

Outstanding Industry Demand for the Whiteface Advantage



Whether it be demand for registered Hereford dairy beef 'type' bulls or for whiteface four day old calves, sought by beef finishers, the 2015 season has seen no let-up in demand and subsequent prices paid for both registered Hereford mating bulls and whiteface calves for finishing purposes much to the relief of nervous vendors heading into the Hereford spring bull sale season, sale averages and clearances have clearly been better than anticipated.

At recent Reporoa calf sales, the demand for four - seven day old whiteface Friesian/Hereford cross bull calves has been outstanding and prices of over \$300 fetched (\$300-\$330 top line, \$240-\$290 middle line and \$200-\$230 smaller calves). One beef finisher has a standing order to purchase approx. 1200 growthy whiteface calves. The volume of calves sold has been consistently steady with all calves eventually steered and destined to be slaughtered via the prime beef schedule/market.