



Annual Bull Sale  
**Saturday, March 21, 2015**  
At the Ranch, Plevna, MT • 1:00 pm MDT

Catalog & video available online  
[www.milkcreekreds.com](http://www.milkcreekreds.com)

Selling **100**  
Yearling Red Angus Bulls

*Bulls can be viewed at Bruce Bowman's  
feedlot, 1 mile south of Rhame, ND,  
until three days prior to the sale.*

This sale will be broadcast live on the internet.  
**DVAuction**  
Broadcasting Real-Time Auctions  
Real time bidding & proxy bidding available.

**Quality Red Angus Cattle Bred to Function Efficiently**

# Welcome



Welcome to our 2015 sale offering and Thank You for your consideration of our program. We hope that as you view our information that we have compiled in this catalog that you will find it to be informative for your selection process. If you come across questions along the way please give us a call or email us so that we can give you all the information that you need.

December 2014 we marked twenty-five years as Milk Creek Reds. Bruce purchased two Red Angus percentage cows from Paul Haugen and joined the Red Angus Association in 1986 while also beginning a partnership called The Red Dimension. In December 1989, we purchased Paul's share of 36 head of females and branched out on our own. Twenty-five years ago we set goals for our cattle operation, over the years many of those goals have changed due to how we run our business and the type of cattle it takes to function in the environment we raise them in.

The offering this year continues to have some of the sires that are the mainstay for the type of cattle that we are striving to produce but also introduces you to 5 new sires that we are very pleased with the type and kind that they have left us with. Our goal, that we hope is achievable someday, is to have numerous different sire groups in the offering that can't be identified because of the uniformity of their type and kind.

Our main goal continues to center around producing the cow that will perform within the environment we challenge them in by limiting our inputs to a minimum. We feel by challenging the genetics through environmental constraints it will allow us to produce more profitable cattle for the industry. Even though we place a lot of emphasis on the cow side of the equation of our business we don't ignore the economic importance of feeding and packing side of our industry. We market our steer calves from our Red Angus commercial herd to a feeder in Kanas and get feedback on how the cattle gain and grade. This year the feedlot has implemented a computerized tracking system so that we will be able to get individual carcass data back. Most importantly, our steer calves are profitable for the feeding segment of our beef industry without sacrificing the type of cow that we need to have to be profitable in the cow/calf segment of the beef industry.

Red Angus continues to grow as a breed of choice in the commercial segment of our industry. With this growth our breed association has added staff to accommodate the growing needs to secure more markets for our Red Angus commercial customers. We don't know of another breed that places as much emphasis on the commercial segment of the business. If you are in need of assistance in marketing Red Angus cattle of any type let us know and we will do our best to assist you in the process as well as getting you in contact with other people and programs that can assist also.

We look forward to visiting with you in the near future and hope that you can continue to enjoy this upside of our cattle cycle.

Milk Creek Reds  
Bruce, Tena, Cele & Jaclyn Ketchum

*As servants of the Lord,  
we are striving to be  
stewards of the land and  
cattle that He created and  
allowed us to manage so  
that we may glorify Him.*



The Ketchums: Bruce, Tena, Cele and Jaclyn

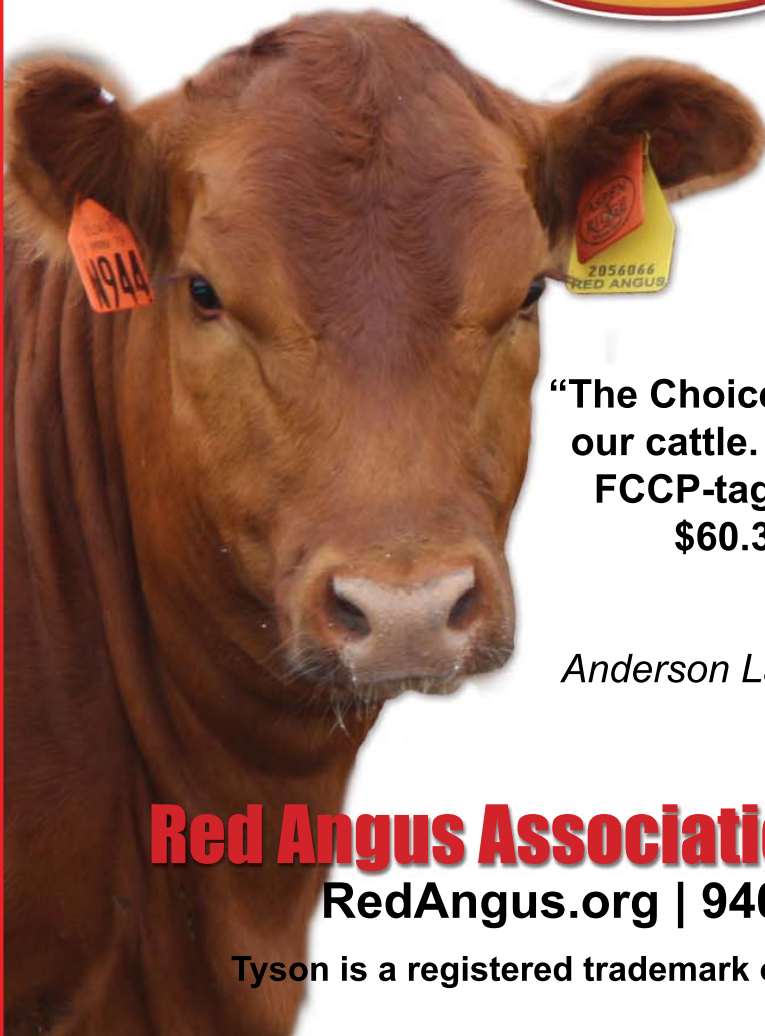
Bruce & Tena Ketchum • 1721 Plevna Road • Plevna, MT 59344  
(406) 778-3819 ketchum@midrivers.com • www.milkcreekreds.com

**Quality Red Angus Cattle  
Bred to Function Efficiently**



# Choice<sup>+</sup>

**Tyson Fresh Meats' Red Angus grid focuses on the strengths of Red Angus cattle verified through the FCCP "Yellow Tag" program.**



**"The Choice+ Grid has really worked for our cattle. 168 head of our Red Angus FCCP-tagged steers have averaged \$60.33/head in premiums."**

*Clay Anderson  
Anderson Land & Cattle Co. - Oberlin, KS*

**Red Angus Association of America**

**RedAngus.org | 940.387.3502**

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