



COMMERCIAL CATTLEMEN'S DAY

MATERNAL MERIT BRED HEIFER SALE

Join Us

WEDNESDAY, JANUARY 14, 2026

2026 National Western Stock Show - Yards Sale Arena | Denver, CO

Schedule

10:00 am Educational Sessions: Adding Value in a Competitive Market

10:00 am *Tools to Differentiate Your Calf Crop* | Troy Marshall, AAA Director of Commercial Industry Relations

10:30 am *Capitalizing on Value with Zinpro* | Dr. Clay Burson, Zinpro

11:00 am *Optimizing Cowherd Efficiencies* | Dr. Ryan Rathmann, Texas Tech University

11:45 am *Panel Discussion: Differentiating Yourself in the Market* | Moderated by Kevin Ochsner

12:30 pm Lunch and Social (Located outside the Maternal Merit Sale Pens)

2:00 pm Maternal Merit Elite Commercial Bred Heifer Sale

AI-Bred to ABS Sires: TRUE NORTH, DYNAMIC, REPUBLIC, DEFINITIVE, PILOT

Consignors: Hermes Livestock, Valhalla Ranch, Warner Beef, Livingston Ranch, Stockmens Source

Breeds: Angus, F1 Black Baldies, Red Baldies, Red Angus, Balancers, SimAngus

New: SimAngus and Black Baldy open replacement heifers from Hermes Livestock and Weathers Family Farms



Brent Vieselmeyer | 970.520.9006



RED ANGUS
RANCH TESTED. RANCHER TRUSTED.



**Mark your calendars!
Reach out to anyone below if you have questions!**

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ANTON HERMES | Hermes Livestock | 970.554.0996

DON MACLENNAN | Valhalla Ranch | 303.906.4374

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