

National Hereford Sale Grosses \$546,450

Herefords sell high in Oklahoma City.

The Super Barn Sale Arena held a standing-room-only crowd of Hereford breeders and buyers for the annual Hereford Night in OKC National Hereford Sale, Jan. 10, in Oklahoma City, Okla. When auctioneer Joe Goggins tapped the gavel for the last time, 27.50 Hereford lots grossed \$546,450. Every year, the National Hereford Sale serves as a testament to the ever-increasing demand for high-quality Hereford genetics.

Bulls

Lot 2, Boyd Pursuit 4032, a Jan. 20, 2024, son of KCF Bennett Monument J338, led off the sale. Commanding \$75,000 for half interest, he was purchased by the Pursuit Partnership and consigned by Boyd Beef Cattle, Mays Lick, Ky.

B&C Cattle Co., Miami, Texas, consigned lot XC, B&C End Zone 3535L ET, the pick of the grand champion pen-of-three bulls and the reserve grand champion polled bull. Churchill Cattle Co., Manhattan, Mont., gave \$30,000 for three-quarters interest of the Nov. 24, 2023, son of EF MF Longest Yard 19Z 228J ET.

Lot 23A, pick of the reserve grand champion pen-of-three bulls from Running P Cattle Co., Canyon, Texas, garnered \$25,000 for three-quarters interest. RPC 143J 210 Fireball 410, a March 1,

2024, son of RPC JCS 7119 007 Rubble 210, sold to Bowling Ranch, Newkirk, Okla.

Half interest of lot 12C, choice of the pen-of-three bulls from GKB Cattle, Desdemona, Texas, sold to Prairie Cross Ranch, Sherman, Ill., for \$22,500. Their pick, GKB PRCC Grand Prairie 4197, is a March 1, 2024, son of GKB Conair K102 ET.

With a gross of \$208,750, 9.50 bulls averaged \$21,974.

Females

GKB Cattle and Express Ranches, Yukon, Okla., paid \$60,000 for the top-selling female, lot 14, Green 901 Mercedes 027L ET. The Sept. 2, 2023, daughter of CSC 701 Bolder 901 was consigned by Green Cattle Co., Hodgenville, Ky.

Lot 19, BK My Sweetheart 4159M ET, a May 12, 2024, daughter of BK Red River H18 ET, was the second high-selling female. Audra Johnson, The Colony, Texas, purchased the consignment from Buck Cattle Co., Madill, Okla., for \$57,000.

Mitchell Ranches, Boswell, Okla., gave \$11,000 for lot 25, RMB H086 Southern Bell 387L ET, an Oct. 17, 2023 daughter of SHF Houston D287 H086, consigned by Barnes Herefords, Cedartown, Ga.

Seven females grossed \$157,200 and averaged \$22,457.



The seats in the Super Barn Sale Arena were jam-packed for this year's Hereford Night in OKC.



Potential buyers peruse the 2025 sale offering in Oklahoma City.

Picks and flushes

Lot 6, pick of the 2024 fall heifer calves from Hoffman Ranch, Thedford, Neb., and lot 24, pick of the 2024 spring heifer calves from Topp Herefords, Grace City, N.D., topped the pick lots, bringing \$35,000 each. Roy Hopkins, Winchester, Tenn., had the winning bid for the Hoffman pick, and Ground Zero Farms, Watts, Okla., bought the Topp pick.

Campbell & Ward, Plattsburg, Mo., purchased lots 1A and 1B, pick of the 2-, 3- and 4-year-old pairs, and pick of the 5-year-old pairs and older, from Rausch Herefords, Hoven, S.D., for \$18,000 each.

Lot 3, pick of the 2025 spring embryo transfer calves consigned by Walker Herefords, Morrison, Tenn., sold to Tennessee River Music Inc., Fort Payne, Ala., for \$15,000.

Pick of the spring 3-year-old pairs, lot 21B, consigned by Falling Timber Farms, Marthasville, Mo., sold to Medonte Highlands Polled Herefords, Orillia, Ontario, for \$12,500.

Lot 21A, pick of the spring 2-year-old pairs from Falling Timber Farms sold for \$10,000 to Hileman Farms, Harrison, Mich.

Flat Creek Farm, Lucedale, Miss., purchased lot 13, pick of the fall bred heifers, from WMC Cattle Co., Wasola, Mo., for \$10,000.

GKB Cattle gave \$12,000 for the right to flush lot 5, Churchill Lady 3304L ET, a Jan. 31, 2023, daughter of Churchill Red Thunder 133J ET, consigned by Pérez Cattle Co., Nara Visa, N.M.; Dvorak Herefords, Lake Andes, S.D.; Ollerich Bros., Clearfield, S.D.; and Ben Roudabush, Mitchell, S.D.

Nine picks averaged \$17,944 and grossed \$161,500. Two flushes grossed \$19,000 for an average of \$9,500.

“We are grateful for the consignors that continue to bring top-quality cattle and genetic opportunities to the National Hereford Sale in Oklahoma City,” says Joe Rickabaugh, outgoing director of seedstock marketing for the American Hereford Association. “Herefords are in high demand — the sale averages and grosses highlight the Hereford breed’s growing momentum in the marketplace.”

Thank you to all the bidders, breeders and consignors for contributing to the success of this year’s National Hereford Sale, Hereford Night in OKC. **HW**



Blake Boyd, Boyd Beef Cattle, leads the National Hereford Sale high-seller, Boyd Pursuit 4032, into the sale ring.