

High Demand

Prices strong for Hereford and Hereford-influenced calves and feeder cattle.

Even with historically high calf and feeder cattle prices, buyers continued to pay a premium for many of the 8,627 head selling in 12 special Hereford and Hereford-influenced sales in eight states since the end of August.

“Quality and consistency continued to be the theme of the cattle that topped these sales,” says Aaron Friedt, the American Hereford Association (AHA) field representative attending the sales in Kansas, Nebraska and the Dakotas. “Reputation commercial herds utilizing bulls from reputation registered herds saw great success.”

Although there were plenty of load lots, Friedt notes consignors of smaller groups also often enjoyed premiums as buyers could build full loads of same-type cattle.



“The futures market has soured a bit, but cash has held fairly well across my territory,” Friedt says. “Cattle are still in short supply, and the national herd has yet to begin rebuilding (see Herd Rebuilding on Hold, Page 40). **BA**

Table 1: Ogallala Livestock Yearling Special, Ogallala, Neb., featuring Hereford and Red Angus (Sept. 28) — 1,147 head

No. head	Class	Sex	Average weight (lbs.)	\$/cwt.
153	BWF ¹	Steer	871	273.00
57	RWF ²	Steer	878	269.50
60	Herf. ³	Steer	872	269.50

Table 2: Aberdeen Livestock, Aberdeen, S.D., featuring cattle straight off grass (Oct. 9) — 892 head

No. head	Class	Sex	Average weight (lbs.)	\$/cwt.
64	Herf.	Steer	957	240.00
61	Herf./BWF	Steer	971	235.25
60	Herf./BWF	Steer	978	235.25

Table 3: Faith Livestock Special, Faith, S.D., featuring calves (Oct. 16) — 3,401 head

No. head	Class	Sex	Average weight (lbs.)	\$/cwt.
200	BWF	Steer	539	330.00
111	RWF	Steer	491	350.00
112	BWF	Steer	529	330.00

¹BWF, black whiteface, ²RWF, red whiteface, ³Herf., Hereford

Hereford-influence Calf and Feeder Sales

Greater Midwest Hereford-influenced Feeder Calf Special

Jan. 4
Carthage Livestock – Carthage, Ill.
Contact: Brent Lowderman, 309-221-9621

Ogallala Livestock Calf Special Featuring Hereford & Red Angus

Jan. 4
Ogallala Livestock Auction Market – Ogallala, Neb.
Contact: 308-284-2071

Faith Livestock Auction Hereford-influence Feeder Calf Special

Jan. 8
Faith Livestock Auction – Faith, S.D.
Contact: 605-967-2200

Bagley Livestock Exchange Hereford-influence Feeder Calf Special

Jan. 11
Bagley Livestock Auction – Bagley, Minn.
Contact: Billy Bushelle, 218-694-3701

Marysville Livestock Auction Hereford-influence Feeder Calf Special

Jan. 25
Marysville Livestock Auction – Marysville, Kan.
Contact: 785-562-1015

Mitchell Livestock Hereford-influenced Feeder Cattle Sale

Feb. 15
Mitchell Livestock Auction – Mitchell, S.D.
Contact: Preston Burma, 605-680-0448

Cherokee Sales Co. Hereford-influenced Calf Special

April 17
Cherokee Sales, Co. – Cherokee, Okla.
Contact: Jarrid Herrmann, 785-564-0869

For more information about these sales, please contact the representatives noted above. For a listing of sales please see [Hereford.org/commercial/programs/feeder-cattle-sales](https://www.hereford.org/commercial/programs/feeder-cattle-sales). **BA**