

## **National Brahman Show “Spotlight Sale” Was Huge Success**

The “Spotlight Sale” was held on Thursday evening November 21 in conjunction with the 2019 National Brahman Show at the Fort Bend County Fairgrounds in Rosenberg, Texas. This sale marked the first time in 22 years that a sale was held in conjunction with the National Show and the opportunity to market and purchase superior genetics was well received by those in attendance and online. The sale consisted of 15 lots of elite Brahman genetics from breeders in Mississippi, Oklahoma, and Texas. The sale pavilion was packed with over 300 people in attendance, 125 registered buyers, and over 100 buyers and interested parties online. The high selling animal of the evening was JDH Lady Manso 368/1, a consignment by J.D. Hudgins-Forgason Cattle Company of Hungerford, Texas, who sold for \$20,500 to Triple H Cattle Company of Joppa, AL and CY Brahman Farm of Thailand. This female was a daughter of the National Champion +JDH Mr. Elmo Manso and out of a former show winner and now proven dam, JDH Lady Manso 120, and bred to +JDH Mr. Manso 854/4. Two Louisiana operations purchased multiple lots making them the Volume Buyers: Williams Land & Cattle of Keithville and D&S Cattle of Kaplan. The following were the sale averages:

8 Haltered Open Heifers Averaged \$10,187.50

3 Bred Females Averaged \$11,833.33

2 Aspirations Averaged: \$5,500.00

2 Embryo Packages Averaged \$1,200/embryo

The sale was managed jointly by Infinity Cattle Services and Cattle in Motion. Derrick Smith of Burton, Texas served as the auctioneer.