Standout Demand

Prices continue strong for the Hereford influence.

*by **Justin Miller, AHA director of commercial programs***

As the summer video feeder cattle sale season ended, all I could say was wow! What a great time it is to be in the cow-calf business, whether you're a commercial or seedstock producer.

For the most part, the feeder calf market was outstanding through the summer, even with a few down days driven by outside factors, such as reduced packer production, beef packing plant closures and concerns about discounted U.S. beef imports. Despite the noise, consumer beef demand remains remarkably strong, as does commercial demand for high-quality cattle.

Markets continue to reward cattle producers who consistently take care of the details, like proper weaning and vaccination protocols, documentation and group uniformity.

Likewise, producers continue to benefit from participating in value-added opportunities, such as the Hereford Advantage program for feeder cattle, along with the Premium Red Baldy and Maternal Advantage programs for replacement females available through the American Hereford Association.

Paying attention to the details and building a reputation for quality and consistency creates buyer confidence. Over time, that reputation becomes a marketing advantage, reflected by the premiums these cattle earn.

Replacement-quality heifers also have commanded significant premiums. Looking at the numbers, it's difficult to determine whether buyers are rebuilding cow herd inventories or simply replacing cows they sent to town because of strong cull cow prices, drought conditions or the age of their existing herds. Regardless of the reason, the result has been the same — the market has rewarded producers who invested the time and effort to add value to their cattle.

In a year when quality, management and reputation have truly mattered, it's encouraging to see producers' extra efforts recognized and compensated. Producers who stay disciplined and focused on adding value continue to separate themselves. **BA**

Mountain — 3,008 head, Steamboat Springs, Colo.

Superior Week in the Rockies - Day 4
July 9, 2026

Head	Breed	Sex	Weight Range	Price Range	Delivery
110	BWF	Str	510	$550.00	Nov
200	BWF/B	Str	535	$537.50	Nov-Dec
240	BWF	Str	700	$457.50	Dec
105	B/BWF	Str	550	$532.50	Oct
115	Herf.	Str	485	$595.00	Oct
168	RWF	Str	535	$525.00	Oct
80	BWF/BBF	Str	575	$480.00	Nov
100	B/BWF	Str	475	$572.50	Oct
158	BWF/B/RWF	Str	525	$525.00	Sept
123	B/BWF/RWF	Str	510	$520.00	Oct-Nov
95	BWF	Str	520	$545.00	Oct
200	BWF/RWF	Str	495	$560.00-565.00	Nov
85	BWF/Herf.	Str	540	$490.00	Nov
195	BWF/YWF	Str	725	$407.50	Nov-Dec
80	BWF	Str	575	$470.00	Nov
100	BWF/RWF	Str	490	$565	Dec-Jan
185	BWF	Str	500-575	$465.00-525.00	Dec
155	BWF	Str	600-680	$425.00-450.00	Dec
40	Herf.	Hfr-RQ	445	$700.00	Oct
95	B/BWF	Hfr	500	$472.50	Oct
80	BWF/YWF	Hfr	675	$397.50	Nov-Dec
110	B/BWF/RWF	Hfr	460	$500.00	Dec-Jan
SPLIT LOADS					
50	BWF	Str	520	$517.50	Oct
50	BWF	Hfr	500	$497.50	Oct
57	B/BWF	Str	640	$420.00	Oct-Nov
32	B/BWF	Hfr	590	$400.00	Oct-Nov

Mountain — 1,398 head, Steamboat Springs, Colo.

Superior Week in the Rockies - Day 5
July 10, 2026

Head	Breed	Sex	Weight Range	Price Range	Delivery
95	BWF	Str	490	$570.00	Oct
90	BWF/B	Str	610	$442.50	Oct-Nov
150	B/BWF	Str	565	$495.00	Nov
160	B/BWF	Str	650	$459.00	Nov
80	B/BWF	Str	700	$427.00	Nov
193	BWF	Str	640	$450.00	Nov
84	B/BWF	Hfr	575	$427.50	Oct-Nov
120	BWF	Hfr	440	$525.00	Nov
251	BWF/RWF	Hfr	600	$472.50	Nov
SPLIT LOADS					
50	BWF/Herf.	Str	600	$432.50	Nov-Dec
30	BWF/Herf.	Hfr	580	$422.50	Nov-Dec
55	BWF/BBF	Str	640	$455.00	Oct-Nov
40	BWF/BBF	Hfr	610	$435.00	Oct-Nov

Western — 4,325 head, Winnemucca, Nev.

Superior Livestock Auction Winnemucca
July 27-30, 2026

Head	Breed	Sex	Weight Range	Price Range	Delivery
125	BWF/YWF	Str	650	$344.00	Oct
90	BWF/RWF	Str	550	$435.00	Jan
310	B/BWF	Str	650-675	$385.00-407.50	Dec
90	B/BWF	Str	550	$455.00	late Sept
225	B/BWF	Str	900	$330.00-333.00	Dec
225	BWF/RWF/Herf.	Str	440	$548.50	Nov
100	B/BWF	Str	480	$555.00	Nov
410	B/BWF	Str	640-690	$400.00-480.50	Nov
310	B/BWF	Str	700-725	$402.50-412.00	Nov
390	B/BWF	Str	500-550	$480.00-499.00	Nov
400	BWF/BBF	Str	525-560	$456.00-512.50	Oct
100	BWF/RWF	Str	500	$505.00	Dec
60	BWF/YWF	Hfr	600	$345.00	Oct
105	B/BWF/RWF	Hfr	900	$321.00	Jan
95	BWF/RWF/Herf.	Hfr	540	$473.00	Nov
405	B/BWF/RWF	Hfr	510-550	$426.00-445.00	Nov
298	B/BWF	Hfr	500-530	$415.00-437.50	Oct
77	B/BWF	Hfr	650	$382.50	Dec
110	B/BWF	Hfr	440	$530.00	Nov
SPLIT LOADS					
50	Herf.	Str	795	$331.00	Nov
35	Herf.	Hfr	690	$321.00	Nov
50	BWF	Str	485	$487.50	Dec
50	BWF	Hfr	485	$487.50	Dec
60	BWF	Str	520	$460.00	Oct
35	BWF	Hfr	500	$445.00	Oct
70	BWF/YWF/RWF	Str	500	$505.00	late Sept
50	BWF/YWF/RWF	Hfr	490	$490.00	late Sept

Western — 3,546 head, Reno, Nev.

Western Video Market - Reno
July 13-15, 2026

Head	Breed	Sex	Weight Range	Price Range	Delivery
1,800	BWF/RWF	Str	925-930	$357.50-374.00	Oct
57	BWF/B/BBF	Str	825	$373.00	Dec
70	B/BWF	Str	840	$377.50	late Sept
190	B/BWF	Str	825-890	$383.00-404.00	Nov
160	B/BWF	Str	600-620	$445.00-480.00	Dec
190	BWF	Str	580	$485.00	Oct
83	B/BWF	Str	575	$510.00	Dec
505	BWF/RWF	Spd hfr	800-830	$372.00-380.00	Oct
170	B/BWF/RWF	Hfr	860-880	$346.00-380.00	Oct
60	B/BWF	Hfr	790	$385.00	Oct
178	B/BWF	Hfr	540-575	$435.00-450.00	Oct
83	B/BWF	Hfr	575	$450.00	Dec

Mountain — 3,509 head, Cheyenne, Wyo.

Western Video Market - Cheyenne
Aug. 10-11, 2026

Head	Breed	Sex	Weight Range	Price Range	Delivery
166	B/BWF/BBF	Str	580	$500.00	Jan
310	B/BWF/BBF	Str	600-625	$475.00-497.50	Dec
213	B/BWF/BBF	Str	680	$440.00	Jan
300	B/BWF	Str	560-575	$467.50-472.50	Oct
200	B/BWF	Str	505-565	$467.50-512.50	Nov
185	BWF	Str	600	$417.50-477.00	Oct
200	RWF	Str	500	$520.00	Dec
410	B/BWF	Str	640-690	$400.00-480.50	Nov
310	B/BWF	Str	700-725	$402.50-412.00	Nov
390	B/BWF	Str	500-550	$480.00-499.00	Nov
400	BWF/BBF	Str	525-560	$456.00-512.50	Oct
100	BWF/RWF	Str	500	$505.00	Dec
150	BWF/BBF	Hfr	500-560	$417.50-490.00	Oct
80	BWF	Hfr-RQ	560	$570.00	Oct
95	B/BWF	Hfr	550	$470.00	Dec

B (black), **BWF** (black whiteface), **BBF** (black brockle-face), **BR** (Brahman influence), **Hfr** (heifer), **Hfr-RQ** (replacement quality heifer), **Herf.** (Hereford), **R** (red), **RWF** (red whiteface), **Spd hfr** (spayed heifer), **Str** (steer), **TS** (F1 tiger stripe), **YWF** (yellow whiteface)

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Mountain — 1,905 head, Cody, Wyo.

Live Ag Auction - Cody
Aug. 13, 2026

Head	Breed	Sex	Weight Range	Price Range	Delivery
110	B/BWF/RWF	Str	550	$470.00	Oct
500	BWF/RWF	Str	600-650	$407.00-430.00	Nov
350	BWF	Str	525-550	$477.50-575.00	Oct
100	RWF	Str	575	$442.50	Oct
200	B/BWF	Str	505-565	$467.50-512.50	Nov
200	BWF/BBF	Hfr	510-545	$395.00-455.00	Nov
105	B/BWF	Hfr	475	$490.00	Oct
240	RWF	Hfr	625	$375.00	Nov
SPLIT LOADS					
50	B/BWF	Str	485	$472.00	late Sept
50	B/BWF	Hfr	460	$452.00	late Sept

Mountain — 4,554 head, Cheyenne, Wyo.

Cattle Country Video Frontier Fall Roundup
Sept. 10, 2026

Head	Breed	Sex	Weight Range	Price Range	Delivery
60	Herf.	Str	970	$330.00	late Sept
1,800	B/BWF/RWF	Str	925-975	$325.00-332.00	late Sept
350	B/BWF	Str	375	$547.00	late Sept
445	B/BWF	Str	465-490	$505.00-517.00	Oct
360	B/BWF/RWF	Str	500-510	$454.00-474.00	late Sept
185	B/BWF	Str	500-525	$456.00-470.00	Oct
90	B/BWF/RWF	Str	615	$420.00	Oct
185	B/BWF	Str	525-585	$440.00-472.00	Nov
80	B/BWF	Str	625	$393.00	Nov
90	R/RWF	Str	565	$472.00	late Sept
82	R/RWF/B/BWF	Str	600	$421.00	Dec
222	B/BWF	Hfr	450	$446.00	Oct
230	B/BWF/RWF	Hfr	475	$437.00	late Sept
110	B/BWF/RWF	Hfr	480	$410.00	Oct
100	B/BWF/BBF	Hfr-RQ	525	$413.00	Nov
85	BWF/B	Hfr-RQ	620	$390.00	Dec
80	BWF	Hfr-RQ	675	$3,350.00/hd.	Nov

B (black), **BWF** (black whiteface), **BBF** (black brockle-face), **BR** (Brahman influence), **Hfr** (heifer), **Hfr-RQ** (replacement quality heifer), **Herf.** (Hereford), **R** (red), **RWF** (red whiteface), **Spd hfr** (spayed heifer), **Str** (steer), **TS** (F1 tiger stripe), **YWF** (yellow whiteface)

Mountain — 7,966 head, Sheridan, Wyo.

Superior Big Horn Classic
Aug. 17-21, 2026

Head	Breed	Sex	Weight Range	Price Range	Delivery
80	TS	Str	635	$374.50	Oct
70	BWF/RWF	Str	515	$380.00	Oct
240	BWF/RWF	Str	610-630	$381.00-425.00	Nov
125	YWF	Str	650	$360.00	Oct
575	B/BWF	Str	600-660	$360.00-446.00	Oct
214	B/BWF	Str	700	$350.00	Nov
96	Herf./BWF	Str	500	$375.00	Dec
90	Super Baldy	Str	550	$432.00	Dec
450	B/BWF	Str	655-675	$394.00-442.50	Nov
185	Herf./BWF	Str	540-565	$440.50-450.00	Oct
230	B/BWF/RWF	Str	800	$468.00	Dec
320	B/BWF/RWF	Str	700-715	$410.00-472.00	Dec
1,400	BBF/BWF	Str	925-980	$312.00-318.00	Oct
300	B/BWF/RWF	Str	450-480	$495.00-525.00	Oct
900	B/BWF	Str	625-660	$427.50-462.50	Dec
100	BWF/RWF	Str	525	$475.00	Nov
194	B/BWF	Hfr	500-550	$350.00-390.00	Oct
85	R/RWF	Hfr-RQ	555	$500.00	late Sept
60	YWF	Hfr	600	$342.50	Oct
1,150	B/BWF	Hfr	625-675	$317.50-396.00	Nov
220	B/BWF	Hfr	440-450	$475.00-498.00	Nov
84	B/BWF	Hfr	615	$480.00	Feb
150	R/RWF	Hfr	635	$445.00	Oct
90	B/BWF/RWF	Hfr	600	$405.00	Nov
100	Herf./BWF	Hfr	510	$422.50	Oct
60	B/BWF	Hfr	770	$344.00	Dec
80	B/BWF	Hfr	590	$448.00	Nov
SPLIT LOADS					
40	B/BWF	Str	450	$465.00	Nov
40	B/BWF	Hfr	400	$445.00	Nov
42	BBF/BWF	Str	560	$367.50	Nov
41	BBF/BWF	Hfr	540	$347.50	Nov
50	BBF/BWF	Str	720	$330.00	Nov
20	BBF/BWF	Hfr	700	$310.00	Nov
48	B/BWF	Str	625	$412.50	Nov
37	B/BWF	Hfr	600	$382.50	Nov