



# Herefords Sell

*Hereford feeder calf sales spread across the country.*

by Sara Gugelmeyer

From Kentucky to Kansas, Tennessee to Montana, cattle buyers and sellers are coming together to prove the demand for Hereford and Hereford-influenced feeder calves. Five sales were held May through the beginning of January, all with sellers earning equal or above-the-market price for their cattle.

Feeder calf buyers are willing to pay more for quality, uniform, vaccinated, weaned groups of calves, like those at these sales. Plus, more and more cattlemen are realizing the value of Hereford's efficiency: Hereford-sired calves will gain more while eating less (according to results from Harris Ranch Research Project).

Each sale had its own individual requirements, but for all of them, calves had to be at least 50% Hereford, vaccinated with a standard protocol and weaned for at least 30 days. The cattle were also sorted into load lots by weight and kind.

## **Kentucky Certified Hereford Influenced Sale**

The second Kentucky Certified Hereford Influenced Sale replicated the success of the Kentucky Hereford Association's first feeder calf sale. May 11, 2010, sellers earned premiums of more than \$4 per hundredweight (cwt.) for heifers and about \$3 per cwt. for steers compared to the weekly average price for each weight range. The 733 head of Hereford and Hereford-influenced calves

were sold at the Bluegrass South Livestock Market in Stanford, Ky.

Word of the premiums earned in the first Kentucky Hereford sale in fall 2009 spread as consignors responded with about 200 head more up for bid. "Kentucky breeders and the Kentucky Hereford Association have done a great job promoting these sales to both sellers and buyers and that has played a major role in the success of both sales," says Tim Dietrich, beef cattle marketing specialist for the Kentucky Department of Agriculture.

## **Kansas Hereford Stocker and Feeder Calf Sale**

On Oct. 22, 2010, the Kansas Hereford Association (KHA) hosted its 14th annual stocker and feeder calf sale at Manhattan Commission Co., Manhattan, Kan. Nine consignors earned from \$130 to \$134 per hundred cwt. on 400 to 500 lb. steers and \$124 to \$127.50 on 500 to 600 lb. steers. Heavier 600 to 700 lb. steers brought \$115 to \$117 per cwt. Heifers brought from \$110 to a sale top \$124 on replacement quality Hereford heifers averaging 597 lb.

"The calves in this sale generally sold from \$2 to \$3 higher than like quality other-breed calves that were there the same day, once again proving the worth of Herefords," says Tom Granzow, KHA secretary/manager.

## **Montana Hereford Association Feeder Calf Sale**

More than \$750,000 worth of Hereford and Hereford-influenced feeder calves sold Nov. 17, 2010, at the second-annual Montana Hereford Association (MHA) sponsored feeder calf sale. Twenty-seven consignors brought the 1,091 head to Headwaters Livestock Auction Yard, Three Forks, Mont.

MHA Director Della Ehlke compared the prices paid with the U.S. Department of Agriculture weekly averages and other local sales. "In comparing the results of the MHA sale to feeder calves sold the same day at an auction in Billings, the price ranges for the 500, 600 and 700 weight steers and 500 and 700 weight heifers sold through the MHA sale exceeded those of the cattle sold in the other known Montana sale with the same date."

## **Tennessee Hereford Marketing Program Feeder Calf Sale**

Buyers and sellers gathered for the annual Tennessee Hereford Marketing Program (THMP) Feeder Calf Sale Oct. 25, 2010. At the Tennessee Livestock Producers' facility in Columbia, 42 consignors sold 605 head of age-, source- and health-verified Hereford and Hereford-cross calves for approximately \$48.50 and \$53 per head more on average than the reported weekly average, for steers and heifers respectively. The premium for

steer calves rose about \$13 above last year's premium. Sale coordinator and American Hereford Association (AHA) President John Woolfolk says, "Once again THMP prices exceeded prices paid anywhere else in the region with some loads getting significant premiums. One consignor told me that when he compared his check to local prices, he was confident that participating in the THMP meant over \$100 per calf to him."

The Certified Hereford Beef® (CHB) and Hereford Verified eligible calves sold to six buyers. Breeders from Alabama and North Carolina participated in the sale, as well as those from Tennessee.

## **Greater Midwest Certified Hereford Feeder Calf Sale**

To kick off the new year, cattlemen and buyers gathered in Carthage, Ill., for the 4th Annual Greater Midwest Certified Hereford Feeder Calf Sale Jan. 4. Twenty-five consignors sold 516 head of Hereford and Hereford-influenced feeder steers and heifers.

"I think the calves sold well; some of the buyers commented that we really 'hit the market,'" says Jerry Huth, one of the sale organizers and AHA director.

Steers averaged: 400-500 lb. – \$1.32, 501-600 lb. – \$1.28, 601-700 lb. – \$1.19, 701-801 lb. – \$1.19. Heifers averaged: 400-500 lb. – \$1.23, 501-600 lb. – \$1.15, 601-700 lb. – \$1.07, 701-750 lb. – \$1.00.

## **Upcoming sales**

Still ahead this spring and summer are two more feeder calf sales you can take advantage of as a buyer or seller. The Missouri Hereford Association is hosting one April 11 and another July 11, 2011, in Eldon, Mo. Contact any Missouri Hereford Association board member for more information or call the sale barn at 573-392-5572.

The bottom line is no matter what part of the country you're in, if you're looking for a way to earn good prices for your calves at marketing time, one option is clear. Breed your cows to a Hereford bull, capitalize on the advantages of crossbreeding, and get a bigger check on sale day. **HW**

**Editor's Note:** To obtain more information on feeder calf or Hereford production sales in your area, and to read about results from the Harris Ranch Research Project, visit [Hereford.org](http://Hereford.org).