



LADIES OF THE ROYAL SALE RECAP



The 2020 Ladies of the Royal Sale featured 13 females selling for an average of \$4,519. Sixteen embryos averaging \$484 rounded out the sale at the Wagstaff Sale Arena at the American Royal.

The Ladies of the Royal Sale was well attended again this year as Hereford breeders filled the seats of Wagstaff Sale Arena at the American Royal Complex in Kansas City, Mo., Oct. 24. The 2020 lot line-up featured 13 females selling for an average of \$4,519. This included 10 open heifers selling for \$4,875 per heifer and three bred females gathering an average of \$3,333 per lot. Sixteen embryos rounded out the sale with a \$484 average.

Top lots

The top-selling female in the sale was Lot 5 — CH MS Aubrey 009 ET, a March 25, 2020, female sired by CH High Roller 756 ET. This heifer was consigned by Curry Herefords, McAlester, Okla., and she was purchased by Shelby Burlile, Emmett, Idaho, for \$7,200.

The top-selling bred heifer was consigned by Austin Cole, Bowling Green, Ky., a May 21, 2019, daughter of CHAC Mason 2214. She sold to Kenley Carr, Alba, Texas, for \$3,500.

The embryo auction featured several elite matings, and topping this portion of the sale was the consignment from WMC Cattle Co., Wasola, Mo. These

three in vitro fertilization reverse-sort female embryos are a mating of EXR Benchmark 8240 ET and WMC A152 9328 DaiseyMae 2C ET. These embryos were selected by Brad Shockley, Buffalo, Mo., for \$600 per embryo.

Supporting Hereford youth

The American Hereford Association Street Sign — the Lot 1 annual feature — brought in a bid of \$5,000 from Bar One Ranch, Eugene, Ore. Proceeds from the sign support the National Junior Hereford Association.

A Henry Big Boy Classic .44 Magnum rifle from the National Hereford Women (NHW) was featured as Lot 2. The donations from the gun went toward supporting the NHW educational programs for Hereford youth. The Lot 2 rifle went to RGR Cattle, Kim Carney Rhodes and Jane Lee Carney of Carlinville, Ill., for a final bid of \$4,500.

Again this year, 1% of the sale proceeds will go toward the Hereford Youth Foundation of America to support its Foundation 1 Club. **HW**



The Lot 1 American Hereford Association Street Sign sold to Bar One Ranch, Eugene, Ore., for \$5,000 to benefit the National Junior Hereford Association (NJHA). Pictured is the 2020-21 NJHA board of directors representing Lot 1 at the Ladies of the Royal Sale..