

**38th Annual North Dakota**

*Golden Rule*  
**Sale**

*Sunday,*  
**January 30, 2022**

2 p.m. CST  
Kist Livestock Auction  
Mandan, ND

**DVAuction** Broadcasting  
Real-time Auctions

*Sponsored by:*

**NORTH DAKOTA GELBIEH ASSOCIATION**



# Welcome



Hello all,

First off, I want to welcome everyone to the 38th Annual North Dakota Gelbvieh Association Golden Rule, one of the longest running, most prestigious Gelbvieh sales in the US.

Secondly, I want to thank everyone who has helped with this year's sale. The changes made to last year's sale, foremost getting the sale back to Kist, had a really positive effect on the sale. Improvements made to this year's sale have set us up for what I believe to be a tremendous 2022 sale.

I also want to thank Jeff Thomas for his help and Tracey Koester with Cow Camp Promotions for putting our catalog together. It has

been a team effort and I am very optimistic about the cattle industry in general and more specifically, the Golden Rule.

The quality and quantity of the cattle selling in this event is as strong as it has ever been. We have put together some of the best genetics from the northern plains and the opportunity these cattle represent is outstanding. With breds, opens and bulls, we have you covered for both seedstock and commercial producers.

Again, I want to thank everyone involved and look forward to seeing you all at the end of January.

Thanks,  
David Larson, NDGA President



Greetings!

On behalf of myself and the consignors, I would like to welcome you to the 38th Annual North Dakota Gelbvieh Association Golden Rule Sale!!

My compliments to the drive and dedication of this association and the consignors for their continued leadership and commitment in offering a quality set of bulls, bred and open females from the heart of their herds!! This association and consignors represent some of the top Gelbvieh/Balancer operations in the land which is evidenced by the fact that this is their 38th Annual Sale - an astounding achievement!

The 2021 year presented many challenges due to drought conditions and the challenges of gathering feed sources for the upcoming year. It is admirable to see the actions those in agriculture have taken to deal with this as well as the day-to-day challenges of production agriculture. The commitment and drive of the consignors to again present and offer you an outstanding selection of females is a tribute to the fortitude of this association and its members.

The current market trends are very positive. With calf prices stronger than last year, the outlook for the future is very promising. The demand for Gelbvieh/Balancer cattle both as breeding stock and feeder cattle is tremendously strong! The offering of this sale provides you as buyers the opportunity to secure value-adding genetics that can advance your program significantly for the future.

The sale will be broadcast on DVAuction for those that may want to bid online. There are videos available to view at [dvauction.com](http://dvauction.com). We will make available any updates and additional info on the North Dakota Gelbvieh Association website: [ndgelviehassociation.com](http://ndgelviehassociation.com)

I would like to thank the ND Gelbvieh Association and the consignors for the opportunity to work with them on what is truly a long-standing event! If you have any questions regarding the offering, please contact the consignors directly or give me a call/email and we will work to assist you in any way. I look forward to seeing you in Mandan, North Dakota January 29-30, 2022!

Sincerely,  
Jeff Thomas

## North Dakota Gelbvieh Association

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North Dakota Golden Rule Sale



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