Potential buyers at a herd bull auction receive records on an animal’s performance values including expected progeny difference (EPD) and simple performance measures (SPM). EPDs predict the future performance of a bull’s progeny based on the pedigree information in phenotypes of itself, relatives, and any available progeny; whereas SPMs are authentic bull phenotypical traits such as the average daily gain and values of ribeye and marbling through ultrasound. Buyers should look for further information beyond the physical aspect of the bull. Records presented to buyers represent actual animal performance and EPDs for growth, maternal, and carcass traits.

Preliminary results show that traits such as lot number (order in sale), birth weight, average daily gain, frame size, weaning weight, maternal milk, marbling, and ribeye EPDs have a significant value when adjusting sale price of bulls. In a separate preliminary model, multi-trait indexes (MTI) were included to represent weaned calf value ($W$) and beef value ($B$). MTI allow cattlemen to evaluate several traits at once. This index approach allows for selection based on economic merit. When $W$ and $B$ were used in a model, initial results showed that age at sale, lot number, birth weight, average daily gain, frame score, $W$, and $B$ also show an increase in value of the bull. This study will take into account the increasing values of bull price from Illinois auctions to evaluate whether it is best to look at the economic value indexes or the EPDs of a bull.