

Producers Livestock Auction Co.

Cattle News from Producers:

The new year is starting off with weeks of steady to higher cattle prices, plenty of buying power, and extremely strong demand. As of this writing, winter storm Fern is in full effect with numerous cancelled sales and brutal cold temperatures across a broad area. Models had indicated more moisture, but it looks like a half an inch or less of measurable precipitation is fairly common in our trade areas.

For several weeks in late fall, we saw some groups of fresh branded calves (mainly from West Texas, not weaned and unvaccinated). The fresh brand just days or weeks prior to shipping is not encouraged. In more than a few instances it limited the demand for those calves. Buyers are concerned about the added stress when health conditions of those calves are most at risk. We at Producers and the weekly buyers fully understand when calves are weaned or marked, vaccinated, and turned back out to pasture, a brand may be needed for security, but if you are close to shipping those calves, please reconsider the practice of branding right before loading.

The cull cow market was very active for most of last year with not only slaughter buyers participating, but others as well. New, increased demand was coming from various cattle operators that would normally be buying only stocker calves. They were faced with low inventory and historically high calf prices so many chose to try some “feeder” cows, and that created a much more competitive, stronger cull cow market. These “feeder” type cows and pregnancy tested cows of all kinds have recently been dollaring out more than your cows going directly to slaughter. If you’d like to visit about this market trend or any others, give us a call!

Jody Frey, cattle sale manager (325) 234-7895

Sheep and Goat News:

Sheep and goat numbers sold through Producers were lower in 2025 than in 2024 by 47,000 head, selling over 306,000 in 2025. We sold 48% goats and 52% sheep last year.

There were some really large rain events in spots, but for the most part sheep and goat raising areas, especially to the west, have been dry with less than favorable range conditions in recent months.

We continue seeing producers getting away from wool sheep and changing to hair sheep breeds. A group that opened the Old Ranchers Lamb Plant just east of San Angelo, right at the start of all the COVID mess, have just now stopped production. The owners from Colorado gave it a good try but could not make it work. The traditional market has had many problems, one (if not the biggest) is import pressure. Australia and New Zealand send lots of sheep meat to the US every week, many times 200% to over 300% of our domestic production taking 70% of our market share. The American Sheep Industry has worked hard trying to get tariffs in place to restrict large flow of imports to a more favorable amount, but have not been successful.

Our market at Producers Livestock is a totally ethnic driven market, as are all of the Texas sheep and goat sales. The ethnic market has continued to be good for all of our sheep and goat producers in Texas, and I don’t think that will ever go away.

We will have our 10th annual Sheep and Goat Replacement sale again this year Saturday March 21st. You must call to consign for this sale! For this sale there will be no less than 20 head of uniform females in any group, and no more than 10 bucks or billies for one consigner.

Benny Cox, sheep sale manager (325) 234-4277

General Information:

Marketing: As always, anytime you have a somewhat unique, large or extra fancy consignment of cattle, sheep or goats please call as far in advance as you can. It's not mandatory, but we really encourage it as it allows us to advertise and market those consignments better.

Vaccination information:

Many of you are doing a great job of turning in detailed vaccination information on your cattle, but we still have people giving us very generic information such as the "cattle have had blackleg and IBR". It is important that you know and tell us what the actual vaccinations were such as Vision 7 and Cattlemaster 4 as an example.

Weaning calves: When planning to wean calves so as to increase their value when marketing three things are important.

1. Try to wean calves for at least 30 days before selling.
2. Vaccinate the calves at least once with proper vaccines.
3. Make sure that the cattle hold their weight together or gain weight throughout the weaning process.

Vet Service: Our vet service for the cattle sale is from 7 AM until 10 AM on Thursday mornings. For pregnancy testing cows, they need to be here on Wednesday or very early Thursday mornings to be processed. Pairs require a good deal more time to process and pair up and it helps when they arrive as early as possible.

Charley Christensen

We are available to help you find, buy and sell the right kind of livestock for your ranching operation. Give any of us a call.

Benny Cox – 325-234-4277- Sheep Sale manager

Jody Frey – 325-234-7895- Cattle Sale manager

Charley Christensen – 325-234-4939 - General Manager

Mike Matthiesen- Controller- 325-340-3816

Andy Knight- Yard foreman- 325-234-2082

Frank Cargile- Asst. Yard foreman- 325-340-5455

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