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Oklahoma Cattlemen's Association Hosts Successful 2026 OCA/OYE Futurity Sales

[Oklahoma City, Okla. — March 20, 2026] — The Oklahoma Cattlemen's Association (OCA) is proud to announce the success of the 2026 OCA/OYE Futurity Sales, held in conjunction with the 2026 Oklahoma Youth Expo (OYE). The annual event once again showcased outstanding cattle genetics while creating valuable opportunities for youth exhibitors across the state.

The heifer sale featured strong demand and competitive bidding, highlighted by the high-selling Angus heifer consigned by 360 Angus, which brought \$11,000. The second high-selling heifer, a Limousin Flex entry consigned by MLP Cattle Company, sold for \$8,500. In total, 24 lots averaged \$4,522. The steer sale followed with equally impressive results. The high-selling steer, a crossbred consigned by Baylor Bonham, commanded \$11,000. The second high-selling steer, consigned by Wright Cattle Company, sold for \$9,400. Overall, 25 lots averaged \$5,346.

"The Futurity Sales continue to grow in both quality and participation each year," said Colton Pratz, OCA Director of Association Marketing. "These sales not only highlight elite cattle genetics, but more importantly, they invest in the future of our industry by providing meaningful opportunities for Oklahoma youth."

The OCA extends sincere appreciation to Livestock Nutrition Services for their generous sponsorship of the event. Their contribution of two half-ton totes of feed per sale added value to the auction, with proceeds benefiting the program.

All cattle purchased through the Futurity Sales are eligible to compete in the 2027 OYE Futurity Show Back as well as a Futurity show at the 2026 Oklahoma Junior Cattlemen's Association Preview Show on June 4-6 in Stillwater, Okla. This unique program ensures that every exhibitor receives a premium check, with additional premiums awarded to champions. Notably, the Grand Champion steer in the Show Back earns an automatic berth in the prestigious OYE Sale of Champions. The proceeds from the sale allow OCA to contribute over \$20,000 in prize money back to the juniors through class premiums and Sale of Champions.

"The Futurity program is designed to reward participation, effort, and excellence," Pratz said. "It creates a full-circle opportunity for youth; from purchasing high-quality cattle to showcasing their hard work in the ring and being recognized for their achievements."

The Oklahoma Cattlemen's Association remains committed to supporting youth development and strengthening the future of the beef industry through innovative programs like the OCA/OYE Futurity. For more information about the OCA/OYE Futurity program, visit www.okcattlemen.org or call 405-235-4391.

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