

Iowa Simmental Association Presents  
*54<sup>th</sup> Annual  
Mark of Genetic  
Excellence Sale*

Monday February 12, 2024 at 11:30 am  
State Fairgrounds - Des Moines, IA  
[www.liveauctions.tv](http://www.liveauctions.tv)



*Offering Elite Simmental Cattle from Iowa's finest Simmental Herds*

## Schedule of Events

### Friday, February 9<sup>th</sup>

- Cattle may arrive on the Fairgrounds

### Saturday, February 10<sup>th</sup>

- 9:30 am Queen Contest, Prairie Meadow
- 10 am Check-In Begins
- 2 pm ISA Annual Meeting, Penningroth Sale Arena
- 3 pm IJSA Annual Meeting, Penningroth Sale Arena
- 5:30 pm Banquet Social Hour Begins, Walnut Center
- 6:00 pm Banquet, Awards, & Auction, Walnut Center

### Sunday, February 11<sup>th</sup>

- Cattle on display all day
- 1 pm Parade of Cattle, Show Ring Pavilion

### Monday, February 12<sup>th</sup>

- 7:30 am Bull Buyers Biscuit & Gravy Breakfast
- 11:30 am Sale Begins

### Air Transportation

Des Moines International Airport is served by many major airlines and is located within minutes of the fairgrounds.

### Terms of Sale

All cattle sell under the terms and conditions of the American Simmental Association (found on Page 4). Terms of sale are cash, good check with proper ID, and/or Visa, Mastercard, or Discover. All credit card purchases will incur a 3% service fee.

### Registration Transfers

Please leave all transfer instructions with the Sale Clerks when you settle up for your purchases.

### Bull Scan Data

Bulls will be scanned for carcass data on Saturday during check in. That data will be available for all buyers. Scan will be done by Dr. Shawn Nicholson 515-523-1755.

### Online Bidding

Real time online bidding available through [www.liveauctions.tv](http://www.liveauctions.tv). Please login early to request your bidders number for the auction. The Sale Parade may also be viewed online at [www.liveauctions.tv](http://www.liveauctions.tv)

### Sale Management

Dwyer Cattle Services  
740 26th Street  
Roseville IL 61473  
Bob 309-337-1404  
Nick 309-337-6404  
[nick@dwycattle.com](mailto:nick@dwycattle.com)  
[www.dwycattle.com](http://www.dwycattle.com)



**DWYER**



### Sale Headquarters & Area Hotels

Hyatt Place, Altoona 515-520-8300  
Call and ask for the Simmental Block for a discount.

#### Additional Hotels

Best Western Plus, Altoona 515-967-2400  
Prairie Meadows Hotel, Altoona 515-967-1000

### Sale Staff

Jon Schaben, Auctioneer 712-263-0755  
Bob Dwyer, Manager 309-337-1404  
Nick Dwyer, Manager 309-337-6404  
Dr. Bert Moore, A.S.A. Rep 701-541-5035  
Jeremie Ruble, Consultant 406-581-7940  
Dalton Lundy, Consultant 502-727-6898  
Thomas Lundy, Consultant 502-471-0354  
Greg Miller, Consultant 608-778-8785

### Livestock Publication Representatives

Mike Sorensen, American Cattlemen 641-745-7949  
Austin Brandt, Midwest Marketer 712-621-1829  
Tom Rooney, Special Assignment 515-491-6025  
Jared Ruter, Midwest Marketer 815-238-7530

### EPD's

EPD's listed in this catalog are based off current Bolt data during the time catalog was prepared. Please visit [www.simmental.org](http://www.simmental.org) to view current data on each lot being sold.

### Herd Health

All cattle sold will have health papers for travel to anywhere in the United States. Bred females have been pregnancy examined and are confirmed safe in calf.  
Sale Vet Dr. Shawn Nicholson 515-523-1755.

### Trucking

We will assist you with finding the most reasonable trucking rates available.

It is with a lot of pride that we offer up this tremendous lineup of Simmental bulls, bred heifers, open heifers, and genetics for your appraisal. Yet again the Iowa Simmental membership has dug deep to offer you a set of cattle that show the diversity and quality produced in the Simmental Industry today. We are looking at some very good times in the cattle business right now, with a massive herd reduction in the west the next few years is shaping up to look very promising. Current cow numbers are sitting at a 60 year low and now is the time to position your programs for the good times ahead.

The Simmental breed has done a great job over the years of focusing not only on show ring traits but has stayed at the forefront of the commercial cattlemen's needs. Many of the bulls being offered are easy calving both on paper as well as from years of breeding, these bulls are also known for making a tremendous cross on Angus based herds. The bulls in this sale are first culled by the breeders and then are also culled by the sale committee and must make a 3# per day rate of gain as well as have a minimum scrotal of 32 cm. The breeders in this sale have done everything in their power to provide each of you a value added product.

As with years past the heifer division is loaded with quality. This group of females will satisfy even the most discerning cattlemen. The open heifers are all eligible to show at the Expo as well as at the Iowa Field day. If you have any questions regarding this offering feel free to contact any of the consignors in this sale they would be more than happy to help you with your selections. We look forward to seeing each of you in Des Moines, Iowa.

*Thank you for your consideration,*



**Dwyer Cattle**

**Bob 309-337-1404 | Nick 309-337-6404 | [www.dwyercattle.com](http://www.dwyercattle.com)**

*Every open heifer in this sale is eligible for entry to the ISA Futurity Show. Please inform the sale clerks to enter your purchases into this great event!*

### 2024 Major Junior Simmental Show Dates



**June 3-4 2024 -**

**ISA Field Day/Futurity & Junior Show**

**Southern Iowa Fairgrounds - Oskaloosa, IA**

**July 8-14, 2024 -**

**AJSA Junior Nationals**

**Tulsa, OK**

*Be sure to note this year's Annual Simmental Banquet will be held at the Walnut Center on the Iowa State Fairgrounds on Saturday February 10<sup>th</sup>.*

*The Social Hour will begin at 5:30 with the Banquet to start at 6:00 pm.*



[www.iowabeefexpo.com](http://www.iowabeefexpo.com)

## Consignor Contacts

### **Arens Cattle Co.**

Dan Arens  
Belle Plaine, IA  
319-350-0114  
Lots: 25, 75

### **Brandt Farms**

Weston Brandt  
Corning, IA  
712-621-1219  
Lots: 69

### **TC Cattle**

Tyler Campbell  
Corydon, IA  
515-689-5262  
Lots: 82

### **Clark Cattle**

Dillon Clark  
Persia, IA  
712-592-0332  
Lots: 31, 32

### **Fitzsimmons Simmental**

Jeff & Tommy Fitzsimmons  
Vail, IA  
712-790-0306  
Lots: 8, 9

### **Friest Brothers**

Brant Friest  
Hubbard, IA  
641-373-8755  
Lots: 28, 38, 76

### **Ford Cattle Co.**

Dustin Ford  
West Chester, IA  
317-225-9976  
Lots: 1, 54

### **Gerdes Show Cattle**

Eric Gerdes  
West Point, IA  
319-850-1694  
Lots: 4, 47

### **Triple G Livestock**

Nathan Greiner  
Keota, IA  
641-660-4065  
Lots: 19, 20, 26, 57

### **LHSF Simmentals**

Jay Handbury  
Neola, IA  
402-290-7282  
Lots: 18, 22, 59

### **Henderson Cattle**

Mike & Paige Henderson  
Wiota, IA  
515-450-1066  
Lots: 13, 14, 52, 53, 80

### **Herold Show Cattle**

Steve Herold  
Slater, IA  
515-250-7015  
Lots: 21, 33, 78

### **Hotz Farms**

Kyle & Angela Hotz  
Lone Tree, IA  
319-530-8868  
Lots: 49

### **Jarr Cattle**

Doug Jarr  
Bloomfield, IA  
641-777-8410  
Lots: 3, 46, 51

### **Morgan Johnson**

Prole, IA  
815-757-2042  
Lots: 44

### **PTC Cattle Co.**

Tate Kettler  
Atkins, IA  
319-551-7876  
Lots: 37, 40, 68

### **Kitzerow Cattle Company**

Todd Kitzerow  
Saint Charles, IA  
815-757-4448  
Lots: 11, 43, 74

### **Lathrum Cattle**

Chase Lathrum  
Ankeny, IA  
515-326-5145  
Lots: 2

### **Diamond M Cattle**

Mike McMillen  
Humeston, IA  
641-203-9910  
Lots: 15, 39, 66, 71

### **Moody Farms**

Dan & Wendi Moody  
Maxwell, IA  
515-231-9699  
Lots: 42, 61

### **Pemberton Cattle**

Matthew Pemberton  
Washington, IA  
319-461-6050  
Lots: 67, 72, 77

### **Paul Pisarik**

Seymour, IA  
319-930-1583  
Lots: 27

### **Finesse Livestock**

Kaitlyn Porter  
Sheffield, IA  
641-330-9608  
Kaitlyn 641-330-9608  
Lots: 13, 14, 52, 53, 80

### **Sampson Family Simmentals**

Todd Sampson  
Nevada, IA  
515-460-4338  
Lots: 12, 30, 58, 70

### **Schmidt Cattle Co.**

Marty Schmidt  
Adel, IA  
515-850-7542  
Lots: 16

### **Chris & Cendra Sebolt**

Seymour, IA  
641-895-3028  
Lots: 35 & 41

### **Siedelmann Show Stock**

Nick Siedelmann  
Linden, IA  
712-304-0492  
Lots: 29

### **Shy 5 Simmentals**

Austin Sorenson  
Villisca, IA  
712-310-3788  
Lots: 55, 62

### **Speas Farms Inc.**

Andrew & Chuck Speas  
Donnie Milby  
Elkhart, IA  
405-501-4747  
Lots: 48

### **Thill Cattle Co.**

Bryan & Madyson Thill  
Pleasantville, IA  
319-330-0809  
Lots: 5, 6, 7, 10, 56, 64, 81

### **Thomann Simmentals**

Ken Thomann  
Riverside, IA  
319-330-0857  
Lots: 23, 36, 45, 60

### **Lone Tree Simmentals**

Jeff Thompson  
Lone Tree, IA  
563-349-8722  
Lots: 17, 34, 50, 63, 79

### **Grandview Cattle**

Jeff Wiarda  
Ackley, IA  
319-240-0905  
Lots: 65, 73

### **Prairie Creek Cattle**

Drew Wiley  
Vinton, IA  
319-310-9166  
Lots: 24

## Catalog Divisions Quick Guide

**Bull Lots 1-44 | Bred Heifer Lots 45-55 | Open Heifers Lots 56-79 | Genetic Lots 80-82**

**Bidding & Applicable Law:** All cattle listed in this offering comply with prevailing sale terms and conditions as set forth by the laws of the state wherein the sale is conducted. There are no warranties, expressed or implied, by either the auctioneer or consignor, except as set forth herein, as to the merchantability of fitness for any particular purpose of any animal offered in this sale. The right to bid or the right to reject the final bid, if done before the hammer falls, is reserved for all sellers unless otherwise announced from the sale block or as prohibited by law in the state wherein the sale is being conducted.

**Announcements:** Any change of information other than in the catalog will be announced from the auction block and such announcements shall take precedence over printed material. All statements made from the auction block or those made by the seller, must be documented by seller if requested by the buyer at time of sale.

**Terms:** Terms of sale are cash unless satisfactory credit arrangements have been made with the seller previous to the sale of any animal so affected.

**Purchaser's Risk:** Each animal becomes the property of and therefore is also the risk of the purchaser as soon as it is sold; except it shall be the obligation of the seller to see that animals are fed and cared for free of charge to the purchaser, until loaded for shipment or until the expiration of 24 hours after the sale, whichever occurs first.

### **Health Requirements:**

1. All cattle entered for sale must meet the health regulations of the state in which they are sold. All other agreements regarding the health of the animal will be between the buyer and seller and should be documented in writing.

2. If sale cattle are returned to the seller for an adjustment, they must meet the health requirements of the state they are returned to.

**Certificate of Registry:** Each animal, which is cataloged, offered and sold as a registered animal, shall have a certificate of registry available at time of sale. When an animal is sold as eligible for registry or registry applied for, the seller shall be responsible for obtaining the certificate of registry and for the proper transfer of the certificate to the purchaser including full payment of transfer fees.

**Identification:** Each animal, at time of sale, must have a readable tattoo or brand corresponding to that shown on the certificate of registration.

**Authenticity of Pedigree:** When an animal, through parental validation, is determined to have an ancestry other than that reported on the registration certificate, the buyer shall be entitled to a refund of the purchase price from the seller upon return of animal to the farm of the seller at the seller's expense. The animal in question, at the buyer's option, may be exchanged for another animal of equal value, or if agreeable with the buyer, the seller may have the certificate returned to the buyer. Any adjustment provided herein, if selected, shall absolve the seller from further liability for authenticity of pedigree to the buyer.

### **Breeding Guarantees & Definitions:**

1. Females are guaranteed to be breeders, with the exception of: A.) Female calves sold at side of dam. B.) Injury or disease occurring to the animal after time of sale. C.) Gross negligence or willful misconduct on the part of the purchaser. D.) Females used in ovum transplant after time of sale. E.) Cows sold with calf at side or a female that calves after sale to breeding prior to the date of sale.

2. Bulls are guaranteed to be breeders (definition as the ability to settle healthy cows by the time the bull is 18 months of age) with the exception of: A.) Bull calves sold at side of dam. B.) Injury or disease occurring to the animal after time of sale. C.) Gross negligence or willful misconduct on the part of the purchaser. D.) Bulls shown competitively after sale.

### **Breeding Guarantees & Definitions (continued):**

3. Any guarantees with respect to the ability to freeze semen shall be made by separate agreement between buyer and seller.

4. Safe in calf females are females that have been diagnosed pregnant by a competent veterinarian, and are pregnant at time of sale.

5. A bred female is a female known to have been served by a bull either by natural breeding or artificial insemination, but it does not necessarily mean that the female is safe in calf to that service.

6. A pasture bred female is a female that has been pastured with a designated bull and has been exposed for the time stated, but it does not necessarily mean that this female is safe in calf to that bull.

7. An open female is a non-pregnant animal.

8. Calves sold off their dams (split pairs) shall carry the full breeding guarantee.

**Privilege of purchaser to examine:** The purchaser of a female animal may have her examined within 24 hours after the fall of the hammer and prior to removal from sale premises. The pregnancy status of breeding status of a female so examined, when found not to be as represented at the time of sale, is cause for the female to be returned to the seller as unsold.

### **Options & Privileges of Return or Adjustment:**

1. All claims for adjustment or refund must be made in writing either 6 months from the date of sale or no latter than when the animal reaches 24 months of age whichever occurs later, with the exception of claims involving misrepresentation of service sire or as otherwise provided herein.

2. In the event an animal is claimed to be a non-breeder, the animal may be returned to the farm of the seller, at buyer's expense, if in good physical condition, and the return is in compliance with the health requirements of the seller's state. The seller shall be entitled to a 6 month trial period following the return of the animal in which to prove the animal is a breeder. If at the end of 6 months the seller is unable to prove the animal is a breeder, the seller shall, at the option of the buyer, replace the animal with another equal value or refund the purchase price. Either option shall be deemed full satisfaction an settlement.

3. If a female is sold as safe in calf to a given sire or sires on a specified date or dates and proves not to be represented, the buyer is entitled to a refund of the purchase price from the seller upon return of the animal and resulting progeny thereof to the farm of the seller at the seller's expense.

4. If a female is sold as open and proves to be with calf at time of sale and examined pregnant within 60 days after sale, the buyer may return the animal to the farm of the seller prior to calving for a refund of the full purchase price or for another animal of equal value, whichever acceptable to the buyer. It shall be the obligation of the seller to bear any expenses incurred for transportation of the animal in question to the farm of the seller.

**Genetic Testing:** Sellers must identify the TraitTrac status and the results of any qualitative genetic testing performed on any animals or genetic material offered for sale. The ASA considers it an unethical practice to misrepresent or fail to disclose the TraitTrac status or qualitative genetic test results of any animal or genetic material.

**Limitations of Obligations:** These sale terms and conditions constitute a binding legal obligation between the buyer and seller of any animal or genetic material sold under these terms and conditions. However, the ASA, its directors, officers, employees, and agents do not assume any obligation, legal or otherwise, to enforce the sale terms and conditions agreed to between buyer and seller.

1

## Ford's PPF Mr Copacetic 54K

Ford Cattle Co. - Peighton Ford

**PB SM** HPF Quantum Leap Z952  
**DOB: 3/28/22** **WLE Copacetic E02**  
**Tattoo: 54K** CMFM Joy 02ZB  
**ASA: 4132260** LLSF Pays to Believe ZU194  
**Polled** **Ford Moco's Fiona 62F**  
**Black** THO/LTS Divas Moco

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.0	1.6	77.4	113.9	7.3	17.3	0.07	0.87	118.3	76.9

One of the best bulls to come out of Ford Cattle Company in some time and one that saw use this past summer within our herd. Predictable genetics out of our Pays to Believe x THO/LTS Diva's Moco donor. Maternal brother to a popular bred from our string a few years ago going to the Noonan family. Awesome structured aged bull ready to go right to work and will cover cows. This one fits a wide range of breeder scenarios.



Lot 1

2

## LAT Dazzling Eagle

Lathrum Cattle

**PB SM** Hook's Eagle 6E  
**DOB: 4/19/22** **KSU Bald Eagle 53G**  
**Tattoo: K02** KSU Miss Shear Force 9Z  
**ASA: 4037397** JF Signature 3268A  
**Homo Polled** **CNN Robins Dazzle H07**  
**Homo Black** LLSF Robins Dazzle D903

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.8	-0.7	71.9	109.0	7.8	23.8	0.45	0.9	147.4	86.5

Whether you're looking for a herd bull where he'll be out with heifers, or are a commercial operation focused on EPD performances LAT Dazzling Eagle is the man for you! He ranks in the top 25% or better for seven different EPD categories including calving ease and both indices. Don't let his gentle disposition fool you though, he was able to cover all the girls in his herd within the first two breeding cycles as only a yearling while still being Trich tested free since then. All this together in a parentage homozygous black and polled package means he'll check all the boxes for your farm, plus who doesn't love a baldy!



KSU Bald Eagle 53G

3

## Jarrs Kash 761K

Jarr Cattle

**PB SM** Mr CCF Vision  
**DOB: 5/10/22** **Mr CCF 20-20**  
**Tattoo: 761K** HTP SVF Dew The Stroke  
**ASA: 4289365** W/C Executive Order 8543B  
**Polled** **W/C Miss Werning 608D**  
**Black** Miss Werning 208Z

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.9	0.9	77.1	109.8	5.3	14.5	0.03	1.13	116.0	76.3

KASH 761K is a direct son of the deceased MR CCF 20-20 and our W/C 608D donor. We haven't had many bull matings out of 608D. This one makes you scratch your head on why that is. An age advantage bull that brings eye appeal and correctness at the ground level. A true stand-out since he hit the ground. This bull has the agility to be able to be used in a number of different operations. If you like them powerful, well balanced and freak necked; don't miss your opportunity here! As an added bonus, his disposition is second to none. I get lost in thought, thinking about the baldy heifers this bull will be able to produce for his next owner. This is an opportunity to tie into some proven genetics, bid with confidence!



Lot 3



W/C Miss Werning 608D



### GSC Platinum 817J

Gerdes Show Cattle

**PB SM** Mr CCF 20-20  
**DOB: 10/10/22 FRKG CKCC Platinum 009H ET**  
**Tattoo: 817K** WAGR Ms Profit 7054E  
**ASA: 4304847** W/C Relentless 32C  
**Polled** **GSC Scarlet 817G**  
**Black** Welsh's Scarlet 161Z

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.2	2.8	78.3	103.6	4.0	16.4	0.09	1.0	118.4	75.4

Power in the blood! This purebred bull comes backed by the great Scarlet 161Z, dam of Dew North. Here's a bull coming to the sale with added substance, density, and yet still gets out and moves with the best of them. If you're looking for added dimension in your next calf crop be sure to give this bull some extra consideration sale weekend.



Lot 4



Welshs Scarlet 161Z



### Thills Key Entity 87K ET

Thill Cattle Company - Madyson Thill

**PB SM** HILB Oracle C033R  
**DOB: 11/2/22 HILB/SHER Data Breach**  
**Tattoo: 87K** SHER Glitter Time 012X  
**ASA: 4190779** WLE Uno Mas X549  
**Homo Polled** **Thills JS Cate 42C**  
**Black** JS Little Miss 28A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.0	-0.4	75.0	110.8	3.0	19.6	0.17	0.69	126.9	80.7

We try to offer annually the Mark of Genetic Excellence Sale bulls that have some look, mature enough to cover a bunch of cows and can go ahead and breed heifers to him if you are tired of pulling calves. This Purebred Baldy Data Breach son had an actual birth weight of 63 lbs and his pedigree includes Uno Mas and GW Substance backs it up. His donor dam JS Cate 42C is big ribbed, easy fleshing and great uddered. His daughters should make great replacements if you are into that? He DNA tested Homo Polled.



Lot 5



### Thills King Kong 68K

Thill Cattle Company - Bryan Thill

**PB SM** WS All-Around Z35  
**DOB: 11/8/22 OMF Epic E27**  
**Tattoo: 68K** OMF Time Less B100  
**ASA: 4190780** CAJS Blaze of Glory  
**Homo Polled** **Tills Dollie 60F**  
**Homo Black** Till's Evy

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.0	1.2	95.6	141.3	7.4	21.7	0.15	0.9	141.0	90.1

This bull is three dimensional and massive. He has a carcass-oriented look with a calving ease and maternally loaded balanced set of EPDs. He ranks in the top 12% of the Simmental breed for calving ease, Yearling weight, terminal index and top 25% for API. This makes him a highly unique individual. Bold ribbed, large scrotal and good footed this Fall bull should cover a bunch of cows right now. His disposition is excellent. This bull DNA tested Homo Black & Homo Polled and aligns with what we believe and the majority of the Simmental breeders across the country. Roman Schooley's bull OMF Epic E27 is making good cattle better. Here is another example of just that.



Lot 6

7

### Thills Keep Up 64K

Thill Cattle Company - Bryan Thill

**PB SM** W/C Bankroll 811D  
**DOB: 11/10/22 Brenner MRB Greatness**  
**Tattoo: 64K** Thills JS Cate 42C  
**ASA: 4190789** W/C Night Watch 84E  
**Homo Polled Thills Hoity**  
**Black** Thills Delaney 3D

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.0	0.1	64.5	89.5	6.7	21.5	0.21	0.72	124.8	74.3

Heifer bull deluxe! If you are looking for a calving ease bull to put on heifers that reads convincing on paper. He's your man. This Homozygous Polled bull is in the top 14% of the breed for calving ease EPD. Proven CE sires such as Uno Mas, Night Watch and Substance can all be found sprinkled through his pedigree. If you don't really believe in EPDs but have better luck just selecting bulls that are smaller headed, tucked in tight in their shoulders, refined about their joints and have a low actual birth weight. This guy is built really smooth from nose to tail and had an actual birth weight of 74 lbs. He's your man for both scenarios. I'd expect you will financially capitalize purchasing him being a Fall bull he would hold together, breed more cows and recover faster than our younger spring bulls.



Lot 7

8

### FITZ Pol Everest K1506

Fitzsimmons Simmentals - Jeff Fitzsimmons

**PB SM** Mr NLC Upgrade U8676  
**DOB: 3/28/22 FITZ Escalade**  
**Tattoo: K1509** FITZ POL Fantasia S601  
**ASA: Pending** FITZ POL Boxcar S208  
**Polled FITZ POL Unique C1506**  
**Black** FITZ POL Mystieq W988

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.0	2.5	87.5	133.2	7.5	33.9	0.2	1.14	131.6	85.6

In 2012 Escalade smased the Iowa Beef Expo records and his sons STILL sort themselves to the top! Consistent calving ease, outstanding growth, maternal, and carcass values combined with that extra special "something" that sets them apart from other sire groups. Well, Everest fits that description to a T. If you are looking for a proven, can't miss pedigree, Fitz Pol Everest is the one for you.



Lot 8

9

### FITZ Pol Bruno K1399

Fitzsimmons Simmentals - Tommy Fitzsimmons

**PB SM** Camp Campbell E737  
**DOB: 10/4/22 TJ Brutus 428H**  
**Tattoo: K1399** TJ 5F  
**ASA: Pending** Longs Shear Pleasure  
**Homo Polled FITZ POL Shakira A1399**  
**Homo Black** FITZ POL Portia M208

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.1	1.9	81.6	124.3	5.6	29.9	0.16	0.94	138.2	81.1

Homo Black & Polled. This smooth shouldered, deep sided, solid black son of TJ Brutus has been a standout from the day he was born. Out of a 10 year old Long's Shear Pleasure daughter of Portia, the grand matron of our donor cows. Bruno is a true mix of proven older genetics with a fresh new record breaking genetics from the renowned Triangle J Ranch. Our top indexing 2022 fall bull. Bruno has tremendous internal dimension and moves out like a cat. You're gonna want to check this guy out.



Lot 9



10

### Thills That'll Do 76K

Thill Cattle Company - Riley Thill

3/4 SM W/C Relentless 32C  
 DOB: 11/7/22 JSUL Something About Mary 8421  
 Tattoo: 76K JBSF Proud Mary  
 ASA: 4190776 SVF/NJC Built Right N48  
 Homo Polled Thills Charlie 79C  
 Homo Black 99A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
15.7	0.3	70.5	104.9	8.2	19.9	-0.04	0.84	106.6	67.8

This guy name fits him like a glove. "That'll do" is what I said when he was born and it stuck. Those that follow our program know that we lean towards productive cattle with low birth weight and high growth when selecting A.I. sires. At the end of the day if they aren't good looking they get cut. This baldy bull ranks it the top 5% of the breed for calving ease. We bred his beautiful dam Thills Charlie 79C the same way and she is raising a full sister this year that I believe is our best heifer on the farm. This mating has promoted her to donor status where we have banked several full sib embryos to this bull. Besides his predictability and well-rounded EPDs we showed him to collect banners this Summer including Reserve Champion Fall Bull at the Iowa State Fair. Finally, he DNA tested Homo Black & Homo Polled. Promotional bull quality, we would like to retain 1/3 semen interest.



11

### TK On The Mark L04

Kitzerow Cattle Co.

3/4 SM W/C Loaded Up 1119Y  
 DOB: 2/10/23 JASS On The Mark 69D  
 Tattoo: L04 JASS Sable's Time 53X  
 ASA: 4228416 JASS/JS Optimizer 58X  
 Polled PCC Missie B8  
 Black ALL PVF Missie 932

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.2	2.8	72.9	108.8	1.8	19.6	-0.08	0.8	91.6	64.1

TK On The Mark is a powerfully built baldy bull out of a cow that has been very predictable for us over the years. He is a bull that is big topped, good fronted and sound. A bull that comes with some growth in his pedigree with a 108.8 YW EPD. If you are looking for a baldy bull that can add some pounds and power to your calf crop make sure to look this bull up on sale day.



12

### SAMP Klondike 01K

Sampson Family Simmentals

3/4 SM W/C Bankroll 811D  
 DOB: 12/3/22 W/C Fort Knox 609F  
 Tattoo: 01K K-Ler Dolly's Queen 609D  
 ASA: 4217857 JF Milestone 999W  
 Polled Miss Fancy Like 03F  
 Black Ryan Ms Steel Force Z250

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.7	2.3	80.1	120.3	5.3	22.1	0.13	0.93	114.7	79.1

We are really excited to offer this Ft Knox son this year! He's big footed, heavy structured, and is flexible on the move. He's got the extra look and eye appeal to make the next generation better. We think this one has a bright future.



13

### HRM Firesteel K11

Mike Henderson/Grandview/Finesse Livestock

3/4 SM GAR Sure Fire  
 DOB: 11/18/22 EGL Firesteel 103F  
 Tattoo: K11 TJ 22X  
 ASA: 4292796 Mr HOC Broker  
 Polled STF Bianca BX33  
 Black STF Onyx 451W

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.1	0.8	69.3	100.6	3.4	21.5	0.35	0.8	129.2	75.7

One of two full brothers to be offered by EGL Firesteel and STF Bianca BX33 "Becca". These fall born sire candidates are hard to fault, both offering different bells and whistles. The mating to Firesteel offers unique genetic diversity and these age-advantaged bulls are ready to service a larger number of females this spring. Becca has left her mark on the IBE Simmental sale with some amazing females, here is your opportunity to select from 2 high quality full brothers.



Lot 13

14

### HRM Firesteel K10

Mike Henderson/Grandview/Finesse Livestock

3/4 SM GAR Sure Fire  
 DOB: 10/28/22 EGL Firesteel 103F  
 Tattoo: K10 TJ 22X  
 ASA: 4292795 Mr HOC Broker  
 Polled STF Bianca BX33  
 Black STF Onyx 451W

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.1	0.8	69.3	100.6	3.4	21.5	0.35	0.8	129.2	75.7

One of two full brothers to be offered by EGL Firesteel and STF Bianca BX33 "Becca". These fall born sire candidates are hard to fault, both offering different bells and whistles. The mating to Firesteel offers unique genetic diversity and these age-advantaged bulls are ready to service a larger number of females this spring. Becca has left her mark on the IBE Simmental sale with some amazing females, here is your opportunity to select from 2 high quality full brothers.



Lot 14



STF Bianca BX33

15

### Diamond M Jackson

Diamond M Cattle

5/8 SM HPF Quantum Leap Z952  
 DOB: 10/15/22 WLE Copacetic E02  
 Tattoo: K215 CMFM Joy 02ZB  
 ASA: 4281994 ACW Ironhide 395Y  
 Homo Polled TJ Miss 515F  
 Homo Black TJ 119D

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.5	1.5	88.0	136.8	5.5	22.5	0.08	0.99	111.1	79.9

Diamond M Jackson is a fall born baldy bull has a great look along with a good EPD Profile. He's clean fronted, long necked with plenty of muscle and thickness. Sired by the popular Copacetic and out of an Ironhide cow that has made her way to the donor pen. Be sure to check him out on sale day. He will definitely add quality to your calf crop.



Lot 15

16

## BKTE Relentless Style

Schmidt Cattle Co.

1/2 SM Yardley Utah Y361  
**DOB: 9/2/22** W/C Relentless 32C  
**Tattoo: K902** Miss Werning KP 8543U  
**ASA: 4198414** Silveiras Style 9303  
**Polled** SLF Moo Moo  
**Black** KLB Martina 6975

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.4	1.8	66.4	96.3	4.8	17.0	0.38	0.6	115.1	71.7

A real long and extended, low birthweight Relentless son with the right kind of body shape, flexibility, and foot shape needed to generate valuable and productive females. This stud still has the power and rugged bone structure needed to produce those highly sought after maternal sires. Out of one of our hottest Style daughters, we are confident he'll get cows bred and improve structure in the next generation.



Lot 16

17

## LTS Shania 50L

Lone Tree Simmentals

PB SM W/C United 956Y  
**DOB: 1/3/23** W/C Executive Order 8543B  
**Tattoo: 50L** Miss Werning KP 8543U  
**ASA: 4217994** LLSF Pays to Believe ZU194  
**Polled** GSC Shania 58F  
**Black** SVF/PRS Shania Y704

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.5	0.7	80.3	119.6	4.9	21.1	0.14	0.94	124.7	81.5

50L is a big stout rugged bull that has excellent shape down his top and throughout his hindquarter, this bull has a great combination of API vs TI while still maintaining a desirable calving ease and birth weight EPD. Look for this January bull to cover many cows and throw some extra punch in their growth pattern.



Lot 17

18

## Rubys Sriracha 23L

LHSF Simmental

PB SM KBHR Sniper E036  
**DOB: 1/11/23** KBHR Sriracha H127  
**Tattoo: 23L** KBHR C116  
**ASA: 4195889** Rubys Turnpike 771E  
**Polled** RB Rhythm 157J  
**Black** Ruby NFF Rhythm 715E

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.6	1.5	78.3	122.4	8.4	25.6	0.06	0.96	133.2	78.7

When I purchased this bull as a pair last February, my plans were to make him my herd bull. After looking closer at my current herd I have more Rhythm cows than I feel comfortable using him on. I really like this bull and feel like he will be a very nice addition to someone's herd.



Rubys Turnpike 771E

19

### TGL Mr Liam

Triple G Livestock - Nathan Greiner

**PB SM** Remington Secret Weapon 185  
**DOB: 1/25/23** **SSC Shell Shocked 44B**  
**Tattoo: L179** Lazy H Shez Too Coll W58  
**ASA: 4254107** WS Jackson D20  
**Polled** **TGL Miss Joy J179**  
**Red** TGL Miss Ruby

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.6	1.5	80.9	119.5	5.6	26.9	0.12	0.81	127.8	81.0

Liam has been a standout from the beginning, He has the "WOW" factor in terms of a true beef bull. He is one of the first bulls visitor pick out and asking what's that Red Baldy bull. Even as a calf this summer he caught your eye out in the pasture. This guy is in my opinion a true outlier in performance, his number might not show it but he is going to be a great spread bull. Weaning off a first calf heifer coming in over #700 with a 12.8 for CE. And to boot he's a dark red baldy that is all the craze right now with an outcross pedigree!



Lot 19

20

### TGL Mr Lorrence

Triple G Livestock - Leon Greiner

**PB SM** HTP/SVF Duracell T52  
**DOB: 1/20/23** **THSF Lover Boy B33**  
**Tattoo: L405** RP/MP Right to Love 015U  
**ASA: 4254129** Mr HOC Broker  
**Polled** **Sandeen Donna 1405**  
**Black** Sandeen Donna 8405

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.2	1.4	77.5	115.1	4.1	23.3	0.11	0.83	123.2	78.1

Here is an interesting pedigree to say the least about this bull. The first calf out of our new donor Donna 1405. By the calving ease specialist Lover Boy. Here is a bull with the most correctness with ample amount of flex on the hoof as I've ever seen. When you actually lay eyes on this individual is when you really notice how complete he is in his makeup and design that you truly come to appreciate and except how put together and holes free of a bull he is.



Lot 20



Sandeen Donna 1405

21

### STH Lookin For Love

Herold Cattle

**PB SM** SVF Steel Force S701  
**DOB: 1/27/23** **Mr HOC Broker**  
**Tattoo: L01** JM BF H25  
**ASA: 4211733** TLLC One Eyed Jack  
**Polled** **STH Lovebug**  
**Black** STH Tricky Tuesday

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
7.5	2.9	65.3	93.3	1.4	16.0	-0.15	0.67	92.4	61.2

Attractive made, thick topped brockle faced son of Broker with a low birth weight. Lookin For Love is a fast growing bull whose maternal sib had the largest yearling ribeye at last year's sale! Be sure to check him out!



Lot 21

## Purebred Yearling Bulls

**22**

### **LHSF Phillip 1L**

*LHSF Simmental*

**PB SM** Hook's Eagle 6E  
**DOB: 1/30/23** **KSU Bald Eagle 53G**  
**Tattoo: 1L** KSU Miss Shear Force 9Z  
**ASA: 4282343** W/C Loaded Up 1119Y  
**Polled** **RB Charm**  
**Black** RB Love

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.6	-0.3	73.2	108.3	7.1	22.9	0.44	1.02	150.3	86.6

Very nice baldy bull who is very gentle. He has been a family favorite since he was born. Balanced EPD's and ready to go to work.



**23**

### **THO Showdown 261L**

*Thomann Simmentals*

**PB SM** HPF Quantum Leap Z952  
**DOB: 2/9/23** **WLE Copacetic E02**  
**Tattoo: 261L** CMFM Joy 02ZB  
**ASA: 4290095** THO Neon 942Z  
**Polled** **THO Ms Neon 261E**  
**Black** THO Smores 875U

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.8	2.2	78.7	116.7	6.6	17.2	0.0	0.91	116.9	75.4

THO Showdown has always been a favorite of mine and will be a favorite to many coming sale day. Like Copacetic, he has all the qualities of a great show heifer sire and enough power and performance to produce top end feeders.



**24**

### **WLY Epic 215L**

*Prairie Creek Cattle - Drew Wiley*

**PB SM** WS All-Around Z35  
**DOB: 2/15/23** **OMF Epic E27**  
**Tattoo: 215L** OMF Time Less B100  
**ASA: 4224357** Mr CCF 20-20  
**Homo Polled** **HSF Monica H003**  
**Homo Black** HSF Melania D618

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.9	1.2	88.3	131.3	6.3	17.3	0.24	0.83	140.9	87.5

A powerfully constructed OMF Epic E27 son that covers a lot of bases. He possesses a ton of dimension end to end, sits on stout structure and huge feet. He ties it all together with an attractive front third and a great set of numbers to boot.



25

### DJA Innovator L309

Arens Cattle Co.

**PB SM** TJ Main Event 503B  
**DOB: 2/15/23** **CDI Innovator 325D**  
**Tattoo: L309** CDI Ms Shear Force 49U  
**ASA: 4260567** LRS Elevate 213B  
**Polled** **DJA Miss Elevate G916**  
**Black** DJA Miss E702

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.8	0.1	77.4	120.1	8.0	24.8	0.28	1.0	135.7	84.9

This CDI Innovator son is going to make a great herd bull. He ranks in the top 15% for milk, carcass weight, and ribeye area. He ranks in the top 25% for birth weight, maternal calving ease, maternal weaning weight, and marbling. Along with his top-ranking numbers he is long-bodied, very docile and sound on his feet and legs. His dam goes back to our donor cow that has been a big influence in our herd, TNT Miss S142.



Lot 25

26

### TGL Mr Lucas

Triple G Livestock - Covert Greiner

**PB SM** CCLT Alliance 91C  
**DOB: 2/20/23** **Wheatland Man O'War 907G**  
**Tattoo: L050** Wheatland Lady 519C  
**ASA: 4254119** W/C Fort Knox 609F  
**Polled** **Sandeen Donna 0050**  
**Black** Sandeen Donna 5120

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
5.4	3.8	84.7	118.5	1.5	24.2	0.1	0.99	109.6	78.4

This dude is pretty stellar to look at and study both physically and genetically! Stacked with proven cow family's on both sides of the pedigree with fertility, longevity, and soundness all in mind. So one should think he would breed true to his form that has been passed down to him through his ancestors. This guy has the potential and potency to make some high end progeny!



Lot 26



Sandeen Donna 0050

27

### The Gambler PC 92L

Paul Pisarik

**PB SM** W/C Double Down 5014E  
**DOB: 2/21/23** **WHF/JS/CCS Double Up G365**  
**Tattoo: 92L** WHF Summer 365C  
**ASA: 4289329** OBCC CMFM Deplorabull D148  
**Polled** **LTS Stiletto Accessories**  
**Black** LTS Stiletto

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.1	1.3	79.5	112.5	5.0	19.0	-0.12	0.94	114.1	73.7

Here is a long bodied bull that is sound and out of the well known Double Up. Not only will he add style but add the pounds to your herd.



Lot 27

28

### FRI Pitching Wedge

Friest Brothers

**PB SM** HTP/SVF Duracell T52  
**DOB: 2/28/23** THSF Lover Boy B33  
**Tattoo: L40** RP/MP Right to Love 015U  
**ASA: 4288092** JASS Broadway 01G  
**Polled** JASS Heart of Gold 187J  
**Black** JASS Burning Heart 38F

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.8	1.7	82.1	121.3	4.2	26.3	0.3	0.72	137.1	85.3

Bulls like this are why we continue to utilize Lover Boy so heavily! This bull is moderate birth weight yet still has the grow and flash that guys dream about. This bull has real world power that'll make you attractive females as well as a heavy group of bull calves!



Lot 28

29

### Assasin

Siedelmann Show Stock

**PB SM** LLSF Pays to Believe ZU194  
**DOB: 3/3/23** DMCC Hitman 116G  
**Tattoo: 37L** DMCC Annabelle 3A  
**ASA: 4198051** WS Stepping Stone B44  
**Polled** R&K Ms 786E  
**Black** Juncks X86A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.8	2.4	77.1	117.7	4.8	22.6	0.08	0.65	118.9	76.0

A really stout featured son of DMCC Hitman that comes out of our most consistent cow family. Very complete herd bull candidate with an awesome disposition.



Lot 29

30

### SAMP Loaded Up 11L

Sampson Family Simmentals

**PB SM** W/C Double Down 5014E  
**DOB: 3/12/23** WHF/JS/CCS Double Up G365  
**Tattoo: 11L** WHF Summer 365C  
**ASA: 4277251** W/C Relentless 32C  
**Polled/S** KL&L Ford Ms Beautiful J05  
**Black** Bramlets Beautiful A317

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
7.0	3.0	79.9	110.5	0.6	18.6	-0.09	1.06	102.5	71.8

This bull was the result of the bred heifer purchase we made from Peighton Ford out of the '23 Beef Expo Sale. I'll be honest, I was really hoping for heifer, but this guy has been coming on the last couple months. He's got hair to spare, he's built right, and he has really started to put on some pounds. Double Up has made his mark in the breed over the last few years and here's a chance to grab a piece of it.



Lot 30



Bramlet Beautiful A317

31

### CC1 SAM 691L

Clark Cattle

**PB SM** W/C Relentless 32C  
**DOB: 3/7/23** JSUL Something About Mary 8421  
**Tattoo: 691L** JBSF Proud Mary  
**ASA: 4288836** FITZ POL Blazon B1203  
**Polled** FITZ Pol Blair E1791  
**Black** FITZ Pol Lizzie C1508

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.1	1.9	78.2	118.5	5.9	19.5	0.01	0.69	120.0	74.9

Here we offer you another flush mate to CC1 SAM 791L that also in the sale. He comes with the baldy package, with the look that will catch your eye on sale day. He is long sided, thick topped and has a great disposition. He will make a great herd sire for someone wanting to add pounds and little bit of extra look in their calves. We are very excited about the donor FITZ POL Blair E1791 and what she has to offer to the Simmental breed. CC1 SAM 691L is a great opportunity to buy into her pedigree early.



32

### CC1 SAM 791L

Clark Cattle

**PB SM** W/C Relentless 32C  
**DOB: 3/7/23** JSUL Something About Mary 8421  
**Tattoo: 791L** JBSF Proud Mary  
**ASA: 4288834** FITZ POL Blazon B1203  
**Polled** FITZ Pol Blair E1791  
**Black** FITZ Pol Lizzie C1508

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.1	1.9	78.2	118.5	5.9	19.5	0.01	0.69	120.0	74.9

Here is a baldy bull that is unmatched with his quality, look and pedigree. CC1 SAM 791L is a big bodied, wide topped, square ended spring yearling herd sire prospect, that will be ready to cover cows this spring. He is sired by the late JSUL Something About Mary and backed by the upcoming young donor Fitz POL Blair E1791 we purchased from Jeff Fitzsimmon last year. If you are looking for the bull that checks all the boxes, CC1 SAM is the one that will do it!

33

### STH Jelly Roll

Herold Cattle

**PB SM** HTP/SVF Duracell T52  
**DOB: 3/17/23** GSC GCCO Dew North 102C  
**Tattoo: L03** Welsh's Scarlet 161Z  
**ASA: 4211736** CNN Equity 926G  
**Polled** CNN Sweet Temptation J115  
**Black** CNN Sweet Temptation

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.1	0.8	77.2	104.9	5.5	22.1	-0.05	0.96	112.8	74.5

Jelly Roll, out of a first calf heifer, is an absolute creature of a bull! A beautiful blazed face, added length of spine, and plenty of muscle to go with it. If you're looking to smash some scales at weaning time, be sure you put this stud in the herd.



### Schedule of Events

#### Friday, February 9<sup>th</sup>

- Cattle may arrive on the Fairgrounds

#### Saturday, February 10<sup>th</sup>

- 9:30 am Queen Contest, Prairie Meadow
- 10 am Check-In Begins
- 2 pm ISA Annual Meeting, Penningroth Sale Arena
- 3 pm IJSA Annual Meeting, Penningroth Sale Arena
- 5:30 pm Banquet Social Hour Begins, Walnut Center
- 6:00 pm Banquet, Awards, & Auction, Walnut Center

#### Sunday, February 11<sup>th</sup>

- Cattle on display all day
- 1 pm Parade of Cattle, Show Ring Pavilion

#### Monday, February 12<sup>th</sup>

- 7:30 am Bull Buyers Biscuit & Gravy Breakfast
- 11:30 am Sale Begins
- Online bidding at [www.liveauctions.tv](http://www.liveauctions.tv)



34

**LTS THO Double or Northing 317L**

Lone Tree Simmentals

**PB SM** W/C Double Down 5014E  
**DOB: 3/22/23** WHF/JS/CCS Double Up G365  
**Tattoo: 317L** WHF Summer 365C  
**ASA: 4288348** LLSF Pays to Believe ZU194  
**Polled** LTS THO Moco Elite 317F  
**Black** LTS THO Moco's Elite 85A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.0	1.4	81.4	113.1	5.9	19.3	-0.04	1.02	114.7	76.7

Please do not overlook this bull calf, a true late March calf that has a tremendous birth to yearling spread on his EPD. This bull is well balanced, good looking sound and packing some muscle down his top and through his hind quarter, 317L comes from one of the most historical cow family this breed has ever seen. Grand dam was named Grand Champion female at the National show in 2008. A true calving ease sire that will let you sleep at night with confidence know that small birth weight calves are on their way.



Lot 34

35

**CES Jackson Five 247L**

Chris Sebolt

**3/4 SM** Hook's Full Figures 11F  
**DOB: 2/20/23** Five Star Jackson J10  
**Tattoo: 247L** KBHR F316  
**ASA: 4287944** Mr NLC Upgrade U8676  
**Polled** CES 29C  
**Black** 29

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
15.3	-0.7	78.4	120.2	9.0	24.5	0.5	0.82	141.1	87.2

A baldie cowman's bull sired by the \$65,000 herd sire for the Drake Simmental and Iron Creek Cattle programs, two programs well known in the Expo stalls. This bull should help the producer that is selling by the pound.



Lot 35

36

**THO Brickyard 396L**

Thomann Simmentals

**3/4 SM** THSF Lover Boy B33  
**DOB: 2/25/23** THO Invision 22H  
**Tattoo: 396L** OBCC Sadie E3  
**ASA: 4290092** OBCC Lookout D136  
**Polled** THO Miss Lookout 39  
**Red** THO Ms Neon 261E

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.9	1.7	75.6	113.9	3.5	24.7	0.24	0.59	118.4	75.2

The old saying, "A picture says a thousand words" holds true for this red bull. Doesn't matter what color this bull is, he is just a flat out nice Simmental bull. Whether you are breeding for red Simmentals or have commercial black cows, this bull will maintain structural correctness while adding performance to your operation.



Lot 36

37

### PTCC Double Factor 503L

PTC Cattle Company - Tate Kettler

3/4 SM W/C Double Down 5014E  
 DOB: 3/2/23 WHF/JS/CCS Double Up G365  
 Tattoo: 503L WHF Summer 365C  
 ASA: 4289653 Hot Rod  
 Polled VCC Sara C295  
 Black OMF Sara Factor Z295

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.1	1.7	82.2	118.3	5.8	19.7	-0.03	0.87	108.4	72.2

WHF Double Up is quickly gaining ground throughout the Simmental breed and this bull is a good reason why. Double Factor is a bull that excels in performance and growth but yet still remains attractive in his make up. This bull is deep sided, big topped, but yet still sound. Backed by one our best cow lines on the farm VCC SARA C295. If you are looking to add growth and performance to your cow herd without giving up any look this is your guy.



Lot 37

38

### FRI Hole In One

Friest Brothers

3/4 SM W/C Relentless 32C  
 DOB: 3/3/23 JSUL Something About Mary 8421  
 Tattoo: L21 JBSF Proud Mary  
 ASA: 4288089 LLSF Pays to Believe ZU194  
 Polled JBOY Tammy 067H  
 Black JSUL Right Tamale 3365

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.5	1.4	70.0	105.4	4.0	20.6	0.06	0.65	101.3	67.2

Great cows make great calves, this guy is backed by our favorite and most profitable cow family! A own son of the great Something About Mary, this good made bull has put all the right pieces together to go in any operation. Study his picture and you are sure to agree!



Lot 38

39

### Diamond M Eli

Diamond M Cattle

3/4 SM HTP/SVF Duracell T52  
 DOB: 3/20/23 THSF Lover Boy B33  
 Tattoo: L327 RP/MP Right to Love 015U  
 ASA: 4281993 CDI Innovator 325D  
 Homo Polled Diamond M Ellie  
 Black TJ Miss 927F

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.7	1.0	84.6	126.8	5.8	33.0	0.42	0.88	138.1	87.3

Diamond M Eli is sired by the calving ease bull Loverboy and out of a first calf heifer sired by CDI Innovator. His low birth weight and calving ease EPD make him a good candidate to use on heifers. Extremely attractive bull, square hipped, long sided with tremendous rib shape. Excellent pedigree that will add quality to your calf crop.



Lot 39

40

**PTCC Innovator 049L**

PTC Cattle Company - Tate Kettler

3/4 SM TJ Main Event 503B  
 DOB: 3/26/23 CDI Innovator 325D  
 Tattoo: 049L CDI Ms Shear Force 49U  
 ASA: 4289652 Ruby NFF PTD 780E  
 Polled Lutz Honor 049H  
 Black Lutz Dharma 649D

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.5	-0.4	72.8	112.6	8.1	22.5	0.32	0.86	125.7	78.7

PTCC Innovator is the type of bull we strive for year in and year out. Here is a bull that is long, extended, and big topped with some. The herd sire prospect for this guy is incredible with an EPD package like he has but yet still correct in his make, sound, and comes with plenty of performance. He is backed by a very confident genetic package as well, HONOR 049H has had both of her only calves, being bulls, exhibited in this sale. This bull is ready to run behind heifers, and or cows. Whichever way he goes he will excel your program.



Lot 40

41

**CEND Shock n Awe 631L**

Cendra Sebolt

5/8 SM Mr TR Hammer 308A ET  
 DOB: 2/15/23 Conley GCC Shocker C19  
 Tattoo: 631L Conley Sheza Star W32  
 ASA: 4289108 CLO LTS Conspiracy 72X  
 Polled CES Skittles  
 Black 627

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.5	2.8	77.2	114.1	0.9	17.3	0.05	0.85	103.3	74.3

A baldie Shocker bull that puts some look and performance together. He provides a different pedigree with a great attitude.



Lot 41

42

**MFED Unlimited 218L**

Moody Farms

5/8 SM Silveiras Style 9303  
 DOB: 2/18/23 Harkers Unleashed  
 Tattoo: 218L HILB Miss Oo La La B412  
 ASA: 4233334 GSC Saughatchee 161C  
 Polled MFED Saughatchee Sweetness  
 Black Haines Cow 118D

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.7	3.6	72.7	114.2	4.2	18.1	0.32	0.53	118.6	72.2

With the untimely passing of Harker's Unleashed, progeny will be in high demand. As we've watched 218L come into his own in the last month, we can truly appreciate how special these genetics are. This guy is so extended and clean thorough his front 1/3. Soft and sound at the ground with tremendous flex in his pastern and an ample stride. He was shown at the Iowa State Fair and placed second in a competitive class. He had all of the pieces and parts then, there just wasn't enough of him yet. 218L's Dam is our most consistent donor, hitting with every mating so far. This is her first bull calf, and we are certainly excited to see more from her in the future. This percentage bull could be a game-changer for your program. Come take a look.



Lot 42

43

### TK Firestorm L06

Kitzerow Cattle Co.

1/2 SM Red Six Mile Sakic 832S  
 DOB: 2/12/23 PZC TMAS Firestorm 1800 ET  
 Tattoo: L06 GT Cita 4060  
 ASA: 4246281 Profit  
 Polled TK Red Heart  
 Red TK Heart Barbie

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.4	0.9	74.7	109.8	4.9	22.2	0.07	0.28	107.4	70.6

TK Firestorm is a bull that has a little different pedigree than we usually use. I have always admired the red angus bull PZC TMAS Firestorm and wanted to figure out how to use him in our program. I felt our red Profit cow was a great opportunity. TK Firestorm is a big ribbed sound bull that I feel will add some pounds to his calves. He is a bull that had an actual birth weight of 68 pounds and has done nothing but grow and develop. I feel that this bull has the potential to be a calving ease bull and yet comes with a 106.9 YW EPD. If you are looking for a really good red bull this year make sure that you have this one on your list.



Lot 43

44

### Kodak Black 20L

Morgan Johnson Cattle

1/2 SM SCC Tradition of 24  
 DOB: 2/17/23 SCC SCH 24 Karat 838  
 Tattoo: 20L FCF Proven Queen 419  
 ASA: 4255521 WLE Uno Mas X549  
 Polled Miss Genevieve 20G  
 Black HILB Fashionista A928

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
6.2	1.8	73.5	102.1	2.2	24.1	0.27	0.62	106.4	73.0

It takes years to realize the power and potency of a good herd sire; if this one's progeny end up as consistently good-looking and powerful while still being moderate and built for the long haul, look out. Going back to the Hilbrand family's infamous Gabby cow that has been as consistent as you will find in the Simmental breed, we think you'll be hard-pressed to find one with this kind of potential to impact your next calf crop in just one generation.



Lot 44

## Iowa Bull Buyers Guide

- All Age Advantaged Bulls will be Trich Tested Free prior to check in for the sale, and all Yearling bulls are noted as known virgins.
- All bulls must meet strict Iowa Beef Expo performance standards:
  - Minimum weight per day of age of 3 lbs.
  - Minimum adjusted yearling weight of 1100 lbs.
  - Minimum scrotal circumference of 33 cm
- All bulls selling will be ultrasounded for marbling, backfat, and ribeye area. Data will be adjusted to 365 days of age.
- All bulls must pass a breeding soundness exam, be halter broke, and have an acceptable disposition.
- All bulls selling are guaranteed breeders.

***These tough standards are in place to give you, the buyer, a premium and problem free product. Let your dollars go further by purchasing bulls who have passed this test!***

45

**THO Vision 509K**

Thomann Simmentals

**PB SM** THSF Lover Boy B33  
**DOB: 4/2/22** THO Invision 22H  
**Tattoo: 509K** OBCC Sadie E3  
**ASA: 4290096** W/C Relentless 32C  
**Polled** THO Relentless 293F  
**Black** THO 26Y

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.1	1.2	75.5	106.4	5.8	19.7	-0.03	0.87	108.4	72.2

**Due 3/13/24 to OBCC CMFM Deplorabull D148**

THO Vision is sired by our Loverboy herd bull. Much like her sire, she is soft footed, deep bodied, and displays natural thickness. This bred heifer is easy keeping and is out of one of our most gentle cow families. Bred up for a mid march calf to OBCC Deplorabull.



Lot 45

46

**Jarrs Miss 208K**

Jarr Cattle

**PB SM** Mr CCF Vision  
**DOB: 3/14/22** Mr CCF 20-20  
**Tattoo: 208K** HTP SVF Dew The Stroke  
**ASA: 4067763** W/C Executive Order 8543B  
**Polled** W/C Miss Werning 608D  
**Black** Miss Werning 208Z

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.9	0.9	77.1	109.8	5.3	14.5	0.03	1.13	116.0	76.3

**Safe AI 6/9/23 to W/C Family Tradition 69E**

Here's an opportunity to invest in a complete purebred female. She's moderate in scale, balanced across the board and exhibits eye appeal to burn. If you like cows that are hard to poke holes in, 208k is the one you should give serious consideration on sale day. She's safe in calf to W/C Family Tradition (WC Style 69E) with no pasture exposure.



Lot 46

47

**L/S Lucky Girl 42K**

Gerdas Show Cattle

**PB SM** HPF Quantum Leap Z952  
**DOB: 4/28/22** WLE Copacetic E02  
**Tattoo: 42K** CMFM Joy 02ZB  
**ASA: 4138486** OBCC CMFM Deplorabull D148  
**Polled** GSC Lucky Girl 42H  
**Black** GSC Lucky Girl 612A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.1	0.3	76.3	114.1	6.5	19.8	0.0	1.05	116.8	76.6

**Safe AI 5/24/23 to OBCC/GSC Remedy C13K**

Here's one that deserves added attention sale weekend. A daughter of the famed Copacetic and backed by the great 8543U on her bottom side. 42K comes with added punch, a bold turn to her rib cage, a dead level hip, and near perfect profile. If you're looking for a female with all the extras to propel your program to new heights let this Lucky Girl do it for you!



Lot 47

48

**SFIS/DDM Donna K10**

Speas Farms Inc. & Donnie Milby

**PB SM** W/C Relentless 32C  
**DOB: 3/21/22 JSUL Something About Mary 8421**  
**Tattoo: K10** JBSF Proud Mary  
**ASA: 4134332** Remington Lock n Load 54U  
**Polled Sandeen/Scott Donna 5004**  
**Black** Sandeen Donna 8386

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.4	1.4	74.2	116.2	4.3	18.2	-0.02	0.91	116.0	72.6

**Safe AI 5/28/23 to WHF/JS/CCS Double Up G365**

A powerfully constructed descendant of the famed Sandeen Donna tribe who comes with all the extras. Her dam 5004 was a past sale featured in the Buildin' A Brand Sale and was a recent high seller in the 2024 Royal Classic Sale. This baldy SAM daughter comes built on a powerful foot, a perfectly designed skeleton, with ample spring of rib, and a look that will draw admirers. When you combine the Proud Mary and Donna cow families into one package you can rest assured that success in the donor pen is just a few short months away.



Lot 48



Sandeen/Scott Donna 5004

49

**LTS Hotz Dairy Queen 30K**

Hotz Farms & Lone Tree Simmentals

**PB SM** W/C Double Down 5014E  
**DOB: 4/10/22 WHF/JS/CCS Double Up G365**  
**Tattoo: 30K** WHF Summer 365C  
**ASA: 4250154** Mr HOC Broker  
**Polled JS Dairy Queen 54G**  
**Homo Black** CLRS Dairy Queen 606D

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.7	1.8	81.9	111.6	3.8	17.8	-0.13	1.01	107.3	73.5

**Safe AI 5/17/23 to Rockin P Private Stock**

An outstanding Double Up daughter out of our JS Dairy Queen 54G Donor. Extremely attractive, well balanced, and floats when you put her into motion. This one has a bright future.



Lot 49



CLRS Dairy Queen 606D

50

**LTS Legend 940K**

Lone Tree Simmentals

**3/4 SM** Silveiras Style 9303  
**DOB: 1/3/22 W/C Style 69E "Family Traditions"**  
**Tattoo: 940K** Miss Werning KP 8543U  
**ASA: 4092724** W/C Bankroll 811D  
**Polled OBCC Legend 940G**  
**Black** OBCC Legend 138B

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.4	0.4	65.3	96.5	6.4	20.9	0.24	0.77	118.4	70.8

**Due 3/25/24 to LTS Succession 29J**

940K is a big stout 3/4 blood heifer that is sires by W/C Style aka Family Tradition bull that is making his mark in the Simmental percentage world. 940K was A.I. on 6/16/2023 and is expected to calve on March 25th, 2024, to the calving ease bull Succession 29J. Cattle out of the OBCC Legend cow family have sold for \$78,000, 50,000, 42,000 to Circle M of Texas, Bonnell, of Indiana, and RJ of South Dakota. 940K dam is a flush mate to the ASA 2021 Show Bull of the year OBCC Goose. Buy with Confidence in this historical cow family.



Lot 50



LTS Succession 29J

51

**Jarrs Miss K103**

Jarr Cattle

3/4 SM W/C Loaded Up 1119Y  
 DOB: 1/5/22 W/C Bankroll 811D  
 Tattoo: K103 Miss Werning KP 8543U  
 ASA: 4062691 W/C Executive Order 8543B  
 Homo Polled K-Ler Dolly's Queen 609D  
 Black GW Miss GPRD 028X

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.1	-0.3	77.9	109.4	7.2	25.3	0.32	0.92	141.9	85.8

**Safe AI 6/11/23 to Rockin P Private Stock**

WOW, here she is ladies and gentlemen! It took some serious consideration, but we are committed to bringing our best. This cow family is no stranger to the breed. Out of W/C Bankroll 811D and K-Ler Dolly's 609D, this heifer is the next excellent one in a long line of proven genetics. A full sib to the \$180,000 W/C Fort Knox as well as numerous other high sellers across the country, she is striking to see in person. We don't say this lightly, but this is a female to build your arsenal around. She blends structure and mass impeccably. We've all seen those cattle that just have the "IT" factor, and this is one. We encourage you to watch her on the move as she stamps her track while exhibiting so much dimension in her middle third and tying it all back into a Bankroll patented neck and jaw line. She's safe in calf to the exciting new Rocking P Private Stock H010 with no pasture exposure. Bred 6/11/23. (JARR Cattle is retaining the right to two successful flushes with minimum of 12 embryos. This will be done at the seller's cost and buyers convenience.)



Lot 51



K-Ler Dolly's Queen 609D



CLRS Inspired 0110K

52

**HRM Follow Me K02**

Mike Henderson/Grandview/Finesse Livestock

1/2 SM C&C McKinley 3000 EXAR  
 DOB: 3/25/22 Gateway Follow Me F163  
 Tattoo: K02 Dunk-W Maxine HR 505C  
 ASA: 4064473 Mr HOC Broker  
 Polled STF Bianca BX33  
 Black STF Onyx 451W

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.2	3.4	71.6	105.4	2.8	11.9	0.14	0.58	96.6	66.0

**Safe AI 5/30/23 to CLRS Inspired 0110K**



Lot 52

53

**HRM Follow Me K01**

Mike Henderson/Grandview/Finesse Livestock

1/2 SM C&C McKinley 3000 EXAR  
 DOB: 2/20/22 Gateway Follow Me F163  
 Tattoo: K01 Dunk-W Maxine HR 505C  
 ASA: 4064472 Mr HOC Broker  
 Polled STF Bianca BX33  
 Black STF Onyx 451W

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.2	3.4	71.6	105.4	2.8	11.9	0.14	0.58	96.6	66.0

**Safe AI 6/17/23 to CLRS Inspired 0110K**

The influence of STF Bianca BX33 has been on display at the Iowa Beef Expo many times. She's had many sale highlights including the 2021 high selling heifer for \$30,000.00. These 2 Follow Me daughters are sure to follow in the footsteps of those that were offered in past sales. Each of these heifers exhibit the phenotypic excellence that "Becca" has become known for. K02 is the stout made, bigger boned sister that is massive in her center body. K01 is the more moderate female that is ultra-attractive yet offers so much quality and breeding flexibility. Bid with confidence on both breed leading females.



Lot 53

54

### Ford's Ms Right Now 55K

Ford Cattle Company - Preston Ford

3/4 SM Hook's Bozeman 8B  
 DOB: 4/27/22 Mr SR 71 Right Now E1538  
 Tattoo: 55K Miss SR C1538  
 ASA: 4194813 Colburn Primo 5153  
 Polled Ford Ms Moco's Hazel 74H  
 Black LTS/THO Mocos Limited

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.0	0.3	81.5	128.1	6.7	19.1	0.22	0.76	127.3	80.6

#### Safe AI 5/18/23 to WHF/JS/CCS Double Up G365

Awesome built, eye catching bred that will upgrade even the most progressive of herds. Dam is an absolute ground sow by Primo and a maternal sister to our high selling bull Ford's Revolution at the 2018 Iowa Beef Expo with semen available via Cattle Visions. Safe to WHF Double Up and a mating that should be a slam dunk.



Lot 54

55

### S5 Love Triangle 183K

Shy 5 Simmentals

1/2 SM SCC Tradition of 24  
 DOB: 2/24/22 SCC SCH 24 Karat 838  
 Tattoo: 183K FCF Proven Queen 419  
 ASA: 4263199 JF Milestone 999W  
 Polled HPF Lotsa Love B422  
 Black RP/MP Right to Love 015U

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
6.3	2.3	76.3	108.0	4.4	29.0	0.21	0.58	102.5	72.9

#### Due 3/1/24 to W/C Revolution 319K

183K is out of our top donor cow the \$23,000 HPF Lotsa Love B422. She has raised many \$10,000 - \$30,000 open purebred females but we hadn't ever flushed her to an angus bull until we did this 24 Karat flush and boy do we think it paid off. Massive foot and bone, unmatched depth of body, and all in an attractive package! We believe this one speaks for herself but be sure to find her on sale day, we know she will be worth your trip. Bred to our selection from the 2023 Werning Cattle production sale!



Lot 55



56

### Thill Keep It Real 36K

Thill Cattle Company - Bryan Thill

**PB SM** TLLC One Eyed Jack  
**DOB: 12/2/22** Ruby/SWC Gentleman's Jack  
**Tattoo: 36K** SWC Ruby Yetti 143Y  
**ASA: 4190796** Thills FBF1 Cash 48C  
**Polled** Thills Harmony  
**Black** STVF Ebonys Force 702B

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.8	0.6	59.7	89.3	4.1	12.0	-0.02	0.58	109.6	64.4

Wow headed, super sound attractive show heifer prospect. Maybe the hairiest PB Simi female we have ever raised. Complete female with an excellent disposition to put the frosting on the cake.



Lot 56

57

### TGL Miss Laelah

Triple G Livestock - Nathan Greiner

**PB SM** Remington Secret Weapon 185  
**DOB: 1/20/23** SSC Shell Shocked 44B  
**Tattoo: L170** Lazy H Shez Too Cool W58  
**ASA: 4254110** W/C Utah 6C  
**Polled** TGL Miss Joesphine J170  
**Black** Sandeen Donna 5321

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.2	-0.4	67.3	98.6	6.2	21.1	0.07	1.05	125.2	73.8

Laelah is a deep soggy female that you would come to really appreciate as she keeping maturing into a bred female that one could build a herd around with a cow family that's deep ingrained into her bloodlines for many generations back. It's hard to fine a PB with this much power when you get behind her and still maintains that feminine front end and elegant side profile.



Lot 57

58

### SAMP Linda 04L

Sampson Family Simmentals

**PB SM** WS All Around Z35  
**DOB: 1/26/23** OMF Epic E27  
**Tattoo: 04L** OMF Time Less B100  
**ASA: 4217995** Mr HOC Broker  
**Polled** Miss Emily 193J  
**Black** TSSC Selena 330A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.7	0.8	76.8	112.4	5.6	20.9	0.08	0.69	121.3	77.2

This heifer is very complete and functional. She's moderate framed, easy keeping, and comfortable on the move. She might not have the "extras", but you would be hard pressed to poke too many holes in her.



Lot 58

59

**LHSF Phyllis 2L**

LHSF Simmental

**PB SM** Hook's Bozeman 8B  
**DOB: 1/28/23** Mr SR 71 Right Now E1538  
**Tattoo: 2L** Miss SR C1538  
**ASA: 4282344** WLE Copacetic E02  
**Polled** Ruby's Rhythm 189J  
**Black** Ruby NFF Rhythm 715E

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.0	0.4	84.6	131.6	8.6	23.0	0.02	1.07	130.8	83.1

Here is a very balanced female that is built right and will make a nice addition to your herd. This female has a sweet disposition and is usually the first one at the gate looking for attention.



Mr SR 71 Right Now E1538

60

**THO Hazel 529L**

Thomann Simmentals

**PB SM** HPF Quantum Leap Z952  
**DOB: 2/15/23** WLE Copacetic E02  
**Tattoo: 529L** CMFM Joy 02ZB  
**ASA: 4290094** SS/PRS Tailwind 166A  
**Polled** THO Cottontail 265E  
**Black** THO Bubbles 86A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.9	1.5	79.9	120.5	6.6	20.8	0.22	0.84	131.5	82.4

THO Hazel is flashy in her design, deep, sound at the ground, and overall a good structured heifer. If you are looking for a highly competitive heifer in the show ring and donor potential cow, I'd take the time to look at this heifer on sale day.



Lot 60

61

**MFED Machine Gun Kelli 224L**

Moody Farms

**PB SM** W/C Bankroll 811D  
**DOB: 2/24/23** W/C Fort Knox 609F  
**Tattoo: 224L** K-Ler Dolly's Queen 609D  
**ASA: 4233337** THSF Lover Boy B33  
**Polled** MFED Burning Love 222J  
**Black** MFED Burning Love 302G

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.5	1.0	79.0	118.5	5.7	26.8	0.36	0.92	133.9	86.2

Be sure you are in Des Moines to take a closer look, "Kelli" is the real deal. She's been shown at the Iowa State Fair as a baby, and recently at the American Royal - ready for a junior to get on the halter and have some fun. Big ribbed, big footed, big haired. Very easy-doing, doesn't need a stall/feeding buddy, always penned by herself. Cow family goes back to a JS Burning Love female we had a few years back (now deceased). That cow was a beast in production with regard to dropping rapid-growing, good-numbered bull calves for our customers. You can't tell by the picture, but Kelli has a very unique, white-capped face marking. If you are looking for a competitive show prospect that will make you money when you turn her out, the search is over.



Lot 61

62

### S5 Makin Waves 345L

*Shy 5 Simmentals*

**PB SM** W/C Bankroll 811D  
**DOB: 2/26/23** W/C Fort Knox 609F  
**Tattoo: 345L** K-Ler Dolly's Queen 609D  
**ASA: 4218241** THSF Lover Boy B33  
**Homo Polled** MFED Burning Love 222J  
**Black** MFED Burning Love 302G

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.3	1.2	75.1	102.4	6.7	21.3	0.06	1.03	117.2	75.4

345L is one of the first ET daughters of our up and coming donor WRS Glory Bound G905 a stunning 20-20 x TNGL A Gemstone female. Her only other daughters to sell so far in her young career averaged \$4750 on our female sale in October. 345L posses true cow power. Big boned standing on a huge foot with unmatched power and capacity. This black brockle faced female has a future in the show ring but we truly value her looking at her earning potential as a cow. Big time female with a big time pedigree!



Lot 62

63

### LTS Panda Chiffon 75L

*Lone Tree Simmentals*

**PB SM** W/C Double Down 5014E  
**DOB: 3/3/23** WHF/JS/CCS Double Up G365  
**Tattoo: 75L** WHF Summer 365C  
**ASA: 4288500** WLTR Renegade 40U ET  
**Polled** LTS Stiletto's Panda  
**Black** LTS Stiletto

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.8	1.5	76.4	108.8	4.7	18.0	0.05	0.82	122.3	75.3

This purebred heifer is a combination of performance and eye appeal, 75L has that hard-to-reach combination of length and depth of body that would term this future matron as easy fleshing brood cow prospect. 75L dam is one of the most consistent donors a direct daughter of Stiletto that has been so consistent in making herd bulls and replacement female throughout the Midwest.



Lot 63

64

### Thill Luv Ya Meg 1L

*Thill Cattle Company - Bryan Thill*

**PB SM** W/C Night Watch 84E  
**DOB: 3/8/23** Thills Hang On  
**Tattoo: 1L** RRCC Ms Lucky Value 20D  
**ASA: 4190790** W/C Bankroll 811D  
**Homo Polled** Thills Polz Just Roll With It  
**Black** WAGR Playmate 24B

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.4	1.5	76.7	107.2	6.5	24.9	0.13	0.86	124.5	78.2

This is the very first natural calf out of Thills Just Roll With It, the 4th overall heifer at the 2022 Iowa State Fair. Center body and proper rib shape is so good on this female. This Homozygous Polled female is well balanced and very complete. We believe it's important and hope you do too, this one will make a tremendous cow when her show career is over.



Lot 64

65

### GVC Leapin' Lacy

Grandview Cattle Co. - Jeff Wiarda

**PB SM** HTP/SVF Duracell T52  
**DOB: 4/2/23** HPF Quantum Leap Z952  
**Tattoo: L01** RP/MP Right to Love 015U  
**ASA: 4216167** W/C Bankroll 811D  
**Polled** Sandeen Loaded Lady 8249  
**Black** Sandeen Loaded Lady 6025

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.2	2.9	83.6	122.5	4.5	17.1	0.03	1.13	108.7	78.2

A daughter of the impressive Quantum Leap and backed by the Sandeen Loaded Lady cow family who produced a \$125,000 bred heifer who highlighted the Buildin' A Brand Sale this winter. Here's a purebred female with a high ceiling in terms of production and show ring success. If you're looking for a female to propel your program to the next level of production look no further.



Lot 65



Sandeen Loaded Lady 8249

66

### Diamond M Tamar

Diamond M Cattle

**PB SM** WLE Copacetic E02  
**DOB: 4/3/23** Holtkamp CLAC Change is Coming  
**Tattoo: L339** Miss Sugar Shake 84D  
**ASA: 4281995** Cason's Mr Triple Crown  
**Polled** PLJ Miss Tamar 39F  
**Black** Cason's Miss Haydee May

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.2	1.7	71.0	104.2	5.9	21.1	0.05	0.85	113.3	72.8

A purebred baldy heifer sired by the hot new sire Holtkamp Change is Coming. Change is Coming sired the open supreme champion heifer at the World Beef Expo in 2023. Diamond M Tamar is an outstanding show heifer prospect. She has a beautiful front end and that awesome show heifer look from the side. Add the blaze face and chances of making it to the backdrop are good. Retaining the right to 2 successful flushes.



Lot 66

67

### MSP Smooth Ride

Matthew Pemberton

**PB SM** HTP/SVF Duracell T52  
**DOB: 4/5/23** THSF Lover Boy B33  
**Tattoo: L50** RP/MP Right to Love 015U  
**ASA: 4248777** SWSN Mr On The Mark 040G  
**Polled** MSP Alert  
**Black** MSP Sandy

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.1	1.3	76.2	109.9	4.9	24.1	0.21	0.69	127.0	79.8

MSP Smooth Ride will be just that. This early April born heifer is so incredibly attractive in her phenotype and the running gear that she offers. As she continues to progress and mature this pretty lady will turn heads. Long and extended up front, good center design, and backed by the popular THSF Lover Boy bull and a really neat young On The the Mark 2nd calf heifer. Late summer/ fall time this heifer will be smooth riding into some purple banners!



Lot 67

68

### PTCC Sophie 4L

PTC Cattle Company - Tate Kettler

**PB SM** LLSF Pays to Believe ZU194  
**DOB: 5/17/23** TJSC King of Diamonds  
**Tattoo: 4L** KLS Diamond W516  
**ASA: 4289654** JKU Bull Z22  
**Polled** Triple U Ranch B4  
**Black** Triple U Ranch Z8

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.2	1.4	66.6	96.3	6.3	24.3	-0.01	0.78	120.4	69.0

This King of Diamonds heifer is sure to be a great addition to anyones herd. Here is a high quality May purebred baldy heifer that comes with a whole lot of good. Backed by an excellent genetic profile she is one who is so sleek and extended through her front third with the added structure, and power to make her stand out no matter where she ends up. To top it off this one comes with a sweet disposition, you won't want to miss this one on sale day.



Lot 68

69

### BFSH Ms Ledger 311L

Brandt Farms

**3/4 SM** W/C Loaded Up 1119Y  
**DOB: 1/28/23** GEFF County O  
**Tattoo: 311L** Ruby NFF Rhythm 475B  
**ASA: 4286316** TL Ledger  
**Polled** BFJV Ms Ledger G317  
**Black** 317

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
5.7	3.5	78.2	121.4	2.0	11.2	0.15	0.68	98.1	70.8

Striving to bring our best, we dug deep into our keeper pen of open females and brought you one outstanding 3/4 blood female! This one speaks for herself when you lay eyes on her; soft, sound, stout and awfully attractive from any angle! Her full sister was very popular this fall being named Reserve Overall Prospect Heifer at the 2023 Iowa State Fair and then going on to top our September online sale as well. This one is hard to part with but the Ledger donor she is out of is just getting started at Brandt Farms. Get on board here with one of the best Simmental females to ever walk at Brandt Farms!



Lot 69

70

### SAMP Emily's Lady 03L

Sampson Family Simmentals

**3/4 SM** HPF Quantum Leap Z952  
**DOB: 2/16/23** WLE Copacetic E02  
**Tattoo: 03L** CMFM Joy 02ZB  
**ASA: 4217994** SC Pay the Price C11  
**Polled** Emilys PTP 914  
**Black** TSSC Selena 330A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.6	2.9	78.0	115.7	4.3	18.2	0.13	0.86	96.7	72.6

This Copacetic heifer has some good days ahead of her as a show project and in the pasture. Her front third is extra attractive and her center body and rib dimension is really coming. She travels well off both ends and puts a lot of great things into a package with a ton of potential.



Lot 70

71

### Diamond M Ruby

Diamond M Cattle

3/4 SM HTP/SVF Duracell T52  
 DOB: 3/25/23 THSF Lover Boy B33  
 Tattoo: L340 RP/MP Right to Love 015U  
 ASA: 4282560 Ford's WMCC Revolution 60E  
 Polled Diamond M Elba  
 Black 4010

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.9	1.5	81.5	120.1	5.9	25.8	0.37	0.52	130.2	82.1

A daughter of the popular show heifer sire THSF Lover-boy. Her dam is a first calf heifer sired by Fords-WMCC Revolution. This show heifer prospect is really attractive from the side, clean fronted, long bodied with nice rib shape. After her show career is complete she will go on to make an excellent cow. Retaining the rights to 2 successful flushes.



Lot 71

72

### MSP Red Wine

Matthew Pemberton

3/4 SM W/C Loaded Up 1119Y  
 DOB: 4/8/23 GEFF County O  
 Tattoo: L47 Ruby NFF Rhythm 475B  
 ASA: 4248774 Mr NLC Upgrade U8676  
 Polled Sandeen Lady 3856  
 Red Sandeen Lady 6856

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
7.3	2.6	72.9	109.0	0.8	12.1	0.1	0.9	103.6	68.0

A dark red GEFF County O daughter. She is a 3/4 and has a side profile that is extra neat! Ultra sleek fronted, functional feet and legs and big hair! Backed by a no miss Sandeen Upgrade cow that always makes good cattle for us.



Lot 72

73

### GVC Miss Dakota L02

Grandview Cattle Co. - Jeff Wiarda

3/4 SM VCL Foresight  
 DOB: 4/5/23 STCC Tecumseh 058J  
 Tattoo: L02 HF Serena  
 ASA: 4283786 BC Lookout 7024  
 Polled OMF/KB Finesse Y4  
 Black T60

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.1	1.4	70.5	103.5	2.5	20.5	0.19	0.76	121.5	71.1

Miss Dakota is a daughter out of a real powerful bred heifer that was purchased from the Oak Meadow program years ago. This cow has produced quite a few daughters to date who have been retained in our own program. Purchase this heifer and be confident she can show and be a great cow in the future.



Lot 73

74

### TK Queen L05

Kitzerow Cattle Co.

3/4 SM HPF Quantum Leap Z952  
 DOB: 5/20/23 WLE Copacetic E02  
 Tattoo: L05 CMFM Joy 02ZB  
 ASA: 4243869 WLE Uno Mas X549  
 Homo Polled R/F Queen G25  
 Black CMFM Queen 25AC

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.0	-0.3	71.8	104.1	6.3	17.1	0.2	0.71	120.9	74.4

Here is a heifer that you do not want to overlook on sale day. I realize she will be one of the youngest heifers in the sale but do not let that scare you. This female is loaded with quality. Queen is a big ribbed, good fronted and sound made female that is out of a very predictable young cow. Queen's siblings have done nothing but win. Her maternal sister won the Iowa Simmental field days, was 6th overall bred and owned at the Simmental Junior Nationals as well as many other division champion and reserve champions. Her maternal brother was 4th overall at the Simmental South Central Regional, 6th overall at the Simmental Junior Nationals as well as other division champions. This is a heifer we never had any intention of selling but are committed to putting a good one on this sale every year. Here is one you can bid with confidence on.



Lot 74

75

### NDA Lady Diamond L321

Arens Cattle Co.

3/4 SM RBS Raining Diamonds E202  
 DOB: 5/25/23 UPA Mr. Hot n Heavy H81  
 Tattoo: L321 UPA Attraction  
 ASA: 4288832 CLRS Density 57D  
 Polled TBSF Zelda J7  
 Black TBSF Zelda 704Z

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.7	3.4	74.8	112.0	4.8	22.2	0.16	0.76	110.7	70.3

Here is a high-quality 3/4 blood Simmental heifer. This flashy blaze face May baby is ready to go for a 4-H or FFA member. She is out of a RBS Raining Diamonds son. She is freaky fronted, deep bodied, and sound on her feet and legs.



Lot 75

76

### FRI Betty

Friest Brothers

1/2 SM W/C Fort Knox 609F  
 DOB: 2/28/23 FFS JNR Hard Knox H034  
 Tattoo: L40 HILB Miss Versace E57C  
 ASA: 4288095 -  
 Polled F42 -  
 Black -

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.2	0.4	76.1	113.0	5.5	24.5	0.18	0.72	117.2	75.7

As Meghan Trainor would say this heifer has all the right junk in all the right places. A standout since birth this younger black and white half blood heifer is one you won't want to miss! Big bellied, cool fronted and puppy dog tame to go along with it!



Lot 76

77

### MSP New Style

Matthew Pemberton

1/2 SM Gambles Hot Rod  
**DOB: 3/15/23** Silveiras Style 9303  
**Tattoo: L48** Silveiras Elba 2520  
**ASA: 4248775** Drake Bull U36  
**Polled Snyder Stay The Night**  
**Black J&C Ms Blackman T4**

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.1	0.2	56.3	83.1	6.4	19.9	0.35	0.34	123.8	66.9

This heifer is a neat made daughter of the one and only Silveiras Style. Extra body, great look, and all the structural integrity to make a great show heifer- and better yet- awesome cow! Her dam (Snyder Stay The Night) has had a huge impact on our program - and helped get our female base where we are today after her successful show career and donor cow life has come to a conclusion. We have kept almost all of her female offspring. This is a neat opportunity to own a part of what has made our program thrive- functional, attractive, good built cattle. Here she is!



Lot 77

78

### STH Lainey

Herold Cattle

1/2 SM C&C McKinley 3000 EXAR  
**DOB: 4/2/23** Gateway Follow Me F163  
**Tattoo: L04** Dunk-W Maxine HR 505C  
**ASA: 4211735** JASS On The Mark 69D  
**Polled STH Miss Fiona**  
**Black STH Lovebug**

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.1	3.2	72.2	107.6	1.4	11.9	0.2	0.52	98.2	68.0

This Gateway Follow Me, heifer is the total package! Elegant with plenty of power and depth of rib, you'll drive a long way to find better hair! A 2023 Iowa State Fair class winner, have fun showing her then bring her home and put her in the donor pen!



Lot 78

79

### LTS THO Moco's Tribal 546L

Lone Tree Simmentals

1/2 SM SCC SCH 24 Karat 838  
**DOB: 4/17/23** STAG Good Times 201 ET  
**Tattoo: 546L** SCC SCH Phyllis 6104  
**ASA: 4284890** Rubys Wide Open 909W  
**Polled LTS THO Moco's Passion**  
**Black THO/LTS Divas Moco**

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.2	2.3	75.4	116.2	5.2	17.7	0.09	0.53	110.8	69.9

If you are looking for a Sim-Angus female that has some depth of body , powerfully constructed and has that extra punch to make great cattle down the road please look at 546L. Sired by Griswold new Angus sire "Good Times". This female comes with an excellent set of wheels that can carry the extra shape and dimension that this female possesses.



Lot 79



80

## STF Bianca Embryos

Mike Henderson/Grandview/Finesse Livestock

**PB & 1/2 SM Matings**  
**Offering Choice twice**  
**1 package of 3 IVF Heifer Sexed Embryos Per Mating**

- A. STCC Tecumseh (3958195)
- B. WLE Copacetic (3299037)
- C. Colburn Primo (3095080)
- D. SCC SCH 24 Karat (3755729)  
 Mr HOC Broker
- STF Bianca BX33 (2864714)  
 STF Onyx 451W

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.9	3.8	66.9	96.4	2.8	16.3	-0.21	0.9	91.1	60.1

STF Bianca BX33 "Becca" continues to write history in the Simmental breed. A storied show career has paved the way for unprecedented consistency, maternal power and earning potential every time another Becca hits the ground. BX33 has put 3 daughters in the Top 10 of the Bred and Owned division at the National Jr. Show and countless top sellers at auctions across the country. In February 2022, a Becca daughter sired by Silveria Style 9303 topped the Iowa Beef Expo sale at \$29,000. You can absolutely count on the progeny of Becca to be stamped with a stout level hip, massive rib shape and elegance throughout. The mating's being offered are time tested and proven to generate sought after progeny. Don't be left out in your opportunity to make the next generation of influential Simmental genetics.



STF Bianca BX33 - Progeny Below



81

## Thill Just Roll With It Embryos

Thill Cattle Co. - Bryan Thill

**PB SM**  
**Donor: 3891340**  
**Sire: 3958195**  
**1 package of 3 IVF Heifer Sexed Embryos**

- VCL Foresight
- STCC Tecumseh 058J
- HF Serena
- W/C Bankroll 811D
- Thills Polz Just Roll With It
- Sandeen Loaded Lady 6025

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
7.3	3.6	74.6	104.5	3.4	19.7	0.09	0.96	110.9	71.3

Here is your chance to buy fresh genetics on Thills Just Roll With It, the 4th overall heifer at the 2022 Iowa State Fair. We studied many Tecumseh females this Fall and feel the phenotypic quality and consistency on both sides of the pedigree of this mating makes the hair stand up on the back of my neck. Can't wait to see these heifer babies compete!



THILLS POLZ Just Roll With It

82

## BRAM Ms Upgrade Embryos

TC Cattle - Tyler Campbell

**PB SM**  
**Matings**  
**Offering Choice twice**  
**1 package of 3 IVF Heifer Sexed Embryos Per Mating**

- A. Next Level (3981484)
- B. W/C Relentless 32C (3045559)  
 Mr NLC Upgrade U8676
- BRAM Ms Upgrade 1033 (3371908)  
 LAH Pride 920W

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
-	-	-	-	-	-	-	-	-	-

Genetics Power! Variety of cows will make an sets females. Massive, Stout, Deep, Big Stride. Phenotype cattle! She raised, Show Career. Awesome Cow! She raised, PB. Simmental "Overcome" Bull. Calving Easy, Big Boned and Stout. Square in Hips and Sound in Joints. Extremely soft middle and great neck. Well Balanced and Smooth.



BRAM Ms Upgrade 1033



Upgrade 1033 Progeny



## Quick Guide to ASA EPDs & \$ Indexes

**Expected Progeny Differences (EPDs):** The most accurate and effective tool available for comparing genetic levels. In using EPDs, the difference between two sires' EPDs represents the unit difference expected in the performance of their progeny. For example, if sires A & B have EPDs of +10 and -5, a 15 unit difference would be expected in their progeny. Key to using EPDs is knowing what units they are expressed in. For example if the above case referred to weaning weight, A would be expected to sire 15 pounds more at weaning than B. If calving ease were the trait, A would be expected to sire 15 percent more unassisted births in first calf heifers; in other words, if B sired 30 assists in a group of 100 heifers, we'd expect A to require 15 assists. A percentile ranking chart is required to determine where a bull's EPDs rank him relative to other bulls in the breed.

**\$ Indexes:** Though EPDs allow for the comparison of genetic levels for many economically important traits, they only provide a piece of the economic puzzle. That's where \$ indexes come in. Through well conceived, rigorous mathematical computation, \$ indexes blend EPDs and economics to estimate an animal's overall impact on your bottom line. The same technology that led to the dramatic progress in swine, poultry, and dairy genetics over the last several decades.

**All-Purpose Index (API):** Evaluates sires for use on the entire cow herd (bred to both first-calf heifers and mature cows) with the portion of their daughters required to maintain herd size and the remaining heifers and steers put on feed and sold grade & yield.

**Terminal Index (TI):** Evaluates sire for use on mature cows with all offspring put on feed and sold grade and yield.

Using API & TI: First determine which index to use; if you're keeping replacements use API, if not, TI. Then, just as with EPDs, zero in on the unit difference between bulls. (As described before, index units are in dollars per cow exposed.) The difference can be used to determine how much a bull is worth compared to another. Or, put another way, how much you can pay for one bull compared to another. For example, when buying an all purpose type sire, you can quickly figure a bull scoring 100 for API is worth an extra \$6,000 over a 50 API bull if both are exposed to 30 cows over 4 years ( $\$50 \text{ diff.} \times 30 \text{ hd} \times 4 \text{ yr.} = \$6,000$ ).

A percentile-ranking chart is required to determine where a bull's index value ranks him relative to other bulls in the breed. For a percentile rankings or more detailed information about EPDs and \$ indexes visit [www.simmental.org](http://www.simmental.org).

**Units of Expression of ASA EPDs (listed alphabetically):**

**All-Purpose Index (API):** Dollars per cow exposed under an all purpose sire scenario.

**Back Fat (BF):** Inches of backfat.

**Birth Weight (BW):** Pound of birth weight

**Calving Ease (CE):** Percent of unassisted births when used on heifers.

**Carcass Weight (CW):** Pounds of carcass weight.

**Maternal Calving Ease (MCE):** Percent of unassisted births in first-calving daughters.

**Marbling (MB):** Marbling score.

**Maternal Weaning Weight (MWW):** Pounds of weaning weight due to milk and growth.

**Ribeye Area (REA):** Square inches of ribeye.

**Stayability (STAY):** Percent of daughters remaining in the cowherd at 6 years of age.

**Terminal Index (TI):** Dollars per cow exposed under a terminal sire scenario.

**Weaning Weight (WW):** Pounds of weaning weight.

**Yearling Weight (YW):** Pounds of yearling weight.

**Yield Grade (YG):** Yield grade score.

**IOWA BEEF EXPO UNLOADING MAP**

Trailer Parking (Blue)  
 Car Parking (Yellow)  
 Everyone Route (Red)  
 Sheep Barn Route (Purple)  
 Cattle Barn Route (Green)

Junior Weekend More In Map. If you see a no parking sign DO NOT PARK THERE! Check Parking Map on the Ball.

**SENIOR WEEK ROUTE**  
 All Consignor/Buyer Trailers MUST enter through Gate 2  
 Cattle Barn Unloading:  
 Enter of Gate 2, take East 33rd to Grand and turn left; turn right on East 34th (by Red Cross), go South to Hawkeye Breeders Lane, turn right and you will head west to the cattle barn. ALL Trailers need to come to the Cattle Barn Office for stall and tie-out assignments.  
 Gate 8:  
 Will be an Exit ONLY for Trucks and Trailers!  
 Sale Day Parking:  
 Trucks & Trailers must enter through Gate 2 and will be allowed to park the Rock Island Parking or the 4-H Parking lot. No overnight parking is allowed, violators will be towed at owners expense.

**JUNIOR WEEK ROUTE**  
 Junior Exhibitor Trailers Must enter through Gate 2  
 Junior exhibitors may arrive beginning at 8 a.m. Thursday morning. We will start stalling immediately in both the Cattle Barn and Tie-Outs. Upon arrival on Thursday, all junior exhibitors MUST enter at Gate 2 located on East University Avenue, look to the LBBA website for a map. You will receive your unloading permit and stalling at the check-in trailer.  
 If you have questions please reach out to any advisor ahead of time so we can address before there are any issues.  
 No one will be allowed to unload without barn manager permission, those not complying are subject to disqualification from the show.  
**DUE TO WEATHER, ROUTES MAY CHANGE, PLEASE CHECK WEBSITES FOR UPDATES.**

# Supreme Row Drive - Sale Heifer Futurity

## Supreme Row Drive

### Qualification

One bull and One heifer from each breed will show. The Simmental bull and heifer will be selected by a vote by the consignors within the sale. Each member/consignor will rank their top 3 bulls and heifers, these votes will be tallied by the Sale Committee to determine the Breeders Choice for top bull and heifer. Votes will be delivered by Sunday February 11, 2024, if there is a tie in the voting the first tie breaker will be sale price with the second tie breaker being the sale committee and management. This Supreme Drive is set up to recognize the breeder and the buyer of each bull and heifer, therefore each animal must sell through their respected sales. There will be no, No Sales allowed to represent the breed in the Supreme Row. Ownership must also change hands and cannot be of any relation to the original breeder.

### Showtime

The show will be held Friday February 16, 2024 at 4:30 pm in the pavilion. The Supreme Row Drive will be held with the IJBBA Year End Awards and the IBE Sale Heifer Futurity Show. We would like to bring out the biggest crowd to view the elite genetics that are representing each breed. The show will be a no fit show.

### Stalling

Each representative will be provided a stall in the Supreme Row Aisle. The rep can stay after their sale and stay in designated stall until the Supreme Row Selections Friday night. If you choose not to stay after your sale, you will be required to bring back the bull or heifer no later than noon on Friday February 16, 2024.

### Payout

Prizes that will be awarded are up to \$5000 for the Champion Overall Bull & Heifer. This will depend on how much sponsorship support the IBE receives for this event. The prize amount will be split between the seller and the buyer 50-50.

## Sale Heifer Futurity

The juniors are the future of this industry and we want to recognize them for purchasing a heifer at the Iowa Beef Expo. There will be a show held just for the juniors who purchased open heifers out of the sales at the Iowa Beef Expo.

### Qualification

Must be a member of the IJBBA. Only open heifers can compete and must be purchased from any beef breed sale at the 2024 IBE. Ownership must trade hands and cannot be of any relation to the original breeder. There is no entry fee for this show but will still be required to pay any entry fees for the other junior events.

### Stalling

There will be no designated spot for these heifers during show weekend.

### Payout

The Champion Overall Futurity Heifer will receive \$500 and the Reserve Overall will receive \$250.

### Showtime

The show will be held Friday February 16 at 4:30 pm in the Pavilion.  
This will be a no fit show.

**Dwyer Cattle**  
**740 26<sup>th</sup> Street**  
**Roseville IL 61473**

Iowa Simmental Association Presents  
*54<sup>th</sup> Annual*  
*Mark of Genetic*  
*Excellence Sale*

Monday February 12, 2024 at 11:30 am  
State Fairgrounds - Des Moines, IA  
[www.liveauctions.tv](http://www.liveauctions.tv)

*Offering Elite Simmental Cattle from Iowa's finest Simmental Herds*

