

Fred Smith Company's 8th Annual Extra Effort Sale

October 19, 2024, Clayton, NC

No.	Category	Average
48	Age Advantaged Bulls	\$7,230
37	Yearling Bulls	\$4,986
18	Fall Pairs	\$3,925
17	Spring Bred Heifers	\$3,035
<u>17</u>	<u>Open Heifers</u>	<u>\$2,264</u>
137	Total Lots	\$5,053

Auctioneer: Dustin Rogers, NC

Representing ASA: Ashby Green

High-Selling Lots:

\$17,500 -Bull, "FSCR Optimum L018," s. by Deer Valley Optimum 9246, sold to Cedar Lane Cattle, MO.

\$12,000 -Bull, "FSCR L038 Optimum," s. by Deer Valley Optimum 9246, sold to Gibbs Farms, AL.

\$10,500 -Bull, "FSCR L035 Honor," s. by KBHR Honor H060, sold to Matt Homandberg, SD.

\$5,000 -Bred Female, "MF Maggie M2J," s. by Southern Fortune Teller, sold to Johny Massey, NC.

\$4,750 -Bred Female, "FSCR J019 Primrose," s. by TJ Nebraska 258G, sold to Johny Massey, NC.

\$4,750 -Cow/Calf Pair, "FSCR K217 Ms Revelation," s. by KBHR Honor H060, sold to Sidney Price, NC.

Comments: The crowd was welcomed by Fred Smith with an explanation of his Evergreen breeding philosophy and Marty Ropp of Allied Genetics brought everyone up to date on the use of Rightmate in advancing a herd's genetic progress. The strong attendance and enthusiasm on Saturday, October 19, 2024, underscored a prevailing message among producers: selecting for genetic potential is crucial. The 80 registered bidders recognize the value that can be added to their herds by the EVERGEEN Breeding Philosophy. The opportunity to select from their choice of offerings of 18-month-old bulls, 14-month-old bulls, fall pairs, bred heifers, and open heifers

left something for producers of all kinds to look forward to. They had the opportunity to select from an entire offering of cattle specifically designed to have multi-trait excellence across the board, helping to set a new record for the highest grossing sale in FSCR history. A total of 137 lots were sold to 54 buyers from 9 different states. 80 bidders were registered to bid in person or online. 14 bulls were sold for \$9,000 and above, a testament to the value buyers place on high-quality genetics. The success of this sale is made possible by the producers' commitment to high-quality genetic improvement as they invest in FSC cattle that will add value to their herd.