

## **The success of Grupo Werthein's Cabaña Los Guasunchos auction demonstrated the long-term vision of Argentine breeders**

*In a context where the drought continues to affect the center-north of the country, Cabaña Los Guasunchos carried out an important and successful auction of Brangus and Braford breeds, "which shows that producers are betting on the country by incorporating the best productive genetics", stated Grupo Werthein's company.*

The annual auction of Cabaña Los Guasunchos, owned by Grupo Werthein, held in Santa Margarita, province of Santa Fe, became a livestock event that summoned a large number of breeders and producers who participated. A clear example is that the offer of 236 breeding cattle was purchased by 75 buyers from Salta, Tucumán, Santiago del Estero, Córdoba, Santa Fe, Buenos Aires, Chaco, Formosa, Entre Ríos, Corrientes and Misiones, as well as breeders from Paraguay.

Victor Navajas, president of the Argentine Brangus Association and Juan Manuel Alberro, head of the Argentine Braford Association, were also present.

"In a year as hard as this one, with this prolonged drought we have been suffering, the summoning of so many breeders and producers who invest in genetics shows a valuable long-term vision. The producers are betting on the country and that is why they are incorporating genetics to improve", explained engineer Jorge Sedelli, manager of Cabaña Los Guasunchos.

The interest shown in the Los Guasunchos auction was evidenced, for example, in the case of a Brangus heifer with calf that was auctioned after a long dispute between eight breeders and groups of breeders for 28.5 million pesos, one of the highest values of the year in this market.

The auction was conducted by Juan Pedro Colombo, from the Colombo y Magliano auction house, who commented that "this auction shows the producer's commitment to have access to the best products". In the same sense, Dr. Diego Grané, genetic director of Los Guasunchos, expressed that "we have been working and selecting for productive attributes that have a high impact on production for many years".

In this auction, where Brahman breeders from La Carolina herd, from Corrientes, were also offered, there was a lot of interest in the offer of bulls, some of which were even acquired by artificial insemination centers. "But undoubtedly the females that were offered for sale were the real stars of the auction, as evidenced by the values achieved", concluded Sedelli.