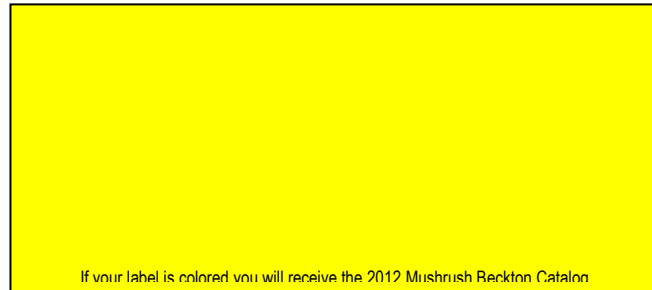


Pen after pen, year after year...
THEY WORK!
MUSHRUSH
RED ANGUS
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Mushrush - Beckton Joint Sale
Thursday, March 22, 2012
 175 Bulls 50 Heifers
 at the ranch near Elmdale, Kansas



Mushrush Red Angus is not Flavor of the Month.



**Flavor of the Month is for Ice Cream...
 Not Red Angus Genetics!**

Mushrush Red Angus is a planned breeding program for predictability and consistency of fertile, trouble-free, calving-ease, low maintenance cattle... with all the growth and carcass you will ever need.

**Join us for the
 Mushrush- Beckton Sale
 on March 22, 2012**

175 Bulls
 including 120 18-months and older

40 Fall Bred Heifers
 Registered & Commercial

Open Registered Yearling Heifers

Contact us for your catalog today!

Pen after pen, year after year...
THEY WORK!
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Make sure you receive the 2012 Mushrush - Beckton Catalog!!

If your address label is **colored** you are on our mailing list and will receive the 2012 Mushrush - Beckton Joint Sale catalog to that address. *Make sure it is the most current up to date.* If not request a catalog today! You can do so by emailing us at redcows@mushrushredangus.com or email us from our web site www.MushrushRedAngus.com drop us a postcard, or talk to a real live person by calling Joe or Connie at (620)273-8581 or Daniel and Christine at (620)273-7005. We are always ready to visit about Red Angus cattle. If you have not received your catalog by March 10, please contact us. Every year we get damaged catalogs returned without labels and covers and with addresses that expired after the newsletter was mailed. Sometimes they just "disappear." When you contact us we will resend a catalog.

Mushrush and Beckton Red Angus are known nationwide for the production of fertile, highly efficient calving ease seedstock. Does this mean you have to give up some growth potential? **ABSLOUTELY NOT!** The average bull in this sale will rank in the top 20% of the breed for Calving Ease, Maintenance Energy, and Stayability and still rank above average for growth, marbling and ribeye. Take a look at the sample of EPD's of some the sale offering. You will not find this much calving ease with this much growth, in volume in any other programs. The March 22, 2012 offering includes:

175 Bulls including 100 Age Advantage bulls 17 – 24 months.

50 Heifers including Bred Fall calving Registered and ProCow heifers and Registered Open Yearling heifers.



Replacement Heifers -If you want the thickest, most capacious, easy fleshing efficient heifers in the business, don't miss this sale. We will be offering Registered Fall bred and Registered Spring Open as well as Fall Bred Commercial heifers. In addition we annually breed and sell over 400 fancy moderate frame, efficient commercial Red Angus heifers. Bred to the breeds' best calving ease bulls, these heifers will be available private treaty. We contract heifers through the Spring and Summer for Fall delivery. Whether you need one or one hundred, we can fill your needs. Call Joe at 620-273-8581 for details or to get on the no obligation call back list. *Sample of Registered heifers in Sale in table below.*

We contract Spring ProCow heifers once they are on grass.

Sample of the **Registered Heifers** we will offer in 2012 sale including daughters of deceased sire Buf Crk. Lancer R017.

Reg #	Class	CED	BW	WW	YW	Milk	ME	HPG	CEM	Stay	Marb	YG	CW	REA
1384437	Reg. Fall Bred hfr.	2	1.3	53	95	10	2	16	0	9	0.25	-0.1	59	0.25
1384342	Reg. Fall Bred hfr.	6	-1	50	89	12	1	11	3	14	-0.06	0.04	52	0.12
1384326	Reg. Fall Bred hfr.	13	-3	31	60	21	-2	9	6	16	-0.37	-0	32	0.12
1384508	Reg. Fall Bred hfr.	9	-2	34	67	17	-3	8	3	12	0.07	0.13	38	0.23
1442958	Reg. Open Yearling hfr.	6	0.8	57	91	12	0	11	5	14	0.17	0.03	46	0.18
1443036	Reg. Open Yearling hfr.	6	0.6	37	76	15	1	7	4	13	-0.05	0.05	38	0
1443033	Reg. Open Yearling hfr.	5	1.5	35	70	19	-6	12	4	11	0.06	0.06	36	-0.1
1442963	Reg. Open Yearling hfr.	3	2.1	53	85	14	3	12	3	13	0.5	0.09	49	0.11
1443055	Reg. Open Yearling hfr.	4	1.5	47	83	13	1	13	2	12	0.19	0.04	50	0.35
1442957	Reg. Open Yearling hfr.	7	-1	39	71	13	-3	10	5	16	0.14	0.03	38	0
1443038	Reg. Open Yearling hfr.	9	-1	31	72	17	2	8	5	14	-0.01	0.06	36	0.01
1443000	Reg. Open Yearling hfr.	9	-2	37	72	17	-8	9	2	13	-0.03	-0	29	0

More Choice-Less Corn

With today's astronomical feed costs, getting your cattle to market weight with a minimal amount of grain is essential for a healthy bottom line. On January 10, 2012, we harvested the open heifers from our bred heifer program. After only 85 days on feed they graded 94.25% choice or prime with 42.01% Yield grade 1's and 2's and 1 Yield Grade 4! More Choice with Less Corn!

For Planned Results, not Flavor of the month.

It's as easy as 1-2-3.

1. Check your label and see if you will be receiving the 2012 Mushrush – Beckton Joint Red Angus sale catalog. If not request yours today!
2. Select a purchasing option
 - The best way...bid in person. Our central location provides easy access from anywhere.
 - View the sale and bid online at DVauction.com. Complete log on instructions in catalog.
 - Leave an order. Discuss your needs and budget with Joe or Daniel ahead of the sale. We can get you covered.
 - Make arrangements to be contacted by phone during the sale.
3. Get your genetics home.
 - Bring your trailer and receive a \$75/bull rebate.
 - Take advantage of free or reduced cost delivery. See catalog for details.
 - In lieu of delivery, bulls may stay at Mushrush Red Angus at no charge until May 1, 2012.
 - Free care and free delivery does not apply to heifers. However we can arrange delivery at the least possible cost.



If your label is colored you will be receiving the **2012 Mushrush – Beckton Joint Sale** catalog to that address. Check to be sure it is up to date and correct. If it is not correct, or your label is not colored, contact us today at 620-273-8581 or email redcows@mushrushredangus.com so we can get you on our catalog list.

Mushrush Red Angus Makes it Simple to Stay in Touch

We are working on making it easier to stay in touch with social media.

Follow us on our website www.MushrushRedAngus.com or scan the Quick Response,



like us on  Face Book or watch two new informational videos on  You Tube. The videos are available from a link on our website; one of our program and one of our semi-annual cattle drive.

Of course you can always pick up the phone and call us at 620-273-8581 or 620-273-7005.

Believe the numbers, not the hype!

The average bull in this sale will rank in the top 20% of the breed or above for Calving Ease, Maintenance Energy, and Stayability EPD's while still posting above average growth Marbling and RibEye. Judicious use of these genetics will result in an efficient, trouble free, fertile cowherd to greatly improve your bottom line. EPD's are the only way to accurately compare traits across herds and across contemporary groups.

Stayability & Maintenance Energy: We continually hear seedstock providers claiming to be the cattle efficiency or fertility experts, and then conveniently omit Maintenance Energy and Stayability EPD's from available data. When making your breeding decisions believe the numbers, not the hype! What is Stayability? In simple terms it is a measure of a bulls daughters' ability to conceive every year until the age of six. Miss and she gets a negative observation which affects Stayability EPD. A higher Stayability number is better. Maintenance Energy predicts the differences in energy requirement of mature daughters of an individual as expressed in Mega calories per month. Differences in ME requirements can easily translate into differences in feed required to maintain body weight. ME is measured using mature body weight, and a body score within a contemporary group. A lower number is more desirable.

Calving Ease & Fertility -Did you know that Calving Ease and Fertility are at least three times more important than any other traits? Open cows and dead calves pay no bills. If you have a 20 head cow herd, just one additional cow conceiving and one less calf lost at birth is worth \$100/head in increased revenue to you (using the current market).

Not just Heifer bulls – Mushrush Red Angus is known nationwide as one of the industry's top source of calving ease bulls. There are many reasons to use these bulls on cows too. Birth weight is highly correlated to mature size and maintenance requirements. Breed moderate, efficient cows without giving up growth or carcass potential in your entire calf crop! Eliminating calving difficulties is just an added bonus.

A sample of the **Progressive Cattleman's** bull source for **Planned Genetics** available March 22.

Reg. #	Sire	CED	BW	WW	YW	Milk	ME	HPG	CEM	Stay	Marb	YG	CW	REA
1443008	W033	10	-2.3	36	73	15	-1.5	9	4	14	-0.02	-0.06	40	0.45
1443047	W033	9	-1.5	33	65	16	1.3	9	3	13	0.08	-0.14	35	0.38
1443011	U055	10	-1	37	78	17	-0.6	11	5	13	0.09	0.11	39	-0.22
1442862	77S	12	-1.8	36	67	16	-1.8	15	4	14	0.09	-0.07	35	0.21
1443065	U217	12	-2.6	39	70	16	-3.9	9	4	14	0.1	0.08	39	0.16
1421154	4405P	13	-3.1	32	69	17	3	9	6	11	0.11	0.06	30	0.42
1442999	R017	7	-0.3	46	72	15	-2.8	9	4	15	0.13	0.04	46	0.13
1443057	77S	13	-0.8	33	66	19	-3.4	12	9	16	0.13	-0.04	28	-0.26
1442863	U005	8	-0.1	39	71	15	-0.4	9	6	13	0.15	0.05	35	0.01
1442977	R017	4	1.1	51	92	12	-5.8	10	3	14	0.16	0.05	41	0.04
1443060	U213	5	2.2	49	91	17	0.9	13	4	15	0.17	-0.01	52	0.34
1421273	M045	16	-5.8	32	68	14	-8.2	10	5	15	0.17	0.13	27	-0.05
1443018	U055	8	-0.3	34	62	19	0.3	10	3	13	0.18	0.18	41	-0.06
1421238	J526	13	-4.1	49	78	12	-1.2	12	5	16	0.18	0.1	36	-0.11
1421209	T085 K2	7	-1.6	42	88	16	4.6	9	2	12	0.19	0.03	41	0.34
1421143	R017	4	1.4	46	93	17	3.4	12	4	13	0.2	-0.03	45	0.32
1443049	U217	13	-3.1	39	77	17	5.1	10	4	16	0.22	0.01	42	0.15
1443068	T085 K2	11	-3	34	69	18	-2.4	9	4	15	0.26	0	39	0.27
1443071	U213	5	1.9	51	89	12	-3.8	11	3	15	0.27	0.06	53	0.15
1443062	U213	9	-0.5	42	74	20	-1	10	4	15	0.31	0.07	49	0.34