

May 16, 2024

Dear Fellow Cattlemen,

Welcome to the inaugural Mississippi Hereford Feeder Calf Sale. Our goal is to maximize the value of our Hereford and Hereford cross cattle. We want cattlemen who have less than truck load lots to be able to pool their calves with other breeders to make pot loads and receive the premiums for their efforts.

The Hereford influenced feeder calf sales in other states have been very successful and well received. For instance, South Dakota, Nebraska, Oklahoma, Illinois, Tennessee, and Kentucky host at least one sale per year while some states host multiple sales per year. The results of these sales have shown that the red hided cattle sell for as much as and in some instances more than their black hided counter parts. For example, just this February a pot load of straight Hereford steers in South Dakota with an average weight of 633 pounds brought \$320/hundred. Another pot load of 546 RWF steers brought \$350/hundred. The demand for good Herefords that are weaned, vaccinated, and in pot loads is strong!

Whether you have one or fifty head, we ask you to plan to bring your weaned and vaccinated Hereford influenced calves to the Lincoln County Livestock Commission sale barn in Brookhaven, MS on November 17, 2025. This sale is scheduled a year and a half in advance, so breeders will have time to plan their weaning and vaccinations for next year. We are making every effort to contact all the buyers that are interested in our quality Hereford genetics. We hope to see you there. If you have any questions, feel free to call me.

Sincerely,

Lande Johnson

601-757-1914