

Superior Livestock AUCTION

What started out as an unconventional idea on the part of two livestock marketing veterans turned into the largest cattle auction in the United States. Jim Odle, owner of Odle Auctions, a video auction company in Brush, Colorado, and Buddy Jeffers, the owner of Amarillo Livestock Auction, and Amarillo Video Auction, had both been successful in conducting video auctions, but only on a regional basis. The merger of their companies, Superior Livestock Auction, created a national cattle market for buyers and sellers. At the time of the merger, their combined staff consisted of 15 representatives working in approximately six different states. Today, Superior has over 300 representatives with cattle marketed from 39 states nationwide.

When Buddy and Jim created Superior Livestock, both Odle Auction and Amarillo Livestock were conducting video auctions, but the auctions were not broadcast on satellite. The cattle were videotaped on the ranch and then shown on closed-circuit television in hotel ballrooms. Buyers had to travel to the sale site to bid on the cattle. Neither partner was totally convinced that broadcasting on the satellite would work, but they wanted to give it a shot.

Their unconventional idea became a proven success at their very first auction held in January, 1987, at the National Western Stock Show in Denver, Colorado. Over 87% of the cattle were sold over the telephone via C-B and satellite, even though some of the largest cattle buyers in the U.S. were present in the audience.

In 1989, John McKinley purchased an interest in Superior Livestock. John brought with him a rich heritage in the livestock marketing business, having grown up working with

his father, who was a partner in McKinley-Winters Livestock Auction in Dodge City, Kansas.

When Superior Livestock Auction introduced national satellite video marketing to the livestock industry, they forever changed the way load lots of cattle would be sold.

Up until the creation of Superior Livestock, most cattle were sold by private treaty between ranchers and local order buyers, and dealers. Superior maximized the exposure of the seller's cattle. Buyers could now sit in the convenience of their homes or offices to view, evaluate and make selections from cattle across the county.

Buyers were able to view and buy cattle from areas all across the country, a feat that would have been prohibitive in terms of time and mileage prior to the advent of satellite market-

ing. Sellers benefit from the fact that their cattle are videotaped in their natural environment and don't move until the delivery date.

Superior has created a national livestock market, where price discovery is attained through competitive bidding at a live auction. Cattle are sold without regard to local climate conditions to a greatly expanded buyer base.

In 2002 Superior Livestock Auction teamed up with RFD-TV on the digital dish. Today, Superior sells over 1.3 million head of cattle a year over the television.



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