

MARCH 2 - MARCH 22, 2026

NRG Center
3 NRG Park
Houston, Texas 77054
832.667.1000
rodeohouston.com

59th Annual Houston Livestock Show and Rodeo All Breeds Sales Show Strong Demand

The 2026 Houston Livestock Show and Rodeo All Breeds Sales took place on Wednesday, March 4 at the NRG Arena Sale Pavilion. Over 300 buyers in attendance and via the internet registered to buy cattle. Forty-three bulls and 412 females from some of the industry's most renowned breeders were sold to 76 buyers from Alabama, Florida, Georgia, Louisiana, Missouri, Mississippi and Texas. The sale grossed \$2,854,750.00

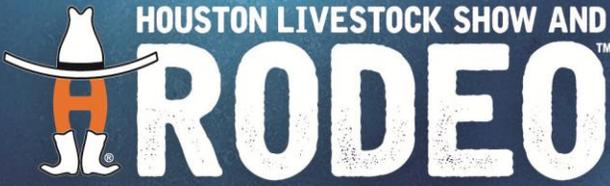
Prior to the sale a group of qualified cattlemen and industry professionals evaluated the bulls and females with champions selected.

The Overall High Grading & High Selling Bull was a Registered Polled Hereford consigned by B&C Cattle Co. of Miami, Texas. B&C End Zone 3532L sold for \$20,000 to Jim Watts' Watts Ranch of Luling, Texas.

The Overall Champion Pen of Females was consigned by H&M Cattle Company of Wharton, Texas. This pen of five Brahman X Polled Hereford F-1 Females with Angus sired calves brought \$7,750/head and sold to Marty Broussard of Newbern, Alabama. The High Selling Pen of Females was consigned by Texas Oaks Cattle Ranch of Brenham, Texas. This pen of five Hereford X Santa Gertrudis Females with Angus sired calves were purchased by 4F Farms of Bryan, Texas for \$10,500/head.

The following are the sale averages by breed category:

Bulls	43 head	\$8,436.05
Angus	1 head	\$7,750.00
Beefmaster	2 head	\$7,250.00
Brahman	4 head	\$6,750.00
Brahman X Angus F-1	1 head	\$9,000.00
Brangus	2 head	\$6,375.00
Char X Red Angus	1 head	\$6,000.00
Charolais	8 head	\$7,718.75
Hereford	16 head	\$10,046.88
Red Angus	3 head	\$7,583.33
Simbrah	2 head	\$7,375.00
Ultrablack	3 head	\$8,583.33
Females	412 head	\$6,048.54
Pairs	194 head	\$6,902.06
Brahman x Angus F-1	34 head	\$6,522.06
Brahman x Hereford F-1	80 head	\$6,928.13
Brahman Cross	15 head	\$6,833.33
Brangus Cross	45 head	\$6,861.11
English Cross	20 head	\$7,587.50



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Bred	55 head	\$6,131.82
Angus	5 head	\$7,700.00
Brahman X Angus F-1	10 head	\$5,500.00
Brahman x Hereford F-1	10 head	\$6,100.00
Brangus Cross	5 head	\$3,500.00
English	5 head	\$3,800.00
Hereford	20 head	\$7,312.50

Open	163 head	\$5,004.60
Brahman	30 head	\$4,625.00
Brahman x Angus F-1	45 head	\$4,405.56
Brahman x Hereford F-1	60 head	\$5,933.33
Brangus Cross	5 head	\$3,750.00
Hereford	14 head	\$4,964.29
English Cross	9 head	\$3,833.33

The All Breeds Livestock Sales Committee of the Houston Livestock Show and Rodeo conducted the sales. The Committee is grateful to its contributors who provide funds for exhibitor premiums, hospitality for buyers and sellers, and overall expense defrayment.

Doak Lambert of Decatur, Texas was the auctioneer. The sale was managed by Infinity Cattle Services owned by Chris Shivers of Houston, Texas.

About the Houston Livestock Show and Rodeo

The Houston Livestock Show and Rodeo promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage, and provides year-round educational support within the community. Since its beginning in 1932, the Rodeo has committed more than \$660 million to the youth of Texas and education. The 2026 Rodeo is scheduled for March 2 – 22. For more information, visit rodeohouston.com, download the RODEOHOUSTON app and follow @RODEOHOUSTON online via Facebook, X, Instagram and YouTube for all the latest news.