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Breed affects auction price for beef steer and heifer calves

Red Angus-sired heifers and Charolais-sired steers bring greatest sale prices, according to a new study in *Applied Animal Science*

Champaign, IL, April 15, 2019 – The effect of breed or breed combinations is critical when considering profitability, but the amount of quantitative research on the economic value of breed in beef steer and heifer calves is lacking. However, in a new study in *Applied Animal Science*, authors investigated sales of steer and heifer calves at Superior Livestock Video Auction, the largest video auction service in the United States, to quantify the effect of breed and add to the literature.

Among the 164 livestock video auctions from 2010 to 2016 analyzed by the researchers, steers sired by Charolais were similar in value to Red Angus and greater than Black Angus-sired calves that sold for greater sale prices compared with all other breeds descriptions. “It appears the characteristics buyers value in lots of steer calves are those typically contributing to increased economic efficiency in the feedlot, such as average daily gain and feed efficiency,” said lead author E. D. McCabe of Kansas State University. In contrast, among heifer calves, Red Angus-sired lots had the greatest sale price with potential buyer endpoints for heifers as either entering the breeding herd or feedlot.

At auction, producers are more precisely describing the breed composition of calves offered for sale, which allows for better evaluation of breed effects. When considering profitability, management decisions from beef cow-calf producers should consider all information, including breeds, buyer preferences, and marketing venue. This new study in *Applied Animal Science* adds to the information available to help producers reach the maximal value of calves when sold.

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NOTES FOR EDITORS

“Breed composition affects the sale price of beef steer and heifer calves sold through video auctions from 2010 through 2016,” by E. D. McCabe, M. E. King, K. E. Fike, K. L. Hill, G. M. Rogers, and K. G. Odde (DOI: <https://doi.org/10.15232/aas.2018-01806>), *Applied Animal Science*, Volume 35, Issue 2 (April 2019), published by FASS Inc. and Elsevier Inc.

Full text of the article is available to credentialed journalists upon request; contact Brittany Morstatter at +1 217 356 3182 ext 114 or arpas@assoqh.org to obtain copies. To schedule an interview with the authors please contact Karol Fike at 785-532-1104 or karol@ksu.edu.

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