

Hereford-influenced Cattle Make the Grade

“You absolutely have a feed efficiency advantage when you put Hereford-influenced cattle on feed,” says Lee Mayo, general manager of HRC Feed Yards LLC, Scott City, Kan. “With feed costs the way they’ve been the last two or three years here, there’s absolutely no doubt in my mind that the most profitable cattle have been the cattle that have gained and converted as cheaply and as efficiently as possible.”

HRC Feed Yards is a custom-feeding operation with a one-time capacity of 60,000 head. HRC also feeds cattle enrolled in the American Hereford Association (AHA) feedout programs (see Page 44).

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“If you just gain a half a pound a day more, your cost of gain goes down about 20 cents per pound, when corn costs \$6 per bushel, and that’s a multiple.”

— Lee Mayo,
HRC Feed Yards LLC

down about 20 cents per pound, when corn costs \$6 per bushel, and that’s a multiple. It multiplies over the 700 pounds that we put on them, and that ends up being real

serious dollars by the time we’re done,” Mayo says.

While he says Herefords are the most feed efficient breed, Mayo also notes, the hybrid vigor that comes with crossbreds always offers added production and economic advantages.

At the same time, Mayo explains, “There are darned sure some Hereford genetics out there that’ll make the upper two thirds of Choice and qualify for Certified Hereford Beef®. We appreciate those, and we’re trying to identify more through the programs that we’re using. But especially if you crossbreed them with the advantages of heterosis, the Hereford-influenced cattle will qualify for a lot of the premium programs.” **BA**

Hereford-influence Feeder Sales

Aberdeen Livestock Sales Co.

Hereford-influenced Yearling Special

Date: Oct. 9, 2023

Location: Aberdeen Livestock Sales Co. –
Aberdeen, S.D.

Contact: Kevin Larson, 605-225-2062

Faith Livestock Auction Hereford- influence Feeder Calf Special

Date: Oct. 16, 2023

Location: Faith Livestock Auction –
Faith, S.D.

Contact: 605-967-2200

Mitchell Livestock Calf Special Featuring Hereford-influence Section

Date: Oct. 19, 2023

Location: Mitchell Livestock Auction –
Mitchell, S.D.

Contact: Preston Burma, 605-680-0448

Ogallala Livestock Calf Special Featuring Hereford & Red Angus Section

Date: Oct. 26, 2023

Location: Ogallala Livestock Auction
Market – Ogallala, Neb.

Contact: 308-284-2071

Headwaters Livestock Auction Hereford-influenced Feeder Special

Date: Nov. 8, 2023

Location: Headwaters Livestock Auction –
Three Forks, Mont.

Contact: Steve Goedert, 406-270-3060

Cherokee Sales Co. Hereford- influenced Calf Special

Date: Nov. 15, 2023

Location: Cherokee Sales, Co. –
Cherokee, Okla.

Contact: Jarrid Herrmann, 785-564-0869

Tennessee Hereford Marketing Program Feeder Calf Sale

Date: Nov. 15, 2023

Location: United Producers Columbia
Livestock Center – Columbia, Tenn.

Contact: Richard Brown, 931-239-9785

Nebraska Hereford Association Hereford-influence Sale

Date: Nov. 17, 2023

Location: Burwell Livestock Market –
Burwell, Neb.

Contact: Trevor Toelle, 308-214-1543

Kansas Hereford Assn. Feeder Calf and Female Sale

Date: Dec. 13, 2023

Location: Parsons Livestock Auction –
Parsons, Kan.

Contact: Wade Dillinger, 620-421-2900

Kentucky Hereford Assn. Certified Hereford-influenced Feeder Calf Sale

Date: Dec. 14, 2023

Location: Blue Grass Stockyards –
Lexington, Ky.

Contact: L.W. Beckley, DVM, 859-779-1419

Premium Whiteface Feeder Calf Sale Hosted by MN Hereford Breeders

Date: Dec. 14, 2023

Location: Pipestone Livestock Auction
Market – Pipestone, Minn.

Contact: 507-825-3306

Aberdeen Livestock Sales Co. Hereford-influenced Feeder Special

Date: Dec. 18, 2023

Location: Aberdeen Livestock Sales Co. –
Aberdeen, S.D.

Contact: Kevin Larson, 605-225-2062

Cherokee Sales Co. Hereford- influenced Calf Special

Date: Dec. 20, 2023

Location: Cherokee Sales, Co. –
Cherokee, Okla.

Contact: Jarrid Herrmann, 785-564-0869

Greater Midwest Hereford- influenced Feeder Calf Special

Date: Jan. 4, 2024

Location: Carthage Livestock –
Carthage, Ill.

Contact: Brent Lowderman, 309-221-9621

Ogallala Livestock Calf Special Featuring Hereford & Red Angus

Date: Jan. 4, 2024

Location: Ogallala Livestock Auction
Market – Ogallala, Neb.

Contact: 308-284-2071

Faith Livestock Auction Hereford- influence Feeder Calf Special

Date: Jan. 8, 2024

Location: Faith Livestock Auction –
Faith, S.D.

Contact: 605-967-2200

Bagley Livestock Exchange Hereford- influence Feeder Calf Special

Date: Jan. 11, 2024

Location: Bagley Livestock Auction –
Bagley, Minn.

Contact: Billy Bushelle, 218-694-3701

Marysville Livestock Auction Hereford- influence Feeder Calf Special

Date: Jan. 25, 2024

Location: Marysville Livestock Auction –
Marysville, Kan.

Contact: 785-562-1015

Mitchell Livestock Hereford- influenced Feeder Cattle Sale

Date: Feb. 15, 2024

Location: Mitchell Livestock Auction –
Mitchell, S.D.

Contact: Preston Burma, 605-680-0448

Cherokee Sales Co. Hereford- influenced Calf Special

Date: April 17, 2024

Location: 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 including those scheduled for 2024, please see [Hereford.org/commercial/programs/feeder-cattle-sales](https://www.hereford.org/commercial/programs/feeder-cattle-sales). **BA**