

## **Charolais Post Record Bull Sale Averages**

The Charolais bull sales in the spring of 2014 proved to be the highest on record. Statistics from the May issue of the Charolais Banner reports results from 76 bull sales across Canada. There were 76 more lots selling in 2014 over 2013 with the overall average up \$674/bull to \$4,769. Of the 33 years these results have been monitored by the Charolais Banner, this spring also showed the highest overall gross of nearly \$12.7 million up over 2 million from last year.

According to Helge By, publisher of the Charolais Banner, the increase was due to many factors. "There is a lot of optimism in the cattle business right now and the price received for older cull bulls is the highest ever. We also saw more commercial producers going to back to cross breeding and Charolais has always played a big part in this. Using Charolais bulls on black cows is also growing with many large operations switching over the past few years."

The outlook for the Charolais breed is very positive with fewer breeders and increased demand presenting terrific opportunities for new breeders to develop a purebred herd or existing breeders to expand.

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