

2012 SALES DIGEST: A YEAR IN REVIEW

Hereford Bulls Average \$4,761 in 2012

Demand for Hereford cattle continues to increase as more and more commercial and seedstock producers realize the value of Hereford genetics. In fact, the average price paid for a Hereford bull increased, on average, \$700 to \$4,761, compared to \$4,060 in 2011. The number of Hereford bulls sold in production and consignment sales was up 500, totaling 5,580 head.

In five years the average for Hereford bulls has increased nearly \$1,700 per head, with the average price paid in 2007 at \$3,062.

Hereford females averaged \$3,950 in 2012, an increase of nearly \$750 compared to 2011.

The total average paid for Hereford cattle in 2012 was \$4,370, which is up from \$3,617 in 2011. Also, the total number of lots sold increased from 10,447 in 2011 to 10,788 in 2012.

The following is a summary of sales that were reported in the *Hereford World* and on the American Hereford Association website — *Hereford.org*. The sales occurred from January to December 2012.

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 2012 Bull Sales

Sale	Date	Bulls	Bull Avg.	Top bull lot
More than 100 bulls				
Holden Herefords, Valier, Mont.	03/12/12	105.75	\$10,293	\$102,000 (½ interest)
Topp Herefords, Grace City, N.D.	02/07/12	113.00	\$9,748	\$135,000 (½ interest)
Van Newkirk, Oshkosh, Neb.	01/16/12	142.00	\$6,932	\$14,500
Colyer Herefords, Bruneau, Idaho	02/27/12	119.00	\$6,150	\$66,000 (¾ interest)
Rausch Herefords, Hoven, S.D.	02/20/12	117.00	\$5,675	\$9,250
Upstream Ranch, Taylor, Neb.	02/08/12	227.00	\$5,310	\$36,000 (¾ interest)
Star Lake Dispersion, Skiatook, Okla.	10/19-20/12	156.60	\$5,267	\$53,000
Harrell Hereford Ranch, Baker City, Ore.	03/05/12	133.50	\$4,626	\$19,000 (½ interest)
76-100				
Cooper Hereford Ranch, Willow Creek, Mont.	03/13/12	81.00	\$10,525	\$160,000 (¾ interest)
Sandhill Farms, Haviland, Kan.	04/06/12	91.00	\$5,659	\$18,000 (¾ interest)
Debter Hereford Farm, Horton, Ala.	10/27/12	83.50	\$5,542	\$13,500 (½ interest)
Grandview CMR, Como, Miss.	11/11/12	85.25	\$5,323	\$37,500 (½ interest)
Ridder Hereford Ranch, Callaway, Neb.	02/03/12	80.00	\$5,152	\$9,000 (¾ interest)
51-75				
NJW Polled Herefords, Sheridan, Wyo.	04/11/12	52.00	\$7,620	\$40,000 (½ interest)
Fawcett's Elm Creek Ranch, Ree Heights, S.D.	02/13/12	64.00	\$5,972	\$16,500 (½ interest)
Curtis Polled Herefords, Huron, S.D.	02/28/12	53.00	\$5,429	\$9,000
Baker Hereford Ranch, Rapid City, S.D.	02/11/12	70.00	\$5,214	\$11,500 (½ interest)
Carmichael Herefords, Meadow, S.D.	02/18/12	54.00	\$5,129	\$7,500
26-50				
S&S Polled Herefords, Guide Rock, Neb.	03/06/12	44.00	\$5,265	\$8,000
Delaney/Atkins Bull Sale, Lake Benton, Minn.	04/02/12	26.50	\$5,036	\$11,000 (¾ interest)
Thornstenson Hereford Ranch, Shelby, S.D.	04/14/12	38.00	\$5,009	\$11,500
Fenton Herefords Ranch, Irma, Alberta	11/16/12	48.00	\$4,794	\$10,500 (½ interest)
0-25				
Star Lake Cattle Ranch, Skiatook, Okla.	05/19/12	0.58	\$136,379	\$68,000 (¼ interest)
Boyd Beef Cattle, Mays Lick, Ky.	09/01/12	0.50	\$110,000	\$55,000 (½ interest)
Langford-Copeland, Okmulgee, Okla.	10/21/12	1.50	\$73,600	\$100,000
Showtime Cattle Co., Mooreland, Ind.	09/02/12	0.50	\$20,000	\$10,000 (½ interest)
C&M Herefords, Nara Visa, N.M.	10/14/12	1.00	\$16,000	\$16,000
Medonte Highlands, Orillia, Ontario	09/16/12	4.25	\$13,529	\$31,000 (¼ interest)
Albin/Lorenzen, Newman, Ill.	09/08/12	0.67	\$12,836	\$5,100 (½ interest)
Illini Top Cut, Macomb, Ill.	09/16/12	2.25	\$10,622	\$15,000 (½ interest)

Top 2012 Female Sales

Sale (more than 15 females)	Date	Females	Female Avg.
Hoffman/W4/Topp, Thedford, Neb.	09/30/12	81.00	\$11,153
Star Lake Cattle Ranch Dispersion, Skiatook, Okla.	10/19-20/12	200.50	\$10,297
Langford-Copeland, Okmulgee, Okla.	10/21/12	33.00	\$10,097
Colyer Herefords, Bruneau, Idaho	10/06/12	69.00	\$9,932
Star Lake Cattle Ranch, Skiatook, Okla.	05/19/12	85.00	\$8,399
Barber Ranch, Ft. Worth, Texas	03/31/12	38.50	\$8,243
DeLHawk Cattle Co., Earlville, Ill.	09/15/12	36.50	\$8,153
Cooper Hereford Ranch, Willow Creek, Mont.	03/13/12	30.00	\$7,858
Holden Herefords, Valier, Mont.	03/12/12	19.00	\$7,237
Showtime Cattle Co., Mooreland, Ind.	09/02/12	31.00	\$6,747
Larson/Hoffman/Topp Sale, Clifton, Texas	05/05/12	41.00	\$6,711
Michigan State University, E. Lansing	10/15/12	50.00	\$6,558
Ridgeview Farm, Alto, Mich.	10/14/12	47.00	\$6,545
Grandview CMR, Como, Miss.	11/11/12	37.00	\$6,207
Illini Top Cut, Macomb, Ill.	09/16/12	77.50	\$6,119

Top 2012 Bull Consignment Sales

Sale	Date	Bulls	Bull avg.	Top bull lot
More than 100 bulls				
Calgary Bull Sale, Calgary, Alberta	02/29/12	126.00	\$5,931	\$25,000
51-100				
Red Bluff Bull Sale, Red Bluff, Calif.	01/28/12	61.00	\$4,309	\$7,700
26-50				
Iowa Beef Expo, Des Moines	02/16/12	30.75	\$4,361	\$8,100 (½ interest)
Nebraska Cattlemen's Classic Polled Sale, Kearney	02/22/12	26.00	\$3,687	\$5,500
0-25 bulls				
National Western Stock Show, Denver	01/13/12	4.41	\$41,213	\$62,500
Ft. Worth Cowtown Sale, Ft. Worth, Texas	01/29/12	13.41	\$7,058	\$8,000 (½ interest)
Breeders Classic, Gettysburg, Pa.	10/06/12	1.00	\$5,200	\$5,200
Black Hills Stock Show, Rapid City, S.D.	02/01/12	17.00	\$4,685	\$8,000
Nebraska Cattlemen's Classic Horned Sale, Kearney	02/22/12	13.00	\$4,577	\$15,000
Illinois Polled Hereford Assn., Springfield	02/25/12	6.00	\$4,117	\$6,500
Sioux Empire Farm Show, Sioux Falls, S.D.	01/26/12	12.00	\$3,904	\$9,750 (½ interest)
Fallon All-Breeds Bull Sale, Fallon, Nev.	02/18/12	19.00	\$3,808	\$5,800
Virginia Hereford Association, Harrisonburg	04/20/12	1.50	\$3,667	\$3,000 (½ interest)
Minnesota Hereford Breeders, Hutchinson	12/08/12	1.00	\$3,500	\$3,500

Top 2012 Female Consignment Sales

Sale (more than 10 females)	Date	Females	Female Avg.
National Western Stock Show, Denver	01/13/12	12.00	\$8,521
Ladies of Royal Sale, Kansas City, Mo.	11/03/12	21.00	\$6,805
Ft. Worth Cowtown Select, Ft. Worth, Texas	01/29/12	12.50	\$6,792
Western Nugget, Reno, Nev.	12/08/12	15.00	\$4,660
Bluegrass Stakes Heifer Sale, Louisville, Ky.	11/14/12	15.00	\$4,510
Nebraska Cattlemen's Classic Horned Sale, Kearney	02/22/12	11.00	\$3,650
Iowa Beef Expo, Des Moines	02/16/12	27.00	\$3,481
South Dakota Hereford Assn., Brookings	11/10/12	35.00	\$3,247
Illinois Polled Hereford Assn., Springfield	02/25/12	26.00	\$3,115
Nebraska Cattlemen's Classic Polled Sale, Kearney	02/22/12	13.00	\$3,050

2012 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	5	232.82	\$1,570,443	\$6,745	42.50	\$226,448	\$5,328	275.32	\$1,796,891	\$6,527
February	36	2,264.75	\$11,057,083	\$4,882	451.00	\$1,179,365	\$2,615	2,715.75	\$12,236,448	\$4,506
March	31	945.50	\$4,881,824	\$5,163	673.50	\$2,099,250	\$3,117	1,619.00	\$6,981,074	\$4,312
April	14	433.00	\$1,954,200	\$4,513	335.00	\$968,555	\$2,891	768.00	\$2,922,755	\$3,806
May	10	143.58	\$494,800	\$3,446	862.00	\$2,858,455	\$3,316	1,005.58	\$3,353,255	\$3,335
June	1	19.00	\$31,825	\$1,675	46.00	\$112,325	\$2,443	65.00	\$144,150	\$2,218
August	1	3.75	\$5,725	\$1,527	46.00	\$97,225	\$2,114	49.75	\$102,950	\$2,069
September	21	114.92	\$548,150	\$4,770	956.50	\$4,706,502	\$4,921	1,071.42	\$5,254,652	\$4,904
October	32	834.09	\$3,667,866	\$4,397	1124.00	\$6,179,812	\$5,498	1,958.09	\$9,847,678	\$5,029
November	17	457.50	\$1,937,042	\$4,234	520.00	\$1,742,866	\$3,352	977.50	\$3,679,908	\$3,765
December	8	132.00	\$423,475	\$3,208	151.00	\$399,145	\$2,643	283.00	\$822,620	\$2,907
Total	176	5,581.00	\$26,572,433	\$4,761	5207.50	\$20,569,948	\$3,950	10,788.00	\$47,142,381	\$4,370