

Red Doc Farm's 15th Annual Red Hot Bull Sale

April 6, 2019 | Bosque, N.M.



Sale Averages

77 Santa Gertrudis and STAR 5 Bulls..... \$5,971

2019 marked the first year a Red Doc Farm sale has been broadcasted online from Red Doc Farm. What a record sale it was. The sale's auctioneer was Leo Casas III. The highly anticipated high-selling lot, Lot 3, Never Better 7457 – a Never Before and Bonita 8017 "Red Doc's Top Donor," was sold to J5 Cattle and Seay Holdings, Sedalia, Colo., for a record \$130,000. This is a record price for an "eared bull" of all-American breeds since the tax law changes of the 1980s. A special thank you to all the contending bidders on Never Better 7457, particularly all the international interests. He is a great herd bull from Red Doc that made sale history and is a great seedstock investment that will be soon available to Santa Gertrudis breeders worldwide.

This was the largest offering of quality, GrowSafe-tested Santa Gertrudis bulls in the United States. Bulls were sold to buyers from Georgia to California and into Mexico. Several new buyers attended the sale this year from Arizona, Utah and Colorado. A special thank you to Utah State University for their purchase of Red Doc Farm bulls and their contributions utilizing Santa Gertrudis in heterosis research.

We owe our success to the commercial cattlemen who made our 2019 sale another great success. Red Doc Farm continues to produce bulls the beef industry demands and that will excel in our commercial customers' various environments.