

Highland Production Sale Presented by NCHCA 2020

The 2020 Highland Production Sale presented by NCHCA is a wrap. The sale was the first ever Highland, 100% virtual sale. 30 Lots of live animals and semen sold online, June 20. Lots sold to buyers in Idaho, Iowa, Oklahoma, Oregon, Michigan, North Carolina, Pennsylvania, Tennessee, and Wisconsin.

High Selling Female - Windemere Here I am (Lot 16): \$7,250

High Selling Cow/Calf - SM Sweet Child of Mine & Calf (Lot 4): \$6,250

High Selling Bull - CSF Gil Morrow (Lot 23): \$4,550

High Selling Semen - DH Excitement (Lot 31): \$200/straw

26 Live Lots Averaged - \$3,052

Female Average: \$3,173

Breeding Bull Average: \$2,788

The sale used a new online auction platform from Integrity Livestock Auctions this year. It was more cost effective than the online platform used in the past. Because of the new platform, we were able to lower consignment commission rates from 12% to 8% for sellers. In addition, we attracted new bidders from across the country with over 200 bidders signing up to bid on the auction online, a 400% growth compared to past years.

There are two sales set for this year. They will be March 13, 2021 and June 19, 2021. Learn more at HighlandSale.org.

The NCHCA Highland Production Sale Committee

Josh Krenz (Chair)

Rich & Jean Grunert

Randi Johnson

Heather Bailey