

2009 SALES DIGEST: A YEAR IN REVIEW

Hereford Bulls Average \$3,192 in 2009

Despite a tough economic year and a decreasing national cow herd,

Hereford cattle continue to be sought after in the marketplace. In fact, the average price paid for a Hereford bull remained steady at \$3,192 compared to \$3,283 in 2008, proving that Hereford genetics continue to be in demand, especially when cattlemen are looking to improve efficiency. The number of Hereford bulls sold in production and consignment sales also remained steady at 4,426 head.

Hereford females averaged \$2,439 in 2009, a slight decrease compared to 2008.

The total average paid for Hereford cattle sold in 2009 was \$2,792, which is down from \$3,039 in 2008. Also, the total number of lots sold decreased from 10,637 sold in 2008 to 9,445 in 2009.

The following is a summary of sales that were reported in the *Hereford World* and on the American Hereford Association Web site, Hereford.org. The sales occurred January - December 2009.

The tables in this report are sorted by bull average or female average and then listed by number sold. Overall average is not used. The "Sales Digest" column appears monthly in the *Hereford World*, and the *Weekly Hereford Sales Digest* is e-mailed each week. **HW**

Top 2009 Bull Sales

Sale	Date	Bulls	Bull Avg.	Top bull lot
More than 100 bulls				
Van Newkirk Herefords, Oshkosh, Neb.	01/19/09	107.00	3,879	7,400 (¾ interest)
Colyer Herefords, Bruneau, Idaho	02/23/09	102.50	3,828	20,000 (½ interest)
Upstream Ranch, Taylor, Neb.	02/7/09	160.00	3,731	26,000 (½ interest)
Dudley Bros., Comanche, Texas	10/15/09	139.00	3,391	6,000
Harrell Hereford Ranch, Baker City, Ore.	03/02/09	107.00	3,123	7,000
Jamison Herefords, Quinter, Kan.	02/27/09	135.00	3,026	12,500 (¾ interest)
76-100				
Holden Herefords, Valier, Mont.	03/09/09	97.00	5,373	50,000 (½ interest)
Topp Herefords, Bismarck, N.D.	02/02/09	82.00	4,301	26,000
Rausch Herefords, Hoven, S.D.	02/16/09	94.00	3,734	12,500 (¾ interest)
Largent & Sons, Kaycee, Wyo.	11/19/09	76.00	3,457	6,250 (¾ interest)
Spencer Herefords, Brewster, Neb.	11/21/09	77.50	3,396	14,500 (¾ interest)
Mrnak Hereford Ranch, Bowman, N.D.	02/15/09	98.00	3,191	17,500 (½ interest)
Powell Herefords, Ft. McKavett, Texas	10/13/09	84.00	3,152	6,000
51-75				
Cooper Hereford Ranch, Willow Creek, Mont.	03/10/09	70.00	6,000	55,000 (¾ interest)
Debter Hereford Farm, Horton, Ala.	10/24/09	64.00	4,469	20,000 (½ interest)
Sandhill Farms, Haviland, Kan.	04/03/09	54.00	4,343	12,500 (½ interest)
Star Lake Bull Sale, Skiatook, Okla.	10/18/09	69.16	4,186	40,000 (⅓ interest)
Adams Hirsche, High River, Alta.	11/17/09	76.75	3,954	16,000 (¾ interest)
Ridder Hereford Ranch, Callaway, Neb.	02/05/09	55.50	3,642	10,500 (¾ interest)
Barber/Moler Hereford Sale, San Saba, Texas	10/07/09	56.00	3,400	10,500
Ken Baker & Sons, Rapid City, S.D.	02/04/09	74.00	3,293	9,000 (¾ interest)
26-50				
Summerour Ranch, Dalhart, Texas	10/26/09	40.00	3,326	5,400
Mill Creek Ranch, Manhattan, Kan.	02/24/09	34.00	3,308	3,200 (½ interest)
Fenton Hereford Ranch Inc., Irma, Alta.	11/20/09	40.50	3,273	8,400 (½ interest)
Strang Herefords, Meeker, Colo.	10/27/09	44.00	3,185	5,250
Berry's Bull Sale, Cheyenne, Wyo.	10/19/09	46.00	3,166	6,300
Bar JZ Ranches, Highmore, S.D.	04/21/09	30.00	3,100	8,600
Doenz Ranches, Warner, Alta.	11/18/09	36.00	3,021	9,750
0-25				
Harvie Ranching, Olds, Alta.	10/10/09	2.83	37,032	80,500 (⅓ interest)
Combined Excellence, Newark, Ohio	05/03/09	1.00	24,000	15,500 (½ interest)
Baker Herefords, Rapid City, S.D.	09/26/09	0.50	23,000	11,500 (½ interest)
Star Lake Cattle Ranch, Skiatook, Okla.	05/16/09	2.50	18,120	7,500 (¾ interest)
Boyd Beef Cattle, Mays Lick, Ky.	09/05/09	0.75	16,000	12,000 (¾ interest)
Illini Top Cut, Macomb, Ill.	09/20/09	2.50	13,400	22,500 (½ interest)
Double L Cattle, Hearne, Texas	05/02/09	0.50	13,000	6,500 (½ interest)
Ridgeview Farm, Alto, Mich.	10/11/09	1.25	10,720	12,000 (¼ interest)
Perks/Plum River Ranches, Rockford, Ill.	11/14/09	0.50	10,000	5,000 (½ interest)
Hoffman/W4/Topp, Thedford, Neb.	09/27/09	2.00	8,500	10,000 (½ interest)
DeLHawk Cattle Co., Earlville, Ill.	09/19/09	4.00	7,475	12,500 (¾ interest)
JWR Land & Cattle Co., Dallas, Ga.	05/02/09	1.50	7,267	8,200 (½ interest)
Coley, Chambliss and Woodard, Cross Plains, Tenn.	09/12/09	0.50	6,000	3,000 (½ interest)

Top 2009 Female Sales

Sale	Date	Females	Female Avg.
More than 15 females			
Colyer Herefords Internet Auction, Bruneau, Idaho	10/03/09	17.00	\$12,132
Barber/Moler Hereford Sale, San Saba, Texas	10/07/09	18.50	\$8,727
Hoffman/W4/Topp, Thedford, Neb.	09/27/09	47.00	\$8,521
Star Lake Fall Female Sale, Skiatook, Okla.	10/18/09	58.00	\$7,659
DeLHawk Cattle Co., Earlville, Ill.	09/19/09	36.00	\$6,496
Adams Hirsche, High River, Alta.	11/17/09	15.00	\$5,443
Star Lake Cattle Ranch, Skiatook, Okla.	05/16/09	127.00	\$5,406

Top 2009 Bull Consignment Sales

Sale	Date	Bulls	Bull avg.	Top bull lot
More than 100 bulls				
Calgary Bull Sale, Calgary, Alta.	03/05/09	135.00	\$3,759	\$29,000
26-50				
Black Hills Stock Show, Rapid City, S.D.	02/04/09	35.00	\$3,201	\$7,250
Red Bluff, Red Bluff, Calif.	01/31/09	32.00	\$2,663	\$3,900
0-25 bulls				
National Western Stock Show, Denver	01/16/09	10.85	\$15,346	\$57,500 (½ interest)
Ft. Worth Cowtown Sale, Ft. Worth, Texas	02/01/09	8.25	\$9,097	\$26,500 (¾ interest)
Texas All Star, Sherman, Texas	05/25/09	1.00	\$5,500	\$5,500
Minnesota Hereford Breeders, Hutchinson, Minn.	12/12/09	2.25	\$4,089	\$2,700 (½ interest)
Western Nugget, Reno, Nev.	12/05/09	2.00	\$3,330	\$5,000
Illinois Polled Hereford Assn. Sale, Springfield, Ill.	02/21/09	3.00	\$3,067	\$4,000
California/Nevada Hereford Assn., Oakdale, Calif.	10/18/09	17.00	\$2,618	\$4,000
Iowa Beef Expo, Des Moines, Iowa	02/12/09	19.00	\$2,582	\$5,500
Tennessee Polled Hereford Sale, Murfreesboro, Tenn.	03/14/09	8.00	\$2,572	\$5,600
North Dakota Hereford Assn., Valley City, N.D.	12/05/09	1.00	\$2,500	\$2,500

Top 2009 Female Consignment Sales

Sale	Date	Females	Female Avg.
National Western Stock Show, Denver	01/16/09	17.50	\$10,937
Ladies of Royal Sale, Kansas City, Mo.	10/31/09	23.00	\$5,393
Bluegrass Stakes Heifer Sale, Louisville, Ky.	11/18/09	12.50	\$4,708
Ft. Worth Cowtown Sale, Ft. Worth, Texas	02/01/09	22.50	\$4,540
Keystone National Hereford Sale, Harrisburg, Pa.	10/01/09	6.00	\$4,075
Western Nugget, Reno, Nev.	12/05/09	16.00	\$2,724
Iowa Beef Expo, Des Moines, Iowa	02/12/09	28.00	\$2,413
Herefords in Native America, Sulphur, Okla.	11/16/09	21.00	\$2,400

2009 Hereford Sales — Month By Month

MONTH	BULLS				FEMALES			TOTAL		
	NO. SALES	NO. LOTS	GROSS	AVG.	NO. LOTS	GROSS	AVG.	NO. LOTS	NO. GROSS	AVG.
January	4	181.85	\$751,957	\$4,135	53.50	\$242,338	\$4,530	235.35	\$994,295	\$4,225
February	32	1,646.00	\$5,002,718	\$3,039	604.50	\$1,099,195	\$1,818	2,250.50	\$6,101,913	\$2,711
March	26	816.5	\$2681025	\$3,284	521.00	\$817,627	\$1,569	1,338.00	\$3,498,652	\$2,616
April	11	258.50	\$747,820	\$2,893	315.00	\$435,555	\$1,383	573.50	\$1,183,375	\$2,063
May	11	50.75	\$217,825	\$4,292	554.50	\$1,837,105	\$3,313	605.25	\$2,054,930	\$3,395
June	1	—	0	0	75.00	\$159,295	\$2,124	75.00	\$159,295	\$2,124
August	1	3.00	\$3,975	\$1,325	45.00	\$56,625	\$1,258	48.00	\$60,600	\$3,581
September	18	88.25	\$324,950	\$3,682	910.50	\$2,742,491	\$3,012	998.75	\$3,067,441	\$3,071
October	30	813.74	\$2,736,484	\$3,363	953.75	\$2,785,493	\$2,921	1,767.49	\$5,521,977	\$3,124
November	22	508.75	\$1,505,568	\$2,959	859.00	\$1,811,263	\$2,109	1,367.75	\$3,316,831	\$2,425
December	5	59.25	\$157,884	\$2,665	127.00	\$255,290	\$2,010	186.25	\$413,174	\$2,218
TOTAL	161	4,426.59	\$14,130,206	\$3,192	5,018.75	\$12,242,277	\$2,439	9,445.34	\$26,372,483	\$2,792