

Scotts Angus beef stud's 'no-sale' setup wins client trust

SPRING BULLS 2026

Scotts Angus

STEVEN Scott likes to do things a little bit differently at his beef stud at Henty, and his customers like it that way.

Scotts Angus holds no annual on-farm production sale, instead preferring to sell year-round to clients by private inspection.

It's an approach, Steven said, that means buyers have the time and space to make the right decision for their business, rather than being under pressure to make a choice on sale day.

"Customers thoroughly enjoy the relaxed environment that is very conducive to making measured and sensible buying decisions," he said.

"We've carried out external market research that showed our clients are very, very happy with our 'no-sale, no stress' selling setup.

"Our clients tell us it's a better way of buying bulls - it gives them greater control, fairer pricing, and the time to make rational decisions."

Steven said the high-pressure approach of an annual auction can lead to clients

making rushed decisions that end up costing them down the line.

"Very often a buyer ends up with a bull that's not their first choice.

"Building a reliable partnership takes time and we prefer to work alongside pro-

ducers over the long term, understanding their herd, bloodlines, environment, and breeding goals to make more tailored genetic decisions."

Scotts Angus' personal touch also lets Steven and his team build long-lasting

relationships with clients.

"We want everyone who makes the trip to source Scotts Angus genetics to be extremely satisfied with the line-up, to have confidence in their selection, and to leave knowing they will have follow up support for the

long term," he said

"What we do is ideal for our client base."

And as for the bulls themselves, Steven said they're "looking fantastic."

"There's a very wide selection of bulls that are commercially proven with

genetics that prioritise fertility, temperament, longevity, calving ease, and operational efficiency."

Scotts Angus is located at Glen Elgin, about 20 kilometres west of Henty, NSW. For more information, visit scottsangus.com.au.



Bull V0163 is the complete package: calving ease, growth, fertility, docility, structural soundness, and very eye-catching. Picture supplied