



FOR IMMEDIATE RELEASE

LIVEAG ANNOUNCES CATTLE IN MOTION PARTNERSHIP, EXPANDING AUCTION SERVICES AND RELATIONSHIPS ACROSS THE SOUTHEAST

WILLOW PARK, TEXAS – January, 29, 2026 – LiveAg today announced that Cattle in Motion, a Caldwell, Texas-based cattle video and live auction service company, is officially joining the LiveAg platform, strengthening auction services and relationships across the Southeast and within the Brahman and purebred cattle communities.

Cattle In Motion was founded more than 20 years ago by Tim and Davy Lockhart to meet a practical need in the cattle business: dependable video, live auction streaming, and auction clerking delivered by people who understand cattle and the importance of long-term relationships. Today, the company is managed by Tim and Erin Lockhart and has built a reputation for representing cattle honestly and serving breeders with consistency and care.

“This business was built out of necessity,” Tim Lockhart, owner of Cattle in Motion, said. “From the beginning, our focus has been on representing cattle the right way and taking care of the people behind them. Partnering with LiveAg allows us to continue doing exactly that, while giving our customers access to a stronger auction platform and more long-term support.”

LiveAg CEO Jason Barber said the move reflects a shared belief in how cattle auctions should operate, with people, trust, and accountability at the center.

“Tim, Erin, and the Lockhart family have earned respect in the Brahman world and across the Southeast by doing things the right way,” Jason Barber, CEO of LiveAg, said. “This business still runs on relationships, honest representation, and keeping your word. Bringing Cattle in Motion into the LiveAg family allows us to expand our footprint while staying true to the values that matter in this industry.”

Beginning today, all Cattle in Motion auctions will be hosted on LiveAg’s bidding platform. Online bidding and sale landing pages will now be available through LiveAg, providing customers with expanded reach, improved auction technology, and consistent sale support.

Customers can continue to find sale information through the Cattle in Motion website in the near term. The Cattle in Motion website will remain active through the end of March, at which point it will be sunset as part of a full transition to LiveAg.



“This move allows us to keep serving our customers the way we always have, while setting things up for the future,” said Erin Lockhart, co-owner of Cattle in Motion. “LiveAg shares our belief in relationship-driven business, and we’re excited about what this means for the breeders and auctions we work with.”

Additional details regarding upcoming auctions, team integration, and the website transition will be shared in the coming weeks.

For more information, visit www.Live-Ag.com.

ABOUT LIVEAG

LiveAg is a modern livestock marketing platform built by cattle people, for cattle people. LiveAg provides solutions for producers looking to market load lots of feeder cattle, stream purebred auctions, and buy or sell equipment through trusted, transparent auction channels.

Rooted in relationships and driven by innovation, LiveAg combines trusted representation, real-time bidding, and high-quality video to help producers market with confidence, without losing the values this industry was built on.

Learn more at www.Live-Ag.com.

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