

39th Sernick Bonsmara Auction astounds the meat industry

Sernick Bonsmara, part of the Sernick Group, recently hosted its 39th annual Production Auction. Lot 11's bull received a whopping R340,000 while the highest price for cows was R26,500 for both lot 58 and 59, the average overall was R16,000. The average across the 42 bulls on offer was R93,000, in comparison to R66,800 in 2016, R42,000 in 2015 and R38,000 in 2014.

The auction was attended by 150 registered buyers from the Eastern Cape, KwaZulu-Natal, Mpumalanga as well as Namibia, and was auctioneered by Johan van der Nest for the 34th time. Serfontein also invited all Bonsmara breeders to sell their Bonsmara weaners to the Sernick Feedlot in support of the Homegrown Sernick Bonsmara Beef brand.

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