



FOR IMMEDIATE RELEASE

Contact: Kaylen Alexander, kalexander@hereford.org

Oct. 30, 2017

Ladies of the Royal Sale a Success

KANSAS CITY, Mo. — The Wagstaff Auction Arena hosted a crowd of Hereford enthusiasts for the 2017 Ladies of the Royal Sale on Oct. 28 at the American Royal in Kansas City, Mo. Eighteen female lots grossed \$104,500 with an average of \$5,780, while 16 embryo lots grossed \$12,375 for an average of \$773.

Lot 21 and Lot 4 tied for the high selling lot. Lot 21 was consigned by Harrison Cattle Co., Arapaho, Okla., and was bought by an Oklahoma buyer for \$14,000. Lot 4 was consigned by Bacon Cattle and Sheep, Siloam Springs, Ark., and was bought by a California buyer for \$14,000.

The second high-selling heifer was Lot 5, consigned by Barber Ranch, Channing, Texas. She sold for \$8,500 to a North Carolina buyer. The high selling embryo package was offered by Lowderman Cattle Company, Macomb, Ill.; Rhett J. Lowderman, Macomb, Ill.; and Foggy Bottom Farm, Taneytown, Md., and sold as Lot 25 for \$1,600. The package included three IVF sexed heifer calf embryo matings out of SRH Miss Kitty 1001 ET.

Lot 1, a street sign featuring the buyers name displayed outside the American Hereford Association office for one year, was purchased by GKB Cattle Co., Waxahachie, Texas, for \$4,000. The proceeds from Lot 1 benefit the National Junior Hereford Association board of directors.

Lot 2, a NFL football package with five tickets to a Kansas City Chiefs game, was bought by the Go Chiefs syndicate from Oklahoma for \$3,500. The proceeds from Lot 2 benefit the Hereford Research Foundation and Hereford Youth Foundation of America. Lot 2 was donated by AgriLabs.

###

For Annual Meeting pictures and additional news releases, visit www.hereford.org/media.