

Major Announcement

2027 Injemira Blood Commercial Client Online Sales Summer 2027 & Spring 2027

Demand: It has become evident from buyers that a requirement for a single sale of 'Injemira' blood commercial cattle is something that will be met with strong buyer support. The problem some buyers have with purchasing Hereford cattle for Grass finishing or Grain finishing is the variability in on farm profitability traits and carcass grading outcomes. It is proven that Injemira blood cattle perform, with years of large lines grading in the top 10% of MSA index rankings. They want to be able to market these cattle under a proven industry assured brand name.

Advantages for vendors

- Set reserve prices.
- Reduced sale costs.
- Co-ordinate with vendors in your district, to make up B-Double loads.
- Access Injemira's network of buyers from Queensland to Tasmania.
- Use your agent of choice.
- Open to all districts Australia wide.

Advantage for buyers

- Large lines of Injemira blood cattle at one sale.
- Ability to put together loads, in tight weight groups from multiple vendors.
- Cattle will be sourced from on-farm rather than a saleyard.
- Improved health, with lower stress.
- Uniformed health treatment protocol for all cattle.
- Open to all districts Australia wide.
- Market the cattle as Assured Injemira blood.

Role of Injemira

- Establish the online sale and protocols for entry.
- Market the sale on behalf of vendors in conjunction with your agent.
- Provide Injemira's existing steer/heifer buying network a 'one stop shop'.
- Provide year round communication with buyers, to give the vendors relevant feedback.
- Build a strong relationship with buyers.
- Organise tours to inspect the purchased cattle prior to slaughter/feedlot entry.
- Co-ordinate sale listing order, so buyers can put together even loads.



Participation Requirements

- Be an existing Injemira bull buying client.
- First time bull buyers in February 2026 bull sale, can participate.
- Your agent is an accredited Auctionsplus assessor.
- Sale is open to 4 classes of cattle: Store Steers/Heifers – PTIC Females/Cows & Calves.

Please lodge your expression of interest with Marc, no commitment is expected, so we can build this sale together and mould it to become Australia's premium whiteface commercial sale.

Contact:

Marc Greening – P: 0411 043 039 E: marc@injemira.com.au
or chat in person at our **55th Annual Bull Production sale on Tuesday 24th February 2026**.

**Let's Be Industry Leaders Together:
Not price takers!!**