

# National Hereford Sale Grosses \$542,250

**Demand for Hereford genetics stays strong.**

All eyes were on the Hereford breed as the seats in Barn Three Arena were packed for the annual Hereford Night in OKC National Hereford Sale Jan. 9. When auctioneer Cody Lowderman lowered his gavel for the final time, 27.75 Hereford lots totaled \$542,250 in Oklahoma City, Okla.

At a historic time in the cattle market and beef industry, the National Hereford Sale is a representation of the strength and quality of the breed.

## Live lots

Lot 13, NCC PSC High Stepper 4092 ET, consigned by Norvell Livestock, Tuttle, Okla., and Perry Show Cattle, Mulhall, Okla., topped the live lots, selling for \$50,000 to GKB Cattle, Desdemona, Texas. The herd bull is a Sept. 10, 2024, son of CH High Roller 756 ET. Kansas State University, Manhattan, Kan., consigned lot 18 — the second high-selling bull — KSU Snyder 501. ST Genetics, Navasota, Texas, purchased three-quarter interest and full possession in the young herd sire for \$42,000. He is a Jan. 18, 2025, son of Bar JZ On Demand.

Half-interest in bull consignments from Wildcat Cattle Co., Darlington, Wis., and White Hawk Ranch, Buchanan, Ga., both fetched \$32,000. Lot 14, Wildcat Landman 5053 ET, a March 7, 2025, son of CH Premier 233 ET sold to McDonald

Farm, Grand Rapids, Mich. Lot 19A, pick of the White Hawk pen-of-three bulls, was purchased by Sherry Cassidy, Florida. Her pick, Whitehawk Legend 790N ET, is an April 4, 2025, son of JW 1857 Merit 21134. In total, 6.75 bulls grossed \$208,000 to average \$30,815.

Buck Cattle Co., Madill, Okla., consigned the high-selling female, BK Next Level Points 5119N ET. GKB Cattle gave \$30,000 for lot 3, a Jan. 5, 2025, daughter of Stellpflug Gunsmoke 222 ET. Three female lots sold for a gross of \$52,250 and an average of \$17,417.

## Genetic opportunities

Herd picks are a National Hereford Sale hallmark. Cambria Cook, Clovis, Calif., paid \$55,000 for lot 4, pick of the fall 2025 calf crop from Hoffman Ranch, Thedford, Neb. Lot 5, pick of GKB Cattle's fall 2025 calf crop, went to Colyer Herefords, Bruneau, Idaho, for \$47,000. Lot 1, pick of the spring pairs from Rausch Herefords, Hoven, S.D., sold for \$31,000 to Red Hills Herefords, Winner, S.D. Nine picks totaled \$224,500 and averaged \$24,944.

Four flushes sold for an average of \$8,375 and a gross of \$33,500. Fifty units of semen sold for \$480 per straw, totaling \$24,000. The American Hereford Association and staff are thankful for the consigners, bidders and buyers who make the sale a success year after year. **HW**

