

National Brahman Sale Validates Strong Demand for American Genetics

The American Brahman Breeders Association hosted the 2025 National Brahman Sale on Wednesday, November 5 at The Brazos County Expo Center in Bryan, Texas. The premier offering was in high demand validating the interest in top American Brahman genetics. The elite sale consisted of 12 haltered Brahman females from consignors in Florida, Georgia, and Texas. The ballroom was packed with over 300 people in attendance with a total of 114 registered buyers in person and online through DV Auction.

The following were the highlights:

12 lots averaged: \$23,625.00

1 Cow/Calf Pair: \$45,000

1 Bred Female: \$75,000

10 Open Females Average: \$16,350

Buyers from Florida, Texas, and Mexico took advantage of the premier offering.

The high selling lot of the evening was Lot 4 Moreno Ms. Lady Rala who was consigned by Moreno Ranches-Florida Division and purchased by Southern Comfort Ranch of Arcadia, Florida. This bred female brought \$75,000. Scott Weber's Southern Comfort Ranch was the Volume Buyer of the Sale with three lots purchased.

In addition to the cattle lots six donated semen packages raised \$31,500 to go towards International Promotion and to offset the expenses of the 2025 National Brahman Show. The American Brahman Breeders Association appreciates the support of the buyers and donors for helping to raise these funds.

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