



Dear Oklahoma Angus Association Member,

Over the past several years, the OAA board members and staff and the sale manager of the OAA Gathering Sale, Matt Sims, have received several calls from Angus breeders in Oklahoma asking for a marketing outlet for their bulls. The OAA Gathering Sale is a "female only sale" and the Oklahoma Angus Association has not hosted an annual bull sale, so Matt Sims suggested a partnership between the OAA and the Oklahoma Panhandle State University Bull Test and Sale as a possible solution.

The OAA Board voted unanimously to pursue this partnership and believes this is a prime opportunity to provide a bull development and marketing outlet for members of the Oklahoma Angus Association while further promoting the Angus breed and Angus genetics. Jaryn Frey, Secretary/Treasurer and Publications Coordinator of the OAA said, "As a previous consignor and OAA member I am excited to see what each of these entities can do to make each other stronger. I believe the expanded reach of both Matt C. Sims Auction, Inc. and the Oklahoma Challenger will secure a higher return on investment for consignors to the OPSU sale. I hope you will also see that this is an added benefit to many OAA members for a new avenue to market our genetics."

For 71 years, the testing station at OPSU has collected performance data on over 7000 head of beef bulls, making it the longest continuous bull test and sale in the nation, and it is the goal of OPSU, the OAA, and Matt Sims to see this trend continue while seeing an increase in the number of bulls tested and sold as well as the market value of those bulls on sale day. To ensure that these goals are met, OPSU is using a grant to improve the water and pens available at the facility and new steps have been implemented to maximize the market value of the bulls on sale day such as: photos and videos of every bull, genomically enhanced EPD profiles, and a catalog that is mailed to prospective buyers in a four-state area.

Whether you are a smaller breeder seeking a development and marketing outlet for your bulls, or a breeder that has their own bull sale but may have customers that would benefit from this opportunity, the OAA would like to encourage you to reach out to Dr. Crystal Tolle, OPSU Bull Test and Sale Coordinator at (580) 273-5060, or Matt Sims, OPSU Bull Test Sale Auctioneer and Sale Manager at (405) 641-6081, for more information or with any questions you may have.

For more information about the OAA or this partnership, feel free to contact:

Jaryn Frey, OAA Secretary/Treasurer and Publications Coordinator
405-368-8024

jaryn@oklahomaangus.com

Roger Wann, OAA President
940-727-8492

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A copy of the Bull Test Rules and Regulations, Bull Test Nomination Form, and Delivery Form accompany this letter.

Please complete the Nomination Form and Fees and remit by 9/10/23 to:

**Oklahoma Panhandle State University School of Agriculture
Attn: OPSU Bull Test - Dr. Crystal Tolle
PO Box 430
Goodwell, OK 73939**