trusting the process and over time, we’ve communicated the importance of the discipline in a value-based marketing environment. We practiced trusting the process in every breeding decision we made, committed to producing registered Angus seedstock with multi-trait excellence.

Trusting the process also requires us to focus on building a base of loyal customers one customer at a time. Southern Synergy customers rely on our discipline to avoid fads and focus on producing cattle with the potential for birth to harvest profitability.

Our friend, Mark Gardiner, frequently refers to “like begets like” in describing generational excellence. Lot 1, Ogeechee TT Stapleton 414 is a perfect example. She’s out of K230, a proven, high-valued donor for Ogeechee and Tall Timber Angus in Georgia. She’s also a full sister to GAR Home Run, the Select Sires’ Home Town son that is attracting the most diversified commercial cow-calf operations in the U.S. with his upper percentiles for calving ease, growth, +2.2 marbling, and +1.32 ribeye. At the end of very competitive bidding, 414 sold to the partnership of 44 Farms, Cameron, Texas; Circle F Farms, Baxley, Georgia; and JB Farms, Clarksburg, West Virginia.

Lot 2, Ogeechee FB Grid Maker 17150 became the top selling bred heifer on a winning bid of \$115,000, selling to Nowatzke Cattle Co., Michigan City, Indiana; and Pollard Farms, Enid, Oklahoma. Continuing in the quality deep, bred heifer category, Lot 30, Ogeechee FB Grid Maker 17155, sold to Byrd Cattle Co., Red Bluff, California; and Gabriel Ranch, Grand Saline, Texas, for \$72,500. Lot 18, Ogeechee Top Cut K361, another birth to harvest trait leader, sold for \$62,000 to Grimmus Cattle Co., Hanford, California. The Grid Maker L1071 females were in demand. Lot 6, Ogeechee FB Grid Maker 17158, sold to Katie Colin Farm, Cartersville, Georgia, on a winning bid of \$60,000. The competition remained strong throughout the bred heifer group. Lot 5, CAM Fireball A83 sold to the powerful Circle F Farms for \$47,000.

The second high selling open donor heifer, Lot 33, another Grid Maker L1071 daughter, sold for \$45,000 to Circle F Farms. Lot 35, Ogeechee Veracious K371, a tremendous HPCA Veracious daughter out of a Transcendent donor, also sold to Circle F Farms and JB Farms. Lot 9, Ogeechee FB Captain 17154, a bred heifer, and Lot 37, Ogeechee Breakthrough 320, from the open donor category each sold for \$38,000 to Oelke Farms, Hoxie, Kansas; and Circle F Farms and JB Farms, respectively.

Two bred heifers, Lot 3B, Ogeechee Veracious 381, and Lot 21B, Ogeechee FB Grid Maker 17165, each sold for \$28,000 to Barnett Angus Ranch, Washington, Georgia, and Cross Double B Farm, Baxley, Georgia, respectively.

At the end of the day, the in-person and online bidders and buyers helped set a new record for the 18<sup>th</sup> Southern Synergy sale. The cattle sold to 128 bidders from 32 states. Seventeen percent of the females sold from \$7,000 to \$9,500, 33% sold from \$5,000 to \$6,750 and 33% sold in the \$3,500 to \$4,750 range.

#### Sale Total & Averages

Total Lots	Category	Gross	Average
12	Open Heifers	\$534,000	\$44,500
112	Bred Heifers	\$1,306,250	\$11,662
20	Bred Cows	\$130,250	\$6,512
144 Head		\$1,970,500	\$13,684