

World Brahman Congress Sale Validates Strong Demand for American Genetics

The American Brahman Breeders Association hosted the 2024 World Brahman Congress Sale on Wednesday, November 6 in The Zone Club at Kyle Field on the campus of Texas A&M University. The premier offering was in high demand validating the interest in top American Brahman genetics. The elite sale consisted of 15 haltered Brahman females from consignors in Florida, Louisiana, and Texas. The Zone Club was packed with over 400 people in attendance with a total of 154 registered buyers in person and online through DV Auction.

The following were the highlights:

15 lots averaged: \$23,833.33

Buyers from Florida, Georgia, Louisiana, Oklahoma, Texas, and Honduras took advantage of the premier offering.

Two lots tied for High Selling honors receiving a bid of \$50,000 and were both purchased by Southern Comfort Ranch of Arcadia, Florida making them the Volume Buyer with three head purchased.

The High Selling lots were Moreno Ms. Lady Richie 840/3 a bred heifer consigned by Moreno Ranches-Texas Division of Riesel, Texas and SRS Ms. Evita 334 who sold with a straw of semen from her sire +SRS Mr. Pasco 812 and was consigned by Swaner Brahman of Waco, Texas.

The sale was managed by Infinity Cattle Services of Houston, Texas with Leo Casas of Beeville, Texas serving as the auctioneer.