

## Rousey SimAngus Bull Sale

February 14, 2026, North Platte, NE

No.	Category	Average
130	SimGenetic Yearling Bulls	\$10,658

**Auctioneer:** Kyle Schow, Paxton

**Marketing Representatives:** *The Fence Post, Western Ag Reporter, American Cattleman, and DVAuction.*

**Representing ASA:** Susan Russell

### High-Selling Lots:

**\$19,500** -SimAngus, "Rousey 5011N," s. by LCDR Embrace 6K, sold to Brad Schlueter, NE.

**\$18,000** -SimAngus, "Rousey 5229N," s. by LCDR Diligence 215, sold to Matt Frosh, NE.

**\$17,000** -SimAngus, "Rousey 5190N," s. by TJ Stone Cold 336G, sold to Donnie Lunkwitz, NE.

**Comments:** With sunshine and mild temperatures, customers sorted through the black and red SimAngus bulls displayed at the county fairgrounds before filling the bleachers and tables. Online bidding also was brisk.