



National Show & Sale Wodonga 2021

Streamlined show and sale, same superior quality

Herefords will head back to Wodonga this May in a refreshed and streamlined national event.

In its 56th year, the Herefords Australia National Show and Sale will adopt a new schedule and sale platform at its traditional home, the Wodonga Exhibition Centre.

The only national breed sale to return to Wodonga in a physical format this year, the Hereford event will still showcase the Hereford sires up for grabs, while also offering more convenience for attendees.

The show and sale will be held on a single day, Wednesday 12 May 2021, with judging to commence at 9.30am and the sale to follow at 2pm.

The streamlined event will mean potential buyers will be able to see bulls on show in the morning and get their bids in later that afternoon.

And the dinner function will also return on Wednesday evening at Huon Hill, Wodonga, from 7pm, allowing all to catch-up and celebrate the event.

Adding to the event this year will be the Herefords Australia AGM, to be held on the grounds at 4pm on Tuesday 11 May, followed by an informal get-together and light refreshments.

Erica Halliday of Ben Nevis Angus, Walcha, NSW, will be judging, following on from her successful adjudicating of the online show in 2020.

Last year's event, held online due to the Covid-19 pandemic, included an industry leading virtual show alongside a successful AuctionsPlus sale, where bulls sold to \$55,000 and averaged \$9040.

The popularity of the online auction was one of the incentives to the transformation of the event's sale from open-cry, to an online simultaneous auction.

Those attending the event will be able to view the bulls during judging and while bidding on the AuctionsPlus platform, with additional agents and staff available on the ground to offer assistance.

Those bidding remotely via AuctionsPlus will again be able to seek the assistance of their local agents.

Organising Committee chairman Alvio Trovatiello said the simultaneous auction will allow prospective buyers to bid on more than one bull at a time, giving them the best opportunity to purchase their desired lots.

"By integrating the traditional showcase of a physical event, with the new online sale format, the Committee intends to ensure the event breaks new ground while maintaining its industry relevance, and its importance as a meeting-place for Hereford enthusiasts," Mr Trovatiello said.

"While the committee understands this is an important change for the event, they are confident it will remain the biggest national Hereford event on the calendar, and a good result will be achieved by all."