

Auctions Get You the Highest Dollar

If it wasn't for the auction, there would be no way of establishing the value of an animal. Alliances are basically fancy names for selling calves direct to the same buyer every year. Competitive bidding is going to consistently bring you the better price. On sale day, a producer can show his cattle to 15 to 20 buyers. If they are sorted and merchandised properly, that's probably the highest dollar you are going to get for those cattle that day.

When a producer sells his cattle at auction, he can pick up his check after the sale. The market is bonded, the check is guaranteed. Auction markets offer insurance. If you sell your cattle on the farm and one of them gets trampled, that's your tough luck. At the auction that animal is insured and you will get paid.

As an auction market owner, I know what people are looking for and what most producers are bringing to the sale. As a buyer, I rely on auction markets in different parts of the country to find the cattle I need to fill my orders.

Randy Patterson

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Owner
Anthony Livestock Auction
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True price discovery can only be achieved through the Auction Method of Selling