

Live Oak Beefmaster Breeders Association

Heifer Marketing Program

LOBBA is evaluating and making tentative plans to utilize the Heifer Development Program to introduce the “Premier Heifer Futurity” as part of its annual Spring Sale scheduled for March 19, 2022. The intent of this Futurity is to provide LOBBA members another platform to market their cattle and to provide our customers and buyers a select group of open heifers that have been developed, evaluated, and graded on an equal basis so that a true comparison of performance can be made.

Eligibility and rules for the Futurity will be based on the following:

1. Consignors must be members of LOBBA.
2. The Futurity Heifers will be developed at Landair, thus participation in the Heifer Development Program for the selected females is required.
3. Open heifers will be selected for the sale based on date of birth Sept. 1, 2020 thru Dec. 31, 2020.
4. Development of the heifers at Landair will commence Oct. 15, 2021. Heifers must be in place by Oct. 1, 2021.
5. Heifers will be selected for the sale based on grading order. Grading will include evaluation of structural soundness, muscling, breed character, disposition, and underline. A maximum of 50 heifers will be selected for the sale. Each consignor will be limited to 3 consignments.
6. Final selection will be made around Feb. 4, 2022. In order to attain this, all grading, clipping, video, etc. must be scheduled and completed by that time. Any documentation, fees, etc. not provided by a consignor by that time will result in the consignment being ineligible for the sale.

The normal protocol for the Spring Sale will not be changed with Bulls, pairs, 3n1's, breds, and opens as usual. The Premier Heifer Futurity will be high-lighted, promoted, and advertised as the special event that it will be. This special open heifer futurity will lead off the sale with the normal Spring Sale immediately following. Note: members who do not wish to participate in the special marketing program can still consign heifers from the development program to the Spring Sale. They would be part of the normal sale protocol and not in the special heifer futurity.