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Media Contact:

Hannah Nixon
Director of Marketing & Communications
Beefmaster Breeders United
hnixon@beefmasters.org
210-732-3132

NG Lou 2046N ET Commands \$410,000 at NextGen Cattle Company's Fall Flint Hills Classic

Inaugural Folds of Honor Collection generates \$270,000 donation to support military families



NG Lou 2046N ET, a son of CF Polled Playboy and NG Crown Jewel, sold for \$410,000 to The Genetic Investment Group during NextGen Cattle Company's 2026 Fall Flint Hills Classic. The bull was featured in the inaugural Folds of Honor Collection, which generated \$270,000 to support educational scholarships for military families.

PAXICO, Kan. — A remarkable display of generosity and commitment to a greater cause highlighted NextGen Cattle Company's Fall Flint Hills Classic Bull and Female Sale, held September 24–25, 2026, in Paxico, Kansas. Headlining the event was NG Lou 2046N ET, a standout Beefmaster bull purchased for \$410,000 by The Lou Syndicate, representing Swinging B Beefmasters, H Bar Ranch, Rocking RB Cattle Co. and AK Beefmasters.

The sale marked the debut of NextGen's Folds of Honor Collection, an initiative dedicated to supporting the families of America's fallen and disabled military service members.

The inaugural collection featured two exceptional Beefmaster lots, NG Lou 2046N ET (C1214634), a son of CF Polled Playboy and NG Crown Jewel, and NG Destiny 2042N ET (C1214664). NextGen Cattle Company pledged 50% of the proceeds from each lot to Folds of Honor. Through the tremendous generosity of buyers and supporters, the initiative generated a combined \$270,000 donation to provide educational scholarships for military families.

Beyond the significance of his sale price, NG Lou 2046N ET attracted attention for his combination of breed-leading expected progeny differences (EPDs), exceptional ribeye scan measurements, impressive growth, structural correctness and phenotype. Homozygous polled, Lou represents the kind of genetic potential that makes an impact on breeding programs. For the members of The Lou Syndicate, the opportunity to invest in a bull of this caliber while supporting a meaningful cause made the purchase particularly significant.

"We are incredibly grateful to The Lou Syndicate for stepping up and purchasing Lou the Bull for \$410,000. Their generosity and commitment to something much bigger than the cattle business is truly humbling," said Derek Thompson, owner of NextGen Cattle Company. "Together, we raised \$270,000 for Folds of Honor to support the families of our fallen military heroes. These brave men and women made the ultimate sacrifice for our freedom, and we believe we have a responsibility to stand behind the families they left behind. The cattle brought us together at the NextGen Cattle Company Flint Hills Classic Bull and Female Sale, but honoring the families of those who sacrificed everything for our freedom is what made this day truly special."

The Lou Syndicate echoed that sentiment, emphasizing the opportunity to turn an investment in superior Beefmaster genetics into an investment in the families of those who have served.

"The Lou Syndicate is honored to recognize the purchase of NG Lou as an opportunity to make a meaningful impact beyond the cattle industry," said Camaron Cox of Rocking RB Cattle Co. "This contribution reflects our own, and the Beefmaster breed's commitment to giving back, supporting our nation's heroes, and investing in the future of the families who have sacrificed so much. We sincerely appreciate everyone who contributed to the success around NG Lou and helped turn an investment in superior cattle genetics into an investment in a greater cause."

Folds of Honor is a nonprofit organization dedicated to providing educational scholarships to the spouses and children of fallen or disabled U.S. military service members and first responders. Through these scholarships, the organization helps families pursue educational opportunities while honoring the sacrifices made in service to their country.

For NextGen Cattle Company and The Lou Syndicate, the success of the inaugural Folds of Honor Collection demonstrated the power of bringing together exceptional cattle, committed breeders and a shared purpose. While NG Lou 2046N ET's \$410,000 sale made headlines, the \$270,000 contribution stands as a lasting reminder that the cattle industry is built on more than genetics and business. It is built on relationships, shared values and a willingness to give back.

For more information about NextGen Cattle Company's Folds of Honor initiative, visit www.nextgencattle.com/folds-of-honor/.

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