



July 15, 2026

WBIA Consignors:

Our 69th Annual Bull Development and Sale were our most successful to date! A strong beef market and a strong bull offering delivered a record sale average. It is time to open nominations for the 2026-27 WBIA Bull Development period and our 70th Sale.

The challenge to continued success is to maintain profitability for consignors. Record calf prices again this year should work in our favor as each of you make your culling decisions. History shows WBIA's best consignments bring the best prices. No-sale bulls don't work for the consignor or WBIA. We plan to accept a similar number of bulls as last year, 85-90 head at delivery, and plan to continue screening at delivery for quality. Point being, you have excellent options for steer calves. Please view your nominations as potential buyers would, only nominate your very best bulls. Structure, disposition, pedigree, EPDs, and performance all matter. Note, the BVD-PI testing requirement has been removed. BVD-PI calves are under performers with increased morbidity and mortality and will sort themselves out at home.

We will use a priority system for accepting nominations again this year. It is described in the rules, giving preference to repeat consignors. If we receive more nominations than space allows, we will ask for voluntary withdrawals, with refunding of the nomination fee for those withdrawals. Bulls refused at delivery screening will not be offered refunds.

We will be accepting payment of nomination fees online. You may notice the closing date for nominations and the date for Weaned and Vaccinated by are only two weeks apart. Please don't wait for acceptance to vaccinate and wean! Timely vaccinations are essential for WBIA success, and no one likes to work under the gun. We will notify you of acceptance as soon as possible, but much depends on the number of bulls nominated and what is required to achieve the desired number on delivery day. We will keep/cull at delivery if necessary.

Lastly, the Board recognizes that the success and acceptance of sale videos industry wide offers us a chance to limit WBIA liability and lower costs by changing our sale day presentation to onsite TV service and online video only. Less risk for bull injury, less risk to sale help, less risk to guests. Auctioneer, ring men, in-person and online bidding, lunch provided, all remain the same. Pens will be open and bulls available for inspection, sale will begin at 11 am, as usual. Just no parade in and out of the sale ring. This will also allow us to close the building up for guest comfort should inclement weather occur. We ran this way successfully once before, and according to our research, many, many operations are using this process. We have determined to move the video shoot day closer to sale day to capture the significant physical changes in bull appearance that occur every year, giving us the best opportunity to showcase all bulls. This may concern some producers on either side of the auction block, as change often does, so we wanted to share this decision early.

Thanks for your continued support!

Allan Arndt, President Wisconsin Beef Improvement