

The Deep South Brahman & F-1 Sale was a Huge Success

Infinity Cattle Services hosted their Deep South Brahman & F-1 Sale at Meridian Livestock, Inc. in Meridian, Mississippi on April 29, 2023. The sale drew participation from 223 registered bidders and 73 buyers from Alabama, Arkansas, Georgia, Louisiana, Mississippi, Oklahoma, South Carolina, Tennessee, Texas, West Virginia, Mexico, and Thailand. In addition to providing buyers from across the country an event to purchase elite genetics the 279 head offering allowed forty-five progressive breeders from Alabama, Florida, Georgia, Louisiana, Mississippi, Oklahoma, Tennessee, & Texas an opportunity to market their cattle. The offering consisted of Registered Brahmans, F-1 Females, F-1 Bulls, and F-1 Plus Females. The high selling lot of the day was, Moreno Ms. Lady Rietta, a consignment by Moreno Ranches that sold to Primo Castillo of Texas & Mexico for \$10,500. Triple H Cattle Company sold the next two high selling lots, both Registered Brahman pairs, to 4D Cattle Company of Buna, Texas for \$9,000 & \$8,000 respectively. KI Cattle Company of San Augustine, Texas was the volume buyer of the sale. The 2021-2022 Livestock Marketing Association World Champion Auctioneer Chuck Bradley of Rockford, Alabama swiftly sold the offering. The sale was managed by Chris Shivers owner of Infinity Cattle Services based in Houston, Texas.

The following were the sale averages.

Brahman Averages by Category:

Pairs: \$3,619.23

Bred Females: \$2,673.33

Open Heifers: \$2,834.51

Females for F-1 Production (Open, Bred, Pairs): \$1,345.24

Bulls: \$2,605.00

Aspiration: \$900.00

Semen: \$50.00/straw

F-1 Averages by Category:

Pairs: \$2,616.67

Bred Females: \$2,065.67

Open Heifers: \$1,554.11

F-1 Plus Females (all classes): \$1,569.44

ABBA Golden Certified F-1 Bull: \$3,750

To learn more about Infinity Cattle Services or to see their many upcoming events visit www.infinitycattle.com.