

# Salering Summary

► Reports from production and dispersion sales nationwide

The following listing is a summary of sales reported since publication of the September 2012 “Salering Summary.” Sales are presented in alphabetical order with herd location; sale date; and reported number of lots sold, sale gross and sale average.

More detailed summaries of the sales are posted at [www.angusjournal.com/aj\\_salereports.html](http://www.angusjournal.com/aj_salereports.html). Online sale reports include top lots, category averages, auctioneer(s), sale manager(s), Angus Productions Inc. (API) representative(s) and volume buyer information.



**Table 1: August 2012 salering summary, sales reported to the American Angus Association**

	For month			Total	Year-to-date
	Consignment	Production	Dispersion		
<b>SALES</b>					
Number reported	1	4	–	5	606
<b>COWS</b>					
Number sold	–	577	–	577	15,794
Average price	–	\$6,200	–	\$6,200	\$3,374
Gross	–	–	–	–	\$53,284,696
<b>BULLS</b>					
Number sold	–	27	–	27	40,699
Average price	–	\$8,148	–	\$8,148	\$4,534
Gross	–	–	–	–	\$184,524,373
<b>STEERS</b>					
Number sold	–	–	–	–	81
Average price	–	–	–	–	\$2,176
Gross	–	–	–	–	\$176,250
<b>COMBINED TOTALS</b>					
Number sold	–	604	–	604	56,574
Average price	–	\$6,286	–	\$6,286	\$4,207
Gross	–	\$3,797,220	–	\$3,797,220	\$237,985,319

Reported sale totals					
Ranch name	Ranch location	Sale date	No. lots	Sale gross	Sale avg.
Express Ranches Big Event Sale	Yukon, OK	8/24/2012	441	2,913,820	6,607
Pollard Farms	Waukomis, OK	8/26/2012	104	691,850	6,652
Spruce Mtn. Ranch Female Sale	Larkspur, CO	8/11/2012	100	726,850	7,268
Teixeira Cattle Co.	San Luis Obispo, CA	8/18/2012	59	191,550	3,246
Texas Angus Ass’n Female Sale	Salado, TX	5/19/2012	73	198,700	2,721

## MaternalPlus Provides Genetic Advancement

While reproductive traits are vital to breeding operations, they are not easily measured or analyzed. To provide Angus breeders and their customers with the most effective selection decisions, the American Angus Association introduced the MaternalPlus program.

“We live in a data-based world, and it’s my responsibility to sell genetics to my customers that will make them money,” says Dave Nichols of Nichols Farms in Bridgewater, Iowa. “What makes the most profit or loss is fertility and calving interval, both of which can be monitored through the MaternalPlus program.”

MaternalPlus is a voluntary, inventory-based reporting system designed to capture additional reproductive trait data and, ultimately, expand reproductive and lifetime productivity selection tools. MaternalPlus tracks lifetime productivity

for females, both active dams and heifers.

“With this new program, we can capture information on the front end, whereas traditionally we start recording data on calves at their weaning time,” says Bill Bowman, Association COO. Earlier data collection through MaternalPlus allows producers to receive additional information at weaning processing time, including calving ease, birth weight and weaning weight expected progeny differences (EPDs) for calves out of inventoried cows — all before calves are registered with the Association.

In addition, MaternalPlus allows producers to submit cow disposal codes and reason designations, which keeps an accurate record of why a cow was culled. Nichols says the disposal codes are one of the things that make the program so efficient; giving him a comprehensive look at all aspects of his herd.

By collecting annual records, MaternalPlus

will capture more data from the beginning through the end of a cow’s productive time in the herd, which provides a more complete picture of herd performance. That added information sets the stage for future selection tools characterizing reproductive efficiency.

“Length of productive life has been shown to be financially important,” says Brian Brigham, genetic systems director for Angus Genetics Inc. “A longevity EPD is one of the last major tools we need to develop, and the MaternalPlus program is a step in that direction.”

Most likely, breeders already have their cow herd data on hand, Bowman says, and it is just a matter of entering records into the MaternalPlus system. As the inventory expands, and cattlemen track cows more closely, the direction and efficiency of the herd should see improvements.

