

## **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 27, 2024. The sale drew participation from 154 registered bidders and 36 buyers from Alabama, Arkansas, Florida, Louisiana, Mississippi, & Tennessee. In addition to providing buyers from across the country an event to purchase elite genetics the 137 head offering allowed twenty-five progressive breeders from Alabama, Georgia, Louisiana, Mississippi, Oklahoma, South Carolina, Tennessee, & Texas an opportunity to market their cattle. The offering consisted of Registered Brahmans, Registered Angus Bulls, F-1 Females, and F-1 Plus Females. The high selling lot of the day was, Miss JS/Goode Polled Ony 281/3, a consignment by Smith Brahmans that sold to Durand Ranch of Saint Martinville, LA for \$7,100. Phil Ballard of Newbern, AL was the volume buyer of the sale with 15 head purchased. 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:**

Brahman Average: \$2,817.95  
61 Open Brahman Females: \$2,691.80  
7 Bred Brahman Females: \$2,921.43  
5 Brahman Pairs: \$3,470.00  
5 Brahman Bulls: \$3,560.00  
3 Angus Bulls: \$2,600.00

### **F-1 Averages by Category:**

1 AXB F-1 Pair: \$2,600.00  
15 Bred BXA F-1 Females: \$3,446.66  
5 Bred BXH F-1 Females: \$2,520.00  
30 Open BXH F-1 Females: \$2,366.00  
4 Open BXA F-1 Females: \$2,250.00  
1 3/4 Brahman Open Female: \$2,300

To learn more about Infinity Cattle Services or to see their many upcoming events visit [www.infinitycattle.com](http://www.infinitycattle.com).