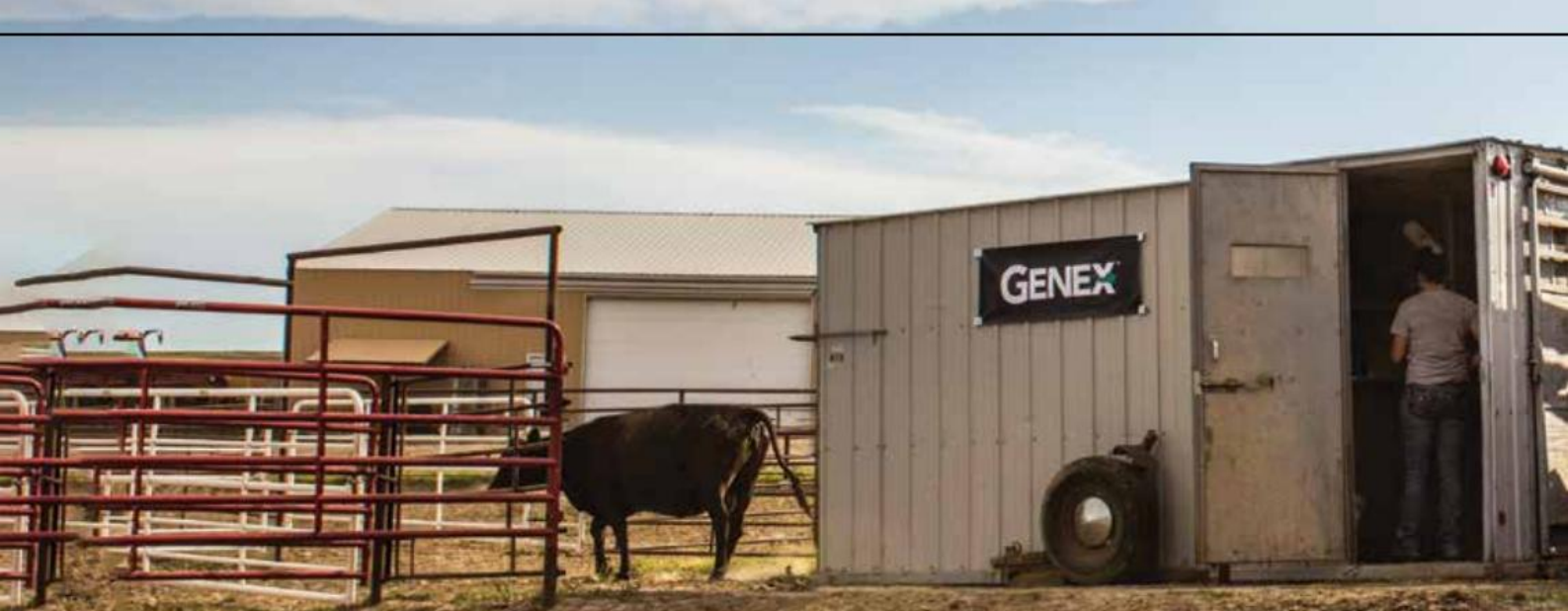


2018

BEEF GENETIC MANAGEMENT GUIDE



GENEX[™]



GENEX is Here to Serve You.

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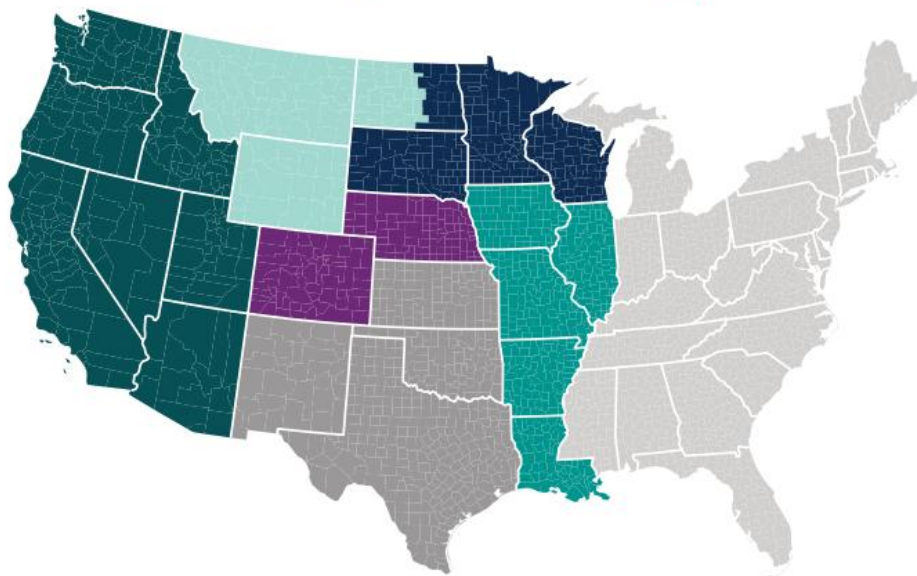
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Photo courtesy of Kate Roberts,
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ARTICLES & RESOURCES

- 44** Importance of Pregnancy
Diagnosis in a Beef Herd
- 56** Making Great Cows
Strategic Replacement Female Selection
- 67** Quality Matters to Us
Because Performance Matters to You
- 86** Synchronization Protocols
- 88** Terminology
- 90** Gestation Table
- 91** Price List

STATEMENT OF PURPOSE

GENEX is the trusted provider of world-class animal genetics, progressive reproductive solutions, value-added products and innovative services to members and customers.

CONTENTS

SIRE PAGES

4
ANGUS

46
RED ANGUS

58
HEREFORD

68
SIMMENTAL

74
SIMANGUS™

80
CHAROLAIS

82
SHOW SIRES

84
BRAHMAN
BRANGUS
GELBVIEH

GENEX™



Rito 707 of Ideal 3407 7075
S A V Resource 1441
 S A V Blackcap May 4136
 S A V Bismarck 5682
Buford Elba 811Y
 S A V Elba 4436

Born: 12/29/2014
 Birth Weight: 82 lbs.
 205 Days: 866 lbs.
 365 Days: 1420 lbs.
 Yrlg. Frame: 5.8
 Scrotal: 40.0 cm. @ 11 mos.
 Owned By: Buford Ranches LLC, OK; Ingram Angus, TN;
 ZWT Ranch, TN; GENEX, WI

- Pathfinder is a genomic standout, sired by Resource, that blends balanced EPDs with a tremendous visual appearance.
- Pathfinder walks on a big foot with excellent toes. He should moderate birth weights, while adding muscle mass, frame and dimension.
- His dam is a picture-perfect daughter of Bismarck with a great Angus udder.



Buford Elba 811Y, Dam



1AN01390 PATHFINDER

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
7	1.4	66	112	0.17	0.94	27	12.6	8	32		27	-0.2	-17.42	46	0.19	0.58	0.031			77.47	66.98	16.56	116.67
.34	.49	.42	.38	.27	.50	.35	.24	.31	.33		.32	.37		.38	.35	.35	.31			2%	25%		



Rito 707 of Ideal 3407 7075
S A V Resource 1441
 S A V Blackcap May 4136
 S A V Final Answer 0035
S A V Emblynette 0491
 S A V Emblynette 7566

Born: 1/5/2016
 Birth Weight: 70 lbs.
 205 Days: 905 lbs.
 365 Days: 1374 lbs.
 Yrlg. Frame: 5.5
 Scrotal: 44.0 cm. @ 15 mos.
 Owned By: Schaff Angus Valley, ND; Yardley Cattle Co, UT; GENEX, WI

- Cow Sense and Science best describes this moderate-sized, powerhouse son of Resource, from the dam of West River.
- His combination of body capacity, muscle shape, structural correctness and disposition make him a must-use prospect for cattlemen looking to retain females.



S A V Emblynette 0491, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
2	3.3	67	122	0.15	1.30	24	13.7	4	22		57	0.3	-11.08	42	0.33	0.55	0.069			56.33	77.54	18.47	107.83
.34	.47	.42	.38	.26	.41	.38	.23	.31	.33		.31	.35		.37	.34	.34	.30				15%		



1AN01238 RESOURCE on pasture



CE	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
-1	4.1	70	133	0.16	1.27	21	12.1	-2	20	219	32	-0.3	-10.22	56	0.13	1.01	0.007	2	925	54.34	84.99	19.79	123.64
.76	.97	.97	.94	.50	.94	.91	.61	.83	.83	.771	.54	.55		.53	.47	.48	.48	2	3302				
		10%	2%		20%	20%	25%							10%		1%							10%

R R Rito 707
Rito 707 of Ideal 3407 7075
 Ideal 3407 of 1418 076
 S A V 8180 Traveler 004
S A V Blackcap May 4136
 S A V May 2397

Born: 01/07/2011
 Birth Weight: 83 lbs.
 205 Days: 920 lbs.
 365 Days: 1367 lbs.
 Yrlg. Frame: 5.5
 Owned By: Schaff Angus Valley, ND; Resource Group; GENEX, WI

Scrotal: 46.3 cm.
 Mature: 2160 lbs.
 Mature Frame: 5.5
 Calving Ease Rating: ✓✓

95 PregCheck™ 81%Rel

- Among the breed's top registration sires, Resource is in a league of his own for siring body dimension, fleshing ease, muscle thickness and breed character. He consistently sires high quality functional phenotype and unprecedented productivity.
- Resource daughters are prized assets in breeding programs that admire eye-appealing, highly productive females that are easy to be around.
- The highly popular, well-proven son of the legendary donor, S A V Blackcap May 4136, Resource is a truly sensational genetic package that has written his own legacy in the Angus archives.

S A V Madam Pride 3256, Daughter



S A V Emblynette 3508, Daughter



S A V Blackcap May 3212, Daughter



S A V Madam Pride 3304, Daughter



Hoffman Ms Gammer 6083, Daughter



Pine Coulee Forever Lady E13, Daughter



Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21



Connealy Reflection
Connealy Impression
 Pearl Pammy of Conanga 194
 S A V Final Answer 0035
MAR Final Kahuna 856
 MAR Kahuna Precision 328 674

101 PregCheck™ 79%Rel

Born: 2/3/2011
 Birth Weight: 72 lbs.
 205 Days: 784 lbs.
 365 Days: 1252 lbs.
 Yrlg. Frame: 6.0
 Owned By: Maher Angus Ranch, SD; Dorwin Howe, ND

Scrotal: 46.5 cm.
 Mature: 2360 lbs.
 Mature Frame: 5.8
 Calving Ease Rating: ✓✓

- › Innovation is an instant eye pleaser that will impress in terms of depth, width, docility and all while standing on an incredible foot and leg.
- › Expect him to add pounds to your steers and sire the functional, hard-working, fault-free daughters everyone wants in their herds.



MAR Final Kahuna 856, Dam



JFCC Pride 571, Daughter



LRS 115E, SimAngus™ Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
1	3.0	68	115	0.29	1.49	23	13.9	10	20	2	15	0	-6.14	39	0.63	0.63	-0.019	7	181	59.20	83.27	42.78	143.20
.66	.93	.92	.88	.34	.85	.74	.27	.46	.58	.52	.35	.39	.67	.64	.61	.64		27	582	25%	10%	20%	20%



Connealy Reflection
Connealy Impression
 Pearl Pammy of Conanga 194
 G A R Predestined
Riverbend Blackcap U968
 Rita 1198 of 2536 Rito 616

Born: 2/2/2013
 Birth Weight: 85 lbs.
 205 Days: 713 lbs.
 365 Days: 1342 lbs.
 Owned By: 44 Farms, TX; Riverbend Ranch, ID; GENEX, WI

Scrotal: 42.0 cm.
 Mature: 2304 lbs.
 Mature Frame: 6.5
 Calving Ease Rating: ✓✓✓

- › A bull that puts it all together in a balanced package, Perfect Game is a true visual standout that has the look of a herd sire. He is a sound structure bull that will add body and mass to any calf crop.
- › He offers a semi-proven data set that puts him in the top tier of the breed for CED and growth combined with outstanding \$W and \$B values.
- › The bottom side of his pedigree is filled with breed legends like 1198 and 2536.



44 Impression 5874, Son



44 Impression 6443, Son



44 Maple May 5861, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
11	2.7	71	120	0.23	1.13	12	9.6	15	19	33	33	0.6	-4.93	50	0.88	0.43	0.028	7	63.67	89.67	39.79	160.08	
.40	.60	.57	.47	.29	.55	.46	.26	.32	.33	.35	.39	.20	.46	.41	.42	.40		15	15%	10%	25%	10%	





U2 Enforcer 511D, Son



HA Prime Cut 6147, Son



HA Prime Cut 6214, Son



U2 Cut Above 546D, Son

CE	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
10	1.7	75	125	0.33	1.15	17	8	11	22		57	0.5	-15.10	47	0.36	0.90	-0.013		4	69.86	104.12	33.35	157.96
20%		3%	5%	3%	25%			20%			15%	25%		20%		3%	20%		64	10%	3%		10%

TC Franklin 619
Vermilion Sirloin
 Vermilion Lass 8482
 HA Program 5652
HA Miss Blackcap 9127
 H A Miss Blackcap 1250

Born: 02/17/2014
 Birth Weight: 83 lbs.
 205 Days: 713 lbs.
 365 Days: 1338 lbs.
 Owned By: Hinman Angus LLC, MT; U2 Angus Ranch, AB; GENEX, WI

Scrotal: 41.0 cm.
 Mature: 1835 lbs.
 Mature Frame: 6.1
 Calving Ease Rating: ✓✓✓

- Prime Cut offers a refreshing combination of masculine phenotype, excellent balanced-trait EPDs and a pedigree that mates well with all of today's popular Angus pedigrees.
- This remarkable sire is ideal to incorporate body depth, width, substance of bone and foot size. Progeny also have strong, wide tops and an eye-catching look.
- Mating possibilities are endless! Look to this moderate birth weight, performance sire to also be known as a sire of excellent daughters. He's a fantastic all-around sire that's being used in some of the industry's top breeding programs.



U-2 Premium Cut 38D, Son



US Prime 392D, Son



SRS Rose 720E, Daughter

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21

1AN01363 CONNEALY **CONQUEST**

Reg. No. 17888696



KMK Alliance 6595 187
Connealy Consensus
 Blinda of Conanga 004
 Kesslers Frontman R001
Boka Bay of Conanga 13X
 Boka Bette of Conanga 9258

99 PregCheck™ 76%Rel

Born: 1/29/2014
 Birth Weight: 79 lbs.
 205 Days: 858 lbs.
 365 Days: 1394 lbs.
 Yrlg. Frame: 6.0
 Owned By: TC Ranch, NE; Joseph Angus, SD; Ramm Livestock, NE

Scrotal: 43.0 cm.
 Mature Frame: 5.5
 Calving Ease Rating: ✓✓✓✓

- A progressive, outcross calving ease option that sires complete cattle that are soft-made and very pleasing from the side.
- Conquest will sire good-footed, big-topped, square-hipped cattle that are easy to sell.



Sitz Conquest 8636, Son



Sitz Conquest 11316, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
16	-2.0	61	107	0.20	1.41	4	11.1	13	25		15	-0.1	-8.76	34	0.26	0.47	0.038		33	67.68	69.78	20.13	105.25
.66	.85	.84	.77	.26	.78	.65	.45	.31	.33		.34	.39		.51	.45	.46	.45		166				
2%	4%	20%	25%		15%			10%												10%	20%		

1AN01413 SITZ **INVASION** 574D

Reg. No. 18394876



Connealy Consensus
Connealy Conquest
 Boka Bay of Conanga 13X
 Sitz Top Seed 539X
Sitz Supermama 173Z
 MCC SuperMama 7042

Born: 2/5/2016
 Birth Weight: 82 lbs.
 205 Days: 870 lbs.
 365 Days: 1395 lbs.
 Scrotal: 35.6 @ 12 mos.
 Owned By: Sitz Angus, MT; KG Ranch, MT; Richard Angus Ranch, ND; GENEX, WI

- The high selling Conquest son at the 2017 Sitz Angus sale, this balanced-trait, calving ease bull is backed by superior cow power.
- A breed-leader for CE, growth, \$W and \$F, Invasion deserves consideration whether you sell your calves by the pound at weaning or feed them.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
13	-0.3	62	110	0.21	0.59	4	13.1	11	25		26	0.3	-9.22	39	0.45	0.38	0.027			66.33	71.67	27.82	120.75
.35	.54	.47	.43	.22	.49	.34	.22	.26	.29		.28	.34		.39	.34	.35	.31						
10%	20%	20%	20%		15%			20%												10%	20%		



S Pride Anna 709, Dam



CE	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
12	1.3	76	134	0.17	1.06	31	6.1	13	28	6	30	0.5	-22.46	71	0.29	0.62	0.034	1	22	78.88	90.67	16.14	146.56
.71	.90	.88	.75	.27	.74	.75	.23	.51	.54	40	.38	.39		.53	.47	.48	.47	1	144				
10%		2%	2%			2%		10%	20%			25%		1%		25%				2%	10%		15%

S Alliance 3313
S Chisum 6175
 S Gloria 464
 R&S Expedition 1404
S Pride Anna 709
 S Pride Anna 567

Born: 03/21/2011
 Birth Weight: 90 lbs.
 205 Days: 817 lbs.
 365 Days: 1508 lbs.
 Yrlg. Frame: 6.6
 Owned By: Spickler Ranch, ND

Scrotal: 47.5 cm.
 Mature: 2170 lbs.
 Mature Frame: 5.3
 Calving Ease Rating: **✓✓✓**

98 PregCheck™ 72%Rel

- Whitlock has made a name for himself as a must-use calving ease, outcross sire that checks all the boxes.
- His ability to combine an impressive set of EPDs, a maternal pedigree and end product value, is unmatched.
- Whitlock sires deep-sided, easy fleshing, functional, docile daughters along with highly sought-after stout-made, growthy, calving ease sons.

S Pride Anna 567, Maternal Grandam



KF Barbara 7253, Daughter



S Summit 956, Maternal Brother



Comerstone 607, Son



Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21

1AN01416 MUSGRAVE 316 **STUNNER**

Reg. No. 18467508



Connealy Capitalist 028
LD Capitalist 316
 LD Dixie Erica 2053
 MCATL Pure Product 903-55
MCATL Blackbird 831-1378
 MCATL Blackbird 1378-573

Born: 2/19/2016
 Birth Weight: 73 lbs.
 205 Days: 874 lbs.
 365 Days: 1479 lbs.
 Yrlg. Frame: 6.3
 Scrotal: 38.7 cm. @ 12 mos.
 Owned By: TK Angus, NE; Musgrave Angus, IL

- > One of the most elite acquisitions of the spring 2017 sale season; Stunner was praised by many top cattlemen for his outstanding capacity, body dimension and uncompromised structural design.
- > His young dam sports an ideal udder, fantastic production record and is one of the most outstanding cows in the Musgrave program.
- > Stunner exhibited excellent libido during natural service during the fall 2017 breeding season at TK Angus, Nebraska. This young sire has checked all the boxes so far!

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
14	-0.1	67	120	0.16	0.69	18	13.4	13	25		41	0.3	-12.99	49	0.50	0.44	0.056			69.94	79.45	24.21	130.22
.34	.54	.47	.42	.23	.48	.32	.18	.28	.30		.30	.35		.40	.34	.34	.30						
4%	25%	10%	10%				15%	10%						15%						10%	15%		

1AN01407 S A V **REIGN** 6845

Reg. No. 18578962



O C C Paxton 730P
Coleman Charlo 0256
 Bohi Abigale 6014
 S A V 8180 Traveler 004
S A V Blackcap May 4136
 S A V Blackcap May 4136

Born: 1/7/2016
 Birth Weight: 81 lbs.
 205 Days: 985 lbs.
 365 Days: 1539 lbs.
 Scrotal: 42.9 cm. @ 12 mos.
 Owned By: Schaff Angus Valley, ND; Ingram Angus LLC, TN; GENEX, WI

- > A member of the flush that set all-time sales records, Reign offers as much body depth and internal dimension as any sire we've encountered.
- > Use this big-middled, powerful individual to incorporate his dam's amazing maternal prepotency, and the added fleshing ability and muscle of his popular sire.
- > Reign demands consideration in any program that appreciates maternal value and high-octane performance.



S A V Blackcap May 4136, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
1+9	1+1.3	1+65	1+115	1+0.22	1.91	20	9	1+4	1+27		1-7	1-0.4	-18.49	47	0.29	0.68	0.019			63.76	80.99	24.22	134.96
.05	.51	.49	.47	.05	.41	.39	.05	.05	.33		.05	.05		.27	.24	.28	.23						
		15%	15%		3%	25%								20%		20%				15%	15%		25%



S A V Madame Pride 1134, Dam



CE	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
4	1.5	67	126	0.31	0.88	14	9.4	8	20	2	63	0.8	-13.26	57	0.71	0.90	-0.011		173	55.51	98.65	44.59	172.78
	.82	.93	.92	.85	.30	.86	.77	.26	.37	.36	3	.36	.40	.53	.47	.49	.48		602				
		10%	5%	5%							10%	10%		10%	20%	3%	20%				4%	15%	3%

Mytty In Focus
A A R Ten X 7008 S A
 A A R Lady Kelton 5551
 S A V Bismarck 5682
S A V Madame Pride 1134
 S A V Madame Pride 9100

Born: 02/17/2013
 Birth Weight: 69 lbs.
 205 Days: 991 lbs.
 365 Days: 1584 lbs.
 Yrlg. Frame: 6.1
 Owned By: Rafter U Cross, SD; Mohnen Angus, SD; Split Diamond Ranch, MT; Lawson Family Farms, VA; Beran Bros., KS; Bullerman Angus, MN; Iron Mountain Cattle Co., SD; Buford Ranches, OK; Mead Angus, MO; K & J Angus, IA; Hodgen Ranch, MO; GENEX, WI

Scrotal: 42.8 cm.
 Mature: 2190 lbs.
 Mature Frame: 5.8
 Calving Ease Rating: ✓✓



107 PregCheck™ 73%Rel

- Ten Speed is a well-proven, industry-leading curve bender that sires easy-feeding, growthy cattle that perform at all stages.
- His Bismarck dam is one of the hidden gems at Schaff Angus Valley with a flawless udder and nearly ideal body type. Ten Speed is the perfect choice for cattlemen looking for maternal strength, phenotype and carcass merit in one exciting package!
- Among our highest PregCheck™ fertility ranking sires; use Ten Speed to create 7% more pregnancies.

Mohnen Ten Speed 906, Son



S A V High Speed 6460, Son



Janssen Ten Thousand 6114, Son



1AN01320TEN SPEED with his Dam



Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21



Rito 707 of Ideal 3407 7075
S A V Renown 3439
 S A V Blackcap May 4136
 S A V Bismarck 5682
Buford Elba 811Y
 S A V Elba 4436

Born: 11/11/2015
 Birth Weight: 76 lbs.
 205 Days: 850 lbs.
 365 Days: 1272 lbs.
 Owned By: Buford Ranches, OK; ZWT Ranch, TN; GENEX, WI

- A phenotypic standout of the fall bull sales, Rebound should be on the short list of any cattleman that demands cattle with body capacity, muscle and structural correctness.
- Rebound is a direct son of 811Y, the anchor of the Buford Ranches ET program. Take the maternal power in your herd to the next level with this low BW son of Renown.
- Whether you use Rebound for his maternal value, genetic merit or uncompromising phenotype, you've made an excellent choice!



Buford Elba 811Y, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
11	.6	74	127	0.26	0.89	25	8.7	9	17		64	0.4	-7.34	54	0.03	0.79	0.024			66.54	93.42	9.88	131.21
.34	.50	.44	.39	.24	.50	.36	.20	.31	.32		.30	.35		.40	.37	.37	.34						
15%		3%	4%	20%		10%					10%			10%		10%				10%	5%		



Baldrige Kaboom K243 KCF
Connealy Thunder
 Parka of Conanga 241
 S A V Pioneer 7301
Boyd Everelda Entense 2134
 Boyd Everelda Entense 910

Born: 9/2/2015
 Birth Weight: 71 lbs.
 205 Days: 736 lbs.
 365 Days: 1373 lbs.
 Yrlg. Frame: 5.8
 Scrotal: 38.3 cm. @ 12 mos.
 Owned By: Boyd Beef Cattle, KY; Blake Boyd, KY; Lookout Ridge Ranch, CO; Oakwood Farm, OH; Hoffman Ranch, NE; Mead Angus Farm, MO; Spruce Mountain Ranch, CO; Smith Cattle Company, KS; GENEX, WI

- Backed by one of the breed's highest income-producing cow families, and sired by one of the greatest female sires of all time, look for Trademark to lead a maternal revolution of good udders, fleshing ability, foot quality and maternal function.
- A true growth and performance bull that will add muscle shape and power to his progeny.
- Future availability.



Boyd Everelda Entense 2134, Dam



Connealy Thunder, Sire

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
-1	2.9	71	126	0.22	1.52	15	7.9	11	29		53	0.3	-20.37	63	0.56	0.45	0.038			70.55	91.18	25.99	157.06
.36	.53	.47	.43	.29	.48	.44	.26	.32	.34		.37	.40		.43	.38	.38	.34						
		5%	5%		10%				20%	20%	15%			3%		10%				10%	10%		10%

1AN01365 S A V **RENOWN** 3439

Reg. No. 17633839



R R Rito 707
Rito 707 of Ideal 3407 7075
 Ideal 3407 of 1418 076
 S A V 8180 Traveler 004
S A V Blackcap May 4136
 S A V May 2397

Born: 1/7/2013
 Birth Weight: 82 lbs.
 205 Days: 1010 lbs.
 365 Days: 1503 lbs
 Yrlg. Frame: 6.0
 Owned By: Schaff Angus Valley, ND; The Renown Group

Scrotal: 42.0 cm.
 Mature: 2140 lbs.
 Mature Frame: 6.0
 Calving Ease Rating: ✓✓

- Renown has remained among our top selling bulls for several years due to his unique ability to sire added performance in a functional, yet eye-appealing package.
- Progeny are sound-footed, correct cattle that are free on the move and flexible in their skeletal design.
- Look to Renown to add performance, superior phenotype and maternal potency; like few that have come before him!



S A V Renew 6466, Son T K Renown D307, Son Siebring Abigale 515, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
1	2.6	73	125	0.13	0.59	36	11.1	1	19	11	48	0.2	-10.29	48	0.06	0.74	0.030	158	61.67	76.71	11.36	108.92	
.65	.95	.93	.85	.26	.87	.80	.23	.56	.51	47	.34	.39		.52	.46	.47	.46	606		20%	15%		
		4%	5%		1%					20%				20%		15%							

1AN01408 S A V **ABUNDANCE** 6117

Reg. No. 18579265



Rito 707 of Ideal 3407 7075
S A V Renown 3439
 S A V Blackcap May 4136
 S A V Net Worth 4200
S A V Emblynette 7563
 S A V Emblynette 7261

Born: 2/24/2016
 Birth Weight: 84 lbs.
 205 Days: 1045 lbs.
 365 Days: 1704 lbs.
 Scrotal: 38.9 cm. @ 12 mos.
 Owned By: GMC Genetics, WV; Triple W Farms, KY;
 Schaff Angus Valley, ND; GENEX, WI

- This massive powerhouse offers tremendous muscle, depth and stoutness. Certain to be a cow changer for power and performance, Abundance will carry on the legacy of his great sire and maternal grandsire.
- His pedigree, phenotype and actual performance solidify this bull as one of the top prospects of the 2017 sales season.
- Anchored by the influence of GENEX greats Renown, Net Worth and Traveler 004, he represents the best of the Schaff Angus Valley program all in one package!



S A V Emblynette 7563, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
0	3.4	70	118	0.18	0.56	21	9.8	2	26		148	1+0.4	-19.95	50	0.25	0.67	0.045			60.88	78.54	18.21	129.71
.25	.38	.34	.32	.05	.38	.36	.05	.20	.20		.05	.05		.25	.21	.25	.21			20%	15%		
		10%	10%		20%						20%			15%		20%							

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26,
 MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21



Sitz Upward 307R
Plattermere Weigh Up K360
 Barbara of Plattermere 337
 S A V Bismarck 5682
Stevenson Pride I167x
 FSHK Pride 180

Born: 1/21/2016
 Birth Weight: 75 lbs.
 205 Days: 675 lbs.
 Yrlg. Frame: 6.1
 Scrotal: 39.7 cm. @ 11 mos.
 Owned By: Stevenson Angus Ranch, MT; Conley Cattle, OK;
 Harris Penner, OK; Boyd Beef Cattle, KY; Trowbridge Angus, NY;
 Myers Angus Farm, KY; TC Ranch, NE; Thomas Angus Ranch, OR;
 Dameron Angus, IL; Spur J Ranch, OK; GENEX, WI

- Turning Point offers impressive EPDs, looks that stop you in your tracks and a foundation of maternal power from the herd bull producing Pride cow family.
- Turning Point has the genetic and phenotypic power to move your herd in the right direction.
- An outstanding option for calving ease, phenotype and maternal strength.



Stevenson Pride I167X, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
18	-2.9	60	98	0.24	-0.12	8	14.9	14	17	0	0.3	8.25	41	0.44	0.78	0.013			65.52	59.75	33.95	135.48	
.35	.51	.45	.41	.26	.43	.37		.24	.33	.35	.34	.39		.41	.38	.37	.34						
1%	2%	25%					4%	4%					20%			10%			15%				25%



Sitz Upward 307R
Plattermere Weigh Up K360
 Barbara of Plattermere 337
 Schiefelbein Objective 980
Frosty Elba 5152
 Frosty In Focus H179

102 PregCheck™ 80%Rel

Born: 2/13/2014
 Birth Weight: 77 lbs.
 205 Days: 795 lbs.
 365 Days: 1445 lbs.
 Yrlg. Frame: 5.2
 Owned By: J.L. Kasper, KS; Seedstock Plus, MO; Hilltop Angus, MT;
 Sandy Knoll Farm, KS; GENEX, WI

Scrotal: 43.0 cm.
 Mature: 1920 lbs.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓✓

- Allied is an elite calving ease bull with breed-leading growth and marbling genetics. His early progeny ratios are 97 for BW, 101 for WW, and 102 for YW.
- Allied combines an outstanding EPD profile with superior phenotype; he is a powerfully constructed bull with muscle shape and body depth.
- He is an ideal outcross for most GENEX pedigrees.



Frosty Elba 5152, Dam



Schiefelbein Brexit 996, Son



Schiefelbein Ali 506, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
15	-0.8	69	115	0.22	0.36	18	11.8	12	31	26	0.1	-19.89	40	0.91	0.29	0.020	1	3	80.74	74.89	41.73	136.32	
.54	.80	.76	.65	.24	.66	.60	.22	.32	.34	.32	.37		.50	.43	.42	.41			3	12			
3%	15%	10%	15%					15%	10%						10%					2%	15%	20%	25%





Basin Joy 1036, Dam



Basin Joy 566T
Maternal Granddam

CE	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
11	-0.4	62	110	0.23	0.41	27	9.4	13	32		6	0.1	-16.08	51	0.69	0.60	0.054		1	75.48	75.92	33.28	151.09
.37	.57	.51	.43	.22	.46	.36	.17	.27	.29		.28	.33		.40	.35	.36	.33		2				
15%	20%	20%	20%			10%		10%	10%					15%	25%	25%				3%	15%		15%

Basin Rainmaker P175
Basin Rainmaker 2704
 Basin Erica 7520 BV
 Basin Payweight 107S
Basin Joy 1036
 Basin Joy 566T

Born: 03/19/2014
 Birth Weight: 74 lbs.
 205 Days: 702 lbs.
 365 Days: 1118 lbs.
 Owned By: Basin Angus, MT; EZ Angus Ranch, CA; GENEX, WI

Mature Frame: 6.2
 Calving Ease Rating: ✓✓✓



- Rainmaker 4404 has an extremely balanced EPD package that ranks him in the top tier for CED, BW, WW, YW, MARB and REA. This balance of growth and carcass traits rank him in the top of the breed for \$W and \$B.
- He is moderate-framed and deep-bodied with exceptional rib shape, plenty of muscle and is very correct in his structure, free moving and athletic.
- His outcross pedigree, to most mainstream bloodlines, coupled with calving ease suggests he has tremendous mating flexibility in any program.

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26,
 MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21



G A R Ingenuity
VAR Index 3282
 Sandpoint Blackbird 8809
 Werner War Party 2417
44 Erica Z517
 44 Erica 036Y

Born: 3/25/2016
 Birth Weight: 68 lbs.
 205 Days: 699 lbs.
 365 Days: 1163 lbs.
 Scrotal: 33.1 cm. @ 12 mos.
 Owned By: 44 Farms, TX; The Common Sense Group

- > True to his name, Common Sense is a balanced-trait young sire with depth of rib, muscling and an eye-appealing design.
- > This low birth and high marbling son of VAR Index hails from the famous Eisa Erica cow family.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Util H/P	\$W	\$F	\$G	\$B
9	0.8	61	117	0.24	0.11	18	11	7	34		32	0.3	-23.43	52	1.11	0.73	0.002			69.18	81.14	51.72	165.38
.36	.54	.47	.43	.23	.48	.36	.21	.28	.29	.30	.35			.41	.37	.37	.34			10%	15%	4%	4%
		20%	10%						4%					15%	3%	15%							



Boyd New Day 8005
MCC Daybreak
 MCC Miss Focus 134
 G A R New Design 5050
G A R 5050 New Design 1039
 G A R Objective 2345

Born: 8/14/2012
 Birth Weight: 85 lbs.
 205 Days: 656 lbs.
 365 Days: 1194 lbs.
 Yrlg. Frame: 7.1
 Scrotal: 39.7 cm. @ 12 mos.
 Owned By: Peterson Angus, SD; Gardiner Angus Ranch, KS; GENEX, WI

- > Scale House excels in all output traits; look to this genetic outlier to add performance and carcass quality to any program.
- > With Scale House's frame and stretch, his progeny are the feeder's kind!

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Util H/P	\$W	\$F	\$G	\$B
12	1.7	91	155	0.32	1.50	31	10	11	23	2	63	1.1	-23.52	65	0.82	1.20	0.012	3	10	87.83	133.84	47.42	190.06
.44	.68	.62	.52	.31	.56	.54	.30	.38	.38	5	.39	.44		.53	.48	.47	.45	5	19	1%	1%	10%	1%
10%		1%	1%	4%	10%	2%		20%			10%	1%		2%	15%	1%							



1AN01389 G A R **ASHLAND**

Reg. No. 18217198



G A R Daylight
G A R Early Bird
 G A R Progress 830
 B/R Ambush 28
Chair Rock Ambush 1018
 G A R Yield Grade N366

Born: 1/31/2015
 Birth Weight: 82 lbs.
 205 Days: 701 lbs.
 365 Days: 1211 lbs.
 Yrlg. Frame: 5.9
 Scrotal: 39.5 cm. @ 12 mos.
 Owned By: Chair Rock LLC, KS; Gardiner Angus Ranch Inc, KS; GENEX, WI

- Ashland is truly unique in his combination of genomics, performance data and phenotype.
- He offers true muscle shape and body depth in a structurally sound package, combine this with his performance data and you have the makings of a powerful herd sire.
- Ashland is backed by nine generations of proven sires, a pedigree that provides predictable genetic data. He is an outcross calving ease option to every GENEX pedigree.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Util H/P	\$W	\$F	\$G	\$B
13	0.1	72	131	0.25	0.70	22	6.8	14	31		75	0.7	-28.50	68	1.26	0.89	0.004			75.34	94.84	53.60	187.34
.35	.55	.48	.44	.23	.50	.39	.25	.31	.29		.30	.36		.43	.40	.40	.38			3%	5%	3%	1%
10%	25%	4%	3%	25%		20%		4%	10%		3%	10%		1%	2%	4%							



1AN01387 BALDRIDGE **BEAST MODE** B074

Reg. No. 17960722



C R A Bextor 872 5205 608
G A R Prophet
 G A R Objective 1885
 Styles Upgrade J59
Baldrige Isabel Y69
 Baldrige Isabel T935

Born: 2/7/2014
 Birth Weight: 80 lbs.
 205 Days: 852 lbs.
 365 Days: 1414 lbs.
 Yrlg. Frame: 5.9
 Owned By: Assman Land & Cattle, SD; Ray & Stephanie Sikes, CO; Baldrige Bros., NE

Scrotal: 41.5 cm.
 Mature Frame: 6.0
 Calving Ease Rating: ✓✓✓

- Beast Mode is a genetic rockstar! Very few sires can match his combination of calving ease/low birth weight, huge yearling growth and amazing carcass value.
- Carrying the powerful maternal value of his world-renowned dam, Beast Mode is an extremely unique breeding piece.



Baldrige Isabel Y69, Dam

Baldrige Durable D282, Son

Baldrige Eloy E165, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Util H/P	\$W	\$F	\$G	\$B
14	0.2	88	149	0.15	0.94	25	5.4	12	22		59	0.6	-19.51	58	1.16	0.70	0.030		12	87.81	104.47	47.87	160.30
.41	.66	.60	.50	.30	.54	.53	.26	.35	.36		.36	.41		.47	.42	.43	.40		17	1%	3%	10%	10%
4%		1%	1%		10%			15%			10%	20%		5%	3%	15%							



Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21

1AN01358 BRUNS **BLASTER**

Reg. No. 17991528



MOGCK Sure Shot
Mogck Bullseye
 Mogck Mary 1255
 Connealy Right Answer 746
Baldrige Blackbird 11 Baf
 Baldrige Blackbird 549 Baf

103 PregCheck™ 77%Rel

Born: 1/21/2014
 Birth Weight: 82 lbs.
 205 Days: 845 lbs.
 365 Days: 1493 lbs.
 Yrlg. Frame: 6.3
 Owned By: Musgrave Angus, IL; Bruns Angus, SD; GENEX, WI

Scrotal: 43.0 cm.
 Mature: 2110 lbs.
 Mature Frame: 5.9
 Calving Ease Rating: ✓✓

- Blaster is a high capacity, deep-made, powerful bull.
- His Right Answer dam has great feet and legs with a tremendous udder. Expect to see the same feminine qualities in his daughters, without sacrificing muscle and eye appeal.



Baldrige Blackbird 11 Baf, Dam



Musgrave Blaster 1681, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B	
5	2.1	87	153	0.26	0.18	.38	13.5	10	35		52	0.4	-38.95	63	0.36	0.64	0.028			92.23	129.95	22.35	159.38	
.46	.81	.77	.57	.23	.44	.36	.25	.32	.34		.32	.37		.45	.38	.38	.36							
		1%	1%	20%		1%	15%		3%		15%			3%		25%			1%	1%			10%	

1AN01426 TC **COUNTRY WIDE** 401

Reg. No. 17934564



BT Crossover 758N
Flag Cross Country 90052
 SCR Queen Idelette 50596
 TC Aberdeen 759
TC Chloe 1521
 TC Chloe 2056

Born: 1/11/2014
 Birth Weight: 65 lbs.
 205 Days: 867 lbs.
 365 Days: 1413 lbs.
 Owned By: TC Ranch, NE; Schreiber Angus, KS

Calving Ease Rating: ✓✓

- A high-performance sire that has outstanding carcass figures and an outcross pedigree, Country Wide ranks among the elite for YW and \$B while maintaining a lower birth weight.
- His outstanding dam, by Aberdeen, is backed by generations of maternal breeding from TC Ranch. Both his grandam and great-grandam are Pathfinder® cows.
- He has breed-leading feed efficiency traits that set him apart from the rest of the pack. Watch for this bull to make an impact on future generations.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
6	0.7	68	134	0.39	1.35	14	11	5	24		42	0.7	-16.99	63	0.79	0.75	-0.002		7	63.98	123.34	42.89	191.54
.49	.69	.64	.50	.23	.49	.35	.19	.31	.32		.31	.36		.44	.39	.39	.37		17				
		10%	2%	1%	15%							10%		3%	15%	10%			15%	1%	20%	1%	





S A V Final Answer 0035
Connealy Capitalist 028
 Prides Pita of Conanga 8821
 S A V Bismarck 5682
S A V Abigale 8076
 S A V Abigale 6575

98 PregCheck™ 77%Rel

Born: 2/7/2013
 Birth Weight: 74 lbs.
 205 Days: 740 lbs.
 365 Days: 1486 lbs.
 Yrlg. Frame: 6.0
 Owned By: Boyd Beef, KY; Lawson Family Farms, VA; Prairie View Farm, IL; Trowbridge Angus, NY

Scrotal: 39.0 cm. @ 19 mos.
 Calving Ease Rating: ✓✓✓

- Cartwright is a unique bull with all the elements of a breed-changer. He is a well-balanced, heavy-muscled bull that is sound-structured and unmatched in his visual phenotype. He combines all of this with a curve-bending set of EPDs.
- Data suggests he will sire calves that come easy and grow fast while still having the muscle and dimension to go with it.
- Cartwright's picture-perfect dam traces back to the famous Abigale 6062, the grandam of Bismarck.



S A V Abigale 8076, Dam Boyd Abigale 1121, Maternal Sister Boyd Abigale 0001, Maternal Sister

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Utl H/P	\$W	\$F	\$G	\$B
11	1.0	78	131	0.16	2.04	4	8.6	10	26		26	0.2	-17.28	54	0.15	0.67	0.057		3	83.01	89.67	10.35	123.89
.49	.76	.72	.63	.28	.56	.54	.25	.33	.34		.35	.39		.44	.37	.38	.34		3				
15%		2%	3%		2%									10%		20%				1%	10%		



Connealy Consensus
Connealy Earnan 076E
 Brazila of Conanga 3991 839A
 LT Curve Bender 4810 of EA
EA Blackclass 8914
 SAV Blackclass 374

Born: 3/14/2014
 Birth Weight: 92 lbs.
 205 Days: 857 lbs.
 365 Days: 1478 lbs.
 Owned By: Marohl's Yellow Top Angus, ND; Boettcher Angus, NE; High Country Heifers, Australia; Anvil Angus, Australia; Ellingson Angus, ND

Scrotal: 38.6 cm. @ 12 mos.
 Calving Ease Rating: ✓✓

- A performance sire, Roughrider provides an option for ranchers seeking added pounds, stoutness and structural integrity without sacrificing maternal function and productivity.
- Roughrider sons have been extremely popular through the early bull sales and are certain to be sale highlights at Ellingson Angus.
- Backed by generations of donors and top producers in the Ellingson program, Roughrider is ideal to sire performance-minded progeny. His daughters are deep-sided, soft-made cattle that will excel in many environments.



EA Blackclass 8914, Dam Ellingson Roughrider 6283, Son Ellingson Frontiersman 7132, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Utl H/P	\$W	\$F	\$G	\$B
-2	2.1	73	130	0.21	1.14	16	11.0	8	22		18	0.1	-10.40	52	0.53	0.46	0.068		2	70.29	99.35	23.20	142.06
.40	.78	.74	.52	.24	.59	.48	.24	.31	.35		.32	.32		.46	.39	.40	.37		11				
		4%	3%		25%									15%						10%	4%		20%

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21



Conley Confederate 7284, Son

Connealy Confidence 0100
Connealy Confidence Plus
 Elbanna of Conanga 1209
 Summitcrest Complete 1P55
E&B Lady Complete 330
 E&B Lady 1023 Precision 919

101 PregCheck™ 72%Rel

Born: 1/11/2015
 Birth Weight: 68 lbs.
 205 Days: 749 lbs.
 365 Days: 1330 lbs.
 Yrlg. Frame: 5.1
 Scrotal: 38.0 cm. @ 20 mos.
 Owned By: Everett L Benoit, KS; Harris Penner, OK; Conley Cattle, OK; GENEX, WI

- Confederate is a true standout phenotypically; he's extremely well-balanced, deep-bodied and thick.
- He is a true calving ease sire that is backed by a tremendous cow with a picture-perfect udder. First calving reports indicate his calves are born easy and get up and grow.
- His pedigree offers mating flexibility to the majority of GENEX pedigrees.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
12	-0.1	49	87	0.12	0.17	30	10.5	10	30		-19	-0.3	-3.59	30	0.91	0.53	0.075			62.83	43.02	39.82	112.33
.38	.55	.48	.44	.24	.49	.36	.25	.30	.31	.31	.36			.42	.38	.38	.35						
10%	25%				3%				15%					10%						15%		25%	



K Bar D Wendy 1010, Dam



K Bar D Wendy 19B, Full Sister

Soo Line Alternative 9127W
K Bar D Joe Canada 18Y
 Malsons Savannah 102W
 Vermilion Pony X Press
K Bar D Wendy 1010
 K Bar D Wendy K1T

Born: 3/12/2016
 Birth Weight: 75 lbs.
 205 Days: 782 lbs.
 365 Days: 1185 lbs. @ 10 mos.
 Scrotal: 38.5 @ 20 mos.
 Owned By: K Bar D Ranch, OR; Dameron Angus, IL; Tyler & Cortney Gates, IN; GENEX, WI

- Phenotypic excellence paired with a complete outcross to most of today's popular lines, Native Joe offers a refreshing option for those looking for something different.
- Native Joe offers a balanced set of EPDs that will fit most any mating scenario. He is back by tremendous cow power.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
7	1.6	61	105	0.25	0.97	7	10.4	9	16		49	0.6	0.69	33	0.03	0.60	-0.040			50.47	62.05	17.71	96.01
.32	.47	.42	.37	.20	.38	.32	.17	.29	.30		.26	.31		.36	.33	.33	.29						
		20%	25%	25%							20%	20%				25%	3%						



S A V Bismarck 5682
S A V Brilliance 8077
 S A V Blackcap May 5270
 P V F New Horizon 001
P V F Missie 790
 P V F Miss Raptor 024

99 PregCheck™ 77%Rel

Born: 4/17/2010
 Birth Weight: 84 lbs.
 205 Days: 680 lbs.
 Scrotal: 43.0 cm.
 Owned By: Prairie View Farms, IL; Express Ranches, OK;
 Boyd Beef Cattle, KY; Four Corners Farms, IL; GENEX, WI

Mature: 2270 lbs.
 Mature Frame: 5.6
 Calving Ease Rating: ✓✓

- Insight has established himself as a bull that can do it all. His ability to sire good looking cattle with moderate birth weights, solid growth, strong carcass value, and maternal function make him a popular choice for today's cattlemen.
- His progeny are well-balanced, deep-bodied cattle that exhibit added muscle shape and dimension. His daughters are eye-appealing and feminine and his sons are stout and powerful sons.
- His combination of visual traits, along with \$W and \$B values, makes him unmatched in the breed.



PVF Proven Queen 3065, Daughter



Hoffman Victoria 503, Daughter



Malsons WB Insight 9C, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
6	1.8	61	109	0.30	0.62	24	6.7	8	21	109	34	0.4	-5.78	60	0.02	1.36	0.010	3	544	55.13	79.02	16.47	151.93
.84	.95	.94	.91	.28	.90	.81	.40	.72	.70	255	.47	.50		.64	.60	.57	.60	18	1131		15%		10%



KG Solution 0018
HA Outside 3008
 HA Ever Lady 1575
 HA Program 5652
HA Blackcap Lady 0855
 H A Blackcap Lady 1055

Born: 1/16/2016
 Birth Weight: 104 lbs.
 205 Days: 745 lbs.
 365 Days: 1401 lbs.
 Scrotal: 36.4 cm. @ 12 mos.
 Owned By: Hinman Angus LLC, MT; Conley Cattle, OK;
 McCurry Angus Ranch, KS; Damneron Angus, IL;
 Hilltop Angus, MT; GENEX, WI

- Relevant was one of the true standout bulls from the 2017 sale season.
- He's a bull that will add muscle shape and dimension, body depth, bone and foot size to any calf crop. He is a unique bull that covers all the bases in an outstanding package.
- Relevant's dam is beautifully made with a perfect udder; she hails from the famous HA Blackcap Lady cow family that produced HA Image Maker.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
8	2.1	45	96	0.36	1.00	7	12.1	7	30		2	-0.2	-8.08	36	-0.03	0.50	-0.012			47.52	72.85	9.72	109.03
.34	.52	.46	.42	.21	.48	.34	.17	.28	.30		.31	.36		.39	.35	.36	.33				20%		

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26,
 MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21

1AN01395 COLEMAN **PLAYMAKER** 427

Reg. No. 17914039



Boyd New Day 8005
GDAR Game Day 449
 G D A R Miss Wix 474
 Connealy Onward
Coleman Donna 714
 Coleman Donna 386

100 PregCheck™ 76%Rel

Born: 1/18/2014
 Birth Weight: 89 lbs.
 205 Days: 802 lbs.
 365 Days: 1328 lbs
 Owned By: Coleman Angus, MT

Scrotal: 42.0 cm.
 Mature: 1945 lbs.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓✓

- Maternal value at its finest – Playmaker is a uniquely high Docility son of Game Day from the great Coleman Donna 714. If you like wedge-shaped females with fantastic udders, you've found your A.I. sire!
- Playmaker progeny are born easy with great vigor, and exhibit style and stoutness at an early age.



1AN01395 PLAYMAKER



Coleman Donna 714, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Utl H/P	\$W	\$F	\$G	\$B
11	-2.2	59	100	0.21	0.62	22	10.6	9	22		1	0	1.11	39	-0.11	0.54	0.031			67.81	60.05	-0.16	94.20
.54	.72	.63	.57	.28	.59	.64	.28	.36	.37		.40	.42		.46	.38	.39	.35						
15%	4%	25%			20%															10%			

1AN01224 COLE CREEK **CEDAR RIDGE 1V**

Reg. No. 16134394



C H Quantum 6247
Cole Creek Black Cedar 46P
 Cole Creek Clova Juanada 67
 HBR Encore 0544
Cole Creek Clovanada 49S
 Cole Creek Clovanada 709

100 PregCheck™ 86%Rel

Born: 3/5/2008
 Birth Weight: 67 lbs.
 205 Days: 679 lbs.
 365 Days: 1170 lbs
 Owned By: Dietz Family Angus, ND; Cole Creek Angus, MT

Scrotal: 42.0 cm.
 Mature: 1982 lbs.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓✓✓

- An outcross, calving ease specialist with all the right parts; Cedar Ridge makes being in the cattle business fun and easy.
- Expect his daughters to be low maintenance, hard-working, productive females that remain in the herd for a long time.
- Cedar Ridge offers a truly maternal option for producers that insist on udder quality, good temperaments and superior foot quality.



Dietz Hazel 107, Daughter



Dietz 035, Daughter



Dietz Hazel 104, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Utl H/P	\$W	\$F	\$G	\$B
10	-0.7	41	72	0.14	0.90	11	15.8	8	32	191	-35	-0.5	10.59	7	0.49	0.23	0.028	6	330	69.75	24.63	33.74	56.45
.89	.95	.94	.91	.40	.89	.82	.55	.83	.85	767	.75	.74		.58	.54	.52	.54		10	937			
20%	15%					2%			10%				15%							10%			

1AN01240 SCHIEFELBEIN **EFFECTIVE** 61

Reg. No. 17065105



K C F Bennett Efficient
CAR Efficient 534
 CAR Miss Susie 308
 S A V Final Answer 0035
Frosty Answer 3979
 Frosty Elba Lizzy 1106

100 PregCheck™ 93%Rel

Born: 2/7/2011
 Birth Weight: 64 lbs.
 205 Days: 730 lbs.
 365 Days: 1402 lbs.
 Yrlg. Frame: 5.5
 Owned By: Schiefelbein Farms, MN; Choctaw County Land & Cattle, OK; Tuell Cattle Co., CO; Genex, WI

Scrotal: 44.0 cm.
 Mature: 2090 lbs.
 Mature Frame: 5.1
 Calving Ease Rating: ✓✓✓✓

- Effective consistently sires fault-free, hard-working cattle that make your job easier.
- His daughters are moderate, angular females with phenomenal teat and udder quality, great dispositions and the longevity every cattleman seeks.
- Effective is a household name that exemplifies customer satisfaction.



1AN01240 EFFECTIVE Frosty Elba 983, Daughter PCC Effective 309A, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
15	-2.0	43	81	0.17	1.50	31	7.5	9	29	20	-1	-0.7	-4.06	16	0.86	0.41	0.058	5	77	53.36	33.14	42.17	80.40
.79	.91	.89	.83	.53	.77	.74	.30	.59	.58	.73	.40	.44		.66	.63	.59	.62	25	241				
3%	4%			10%	2%				20%						15%							20%	



1AN01434 CONNEALY **MAINSTAY**

Reg. No. 18839231



Connealy Consensus
Connealy Glory 4127
 Enchant of Conanga 2423
 Connealy Hemisphere 957L
Jayce of Conanga 318E
 Jase of Conanga 4660

Born: 7/28/2016
 Birth Weight: 60 lbs.
 205 Days: 670 lbs.
 365 Days: 1184 lbs.
 Scrotal: 35.7 cm. @ 12 mos.
 Owned By: Boyd Beef Cattle, KY; Spur Ranch, OK; Trowbridge Angus, NY; GENEX, WI

- Mainstay is a bull that checks all the boxes. He catches your eye when you walk in the pen; he's deep, stout, good-looking and combines these visual qualities with an unmatched EPD profile.
- Mainstay is extremely balanced in his performance information, he's breed average or better in every economically relevant trait.
- His mother may be his best attribute. She is a beautifully-made, high-producing cow at Connealy Angus where she's a leader in their ET program.



Jayce of Conanga 318E, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
11	-0.5	70	134	0.34	0.70	31	12.7	10	29	45	0.5	-22.93	55	0.80	0.75	-0.014			74.32	115.86	45.92	178.00	
.35	.55	.48	.43	.24	.49	.44	.21	.28	.30	.31	.37	.25		.41	.37	.37	.35						
15%	15%	10%	2%	2%	2%	20%			20%	25%	25%			10%	15%	10%	15%			4%	1%	10%	2%



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 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21



S A V Final Answer 0035
Connealy Capitalist 028
 Prides Pita of Conanga 8821
 Hoover Dam
Myers Queen M180
 Myers Proud Queen M363

Born: 9/27/2013
 Birth Weight: 78 lbs.
 205 Days: 769 lbs.
 365 Days: 1297 lbs.
 Owned By: Myers Angus Farm, KY; Shipwheel Cattle Co, MT; GENEX, WI

Scrotal: 39.8 cm. @ 12 mos.
 Mature Frame: 5.7
 Calving Ease Rating: ✓✓✓

- Keystone is a semi-proven, high \$W bull that exhibits flawless phenotype with exceptional feet and leg structure.
- Calving ease, growth and carcass traits with moderate milk, high SCR and positive \$EN ... a rare combination.
- His dam is one of the breed's most massive Hoover Dam daughters. She exhibits extra power and depth of body with a tremendous hip and ideal udder structure and teat size.



Myers Queen M 414, Maternal Sister

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Utr H/P	\$W	\$F	\$G	\$B
10	0.6	72	115	0.17	1.23	9	13.5	9	12		38	0.2	3.97	49	0.49	0.81	0.010			62.87	65.91	35.26	138.19
.40	.69	.63	.57	.28	.60	.36	.25	.33	.34		.35	.39		.46	.38	.38	.34						
20%		4%	15%		20%		15%						25%	15%		10%				15%	25%		25%



Connealy Consensus 7229
Connealy Black Granite
 Eura Elga of Conanga 9109
 S A V Net Worth 4200
Thomas Ester 2327
 Thomas Ester 8628

Born: 8/13/2015
 Birth Weight: 75 lbs.
 205 Days: 613 lbs.
 365 Days: 1319 lbs.
 Yrlg. Frame: 5.8
 Scrotal: 40.0 cm. @ 15 mos.
 Owned By: Thomas Angus Ranch, OR; Boyd Beef Cattle, KY; Trowbridge Angus, NY; GENEX, WI

- Navigator is a standout for phenotype, performance data and EPD values. His spread from CED to YW, along with his solid carcass figures, sets him apart. He is a thick-made, deep-bodied bull that is perfect on his feet and legs.
- He has impeccable performance ratios: BW 96, WW 114, YW 117, IMF 123, and REA 113 in a contemporary group of 140 head.
- Navigator's highly productive dam is from the world-famous Thomas Ester cow family that traces back to the Pathfinder® matron, Thomas Ester 4123.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Utr H/P	\$W	\$F	\$G	\$B
13	1.4	61	118	0.30	0.37	16	6	13	28		61	0.6	-18.62	53	0.79	0.67	0.029			59.57	91.54	40.13	164.07
.38	.58	.50	.45	.32	.45	.39	.28	.34	.36		.37	.42		.46	.42	.41	.39						
10%		20%	10%	10%				10%	20%		10%	20%		10%	15%	20%				25%	10%	25%	5%





Connealy Thunder
CTS Remedy 1T01
 CTS 7V03 Bellemere Maid 9T02
 Ellingson Format 2205
EA Blanche 4137
 EA Blanche 1137

Born: 2/20/2016
 Birth Weight: 70 lbs.
 205 Days: 921 lbs.
 365 Days: 1455 lbs.
 Yrlg. Frame: 6.0
 Scrotal: 38.7 cm. @ 11 mos.
 Owned By: Mohnen Angus, SD; Ellingson Angus, ND; GENEX, WI

- Homegrown stands down with as much substance of bone, base width and muscle shape as you will find in a calving ease Angus bull.
- He offers a tremendous EPD profile to go with his eye appealing phenotype.
- Homegrown offers a maternally-oriented, calving ease option with outcross potential for many of today's popular pedigrees.



EA Blanche 1137, Maternal Grandam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B	
10	-0.4	63	123	0.33	1.44	17	8.5	12	38		21	0.3	-29.80	64	0.67	0.90	-0.011			76.51	92.44	42.13	175.25	
.34	.53	.47	.42	.21	.48	.43	.17	.27	.29		.28	.33		.39	.35	.35	.33							
20%	20%	15%	10%	3%	15%			15%	1%					2%	25%	3%	20%			3%	10%	20%	2%	



Connealy Consensus 7229
Mill Bar Hickok 7242
 Mill Bar Bemindful Maid 6304
 Styles Upgrade J59
Baldrige Isabel Y69
 Baldrige Isabel T935

Born: 2/28/2016
 Birth Weight: 80 lbs.
 205 Days: 866 lbs.
 Scrotal: 36.0 cm. @ 12 mos.
 Owned By: Baldrige Bros., NE; Moon Creek Farms, IA; Hansine Ranch, SD

- Hombre is an elite son of Angus legend, Baldrige Isabel Y69.
- He combines the genetic excellence of his pedigree with tremendous depth and muscle in a balanced package.
- Hombre has a tremendous genomic profile with balanced EPDs; he offers a nice spread from birth to yearling and adds marbling and \$Values.



Baldrige Isabel Y69, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B	
9	0.3	76	133	0.21	0.80	18	11.4	4	19		42	0.5	-9.41	55	0.51	0.69	0.034			72.72	100.39	30.40	151.85	
.36	.51	.45	.41	.23	.44	.39	.18	.31	.32		.29	.34		.39	.36	.36	.33							
		2%	2%											10%		15%				5%	3%		15%	

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21

1AN01422 K A **EISENHOWER**

Reg. No. 18672957



Basin Payweight 006S
Basin Payweight 1682
 21AR O Lass 7017
 Sinclair Net Present Value
K A Ms Net Present Value 008
 K A Miss Predestined 862

Born: 09/24/2015
 Birth Weight: 76 lbs.
 205 Days: 623 lbs.
 365 Days: 1028 lbs.
 Scrotal: 40.0 cm. @ 12 mos.
 Owned By: Gretsch Bros. Angus, GA; Carter Angus, KS; Kaiser Angus, KS; GENEX, WI

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
6	1.2	61	110	0.19	0.62	15	4.2	5	23		21	0.5	-5.43	49	0.96	0.32	0.023			61.67	66.02	40.87	144.98
.36	.54	.48	.43	.29	.42	.37	.24	.31	.34		.32	.37		.43	.39	.39	.37			20%	25%	20%	15%



Out of the popular Payweight 1682, Eisenhower offers moderate birth weight, explosive growth, end product merit and high \$Values.

1AN01370 QUAKER HILL **DOUBLEBARREL** 4J1

Reg. No. 18189511



Connealy Reflection
Jindra Double Vision
 Hoff Rachel 8312 405
 S S Objective T510 0T26
Quaker Hill Tibbie 4J4
 Quaker Hill Tibbie 2S4

100 PregCheck™ 71%Rel

Born: 09/18/2014
 Birth Weight: 76 lbs.
 205 Days: 796 lbs.
 365 Days: 1365 lbs.
 Scrotal: 39.5 cm.
 Mature Frame: 7.0
 Owned By: Quaker Hill Farms, VA; Hutson Angus Farms, OK; GENEX, WI

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
11	0.6	62	120	0.24	0.02	16	6	12	29		43	0.5	-18.48	56	0.86	0.44	0.022			64.81	84.22	38.82	157.32
.36	.54	.48	.44	.29	.50	.37	.23	.32	.34		.34	.39		.42	.38	.37	.34			15%	10%	25%	10%



Doublebarrel combines a big-time birth to yearling spread, double-digit calving ease, powerful phenotype and breed-leading index values. He is backed by a highly productive dam and offers proven PregCheck™ fertility ranking!

1AN01374 MYTTY **SOURCE**

Reg. No. 17935497



Rito 707 of Ideal 3407 7075
S A V Resource 1441
 S A V Blackcap May 4136
 Mytty In Focus
Mytty Blackcap 104U
 Mytty Blackcap 87R

94 PregCheck™ 70%Rel

Born: 05/11/2014
 Birth Weight: 80 lbs.
 205 Days: 714 lbs.
 365 Days: 1023 lbs.
 Yrlg. Frame: 5.3
 Scrotal: 46.0 cm.
 Mature Frame: 5.2
 Calving Ease Rating: ✓✓
 Owned By: KG Ranch, MT; Rollin Rock Partners, OR; Mytty Angus, MT; GENEX, WI



Mytty Blackbird 6492, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
7	-0.6	58	96	0.13	1.73	13	11.5	4	19		0	-0.5	6.22	32	0.45	0.62	-0.010			62.12	37.14	36.33	99.17
.62	.83	.78	.44	.26	.40	.34	.24	.31	.34		.31	.36		.42	.36	.37	.34			20%			

A masculine, deep-sided sire with expressive rib shape and capacity, depth and dimension to take your herd to the next level.
 Like his sire, Resource, he will leave behind efficient, easy-keeping females that are sound, functional and easy on the eyes!

1AN01202 MOHNEN **LONG DISTANCE** 1639

Reg. No. 16455862



Mohnen Brushpopper 353
Mohnen Brushpopper 295
 Mohnen Jilt 1283
 Rito 616 of 4B20 6807
Baldrige Blackbird M565
 Baldrige Blackbird 736F
 Born: 01/20/2009
 Birth Weight: 76 lbs.
 205 Days: 793 lbs.
 365 Days: 1305 lbs.
 Yrlg. Frame: 5.6
 Owned By: Mohnen Angus, SD; GENEX, WI

100 PregCheck™ 89%Rel



Mohnen Long Distance 512, Son



Mohnen Long Haul 502, Son

CE	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
12	-1.7	44	78	0.23	0.93	27	9.3	2	28	55	-9	0	-1.68	12	0.63	0.35	-0.021	5	72	54.65	40.40	44.27	86.21
10%	.81	.91	.90	.82	.33	.78	.67	.21	.69	.70	171	.38	.43	.59	.55	.53	.54	12	198			15%	



- › Long Distance is one of the elite calving ease sires in the breed.
- › He will take the stress out of calving season, and leave you with highly productive, broody daughters with well-attached udders and small teats.

1AN01215 CONNEALY **IRISH** 0204

Reg. No. 16761484



Connealy Cowboy
Connealy Wrangler
 Kelly of Conanga 577
 Mytty In Focus
Black Crest of Conanga 5640
 Black Cresha of Conanga 3314
 Born: 01/26/2010
 Birth Weight: 69 lbs.
 205 Days: 824 lbs.
 365 Days: 1426 lbs.
 Yrlg. Frame: 6.3
 Owned By: TC Ranch, NE; GENEX, WI

101 PregCheck™ 89%Rel



Schelskes Irish 4222A, Son



Schelskes Irish 4218A, Son

CE	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
10	-0.6	47	96	0.30	0.95	19	9.4	16	24	112	50	0.6	-7.33	45	0.59	0.74	-0.029	6	200	43.00	58.05	42.52	144.97
20%	.83	.93	.91	.87	.23	.83	.73	.36	.75	.77	308	.55	.62	.62	.58	.56	.58	13	453			20%	15%



- › Irish will add base-width and a super rib design in an easy calving package.
- › He sires big-bodied cattle with enough growth and power to work in the commercial and purebred sectors.

1AN01412 PVF **INAUGURATION** 6174

Reg. No. 18606539



EXG RS First Rate S903 R3
Dameron First Class
 Dameron Northern Miss 3114
 P V F New Horizon 001
PVF Missie 790
 P V F Miss Raptor 024
 Born: 03/14/2016
 Birth Weight: 84 lbs.
 205 Days: 652 lbs.
 365 Days: 1396 lbs.
 Scrotal: 36.0 cm. @ 15 mos.
 Owned By: Prairie View Farms, IL; Brandon & Cathy Jones, IL; Eathington Angus, IL; Woodruff Angus Farms, IA; Head Angus Farms, IA; Dieckmann Cattle Co., IN; Doug Groth, IL; GENEX, WI

CE	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
1	4.2	56	99	0.34	-0.09	7	10.9	11	22		56	0.7	-6.03	43	0.38	0.89	-0.024			41.20	71.18	35.82	148.53
	.33	.48	.43	.38	.20	.34	.17	.31	.33		.30	.34		.37	.33	.34	.30					20%	15%

- › Inauguration is a show heifer maker deluxe! This maternal brother to Insight offers the pedigree power to consistently sire the good ones!
- › He's got the eye appeal to get noticed and the power to back it up. Use with confidence.

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21

1AN01392 RB **GLOBAL** 3300

Reg. No. 17876495



Connealy Tobin
Connealy Confidence 0100
 Becka Gala of Conanga 8281
 LCC New Standard
R B Lady Standard 305-890
 B A Lady 6807 305

101 PregCheck™ 70%Rel

Born: 12/26/2013
 Birth Weight: 67 lbs.
 205 Days: 752 lbs.
 Owned By: Riley Bros Farms, WI

Scrotal: 41.5 cm.
 Mature: 2386 lbs.
 Mature Frame: 6.2
 Calving Ease Rating: ✓✓✓



RB Lady Standard 305 890, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
14	-2.5	58	96	0.24	0.23	17	12.3	15	35		30	0.4	-18.45	38	0.42	0.79	0.015		1	76.47	57.97	33.60	129.29
.48	.65	.59	.44	.30	.45	.41	.26	.35	.36	.35	.40	.40	.44	.40	.40	.38			1				
4%	3%					25%	2%	3%								10%				3%			

- > A maternally-oriented calving ease sire, with a proven PregCheck™ fertility ranking, Global is perfect to breed heifers to make more heifers.
- > Look to Global to add length of body, foot quality and clean front-ends.

1AN01322 MOHNEN **IMPRESSIVE** 1093

Reg. No. 17532083



Basin Expedition R156
Basin Excitement
 Basin Lady S532 AK
 Mohnen Brushpopper 353
Mohnen Jilt 787
 Mohnen Jilt 1655

102 PregCheck™ 80%Rel

Born: 01/14/2013
 Birth Weight: 79 lbs.
 205 Days: 899 lbs.
 365 Days: 1473 lbs.
 Yrlg. Frame: 6.0
 Owned By: Richard Angus, ND; Lawson Family Farms, VA; Mohnen Angus, SD; GENEX, WI;

Scrotal: 41.5 cm.
 Mature: 1985 lbs.
 Mature Frame: 5.7
 Calving Ease Rating: ✓✓✓



Mohnen Impressive 2256, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
11	-0.9	63	103	0.15	0.52	25	11.5	13	25	31	34	0.4	-9.23	47	0.52	0.18	0.036		92	68.73	54.41	24.27	125.41
.77	.91	.89	.84	.22	.81	.65	.33	.60	.58	100	.41	.48	.51	.45	.46	.45			309				
15%	15%	15%			10%		10%							20%						10%			

- > Anchored by the Jilt cow family and some of the breed's most highly-regarded cow makers, Impressive is the maternally-oriented, proven calving ease sire many have been seeking.
- > His calves come easy, have plenty of vigor and are early standouts.

1AN01294 SANDPOINT **J EDGAR HOOVER** Z019

Reg. No. 17412820



SydGen C C & 7
Hoover Dam
 Erica of Ellston C124
 S A V Bismarck 5682
SandPoint Proud Formera 0128
 Sandpoint Proud Formera 8837

101 PregCheck™ 84%Rel

Born: 02/01/2012
 Birth Weight: 76 lbs.
 205 Days: 866 lbs.
 365 Days: 1348 lbs.
 Yrlg. Frame: 5.5
 Owned By: SandPoint Cattle Company, NE; Scott Bradac, ND; GENEX, WI

Scrotal: 42.5 cm.
 Mature: 1935 lbs.
 Mature Frame: 5.4
 Calving Ease Rating: ✓✓



SandPoint Proud Formera 0128, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
3	1.8	70	120	0.33	0.79	32	14.9	4	17	8	44	0	-4.63	43	0.85	0.64	-0.011		11	60.70	99.97	47.74	166.05
.58	.82	.79	.71	.35	.68	.59	.26	.45	.43	23	.36	.40	.42	.42	.42	.41			23				
		10%	10%	3%		2%	4%				25%			15%	25%	20%				20%	3%	10%	4%



- > J Edgar Hoover offers a highly proven PregCheck™ fertility ranking, one of the most important traits in any cow herd.
- > If highly fertile, moderate-framed, easy keeping cattle with longevity is on your wish list, J Edgar Hoover is your answer.

1AN01231 EF **AUTHENTIC** 0829

Reg. No. 16822472



B/R New Design 036
G A R New Design 5050
 G A R Precision 706
 S S Objective T510 OT26
2 Bar Objective 7836
 2 Bar 6807 Traveler 5535
 Born: 01/06/2010
 Birth Weight: 63 lbs.
 205 Days: 819 lbs.
 365 Days: 1318 lbs.
 Yrlg. Frame: 6.6
 Owned By: Evans Farms, TX; 44 Farms, TX; GENEX, WI

98 PregCheck™ 76%Rel



44 Rita A235, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
16	-0.8	66	127	0.18	-0.22	30	4.4	13	38	29	20	0.4	-32.77	45	0.91	0.89	-0.033		132	78.75	78.61	53.87	141.27
.73	.89	.87	.84	.67	.80	.64	.31	.63	.63	105	.41	.46		.55	.49	.50	.50		282				
2%	15%	10%	4%		3%			10%	1%					25%	10%	4%	5%			2%	15%	2%	20%



- > Authentic remains a proven calving ease option that will inject extra carcass merit into his calves.
- > Authentic sired calves are very easy to look at, docile and have an EPD profile that is hard to beat.

1AN01349 BALDRIDGE **BREAKTHROUGH** A091

Reg. No. 17822045



Baldridge Waylon W34
Baldridge Willie Y34
 Baldridge Duchess T69
 Styles Upgrade J59
Baldridge Ever Entense X331
 BaldridgeEvereldaEntenseP805
 Born: 04/19/2013
 Birth Weight: 73 lbs.
 205 Days: 742 lbs.
 365 Days: 1360 lbs.
 Yrlg. Frame: 5.6
 Owned By: Flying U Angus Ranch, OR; Valli-Hi Angus Ranch, ID; Triple B Angus, IL; GENEX, WI

Scrotal: 41.0 cm.
 Mature: 2310 lbs.
 Mature Frame: 5.8
 Calving Ease Rating: ✓✓✓



TBA Ruby of Tiffany 1609, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
9	-0.6	65	114	0.27	0.98	19	11.6	8	25		39	0.5	-13.83	39	0.84	0.70	-0.009		35	66.76	79.53	48.61	145.07
.73	.89	.87	.77	.23	.76	.69	.19	.30	.32		.29	.35		.50	.43	.45	.42		170				
		15%	15%	15%									25%		15%	15%	20%			10%	15%	10%	15%



- > Breakthrough is proving to be a growth bull with added carcass value.
- > Expect Breakthrough calves to come easy at birth, have plenty of power and put it all together in an eye appealing package.

1AN01198 **DIAMOND IN THE ROUGH**

Reg. No. 16608684



ER Justice N013
Diamond Justice 901S
 Eriskay of Er J238
 Diamond Payweight 738N
Diamond Black Lady 7206
 Diamond Black Lady M281
 Born: 01/27/2010
 Birth Weight: 86 lbs.
 205 Days: 755 lbs.
 365 Days: 1269 lbs.
 Yrlg. Frame: 5.6
 Owned By: Stevenson's Diamond Dot, MT; Schaff Angus Valley, ND; GENEX, WI

Scrotal: 43.8 cm.
 Mature Frame: 5.5
 Calving Ease Rating: ✓✓✓



S AV Black Diamond 7532, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
10	1.3	68	120	0.31	1.23	22	9.1	10	14	16	23	0.1	-1.20	52	0.46	0.61	0.017	4	38	55.31	93.16	30.05	155.31
.68	.85	.85	.76	.20	.73	.43	.16	.58	.60	80	.28	.32		.59	.55	.52	.53		14	97			
20%		10%	10%	5%	20%	20%								15%		25%					5%		10%

- > Diamond in the Rough progeny excel for body depth, muscle thickness and overall quality.
- > Utilize this complete outcross, balanced-trait performance sire with a great birth to yearling spread and tremendous \$Values.

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, SW 46.71, SF 44.54, SG 30.76, SB 108.21

1AN01415 RCL **LITHIUM**

Reg. No. 18628457



LCC New Standard
R B Active Duty 010
 B A Lady 6807 305
 Connealy Impression
RCL Barb 2820
 RCL Barb 8208
 Born: 01/07/2016
 Birth Weight: 74 lbs.
 205 Days: 876 lbs.
 365 Days: 1423 lbs.
 Yrlg. Frame: 6.0
 Scrotal: 43.0 cm. @ 15 mos.
 Owned By: Rock Creek Livestock, SD; GENEX, WI

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
8	0.7	61	109	0.27	1.44	31	12.1	11	24		30	0.2	-7.55	47	0.41	0.70	-0.028			62.63	73.29	34.79	144.63
.35	.53	.47	.42	.25	.40	.34	.22	.31	.33		.30	.35		.40	.36	.36	.34			20%	20%		15%

- > Lithium offers an outcross pedigree, as well as maternal strength; backed by a young Pathfinder® cow, RCL Barb 2820.
- > A long-spined bull that stands on an excellent set of feet and legs with a balanced set of EPDs.

1AN01360 POSS **ELEMENT** 215

Reg. No. 17383988



Poss Total Impact 745
Poss Easy Impact 0119
 Poss Elmaretta 736
 ALC Big Eye D09N
Poss Erica 004
 Poss Erica 814
 Born: 01/29/2012
 Birth Weight: 62 lbs.
 205 Days: 808 lbs.
 365 Days: 1411 lbs.
 Yrlg. Frame: 5.6
 Owned By: Poss Angus, NE; 4M Angus Farm, NE; GENEX, WI
 Scrotal: 42.5 cm.
 Mature: 2300 lbs.
 Mature Frame: 5.7
 Calving Ease Rating: ✓✓✓✓

95 PregCheck™ 83%Rel



Poss Pride 515, Daughter



Marda Forever Lady 721, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
12	-1.6	60	106	0.15	0.86	21	15	15	26	4	9	0.1	-9.76	37	0.37	0.51	0.060		27	66.88	63.76	22.11	107.97
10%	.73	.88	.86	.76	.25	.66	.55	.26	.42	.41	.18	.34	.40	.48	.42	.43	.43		108	10%			

- > Element is quickly proving to be a sleep-all-night calving ease sire and you won't have to sacrifice performance.
- > The Element daughters are big-ribbed with extra style and base width. Coupled with his mid-range MILK EPD, Element is becoming a true cow maker.

1AN01310 BRUIN **BREAKING NEWS** 2201

Reg. No. 17453152



Sitz Upward 307R
Bruin Uproar 0070
 Falcon Blackbird 6071
 G A R New Design 5050
Bruin 5050 Princess 9401
 Bruin 109 Kind Princess 6041
 Born: 07/17/2012
 Birth Weight: 72 lbs.
 205 Days: 775 lbs.
 365 Days: 1489 lbs.
 Yrlg. Frame: 5.6
 Owned By: Bruin Ranch, CA; GENEX, WI
 Scrotal: 43.5 cm.
 Mature: 2120 lbs.
 Mature Frame: 6.3
 Calving Ease Rating: ✓✓✓

96 PregCheck™ 85%Rel



Bruin Uproar 0070, Sire

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
10	0.4	61	100	0.17	0.93	28	13.2	13	27	2	44	0.8	-11.76	39	0.69	0.74	0.006		12	65.73	49.93	43.60	128.96
20%	.59	.82	.79	.65	.28	.58	.49	.25	.37	.37	5	.37	.41	.49	.42	.42	.41		14	15%		15%	



- > Breaking News continues to prove himself as the calving ease son of Uproar with a no-miss EPD profile and tremendous phenotype.
- > He offers an impressive combination of maternal and carcass traits.

1AN01304 BOYD **GUN POWDER** 2070

Reg. No. 17257301



S A V Final Answer 0035
Thomas Powder River 9053
 Thomas Carol 7595
 Boyd New Day 8005
Boyd Everelda Entense 0054
 Boyd Everelda Entense 8009
 Born: 03/16/2012
 Birth Weight: 78 lbs.
 205 Days: 917 lbs.
 365 Days: 1357 lbs.
 Yrlg. Frame: 6.0
 Owned By: Boyd Beef, KY; GENEX, WI

Scrotal: 44.0 cm.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓



Boyd Everelda Entense 0054, Dam



Boyd 7045, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
1	3.1	83	146	0.20	1.24	1	2.4	3	33		45	0.2	-31.20	56	0.17	0.15	0.059			86.18	112.53	1.24	120.52
.39	.65	.59	.43	.27	.48	.41	.19	.29	.31		.31	.36		.42	.36	.36	.33			1%	2%		

- > This high-octane growth sire is also among the breed's elite for \$W; he combines this data with tremendous body depth and muscle dimension.
- > Gun Powder's combination of growth and maternal attributes is unrivaled in the breed.

1AN01278 JINDRA **DOUBLE VISION**

Reg. No. 16748826



Bon View New Design 878
Connealy Reflection
 Happy Grill of Conanga 6260
 Hoff Limited Edition S C 594
Hoff Rachel 8312 405
 Hoff Miss Expo S C 4223
 Born: 02/08/2010
 Birth Weight: 83 lbs.
 205 Days: 971 lbs.
 365 Days: 1625 lbs.
 Yrlg. Frame: 6.7
 Owned By: Jindra Angus, NE; Macholan Angus, NE; GENEX, WI

101 PregCheck™ 88%Rel

Scrotal: 46.0 cm.
 Mature: 2810 lbs.
 Mature Frame: 7.5
 Calving Ease Rating: ✓✓



Jindra Blackcap J 972 453, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
3	2.1	63	121	0.28	0.27	26	7.8	12	29	114	71	1.2	-23.45	62	0.70	0.54	-0.002	10	517	57.88	86.67	37.69	166.03
.83	.95	.94	.91	.60	.89	.86	.45	.76	.74	338	.59	.64		.63	.59	.57	.59		16	1291	25%	10%	4%



- > Double Vision consistently sires rapid early performance and added frame size without sacrificing foot quality and structural design.
- > With his proven PregCheck™ fertility ranking, cattlemen appreciate his fertility in addition to his added muscle, substance of bone and calm demeanor.

1AN01332 VIN-MAR **JOHNNY CASH** 3513

Reg. No. 17608412



Sitz Dash 10277
Barstow Cash
 Barstow Queen W16
 KMK Alliance 6595 I87
Vin-Mar Eloise 0159
 Vin-Mar Eloise 5343
 Born: 01/30/2013
 Birth Weight: 79 lbs.
 205 Days: 773 lbs.
 365 Days: 1399 lbs.
 Owned By: Express Ranches, OK; High Point Genetics, IA; GENEX, WI

Scrotal: 44.5 cm.
 Mature: 2220 lbs.
 Mature Frame: 6.8
 Calving Ease Rating: ✓✓



Summit Ms Blackcap E01, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	SW	SF	SG	SB
6	1.6	72	135	0.28	1.33	20	14.7	8	22	2	45	0.4	-17.76	67	0.09	0.83	0.021		24	63.02	106.10	11.48	148.47
.61	.85	.84	.75	.28	.66	.50	.24	.40	.39	11	.31	.36		.48	.42	.43	.43		78	15%	2%		15%

- > Johnny Cash sires cattle with added growth and performance, without sacrificing depth of body and foot quality.
- > Expect his daughters to be feminine, flat shouldered, productive type females that you love to show off.

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 11, CEM 8, MILK 24, MW 26,
 MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21



Mytty In Focus
MOGCK Sure Shot
 Mogck Black Lass 2065
 KG Onward 6221
KG Rito Lady 8724
 KG Rito Lady 8187

95 PregCheck™ 87%Rel

Born: 1/25/2010
 Birth Weight: 60 lbs.
 205 Days: 705 lbs.
 365 Days: 1148 lbs.
 Yrlg. Frame: 5.0
 Owned By: Richard Angus Ranch, ND; KG Ranch, MT; GENEX, WI

Scrotal: 44.0 cm.
 Mature: 2420 lbs.
 Mature Frame: 5.2
 Calving Ease Rating: ✓✓✓✓

- The solution for calving ease and breed-leading performance whether you sell at weaning or retain through finish.
- Solution is a long, smooth-fronted bull with rapid early growth and performance.
- He is a big spread bull that is an ideal mating to Final Answer, Bismarck and Thunder daughters. Use him to add mass, natural thickness and muscle.



Shaw Lady Solution 5112, Daughter



Shaw Solution 55073, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
14	-2.0	65	121	0.26	1.13	19	15.5	10	24	34	43	0.3	-12.51	44	0.27	0.65	-0.030	3	175	67.78	84.12	28.52	128.34
.84	.93	.92	.85	.31	.88	.71	.31	.70	.70	191	.58	.51		.62	.57	.55	.58	13	736				
4%	4%	15%	10%	20%	25%		3%				25%			25%		20%	10%			10%	10%		



Sitz Traveler 8180
S A V Final Answer 0035
 S A V Emulous 8145
 Boyd New Day 8005
S A V Blackbird 5297
 S A V Blackbird 1082

Born: 2/27/2007
 Birth Weight: 69 lbs.
 205 Days: 965 lbs.
 365 Days: 1466 lbs.
 Yrlg. Frame: 5.5
 Owned By: Rafter U Ranch, SD; Boyd Beef Cattle, KY; Pender Bros, FL; Schaff Angus Valley, ND; Prairie View Farms, IL; GENEX, WI

Scrotal: 44.5 cm.
 Mature: 2310 lbs.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓

- Pioneer's legacy continues thanks to his outstanding daughters.
- If you are looking to improve your female base, use him to sire angular, feminine females with a lot of rib shape and awesome udders.
- His progeny are structurally sound with longevity for any environment.



S A V Madame Pride 0413, Daughter



S A V Elba 0522, Daughter



S A V Blackcap May 0504, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
6	1.7	55	100	0.15	1.25	11	12.2	9	25	1007	27	-0.2	2.19	32	0.31	0.63	0.037	9	1804	63.36	53.10	25.24	96.47
.91	.97	.97	.96	.71	.94	.92	.66	.91	.93	3293	.77	.79		.70	.66	.64	.67	20	4635				
				20%			25%									25%				15%			



G D A R Traveler 044
G A R Grid Maker
 G A R Precision 2536
 Schoenes Fix It 826
S A V Abigale 0451
 S A V Abigale 6062

98 PregCheck™ 96%Rel

Born: 2/1/2005
 Birth Weight: 76 lbs.
 205 Days: 884 lbs.
 365 Days: 1596 lbs.
 Owned By: Schaff Angus Valley, ND; Pender Bros, FL;
 Bismarck Associates; GENEX, WI

Scrotal: 40.0 cm.
 Mature: 2302 lbs.
 Mature Frame: 6.0
 Calving Ease Rating: ✓✓✓✓

- Bismarck is one of the breed's legendary sires.
- He has set the standard for replacement females in the breed. He sires highly fertile, easy fleshing daughters that possess beautiful udders with small teats.
- Bismarck is a proven calving ease bull, yet sires growth and muscle in his progeny.



Boyd Forever Lady 912, Daughter S A V Madame Pride 9275, Daughter S A V Primrose 9827, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
12	0.1	53	89	0.27	1.03	11	12.8	13	20	1924	10	0	14.78	30	0.18	0.64	0.017	9	3927	64.16	55.93	21.39	106.16
.95	.98	.98	.97	.77	.96	.94	.75	.94	.96	6929	.87	.88	.71	.68	.65	.69		16	9745				
10%	25%			15%			20%	10%					10%			25%				15%			



Sitz Traveler 8180
S A V Final Answer 0035
 S A V Emulous 8145
 Hyline Right Time 338
Happy Dell of Conanga 262
 Happy Daze of Conanga 6260

100 PregCheck™ 81%Rel

Born: 1/13/2007
 Birth Weight: 76 lbs.
 205 Days: 882 lbs.
 365 Days: 1506 lbs.
 Yrlg. Frame: 6.0
 Owned By: TC Ranch, NE; GENEX, WI

Scrotal: 38.5 cm. @ 14 mos.
 Mature: 2200 lbs.
 Mature Frame: 5.8
 Calving Ease Rating: ✓✓✓✓

- Right Answer is still a favorite when it comes to making easy calving, high performing, fault-free cattle that remain in the herd.
- His daughters are wedge-made, stout, square-hipped females with fantastic udders and dispositions.



Baldridge Blackbird 11 Baf, Daughter 2K Racquel 283, Daughter TR Mr Answer This 2009Z, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
12	-0.3	62	114	0.24	0.99	20	8.3	9	26	583	47	0.3	-5.47	29	0.30	-0.03	0.024	17	1154	72.34	81.30	17.59	94.17
.92	.97	.96	.95	.63	.94	.90	.69	.89	.91	1975	.79	.79	.77	.75	.71	.75		58	3125				
10%	20%	20%	15%			25%					20%									5%	15%		

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21

Mytty In Focus
A A R Ten X 7008 S A
 A A R Lady Kelton 5551
 G A R Predestined
Maurer's Ms Predestined W10
 G A R 112 Rito C446

99 PregCheck™ 79%Rel

Born: 1/28/2013
 Birth Weight: 64 lbs.
 205 Days: 827 lbs.
 365 Days: 1285 lbs.
 Yrlg. Frame: 5.8
 Owned By: 44 Farms, TX; Lawson Family Farms, VA

Scrotal: 39.5 cm.
 Mature: 2166 lbs.
 Calving Ease Rating: ✓✓✓✓

- Envision is proving to be the standout son of Ten X.
- He offers the unique ability to sire progeny that excel in calving ease, growth and carcass merit, while maintaining the depth, body shape and fleshing ability cattlemen demand.
- He is a double-digit calving ease sire with rapid growth and end product value.



Maurer's Ms Predestined W10, Dam 44 Ruby 5371, Daughter 44 Ringing Endorsement 6904, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
17	-2.8	55	103	0.13	0.28	16	10	15	39	1	-15	-0.5	-21.53	36	0.91	0.66	0.049	55	77.87	58.40	44.13	124.30	
.55	.79	.76	.64	.32	.68	.61	.29	.35	.37	1	.39	.43		.52	.47	.47	.46	92					
1%	2%							2%	1%					10%	20%				2%			15%	



Connealy Impression
Connealy Imprint 8317
 Ellina of Conanga 868 7127
 S A V Bismarck 5682
Buford Elba 9000
 S A V Elba 4436

Born: 5/17/2014
 Birth Weight: 76 lbs.
 205 Days: 820 lbs.
 365 Days: 1463 lbs.
 Owned By: Reisig Cattle, MT; Doug Booth Family Angus, WY; GENEX, WI

Scrotal: 43.8 cm.
 Mature Frame: 5.3
 Calving Ease Rating: ✓✓✓

- Intrigue is a unique combination of power, depth and dimension in a calving ease package.
- Look for Intrigue to make his mark in the commercial market where cow power and pounds matter.



Buford Elba 9000, Dam Reisig Elba 5000, Full Sister

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
12	0.2	55	98	0.21	0.93	29	12.8	12	17		33	0.3	4.03	27	0.46	0.54	-0.002			49.33	55.62	35.90	101.81
.37	.53	.47	.42	.26	.46	.38	.22	.34	.36		.35	.40		.41	.38	.38	.34						
10%						4%	20%	15%					25%										



TC Gridiron 258
S A V Iron Mountain 8066
 S A V Madame Pride 3249
 S A F 598 Bando 5175
S A V May 2397
 S A V May 7238

94 PregCheck™ 82%Rel

Born: 1/5/2011
 Birth Weight: 85 lbs.
 205 Days: 957 lbs.
 365 Days: 1449 lbs.
 Yrlg. Frame: 6.0
 Owned By: Ridge View Ranch, IL; Pender Bros, FL; David Cox, IL; Schaff Angus Valley, ND; GENEX, WI

Scrotal: 40.8 cm. @ 12 mos.
 Mature: 2090 lbs.
 Mature Frame: 6.8
 Calving Ease Rating: ✓✓✓✓

- Angus Valley sires angular, long-sided females that are hard-footed and hard to beat.
- Expect his progeny to have added growth and plenty of frame while still maintaining fleshing ease and eye appeal.



S A V Erica 3188, Daughter S A V Madame Pride 3113, Daughter Champion Hill Georgina 8547, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Utl H/P	\$W	\$F	\$G	\$B
4	0.6	52	100	0.16	1.00	18	13.8	8	23	246	47	0.5	-6.98	35	0.45	0.28	0.039	5	540	47.06	55.02	25.53	103.08
.87	.96	.95	.92	.45	.90	.86	.50	.82	.82	711	.51	.58		.60	.55	.54	.56	8	1500				
						10%					20%	25%											



Rito 112 of 2536 Rito 616
GAR-EGL Protege
 L B 6807 Isabel 339
 SydGen C C & 7
G G Clara 0171
 G G Clara 7192

97 PregCheck™ 88%Rel

Born: 12/15/2011
 Birth Weight: 80 lbs.
 205 Days: 823 lbs.
 365 Days: 1519 lbs.
 Yrlg. Frame: 6.2
 Owned By: Slovek Ranch, SD; Ty Malek, MT; Split Diamond Ranch, MT; GENEX, WI

Scrotal: 42.0 cm.
 Mature: 1990 lbs.
 Mature Frame: 5.6
 Calving Ease Rating: ✓✓✓✓

- Fortitude is the outcross, calving ease bull that will sire long-bodied, super attractive cattle that will make you money at the bunk.
- Fortitude's combination of CED, growth numbers and indexes makes him a standout in the breed.
- Brandon Peterson, breeder of Fortitude, sums it up best, "Fortitude calves come light and easy, get up fast to suck, and grow faster than most calves."



PA Hazel 8056-B1049, Daughter PA Lora 3123 562, Daughter PA Fortitude 6220, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Utl H/P	\$W	\$F	\$G	\$B
13	-1.2	57	104	0.35	0.71	18	13.1	13	18	37	56	0.7	-3.05	48	0.81	0.76	-0.034	8	174	49.77	74.96	49.35	167.75
.82	.93	.92	0.87	.54	.86	.77	.39	.68	.64	150	.41	.44		.64	.60	.57	.60	17	593				
10%	10%		25%	2%		15%	10%				15%	10%		20%	15%	10%	4%				15%	10%	4%



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 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21



G A R Predestined
PA Power Tool 9108
 Shamrocks Beebee Queen 3095
 G A R New Design 5050
Pine View SQR Rita W091
 Pine View Rita R084

99 PregCheck™ 95%Rel

Born: 2/14/2011
 Birth Weight: 78 lbs.
 205 Days: 823 lbs.
 365 Days: 1314 lbs.
 Yrlg. Frame: 5.6
 Owned By: Peterson Angus, SD; GENEX, WI

Scrotal: 39.1 cm. @ 12 mos.
 Mature: 1930 lbs.
 Mature Frame: 5.7
 Calving Ease Rating: ✓✓

- Full Power is siring fault-free, broody functional females with excellent udders and teat quality.
- He sires a lot of growth and power with incredible end product merit.
- Few sires in the Angus database match Full Power's combination of growth, MARB and REA. Coupled with his breed-leading DOC and proven PregCheck™ fertility ranking, you'll see why Full Power is a must-use sire.



PA Erroline 005, Daughter



LRS Full Power 520C,
 SimAngus™ Daughter



Schiefelbein Throttle 674, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
3	0.7	62	112	0.22	0.95	22	7.7	0	26	107	8	0.4	-10.65	41	1.09	0.77	0.006	8	382	65.69	73.71	53.40	148.97
.84	.95	.94	.90	.26	.90	.82	.40	.74	.72	280	.45	.49		.63	.59	.56	.59	15	1172	15%	20%	3%	15%



S A V Final Answer 0035
SandPoint Butkus X797
 G A R Grid Maker 4603
 Connealy Onward
Sitz Henrietta Pride 643T
 Sitz Henrietta Pride 81M

Born: 1/9/2015
 Birth Weight: 62 lbs.
 205 Days: 822 lbs.
 365 Days: 1332 lbs.
 Owned By: Pollard Farms, OK; Trowbridge Angus, NY; Pembroke Cattle, OK; Little Windy Hill Farms, VA; Pine Coulee Angus, MT

Scrotal: 41.5 cm. @ 25 mos.
 Calving Ease Rating: ✓✓✓

- A son of the rare Butkus, out of one of the breed's most elite cows, Broadview has the pedigree to do great things.
- His first calves were born easy with a lot of vigor.
- Broadview is a bull that will improve disposition, moderate milk and sire calves that perform and are easy on the eyes.



Pine Coulee Forever Lady E60, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
12	0.1	58	105	0.25	0.93	33	9.3	10	17	37	37	-0.1	1.97	33	0.32	0.53	-0.020			52.08	68.45	30.35	113.37
.43	.64	.57	.44	.27	.52	.40	.25	.35	.36		.35	.39		.43	.40	.40	.37				25%		



Basin Franchise P142
EF Complement 8088
 EF Everelda Entense 6117
 B/R Ambush 28
Riverbend Young Lucy W1470
 Riverbend Young Lucy T1080

104 PregCheck™ 89%Rel

Born: 8/25/2011
 Birth Weight: 60 lbs.
 205 Days: 673 lbs.
 365 Days: 991 lbs.
 Yrlg. Frame: 4.9
 Owned By: Baldrige Bros., NE; Evans Farms, TX; Breckenridge Partnership Ltd., NM

Scrotal: 39.5 cm.
 Mature: 2010 lbs.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓✓✓

- A no-miss calving ease sire with added calf vigor at birth.
- Commando sires moderate-framed cattle that are consistent in their type and kind. They are very expressive in their muscle shape and have a great look from the side.
- With a proven PregCheck™ fertility ranking, you can be confident Commando will create more pregnancies.



Baldrige Rachel C001, Daughter Baldrige Dependable D089, Son Baldrige Comapass C010, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
13	-0.8	58	96	0.17	-0.15	6	4.5	15	29	1	8	0	-10.36	30	0.91	0.73	0.040	1	140	68.84	50.74	47.28	119.47
.87	.95	.93	.84	.33	.85	.81	.24	.45	.43	.24	.34	.38		.54	10	.49	.49	1	554				
10%	15%							2%	20%						10%	15%					10%		



S A V Final Answer 0035
Yon Final Answer W494
 Yon Sarah N170
 Yon Final Call W446
Yon Sarah A537
 Yon Sarah X623

Born: 11/12/2014
 Birth Weight: 68 lbs.
 205 Days: 765 lbs.
 365 Days: 1211 lbs.
 Yrlg. Frame: 6.8
 Owned By: Yon Family Farms, SC; Baldrige Bros., NE; GENEX, WI

Scrotal: 37.7 cm. @ 12 mos.
 Calving Ease Rating: ✓✓✓✓

- Swamp Fox is a calving ease option with carcass merit and a practical, maternal pedigree.
- He offers rankings at the top of the breed for CED, YW, DOC, \$F and MARB.
- Swamp Fox is a slick-haired, low maintenance bull that will appeal to commercial cattlemen looking to make trouble-free, longevity-minded cows that make money.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
17	-2.4	56	122	0.36	0.72	32	13.1	13	35		44	0.5	-27.26	47	0.98	0.55	0.039			64.45	108.51	43.10	165.40
.39	.56	.49	.41	.20	.47	.32	.24	.28	.30		.33	.34		.40	.36	.36	.34						
1%	3%		10%	1%		2%	15%	10%	3%		25%	25%		20%	10%					15%	2%	20%	4%



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 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21



LCC New Standard
R B Active Duty 010
 B A Lady 6807 305
 S A F 598 Bando 5175
S A V May 2397
 S A V May 7238

Born: 1/27/2016
 Birth Weight: 76 lbs.
 205 Days: 925 lbs.
 365 Days: 1465 lbs
 Yrlg. Frame: 6.6
 Scrotal: 42 cm. @ 12 mos.
 Owned By: Linz Heritage Angus, IN; Stone Creek Black Angus, IL;
 John Blohm, IA; Bruiser and Blade Angus, WI;
 Doug Ruth, MO; GENEX, WI

- Accuracy is an outcross sire that combines two of the most powerful cow families in the breed.
- He is square-hipped, wide-based and exhibits tremendous depth of body.
- This young sire will add dollars whether selling at weaning or retaining through the feedlot; a combination of cow power and performance!



S A V May 2397, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
10	2.4	70	129	0.29	1.57	28	8.6	10	32		71	0.6	-28.07	56	0.40	0.66	0.033			69.73	108.81	25.26	159.26
.38	.52	.46	.43	.29	.45	.41	.25	.36	.37		.34	.38		.41	.38	.38	.34						
20%		10%	4%	10%	10%	5%			10%		4%	20%		10%		20%				10%	2%		10%



Vermilion Sirlain
HA Prime Cut 4493
 HA Miss Blackcap 9127
 S A V Net Worth 4200
HA Lass 3309
 HA Lass 4206

Born: 2/9/2016
 Birth Weight: 80 lbs.
 205 Days: 746 lbs.
 365 Days: 1373 lbs.
 Scrotal: 38.2 cm. @ 12 mos.
 Owned By: Hinman Angus LLC, MT; GENEX, WI

- Sterling is an outstanding son of Prime Cut that offers a unique combination of calving ease, growth and carcass merit backed by a strong line of maternal cows.
- His grandmother and great-grandmothers are Pathfinder® cows; his outstanding dam has a 107 ratio on two calves.
- Sterling was a standout at Hinman Angus with ratios of 107 YW, 112 IMF and 108 REA.



HA Prime Cut 4493, Sire

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
15	-0.3	58	105	0.22	0.77	8	9.9	12	44		-2	0	-30.95	47	0.52	0.70	0.033			80.37	68.23	32.65	141.56
.34	.52	.46	.41	.20	.47	.29	.16	.25	.27		.27	.32		.38	.34	.35	.32						
3%	20%		25%					15%	1%					20%		15%				2%	25%		20%

1AN01298 EATHINGTON **SUB-ZERO**

Reg. No. 17379591

S A V Final Answer 0035
Connealy Capitalist 028
 Prides Pita of Conanga 8821
 B C Matrix 4132
KP Miss Proven Queen 21
 PVF All Proven Queen 503

101 PregCheck™ 91%Rel

Born: 3/28/2012
 Birth Weight: 51 lbs.
 205 Days: 669 lbs.
 Yrlg. Frame: 6.0
 Owned By: Eathington Angus, IL; Prairie View Farm, IL;
 Sub-Zero Group; GENEX, WI

Scrotal: 39.5 cm.
 Mature: 2065 lbs.
 Mature Frame: 5.7
 Calving Ease Rating: ✓✓✓✓

- Sub-Zero has proven himself as a bet-the-ranch calving ease sire, ranking him among the breed's elite.
- He is a bull that combines calving ease with growth; his calves are deep-bodied, wide-based and thick made.
- He has been used heavily in both purebred and commercial outfits with great success.



JLF Vixon 6062, Daughter

Penners Sub O 581, Son

KP Miss Proven Queen 21, Dam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
19	-3.1	54	93	0.15	0.45	11	8.5	16	23	9	47	0.5	-5.04	36	-0.11	0.49	0.053	5	35	56.91	43.25	-3.20	76.07
.76	.88	.86	.76	.27	.73	.65	.31	.37	.40	.14	.34	.38	.58	.53	.51	.52		12	.76				
1%	2%							1%			20%	25%											

1AN01437 SITZ **ALPINE** 11076

Reg. No. 18385837

Summitcrest Complete 1P55
KM Broken Bow 002
 Summitcrest Princess 0P12
 Mogck Bullseye
Sitz Ellunas Elite 1874
 Sitz Ellunas Elite 4011

Born: 2/2/2016
 Birth Weight: 60 lbs.
 205 Days: 701 lbs.
 365 Days: 1223 lbs.
 Scrotal: 38.7 cm. @ 12 mos.
 Owned By: Sitz Angus Ranch, MT; Hilltop Angus Ranch, MT; GENEX, WI

- Alpine was the lead off bull from the fall 2017 Sitz Angus bull sale. He is a balanced-trait bull the ranks among the breed's elite for CED, growth, maternal and carcass traits.
- Visually, Alpine is a bull that will catch your eye. He is a sound structured, good footed bull that has the look of a herd sire with his depth and width.
- Alpine's mother raised him as a first calf heifer earning a 110 ratio at WW.



CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
16	-1.5	67	110	0.11	1.35	25	13.9	15	23		5	0.1	-3.84	44	1.00	0.51	0.051			76.56	63.38	41.89	138.67
.37	.53	.47	.43	.25	.40	.35	.24	.30	.32		.30	.35	.41	.37	.38	.35							
2%	10%	10%	20%		15%	10%	10%	2%					25%	10%						3%		20%	25%



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 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21

1AN01424 LD **PANHANDLE** 5570

Reg. No. 18476599



MCC Daybreak
Quaker Hill Rampage 0A36
 QHF Blackcap 6E2 of 4V16 4355
 Rito 6EM3 of 4L1 Emblazon
SQ 12Y of Henrietta Pride
 Sitz Henrietta Pride 643T

Born: 9/17/2015
 Birth Weight: 75 lbs.
 205 Days: 756 lbs.
 365 Days: 1156 lbs.
 Yrlg. Frame: 5.8
 Scrotal: 38.5 cm. @ 12 mos.
 Owned By: Musgrave Angus, IL; Luddington Cattle LLC, OK

- > If you are looking for a bull that will add growth and carcass value along with feed efficiency and feedlot performance, then look to this young sire.
- > Panhandle is a calving ease bull with carcass merit and breed-leading \$W, \$F and \$B indexes in addition to siring calves with a lot of look.



Sitz Henrietta Pride 643T, Grandam

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Util H/P	\$W	\$F	\$G	\$B
12	1.2	70	119	0.28	1.17	8	12.3	9	28		27	0	-14.16	62	0.51	1.14	0.005			78.20	87.02	38.20	174.33
.36	.50	.44	.40	.29	.44	.37	.22	.32	.32	.33	.38			.40	.37	.37	.34						
10%		10%	10%	15%	25%		25%		20%					3%		1%				2%	10%		2%

1AN01348 KG **JUSTIFIED** 3023

Reg. No. 17707279



Connealy Consensus 7229
Connealy Judgment
 Etrine of Conanga 9876
 Sitz Wisdom 481T
KG Miss Magic 1443
 KG Miss Magic 3528

102 PregCheck™ 79%Rel

Born: 1/21/2013
 Birth Weight: 70 lbs.
 205 Days: 696 lbs.
 365 Days: 1154 lbs.
 Owned By: KG Ranch, MT; Gartner-Denowh Angus Ranch, MT; Arntzen Angus Ranch, MT

Scrotal: 44.5 cm.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓✓

- > A double-digit calving ease bull, Justified has high profit potential for commercial cattlemen. His breed-leading \$W and outcross pedigree provides unlimited mating flexibility.
- > His progeny exhibit extra muscle shape and definition.
- > With a proven PregCheck™ fertility ranking, use Justified to achieve extra pregnancies during your next breeding season.



AAR Justified 6105, Son

AAR Justified 6181, Son

KG Justified 6099, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Util H/P	\$W	\$F	\$G	\$B
10	-1.8	63	108	0.11	1.58	15	12.4	10	29		16	0.2	-15.24	21	0.65	0.21	0.026		17	73.10	54.47	36.58	78.55
.71	.85	.85	.80	.23	.77	.76	.19	.31	.33	.29	.35			.49	.43	.44	.42		161				
20%	5%	15%	20%		10%		20%		20%											4%			





G A R Grid Maker
S A V Bismarck 5682
 S A V Abigale 0451
 S A V Final Answer 0035
S A V Emblynette 0491
 S A V Emblynette 7566

99 PregCheck™ 70%Rel

Born: 2/23/2012
 Birth Weight: 75 lbs.
 205 Days: 960 lbs.
 365 Days: 1406 lbs.
 Yrlg. Frame: 6.0
 Owned By: Ratcliff Ranches, OK; Fortune's Rafter U Ranch, SD; Carstens Farm, IA; Albrect and Penz, OK; Pender Brothers, FL; Schaff Angus Valley, ND; Voss Angus, IA

Scrotal: 44.0 cm.
 Mature: 2190 lbs.
 Mature Frame: 6.2
 Calving Ease Rating: ✓✓

- West River truly exemplifies the best of both sides of his legendary pedigree. Combining Bismarck and Final Answer makes for moderate BW, easy fleshing, sound-made cattle that work for you.
- Daughters in production are big-bellied, docile females with great udders and foot structure.



S A V Emblynette 0491, Dam

Janssen Blackcap May 6111, Daughter

S A V West Coast 6855, Son

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
5	0.9	59	104	0.28	0.54	22	11.5	6	22	6	36	0.3	-5.42	34	0.51	0.42	0.041		46	56.72	75.87	30.00	124.45
.67	.85	.81	.70	.29	.68	.62	.25	.39	.37	.9	.35	.39		.50	.44	.45	.44		100		15%		



S A V 8180 Traveler 004
S A V 004 Density 4336
 S A V May 7238
 Connealy Dateline
Falcon Blackbird 6071
 Vermilion Blackbird 5044

Born: 8/2/2015
 Birth Weight: 72 lbs.
 205 Days: 798 lbs.
 365 Days: 1614 lbs.
 Yrlg. Frame: 6.0
 Scrotal: 39.3 cm. @ 12 mos.
 Owned By: Upchurch Angus, AL; Strommen Ranch, ND; Bruin Ranch, CA

- One of the top reasons to use A.I. is to make superior replacement females, and Torque is a tremendous option to do just that!
- A Density son out of the dam of Uproar, Torque has maternal potency to go with his moderate, thick-made, easy fleshing phenotype indicative of a great sire of daughters. Put this mellow mannered bull's genetics to work in your herd.
- If your cow herd needs more maternal horsepower, just add Torque!

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
-2	3.1	58	111	0.24	1.10	16	11	-1	28		60	0.6	-16.73	60	0.16	0.77	-0.013		51.25	64.33	19.83	135.44	
.33	.52	.47	.43	.23	.49	.35	.20	.32	.34		.35	.39		.39	.35	.36	.33				25%		25%

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21

1AN01433 CIRCLE L **GUS**

Reg. No. 17993084



1AN01433 GUS

S Alliance 3313
S Chisum 6175
 S Gloria 464
 HARB Pendleton 765 J H
Circle L Pride X097
 Circle L Pride 38T

Born: 1/24/2014
 Birth Weight: 76 lbs.
 205 Days: 734 lbs.
 365 Days: 1248 lbs.
 Yrlg. Frame: 6.0
 Owned By: Bobcat Angus, MT; Circle L Angus, MT

Scrotal: 39.0 cm. @ 47 mos.
 Mature: 2100 lbs.
 Calving Ease Rating: ✓✓✓

- Essential to the GENEX lineup are bulls that sire superior replacement females; Gus is a bull that will do just that. His mother is deep-bodied with an exceptional udder and good foot quality.
- He's a calving ease bull that sires well-balanced, consistent calves that have a lot of volume and muscle expression with good feet and legs. His daughters are fault-free and easy-doing with the longevity every cattleman seeks.
- Born and raised at 6000+ feet, his PAP score is 38 (tested by Dr. Tim Holt). His first set of sons PAP tested extremely well.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
11	-1.0	66	106	0.27	0.24	15	8.5	15	24		-15	-0.2	-2.07	63	0.09	0.78	0.054	2	78.42	78.39	7.05	153.39	
.50	.72	.67	.52	.28	.52	.35	.24	.31	.34		.34	.38		.46	.39	.40	.38		5				
15%	10%	10%	25%	15%				2%						3%		10%			2%	15%		10%	

1AN01380 VARILEK **RELIABULL** 5048 34

Reg. No. 18215436



Connealy Confidence 0100
Varilek Confidence 3004 0
 Varilek RS Bess 1015 189
 Varilek Aberdeen 0036
Varilek Lady 3153 369
 Varilek Lady 389 7254

Born: 1/9/2015
 Birth Weight: 83 lbs.
 205 Days: 822 lbs.
 365 Days: 1417 lbs.
 Owned By: Varilek Angus, SD, GENEX, WI

Scrotal: 39.5 cm. @ 12 mos.
 Calving Ease Rating: ✓✓

- Reliabull is a high altitude, calving ease prospect that offers solid EPDs, structural correctness and a unique pedigree.
- He boasts a PAP score 38 at 7500 feet; tested by Dr. Tim Holt in Laramie, Wyoming.

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MIKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$W	\$F	\$G	\$B
8	0.5	56	102	0.22	0.19	25	12.2	12	22		23	0.4	-3.03	38	0.80	0.84	0.045		55.10	69.23	43.74	140.66	
.37	.64	.58	.42	.21	.37		.30	.17	.24		.27	.32		.41	.35	.36	.33						
						10%	25%	15%							15%	10%				20%	15%	20%	



1AN01355 McCONNELL **ALTITUDE** 3114

Reg. No. 17877778



Connealy Consensus 7229
Connealy Comrade 1385
 Happy Gee of Conanga 919
 S A V 004 Density 4336
MA Beauty 0156
 M A Lucys Traveler 9859

99 PregCheck™ 72%Rel

Born: 8/15/2013
 Birth Weight: 69 lbs.
 205 Days: 791 lbs.
 365 Days: 1407 lbs.
 Yrlg. Frame: 5.0
 Owned By: Beaman X6 Ranch, CO; McConnell Angus, NE

Scrotal: 42.0 cm.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓

- Altitude consistently sires wedge-made, functional daughters that make the keeper pen every time.
- Expect Altitude calves to be very clean through their front, big topped, sound made and maternal in their look.
- A low PAP score of 38 at 7500 feet makes Altitude an appropriate name.



MA Beauty 0156, Dam

MA Lucys Traveler 9859,
Maternal Grandam

RCL Duchess 616, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Utl H/P	\$W	\$F	\$G	\$B
5	-1.1	55	100	0.19	0.91	26	7.2	9	20		-31	-0.5	4.27	24	0.63	0.10	0.061		11	58.64	63.94	28.53	93.47
.63	.82	.80	.69	.27	.52	.55	.23	.31	.33		.33	.38		.48	.41	.42	.38		.32				
	10%				10%								25%							25%			

1AN01300 SITZ **INVESTMENT** 660Z

Reg. No. 17179119



Connealy Product 568
Connealy Final Product
 Ebonista of Conanga 471
 Sitz Upward 307R
Sitz Ellunas Elite 656T
 Sitz Ellunas Elite 35M

104 PregCheck™ 83%Rel

Born: 1/26/2012
 Birth Weight: 86 lbs.
 205 Days: 905 lbs.
 365 Days: 1503 lbs.
 Yrlg. Frame: 5.0
 Owned By: Sitz Angus, MT; Lawson Family Farms, VA; TK Angus, NE; Express Ranches, OK; Boyd Beef Cattle, KY; Kenny Angus, IA; Pitts Angus, MO; Sauk Valley Angus, IL; Thomas Angus Ranch, OR

Scrotal: 41.0 cm.
 Mature: 2420 lbs.
 Mature Frame: 5.2
 Calving Ease Rating: ✓✓

- Investment sires cattle with extra growth, added phenotype and foot structure.
- Expect his progeny to be those big-topped, performance type cattle that push down the scales.
- His progeny were the lowest and most consistent sire group ever PAP tested at Sitz Angus. They averaged 36.7 at 5400 feet elevation, compared to a contemporary group average of 43.
- Did we mention fertility? Investment is by far one of the most talked about sires when it comes to creating pregnancies.



Mytty Barbaramere Nell 4025, Daughter

Mytty Blackbird 4053, Daughter

T K Tesa C63, Daughter

CED	BW	WW	YW	RADG	SCR	DOC	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Utl H/P	\$W	\$F	\$G	\$B
0	1.1	72	139	0.21	1.23	24	10.1	12	31	56	34	0.6	-28.51	60	0.31	0.55	0.033		231	73.84	105.13	18.69	139.97
.82	.94	.93	.91	.32	.90	.79	.73	.73	.71	271	.44	.48		.54	.48	.49	.49		873				
		4%	1%		20%	15%		15%	10%			20%		4%						4%	3%		20%

Spring 2018 American Angus Breed Averages – EPDs as of 12/8/17
 CED 6, BW 1.3, WW 50, YW 88, RADG 0.20, SCR 0.73, DOC 13, HPG 10.1, CEM 8, MILK 24, MW 26, MH 0.3, SEN -3.39, CW 34, MARB 0.49, RE 0.44, FAT 0.012, \$W 46.71, \$F 44.54, \$G 30.76, \$B 108.21

Importance of Pregnancy Diagnosis *in a Beef Herd*

By: Ky G. Pohler, Ph.D., Department of Animal Science, University of Tennessee

Pregnancy diagnosis is a crucial element of any herd management plan. However, each year in the United States, approximately 80% of beef cow herds are not subjected to pregnancy diagnoses. Effective pregnancy diagnosis can improve reproductive efficiency and decrease resources wasted on open cows. Most producers who do not diagnosis pregnancy are concerned with the extra time and labor associated with working cows or are not familiar with the diagnostic options available to them. With a bit of simple planning, diagnosing pregnancy does not have to be a burden but rather a beneficial tool for managing a cow herd.

Why is knowing reproductive status important to herd management?

A pregnant cow and an open cow require similar land and feed resources, but only one will provide a return on that investment. The average cost of maintaining a mature beef cow in United States ranges from \$558-785/year including production costs such as feed and labor as well as fixed costs. Pregnancy diagnosis can help producers and consulting veterinarians formulate management, health and feeding strategies to improve herd efficiency by making the most salable product from limited resources.

Pregnancy diagnosis after artificial insemination (A.I.) allows for the identification of non-pregnant cows as early as possible. This provides information about protocol success and can reduce the insemination interval for herds performing resynchronization for a second insemination. Pregnancy diagnosis can also confirm whether a natural service bull is adequately settling cows. In addition, determining pregnancy status and gestational age will allow sorting into calving groups based on estimated due dates. Understanding the pregnancy status of a herd is as important of a management tool as choosing a bull or weaning calves. Similar diligence should be given to determining the timing and method of pregnancy diagnosis.

What methods of pregnancy diagnosis are available?

There are many options for pregnancy diagnosis, each with its individual benefits. The oldest and most common method is rectal palpation. The technician determines whether a fetus is present by feel and estimates age of a fetus by relative size. Information available from this kind of diagnosis may be restricted to pregnancy stage and major reproductive tract abnormalities. Pregnancy diagnosis by transrectal ultrasound can provide additional information about the pregnancy including more accurate aging, sex determination and the presence of an embryonic/fetal heartbeat. Classically, these have been the two main ways to conduct pregnancy diagnosis in a beef herd. A major challenge is that many regions may lack a skilled large animal veterinarian with the proper equipment for these types of herd checks.

An alternative and accurate method is blood based pregnancy tests, which do not require an onsite veterinarian. A blood sample can be easily obtained through the tail or jugular vein. The cost per animal is comparable to, and often less than, palpation or ultrasound. Samples are collected and sent to certified laboratories that analyze the sample, and results are sent back to the producer within 1-3 days.

The ideal pregnancy test has three components: 1) it must be accessible for producers in a field setting 2) it can accurately identify pregnant and open cows and 3) it should assess viability of a pregnancy. Although ultrasound provides a snapshot for assessing viability, its accuracy for predicting pregnancy loss is variable. Researchers are currently working towards incorporating markers into blood-based tests that can meet the third component. Pregnancy diagnostic methods may vary but each provides valuable insight to the reproductive status of a herd.

When should pregnancy status be assessed?

Knowing the pregnancy status as soon as possible can limit the amount of resources wasted on open or non-pregnant cows. The method of pregnancy diagnosis determines the optimal time for pregnancy checking a cow herd.

Rectal palpation is often most accurate after 40 days of gestation while, with ultrasound, an embryonic heartbeat can be identified as early as day 28 of gestation. Samples for blood-based pregnancy diagnosis can be collected as early as day 27-29 after breeding through the end of gestation. Recommended collection time varies slightly

between individual tests, so following instructions carefully is important for accurate results.

For producers utilizing A.I., it is beneficial to identify which cows conceive to A.I. Depending on the management strategy, this can be done with a pregnancy check approximately 30 days after A.I. It can also be done by aging the pregnancy at the end of the breeding season so long as there was ample time between A.I. and turning out the clean-up bull. Ideal timing for pregnancy diagnosis is difficult to pinpoint.

As previously mentioned, early diagnosis minimizes inputs wasted on unproductive cows. However, up to 12% of cows diagnosed as pregnant on day 30 can lose the pregnancy between then and calving. This number decreases to approximately 3% after day 100 of gestation. Thus, multiple pregnancy checks in an individual breeding season may be beneficial in certain cases, specifically when trying to pinpoint critical periods of pregnancy loss. Each producer should evaluate their personal priorities and management strategies to identify their most ideal use of pregnancy diagnosis tools.

When all is said and done, any of these options for pregnancy diagnosis is better than no pregnancy diagnosis ■

With a bit of simple planning, diagnosing pregnancy does not have to be a burden but rather a beneficial tool for managing a cow herd.



S A V Final Answer 0035
Brown Final Answer Z7235
 Brown Ms Abigrace L7730
 Beckton Nebula P P707
HXC Patricia Rose 102Y
 HXC 502R

Born: 8/15/2015
 Birth Weight: 95 lbs.
 205 Days: 393 lbs.
 365 Days: 1006 lbs.
 Scrotal: 39.0 cm. @ 19 mos.
 Owned By: Fantasy Group, TX; R.A. Brown Ranch, TX;
 BLW Red Angus, OK

- Intrepid is backed by the great HXC Patricia Rose 102Y, and is one of the most feed efficient sires tested in the R.A. Brown system.
- Intrepid has the pedigree and physique to sire outstanding, profitable females that thrive in any environment.

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
156	55	9	-2.4	86	139	24	-1	17	9	11	1.02	0.22	49	0.06	0.040
		.28	.32	.26	.28	.19	.08	.26	.33	.41	.31	.23	.24	.27	.27
5%	1%	15%		1%	1%	25%		2%	3%		1%		1%		



HXC Patricia Rose 102Y,
 Dam of INTREPID and LEGEND



BLW Ms Freedom Rose D629,
 Maternal Sister to INTREPID and LEGEND

Maternal Brothers with Maternal Strength



Beckton Epic K F075
Beckton Epic R397 K
 Beckton Kit F468 JL
 Beckton Nebula P P707
HXC Patricia Rose 102Y
 HXC 502R

Born: 2/18/2013
 Birth Weight: 65 lbs.
 205 Days: 665 lbs.
 365 Days: 1144 lbs.
 Yrlg. Frame: 4.5
 Owned By: B & L Red Angus, OK; Dale & Mary Moore, OK;
 Larry Walker, KS; GENEX, WI

Scrotal: 39.5 cm. @ 30 mos.
 Calving Ease Rating: ✓✓✓

- Progeny are born light and with ease, yet exhibit vigor and appetite. Legend is a popular sire in both commercial heifer breeding projects, and registered herds looking to add high-end genetic merit.
- Legend has the unique ability to sire high powered growth cattle, yet maintains strong figures for input and fertility traits.

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
178	53	8	-3.6	64	111	22	-7	17	2	17	0.82	0.15	31	0.18	0.050
		.43	.78	.71	.68	.30	.04	.28	.39	.43	.40	.36	.52	.35	.44
5%	10%		25%		20%		10%	10%		1%	10%				



Mark Sneed

Brown Ms P707 Y6674, Dam



HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
209	54	13	-4.3	67	110	25	1	13	4	19	1.06	0.08	29	0.21	0.030
2%	4%	10%	20%		25%					1%	1%				

HXC Conquest 4405P
LSF Takeover 9943W
 LSF Wideload R5014 U8061
 Beckton Nebula P P707
Brown Ms P707 Y6674
 Brown Ms Mission Stmt T6963

Born: 01/30/2014
 Birth Weight: 85 lbs.
 205 Days: 795 lbs.
 365 Days: 1132 lbs.
 Yrlg. Frame: 5.5
 Owned By: Henderson Red Angus, TX; Shieldknight Land & Cattle, TX;
 Emerald Earth Cattle Co., WI; Ludvigson Stock Farms, MT

Scrotal: 42.0 cm. @ 15 mos.
 Calving Ease Rating: ✓✓✓

H2R Ms Profitbuilder D605, Daughter



H2R Profitbuilder D604, Son



JFCC Penelope 759, Daughter



- > The secret is out, Profitbuilder is the sire of dominating EPDs and Indexes, as well as eye-catching phenotype – a combination that’s rarely replicated by bulls of any breed!
- > Profitbuilder sires depth and length of body, sound structure and a “look at me” profile.
- > Regardless of breed composition or hide color; if your herd needs a genetic boost, Profitbuilder is a must-use sire that covers all the bases.

Fall 2017 American Red Angus Breed Averages
 HB 97, GM 50, CED 6, BW -1.8, WW 59, YW 91, MILK 21, ME 1, HPG 12,
 CEM 5, STAY 10, MARB 0.46, YG 0.02, CW 22, REA 0.13, FAT 0.00

1AR00967 BROWN AA **PREDICTABULL** C5748



Reg. No. 1750557

Beckton Nebula P P707
Brown JYJ Redemption Y1334
 JYJ Ms Jolene W16
 5L Destination 893-6215
Brown Ms Destination T7634
 Brown Ms Cherokee P7916

Born: 2/15/2015
 Birth Weight: 83 lbs.
 205 Days: 622 lbs.
 365 Days: 1116 lbs.
 Yrlg. Frame: 5.7
 Owned By: Shieldknight Land & Cattle, TX; B&L Red Angus, OK;
 R.A. Brown Ranch, TX; Double A Cattle Co., TX; GENEX, WI

Scrotal: 40.5 cm. @ 21 mos.
 Calving Ease Rating: ✓✓✓✓

- Combining the merit of his iconic sire, and a Destination daughter with an impressive production record, Predictabull is no gamble!
- Masculine with a flawless structural design, Predictabull is a sure-fire way to add breed-leading, fresh genetics to your herd.

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
201	53	15	-4.1	69	108	24	2	16	7	17	0.56	-0.08	28	0.43	-0.010
1%	1%	1%	20%	15%	15%	25%		4%	15%	1%	.32	10%	.29	3%	25%

1AR00964 C-T **RED ROCK** 5033



Reg. No. 3471552

Beckton Nebula P P707
Brown JYJ Redemption Y1334
 JYJ Ms Jolene W16
 Red Crowfoot Ole's Oscar
C-T Verdi 1030
 CTDB Verdi 904

Born: 1/27/2015
 Birth Weight: 71 lbs.
 205 Days: 783 lbs.
 365 Days: 1253 lbs.
 Yrlg. Frame: 5.6
 Owned By: C-T Red Angus, MT; GENEX, WI

Scrotal: 40.0 cm. @ 16 mos.
 Calving Ease Rating: ✓✓✓

- Redemption genetics with a maternal twist! This balanced-trait star offers rock solid genetics geared towards building a profitable cow herd.
- Red Rock hails from a breeding program and lineage based on maternal function and real world profitability.
- Build equity in your herd, build your herd on the rock!

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
154	54	12	-6.7	60	102	26	-3	7	7	13	0.54	-0.08	21	0.28	-0.010
15%	4%	15%	4%		33	25%	25%	.27	.37	15%	.33	20%	.28	.28	.29



Mark Sneed

JYJ Ms Jolene W16, Dam



HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
198	55	17	-4.9	66	116	28	2	11	9	16	0.79	0.07	32	0.04	0.000
2%	2%	2%	15%		15%	15%			15%	2%	10%				

Beckton Nebula M045
Beckton Nebula P P707
 Beckton Lana M809 EP
 LJC Mission Statement P27
JYJ Ms Jolene W16
 HXC Jolene R548

Born: 01/14/2011
 Birth Weight: 62 lbs.
 205 Days: 555 lbs.
 365 Days: 1040 lbs.
 Yrlg. Frame: 4.2
 Owned By: B&L Red Angus, OK; Walker-Hall Cattle, OK; Ferrill Family Cattle Co, TX; R.A. Brown Ranch Family, TX; GENEX, WI

Scrotal: 40.0 cm. @ 22 mos.
 Mature: 2002 lbs.
 Mature Frame: 4.5
 Calving Ease Rating: ✓✓✓✓

Brown Ms Redemption A7014, Daughter



S Dixie Lady Redemption 499, Daughter



WR Ms Sammie Sue 187C, Daughter



MNS Chardonmay 4742, Daughter



Rust Redem 201C, Son



- Redemption is a household name in all aspects of the cattle industry. Progeny have excelled across the globe, they are appreciated as cattle that do so many things well!
- Whether for calving ease in heifers, to moderate cow size and reel in a herd's inputs, or in elite donor nucleus programs; Redemption still is a go-to sire.
- The top selling Red Angus bull of all time at GENEX.

Fall 2017 American Red Angus Breed Averages
 HB 97, GM 50, CED 6, BW -1.8, WW 59, YW 91, MILK 21, ME 1, HPG 12,
 CEM 5, STAY 10, MARB 0.46, YG 0.02, CW 22, REA 0.13, FAT 0.00



LSF Nextpectation 0083X
Leachman Pledge A282Z
 LCOC Zara TG004
 Beckton Nebula P P707
HXC190Y
 HXC Jaylo LB136

Born: 2/15/2015
 Birth Weight: 81 lbs.
 205 Days: 731 lbs.
 365 Days: 1497 lbs.
 Yrlg. Frame: 6.4
 Owned By: Hueftle Cattle Co., NE; Green Mountain Red Angus, MT;
 GENEX, WI

Scrotal: 39.0 cm. @ 14 mos.
 Calving Ease Rating: ✓✓

- High-octane growth in a massive, powerful phenotype. Declaration offers an option to breeders looking for a bigger framed, performance-minded red option.
- Declaration sires added width of top, muscle shape and base width. His calves will make you notice them in the pasture!
- If your herd needs a shot of carcass merit, Declaration will infuse marbling and increase meat yield without sacrificing pounds at weaning or performance in the feedyard.



1AN00963 Declaration



HXC Jaylo LB 136, Grandam

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
130	58	5	-0.5	95	161	16	-2	12	3	10	1.28	-0.07	65	0.57	-0.040
		.32	.42	.35	.37	.23		.21	.35	.38		.26	.31	.25	.35
25%	1%			1%	1%						1%	20%	1%	4%	5%



Mytty In Focus
Andras In Focus B152
 Andras Pineta B91
 Morgans Direction 111 9901
Andras Kuruba B111
 Andras Kuruba B71

Born: 9/25/2011
 Birth Weight: 74 lbs.
 205 Days: 762 lbs.
 Yrlg. Frame: 6.0
 Owned By: Osborn Red Angus, AL; Collier Diamond C Ranch, TX;
 Andras Stock Farm, IL; GENEX, WI

Scrotal: 45.3 cm.
 Mature: 2184 lbs.
 Mature Frame: 5.3
 Calving Ease Rating: ✓✓

- A complete outcross to red pedigrees, but from very well-proven black Angus lineage, New Direction is an easy mating sire.
- Use on cows or heifers to add depth of body, fleshing ease and his deep, dark red color.
- New Direction is a fantastic mating on continentals, to add softness and marbling without sacrificing performance levels.



Andras Kuruba B111, Dam



BCLR Direction E38-1, SimAngus™ Son



JFCC Kerri Lee 552, Daughter

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
70	51	5	-2.9	60	104	29	-7	11	8	4	0.54	0.18	28	0.03	0.050
		.74	.92	.90	.89	.72	.35	.36	.70	.40	.49	.42	.60	.43	.50
						15%	10%		20%						



Bieber Rouse Samurai X22
Bieber Spartacus A193
 Bieber Tilly 233U
 LSF JBOB Expectation 6034S
Jeffries Ms Primrose X667
 Basin Primrose 8216

Born: 12/22/2015
 Birth Weight: 78 lbs.
 205 Days: 731 lbs.
 365 Days: 1205 lbs.
 Yrlg. Frame: 6.2
 Owned By: Jeffries Land & Cattle, OK; GENEX, WI

- Gladiator is a tremendous total package, 6 frame bull from the Jeffries program in Oklahoma.
- This Spartacus son is a unique combination of elite growth and carcass, while still maintaining excellent fertility (HPG).
- If you're looking for outstanding eye appeal, balanced EPDs, and a unique pedigree, you've found a new warrior!

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
139	54	6	-3.4	78	120	24	5	18	6	11	1.16	0.25	36	-0.01	0.06
15%	1%	.43	.38	.35	.39	.21	.35	.27	.30	.24	.31	.25	.31	.28	.28
			25%	3%	5%	25%		1%			1%		15%		



RED U-2 RECON 192Y
RED U-2 RECKONING 149A
 RED U-2 ANEXA 271Y
 RED MINBURN COPENHAGEN 3Y
RED U-2 MABEL 60A
 RED U-2 MABEL 7061T

Born: 1/17/2016
 Birth Weight: 60 lbs.
 205 Days: 812 lbs.
 Scrotal: 42.0 cm. @ 15 mos.
 Owned By: U2 Angus Ranch, AB; GENEX, WI

- Like a fine wine! A tremendously deep-bodied, masculine, good looking bull, Malbec offers a completely Canadian pedigree and low birth weight.
- Malbec was a standout at U2 Ranch in Alberta exhibiting outstanding Angus character, dark red color and skeletal soundness all the way to the ground.

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
96	48	3	-1.1	52	77	17	-6	9	2	12	0.31	-0.01	14	0.02	-0.01
		.17	.23	.20	.20	.14	.00	.02	.14	.02	.04	.06	.17	.03	.05
							3%			20%					25%

Fall 2017 American Red Angus Breed Averages
 HB 97, GM 50, CED 6, BW -1.8, WW 59, YW 91, MILK 21, ME 1, HPG 12,
 CEM 5, STAY 10, MARB 0.46, YG 0.02, CW 22, REA 0.13, FAT 0.00

1AR00947 PFFR **CONVOY** 9Z

Reg. No. 1562054



Beckton Julian GG B571
HXC Conquest 4405P
 HXC Ellie May MA638
 Badlands Loaded 19T
PFFR Sun Can 8X
 PFFR Ms Sun Can 398
 Born: 02/11/2012
 Birth Weight: 68 lbs.
 205 Days: 755 lbs.
 365 Days: 1387 lbs.
 Yrlg. Frame: 5.1
 Owned By: Paul Fehman, MN; GENEX, WI

Scrotal: 44.5 cm.
 Mature: 2320 lbs.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓✓



JFCC Dance 457, Daughter

HB	GM	CE0	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
124	52	13	-2.9	64	102	23	3	13	3	10	0.53	-0.08	26	0.25	-0.020
	20%	10%	.55	.64	.58	.41	.36	.33	.47	.32	.52	.41	.46	.48	.49
												20%			20%

- Put your herd in motion! Convoy is a heifer's dream, siring light birth weights and excellent calf vigor.
- He has become a go-to sire for many large commercial heifer projects where his fertility, calving ease and maternal strength are highly regarded.

1AR00968 SR **HERE WE GO** C325

Reg. No. 3520779



BUF CRK Medallion N328
BUF CRK Nice'N Easy T189
 BUF CRK Redpride P154
 Beckton Nebula M045
Red Hill M045 Lydia 65R
 Beckton Lydia M513 EP

Born: 05/02/2015
 Birth Weight: 74 lbs.
 205 Days: 554 lbs.
 365 Days: 797 lbs.
 Scrotal: 41.5 cm. @ 24 mos.
 Owned By: K2 Red Angus, WY; Solid Rock Red Angus, CO; GENEX, WI

HB	GM	CE0	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
197	50	15	-5.5	56	89	17	-5	20	3	17	0.49	0.19	15	0.02	0.070
	1%	25%	1%	5%	.33	.27	.18	.32	.37	.43	.28	.21	.27	.22	.24
							10%	1%		1%					

- Here We Go offers elite ranking maternal EPDs and will make huge maternal progress in any cow herd.
- Expect outstanding calving ease, moderate mature size, fleshing ability and exceptional fertility in his progeny. PAP tested 40 at 6000 ft by Dr. Tim Holt, Colorado State.

1AR00966 REDHILL 190Z **JULIAN 271B**

Reg. No. 1736663



Beckton Julian G5 S107
Redhill S107 Julian 190Z
 Redhill LT142 Barmaid 141W
 Beckton Julian G5 S107
Redhill S107 Amber 195Z
 CCCH T189 Amber 204X

Born: 09/21/2014
 Birth Weight: 70 lbs.
 205 Days: 608 lbs.
 365 Days: 950 lbs.
 Yrlg. Frame: 5.3
 Scrotal: 39.0 cm. @ 26 mos.
 Owned By: Red Hill Farms, TN; GENEX, WI

Calving Ease Rating: ✓✓✓



Redhill S107 Amber 195Z, Dam



CCCH 84S Amber 204X, Maternal Grandam

HB	GM	CE0	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
190	49	13	-1.7	49	77	27	-3	18	2	19	0.53	0.13	14	0.00	0.050
			.35	.52	.40	.24		.24	.37	.38	.29	.23	.34	.23	.25
	3%	10%				20%	25%	4%		1%					

- Julian 271B consistently sires slick-haired, docile and easy keeping calves that excel in any forage based environment.
- Hailing from a long line of females selected for function and profitability in a real world environment, Julian 271B is perfect to incorporate practical genetics with the commercial cowman in mind.

1AR00972 WFL **MERLIN 018A**

Reg. No. 1628086



LJC Mission Statement P27
LJC Merlin T179
 BUF CRK Redpride N179
 Brown Commitment S7206
WFL Commitment 042Y
 WFL Jewelmaker 9024

Born: 1/19/2013
 Birth Weight: 63 lbs.
 205 Days: 675 lbs.
 365 Days: 1154 lbs.
 Owned By: Leland Red Angus, MT; Wedel Red Angus, KS

Scrotal: 40.0 cm.
 Mature: 2160 lbs.
 Mature Frame: 5.8
 Calving Ease Rating: ✓✓

- Merlin 018A is a reliable sire of performance-minded cattle with excellent carcass merit and a refreshing pedigree. His pedigree contains no Nebula, Conquest or Epic.
- This mild-mannered bull is making outstanding daughters in herds that demand a cow works for a living.
- Merlin 018A sorts to the top of the breed for many EPDs, yet provides pedigree flexibility that so many sires with his genetic merit do not. Put this next generation sire to use in your herd!



Leland Frankly 018-6599, Son Leland Frankly 018-6602, Son Leland Frankly 018-6614, Son

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
140	55	7	-4.8	92	141	18	7	10	-2	14	0.61	-0.10	46	0.68	-0.01
20%	2%	.54	.74	.65	.68	.30	.17	.27	.39	.42	.42	.36	.52	.36	.46
			15%	1%	2%					10%		15%	10%	2%	

1AR00970 LELAND **MARKSMAN** 6629

Reg. No. 3543019



LJC Merlin T179
WFL Merlin 018A
 WFL COMMITMENT 042Y
 Glacier Chateau 744
Leland Chateau 747
 Messmer Pandora W044

Born: 4/10/2016
 Birth Weight: 65 lbs.
 205 Days: 768 lbs.
 365 Days: 1323 lbs.
 Yrlg. Frame: 6.1
 Scrotal: 34.0 cm. @ 12 mos.
 Owned By: Leland Red Angus, MT; Koester Red Angus, ND; GENEX, WI

- Here's an outcross, calving ease prospect that could be just the ticket for daughters of GENEX leaders Redemption, Domain and Profitbuilder.
- Balanced-traits EPDs, pedigree mating flexibility and the maternal excellence of one of the Red Angus breed's foundation herds make Marksmann just the bull to put your herd on target!

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
157	53	8	-5.3	72	112	24	5	10	3	16	0.49	-0.06	28	0.30	-0.020
5%	1%	.29	.42	.36	.38	.23		.21	.32	.38	.32	.27	.31	.27	.36
		20%	10%	10%	15%	25%				1%		15%	15%	15%	15%

Fall 2017 American Red Angus Breed Averages
 HB 97, GM 50, CED 6, BW -1.8, WW 59, YW 91, MILK 21, ME 1, HPG 12,
 CEM 5, STAY 10, MARB 0.46, YG 0.02, CW 22, REA 0.13, FAT 0.00

1A00959 BIEBER **DEEP END** B597

Reg. No. 1694338



Bieber Roosevelt W384
Bieber Rollin Deep Y118
 Bieber Tilly 399W
 LJC Mission Statement P27
Bieber Laura 158W
 Basin Laura 5301

Born: 05/10/2014
 Birth Weight: 100 lbs.
 205 Days: 810 lbs.
 365 Days: 1393 lbs.
 Yrlg. Frame: 6.4
 Scrotal: 40.5 cm. @ 19 mos.
 Owned By: Bieber Red Angus, SD; GENEX, WI

Calving Ease Rating: ✓✓



JFCC Kelby 763, Daughter

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
74	56	6	-0.9	74	125	28	-1	16	4	3	1.14	-0.16	44	1.24	0.040
	1%	.50	.67	.46	.49	.32	.35	.35	.39	.26	.34	.29	.41	.32	.30
				15%	10%	15%		15%			1%	5%	10%	1%	

- Deep End combines the growth and carcass merit of his popular sire with the maternal potency of his highly productive dam. Deep End sires added frame and extension.
- Breeders will appreciate this bull's substance of bone, depth of body and masculinity in a deep cherry red package. He is an ideal mating for mature daughters of Conquest, Big Sky and Nebula P707 derivatives.

1A00962 LSF SRR **ELITE** 5356C

Reg. No. 1744885



Beckton Nebula P P707
Brown Premier X7876
 Brown Ms Destination T7664
 Basin EXT 7455
SRR Chris 957-673
 SRR Chris 673-248

Born: 02/13/2015
 Birth Weight: 74 lbs.
 205 Days: 829 lbs.
 365 Days: 1260 lbs.
 Yrlg. Frame: 6.5
 Scrotal: 39.0 cm. @ 21 mos.
 Owned By: B&L Red Angus, OK; Ludvigson Stock Farms, IA; GENEX, WI

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
174	52	9	-3.3	81	125	19	3	14	8	15	0.60	0.11	39	0.00	0.000
	10%	.31	.42	.36	.38	.28	.02	.25	.35	.39	.33	.27	.32	.27	.36
				10%	10%			25%	20%	4%			15%		

- A deep-bodied, robustly constructed sire that checks a lot of the boxes! Check out his well-rounded EPD profile, 6+ frame score and his sound made phenotype and you have a bull that demands serious consideration.
- Elite has the design and genetics to be a highly regarded sire of daughters several years from now.

1A00936 LSF **CONQUEROR** 0026X

Reg. No. 1368793



Beckton Julian GG B571
HXC Conquest 4405P
 HXC Ellie May MA638
 Lchmn Enterprise 1370H
LSF Dina R5000 U8039
 LSF Dina N3044 R5000

Born: 01/06/2010
 Birth Weight: 66 lbs.
 205 Days: 748 lbs.
 365 Days: 1306 lbs.
 Yrlg. Frame: 6.0
 Owned By: Ludvigson Stock Farms, IA; Rhodes Red Angus, KS; Chile Beef, Chile; SRS Red Angus, CO

Scrotal: 37.0 cm.

Mature: 2070 lbs.

Mature Frame: 5.6

Calving Ease Rating: ✓✓✓✓



LSF SRR Premium 3179A, Son

HB	GM	CED	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
97	53	12	-4.5	68	124	27	3	9	4	7	0.70	0.39	38	-0.24	0.080
	10%	.81	.87	.85	.85	.80	.64	.42	.79	.45	.64	.50	.59	.60	.60
				20%	10%	20%					20%		15%		

- A customer satisfaction sire – Conqueror maintains heifer-safe calving ease while still offering big-time performance.
- A perennial high semen seller due to repeat sales to commercial heifer projects.



3SCC EUCLA X723, Dam



3SCC Bonnie C122, Daughter



Koester Dimension 549, Son



Leland Domain 163-6539, Son



HB	GM	CE	BW	WW	YW	MILK	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
208	53	13	-2.9	59	108	28	-2	19	8	18	0.91	0.21	31	0.31	0.090
2%	10%	10%			25%	15%		2%	20%	1%	4%			25%	

Beckton Dominor Z1 R610
Beckton Dominor T122 Z1
 BKT Larkabel R038 WA
 Basin Hobo 0545
3SCC EUCLA X723
 BSKF Eucla U278

Born: 03/26/2013
 Birth Weight: 84 lbs.
 205 Days: 655 lbs.
 365 Days: 1233 lbs.
 Owned By: Koester Red Angus, ND; Sonstegard Cattle Co LLC, MN; GENEX, WI

Scrotal: 39.0 cm.
 Mature: 2375 lbs.
 Calving Ease Rating: ✓✓✓

- Domain is an ideal option for daughters of Redemption, Premier, Independence and Takeover, offering a unique combination of HB, CEM and MARB.
- He offers a unique pedigree completely free of P707, yet sports a HB index over 200. Domain is a unique breeding piece that is certain to see excellent customer acceptance in 2018 and beyond.
- If you appreciate a balanced-trait EPD profile, a herd bull phenotype and daughters that will produce and remain in the herd for years to come, you've found your domain.

Koester Dimension 577, Son



Fall 2017 American Red Angus Breed Averages
 HB 97, GM 50, CE 6, BW -1.8, WW 59, YW 91, MILK 21, ME 1, HPG 12,
 CEM 5, STAY 10, MARB 0.46, YG 0.02, CW 22, REA 0.13, FAT 0.00

Making Great Cows

Strategic Replacement Female Selection

By: Bob Weaver, Ph.D., Professor and Extension Cow-Calf Specialist, Kansas State University

Producers retaining heifers should consider several key strategies to select the best replacement candidates from their weaning pens. The first step in any selection decision is knowing what it is you desire. In animal breeding terms, that's your breeding objective.

In the case of replacement heifers, your breeding objective should include maternal traits that aid a cow in being reproductively successful for a long period of time. Traits often include fertility, longevity, calving ease, milk, docility, mature weight, growth to weaning or yearling endpoints. Other attributes may include coat color, polledness, breed or breed combinations to generate maternal heterosis. The genetics of replacement heifers is largely influenced by the sire selection that occurs in a herd over time.

In many cases, limiting environmental conditions will dictate that moderate or optimal levels of growth and milk or lactation potential be selected for rather than maximization of these traits. Cows with high growth and mature weights and lactation potential may outstrip nutrient

availability on native range and require substantial supplementation. Use of selection indexes that heavily weight terminal traits are strongly discouraged for use as selection tools for sires of replacement heifers.

The following are additional factors that help identify the best replacement females:

Produced from planned crossbreeding system

Heifers that represent optimal combinations of breeds known for superior maternal performance are generally a better alternative to straight-bred heifers of equal quality. About two-thirds of the economic benefit of crossbreeding comes from having crossbred cows; one-third from having crossbred calves. A bulk of the maternal heterosis benefit

is driven by the improved maternal calving ease, fertility and longevity of crossbred females. First cross (F1) crossbred cows typically last about 1.5 years longer in the herd and have a 23-30% improvement in weaning weight per cow exposed, thus improving production efficiency and providing \$100-150 additional revenue per cow per year.

Produced by proven sire

Replacement female selection should start with selection of sires. Sires should be selected to produce heifers that meet the replacement female breeding objective outlined above. Use of fixed-time A.I. to proven sires with high accuracy maternal trait EPDs makes for an effective breeding/selection system. Choose sires that optimize traits of cows so they fit your production environment.



Calved by a proven dam

Replacement heifers born to cows that have been reproductively successful under your management for a long period of time are natural candidates as replacements. It's likely these cows are among the more fertile cows in your herd and are of appropriate mature size and lactation potential for your environment. Although selecting replacements from older cows increases your generation interval, it also buffers rapid changes in the genetic trend for other traits under selection that may be antagonistic to longevity and fertility. Note: If you desire rapid change in traits, selection of replacements from younger cows will speed up change by shortening generation interval.

Born early in calving season

Heifers born early in the calving season will be older at the initiation of their first breeding season. They have a better chance of having reached puberty by the start of breeding season and have a higher likelihood of breeding early in the season. These heifers are likely from dams that conceived early in the breeding season and are a good fit in your management system and environment.

If your herd has a well-defined breeding season, selection of heifers born in the first 21-30 days of the

calving season offer a significant improvement in longevity and breeding success over the long haul. In many ways, this trait of heifers trumps all other attributes. Data from Funston (2012) demonstrated that heifers born in the first 21 days of the calving season had 31% improvement in heifers cycling at the initiation of their first breeding season, a 12% higher pregnancy rate for their first calf, a 16% higher calving rate in the first 21 days of their first calving, and weaned off 16 lbs. heavier calves.

Heifers that produce their first calf in the first 21-day period have shown to improve longevity in the herd. Females that conceived in the first 21 days of the breeding season as first calving heifers produced more cumulative weaning weight through their sixth calving.

From middle group of Adj. 205-day weaning weights

If your cows are bigger than you would like, consider selecting replacement heifers from the middle part of the weaning weight distribution. Keeping the biggest, fleshiest heifers from your herd over time contributes to increases in mature cow weights and increased nutrient demands as cows. Use age-of-dam adjusted 205-day weaning weights to classify your heifers' growth potential. Selection

Heifers that produce their first calf in the first 21-day period have shown to improve longevity in the herd.

of heifers born early in the calving season and selection for moderate mature size/growth need not be independent events.

More information on beef cattle selection can be found in the NBCEC Beef Sire Selection Manual here: <http://goo.gl/Zrc9pL> (from KSUbeef.org). A wealth of beef genetics info can be found at www.eBEEF.org. ■



1HP00829 TH 122 711 **VICTOR 719T**

Reg. No. 42800895



Homozygous Polled

HRP THM Victor 109W 9329
DRF JWR Prince Victor 711
 RHF 964 Victra 4057
 NJW 1Y Wrangler 19D
KBCR 19D Dominette 122
 KBCR Dominette 9112

Born: 1/24/2007
 Birth Weight: 75 lbs.
 205 Days: 693 lbs.
 365 Days: 1267 lbs.
 Yrlg. Frame: 6.3
 Owned By: Topp Herefords, ND; Gary & Sharon Romey, SD; Nelson Land & Cattle Co., TX; GENEX, WI

Scrotal: 37.4 cm. @ 12 mos.
 Mature: 2020 lbs.
 Mature Frame: 6.0
 Calving Ease Rating: ✓✓✓✓

- > Victor 719T's combination of calving ease, early rapid growth and maternal strength make him the industry standard for profitability.
- > He is a trait leader for the sustained cow fertility EPD, proven by his daughters that are the ideal frame size, deep-bodied and possess exceptional udder quality.
- > His proven genetic data combined with a practical phenotype has made him one of the most heavily used bulls in the breed.



TH 13T 719T Diggerett 7W, Daughter



TH 11T 719T Duchess 76W, Daughter



Romey, Commercial Daughter

CE	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
7.2	0.5	62	89	-0.1	1.2	21.2	28	60	-3.3	72	1.3	1.4	67	-0.014	0.55	0.00	31	26	32
.73	.94	.91	.90	.45	.78	.66	.84		.70	.76	.87	.88	.53	.55	.51	.51	3		
20%	15%	15%		20%	20%	4%	25%	15%		25%	15%	10%		20%	20%		3%	3%	15%

1HP00852 H FHF **PROPEL** 6830 ET

Reg. No. 43721319



Heterozygous Polled

CRR 719 Catapult 109
CRR 109 Catapult 322
 CRR 713 Kelly 0117
 CJH Harland 408
FHF 408 Rita 21W
 FHF 45P Rita 101T

Born: 3/16/2016
 Birth Weight: 84 lbs.
 205 Days: 693 lbs.
 Owned By: Hoffman Ranch, NE; GENEX, WI

- > Propel is a calving ease son of Catapult 322 out of the famous FHF 408 Rita 21W.
- > He is a deep-bodied, well balanced bull with a strong set of EPDs across the board.
- > Propel was part of the 2016 NWSS Champion Hereford carload for Hoffman Ranch. His maternal sister was Reserve National Champion at the 2017 Junior National Hereford Expo.

CE	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
5.8	0.3	56	93	0.4	0.7	17.8	30	58	2.4	113	1.1	1.2	71	0.026	0.51	0.17	27	23	31
.30	.40	.35	.36	.12	.28	.09	.12		.13	.24	.31	.31	.10	.10	.10	.10			
25%	10%					20%	15%	15%							25%	25%	15%	15%	20%



FHF 322 Rita 152D, Daughter



H Ladysport 7004ET, Daughter



CE	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
-0.3	1.2	51	80	0	0.2	19.4	28	53	0.7	104	1.1	1.2	62	-0.024	0.48	-0.05	28	23	29
.46	.80	.67	.67	.19	.53	.17	.20		.24	.29	.44	.46	.19	.28	.19	.22	10%	15%	
	20%			25%		10%	25%							10%					

TH 122 71I Victor 719T
CRR 719 Catapult 109
 CRR 4037 Eclipse 808
 CRR 63J Kodiak 713
CRR 713 Kelly 0117
 CRR 9B Kelly 521

Born: 02/19/2013
 Birth Weight: 86 lbs.
 205 Days: 697 lbs.
 365 Days: 1289 lbs.
 Owned By: Coyote Ridge Ranch, CO; Frederickson Ranch, SD; GENEX, WI

Scrotal: 44.0 cm.
 Mature: 2160 lbs.
 Mature Frame: 5.6
 Calving Ease Rating: ✓✓

Heterozygous Polled

- A proven low birth weight son of Catapult 109 that still maintains growth and eye appeal. Progeny are short-marked and pigmented. Look for Catapult 322 to follow in the footsteps of GENEX legend About Time.
- Backed by a strong maternal pedigree, Catapult 322's dam, grandam and great-grandam are picture-perfect with production records to match.
- He has been heavily used across the country and his early progeny have been sale toppers!



CL 1 Domino 9126J ET
UPS Domino 3027
 UPS Miss Diamond 1353
 GH Rambo 279R
Churchill Lady 7202T ET
 CL 1 Dominette 301N

Horned

Born: 1/14/2010
 Birth Weight: 72 lbs.
 205 Days: 745 lbs.
 365 Days: 1230 lbs.
 Yrlg. Frame: 5.8
 Owned By: Churchill Cattle Co., MT; Upstream Ranch, NE;
 Van NewKirk Herefords, NE; Stuber Ranch, ND

Scrotal: 46.0 cm.
 Mature: 2170 lbs.
 Mature Frame: 5.1
 Calving Ease Rating: ✓✓✓✓

- Sensation is the breed's benchmark for combining calving ease, balanced traits and outstanding phenotype and maternal function.
- Sensation is a breed leader for milk production and udder quality, proven by his daughters that are standouts in most every herd.
- Sensation sires attractive, well-balanced cattle that are conservatively-marked, with above average capacity, muscle and stoutness for the calving ease he offers.



Churchill Lady 2139Z, Daughter Churchill Lady 214Z, Daughter Churchill Lady 242Z, Daughter

CE	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	SCHB
13.1	-2.7	50	68	-0.1	1.6	14.9	50	75	4.1	18	1.4	1.6	72	0.066	0.51	0.38	25	22	31
.75	.94	.91	.90	.23	.79	.54	.79		.68	.70	.85	.86	.53	.58	.53	.52			
2%	1%			20%	5%		1%	1%		1%	5%	1%	25%		25%	3%	25%	20%	20%



EFBEEF Foremost U208
EFBEEF TFL U208 Tested X651 ET
 EFBEEF P606 Mabel R415
 MSU TCF Revolution 4R
EFBEEF 4R Thyra Y865
 EFBEEF N014 Thyra S645

Homozygous Polled

Born: 2/21/2014
 Birth Weight: 91 lbs.
 205 Days: 798 lbs.
 365 Days: 1235 lbs.
 Yrlg. Frame: 6.2
 Scrotal: 34.7 cm. @ 12 mos.
 Owned By: Birdwell Ranch, OK; Ellis Farms Beef Genetics, IL; GENEX, WI

- Validated is an up-and-coming curve-bender sire. He has a great spread between birth and yearling while maintaining carcass traits. Validated is backed by a top-producing daughter of GENEX legend, Revolution.
- His progeny were standouts in the Olsen Ranches progeny test with outstanding ratios for BW and growth.
- Validated is an outcross, homozygous polled option for most GENEX pedigrees.



MSU TCR Revolution 4R,
 Maternal Grandsire

CE	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	SCHB
3.3	0.7	64	105	0.8	1.0	17.2	25	58	5.8	61	1.5	1.4	80	0.066	0.84	0.33	27	24	32
.33	.68	.56	.52	.17	.31	.13	.20		.17	.31	.37	.36	.23	.25	.21	.23			
	15%	10%	10%			25%		15%	15%	10%	2%	10%	10%		2%	5%	15%	10%	15%



Churchill 776 8789, Son



Churchill 6330 0400, Son



Churchill 6330 0492, Son



Churchill 6448 9537, Son



CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
15.6	-0.8	48	95	0.3	1.9	6	29	53	16.6	73	1.5	1.5	73	-0.004	0.68	0.52	17	16	37
.46	.83	.75	.74	.38	.55	.17	.18	.18	.33	.37	.39	.47	.49	.46	.46				
1%	4%		25%		2%		20%		1%	25%	2%	3%	20%		10%	1%			2%

LJS Mark Domino 0709
LJS Mark Domino 0945
 LJS MS Advance 0601
 LJS Yankee 0904
LJS Ms Mark Domino 1125
 LJS Ms Mark Domino 0735

Born: 03/17/2013
 Birth Weight: 86 lbs.
 205 Days: 771 lbs.
 365 Days: 1368 lbs.
 Yrlg. Frame: 5.8
 Owned By: Texas Stardance Cattle, TX; Churchill Cattle Company, MT; GENEX, WI

Scrotal: 39.1 cm. @ 12 mos.
 Calving Ease Rating: **★★★★**

Horned

- This curve-bender sire ranks in the top of the breed for CED, growth and carcass traits.
- Mark Domino 1321 is a clean-fronted, well-balanced, deep-bodied bull with great muscle shape and full of pigment.
- This outcross, horned bull combines outstanding phenotype, calving ease, performance and carcass merit. Mark Domino 1321 is a complete outcross for Sensation bred females.

Churchill 6448 9561, Son



Churchill 7256 8974, Son



American Hereford Breed Averages – EPDs as of 12/11/17
 CED 1.7, BW 3.0, WW 52, YW 83, DMI 0.2, SC 0.9, SCF 13.5, MILK 24, M&G 49, MCE 1.8, MCW 90,
 UDDR 1.17, TEAT 1.17, CW 64, FAT 0.009, REA 0.37, MARB 0.09, \$BMI 22, \$BII 19, \$CHB 28

1HP00839 FTF **PROSPECTOR** 145Y

Reg. No. 43182570

Homozygous Polled



RRH Mr Felt 3008
Huth Prospector K085
 Huth 34A Paula 68F
 FTF Bombardier 309N
FTF Chick A Boom 7227T
 FTF Leanna 480P

Born: 01/17/2011
 Birth Weight: 80 lbs.
 205 Days: 672 lbs.
 365 Days: 1247 lbs.
 Yrlg. Frame: 6.1
 Owned By: Falling Timber Herefords, MO; Topp Herefords, ND; Shady Oak Farm, LA

Scrotal: 41.5 cm. @ 12 mos.
 Calving Ease Rating: ✓✓



TH 512X 145Y Dominette 508B, Daughter

CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	SBMI	SBI	SCHB
1.3	2.9	65	106	0.8	1.3	11.5	32	65	0.4	104	1.2	1.3	61	0.036	0.21	0.16	19	18	24
.56	.87	.78	.75	.20	.59	.24	.49	4%	.36	.37	.66	.67	.22	.34	.22	.25			
		10%	10%		15%		10%					20%							

- › Prospector is a true growth and performance sire while keeping birth weight in check.
- › Prospector has made a name for himself with the outstanding daughters he has sired. They are dark red, short-marked with beautiful udders.

1HP00836 TH 22R 16S **LAMBEAU** 17Y

Reg. No. 43171190

Homozygous Polled



TH JWR SOP 16G 57G Tundra 63N
TH 121L 63N Tundra 16S
 KB 17F Cassandra 121L
 S&S Rock Solid 3L
TH 62N 3L Kelsey 22R
 TH 605F 57G Kelsey 62N

Born: 01/24/2011
 Birth Weight: 76 lbs.
 205 Days: 705 lbs.
 Yrlg. Frame: 5.7
 Owned By: Topp Herefords, ND; Lambeau Associates; GENEX, WI

Scrotal: 41.0 cm.
 Mature: 2210 lbs.
 Mature Frame: 5.5
 Calving Ease Rating: ✓✓✓✓



TH 52U 17Y Freida 115B, Daughter

CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	SBMI	SBI	SCHB
9.4	-1.7	40	69	-0.7	0.5	13.1	18	38	5.7	58	1.5	1.6	33	0.076	-0.06	0.33	20	18	21
.55	.88	.80	.79	.37	.57	.32	.56		.42	.47	.70	.72	.47	.45	.45	.47			
10%	2%			1%					15%	10%	2%	1%				5%			

- › Lambeau has developed a reputation as a sleep-all-night heifer bull that sires moderate-framed, easy fleshing daughters with top-notch udders and dark pigment.
- › Lambeau has a unique EPD profile making him a trait leader for calving ease, udder quality and marbling. He is also a breed leader for the DMI EPD!

1HP00831 BOYD **WORLDWIDE** 9050 ET

Reg. No. 42982024

Heterozygous Polled



KCF Bennett 3008 M326
SHF Rib Eye M326 R117
 HVH Miss Hudson 83K 8M
 Feltons Legend 242
MSU TCF Rachael 22S ET
 MSU TCF Rachael ET 54N

Born: 02/22/2009
 Birth Weight: 65 lbs.
 205 Days: 711 lbs.
 365 Days: 1132 lbs.
 Owned By: Boyd Beef Cattle, KY; Grassy Run, TN; Topp Herefords, ND

Scrotal: 40.5 cm.
 Mature: 2410 lbs.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓✓✓



WPF 83Y 9050 Shaina 3012, Daughter

CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	SBMI	SBI	SCHB
10.6	-0.5	47	60	-0.1	1.0	17.9	26	49	1.7	29	1.5	1.7	32	-0.044	0.25	0.14	24	21	18
.66	.90	.84	.82	.40	.64	.41	.70		.54	.61	.79	.79	.50	.48	.50	.48			
5%	5%			20%		20%			1%	2%	1%		2%						

- › Worldwide is a trait leader for sustained cow fertility and udder quality. This is proven by his daughters that are moderate and easy fleshing with exceptional teat and udder quality, plenty of milk production and good pigment.
- › He is backed by tremendous cow power; his mother is a full sister to Revolution and his grandam is a breed legend for maternal strength.



KCF Bennett 3008 M326
NJW 73S M326 Trust 100W ET
 NJW P606 72N Daydream 73S
 Feltons Legend 242
Brookview 242 Tequila Rose 33T
 Brookview M48 Mis Riley Rose

Homozygous Polled

Born: 3/27/2011
 Birth Weight: 82 lbs.
 205 Days: 675 lbs.
 365 Days: 1165 lbs.
 Owned By: Indian Mound Ranch, TX; Sandhill Farms, KS;
 Loewen Herefords, OK; Candy Meadows Farm, TN

Scrotal: 39.0 cm.
 Mature: 2336 lbs.
 Mature Frame: 6.0
 Calving Ease Rating: ✓✓

- Trust is best known for his balanced set of EPDs that excel in growth and carcass merit along with his heavily pigmented, deep-ribbed, highly productive daughters that have good udders.
- Trust comes from a strong maternal line of cows with superb production records and breed-leading EPDs for udder quality.
- He is an outcross sire to Victor 719T, Sensation and Lambeau daughters.



Brookview 242 Tequila Rose 33T, Dam IMR 167Y Conviction 4009B, Son IMR 167Y Conviction 4051B, Son

CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
2.5	2.4	49	96	0.3	1.0	16.5	27	52	7.0	101	1.5	1.5	67	0.016	0.55	0.34	27	23	32
.44	.82	.73	.69	.20	.53	.20	.33		.28	.46	.54	.56	.22	.32					
			25%						10%		2%	3%			20%	4%	15%	15%	15%



KCF Bennett 9126J R294
Gerber Anodyne 001A
 Gerber 627S Holly 096Y
 SHF Limelight W18 Y83
SHF 30U Y83 A97
 SHF 30U P20 W166

Heterozygous Polled

Born: 2/20/2016
 Birth Weight: 82 lbs.
 205 Days: 736 lbs.
 365 Days: 1186 lbs.
 Yrlg. Frame: 6.3
 Scrotal: 34.5 cm. @ 12 mos.
 Owned By: Sandhill Farms, KS

- The standout bull of the 2017 Sandhill Farms spring sale; Deadbolt is the all-around herd sire that will make a difference in any herd. He's a bull with a great combination of phenotype, EPDs and pedigree.
- He's a breed leader for curve-bending genetics, offering a huge spread from BW to YW while maintain solid carcass traits.
- His dam has consistently scored a perfect 9 for teat size and udder.

CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
8.9	0.9	63	102	0.6	1.1	15.5	27	58	5.7	83	1.3	1.4	79	0.036	0.54	0.41	26	23	33
.32	.47	.40	.42	.14	.36	.10	.15		.13	.27	.34	.35	.24	.26	.24	.25			
10%	15%	15%	15%		25%			15%	15%		15%	10%	10%		20%	2%	20%	15%	10%

American Hereford Breed Averages – EPDs as of 12/11/17
 CED 1.7, BW 3.0, WW 52, YW 83, DMI 0.2, SC 0.9, SCF 13.5, MILK 24, M&G 49, MCE 1.8, MCW 90,
 UDDR 1.17, TEAT 1.17, CW 64, FAT 0.009, REA 0.37, MARB 0.09, \$BMI 22, \$BII 19, \$CHB 28

1HP00841 KCF BENNETT **STRATEGY** Z303 ET

Reg. No. 43387250

Heterozygous Polled



SCHU-LAR 5N of 9L 3008
SCHU-LAR on Target 22S
 SCHU-LAR 208 of 1H 121 ET
 MSU TCF Revolution 4R
KCF Miss Revolution X338 ET
 JW 718 Victoria 9106

Born: 09/19/2012
 Birth Weight: 76 lbs.
 205 Days: 725 lbs.
 365 Days: 1171 lbs.
 Yrlg. Frame: 6.6
 Owned By: Topp Herefords, ND; Knoll Crest Farms, VA; GENEX, WI

Scrotal: 39.0 cm. @ 18 mos.
 Calving Ease Rating: ✓✓



TH 459Y Z303 Ms Dom 238C, Daughter

CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	SBMI	SBI	SCHB
2.3	2.3	64	106	0.2	1.3	17.9	18	50	6.8	115	1.3	1.4	70	-0.004	0.50	0.32	29	25	33
.42	.80	.70	.61	.10	.43	.19	.28		.21	.35	.45	.45	.38	.41	.39	.40			
		10%	10%		15%	20%			10%		15%	10%			25%	5%	10%	5%	10%

- › Strategy offers an unmatched EPD profile with curve-bending data. Look for Strategy to add pounds to any calf crop.
- › He is an outstanding option to improve carcass quality and is a trait leader for BMI\$ and SCF.

1HP00850 TH 41B 17Y **LOMBARDI** 20D

Reg. No. 43695076

Heterozygous Polled



TH 121L 63N Tundra 16S
TH 22R 16S Lambeau 17Y
 TH 62N 3L Kelsey 22R
 Boyd Masterpiece 0220
TH 154Y 0220 Samantha 41B
 TH 21U 125T Samantha 154Y

Born: 12/30/2015
 Birth Weight: 79 lbs.
 205 Days: 792 lbs.
 365 Days: 1205 lbs.
 Yrlg. Frame: 6.0
 Scrotal: 39.0 cm. @ 14 mos.
 Owned By: Hoffman Ranch, NE; GENEX, WI

CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	SBMI	SBI	SCHB
2.3	1.7	47	81	0.3	0.5	16	23	46	1.7	86	1.3	1.3	55	0.046	0.29	0.25	24	21	24
.35	.47	.41	.40	.14	.26	.13	.19		.18	.25	.35	.35	.10	.10	.10	.10			
		25%									15%	20%				15%			

- › Lombardi is a deep-bodied, powerfully constructed son of the popular Lambeau. In addition, he's short-marked, well-pigmented and dark red.
- › Lombardi has the phenotypic excellence to be used on various types of cows to sire good-looking progeny of both sexes.

1HP00851 TH 505U 14Z **PLAYBOOK** 48D

Reg. No. 43694419

Homozygous Polled



TH 122 71I Victor 719T
TH 512X 719T Playmaker 14Z
 TH 122 71I Dominette 512X ET
 NJW FHF 9710 Tank 45P
TH 557E 45P Burgundy 505U ET
 MEGS 707B Burgundy 557E

Born: 01/13/2016
 Birth Weight: 98 lbs.
 205 Days: 748 lbs.
 365 Days: 1200 lbs.
 Scrotal: 38.8 cm. @ 12 mos.
 Owned By: Topp Herefords, ND; Curtis Castle, OK; Tim Mansfield, Australia

CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	SBMI	SBI	SCHB
-4.3	3.0	51	82	0.1	0.7	17.9	25	51	-5.2	55	1.5	1.5	55	0.016	0.17	0.02	25	21	25
.31	.47	.41	.40	.14	.28	.15	.21		.18	.24	.36	.37	.10	.10	.10	.10			
						20%				10%	2%	3%					25%		

- › Long-sided, big-topped and extremely attractive is how this bull is often described.
- › With outstanding eye-appeal and backed by a tremendous cow family, watch for Playbook to be a well-sampled young sire in 2018.

1HP00847 SHF **ACCESS** Y90 A216

Reg. No. 43379349



SHF Wonder M326 W18 ET
SHF Literal W18 Y90
 SHF Progress P20 U74
 Loewen M326 SIR 33T
SHF Misty 33T Y35
 HVH Queen 1022 37S

Heterozygous Polled

Born: 3/12/2013
 Birth Weight: 80 lbs.
 205 Days: 740 lbs.
 365 Days: 1253 lbs.
 Yrlg. Frame: 6.3
 Owned By: Sandhill Farm, KS; George Ochsner Ranch, WY; Hoffman Ranch, NE; Goehring Herefords, IA

Scrotal: 45.0 cm.
 Mature: 1890 lbs.
 Mature Frame: 5.7
 Calving Ease Rating: ✓✓✓

- Access is a unique combination of outcross pedigree and flawless phenotype. He is a true calving ease option that doesn't sacrifice phenotype and maternal performance.
- Access has proven to be a perfect mating for Sensation, Revolution, Legend and Victor 719T daughters.



SHF Misty 33T Y35, Dam H Ms Advance 6043 ET, Daughter H PG Savannah 6158, Daughter

CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
8.5	1.0	48	67	0	1.8	15.2	22	46	1.1	85	1.1	1	40	0.036	0.01	0.36	22	20	18
.57	.84	.76	.74	.20	.54	.16	.28		.27	.38	.48	.46	.30	.37	.29	.32			
10%	15%			25%	2%											4%			

1HP00844 TH 512X145Y **KLONDIKE** 505B ET

Reg. No. 43465340



Huth Prospector K085
FTF Prospector 145Y
 FTF Chick A Boom 7227T
 DRF JWR Prince Victor 711
TH 122 71I Dominette 512X ET
 KBCR 19D Dominette 122

Homozygous Polled

Born: 1/18/2014
 Birth Weight: 74 lbs.
 205 Days: 822 lbs.
 Yrlg. Frame: 6.0
 Owned By: Topp Herefords, ND; Monahan Cattle Co., NE; Gary & Sharon Romey, SD; GENEX, WI

Scrotal: 38.5 cm.
 Mature Frame: 5.7
 Calving Ease Rating: ✓✓✓

- A proven GENEX pedigree – a Prospector son out of a full sister to Victor 719T.
- Early data indicates Klondike is a spread bull and will sire low birth weight calves that will grow.
- Klondike offers an exceptional combination of phenotype and performance data from a superior cow family.



TH 122 71I Dominette 512X, Dam TH 512X 0220 Dominette 263B, Full Sister TH R82Z 505B Klondike 234D, Son

CED	BW	WW	YW	DMI	SC	SCF	MILK	M & G	CEM	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
7.4	0.3	57	89	0.3	0.8	14.2	30	59	4.4	88	1.3	1.4	58	0.016	0.32	0.15	22	20	26
.38	.74	.60	.59	.18	.41	.16	.21		.22	.27	.39	.40	.20	.28	.20	.21			
15%	10%						15%	15%	25%		15%	10%							

American Hereford Breed Averages – EPDs as of 12/11/17
 CED 1.7, BW 3.0, WW 52, YW 83, DMI 0.2, SC 0.9, SCF 13.5, MILK 24, M&G 49, MCE 1.8, MCW 90, UDDR 1.17, TEAT 1.17, CW 64, FAT 0.009, REA 0.37, MARB 0.09, \$BMI 22, \$BII 19, \$CHB 28

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Quality Matters to Us, Because Performance Matters to You

By: Kari Beth Krieger, Processing Lab Manager, GENEX

Breeding cows with cryopreserved semen is really an act of faith. You can't see the sperm cells or know they are fertile unless you thaw the straw for evaluation, thus destroying the possibility of using it for insemination. You must have faith in the company that produced the straw and in the semen handling protocols that kept the straw in good condition – from the time it was frozen all the way through shipping, storage and placed in tank inventories – until the straw is selected for breeding.

GENEX has a solid history of fertility and quality, allowing you to place your faith in our product. Let's take a tour through the GENEX semen processing lab to understand all the ways GENEX ensures we deserve that faith.

We only keep the good stuff

After semen is collected, it arrives in the lab for a thorough evaluation of concentration, motility and percent of abnormal cells. Semen that doesn't meet our rigorous standards is discarded and does not go any further in the process. We toss up to 25% of raw ejaculates!

A unique product

GENEX uses a milk-based extender made in-house. It takes extra time to make and process semen in milk, in comparison to using a purchased extender, but it gives our customers several advantages. When combined with our processing methods, semen extended with milk can tolerate a wide range of thawing temperatures with no negative impact on fertility. More importantly, large field trials have indicated that GENEX milk-extended semen has a significant fertility advantage over extenders

with an egg yolk base. Furthermore, the milk seems to provide the antioxidants and nutrients sperm cells need for maximum viability. This 1.5% fertility advantage translates to a major advantage for your bottom line.

We check our work

Every step of our process is connected to the demand for high quality. From the time a sire walks into the collection room to the time his semen straws are packed on a cane for shipment, we track sire identification and ensure accurate labeling. We test each filler/sealer machine daily to ensure the straws have functional seals, and we confirm correct function of measurement instruments like scales and spectrophotometers. Our staff members are trained to notice deviations or abnormalities and address them immediately. GENEX staff has an extraordinary commitment to producing a top-quality product.

Someone else checks our work

To ensure our protocols are working correctly, approximately 10% of all semen batches produced are sent to an independent reference laboratory for evaluation. At the reference laboratory, advanced technology is used to evaluate semen quality and count the number of cells per straw. Feedback from this analysis allows us to verify our routine quality control evaluations are accurate.

GENEX is dedicated to being your partner by offering top genetics and the most fertile semen in the industry. We follow rigorous semen collection and laboratory protocols so you can rest assured that what you are unable to see is as good as you could expect. ■

1SM00151 LRS **ELEVATE** 213B

Reg. No. 2842534



Hooks Taurus 24T
Hook's Yellowstone 97Y
 Hooks Sheyenne 77S
 TNT Dual Focus T249
LRS Ms Dual Focus 213Z
 LRS Ms Dew Time 971W

Homozygous Black
Homozygous Polled

Born: 3/5/2014
 Birth Weight: 72 lbs.
 205 Days: 743 lbs.
 365 Days: 1491 lbs.
 Yrlg. Frame: 6.6
 Owned By: River Creek Farms, KS; Lassle Ranch Simmentals, MT;
 GENEX, WI

Scrotal: 44.0 cm.
 Calving Ease Rating: ✓✓✓✓

- The first Elevate daughters to calve in spring 2018 are developing beautiful udders and an easy-keeping, brood cow look.
- Elevate's breed-leading combination of CED/BW, ADG, STAY and MARB place him among the breed's best for both API and TI while siring plenty of spring of rib, depth of rib and flank.



LRS Ms Elevate 6019D, Daughter

LRS Ms Elevate 6020D, Daughter

LRS 127D, Son

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
22.7	-1.7	58.9	96.2	0.23	11.7	24.1	53.6	17.7	11.4	44.9	-0.32	0.18	-0.015	1.32	-0.36	161.1	74.4
.68	.84	.79	.75	.75	.29	.30	.41	.37	.14	.56	.42	.53	.48	.48	.16		
1%	3%			20%	15%			4%		10%				1%		2%	

1SM00150 BBS **TRUE JUSTICE** B10

Reg. No. 2878160



RCR Stetson T17
BDV True Grit 11X
 BDS Ms Lucky Man U1
 MLC Mr Justice W744
BBS Miss Justice Z7
 BBS Miss Max U216

Homozygous Black
Homozygous Polled

Born: 2/23/2014
 Birth Weight: 78 lbs.
 205 Days: 830 lbs.
 365 Days: 1608 lbs.
 Yrlg. Frame: 6.6
 Owned By: Hart Simmentals, SD

Scrotal: 38.5 cm. @ 12 mos.
 Calving Ease Rating: ✓✓✓

- A unique purebred, homozygous black and polled Simmental bull with an outcross pedigree and balanced set of EPDs.
- True Justice calves are born easy with lots of vigor, then get-up and grow into the cattleman's type.



Hart Prime 017E, Son

Hart 222D, Son

ASR Ms Desi E712, Daughter

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
18.8	-0.5	71.1	113.1	0.26	10.8	26.3	61.9	17.2	10.4	56.4	-0.35	0.18	-0.055	1.23	-0.42	157.6	80.3
.60	.82	.78	.74	.74	.29	.30	.41	.28	.15	.55	.42	.54	.47	.48	.16		
1%	10%	25%	15%	10%	25%	20%	10%	5%		1%	25%			1%	10%	3%	10%



TJ 142C, Daughter



TJ 103C, Daughter



993E, Daughter



999E, Daughter



CE	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
17.5	1.8	85.9	117.2	0.20	13.5	36.9	79.9	8.8	15.2	60.9	-0.03	0.68	0.008	0.78	-0.56	162.5	96.9
.90	.94	.93	.92	.92	.87	.87	.89	.47	.63	.61	.43	.51	.49	.46	.17	2%	1%
2%		1%	10%		10%	1%	1%		1%	1%		1%			1%	2%	1%

Hooks Shear Force 38K
Triple C Singletary S3H
 Lucas Josie 19K
 HTP SVF In Dew Time
CCR Ms 4045 Time 7322T
 CCR Ms Pretty 4045P

Born: 02/20/2012
 Birth Weight: 85 lbs.
 205 Days: 788 lbs.
 365 Days: 1300 lbs.
 Yrlg. Frame: 6.3
 Owned By: Triangle J Ranch, NE; Cow Camp Ranch, KS; GENEX, WI

Scrotal: 45.3 cm.
 Mature: 1975 lbs.
 Mature Frame: 5.8
 Calving Ease Rating: ✓✓✓

Homozygous Black, HOMOZYGOUS Polled

- › Cowboy Cut continues to cement his position among the breed's greats. He has quickly become the go-to sire for calves with a tremendous look and breed-leading numbers.
- › His sons continue to top sales all over the country and his daughters are admired for their feminine, yet broody appearance.
- › Cattlemen appreciate the added structural integrity, mass and muscle, and attractive package that Cowboy Cut stamps on his progeny.

891E, Daughter



TJ Cowboy Up 529B, Son



Alliance Cutting Edge, Son



Spring 2018 American Simmental Purebred Breed Averages
 CE 9.8, BW 1.8, WW 64.4, ADG 0.19, YW 94.6, MCE 8.3, MM 21.3, MWW 53.4, STAY 11.9,
 DOC 11.0, CW 28.7, YG -0.30, MB 0.14, BF -0.053, REA 0.75, SHR -0.32, API 124.40, TI 69.90

1SM00165 RFS **BULLETPROOF B42**

Reg. No. 2930104



GW Predestined 701T
GW Redestined 642X
 GW Miss Orlando 453N
 RFS T46
RFS Miss Z119
 RFS Miss T91

Red
Homozygous Polled

Born: 3/7/2014
 Birth Weight: 88 lbs.
 205 Days: 1080 lbs.
 365 Days: 1350 lbs.
 Owned By: Red Genetics Ranch, SD; Rydeen Farms, MN

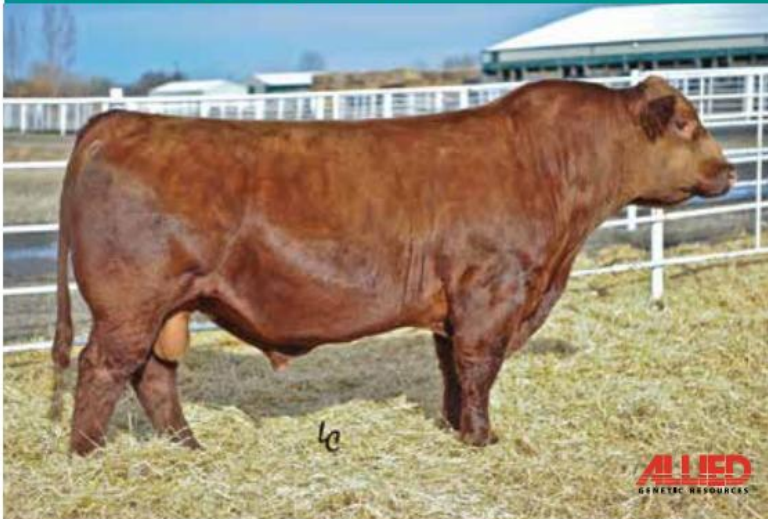
Calving Ease Rating: ✓✓

- A physically impressive individual, Bulletproof B42 is the red, outcross option that will add end product merit to your next calf crop!
- His combination of growth, MARB and REA, coupled with his moderate birth weight, is not easily found in a red purebred bull.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
10.3	1.7	80.6	127.4	0.29	9.2	23.2	63.5	17.2	12.8	67.9	-0.23	0.43	-0.044	1.10	-0.26	159.2	87.5
.45	.59	.54	.54	.54	.27	.29	.36	.21	.16	.43	.30	.41	.35	.31	.16		
		4%	2%	2%			10%	5%	20%	1%		3%		3%		2%	1%

1SM00133 WS **BEEF KING** W107

Reg. No. 2499589



Hooks Shear Force 38K
WS Beef Maker R13
 DCR Ms Ribeye N72
 CNS Dream On L186
WS Miss Dreamboat T17
 WS Miss Full Load P176

Homozygous Polled
Non-Spotter, Non-Diluter

Born: 1/23/2009
 Birth Weight: 85 lbs.
 205 Days: 876 lbs.
 365 Days: 1320 lbs.
 Yrlg. Frame: 5.9
 Owned By: C Diamond Simmentals, ND; Wilkinson Farms Simmentals, ND

Scrotal: 43.0 cm.
 Mature: 2010 lbs.
 Mature Frame: 5.5
 Calving Ease Rating: ✓✓

- A unique combination of growth, muscle and carcass traits has positioned Beef King among the elite red bulls in the breed.
- Beef King is best known for his highly maternal daughters with correct feet, leg and udder structure.



ASR Ms Super Baldy B4144, Daughter ASR Super Baldy B446, Daughter CDI King of Diamonds 169Y, Son

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
12.8	1.6	87.7	119.2	0.20	12.9	9.5	53.3	10.1	8.6	61.8	-0.36	0.39	-0.074	1.19	-0.39	146	89.2
.92	.93	.93	.93	.93	.90	.90	.91	.60	.80	.61	.47	.58	.55	.54	.18		
25%		1%	10%		10%					1%	25%	5%	15%	1%	20%	15%	1%

1SM00166 HOOK'S **BALTIC** 17B

Reg. No. 2854454

GW Premium Beef 021TS
GW-WBF Substance 820Y
 GW Miss Maternal 558P
 Dikemans Sure Bet
Hook's Sarita 92Y
 HOOKS SARITA 4S

Homozygous Black
Homozygous Polled

Born: 2/27/2014 Calving Ease Rating: ✓✓
 Birth Weight: 95 lbs.
 205 Days: 708 lbs.
 365 Days: 1354 lbs.
 Owned By: Little Bitterroot Ranch, MT; Hook Farms Inc., MN



Hooks Beyonce 82B, Full Sister LBR Baltic Dream D853, Son LBR Top Cut E305, Son

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
11.6	1.3	69.4	121.7	0.33	5.7	21.6	56.2	19.4	17.2	64.8	-0.11	0.60	-0.019	0.89	-0.62	172.3	85.7
.55	.78	.74	.65	.65	.31	.31	.42	.31	.29	.51	.34	.43	.39	.25	.17	1%	2%
			5%	1%				1%	1%	1%		1%		25%	1%	1%	2%

- › Moderate birth weight and substantial growth coupled with breed-leading ADG, CW, MARB, REA and SHR make Baltic a profitable choice no matter whether you're selling calves by the pound or retaining ownership.
- › You will love the Baltic females. His breed-leading STAY and DOC, backed by proven sires Substance and Sure Bet, mean his docile daughters will be in your herd for years to come.
- › A high value son of Substance, Baltic offers sleeker lines and improved post weaning performance.

1SM00121 MR NLC **UPGRADE** U8676

Reg. No. 2474338

Nichols Legacy G151
Ellingson Legacy M229
 Ellingson Ms Pstock K58
 GLS Mojo M38
Ms NLC Mojo S6119 B
 GFI Dartla M410

Homozygous Black
Homozygous Polled

105 PregCheck™ 98%Rel

Born: 3/5/2008 Scrotal: 41.0 cm.
 Birth Weight: 102 lbs. Mature: 2405 lbs.
 205 Days: 710 lbs. Mature Frame: 6.0
 365 Days: 1435 lbs. Calving Ease Rating: ✓✓
 Yrlg. Frame: 6.2
 Owned By: Reiman Ranch, SD; Thomas Ranch, SD; CK Cattle, SD; Partisover Ranch, GA; Pembroke Cattle Co., OK; Ratcliff Ranches, OK; Tuell Cattle Co., OK; Wager Cattle Co., SD



MR TR Upgrade 2790 ET, Son HPF Perfection X342, Daughter JF Latisha 1205Y, Daughter

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
7.3	2.5	82.8	127.4	0.28	3.9	16.4	57.8	3.6	12.9	68.9	-0.44	0.36	-0.102	1.31	-0.26	124.3	85.8
.97	.97	.97	.97	.97	.96	.96	.96	.80	.86	.61	.55	.73	.70	.71	.18	1%	2%
		3%	2%	3%			25%		15%	1%	4%	10%	1%	1%			

- › A perennial favorite, Upgrade is known for siring added muscle, body and performance without increasing frame.
- › One of our highest PregCheck™ fertility ranking sires; use Upgrade to create more pregnancies!

Spring 2018 American Simmental Purebred Breed Averages
 CE 9.8, BW 1.8, WW 64.4, ADG 0.19, YW 94.6, MCE 8.3, MM 21.3, MWW 53.4, STAY 11.9,
 DOC 11.0, CW 28.7, YG -0.30, MB 0.14, BF -0.053, REA 0.75, SHR -0.32, API 124.40, TI 69.90

1SM00136 WS **ALL-AROUND** Z35

Reg. No. 2675740



WS Beef Maker R13
WS Beef King W107
 WS Miss Dreamboat T17
 HSF High Roller 12T
CDI Ms High Roller 39W
 CDI Ms Crocket 88T

Heterozygous Black
 Homozygous Polled
 OH Carrier



WS B211, Daughter

Born: 02/19/2012
 Birth Weight: 76 lbs.
 205 Days: 793 lbs.
 365 Days: 1390 lbs.
 Yrlg. Frame: 6.2
 Owned By: Hart Farms, SD; Wilkinson Farms Simmentals, ND; GENEX, WI

Scrotal: 40.3 cm.
 Mature: 2202 lbs.
 Mature Frame: 6.0
 Calving Ease Rating: ✓✓✓✓

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
19.7	-0.6	82.8	121.1	0.24	17.8	18.5	59.9	13.7	12.5	60.2	0.00	0.46	-0.004	0.60	-0.38	167.8	91.3
.85	.91	.89	.88	.88	.78	.79	.82	.42	.44	.60	.43	.53	.49	.46	.17	1%	1%
1%	10%	3%	5%	15%	1%		20%		20%	1%		2%			25%		

› A pedigree stacked with maternal greats – Beef King and High Roller, and a unique combination of calving ease, growth, and MARB makes All-Around a sire that deserves your consideration.

1SM00094 HTP SVF **IN DEW TIME**

Reg. No. 2285555



Nichols Legacy G151
CNS Dream On L186
 CNS Sheeza Dream K107W
 GW Lucky Dice 187H
HTP SVF Honeydew
 HC Honeysuckle Rose

Homozygous Black
 Homozygous Polled



PRS Chyna Dew T7057, Daughter

Born: 01/09/2005
 Birth Weight: 82 lbs.
 205 Days: 672 lbs.
 365 Days: 1270 lbs.
 Yrlg. Frame: 6.0 @ 15 mos.
 Owned By: RC Simmentals, IA; Sunset View Farms, KY; HTP Simmentals, KY; GENEX, WI

Scrotal: 42.0 cm. @ 12 mos.
 Mature: 2056 lbs.
 Mature Frame: 6.0
 Calving Ease Rating: ✓✓✓✓

104 PregCheck™ 84%Rel

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
16.6	0.0	60.5	76.4	0.10	10.8	8.8	39.1	10.6	12.8	34.5	-0.11	0.47	-0.008	0.59	-0.62	146.5	75.8
.96	.97	.96	.96	.96	.95	.96	.96	.79	.86	.61	.56	.75	.72	.73	.22	10%	25%
4%	20%				25%				10%			2%			1%		

› A bull that needs no introduction, In Dew Time is best known for his extremely useful daughters that possess excellent udders.

1SM00137 CDI **RIMROCK** 325Z

Reg. No. 2700121



WS Beef Maker R13
WS Beef King W107
 WS Miss Dreamboat T17
 TNT Top Gun R244
CDI Ms Top Gun 5U
 Hills Chief Red Dem 464

Homozygous Polled
 Non-Diluter



CDI Ms Top Gun 5U, Dam

Born: 05/10/2012
 Birth Weight: 80 lbs.
 205 Days: 769 lbs.
 365 Days: 1323 lbs.
 Yrlg. Frame: 6.4
 Owned By: C Diamond Simmentals, ND; Hilltop Simmentals, SD; GENEX, WI

Scrotal: 38.6 cm. @ 12 mos.
 Calving Ease Rating: ✓✓✓

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
17.5	-2.6	64.7	85.6	0.13	11.9	12.7	45.1	14.4	8.3	36.1	-0.35	0.45	-0.043	1.08	-0.31	162.8	83
.80	.85	.83	.82	.82	.72	.72	.75	.34	.32	.58	.41	.51	.46	.44	.16	2%	4%
2%	1%				15%				25%	25%	25%	2%		4%		2%	4%

› Rimrock is heifer-safe, with tons of end product merit and backed by the great Beef King.

1SM00164 W/C LOCK N LOAD **1143Y**

Reg. No. 2684560



Remington On Target 2S
Remington Lock N Load54U
 BAR15 Miss Knight78E-51G
 3C Macho M450 BZ
Aubreys Black Blaze III
 Blaze IV 1P

Heterozygous Black
Homozygous Polled

Born: 12/30/2011
 Birth Weight: 85 lbs.
 205 Days: 691 lbs.
 365 Days: 1296 lbs.
 Owned By: Sandeen Genetics, IA; Werning Cattle Co, SD

Scrotal: 48.0 cm.
 Mature: 1632 lbs.
 Mature Frame: 5.7
 Calving Ease Rating: ✓✓



Sandeen Blk Missie 5049, Daughter



Sandeen Donna 7066, Daughter

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
10.1	-1.4	48.7	75.9	0.17	7.7	20.6	45.0	11.2	10.8	33.3	-0.45	-0.13	-0.087	1.00	-0.18	109.5	58.5
.48	.64	.43	.40	.40	.30	.29	.33	.32	.22	.36	.21	.21	.22	.20	.03		
	4%										3%		5%	10%			

➤ Siring stylish progeny with additional softness, capacity and flawless structure, 1143Y consistently stamps his progeny with added eye appeal and stoutness.

1SM00158 WINC **LIVE AMMO** 420B

Reg. No. 2885552



Remington On Target 2S
Remington Lock N Load54U
 BAR15 Miss Knight78E-51G
 R&R Warehouse K609
RCFS Sweet Treat
 Triple C Beauty J31C

Homozygous Polled
Red Charlie carrier

Born: 03/12/2014
 Birth Weight: 81 lbs.
 205 Days: 816 lbs.
 365 Days: 1572 lbs.
 Owned By: NLC Simmental Ranch, SD

Scrotal: 40.1 cm.
 Calving Ease Rating: ✓✓



ASR Ms Super Baldy E757, Daughter

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
12.1	-0.2	57.6	99.8	0.26	9.3	23.4	52.2	8.4	10.5	49.6	-0.38	-0.15	-0.059	1.20	-0.25	108.5	62.9
.47	.64	.57	.57	.57	.28	.29	.36	.34	.15	.45	.29	.39	.34	.29	.16		
	15%			10%							3%	15%		1%			

➤ A thick, athletically-built bull with markings similar to his sire; Live Ammo should be on the must-use list for anyone wanting to add more Lock N Load influence to their herd.

1SM00139 SVF **ALLEGIANCE** Y802

Reg. No. 2638036



Ellingson Legacy M229
MR NLC Upgrade U8676
 Ms NLC Mojo S6119 B
 Circler Antoinettes Star
Double R Miss 29G T18
 SAC Miss Jet Top 29G

Homozygous Black
Homozygous Polled

Born: 09/10/2011
 Birth Weight: 81 lbs.
 205 Days: 764 lbs.
 Owned By: Walnut Creek Simmentals, TN; Sunset View Farm, KY; GENEX, WI

Scrotal: 40.0 cm.
 Mature: 1948 lbs.
 Mature Frame: 6.0
 Calving Ease Rating: ✓✓



MG GSC Glamorous B070, Daughter

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
9.3	1.6	84.8	129.6	0.28	4.9	13.7	56.1	6.4	14.3	68.8	-0.29	0.14	-0.043	1.29	-0.37	122	81.9
.85	.89	.87	.86	.86	.81	.81	.83	.40	.59	.59	.40	.48	.46	.41	.17		
		2%	2%	3%					4%	1%				1%	25%		5%

➤ If you are looking for a baldy that can sire more than a pretty face, Allegiance should be your choice to improve muscle, growth and carcass merit in a package that is easy on the eyes.

1SM00152 HOOK'S **BLUEPRINT** 13B

Reg. No. 2854468



GW Premium Beef 021TS
GW-WBF Substance 820Y
 GW Miss Maternal 558P
 TNT Dual Focus T249
Hook's Xponential 20X
 Hook's Ultimo 14U

Homozygous Black
Homozygous Polled
3/4 Simmental, 1/4 Angus



Gibbs 6320 Mabelle 4031B, Daughter

Born: 02/25/2014
 Birth Weight: 81 lbs.
 205 Days: 648 lbs.
 365 Days: 1346 lbs.
 Yrlg. Frame: 5.5
 Owned By: Gibbs Farms, AL; Cow Camp Ranch, KS; Hook Farms, MN

Scrotal: 36.0 cm. @ 12 mos.
 Calving Ease Rating: ✓✓

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
6.6	1.5	74.3	118.3	0.28	7.0	14.8	52.0	11.7	17.0	62.4	-0.05	0.58	-0.022	0.65	-0.48	138.3	80.2
.62	.76	.69	.66	.66	.31	.31	.41	.29	.26	.51	.40	.53	.46	.46	.17		15%

- > The first Blueprint progeny to sell at Gibbs Farms were heavily muscled, big-bodied, long-sided individuals with an attractive look.
- > Blueprint daughters are expected to develop into stout-made, attractive individuals with nice dispositions.

1SM00157 IR **FULLY LOADED** B16

Reg. No. 2942929



TNT Tuition U238
W/C United 956Y
 Miss Werning 956W
 GW Predestined 701T
IR Ms Geneva X205
 IR Ms Lausanne S952

Homozygous Black
Homozygous Polled
1/2 Simmental, 1/2 Angus



IR Ms Geneva X205, Dam

Born: 01/26/2014
 Birth Weight: 72 lbs.
 205 Days: 592 lbs.
 365 Days: 950 lbs.
 Owned By: Joey Chandler, IL; Irvine Ranch, KS; Fairfield Family Farm, IL; Rod Heiser, IL; Phillip Shields, IL; GENEX, WI

Calving Ease Rating: ✓✓✓

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
21.2	-5.0	59.4	96.3	0.23	9.7	24.7	54.4	16.8	10.7	39.9	-0.04	0.79	0.016	0.62	-0.12	185	87.3
.49	.64	.42	.43	.43	.28	.27	.31	.25	.20	.37	.30	.42	.36	.33	.20		4%

- > In the tradition of his sire, expect Fully Loaded to inject muscle and softness into his progeny with the added benefit of being heifer safe with exceptional end product merit.

1SM00149 MSR **TENACITY** 3733A

Reg. No. 2858864



Connealy Tobin
Connealy Confidence 0100
 Becka Gala of Conanga 8281
 Dikemans Sure Bet
MSR 1206Y of 9325W Sbet
 MSR 9325W of 2094 Voy

Homozygous Black
Homozygous Polled
1/2 Simmental, 1/2 Angus



MSR 1206Y of 9325 Sbet, Dam

Born: 09/01/2013
 Birth Weight: 78 lbs.
 205 Days: 731 lbs.
 365 Days: 1186 lbs.
 Yrlg. Frame: 5.7
 Owned By: Moser Ranch, KS; Cow Camp Ranch, KS; GENEX, WI

Scrotal: 36.5 cm. @ 12 mos.
 Calving Ease Rating: ✓✓✓✓

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
26.3	-6.6	42.8	65.3	0.14	12.6	25.7	47.1	13	13.2	19.1	0.04	0.39	0.067	0.50	-0.37	156.6	68.7
.61	.79	.73	.72	.72	.29	.30	.40	.26	.25	.54	.47	.62	.56	.57	.17		10%

- > A sleep-all-night, calving ease option, Tenacity progeny are proving to be moderate, easy fleshing cattle that are wide-based, big-topped and above average for bone with great dispositions.



998E, Daughter



999E, Daughter



509E, Daughter



514E, Daughter

CE	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
16.1	-3.7	54.1	85.0	0.19	5.3	20.0	47.1	11.2	8.8	35.1	-0.15	0.15	-0.033	0.52	-0.22	127.8	66
.60	.79	.71	.68	.68	.38	.38	.46	.28	.15	.52	.33	.41	.37	.31	.16		
20%	3%																

Remington On Target 2S
Remington Lock N Load 54U
 BAR15 Miss Knight 78E-51G
 Boyd New Day 8005
DKF Miss New Deal 205P
 Crescentcreekqueenruth13

Born: 05/25/2011
 Birth Weight: 68 lbs.
 205 Days: 654 lbs.
 365 Days: 1385 lbs.
 Owned By: Rock Creek Ranch, KS; Woodrow Cattle, Co, KS; GENEX, WI

Scrotal: 40.5 cm.
 Mature: 2020 lbs.
 Mature Frame: 6.0
 Calving Ease Rating: **✓✓✓**

Homozygous Black, Homozygous Polled, ½ Simmental, ½ Angus. Tested free for Red Charlie

- › Ironhide is an individual that possesses tremendous eye appeal, individual performance and soundness.
- › Ironhide is siring daughters that are feminine with a perfect wedge shape, abundant muscle and a stop-you-in-your-tracks look.
- › In the tradition of his sire, Lock N Load, use Ironhide to produce baldies with added mass and style.



996E, Daughter



GWS Rocsi 799B, Daughter



GLS Calli C-48, Daughter

Spring 2017 American Simmental Hybrid Breed Averages
 CE 11.7, BW 0.5, WW 62.8, ADG 0.21, YW 97.0, MCE 6.7, MM 21.1, MWW 52.5, STAY 10.0,
 DOC 11.2, CW 28.5, YG -0.21, MB 0.33, BF -0.036, REA 0.61, SHR -0.31, API 124.40, TI 70.10

1SM00155 J BAR J **NIGHTRIDE** 225Z



Reg. No. 2628568

G A R US Premium Beef
GW Premium Beef 021TS
 GW Miss Lucky Charm 410P
 GW Lucky Boy 252U
J BAR J Miss ND 793X
 793T

Homozygous Black
Homozygous Polled
 5% Simmental, 5% Angus

Born: 2/29/2012
 Birth Weight: 78 lbs.
 205 Days: 691 lbs.
 365 Days: 1222 lbs.
 Yrlg. Frame: 5.0
 Owned By: Red Hill Farms, TN; J Bar J Ranch, MI; Gibbs Farms, AL

Scrotal: 42.0 cm.
 Mature: 2072 lbs.
 Mature Frame: 5.0
 Calving Ease Rating: ✓✓✓✓

- Nightride offers a total outcross pedigree to Shear Force and Legacy genetics.
- His progeny are born small with lots of vigor, they are square-made with sound structure on a moderate frame. His daughters are turning into broody cows with adequate rib shape and beautiful udders.
- Use Nightride as a heifer safe option on Angus-based females to add heterosis without increasing mature cow size.



LRS Ms Nightride 558C, Daughter LRS Ms Nightride 6009D, Daughter LCRR THR MTN Pass 6219D, Son

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
22.8	-4.8	56.5	91.8	0.22	11.4	12.7	41.0	9.6	13.7	37.6	-0.06	0.93	-0.005	0.48	-0.67	179.1	87.9
.89	.92	.90	.90	.90	.83	.83	.85	.46	.56	.60	.49	.64	.58	.59	.18		
1%	1%				10%				15%	25%		1%			1%	2%	4%

1SM00125 S D S **GRADUATE** 006X



Reg. No. 2548143

Nichols Legacy G151
Hooks Shear Force 38K
 C&D Tracy
 ALC Big Eye D09N
S D S Queen 814U
 S D S Queen 443P

Homozygous Black
Homozygous Polled
 5% Simmental, 5% Angus

99 PregCheck™ 95%Rel

Born: 2/11/2010
 Birth Weight: 74 lbs.
 205 Days: 752 lbs.
 365 Days: 1262 lbs.
 Yrlg. Frame: 5.7
 Owned By: Gibbs Farms, AL; Cow Camp Ranch, KS

Scrotal: 42.0 cm.
 Mature: 2322 lbs.
 Mature Frame: 5.6
 Calving Ease Rating: ✓✓✓✓

- Graduate has passed the final test all great herd sires must go through; establishing himself as a true cow maker.
- Graduate daughters exhibit sound teat and udder structure along with a super attractive cow look, and top ranking docility and maternal traits.
- Graduate's unique combination of breed-leading CED and REA puts him in a league of his own among highly proven bulls.



Miss Prickly Pear 332A, Daughter Gibbs 2251Z Hy Grd 7074T, Son Gibbs 251TZ Hy Grd R820, Son

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
20.0	-4.9	61.9	100.6	0.24	14.2	26.6	57.5	14.4	14.5	42.6	-0.25	0.24	-0.023	0.99	-0.55	150.5	76.1
.91	.93	.92	.92	.92	.89	.89	.90	.53	.66	.61	.54	.70	.67	.68	.20		
3%	1%				2%	15%	25%	15%	10%	15%				3%	1%	15%	



Basin Payweight 006S
Basin Payweight 1682
 21AR O Lass 7017
 HTP SVF In Dew Time
CCR Ms 4045 Time 7322T
 CCR Ms Pretty 4045P

Homozygous Black
Homozygous Polled
 ½ Simmental, ½ Angus

Born: 9/2/2015
 Birth Weight: 82 lbs.
 205 Days: 671 lbs.
 365 Days: 1349 lbs.
 Yrlg. Frame: 5.9
 Scrotal: 40.0 cm. @ 16 mos.
 Owned By: Cow Camp Ranch, KS; Triangle J Ranch, NE; GENEX, WI

- A maternal brother to Cowboy Cut, sired by the popular Payweight 1682, Payday blends two of the most popular pedigrees in the Angus and Simmental breeds into a powerful, phenotypic package.
- Look to Payday to add depth of rib, body thickness and muscle shape all in a structurally correct package.



CCR Ms 4045 Time 7322T, Dam

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
14.4	-0.1	72.9	113.0	0.25	5.7	21.7	58.2	15.4	13.2	56.7	0.14	0.44	0.046	0.51		148.8	78.7
.32	.38	.34	.35	.35	.25	.27	.29	.30	.07	.29	.27	.41	.29	.34		20%	20%



MR NLC Upgrade U8676
TJ Main Event 503B
 TJ Miss New Day U14
 GW-WBF Substance 820Y
Hook's Beyonce 82B
 Hook's Sarita 92Y

Homozygous Black
Homozygous Polled
 ¾ Simmental, ¼ Angus

Born: 3/11/2016
 Birth Weight: 89 lbs.
 205 Days: 834 lbs.
 365 Days: 1160 lbs.
 Owned By: C Diamond Inc., ND; Triangle J Ranch, NE; J/C Simmentals, MI; Hillstown Farms, IL; Hook Farms Inc., MN; GENEX, WI

- A highlight of the 2017 sale season, Mainline created a buzz with his flawless phenotype and breed-leading EPD profile.
- As a ¾ blood, seedstock producers can use Mainline to create the next generation of herd sires, while commercial producers can capture additional value with hybrid vigor.



Hook's Beyonce 82B, Dam

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
12.1	-0.6	88.4	136.1	0.30	5.5	21.1	65.3	14.7	14.2	69.4	-0.10	0.64	-0.033	0.79	-0.47	164.1	94.6
.26	.36	.31	.32	.32	.17	.19	.23	.27	.13	.27	.24	.40	.24	.31	.20	5%	1%

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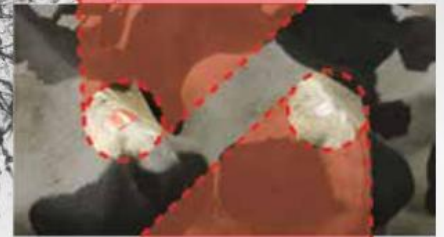


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› Troy Robinett, Rhome, Texas

“By utilizing the GENEX and Superior Livestock relationship, I know that I am injecting the best genetics into my herd and receiving top dollar when I market them. **These companies work together to make sure my family and my ranch are profitable** year after year. I would highly encourage anyone who wants their cattle to be at the top of their game, in every aspect, to give them a call. These folks care!”

› Luke Crumley, Akron, Colorado



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1CH00959 TR MR **FIRE WATER** 5792RET

Reg. No. M704588

Homozygous Polled



LT Wyoming Wind 4020 Pld
Thomas Oahe Wind 0772ET P
 Thomas Ms Camelot 5646
 LHD Cigar E46
Thomaswissersweet1764ET
 Thomas Ms Bonanza 8698

Born: 03/17/2005
 Birth Weight: 95 lbs.
 205 Days: 782 lbs.
 365 Days: 1448 lbs.
 Owned By: Thomas Ranch, SD; Darwin Dykes, IA; Coudron Charolais, MN; Jim & Audra Scheel, SD; Hansen Charolais, SD

Scrotal: 47.0 cm.
 Mature: 2100 lbs.
 Mature Frame: 5.9
 Calving Ease Rating: ✓



TR PZC Firegirl 9745W ET, Daughter

CE	BW	WW	YW	MILK	MCE	TM	SCR	CW	REA	FAT	MARB	TSI
-6.3	3	30	52	19	-4.6	34	1.7	20	1.08	0.013	-0.08	192.96
.74	.93	.89	.86	.80	.75	10%	3%	.37	.35	.32	.31	

› Fire Water remains a perennial favorite for siring structural correctness with that stop you in your tracks show ring look.

1CH00968 EC **FOREFRONT** 8066 PLD

Reg. No. M818462

Homozygous Polled



Finks 2250 OF 3575D040ET
Raile 2250 T077
 RC Francesca 0251
 EC'S Asset 396 P
EC Lady Asset 8066 PLD
 EC Avita 6052 PLD TW

Born: 04/02/2012
 Birth Weight: 86 lbs.
 205 Days: 884 lbs.
 365 Days: 1457 lbs.
 Owned By: JMAR Genetics, VA; C Squared Cattle Co., VA; GENEX, WI

Scrotal: 43.3 cm.
 Mature: 1980 lbs.
 Mature Frame: 5.5
 Calving Ease Rating: ✓✓✓

CE	BW	WW	YW	MILK	MCE	TM	SCR	CW	REA	FAT	MARB	TSI
8.8	-0.6	43	75	3	7.4	25	0.8	21	0.78	-0.003	0.28	225.14
.55	.62	.70	.62	.44	.38		.44	.31	.30	.27	.24	
25%		9%	15%						20%		8%	9%

› If you are looking for moderate birth weights, breed-leading growth, structural correctness and extra muscle, Forefront, should be at the top of your list.

1CH00966 ONE PENNY **BLANCO FLASH** 6424

Reg. No. M731925

Homozygous Polled



HCR Exodus 9033 Polled
HCR Flash 5074 Polled
 Miss HCR Mac 2015 Polled
 LT Rio Blanco 1234 P
Double-H Bobsy 424P
 Double-H Dancewithme209m

Born: 01/06/2006
 Birth Weight: 86 lbs.
 205 Days: 670 lbs.
 365 Days: 1307 lbs.
 Owned By: One Penny Ranch, MN; Jeff Stewart, SD; Scott Jensen, SD

Scrotal: 43.9 cm.
 Mature: 2124 lbs.
 Mature Frame: 6.3
 Calving Ease Rating: ✓✓



JS Sir Flash 4206 PLD, Son

CE	BW	WW	YW	MILK	MCE	TM	SCR	CW	REA	FAT	MARB	TSI
-0.5	1.2	39	92	1	-4.8	20	0.7	33	0.93	-0.002	0.6	254.10
.69	.87	.83	.78	.62	.57		.52	.47	.52	.46	.50	
		20%	3%					4%	7%		1%	1%

› His combination of growth, elite marbling, and breed-leading REA and TSI put him in a league of his own among active sires in the Charolais database.

1CH00964 LT **SUNDANCE** 2251 PLD

Reg. No. M820210



LT Bluegrass 4017 P
LT Ledger 0332 P
 LT Brenda 6120 PLD
 LT Easy Pro 1158 PLD
LT Ballet 9219 Polled
 LT Ballet 6233
 Born: 03/15/2012
 Birth Weight: 90 lbs.
 205 Days: 853 lbs.
 365 Days: 1626 lbs.
 Yrlg. Frame: 6.0
 Owned By: Lindskov-Thiel Ranch, SD; Satterfield Charolais, AR

Homozygous Polled



LT Asta 5273 Pld, Daughter

CE	BW	WW	YW	MILK	MCE	TM	SCR	CW	REA	FAT	MARB	TSI
3.3	2.2	62	103	-1	3.2	30	1.6	52	1.07	0.029	0.3	242.97
.62	.87	.83	.78	.55	.54	20%	.61	.37	.36	.33	.31	1%

› A unique combination of growth, REA, and marbling continues to make Sundance a must-use sire for breeders looking to add red meat and muscle, while infusing end product merit into their next calf crop.

1CH00961 WR **WRANGLER** W601

Reg. No. M779102



Baldrige Fasttrack 82F
CMF 192 Wrangler 256
 CMF 138 of D040 192
 Oakdale Duke 9003P
WR Miss Princess T629
 WR Ease 4412
 Born: 02/08/2009
 Birth Weight: 76 lbs.
 205 Days: 649 lbs.
 365 Days: 1347 lbs.
 Owned By: Polzin Cattle, MN; Thomas Ranch, SD; Mill Iron Lazy 5 Cattle Company, MN; Wagonhammer Ranches, NE; Meinders Stock Farms, IA

Heterozygous Polled



TR Mr Wrangle Up 2502Z, Son

CE	BW	WW	YW	MILK	MCE	TM	SCR	CW	REA	FAT	MARB	TSI
12.7	-2.1	44	63	8	9.8	30	1.5	19	0.79	-0.003	0.06	205.69
.85	.92	.88	.84	.66	.65	25%	.73	.47	.51	.46	.49	5%

› Proven calving ease and outcross pedigree are two big reasons to use Wrangler. Couple that with his breed-leading growth and REA, and you won't sacrifice pounds for calving ease.

1CH00970 HARMS **LUNCH MONEY** 5530

Reg. No. M883161



LT Rio Blanco 1234 P
VPI Free Lunch 708T
 VPI Miss Duchess 404 P
 Oakdale Duke 9003P
HPR Cade's Oakdale Duke 2004
 HPR Cade's Skittles 0025
 Born: 09/08/2015
 Birth Weight: 81 lbs.
 205 Days: 835 lbs.
 365 Days: 1352 lbs.
 Owned By: Harms Plainview Ranch, KS; GENEX, WI

Polled

Scrotal: 42.0 cm. @ 12 mos.
 Calving Ease Rating: ✓✓✓

CE	BW	WW	YW	MILK	MCE	TM	SCR	CW	REA	FAT	MARB	TSI
9.5	-0.8	50	100	10	9.3	35	1.9	45	0.84	0.036	0.34	249.41
.49	.40	.70	.61	.44	.38	4%	.49	.33	.33	.30	.29	1%

› A true outlier in his EPD package, Lunch Money combines breed-leading CE, growth, MARB, REA and CW into a heavily muscled, deep-bodied, structurally sound package backed by an outstanding cow family.



137MA04796 **DADDY'S MONEY**

Reg. No. AMAA-427013

Polled, 3/4 Maine-Anjou, THF, PHAF

Sire: GOET I80 | Dam: JSC Velvet 112W

- > Daddy's Money knows what the slap of the judge feels like, as a former champion in Kansas City and Louisville.
- > He's a stout, moderate, low birth weight, 3/4 Maine bull, and even better, he's clean.



59MA00236 **DATA BANK**

Reg. No. AMAA-464046

Purebred Maine-Anjou, PHAF, THF

Sire: BBN X2 201X | Dam: BNWZ CALYPSO 28Y

- > No I-80, no Ali and he works awesome on those pedigrees! Data Bank is an extremely well-balanced, smooth-made individual that has an undeniably great look.
- > Data Bank is square-made and extremely soft-middled. He is smooth jointed with excellent foot quality and is athletic as you can make a mature bull.



109MA00591 **ALL THAT MATTERS**

Reg. No. AMAA-452463

Polled, Purebred Maine-Anjou, THF, PHAF

Sire: MINN Hard Whiskey 591Y | Dam: MINN Porsche 109W

- > All That Matters offers bone, width and dimension with style.
- > You need the rib, shape and soundness he adds to females. You need All That Matters!



157CA04238 **MONEY IN THE BANK**

Reg. No. ACA-379975

Scurred, 17.7% CA, THF, PHAF

Sire: ASHW Who Da Man | Dam: Ms Rockn Ace 36U

- > The next generation of Who Da Man is here. Couple that with the immortal Rockn Ace and you have generations of proven winners and top donors.
- > Use Money In The Bank this year if you want to put more money in your account next year.



1AN01347 **BUSINESS ELITE**

Reg. No. 17778389

Angus

Sire: Dameron First Class | Dam: J&J Queen 414

- > Business Elite is a moderate, super-sound bull with tremendous eye appeal that will work on show heifers.
- > His dam has produced champions in multiple breeds.



109SM00179 **STEEL FORCE**

Reg. No. 2340262

Heterozygous Black, Homozygous Polled, Purebred Simmental, NHF, OSF, AMF

Sire: CNS Dream On L186 | Dam: SVF Sheza Beauty L901

- > His daughters dominated the show ring and now they dominate the donor pen.
- > Steel Force has sired as many great sons as any bull in the industry, ever!



137SM04528 **SHOCKER**

Reg. No. 3001711

3/4 Simmental, 1/4 Angus

Sire: MR TR HAMMER 308A | Dam: CONLEY SHEZA STAR W82

- > You will be hard pressed to find a 3/4 blood bull that is as sound, big-hipped and massive while still maintaining a loose structure.
- > Shocker is an extremely sound-structured, soggy-made, Baldy-maker with style to burn.



109SM00284 **BANDWAGON**

Reg. No. 2757819

Polled/Scurred, Purebred Simmental

Sire: TJSC Optimus Prime 12W | Dam: KLS Diamond W516

- > Seldom do you find a purebred with this much substance, look and quality.
- > Bandwagon's look and style run deep, with the power and pedigree to take you to the top.



109CH00135 **WHITE WOOD**

Reg. No. EM854443

Purebred Charolais, Smooth Polled

Sire: TR PZC Mr Turton 0794 ET | Dam: LT Miss London 5128

- > You won't find a purebred Charolais bull with as much power, consistency and overall functionality.
- > White Wood is big topped and smooth through his joint structure, he stands on a big solid foot with ample bone.



49HP03050 **CUSTOM MADE**

Reg. No. 43457417

Hereford

Sire: CRR About Time 743 | Dam: TCC Miss Shelby 82 ET

- > Custom Made is royally bred – his sire, dam and full sister are all Denver Champions.
- > He has all the look and design you want in a crossbred bull, wrapped up in a purebred Hereford package.

1BN00018 MC **HIGH QUALITY** 535Y

Reg. No. R10203178



MC John Wayne 165N3
MC Jethro 00S3
 MC Ms Stout 00M5
 MC Real Deal 541R3
BWCC Ms Real Deal
 MISS 4C New Direction 535R
 Born: 02/17/2011
 Birth Weight: 98 lbs.
 205 Days: 917 lbs.
 365 Days: 1511 lbs.
 Owned By: GENEX, WI

Scrotal: 45.5 cm.
 Mature: 2196 lbs.
 Mature Frame: 6.5

CED	BW	WW	YW	MILK	TM	CEM	SC	REA	IMF	FAT	MW	MH	SEN	CW	MARB	RE	FAT
-1.4	6.5	54	95	4	31	4.7	0.72	0.65	0.12	-0.044	39	0.5	-19.85	44	0.88	0.29	0.063
.27	.42	.36	.26	.25		.25	.37	.38	.31	.36	.35	.18		.22	.32	.29	.31
		1%	3%		10%		25%	15%	25%			25%		20%	10%		

› High Quality is ideal to infuse high octane performance, muscle and outstanding eye appeal.

1BN00019 MC **EMBASSADOR** 541Z15

Reg. No. R10223720



MC Jethro 00S3
MC Elegido 924W6
 MISS NMSU 924
 MC John Wayne 661N13
MB Quiet Lady 541T5
 MB MS Bright Lights 541R5
 Born: 03/02/2012
 Birth Weight: 84 lbs.
 205 Days: 841 lbs.
 365 Days: 1307 lbs.
 Scrotal: 40.5 cm. @ 12 mos.
 Owned By: GENEX, WI

CED	BW	WW	YW	MILK	TM	CEM	SC	REA	IMF	FAT	MW	MH	SEN	CW	MARB	RE	FAT
0.4	4.5	33	57	7	23	5.9	0.96	0.44	0.09	-0.009	39	0.5	-19.85	44	0.88	0.29	0.063
.28	.35	.27	.23	.18		.20	.28	.28	.23	.26	.35	.18		.22	.32	.29	.31
		20%				2%	10%		25%			25%		20%	10%		

› Ambassador combines flawless structural soundness, a near perfectly balanced body type and impressive performance levels.

1BR00038 BAR L **MEATLOAF** 45

Reg. No. 933562

Horned



+Cross Fire 02/2
Bar L Domino Sugar 02
 LDC Grande Mayo 503
 Mr. CH 5/0
Miss HC 555
 Miss LDC 227
 Born: 07/08/2014
 Birth Weight: 67 lbs.
 Scrotal: 35.0 cm. @ 27 mos.
 Owned By: GENEX, WI

BWM	BW	WW	YW	MILK	CW	FAT	REA	MARB	RP	TEND	DOC
-0.1	2	16.8	26	4.8	10.5	0	-0.06	0.05	-0.08	-0.03	0
.03	.08	.05	.04	.01	.02	.01	.01	.01	.01	.01	.01
								10%		20%	15%

› Meatloaf offers outstanding muscle expression and fleshing ability.
 › Use this standout sire to produce fast-growing, muscular, male progeny and productive, longevity-oriented females.

1BN00023 SUHN'S **ADVANTAGE** 919C2



Reg. No. R10292605

Newt of Brinks 302P16
Suhn's Advantage 331T5
 Suhn's Miss BT 331R8
 Csonka of Brinks 30R4
Suhn's Miss Csonka 919A11
 Suhn's Ms Next Step 919T2

Born: 1/21/2015
 Birth Weight: 92 lbs.
 205 Days: 672 lbs.
 365 Days: 1205 lbs.
 Scrotal: 40.5 cm. @ 12 mos.
 Owned By: GENEX, WI

- > Advantage excelled in one of the most demanding performance Brangus programs in the nation.
- > Look to this all-around sire for calving ease, IMF and REA, as well as a muscular, powerfully constructed phenotype.

CE	BW	WW	YW	MILK	TM	CEM	SC	REA	IMF	FAT	MW	MH	SEN	CW	MARB	RE	FAT
7.3	-1.3	23	49	13	25	3.8	1.01	0.6	0.11	-0.031	39	0.5	-19.85	44	0.88	0.29	0.063
.39	.52	.43	.34	.30	.31	.41	.44	.35	.41	.35	.18	.22	.32	.29	.31		
10%	10%			15%			10%	15%	20%			25%		20%	10%		

1GV00016 **TWISTER** 451B



Reg. No. AMGV1288031

Homozygous Black

Post Rock Granite 200P2
Flying H Granite 7Z
 Faris Ms Landmark 22X
 Black Impact 3960N
Mr Bik Impact 2100Z ET
 Foxi Roxi 8N

Born: 2/8/2014
 Birth Weight: 82 lbs.
 205 Days: 626 lbs.
 365 Days: 1271 lbs.
 Scrotal: 37.8 cm. @ 12 mos.
 Owned By: Lazy TV Ranch, SD; Rippe Gelbvieh, NE

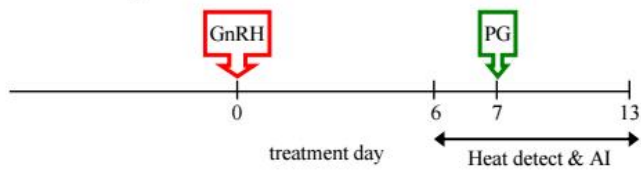
- > Twister calves are the standout sire group at Lazy TV Ranch.
- > Progeny excel for growth, body type and correctness.
- > Use Twister to add heterosis without sacrificing calving ease, marbling and the ability to make great females.

CE	BW	WW	YW	MK	TM	CEM	HP	FC30	ST	DMI	YG	CW	REA	MB	FT	ADG	RFI	SCow	FPI	EPI
15	-1.6	64	95	29	61	4	7	0	18	0.05	-0.46	24	0.37	0	-0.04	-0.004	0.011	132.15	72.04	88.52
.48	.43	.40	.41	.46	.43	.09	.08	.25	.07	.33	.34	.40	.58	.46	.22	.15				
5%	10%						20%		1%					10%		25%		2%	15%	

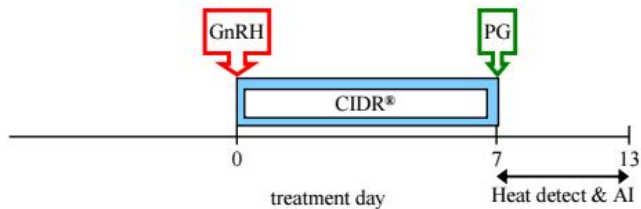
BEEF COW PROTOCOLS - 2018

HEAT DETECTION

Select Synch

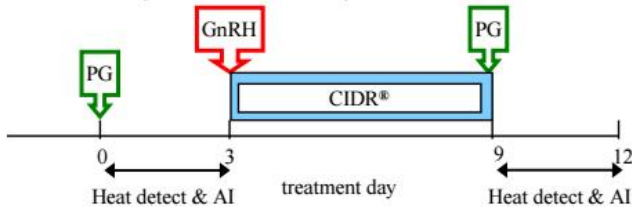


Select Synch + CIDR®



PG 6-day CIDR®

Heat detect and AI days 0 to 3. Administer CIDR to non-responders and heat detect and AI days 9 to 12. Protocol may be used in heifers.



HEAT DETECT & TIME AI (TAI)

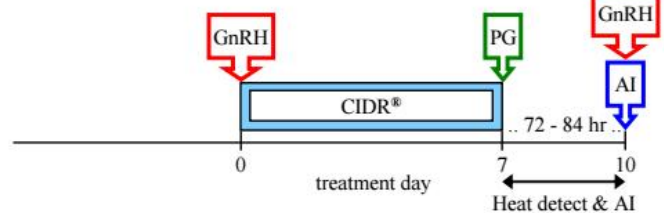
Select Synch & TAI

Heat detect and AI day 6 to 10 and TAI all non-responders 72 - 84 hr after PG with GnRH at TAI.



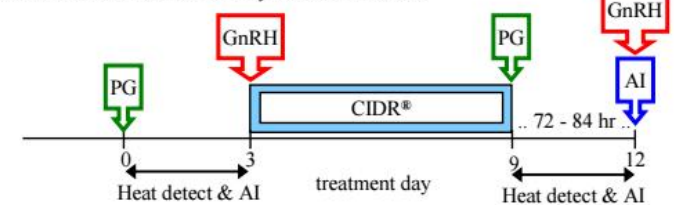
Select Synch + CIDR® & TAI

Heat detect and AI day 7 to 10 and TAI all non-responders 72 - 84 hr after PG with GnRH at TAI.



PG 6-day CIDR® & TAI

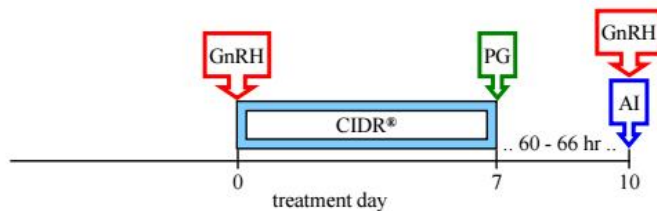
Heat detect & AI days 0 to 3. Administer CIDR to non-responders & heat detect and AI days 9 to 12. TAI non-responders 72 - 84 hr after CIDR removal with GnRH at AI. Protocol may be used in heifers.



FIXED-TIME AI (TAI)*

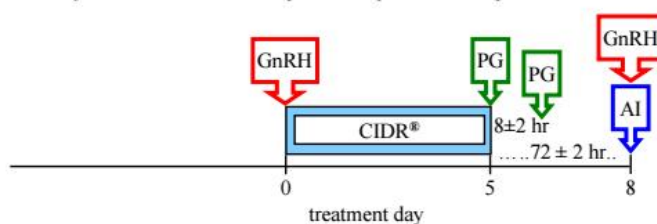
7-day CO-Synch + CIDR®

Perform TAI at 60 to 66 hr after PG with GnRH at TAI.



5-day CO-Synch + CIDR®

Perform TAI at 72 ± 2 hr after CIDR removal with GnRH at TAI. Two injections of PG 8 ± 2 hr apart are required for this protocol.

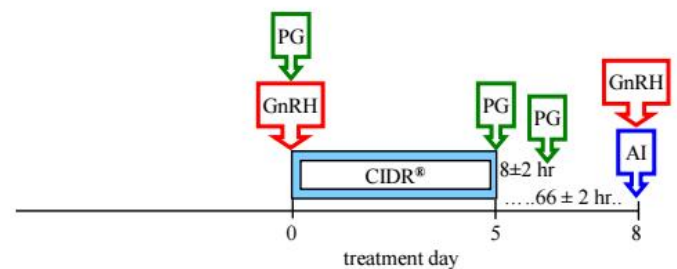


FIXED-TIME AI (TAI)*

for *Bos Indicus* cows only

PG 5-day CO-Synch + CIDR®

Perform TAI at 66 ± 2 hr after CIDR removal with GnRH at TAI. Two injections of PG 8 ± 2 hr apart are required for this protocol.



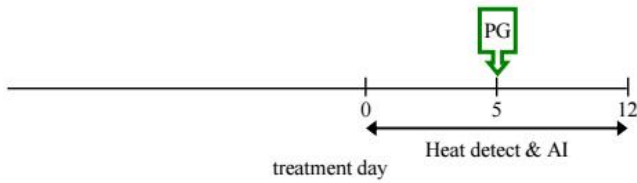
* The time listed for "Fixed-time AI" should be considered as the approximate average time of insemination. This should be based on the number of cows to inseminate, labor, and facilities.

- GnRH: Cystorelin®, Factrel®, Fertagyl®, OvaCyst®, GONABreed®
- PG: estroPLAN®, Estrumate®, In-Synch®, Lutalyse®, Lutalyse® HighCon, ProstaMate®, SYNCHSURE™

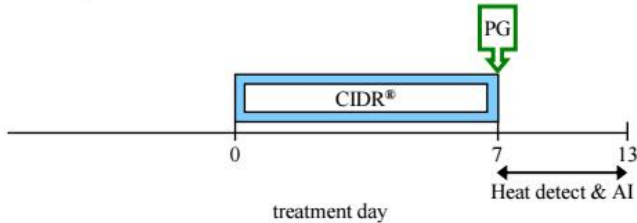
BEEF HEIFER PROTOCOLS - 2018

HEAT DETECTION

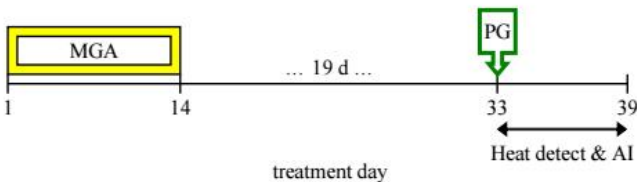
1 Shot PG



7-day CIDR®-PG



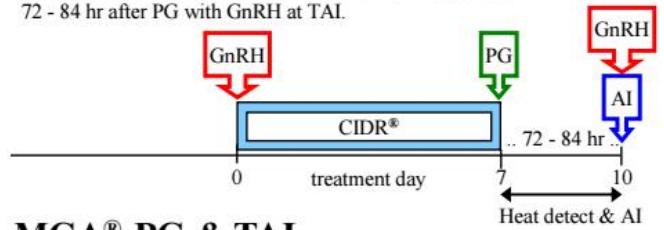
MGA®-PG



HEAT DETECT & TIME AI (TAI)

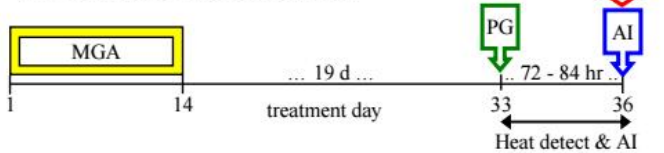
Select Synch + CIDR® & TAI

Heat detect and AI day 7 to 10 and TAI all non-responders 72 - 84 hr after PG with GnRH at TAI.



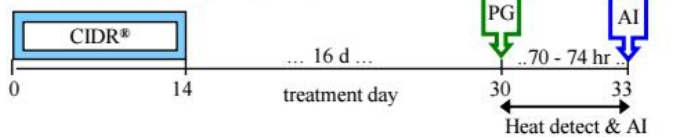
MGA®-PG & TAI

Heat detect and AI day 33 to 36 and TAI all non-responders 72 - 84 hrs after PG with GnRH at TAI.



14-day CIDR®-PG & TAI

Heat detect and AI day 30 to 33 and TAI all non-responders 72 hrs after PG with GnRH at TAI.

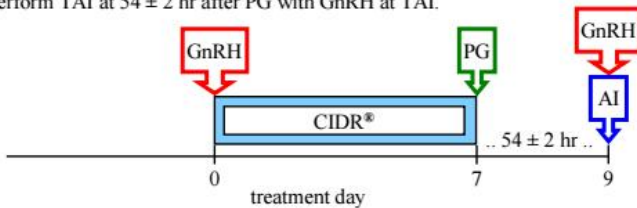


FIXED-TIME AI (TAI)*

Short-term Protocols

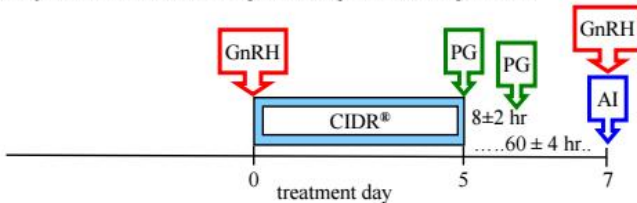
7-day CO-Synch + CIDR®

Perform TAI at 54 ± 2 hr after PG with GnRH at TAI.



5-day CO-Synch + CIDR®

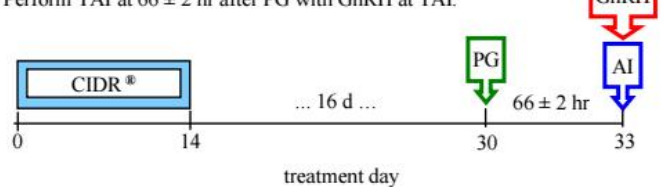
Perform TAI at 60 ± 4 hr after CIDR removal with GnRH at TAI. Two injections of PG 8 ± 2 hr apart are required for this protocol.



Long-term Protocols

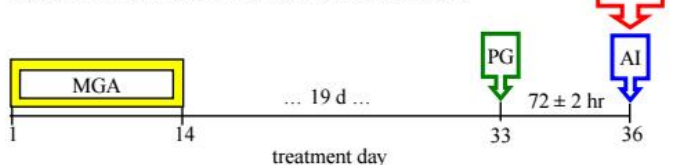
14-day CIDR®-PG

Perform TAI at 66 ± 2 hr after PG with GnRH at TAI.




MGA®-PG

Perform TAI at 72 ± 2 hr after PG with GnRH at TAI.



* The times listed for "Fixed-time AI" should be considered as the approximate average time of insemination. This should be based on the number of heifers to inseminate, labor, and facilities.

 Cystorelin®, Factrel®, Fertagyl®, OvaCyst®, GONABreed®

 estroPLAN®, Estrumate®, In-Synch®, Lutalyse®, Lutalyse® HighCon, ProstaMate®, SYNCHSURE™

EPD TERMINOLOGY

EPD: *Expected Progeny Difference* – The expected differences in performance of a sire's progeny when compared to the average progeny of all sires evaluated within the breed. Based on actual performance, progeny performance and relatives' performance.

ACC: *Accuracy* – The reliability placed on the EPD.

CE, CED: *Calving Ease Direct* – The difference in percentage of unassisted births, with a higher value indicating greater calving ease in first-calf heifers.

BW: *Birth Weight* – The birth weights of a bull's progeny when compared to the breed average, in pounds.

WW: *Weaning Weight* – The adjusted weaning weights of a bull's progeny when compared to the breed average, in pounds.

YW: *Yearling Weight* – The adjusted yearling weights of a bull's progeny when compared to breed average, in pounds.

UDDR: *Udder Suspension* (Hereford) – Differences in sire EPDs predict the difference expected in the sires' daughters udder characteristics when managed in the same environment. Weak udder suspension results in pendulous udders that make it difficult for a calf to nurse.

TEAT: *Teat Size* (Hereford) – Differences in sire EPDs predict the difference expected in the sires' daughters udder characteristics when managed in the same environment. Oversized teats are difficult for newborn calves to nurse and the calf may not receive adequate colostrum.

DMI: *Dry Matter Intake* (Hereford) – Predicts the daily consumption of pounds of feed.

RADG: *Residual Average Daily Gain* (Angus) – The adjusted amount of post weaning gain in future progeny, in pounds, given a constant amount of feed consumed.

ADG: *Average Daily Gain* (Simmental) – The difference in pounds of daily gain expected between animals' progeny during the post weaning feeding period.

SCR, SC: *Scrotal Circumference* (Angus, Charolais, Hereford) – The adjusted yearling scrotal circumferences of a bull's progeny when compared to breed average, in centimeters.

SCF: *Sustained Cow Fertility* (Hereford) – A prediction of a cow's ability to continue to calve from three years of age through twelve years of age, given she calved as a two-year-old. Expressed as a deviation in the proportion of the ten-possible calvings to twelve years old expressed as a probability.

DOC (Angus, Simmental) – The difference in yearling cattle temperament, with a higher value indicating more favorable docility.

CETM, CEM, MCE: *Calving Ease Total Maternal, Calving Ease Maternal, Maternal Calving Ease* – The difference in percentage of unassisted births with a higher value indicating greater calving ease in first-calf daughters.

Milk, MM: *Maternal Milk* – The amount of pre-weaning performance gained by calves which can be attributed to the milking ability of a bull's daughters, expressed in pounds of calf.

TM, MWW: *Total Maternal, Maternal Weaning Weight* (Simmental, Charolais) – Measure of a sire's ability to transmit milk production and growth rate through his daughters. Predicts the weaning weight of a sire's daughters' calves. Equal to his milk EPD plus half his WW EPD.

M&G: *Maternal Milk & Growth* (Hereford) – The Milk EPD plus half the WW EPD. A sire's M&G EPD reflects what he is expected to transmit to his daughters for a combination of growth genetics and maternal production.

ME: *Maintenance Energy* (Red Angus) – Differences in mature cow maintenance energy requirements. Expressed as megacalories per month.

HPG, HP: *Heifer Pregnancy* (Red Angus, Angus) – Differences in percent probability of female progeny conceiving to calve as 2-year-olds; a more accurate measurement than her sire's or paternal brothers' scrotal circumference.

MkH: *Milking Herds* (Angus) – Indicates the number of herds from which daughters are reported.

MkD: *Milking Daughters* (Angus) – Reflects the number of daughters having progeny weaning weight records included in the analysis.

MW: *Mature Weight* (Angus) – A predictor of the difference in mature weight of a sire's daughters compared to the daughters of other sires, expressed in pounds.

MH: *Mature Height* (Angus) – A predictor of the difference in mature height of a sire's daughters compared to daughters of other sires, expressed in inches.

STAY: *Stayability* (Red Angus, Simmental) – Differences in percent probability of daughters staying productive past the age of six.

CW: *Carcass Weight* – The adjusted carcass weights of a sire's progeny, expressed in pounds.

MB, MARB, IMF: *Marbling* – A predictor of the difference in a sire's progeny for percent marbling score or percent intramuscular fat in the ribeye muscle compared to other sires.

YG: *Yield Grade* (Simmental, Red Angus) – Expressed as a deviation of Yield Grade units where negative values are desirable.

REA, RE: *Ribeye Area* – Adjusted ribeye area of a sire's progeny, measured in square inches.

FAT, BF: *Back Fat* – The adjusted twelfth rib fat thickness of a sire's progeny, expressed in inches.

SHR: *Shear Force* (Simmental) – Pounds of force required to shear a steak.

Carc H/P and Ult H/P: *Group/progeny* (Angus) – Reflects the number of contemporary groups and the number of carcass and ultrasound progeny included in the analysis.

I: *Interim* – The EPD is based on performance information of a bull's sire, dam and relatives.

P: Pedigree estimate.

\$EN: *Cow Energy Value* (Angus) – Assesses differences in cow energy requirements as an expected dollar savings difference in daughters of sires, expressed in dollar savings/cow/year. A larger value is more favorable when comparing two animals. \$EN savings include lactation energy requirements and energy costs associated with differences in mature cow size.

\$W: *Weaned Calf Value* (Angus) – The expected average difference in future progeny performance for pre-weaning merit, expressed in \$/head. \$W includes both revenue and cost adjustments associated with differences in birth weight, weaning direct growth, maternal milk and mature cow size.

\$F: *Feedlot Value* (Angus) – Calculates a \$/head difference in expected progeny performance for post weaning merit. \$F uses WW and YW EPDs along with trait inter-relationships. Typical feedlot gain value, feed consumption and cost differences are accounted for in the final calculations.

\$G: *Grid Value* (Angus) – Combines quality grade and yield grade attributes, and is calculated for animals with carcass EPDs, ultrasound EPDs or both types of EPDs. A three-year rolling average is used to establish typical industry economic values for quality grade and yield grade schedules.

\$B: *Beef Value* (Angus) – The expected average dollar per head difference in the progeny post weaning performance and carcass value. The \$B value is comprised of two pieces: \$F and \$G.

API: *All-Purpose Index* (Simmental) – Evaluates sires for use on the entire cow herd (bred to both Angus first-calf heifers and mature cows) with daughters retained and remaining heifers and steers put on feed and sold grade and yield.

TI: *Terminal Index* (Simmental) – Evaluates sires for use on mature Angus cows with all offspring put on feed and sold on a grade and yield basis.

BMI\$: *Baldy Maternal Index* (Hereford) – An index to maximize profit for commercial cow/calf producers who use Hereford bulls in rotational crossbreeding programs on Angus-based cows and heifers. Retained ownership of calves is assumed, with fed cattle marketed on a Certified Hereford Beef® (CHB) pricing grid.

BIIS: *Brahman Influence Index* (Hereford) – This index is similar to BMI\$, except Hereford bulls are used in rotational crossing with Brahman rather than Angus. Greater emphasis placed on traits deficient in Brahman-cross cattle, (fertility and age at puberty) and less on acceptable traits (growth and calving ease).

CHB\$: *Certified Hereford Beef Index* (Hereford) – A terminal sire index where Hereford bulls are mated to British-cross cows and all offspring are sold as fed cattle on a CHB pricing grid.

HB: *HerdBuilder* (Red Angus) – Used by producers to increase the sustainability of the cow herd and ultimately their operation. HB assumes bulls will be mated to both cows and heifers, replacement females will be retained within the herd, and the remaining progeny will be sold on a quality based carcass grid.

GM: *GridMaster Index* (Red Angus) – Used by producers whose primary goal is to maximize profitability of feeders in the feedyard and on the rail. GM assumes bulls will be mated to cows only, and all progeny will be sold on a quality based carcass grid.

TSI: *Terminal Sire Index* (Charolais) – Combines BW, WW, YW, REA, HCW, MARB and FAT into one single value. The TSI uses estimates of the genetic relationships between traits with an economic default value based on three year rolling USDA data.

SIRE INFORMATION

Genetic Defects

In the last couple of years several genetic defects have been identified in Angus and other breeds, defects which include Arthrogyrosis Multiplex (AM), Neuropathic Hydrocephalus (NH), Contractural Arachnodactyly (CA), Developmental Duplication (DD), Osteopetrosis (OS) and Oculocutaneous Hypopigmentation (OH). It is important for A.I. companies to be vigilant concerning genetic defects as the opportunity to increase the frequency of these negative traits on the population can be significant. With bulls selling 50 to 100,000 units, a single carrier bull can widely spread a genetic problem. GENEX has worked hard to ensure this does not happen. All GENEX bulls listed in this directory have either been tested or are known free by pedigree for the major genetic defects unless otherwise stated.

CALVING EASE RATINGS

Take Calving Ease and Birth Weight EPDs and accuracy into consideration, as well as reports from progeny test herds and breeders. Young, low accuracy sires are not rated. For best results, use proven calving ease sires.

- ✓✓✓✓ Highly proven, calving ease sire recommended for heifers or cows.
- ✓✓✓ Proven, moderate calving ease sire recommended for heifers or cows. Assistance may be required in small heifers.
- ✓✓ Recommended for cows.
- ✓ Recommended for cows only, larger birth weights may result.

PregCheck™

An evaluation of an individual sire's frozen semen conception rate. The model and data collection process is the first of its kind in the beef industry. PregCheck™ fertility rankings are not an evaluation of future fertility in a sire's daughters.



Targeting the Brand

The Targeting the Brand logo is designed to highlight registered Angus bulls with greater genetic potential to produce calves meeting the most challenging specification of the Certified Angus Beef® brand. Bull must be at least breed average or better for marbling EPD and \$G of non-parent Angus sires to qualify for use of the Targeting the Brand logo.

GESTATION TABLE based on 283 days

Jan	Jan	Feb	Mar	Mar	Apr	May	May	June	July	July	Aug	Sept	Oct	Oct	Nov	Dec	Dec
1	10/11	22 11/1	12 11/22	5 12/13	26 1/3	16 1/24	7 2/14	28 3/7	18 3/28	9 4/18	30 5/9	20 5/30	10 6/20	1 7/11	12 8/22	3 9/12	24 10/3
2	10/12	23 11/2	13 11/23	6 12/14	27 1/4	17 1/25	8 2/15	29 3/8	19 3/29	10 4/19	31 5/10	21 5/31	11 6/21	2 7/12	23 8/2	13 8/23	4 9/13
3	10/13	24 11/3	14 11/24	7 12/15	28 1/5	18 1/26	9 2/16	30 3/9	20 3/30	11 4/20	Aug 1 5/11	22 6/1	12 6/22	3 7/13	24 8/3	14 8/24	5 9/14
4	10/14	25 11/4	15 11/25	8 12/16	29 1/6	19 1/27	10 2/17	31 3/10	21 3/31	12 4/21	2 5/12	23 6/2	13 6/23	4 7/14	25 8/4	15 8/25	6 9/15
5	10/15	26 11/5	16 11/26	9 12/17	30 1/7	20 1/28	11 2/18	June 1 3/11	22 4/1	13 4/22	3 5/13	24 6/3	14 6/24	5 7/15	26 8/5	16 8/26	7 9/16
6	10/16	27 11/6	17 11/27	10 12/18	31 1/8	21 1/29	12 2/19	2 3/12	23 4/2	14 4/23	4 5/14	25 6/4	15 6/25	6 7/16	27 8/6	17 8/27	8 9/17
7	10/17	28 11/7	18 11/28	11 12/19	Apr 1 1/9	22 1/30	13 2/20	3 3/13	24 4/3	15 4/24	5 5/15	26 6/5	16 6/26	7 7/17	28 8/7	18 8/28	9 9/18
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10	10/20	31 11/10	21 12/1	14 12/22	4 1/12	25 2/2	16 2/23	6 3/16	27 4/6	18 4/27	8 5/18	29 6/8	19 6/29	10 7/20	31 8/10	21 8/31	12 9/21
11	10/21	Feb 1 11/11	22 12/2	15 12/23	5 1/13	26 2/3	17 2/24	7 3/17	28 4/7	19 4/28	9 5/19	30 6/9	20 6/30	11 7/21	Nov 1 8/11	22 9/1	13 9/22
12	10/22	2 11/12	23 12/3	16 12/24	6 1/14	27 2/4	18 2/25	8 3/18	29 4/8	20 4/29	10 5/20	31 6/10	21 7/1	12 7/22	2 8/12	23 9/2	14 9/23
13	10/23	3 11/13	24 12/4	17 12/25	7 1/15	28 2/5	19 2/26	9 3/19	30 4/9	21 4/30	11 5/21	Sept 1 6/11	22 7/2	13 7/23	3 8/13	24 9/3	15 9/24
14	10/24	4 11/14	25 12/5	18 12/26	8 1/16	29 2/6	20 2/27	10 3/20	July 1 4/10	22 5/1	12 5/22	2 6/12	23 7/3	14 7/24	4 8/14	25 9/4	16 9/25
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19	10/29	9 11/19	2 12/10	23 12/31	13 1/21	4 2/11	25 3/4	15 3/25	6 4/15	27 5/6	17 5/27	7 6/17	28 7/8	19 7/29	9 8/19	30 9/9	21 9/30
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21	10/31	11 11/21	4 12/12	25 1/2	15 1/23	6 2/13	27 3/6	17 3/27	8 4/17	29 5/8	19 5/29	9 6/19	30 7/10	21 7/31	11 8/21	2 9/11	23 10/2

Left number date of service

Right number calving date

You have one day to get her pregnant.
Trust the professionals.



GENEX chute-side service is a convenient and cost effective tool to improve genetics and profitability. Chute-side service includes synchronization and technician insemination by GENEX representatives which provides ranchers with access to the industry's most sought after genetics.

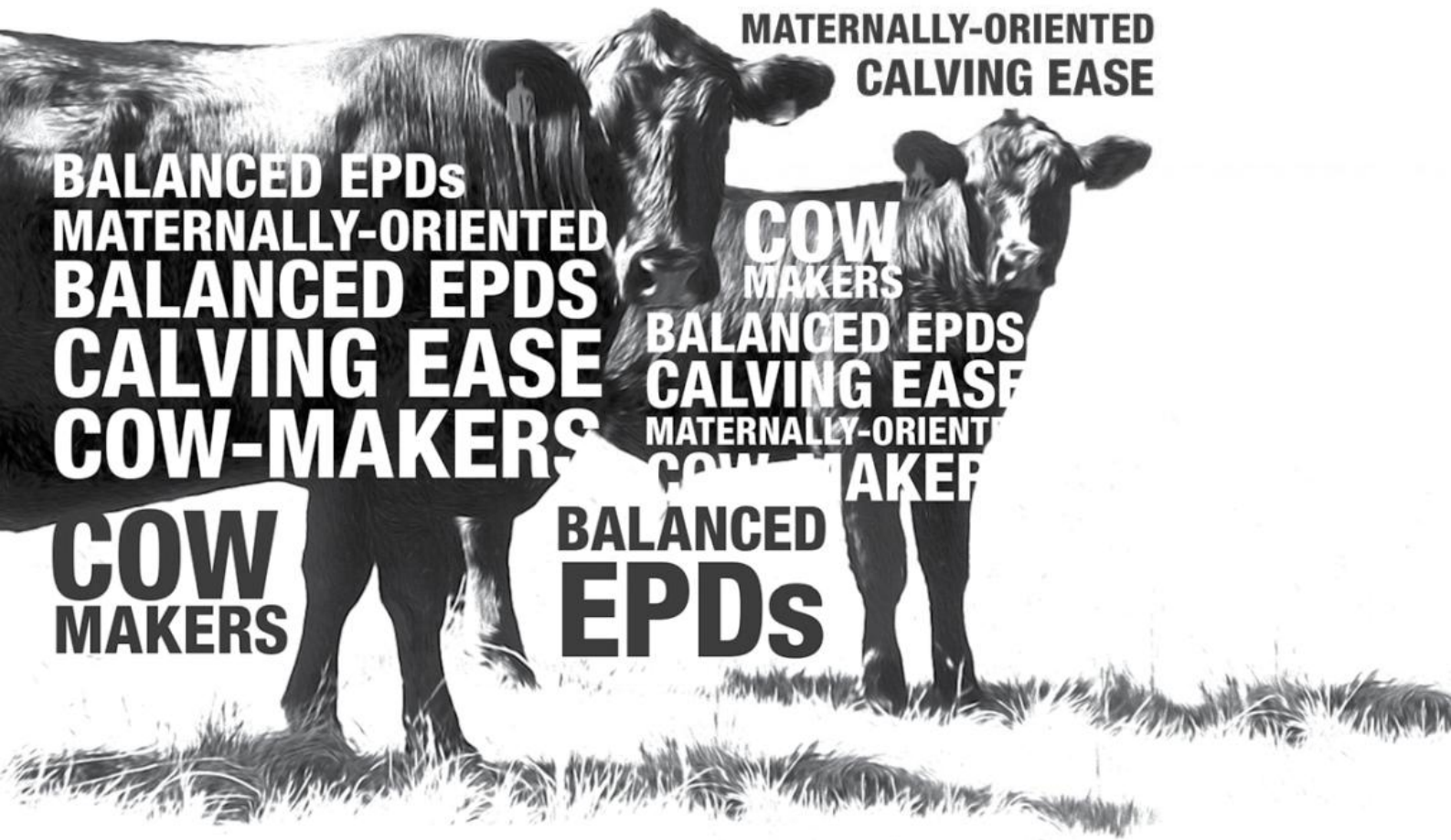


Code	Bull	Pg.	Code	Bull	Pg.	Code	Bull	Pg.
ANGUS			1AN01431	REBOUND	12	SIMMENTAL		
1AN01408	ABUNDANCE	13	1AN01407	REIGN	10	1SM00164	1143Y	73
1AN01411	ACCURACY	38	1AN01421	RELEVANT	21	1SM00136	ALL-AROUND	72
1AN01356	ALLIED	14	1AN01380	RELIABULL	42	1SM00139	ALLEGIANCE	73
1AN01437	ALPINE	39	1AN01365	RENOWN	13	1SM00166	BALTIC	71
1AN01355	ALTITUDE	43	1AN01238	RESOURCE	5	1SM00133	BEEF KING	70
1AN01237	ANGUS VALLEY	35	1AN01146	RIGHT ANSWER	33	1SM00165	BULLETPROOF B42	70
1AN01389	ASHLAND	17	1AN01430	ROUGH RIDER	19	1SM00153	COWBOY CUT	69
1AN01231	AUTHENTIC	29	1AN01409	SCALE HOUSE	16	1SM00151	ELEVATE	68
1AN01387	BEAST MODE	17	1AN01249	SOLUTION	32	1SM00094	IN DEW TIME	72
1AN01131	BISMARCK	33	1AN01374	SOURCE	26	1SM00158	LIVE AMMO	73
1AN01358	BLASTER	18	1AN01420	STERLING	38	1SM00137	RIMROCK	72
1AN01310	BREAKING NEWS	30	1AN01416	STUNNER	10	1SM00150	TRUE JUSTICE	68
1AN01349	BREAKTHROUGH	29	1AN01298	SUB-ZERO	39	1SM00121	UPGRADE	71
1AN01400	BROADVIEW	36	1AN01381	SWAMP FOX	37	SIMANGUS™		
1AN01331	CARTWRIGHT	19	1AN01320	TEN SPEED	11	1SM00152	BLUEPRINT	74
1AN01406	CATALYST	4	1AN01393	TORQUE	41	1SM00157	FULLY LOADED	74
1AN01224	CEDAR RIDGE	22	1AN01414	TRADEMARK	12	1SM00125	GRADUATE	76
1AN01371	COMMANDO	37	1AN01397	TURNING POINT	14	1SM00154	IRONHIDE	75
1AN01429	COMMON SENSE	16	1AN01287	WEST RIVER	41	1SM00163	MAINLINE	77
1AN01391	CONFEDERATE	20	1AN01346	WHITLOCK	9	1SM00155	NIGHTRIDE	76
1AN01363	CONQUEST	8	RED ANGUS			1SM00160	PAYDAY	77
1AN01426	COUNTRY WIDE	18	1AR00936	CONQUEROR	54	1SM00149	TENACITY	74
1AN01198	DIAMOND IN THE ROUGH	29	1AR00947	CONVOY	52	CHAROLAIS		
1AN01278	DOUBLE VISION	31	1AR00963	DECLARATION	50	1CH00966	BLANCO FLASH	80
1AN01370	DOUBLEBARREL	26	1AR00959	DEEP END	54	1CH00959	FIRE WATER	80
1AN01240	EFFECTIVE	23	1AR00960	DOMAIN	55	1CH00968	FOREFRONT	80
1AN01422	EISENHOWER	26	1AR00962	ELITE	54	1CH00970	LUNCH MONEY	81
1AN01360	ELEMENT	30	1AR00973	GLADIATOR	51	1CH00964	SUNDANCE	81
1AN01325	ENVISION	34	1AR00968	HERE WE GO	52	1CH00961	WRANGLER	81
1AN01299	FORTITUDE	35	1AR00969	INTREPID	46	BRAHMAN		
1AN01242	FULL POWER	36	1AR00966	JULIAN 271B	52	1BR00038	MEATLOAF	84
1AN01392	GLOBAL	28	1AR00955	LEGEND	46	BRANGUS		
1AN01304	GUN POWDER	31	1AR00971	MALBEC	51	1BN00023	ADVANTAGE	85
1AN01433	GUS	42	1AR00970	MARKSMAN	53	1BN00019	EMBASSADOR	84
1AN01401	HOMBRE	25	1AR00972	MERLIN 018A	53	1BN00018	HIGH QUALITY	84
1AN01403	HOMEGROWN	25	1AR00950	NEW DIRECTION	50	GELBIEH		
1AN01322	IMPRESSIVE	28	1AR00967	PREDICTABULL	48	1GV00016	TWISTER	85
1AN01412	INAUGURATION	27	1AR00957	PROFITBUILDER	47	SHOW SIRES		
1AN01337	INNOVATION	6	1AR00964	RED ROCK	48	109MA00591	ALL THAT MATTERS	82
1AN01313	INSIGHT	21	1AR00946	REDEMPTION	49	109SM00284	BANDWAGON	83
1AN01384	INTRIGUE	34	HEREFORD			1AN01347	BUSINESS ELITE	82
1AN01413	INVASION	8	1HP00847	ACCESS	65	49HP03050	CUSTOM MADE	83
1AN01300	INVESTMENT	43	1HP00848	CATAPULT 322	59	137MA04763	DADDY'S MONEY	82
1AN01215	IRISH	27	1HP00853	DEADBOLT	63	59MA00236	DATA BANK	82
1AN01294	J EDGAR HOOVER	28	1HP00844	KLONDIKE	65	157CA04238	MONEY IN THE BANK	82
1AN01332	JOHNNY CASH	31	1HP00836	LAMBEAU	62	137SM04528	SHOCKER	83
1AN01348	JUSTIFIED	40	1HP00850	LOMBARDI	64	109SM00179	STEEL FORCE	83
1AN01399	KEYSTONE	24	1HH00113	MARK DOMINO 1321	61	109CH00135	WHITE WOOD	83
1AN01415	LITHIUM	30	1HP00851	PLAYBOOK	64			
1AN01202	LONG DISTANCE	27	1HP00852	PROPEL	58			
1AN01434	MAINSTAY	23	1HP00839	PROSPECTOR	62			
1AN01402	NATIVE JOE	20	1HH00109	SENSATION	60			
1AN01394	NAVIGATOR	24	1HP00841	STRATEGY	64			
1AN01424	PANHANDLE	40	1HP00846	TRUST	63			
1AN01390	PATHFINDER	4	1HP00849	VALIDATED	60			
1AN01428	PERFECT GAME	6	1HP00829	VICTOR 719T	58			
1AN01141	PIONEER	32	1HP00831	WORLDWIDE	62			
1AN01395	PLAYMAKER	22						
1AN01423	PRIME CUT*	7						
1AN01425	RAINMAKER 4404	15						

The National Association of Animal Breeders, Beef Committee, recommends the sire, dam and progeny photos used in advertising and promotion should represent the true image of the animal. The photo should only be enhanced by removal of the halter, nose ring or manure. Computer alteration of the animal's conformation is unacceptable.

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