

MID SOUTH BULL SALE AND FAMILY COMMERCIAL HEIFER SALE

SEPT. 16 - ST. FRANCISVILLE, LOUISIANA

submitted by Garrett R. Thomas, Hi Point - Sales and Marketing

On behalf of Hi Point and the entire Neal family, I would like to start by saying thank you to everyone who was a part of the big day. It was great to see so many familiar faces for the first sale managed by Hi Point, your support and presence means so much. We had nearly 300 people in attendance enjoying the good food and hospitality; with over 100 registered buyers who represented states all across the southeast and Texas. Thank you to the Neal family for having the necessary trust and confidence in Hi Point Sales and Marketing to manage your sale.

The sale was off to a fast start with Mike Shelton of Old Colita Ranch outbidding Blackwater Cattle Company to purchase lot 75A for \$13,000. Lot 75 was a choice lot of BWCC CROSS FIT 541B28 daughters out of the 329X2 donor, a Rockstar daughter purchased from the Miller program in Tennessee. Old Colita Ranch struck again on the following lot to own Lot 77 for \$13,000, she is a SAV INTERNATIONAL 2020 daughter that is out of a 487 Stryker daughter. In the limited offering of registered females Mid South Cattle offered, five lots sold for an average of \$10,300.

The bull sale featured one of the exciting young sires to be offered this fall. Lot 1, MSC DINERO 111D10 is an MC PROFIT 924B16 son out of the 111U25 donor. After some competitive bidding, Far Niente Farms came out on top; they purchased half interest in the bull for \$17,000. The balance of the bull offering was picked up by commercial cattlemen, and when the dust settled, 55 bulls averaged \$5,841.

A deep set of commercial Brangus and UltraBlack heifers bred to calving ease Brangus bulls were well accepted by the crowd. The high-selling set of females were two pens of early-fall-calving females that commanded \$2,200 head. Overall, both spring and fall bred commercial heifers averaged \$1,755 each.