

2025 Senior Sales Talk Scenario

A producer in the north is looking to expand their herd. This producer is looking into several different breeds to see what fits his operation best. He has come to you and is looking for a group of 2-3 heifer bulls. Their progeny will be marketed to feedlots, and some will be kept as replacements. Low birth weight is important, as this is an operation where the cattle cannot be monitored constantly during calving. High growth, soundness, and marketability are also top priorities as they sell these calves after they are weaned. Help this producer find a group of bulls that would best fit the new operation.