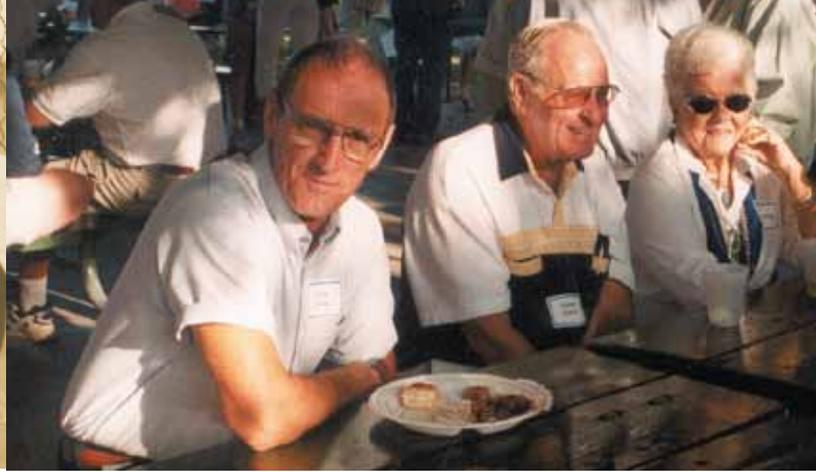


BEEF BREEDER'S JOURNAL



Spring 2011



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On the cover:

Taken at Koupal Angus in South Dakota
Photo: Crystal Young

Welcome to the spring edition of the Beef Breeder's Journal.

Perhaps it goes without saying, but I will express it anyway,
"what amazing times we are witnessing!"



It seems with every passing day new records in the cattle business are being set. Whether it is for breeding stock, feeders or fed cattle, increased demand is seen. The Total Cattle Inventory is at levels not seen since 1959. However, beef production has nearly doubled since then. Many reasons exist for this beef production growth — certainly two profound improvements in this span of time are in production management and cattle genetics.

ABS Global believes in the beef cattle industry, and we are optimistic about its future and our collaborative role in it. We continue to invest in our beef enterprise — and not simply in bulls. Progeny testing of young bulls in The Circle A Sire Alliance, our USDA approved PVP and a team of Marketing Specialists providing producers access to Big Blue Sale Barn serve as a few examples of our sincere commitment.

Is artificial insemination of heifers viewed as a practice as routine as vaccinations each year? With widely available tools for producers, we believe heifer A.I. should be routine management practice. When you consider the financial and management advantages detailed in this edition, it just makes sense to contact your ABS Professional if assistance is needed to get started down this business savvy path using proven Pasture to Plate[®] ABS genetics.

We are proud of our industry-leading Professional Representatives and employees that serve you. If I can aid in arranging an ABS Professional to assist you, please give me a call at the number below.

Best Regards,



Dwight Williams
ABS Director of Beef Enterprise
913-685-8518

Beef Breeder's Journal Volume 22, Issue 1, Spring 2011

The ABS Breeder's Journal helps beef producers make informed decisions through educational material on industry issues and developments, artificial insemination and ABS sires, products, programs and services.

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NEW BULLS MAKING AN IMPACT IN THE ANGUS BREED

29AN1642 H A **IMAGE MAKER** 0415

For the second year in a row, **IMAGE MAKER** is holding down our #2 spot due to his reputation for customer satisfaction built on calving ease and maternal excellence.

29AN1640 **MYTTY IN FOCUS**

IN FOCUS continues to be a driving force in the industry due to rock solid calving ease, performance and maternal traits. However age is starting to limit his previously unmatched semen production ability.



29AN1790 BPF **SPECIAL FOCUS** 504
SPECIAL FOCUS is stepping in where **IN FOCUS** leaves off with a nearly identical EPD profile combined with added muscle.



29AN1757 HA **PROGRAM** 5352
PROGRAM is making his mark as one of the most balanced sires in the industry. You won't find him because of an extreme ranking for any one trait but because he hits the "sweet spot" for key traits across the board.



29AN1751 S A V **BRILLIANCE** 8077
 His first calf crop has made **BRILLIANCE** one of the "must use" young bulls in the industry, combining four star calving ease with solid type and performance.



29AN1789 **CONNEALY FINAL PRODUCT**

FINAL PRODUCT has surpassed **IN FOCUS** this season based off of a similar recipe for success. He offers great mating flexibility, sure bet calving ease and explosive growth to yearling backed up by high fertility and outstanding semen production.

29AN1609 LCC **NEW STANDARD**

NEW STANDARD is putting in a repeat top 5 performance with a "no holes" all around EPD profile anchored by sleep all night calving ease. He also excels from an overall genomic standpoint and is a progeny proven leader for feed efficiency.



29AN1779 **KESSLERS FRONTMAN** R001

FRONTMAN is proving to work well on **IN FOCUS** daughters offering many of the same traits with excellent calving ease, a sound heavy muscled phenotype and a pedigree that provides excellent mating flexibility.

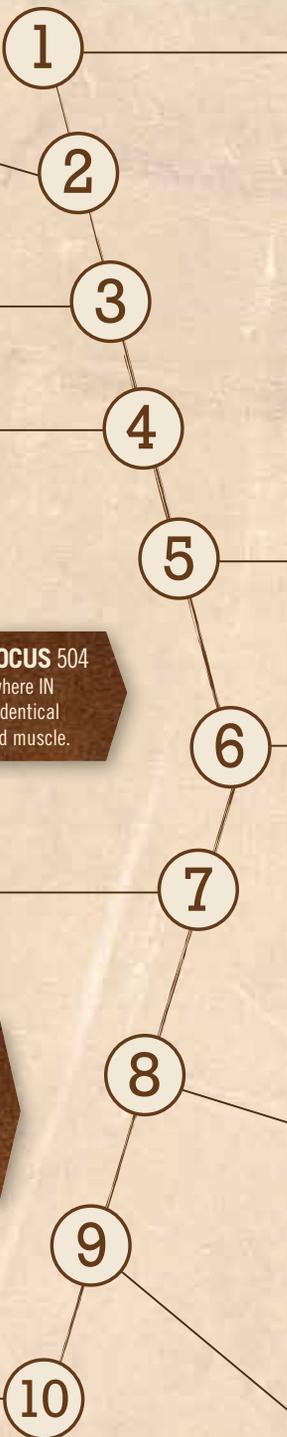


237AN1949 **SYDGEN MANDATE** 6079

MANDATE is one of **OBJECTIVE'S** earliest sons and one of his best offering a very similar EPD profile with added muscle shape and scrotal circumference.

29AN1697 **CONNEALY IMPRESSION**

IMPRESSION continues to build momentum based on great progeny reports, outstanding birth to yearling spread and a proven combination of feed efficiency & profitability.



PROVEN GENETICS LEAD THE WAY IN OTHER BREEDS

29AR0183 LCC **ABOVE & BEYOND** 1300J
Like B.C. HOB0 before him, ABOVE & BEYOND continues as the industry's "go-to" Red Angus bull for proven calving ease and overall performance.

29SM0403 ELLINGSON LEGACY M229 **'OLIE'**
Even though OLIE'S influence is now being spread through many noteworthy sons, his direct influence is still tough to beat. He continues to be ABS' top selling Simmental sire due to a proven combination of calving ease, carcass merit and maternal excellence.



29HP0913 KCF **BENNETT** 9126J **R294**
Like DOMINO 3027, R294 is seeing heavy use among both purebred & commercial producers due to his 4 star calving ease,



29SM0391 **SAND RANCH HAND**
A long time Simmental sales leader, RANCH HAND became popular with similar calving ease performance and kind to DREAM ON. He is seeing a resurgence in sales due to the quality and performance of his daughters.



29SM0427 TJ **SHARPER IMAGE** 809U
SHARPER IMAGE is an up and coming SimAngus sire with explosive birth to yearling spread, breed leading indexes and impressive phenotype. Look for him to move quickly up the ranks in the near future.



29HH0838 UPS **DOMINO 3027**
DOMINO 3027 is seeing heavy purebred usage, but grassroots commercial appeal has made him #1 among our non-Angus bulls. He is an elite calving ease and maternal sire with strong performance and carcass genetics. He and his sons are ideally suited for making baldy females.



29AR0225 **RED CROWFOOT OLE'S OSCAR**
OLE'S OSCAR stays in the top of our Red Angus offering due to great calving ease and a solid combination of phenotype & performance.

29HP0906 SHF **RIB EYE** M326 R117
RIB EYE has set the standard for Polled Hereford sires combining a "Rock Solid", elite EPD package with predictable type and kind that has made his sons sale toppers around the country.



29SM0390 **DIKEMANS SURE BET**
SURE BET stands out as one of the most complete bulls in the Simmental breed. No proven purebred sire exceeds his combination of API and TI Indexes. Like OLIE, his sons are making a mark as high sellers all around the country.

29HH0835 CJH **HARLAND** 408
HARLAND'S multi-trait excellence has made him the number one bull in the Hereford breed for registrations and a popular choice among commercial cattlemen throughout the industry.



STYLES UPGRADE J59 29AN1763
SITZ UPWARD 307R x BON VIEW NEW DESIGN 1407

Upgrade Your Cowherd

- One of the most impressive Upward sons to date
- Offers breed leading performance like his sire, with a Calving Ease EPD in the top 2% of the breed
- His dam has a solid production record and even more impressive record of producing income generating progeny
- Moderate, deep bodied, soft flanked with added muscle shape and correctness



BECKTON EPIC R397 K 29AR0236
BECKTON EPIC K F075 x BECKTON JULIAN GG B571

Pedigree Flexibility and More

- One of the best overall EPD profiles to be found
- First calves exhibit excellent volume, muscle and solid growth
- Paternal side of pedigree is an outcross to nearly everything else in the breed
- Unique combination of performance yet still a great bull for ME



DCR MR SOLUTION W13 29CH0205
EC NO DOUBT 2022 P x BEM BULLDOZER 51M

Problem Solved

- Moderate, big bodied, with added muscle expression
- Packs pounds into a moderate, value added package - 100 REA, 109 IMF
- Multiple generations polled, out of a beautiful first calf heifer and granddam that has 5@105 nursing ratio
- One of the most talked about bulls of the 2010 Bull Sale Season



RFS RED IRON T20 29SM0426
35R x GFI LEAD TIME 209M

Strike While the Iron is HOT!

- Homozygous polled
- His best asset is his ability to sire calving ease with explosive growth while reducing mature size and enhancing fleshing ability
- Adds extreme capacity, muscle shape, and style
- Excellent overall EPD profile

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PROGRAM YOU CAN TRUST.

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With more scratches, the greater likelihood the cow has received multiple mountings and is ready to breed.

ESTROTECT™ heat detectors are guaranteed* to perform as well or better than any tool on the market. Its scratch-off technology allows you to keep tabs on which cows are in standing heat more efficiently and effectively than competitive heat detectors.

Other heat detection methods cannot show evidence of multiple mountings without reapplying the product. With ESTROTECT, you only need to apply once per breeding cycle, and its different color varieties make it easier to manage your herd through its different breeding stages.

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Available in
5 colors

FRONT-LOAD CALVING SEA

Helping producers build lifelong early calvers is the objective of this Idaho-based heifer development program.

by Kim Holt

Five years ago, Idaho's Simplot Livestock Co. combined its feedyard nutrition and management expertise with the reproductive and genetic expertise of ABS Global Inc. What's materialized is the full-service professional heifer development program known as the SagebrushSM Heifer Alliance.

Based out of southwest Idaho at Grand View, this alliance's primary objective is to help profit-minded western beef producers turn replacement heifers into lifelong early calvers, while offering feed resource and value-added options in the process.

NEEDED: PROPERLY DEVELOPED, EARLY CALVERS

"There is definitely a need for heifer development done right," states Joe Jones, Area Beef Manager for ABS Global, Declo, Idaho, a procurer for the Sagebrush program. "In our modern times, heifer development has been overdone in a lot of cases." But he believes there isn't a reason for this.



Simplot and ABS Global teamed up five years ago to offer a full-service heifer development program to western producers. These Shaw Cattle Co. replacements are some of many this operation has sent through the program. "The beauty of it is we send a heifer calf down there (to Simplot), and we don't get anything back but bred heifers," remarks Sam Shaw.

"The genetics of today grow and mature at a decent pace; therefore, the need to 'push them' is not as strong as it was years ago," he says. "Granted, there are still some heifers that get underdeveloped, but I run into far more that get overdeveloped and are too fat when we go to breed them."

Jones explains that overdeveloped heifers will suffer in regard to conception rate and efficiency as a cow, while underdeveloped heifers suffer in regard

to conception and will never catch up as a cow.

"Our philosophy at Sagebrush is to feed them a ration with enough energy to keep them growing and start cycling, but to limit-feed this ration to control average daily gain (ADG), which we have come to find is crucial to conception rates as a heifer."

The professionals behind this program prefer an ADG of 1.5-1.75 pounds (lb.) per day, while targeting 60%-65% of mature body weight at breeding.

"We don't ever want to have an ADG over 2 pounds per day," Jones assures. "Over 2 pounds we hurt our conception and, quite frankly, waste feed [and] thus increase producer costs."

He adds, "By limit-feeding the heifers, we also teach them the competitive spirit needed to be efficient as a cow."

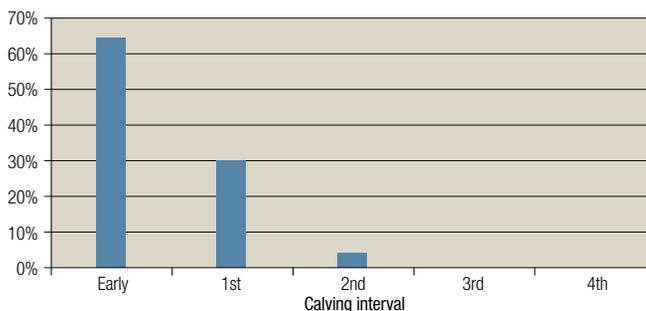
Jones explains that proper heifer development with the use of artificial



The family-run Shaw Cattle Co., Caldwell, Idaho, has developed replacements through the Sagebrush Heifer Alliance since the program's inception in 2006. Pictured are (from left) Tucker, Greg and Sam Shaw.

Fig. 1: First-calf heifers (synchronized and bred by AI one week early)

First-calf heifer calving profile with synchronization and AI followed by natural service



insemination (AI) allows producers to front-load their calving season to start a heifer's career as a cow off right by calving early (see Fig. 1). Cows that calve up front in the season wean heavier calves and make more money.

Darrell Wilkes reinforces the value of an early-calving herd. Wilkes is the U.S. Beef Supply Systems Manager for ABS Global, headquartered out of DeForest, Wis.

"If they start late, they stay late," he stresses. "They remain a lifelong late calver (or come up open at a young age). In either case, they never make any money if they start off as a late calver. Secondly, late calvers rob the profit from the early calvers. If you do the math, it is pretty alarming how much profit they steal (see Fig. 2)."

Wilkes says research done at Texas A&M University shows that the only cows with a positive lifetime return on investment are those that had their first calf early in the calving season, regardless if calving began in January or June (see Fig. 3).

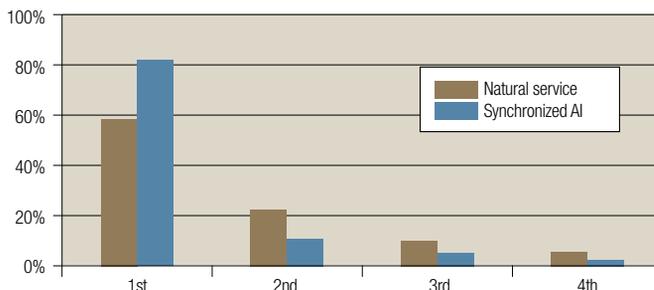
"Of course, every ranch is different, but the fact remains that herds with a front-loaded (and short) calving season will wean heavier calves on the same resource as a herd with a strung-out calving season," he states. "If your first-calf heifers have a strung-out calving season, it's only going to get worse as they age."

SHARING SUCCESS

The Sagebrush Heifer Alliance was actually born out of the success Simplot Land & Livestock's cow-calf herds have experienced by front-loading their own calving seasons.

Bronc May, custom feeding manager at Simplot Livestock Co., Grand View, Idaho,

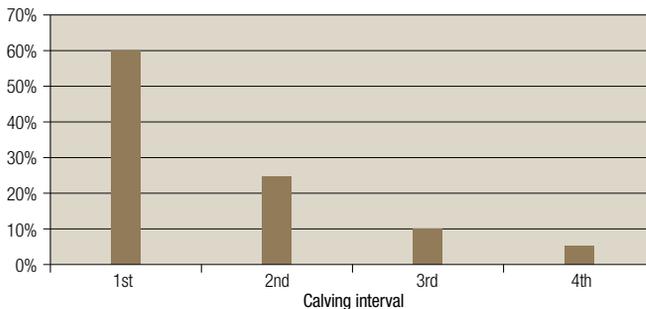
Subsequent calving profile of second-calf cows, bred by natural vs. synth-AI



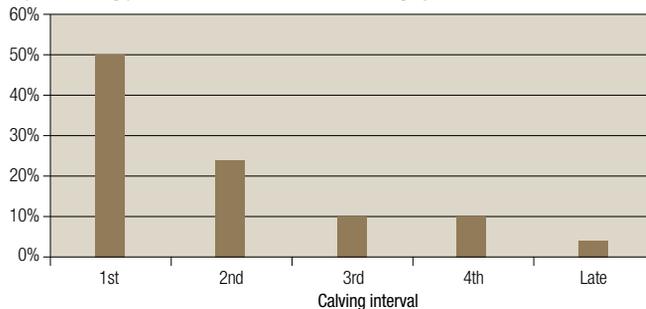
Synchronization and AI of yearling heifers, followed by synchronization and AI after their first calf, can nearly eliminate late-calving cows through their second calf. *Source: ABS Global*

Fig. 2: Calving profiles of first-calf heifers

Typical first-calf heifer calving profile (breeding by natural service)



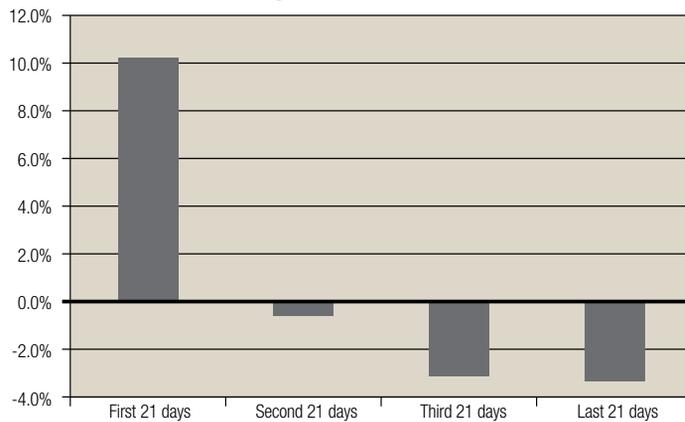
Subsequent calving profile of second-calf cows, breeding by natural service



By the time they wean their second calf, 25% of the typical herd is locked into the late-calving habit. They are doomed to be breakeven cows at best, with a low likelihood of ever moving up. The seemingly low percentage of cows calving in the third and later calving intervals gives the visual impression that the problem really isn't serious. This perspective changes when you factor in the economics.

- Every cow in the "late" calving group erases the profits of 2 cows in the first calving group.
- Every cow in the 4th calving group erases the profits of 1½ cows in the first calving group.
- Every cow in the 3rd calving group erases the profits of 1 cow from the first calving group.
- Taken together, the cows in the 3rd and later calving intervals erase 70% of the profitability of the cows in the first calving group. *Source: ABS Global*

Fig. 3: Lifetime avg. return on investment (ROI) per female as affected by date of calving as a 2-year-old



This is summary data of five Texas herds, 1,500+ head. Your herd might differ from the herds studied by Texas A&M, but the same theory holds in virtually every herd: Early calvers are the winners. Late calvers are the losers. Source: L.R. Sprott, Texas A&M, 2001.

who also procures Sagebrush heifers, explains that Simplot and ABS have worked together to annually develop and breed some 5,000 head of Simplot Co. heifers for the past seven years.

“We’ve seen how much better it made our cow herd, and how much better our heifers were,” May explained (see Table 1, page 38). “So it was just natural to go out and offer the western cattlemen a way to professionally get their heifers developed, while adding new genetics and longevity back into the herd.”

Scott McNeley, Simplot Livestock Co. general manager of cattle feeding, reports that about 6,000 non-Simplot heifers have gone through the Sagebrush program since its inception in 2006. Simplot Co. cattle add an additional 25,000 heifers.

Along with professional development and AI services, unique to this western alliance is a grass option for bred heifers offered by Simplot on a first-come, first-served basis.

“This year the fire risk has been pretty big,” McNeley explains. “We’ve had a lot of our own (Simplot) ranches that had fires affect their winter and spring ranges.” He says this option may allow producers to free up some of their own grass to feed cows instead of heifers, or it could help them increase overall numbers.

While it can help producers extend resources, Sagebrush also offers additional value through its multiple AI cycles and early pregnancy-checking features.

Multiple AI cycles give producers an opportunity to have heifers 100% AI-bred to ABS bulls, which, Jones points out, “increases the uniformity of calves at marketing because they are all half-siblings.”

And heifers are preg-checked in spring so, if there are opens, producers have the option to easily market them on the spot to Simplot.

“There’s more profit potential in an 8-weight heifer in the spring, versus a 1,000-pound open heifer in the fall,” Jones remarks.

FOUR YEAR’S SATISFACTION

Shaw Cattle Co., Caldwell, Idaho, is a seedstock operation that has used the Sagebrush program to its advantage for four years. This family-run registered Angus, Hereford and Red Angus operation was actually the first operation on board the program.

A number of factors steered the Shaws in this direction: Rising feed costs were of concern, as was a facility large enough to feed all heifers as a contemporary group for performance information. They also wanted to expand their herd, and the

alliance presented them with a perfect opportunity to do so.

The Shaws send their entire heifer crop in late November.

“That way we can still get our entire yearling data collected,” Sam Shaw explains. “When we take yearling weights is when we sort our replacement heifers.”

In April they synchronize and AI for two heat cycles. The bred heifers go to Simplot-rented grass in early May, where Shaw cleanup bulls are turned in for 30 days. These bred females then return home in early September.

“The beauty of it is we send a heifer calf down there, and we don’t get anything back but bred heifers,” Shaw states. “She leaves here when she’s 8 months old and comes back as a bred heifer ready to calve within four months.”

He explains, “What it allows us to do is free up grass in order to run substantially more cows. If you’re going to farm out something, those heifers are the easiest to do. If you truly sit down and analyze what it’s going to cost us to feed those heifers as far as wear and tear, labor and feed costs, we can’t compete with Simplot.”

Plus, he says, Grand View is a good place to feed, whether heifers or steers. “It’s dry, arid and cattle always do well there.”

Shaw, who is also an independent ABS representative, says that four years ago was the very first time his family had ever let any of their cattle go somewhere to be developed or managed by someone else.

“It was an adjustment to see those heifers get on a truck, knowing that you didn’t have complete control of them,” he admits. “But it all worked fine. They were close enough that we could check on them. They’ve been really good for us to work with.”

He describes the professionals behind the Sagebrush program as “very producer-friendly. They’ll recommend but will also

listen to what the producer wants,” he says, especially when it comes to body condition.

Finding a good fit for heifer development is important, Shaw notes. “Those are your freshest, newest genetics. That’s the future of your cow herd. If we don’t take care of that generation, that calf crop, we’re behind. We want to see them show their genetic potential without hurting them.”

to take advantage of AI genetics in order to capitalize on calving ease and moderation and to shorten up the calving interval.

“I went and looked at it (Sagebrush) a year ago, and was pleasantly surprised at how they kept the cattle in good condition, but not overly fat. So that was one of the deciding factors that led me that way. They’ve done this long enough that they have the do’s and the

ranch processes its own hay, but it has to import concentrates. Between feed and the cost of labor and machinery, Mackenzie says, “it was getting to be very costly.”

“The heifer replacement program offered us an excellent ration cost, and the rate of gain was exceptional. We had a great experience as far as feed costs. It was very affordable.”

They experienced success with breed-up rate, too, documenting a 96% conception after pulling cleanup bulls.

“I can’t tell you the final end game until I ship those calves a year from now,” Mackenzie remarks. “But the conceptions, the cattle, the way they wintered them — I had a great experience there. I’m really looking forward to calving those girls out and watching the performance of the calves based on the genetics we’ve selected.”

Mackenzie Ranch’s success thus far is precisely the outcome intended by those behind the Sagebrush Heifer Alliance, and their objective of helping to front-load the calving season with early-calving, money-making cows. ■



The Simplot feeding facility at Grand View, Idaho, the home of the Sagebrush Heifer Alliance, is noted for its warm, dry winters and low-stress, state-of-the-art breeding facilities.

Table 1: Simplot Land & Livestock replacement heifer summary, 2009

Heifer origin	Pregnancy rate
Replacements out of first-calf AI-sired heifers	93.7%
All other company replacement heifers, from older cows	88.0%
Purchased heifers	79.0%
All replacements were developed and artificially bred.	

Putting these figures into perspective, Simplot’s Bronc May says, “A good AI program will breed fertility into your calf crop.” He adds, “It looks like these numbers are going to repeat themselves this year.”

The Land and Livestock Group of the Simplot Co. manages 15 ranches located in Idaho, Nevada, Oregon and Utah. When combined, these ranches rank this company in the top 10 for largest cow-calf numbers in the United States. They use mainly Angus-cross cattle.

A COST-EFFECTIVE ALTERNATIVE

Shaw bull customer Mark Mackenzie of Mackenzie Ranch, Jordan Valley, Ore., sent 90% of his replacement heifers to the Sagebrush program this past year.

The Mackenzie family maintains all English breeds, including Angus, on their commercial high-desert operation in the southeast corner of Oregon. Typically, they develop their own replacements, but Mackenzie wanted

don’ts out of it,” he remarks.

Mackenzie delivered his heifer calves to Grand View in early December and brought home bred heifers mid-April weighing about 730 lb. — “just a perfect size for us,” he says. Mackenzie cattle range year-round, so environment dictates the size and type of cow they can have.

To develop replacements themselves, this

Reprinted with permission from the January 2011 Angus Beef Bulletin. Photos by Scott Holt

This article is an example of how ABS will work with customers to help them achieve their objectives – whether they are a custom heifer developer or a customer who sends heifers to be developed professionally. ABS Professionals have the skill and ability to customize a breeding program to fit your needs regardless of size, location and end goal. To learn more contact your local ABS Representative at 1-800-ABS-STUD

NEW RELEASE S



EXAR **UPSHOT** 0562B 29AN1807

SITZ UPWARD 307R x ISU IMAGING Q 9111

AAA 16541214

The Most Talked About Bull at the 2011 National Western Stock Show

- ✓ Headliner of the Express Ranches Champion Carload
- ✓ Potentially Upward's all-time best son considering his performance, genomic profile and overall EPD package
- ✓ Unique pedigree ranking in the top 1% of the breed for YW, Milk, \$Feedlot and \$Beef
- ✓ Individual ratios of 117 WW, 117 YW, 110 IMF & 108 RE
- ✓ Igenity profile scores of 8 CW, 9 MARB, 7 REA & 7 FAT
- ✓ Available 5-2-11

Performance							Maternal							Carcass				Groups/Progeny			\$EN	-23.79	
CED	BW	WW	YW	RADG	YH	SC	CEM	MILK	Hd/Dts	MW	MH	HP	DOC	CW	MARB	REA	FAT	Carcass	Steer	Ultrasound Total			\$W
+5	+1.5	+62	+120	+0.9		+55	+6	+36	0				+9	+38	+85	+72	+0.27	0	0	0	\$W	\$G	\$B
.29	.40	.31	.29	.27		.32	.17	.21	0				.20	.26	.35	.30	.27	0	0	0			

EPD's as of 5-6-11 TOP 25%



PA **SAFEGUARD** 021 29AN1815

G A R NEW DESIGN 5050 x WOODHILL FORESIGHT

AAA 16772185

SAFEGUARD Your Herd's Assets

- ✓ Outstanding prospect for Calving Ease, Docility and overall Beef Value
- ✓ 50/50 son with the EPD and pedigree flexibility to complement many bloodlines
- ✓ His genomic enhanced EPDs rank in the top 10% of the breed in most key performance and convenience traits
- ✓ His dam is building an outstanding record with progeny ratios of 96 BW, 113 WW, 114 YW, 131 IMF and 103 REA
- ✓ Available 6-10-11

Performance							Maternal							Carcass				Groups/Progeny			\$EN	-16.30	
CED	BW	WW	YW	RADG	YH	SC	CEM	MILK	Hd/Dts	MW	MH	HP	DOC	CW	MARB	REA	FAT	Carcass	Steer	Ultrasound Total			\$W
+10	+0.4	+57	+106	+1.7	+0.4	+1.19	+10	+33	0				+30	+35	+73	+65	+0.15	0	0	0	\$W	\$G	\$B
.29	.39	.32	.35	.33	.35	.33	.18	.22	0				.31	.24	.32	.29	.30	0	0	0			

EPD's as of 5-6-11 TOP 25%



B/R **DESTINATION** 928-630 29AN1808

B/R DESTINATION 727-928 x B/R NEW FRONTIER 095

AAA 15343112

Proven Calving Ease Son of DESTINATION 928

- ✓ Backed by a super productive, maternally bred dam
- ✓ Ranks in the top 10% of the breed for CED, BW, YW, CEM, MARB and top 1% for \$B
- ✓ His sire, DESTINATION 928, excels within the breed for Docility, Heifer Pregnancy, and his combination of \$W and \$B
- ✓ Sires progeny with added length of body and style with outstanding performance and feet and legs
- ✓ Available 5-9-11

Performance							Maternal							Carcass				Groups/Progeny			\$EN	-2.20	
CED	BW	WW	YW	RADG	YH	SC	CEM	MILK	Hd/Dts	MW	MH	HP	DOC	CW	MARB	REA	FAT	Carcass	Steer	Ultrasound Total			\$W
+10	-0.4	+51	+103			+34	+11	+19	1					+45	+68	+39	-.001	0	0	4	\$W	\$G	\$B
.43	.73	.62	.50			.25	.23	.26	6					.24	.29	.34	.28	0	0	35			

EPD's as of 5-6-11 TOP 25%



C-T GRAND STATEMENT 1025 29AR0245

LJC MISSION STATEMENT P27 x LCHMN GRANDCANYON 1244G

RAAA 1365711

Performance, Pedigree and Presence

- ✓ Moderate five and half frame with muscle, capacity and eye appeal
- ✓ Backed by an outstanding cow family - dam has MPPA of 104, granddam's MPPA is 102.5
- ✓ Offers loads of performance in a very easy fleshing package
- ✓ Outstanding individual performance - 98 BR, 110 WR, 118 YR, 107 IMF and 104 REA
- ✓ One of the top prospects to sell in 2011 of any breed
- ✓ Available 6-15-11

Trait	Performance				Maternal						Carcass				
	CED	BW	WW	YW	MILK	TM	ME	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
EPD	+0	+0.5	+48	+100	+19	+43	+7	+13	+2	+8	+0.21	-0.06	+52	+30	-0.02
ACC	.21	.24	.28	.27	.23		P	.11	.20	P	P+	P	P	P+	P

Spring 2011 EPD's TOP 25%



KCF BENNETT 10H S252 29HP0918

DR WORLD CLASS 517 10H x FELTONS DOMINO 774

AHA 42763157

World Class Performance and Phenotype

- ✓ Stout, big middled, heavy muscled, with excellent pigmentation
- ✓ Ranks in the top 5% of the breed CED, dam has a BW ratio of 7@95
- ✓ First 50 progeny post ratios of 106, 105, 107 and 99 for WW, YW, MARB and REA respectively
- ✓ Breed leader for SC, Marbling and all 4 \$Indexes
- ✓ Available 5-9-11

Trait	Performance					Maternal			Carcass				
	CED	BW	WW	YW	SC	MILK	M&G	CEM	FAT	REA	MARB	BMI	\$28
EPD	+4.4	+2.7	+60	+90	+1.7	+28	+58	+5.6	+0.061	-0.01	+0.37	CEZ	\$21
ACC	.24	.64	.43	.44	.51	.22		.18	.44	.44	.39	BII	\$24
												CHB	\$30

Spring 2011 EPD's TOP 25%



SS IRON HORSE 08X 29SM0428

B C MARATHON 7022 x WLE POWER STROKE

ASA 2546897 1/2 SM, 1/2 AN

2011 ASA Foundation Featured Lot

- ✓ Homozygous black, homozygous polled
- ✓ Moderate, soft, with added muscle and extreme eye appeal
- ✓ Outcross pedigree to many SimAngus genetics today
- ✓ Flush sister was the high selling female in the 2010 Head of the Class Sale
- ✓ Available 5-2-11

Trait	Performance				Maternal				Carcass								
	CED	BW	WW	YW	MCE	MILK	MWW	STAY	CW	YG	MARB	BF	REA	SHR	\$API	\$106	
EPD	+0.3	+30.8	+63.1			+0.7	+16.1		+0.9	+0.7	+38	+0.4	+12		\$TI	\$65	
ACC	.23	.22	.22			.22	.22		.18	.16	.18	.19	.18				

Spring 2011 EPD's TOP 25%

NEW CLUB CALF BULLS



54XB080 MONOPOLY MONEY

Monopoly x Maine/Angus
THC/ PHAF



54XB079 GAME PLAN

Monopoly x Meyer x Who Made Who
THC/ PHAF



54XB081 BODACIOUS

Bojo x Meyer
THC/ PHAF



54XB084 BELIEVE IN ME

Heat Wave x 7587 (Draftpick x Miss Perfection)
THC/ PHAF



54MA798 I-80

Ali x Hard Drive
THF/ PHAF



54XX925 CRIMSON TIDE

Hairy Bear x Eskimo Joe
THC/ PHAC



54MA813 NOT AFRAID

Heat Wave x Jazz (50% Maine)
THC/ PHAF



54XB090 MIND THAT BIRD

Dirty Hairy x Dr. Hook
THC/ PHAF



54XB087 SMOKIN HOTTIE

Heat Wave x Madrid
THC/ PHAF



54XB015 CARPE DIEM

Tank x Timex x Cannon
THF/ PHAF



109HH520 RED ROCK

Heat Wave x Hereford
THC/ PHAF

MORE
CLUB
CALF
BULLS

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FALL PREVIEW

AVAILABLE FALL 2011



S A V POTENCY 0641 29AN1818
S A V PIONEER 7301 x S A V BISMARCK 5682
**The Most Fault Free, Complete Bull in the
2011 Schaff Angus Valley Sale!**



R5 MONUMENT 087 29AN1809
TC ABERDEEN 759 x BALDRIDGE MULLEN M528
Massive Money Making Potential



2 BAR ENTIRETY 9120 29AN1809
TC Total 410 x RITO 112 OF 2536 RITO 616
**A Moderate Framed Very Attractive Patterned
Total Son Out of the Famed Rita Cow Family**



FOX RUN FINALIST 0024 29AN1798
S A V FINAL ANSWER 0035 X G A R PREDESTINED
Leading Contender for Maternal and Beef Value



SCHU-LAR RED BULL 18X 29HP0919
R PUCKSTER 2013 x FELTONS LEGEND 242
Fuel Success with RED BULL



K&B SENTINEL 0042X 29HP0917
UPS DOMINO 3027 x KCF BENNETT 3008 M326
Possibly 3027's Best Son



CCR TRIBUTE 4078X 29SM0430
HTP SVF IN DEW TIME x PVF-BF BF26 BLACK JOKER
ConTRIBUTING to the Future of the Breed



DCR HIGHLANDER X425 29SM0429
TRIPLE C BRAVEHEART S165 x SRS NUGGET 33N
Fresh Pedigree, Outstanding Phenotype



TRAXS RUSHMORE X103 29SM0432
THSF FREEDOM 300N x LCHMN BRIGHT LIGHT L122L
The Freedom to Make Females.... and Bulls





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