



RUBY CATTLE COMPANY

Living' The Dream

RUBY CATTLE CO.

Nate, Leslie, Creed & Parker Ruby
1170 Elk Street, Murray, IA 50174

Nate Cell: 515-450-0112

Leslie Cell: 515-450-0259

Austin Tull: 641-381-0547

rubycows@grm.net

www.rubycattleco.com

SALE LOCATION

Ruby Cattle Company
1170 Elk Street - Murray, IA

SALE SCHEDULE

Thanksgiving Day - Thursday, November 25, 2021

Cattle on display all day

Friday, November 26, 2021

Cattle on display all day

Sale Begins at 3:00 pm CST





Dear Fellow Cattle Breeders

Welcome to the 2021 version of our Livin' The Dream Sale. Another year has flown by, and once again we are excited to offer the fruits of our labor over the past couple years. We hope you agree that the quality of this group of females is as deep as it has ever been. We think the cow power is as strong in the first lot as it is in the last lot.

When selecting the opens for this sale, we were as picky as we have ever been. They are a good looking group, that are functional first, and backed by proven cows. They will be competitive on several different levels. The Bred offering is as good as we have ever sold. As we shift our focus even more in our operation to raising commercial bulls and the females that raise them, we are offering as many good looking, show heifer producing females than we have ever thought about before. We have never offered this many Rhythm bred before and we think the Currency sire group is a true sale feature. We invested in a couple bulls we liked really well out of the Keller program and all females carry the service of these bulls as well. We used them hard naturally and, in our AI, and ET programs as well.

Why buy a female here? I always tell people that what helps set our cattle apart is what they can do, and have done for different breeders around the country. At the end of the day, my hope is that the economic impact these cattle have in your operation is greater than chasing a banner. They will gather plenty of those banners along the way, but they need to be producing that next generation at a high level at the end of the day and we are confident in these heifers to do just that.

We are always more than happy to help with your show heifers. If you need a heifer clipped before the show or help while at the show, please let us know. We will try to be as accommodating as we can to help out with service after the sale. If you would like some help getting your heifer bred, let us know and we can help out with that too. As always, we appreciate your consideration and look forward to your business. Visitors are welcome anytime and we look forward to seeing you soon.

Thanks again,

Nate, Leslie, Creed and Parker Ruby



AUCTIONEER

Col. Jered Shipman - 806-983-7226

SALE MANAGEMENT

Innovation AgMarketing, LLC
Graham Blagg - 530-913-6418
Tim Anderson - 605-682-9343

INNOVATIONAGMARKETING.COM

MARKETING REPRESENTATIVES

Kelly Schmidt - 406-599-2395
Mike Sorenson - 641-745-7949
Craig Talkington - 785-623-1789
Jeremie Ruble - 406-581-7940
Austin Brandt - 712-621-1829

ACCOMMODATIONS

Headquarters: AmericInn and Suites
111 Ariel Circle, Osceola, IA 50213
641-342-9400 or 800-634-3444

Lakeside Casino, 777 Casino Drive
Osceola, IA 50213 641-342-9511

DIRECTIONS TO THE SALE

The sale facility is located west of Osceola 10 miles on Highway 34 to County Rd R15. Then go south 5 miles on R15 to Elk St. West one mile on Elk St. East of Creston 20 miles on Highway 34 to County Rd R15. DO NOT USE GPS DIRECTIONS!

INSURANCE

Insurance will be available through Jame Secondino Krieger
812-208-0956.

UPDATES AND SALE ORDER

Additional information and sale order can be found at the Innovation AgMarketing website and on the Ruby Cattle Co. Facebook page.

TERMS & CONDITIONS

All cattle sell under the Terms & Conditions of the American Simmental Association. Payment must be made in cash or check payable immediately upon conclusion of the sale and before animals will be removed.

ANNOUNCEMENTS

Announcements made sale day and from the auction block during the sale take precedence over printed material in the catalog or other printed material associated with this sale. Anyone attending this sale, attends at their own risk. Breeders or any of the sale force will not be held responsible for any injury while attending this sale.

EPDS

Please note that EPDs may change from the time the sale catalog is printed until registration paper is transferred. EPDs are Fall 2021 numbers.

LIABILITY

Neither owners nor sale management assume any liability for any accidents that may occur to the animal after it is sold. All persons who attend the sale do so at their own risk and owners or sale personnel assume no liability for accidents.

RISK

Each animal becomes the risk of the purchaser as soon as sold. Animals purchased are at the purchaser's risk as to loss or injury, and will be loaded according to purchaser's direction. Insurance will be available sale day.

TRUCKING

We encourage everyone to travel as convenient as possible. We will make every effort to assist with trucking arrangements.

CATALOG PRODUCTION

THM Promotions - Tracy McMurphy 806-679-0231

PHOTOGRAPHY AND VIDEOGRAPHY

Brad Hook 641-344-3193



Dear Friends and Simmental Enthusiasts,

It is that time of year once again. The end of harvest is in sight for most Midwest row crop enthusiasts, cotton harvest is in mid-session in the south, weather changes daily with generally cooler to colder temperatures, and the Livin' the Dream sale is near. The set of stock that Nate and Leslie have hand selected will be the very best yet to date. It is with a high level of anticipation and enthusiasm that we welcome you to the offering.

Nate Ruby has established himself as one of the great seedstock/cattlemen of his time and most certainly in his generation. Quiet and reserved in his thoughts and approach to the breeding program that he has built from the ground up, but loudly fundamental, practical, and profitable. The mindset has changed very little with the ultimate goal to make the stock as appealing physically as possible while being able to thrive on fescue and work in whatever climate or environment they get introduced to once they leave Murray, Iowa. Phenotype has always been at the forefront, but the slight shift would be the fact that he has implemented some genetics and herdsires that make the cattle even more valuable from a common sense standpoint. Calving ease and marbling are the injection points one will notice more and more moving forward. The Ruby program has generally bested the field in raw performance and conversion so it's only logical to address these economically beneficial traits in the profile and under the hide. You will have the opportunity to acquire this forward thinking, industry friendly thought process throughout the entire bred heifer offering as most carry the service to either of the young studs Nate selected from Keller's this past Spring. H016 is a black hided son of Beacon and from the famed Miss Sugar C4, besides his pedigree, one should be impressed with his balance and overall look with a much nicer head and ear set than the majority of his sire group contemporaries. His EPD and Index profile is quite revolutionary, with a whopping 202 API, 106 TI, and maintains a top 1% for Stay and Marbling as well, those figures are just the high spots as he ranks north of the top 25% for 11 other traits. H127 would be a dark red hided son of Sniper from an awesome Yukon daughter that posts a very impressive 172 API. To say the bred offering is business minded, might be an understatement.

For the loyal and future customer base on the opens, rest assured that the open cattle in the sale are as deep and consistent in quality as they have ever been. It's loaded with daughters of the proven Gentleman's Jack, the One Eyed Jack son from the profitable Yetti 143Y donor dam. These opens are mind blowing in their overall build and kind and sure worth the trip to Elk Street to evaluate and to assist in their appraisal November 26, 2021. They will be from the young and eccentric donor battery that may add more look and presence than a lot of the great matriarchs of Ruby Cattle have in the past. It's a group of show heifer / donor prospects suitable for any young exhibitor or breeder looking to add the extras.

Please consider this your invitation to 1170 Elk Street, Murray, Iowa on November 26 for the 2021 edition of the Livin' the Dream female offering. Also please mark those calendars for the 2022 bull offering on February 5. Look forward to seeing you all the day after Thanksgiving and witnessing one of the best family beef operations at their best. Please feel free to contact any of the Innovation team with questions or other needed assistance with the Ruby offering.

Enjoy the Stock,

Graham Blagg Jared Shipman Tim Anderson

VISIT THESE WEBSITES FOR UPDATES AND VIDEOS OF THE LOTS
RUBYCATTLECO.COM & INNOVATIONAGMARKETING.COM

ONLINE BIDDING PROVIDED BY:



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Lot 1 RUBY NFF RHYTHM 120J

It wouldn't feel like a true Livin' The Dream sale if it wasn't headlined by some really good Rhythm heifers, so once again this year, we made sure to make that happen. This 2124Z x Gentleman Jack mating is as solid as any we have had here through the years. They are big footed, athletic cattle that are good looking and soft made that still combine those traits with that great Rhythm eye appeal. What maybe excites me the most about this mating is the flexibility it offers when it comes time to breed these heifers and later on when they are in the donor pen. I may sound a bit nostalgic, but this line of cattle has been a cornerstone of our program since we started, and they still surprise me year in and year out with their producing ability. These four heifers are all a bit different, but we think all offer some really good things to take your program forward. I think the lot 1 female is the best one to surface yet from this mating, and early visitors think maybe one of the very best ever to come out of Murray.

1
Lot

RUBY NFF RHYTHM 120J

Homozygous Black | Homozygous Polled | PB SM

BD: 3/2/21 ASA: 3924875 TATTOO: 120J

Sire TLLC ONE EYED JACK

RUBY/SWC GENTLEMAN'S JACK

SWC RUBY YETTI 143Y

Dam AJE/PB MONTECITO 63W

RUBY NFF RHYTHM 2124Z

RHYTHM 418P

Performance ADJ. BW: 72 ADJ. WW:

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	0.7	62.5	100.3	0.24	4.9	20.4	51.6	13.2
DOC	CW	YG	MARB	BF	REA	API	TI	
10.4	24.9	-0.44	-0.15	-0.101	0.78	109.7	63.5	



RHYTHM 418P - SIMMENTAL MATRIARCH AND MATERNAL GRANDDAM OF LOT 1

The Legendary Rhythm Cow Family



RUBY NFF RHYTHM 060H - FULL SISTER TO LOTS 1-4



RUBY NFF RHYTHM 086H - FULL SISTER TO LOTS 1-4



RUBY NFF RHYTHM 2124Z - DAM OF LOTS 1-5

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THE OPEN HEIFERS



Lot 2 RUBY NFF RHYTHM 117J

This blaze faced female is perhaps the biggest footed, biggest legged female in the entire offering. Huge rib cage, stout made, and still has an attractive look. So many possibilities down the road.



RUBY/SWC GENTLEMAN`S JACK - SIRE OF LOTS 1-4



RUBY NFF RHYTHM 058H - FULL SISTER TO LOTS 1 - 4



Lot 3 RUBY NFF RHYTHM 119J



RUBY NFF RHYTHM 9172G - \$25,000 MATERNAL SISTER OWNED BY SHOAL CREEK LAND & CATTLE

The solid black one didn't want to cooperate to her full potential on picture day, but we are sure you will like her better in person. As complete as any and maybe as good fronted of any in this mating.

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2
Lot

RUBY NFF RHYTHM 117J
Homozygous Black | Homozygous Polled | PB SM
BD: 2/6/21 ASA: 3959607 TATT00: 117J

Sire TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN`S JACK
SWC RUBY YETTI 143Y

Dam AJE/PB MONTECITO 63W
RUBY NFF RHYTHM 2124Z
RHYTHM 418P

<i>Performance</i>										ADJ. BW: 74 ADJ. WW:									
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY		CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
13.8	0.7	62.5	100.3	0.24	4.9	20.4	51.6	13.3		13.8	0.7	62.5	100.3	0.24	4.9	20.4	51.6	13.3	
DOC	CW	YG	MARB	BF	REA	API	TI			DOC	CW	YG	MARB	BF	REA	API	TI		
10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6			10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6		

3
Lot

RUBY NFF RHYTHM 119J
Homozygous Black | Homozygous Polled | PB SM
BD: 2/26/21 ASA: 3959606 TATT00: 119J

Sire TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN`S JACK
SWC RUBY YETTI 143Y

Dam AJE/PB MONTECITO 63W
RUBY NFF RHYTHM 2124Z
RHYTHM 418P

<i>Performance</i>										ADJ. BW: 86 ADJ. WW: 693									
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY		CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
13.8	0.7	62.5	100.3	0.24	4.9	20.4	51.6	13.3		13.8	0.7	62.5	100.3	0.24	4.9	20.4	51.6	13.3	
DOC	CW	YG	MARB	BF	REA	API	TI			DOC	CW	YG	MARB	BF	REA	API	TI		
10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6			10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6		

THE OPEN HEIFERS



Lot 4 RUBY NFF RHYTHM 138J

A little extra chrome will always get you noticed and hopefully her quality will get noticed too. She is cool looking, correct, and angular as her picture shows. Imagine some SimAngus cattle out of this one!



RUBY NFF RHYTHM 810F
MATERNAL SISTER TO LOTS 1 - 5



Lot 5 RUBY NFF RHYTHM 148J

We really liked the Blacklist Angus bull when his night pen was next to ours in Denver. Maybe as wide pinned and stout hipped of an Angus bull as I had seen, my only regret is we should have tried him on 2124Z sooner. This white faced SimAngus female is really nice. Great structure. extra body, extra dimension, extra good haired. We think she will be super competitive. If you make it to the farm, let us show you her flushmate brothers and you will like her even more.

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PVF BLACKLIST 7077 - SIRE OF LOT 5

4
Lot

RUBY NFF RHYTHM 138J

Homozygous Black | Homozygous Polled | PB SM
BD: 3/10/21 ASA: 3959633 TATTOO: 138J

Sire TLLC ONE EYED JACK

RUBY/SWC GENTLEMAN'S JACK
SWC RUBY YETTI 143Y

Dam AJE/PB MONTECITO 63W

RUBY NFF RHYTHM 2124Z
RHYTHM 418P

Performance ADJ. BW: 63 ADJ. WW: 721

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	0.7	62.5	100.3	0.24	4.9	20.4	51.6	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6	

5
Lot

RUBY NFF RHYTHM 148J

Black | Homozygous Polled | 1/2 SM 1/2 AN
BD: 3/3/21 ASA: 3959635 TATTOO: 148J

Sire PVF INSIGHT 0129

PVF BLACKLIST 7077
PVF BACKBIRD 3070

Dam AJE/PB MONTECITO 63W

RUBY NFF RHYTHM 2124Z
RHYTHM 418P

Performance ADJ. BW: 75 ADJ. WW: 709

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	0.7	70.3	114.2	0.27	5	18.8	53.8	15.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.3	45.3	-0.23	0.01	-0.041	0.86	114.7	66.4	



Lot 6 RUBY NFF RHYTHM J279

6

Lot

RUBY NFF RHYTHM J279

Homozygous Black | Homozygous Polled | PB SM

BD: 3/28/21 ASA: 3959667 TATTOO: J279

Sire MR TR HAMMER 308A ET

KCC1 EXCLUSIVE 116E

TKCC VICTORIA 57A

Dam CNS PAYS TO DREAM T759

RUBY NFF RHYTHM 4B1

RUBY NFF RHYTHM 2124Z

Performance | ADJ. BW: 77 | ADJ. WW: 731

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.1	1	70.6	105.5	0.22	6.2	17.4	52.6	15.8
DOC	CW	YG	MARB	BF	REA	API	TI	
8.3	24.1	-0.5	0.13	-0.097	1.02	132.5	74.3	

When we sold 4B1 we kept back a couple flushes. We tried the great Exclusive bull on her and it really hit here. This one is really unique. She sets down on a big, perfectly shaped hoof, is super loose in her structure, soft made, smooth and square. She is up headed with great presence and one that really commands your attention. To me, I think her maturity pattern sets her up to be an absolute stunner for the summer shows into the fall. This one shouldn't be leaving.



RUBY NFF RHYTHM 4B1 - DAM OF LOT 6



KCC1 EXCLUSIVE 116E - SIRE OF LOT 6

THE OPEN HEIFERS



Lot 7 RUBYS RHYTHM 104J



RUBY NFF RHYTHM 715E - DAM OF LOTS 7-9

I sure like this pair of sisters. Other than one being a baldy, and one solid black, they are about twins. These sisters are good looking, big bodied with big feet and legs and nice haired. If you like your females with a little extra dimension, these are a couple to check out. Big time breeding value here for sure.



Lot 8 RUBYS RHYTHM 102J



RUBY'S RHYTHM 048H - FULL SISTER TO LOTS 7-9

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7
Lot

RUBYS RHYTHM 104J
Black | Polled | PB SM
BD: 2/18/21 ASA: 3924876 TATTOO: 104J

Sire TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
SWC RUBY YETTI 143Y

Dam RUBY SWC BATTLE CRY 431B
RUBY NFF RHYTHM 715E
RHYTHM 418P

<i>Performance</i>		ADJ. BW: 88	ADJ. WW:						
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
11.5	2.2	72.3	112.1	0.25	3.6	20.5	56.6	10.7	
DOC	CW	YG	MARB	BF	REA	API	TI		
12.5	28.5	-0.41	-0.12	-0.094	0.79	103.6	67.6		

8
Lot

RUBYS RHYTHM 102J
Black | Polled | PB SM
BD: 2/1/21 ASA: 3959608 TATTOO: 102J

Sire TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
SWC RUBY YETTI 143Y

Dam RUBY SWC BATTLE CRY 431B
RUBY NFF RHYTHM 715E
RHYTHM 418P

<i>Performance</i>		ADJ. BW: 84	ADJ. WW: 728						
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
11.5	2.2	72.3	112.1	0.25	3.6	20.5	56.6	10.7	
DOC	CW	YG	MARB	BF	REA	API	TI		
12.5	28.4	-0.4	-0.12	-0.094	0.79	106.7	67.7		



Lot 9 RUBYS RHYTHM 189J

9
Lot

RUBYS RHYTHM 189J

Black | Polled | PB SM

BD: 2/12/21 ASA: 3959624 TATTOO: 189J

Sire HPF QUANTUM LEAP Z952

WLE COPACETIC E02

CMFM JOY 02ZB

Dam RUBY SWC BATTLE CRY 431B

RUBY NFF RHYTHM 715E

RHYTHM 418P

Performance | ADJ. BW: 97 ADJ. WW: 776

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	2.1	79.8	122.8	0.27	5.3	24	63.8	13.1
DOC	CW	YG	MARB	BF	REA	API	TI	
8.3	29.3	-0.42	-0.09	-0.092	0.85	116.1	73.5	

We didn't have many Copacetics, but he worked really well on this cow. This one is stouter than I expected her to be, yet she is still good looking, and soft made. This one has drawn the attention of early visitors as well. Big time cow prospect with a show heifer look.



RUBY NFF RHYTHM 9115G

3/4 SISTER TO THE DAM OF LOTS 7-9



WLE COPACETIC E02 - SIRE OF LOT 9

THE OPEN HEIFERS



Lot 10 RUBY NFF RHYTHM 185J



*RUBY NFF RHYTHM 702E - RESERVE SENIOR
PERCENTAGE CALF 2017 AMERICAN ROYAL AND
MATERNAL SISTER TO LOTS 10 AND 11.*



Lot 11 RUBY NFF RHYTHM 1113J

The Y1201 cow is the stoutest made, widest pinned, biggest hipped Style female I have seen anywhere of any breed. She is also one of the best looking and most productive cows on the place and makes an argument for one of 418P's best daughters. We had never flushed this female till now and this pair of daughters is what we were hoping for. They are long fronted, long bodied, stout made, super athletic females that are a bit later in their maturity pattern which is ok in my book. If you like some added frame and performance in your cattle, these girls will be right up your alley.

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10

Lot

RUBY NFF RHYTHM 185J

Black | Polled | 3/4 SM 1/4 AN

BD: 2/10/21 ASA: 3964422 TATTOO: 185J

Sire TLLC ONE EYED JACK

RUBY/SWC GENTLEMAN'S JACK

SWC RUBY YETTI 143Y

Dam SILVEIRAS STYLE 9303

RUBY NFF RHYTHM Y1201

RHYTHM 418P

Performance | ADJ. BW: 83 | ADJ. WW: 729

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	1.4	70	109.9	0.25	4.9	20.3	55.3	14.3
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	29.1	-0.26	-0.01	-0.06	0.62	111.4	65.1	

11

Lot

RUBY NFF RHYTHM 1113J

Black | Polled | 3/4 SM 1/4 AN

BD: 2/19/21 ASA: 3964423 TATTOO: 1113J

Sire TLLC ONE EYED JACK

RUBY/SWC GENTLEMAN'S JACK

SWC RUBY YETTI 143Y

Dam SILVEIRAS STYLE 9303

RUBY NFF RHYTHM Y1201

RHYTHM 418P

Performance | ADJ. BW: 101 | ADJ. WW: 752

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	1.4	70	109.9	0.25	4.9	20.3	55.3	14.3
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	29.1	-0.26	-0.01	-0.06	0.62	111.4	65.1	

THE OPEN HEIFERS



Lot 12 RUBY YOKO 110J



FBFS X-CLAMATION - 2011 NAILE GRAND CHAMPION
FULL SISTER TO MATERNAL GRANDAM



Lot 13 RUBY YOKO 116J

What a unique pair of sisters here. I wouldn't go as far as using the word exotic to describe them, but they are close. Long necked, stout made, big bodied, big legged and good haired. You can breed these things for breeding cattle or you could breed them to make steers, that choice will be yours. All I know is, if you have something that is different, yet still has quality, they have value. These ladies will add value to their offspring, that I am certain.

12
Lot

RUBY'S YOKO 110J

Black | Polled | 3/4 SM 1/4 AN

BD: 2/5/21 ASA: 3959613 TATTOO: 110J

Sire TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
SWC RUBY YETTI 143Y

Dam SILVEIRAS STYLE 9303
RUBY SWC YOKO 796E
SWC RUBY YOKO 151Y

Performance | ADJ. BW: 90 | ADJ. WW: 766

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	1.5	71.4	111.4	0.25	3.8	17.1	52.8	10.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	26.3	-0.26	-0.01	-0.059	0.59	103.8	65.6	

13
Lot

RUBY'S YOKO 116J

Black | Polled | 3/4 SM 1/4 AN

BD: 2/6/21 ASA: 3959617 TATTOO: 116J

Sire TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
SWC RUBY YETTI 143Y

Dam SILVEIRAS STYLE 9303
RUBY SWC YOKO 796E
SWC RUBY YOKO 151Y

Performance | ADJ. BW: 79 | ADJ. WW: 791

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	1.5	71.4	111.4	0.25	3.8	17.1	52.8	10.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	26.3	-0.26	-0.01	-0.059	0.59	103.8	65.6	

THE OPEN HEIFERS



Lot 14 RUBY MS LIBERTY 123J



Lot 15 RUBY MS LIBERTY 105J

We haven't bought many females the last several years, but the dam of these next two is one of them. We had always admired the S600 cow and her producing ability so when Hotz Farms offered a Duracell daughter in Denver, we decided to own her. She had a very successful show career in Iowa winning several jackpot shows for Rydder Hogan and was a serious contender at her respective showdown. I think 701E's greatest contribution will be in the donor pen, and she is off to a great start with these two Jack daughters. They have the same great look as their mother, and have also been noticed by some of the early visitors. These two females are as complete as any in the offering and combine two of the most decorated cow families in the breed. Make sure you find them!

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14

Lot

RUBY'S MS LIBERTY 123J

Homozygous Black | Polled | PB SM

BD: 2/17/21 ASA: 3959651 TATTOO: 123J

Sire TLLC ONE EYED JACK

RUBY/SWC GENTLEMAN'S JACK

SWC RUBY YETTI 143Y

Dam HTP/SVF DURACELL T52

LTS HOTZ MS LIBERTY 701E

THSF MS LIBERTY S600

Performance | ADJ. BW: 82 | ADJ. WW: 797

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	2.3	81.7	123.5	0.26	3.7	22.9	63.7	10.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.2	31.7	-0.46	-0.15	-0.103	0.93	109.6	73	

15

Lot

RUBY'S MS LIBERTY 105J

Homozygous Black | Polled | PB SM

BD: 2/22/21 ASA: 3959616 TATTOO: 105J

Sire TLLC ONE EYED JACK

RUBY/SWC GENTLEMAN'S JACK

SWC RUBY YETTI 143Y

Dam HTP/SVF DURACELL T52

LTS HOTZ MS LIBERTY 701E

THSF MS LIBERTY S600

Performance | ADJ. BW: 75 | ADJ. WW: 770

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	2.3	81.7	123.5	0.26	3.7	22.9	63.7	10.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.2	31.7	-0.46	-0.15	-0.103	0.93	109.6	73	



Lot 16 RUBYS ROSETTA 101J

It hurts to sell this one, and I am not really sure why we are selling her. As we continue the push to focus heavily on our commercial bull market, this lady could make a name for herself really quick producing those good looking, stout made, growthy bulls. Nonetheless, her captivating presence and eye appeal lead us to believe she will be a fun one for some youngster to exhibit this next year and what a cow she will make when she is done. The basics are all here and as Brad Hook commented, "We need more like these." Our loss is your gain, take advantage of the opportunity.



RUBYS TURNPIKE 771E - SIRE OF LOTS 16 & 17



Lot 17 RUBYS JUANADA 1101J

No doubt, one of my favorites here. Too many things to like about this one if that's possible. First off, she's a goggle eyed baldy, awesome. Next, she's good looking, big bodied, stout, square, big footed, and sound as a cat, awesome. Lastly, her grandmother is THE BEST ANGUS COW ON THE PLACE, awesome! This one checks all the boxes for me if you can't tell. I can talk all day about her, but make sure she ends up in your barn on Black Friday.

16

Lot

RUBYS ROSETTA 101J

Black | Polled | 3/4 SM 1/4 AN

BD: 2/1/21 ASA: 3959602 TATTOO: 101J

Sire WBF SIGNIFICANT B132

RUBYS TURNPIKE 771E

RUBYS MISS CLEO 240Z

Dam PVFS RUBY MADDEN 126Y

RUBYS ROSETTA 7160E

FCC ROSETTA 966W

Performance ADJ. BW: 71 ADJ. WW: 667

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.6	-0.8	70	112.5	0.27	5.7	26	62.2	15.2
DOC	CW	YG	MARB	BF	REA	API	TI	
4.9	37	-0.33	0.1	-0.08	0.79	126.5	71.8	

17

Lot

RUBYS JUANADA 1101J

Black | Homozygous Polled | 3/4 SM 1/4 AN

BD: 2/16/21 ASA: 3959594 TATTOO: 1101J

Sire WBF SIGNIFICANT B132

RUBYS TURNPIKE 771E

RUBYS MISS CLEO 240Z

Dam RUBY/SWC GENTLEMAN'S JACK

RUBYS ROSETTA 882F

FCC ROSETTA 820U

Performance ADJ. BW: 57 ADJ. WW: 610

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	1.9	81.9	134.7	0.33	4.2	22.7	63.6	11.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.1	41	-0.32	0.11	-0.076	0.82	116.7	75.5	

THE OPEN HEIFERS

18

Lot

RUBYS JUANADA 1164J

Black | Homozygous Polled | 1/2 SM 1/2 AN

BD: 3/23/21 ASA: 3959645 TATTOO: 1164J

Sire WBF SIGNIFICANT B132

RUBY'S CURRENCY 7134E

RUBYS JILL 035X

Dam O C C SERGEANT 7255

FCC JUANADA 923W

FCC JUANADA 914T

Performance ADJ. BW: 77 ADJ. WW: 670

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15	0.2	70.4	111.1	0.25	6	21.2	57.1	14.6
DOC	CW	YG	MARB	BF	REA	API	TI	
16.3	47.9	-0.14	0.27	-0.025	0.77	131	73.5	

Here's a super complete, good looking, big bodied SimAngus female. Her dam raises the good one year in and year out. The reports have been awesome on the Currency females as cows, this one will be one of the best.



RUBY'S CURRENCY 7134E - SIRE OF LOTS 18 - 20

19

Lot

RUBYS FOXXY 1140J

Homozygous Black | Homozygous Polled | 3/4 SM 1/4 AN

BD: 3/8/21 ASA: 3959610 TATTOO: 1140J

Sire WBF SIGNIFICANT B132

RUBY'S CURRENCY 7134E

RUBYS JILL 035X

Dam S S INCENTIVE 9J17

NFF FOXXY LADY D193

NFF FOXXY LADY A096

Performance ADJ. BW: 84 ADJ. WW: 735

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	1.2	77.2	125.5	0.3	7.3	14.8	52	14.2
DOC	CW	YG	MARB	BF	REA	API	TI	
14.2	37.3	-0.34	0.23	-0.059	0.98	127.6	75.7	

Well balanced, fault free heifer here. I have always took pride in producing good looking cattle from pedigrees that aren't "mainstream" phenotype cattle. This one could probably fall in that category. I look at her pedigree on paper and I really think bull producer, but this one always seems to grab me when she is in a group. Once again, this is the kind we normally keep, but help yourself here, she's got the look, balance, completeness, and disposition to be a really fun junior project.



Lot 18 RUBYS JUANADA 1164J



Lot 19 RUBYS FOXXY 1140J

20

Lot

RUBYS KIMBERLY 170J

Homozygous Black | Homozygous Polled | PB SM

BD: 1/30/21 ASA: 3959599 TATTOO: 170J

Sire WBF SIGNIFICANT B132

RUBY'S CURRENCY 7134E

RUBYS JILL 035X

Dam WBF EXCITE DOES IT RIGHT

RUBYS KIMBERLY 7E102

RUBYS KIMBERLY 4B35

Performance ADJ. BW: 69 ADJ. WW: 729

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	1	83.1	130.1	0.29	4.3	22.2	63.3	15.9
DOC	CW	YG	MARB	BF	REA	API	TI	
15.2	41.8	-0.42	0.18	-0.091	1.04	140.9	83.6	

Just good solid cattle here. Lets face it, not all heifers are going to win Denver, so if you're out to buy a cow first that can double as a show heifer, take a look in here. This one is really complete in here make up and boasts one of the best EPD profiles in the entire offering. Big time growth with top 20% indexes. If you want the most bang for your buck, this one will be a solid investment all week long and twice on Sunday.



Lot 20 RUBYS KIMBERLY 170J

THE OPEN HEIFERS

Lot 21 RUBYS ROSETTA J211



KCC1 EXCLUSIVE 116E - SIRE OF LOT 21

Lot 22 RUBYS MISS CLEO J107



*RUBYS ROSETTA 0118H
HIGH SELLING MATERNAL SISTER TO LOT 21*

21
Lot

RUBYS ROSETTA J211

Homozygous Black | Homozygous Polled | 3/4 SM 1/4 AN

BD: 3/24/21 ASA: 3959668 TATTOO: J211

Sire MR TR HAMMER 308A ET

KCC1 EXCLUSIVE 116E

TKCC VICTORIA 57A

Dam ADKINS MR RIGHT ON

FCC2 ROSETTA 324A

FCC ROSETTA 535U

Performance | ADJ. BW: 83 | ADJ. WW: 766

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.4	2.1	77.1	113.1	0.23	3.3	17.4	55.8	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
9.4	19.1	-0.31	0.3	-0.052	0.7	121	74.9	

If I am being honest, the Rosetta 324A cow has had as much of an impact here the last 5 years as any cow on the place. The phenotype she produces is undeniable and she is physically one the most impressive beasts roaming our pastures. We plan on really getting aggressive with her in our ET program and producing many more from her. This blaze faced Exclusive daughter will catch your eye, no doubt. Good looking, soft made, sound, quiet, and nice hair. She will do nothing but get better and seems to be first year exhibitor friendly and last year exhibitor quality. Make sure you find her.

22
Lot

RUBYS MISS CLEO J107

Black | Homozygous Polled | 3/4 SM 1/4 AN

BD: 4/2/21 ASA: 3947727 TATTOO: J107

Sire B C LOOKOUT 7024

RUBY NFF LOOKOUT 716E

RUBY NFF RHYTHM 2124Z

Dam RUBYS TURNPIKE 771E

RUBYS MISS CLEO 936G

RUBYS MISS CLEO Y102

Performance | ADJ. BW: 77 | ADJ. WW: 575

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	0.1	69.7	107.9	0.24	4.7	21.2	56	17.9
DOC	CW	YG	MARB	BF	REA	API	TI	
10.5	24.9	-0.41	0.05	-0.073	0.92	120.3	68.7	

Customer success story here. This heifer sold in utero in the bull sale this past spring. Her dam was one of our favorite breds in the 2019 calf crop and one we shouldn't have let go. We were able to do the next best thing and get her first calf back here for this sale and she is one we like a good deal. Notice her sire is out of the immortal BC Lookout out of the great 2124Z cow. He was one of the best bulls in our 2017 calf crop, he just got overshadowed by the likes of Turnpike, Currency, and Economy. This heifers dam is double bred Cleo cow family being a Turnpike out of a full sister to the past high seller, Yucatan. This one is a bit younger, but she has all the goods. Good looking, great structure, good body shape, soft haired and white faced. Doesn't get much better than that. Pay attention here.

THE OPEN HEIFERS



Lot 23 RUBYS TABBY 106J

Everyone loves a baldy! Especially a good haired, big boned, cool looking one. A real good full sister sold to Larry Stouder last year and a 3/4 sister was a past high seller in this sale. The 361A cow maybe on of the most unheralded cows in our operation. She brings in a good one year in and year out. No flush work, just the old fashioned way. If you want to put one in your herd that can do the same, this would be a logical place to start.



Lot 24 RUBYS LADY 184J

Good solid cattle in this Jack daughter. She covers the basics, foot size, added bone, added body depth, stout, good looking and hairy. Her dam raised a top bull last year that sold to the Cronk Family in Northern Iowa and she had a Battle Cry heifer a couple years back that sold to the Raatz family in Minnesota. Pay attention to these heifers that come out of productive dams, they tend to do it themselves when they get put in production.

R
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23
Lot

RUBYS TABBY 106J
Black | Polled | PB SM
BD: 1/3/21 ASA: 3959625 TATTOO: 106J

Sire TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN`S JACK
SWC RUBY YETTI 143Y

Dam CNS PAYS TO DREAM T759
RUBYS TABBY 361A
RS&T MISS TABBY 19T

Performance | ADJ. BW: 89 | ADJ. WW: 618

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	2.9	65.8	106.7	0.26	5.4	21	55.1	12.3
DOC	CW	YG	MARB	BF	REA	API	TI	
9.8	20.8	-0.39	0.11	-0.084	0.72	120.8	69.1	

24
Lot

RUBYS LADY 184J
Black | Homozygous Polled | PB SM
BD: 2/10/21 ASA: 3959615 TATTOO: 184J

Sire TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN`S JACK
SWC RUBY YETTI 143Y

Dam STF ROYAL AFFAIR Z44M
NFF LADY D039
NFF LADY A193

Performance | ADJ. BW: 78 | ADJ. WW: 613

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.1	1.4	63	96.8	0.21	2.8	21.1	54.5	13
DOC	CW	YG	MARB	BF	REA	API	TI	
11.6	27.9	-0.35	-0.03	-0.083	0.71	114.2	65.1	

The Bred Females





Lot 25 RUBY NFF RHYTHM H041



Without a doubt, this white faced Rhythm family member has been a favorite of mine all year long. Great feet and structure combined with that sweeping belly shape and feminine, attractive front end. Her dam has been a great producer for us and her females are always special. As the breed continues to chase the freaky front ends on their show heifers, it still takes cattle like this one that are soft, smooth, and sound to make those freakier bulls work. This one is donor quality and her mating to Sriracha excites us even more.

25
Lot

RUBY NFF RHYTHM H041

Homozygous Black | Homozygous Polled | PB SM
BD: 1/29/20 ASA: 3768929 TATTOO: H041

Sire CNS DREAM ON L186

CNS PAYS TO DREAM T759
MLF BL JESSIE K336

Dam VF/NJC BUILT RIGHT N48

RUBY NFF RHYTHM Y106
RHYTHM 418P

Performance ADJ. BW: 89 ADJ. WW: 572

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.4	2.1	64.1	98.9	0.22	6.7	21.7	53.7	17.2
DOC	CW	YG	MARB	BF	REA	API	TI	
10.6	20.6	-0.45	-0.01	-0.102	0.76	118	65.7	

Lot 25 PLANNED MATING

AI BRED 4/16/21 TO KBHR SRIRACHA H127 (ASA: 3789514).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.0	0.1	74.0	112.7	0.3	8.9	27.1	64.1	20.6
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	32.2	-0.4	0.45	-0.07	0.98	163.8	86.3	



RHYTHM 418P - FOUNDATION DONOR DAM AT RUBY CATTLE COMPANY



KBHR SRIRACHA H127 - JUNIOR HERD SIRE AT RUBY CATTLE COMPANY AND SERVICE SIRE TO MANY FEMALES IN THE BRED OFFERING!

THE BRED HEIFERS



Here is the natural calf out of Y106. As I mentioned before, the females out of that cow are special and this is another one that rises to the top. Extra foot, bone, and substance here while still mating a great look and she moves like a cat. Safe with a bull calf to the high API Homestead, the bull brother to High Road.



OVAL F ECHO E709 - SIRE OF LOTS 26 - 28



RUBY NFF RHYTHM 715E - DAM OF LOT 27

R

If you're needing some extra foot and bone in your operation, this one would be a great addition. Monster feet and legs, huge bellied, stout built, yet still gives you that attractive look. This is the donor kind for sure.

26
Lot

RUBY NFF RHYTHM 066H
Homozygous Black | Homozygous Polled | PB SM
BD: 1/25/20 ASA: 3768735 TATTOO: 066H

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YIN Y26

Dam SVF/NJC BUILT RIGHT N48
RUBY NFF RHYTHM Y106
RHYTHM 418P

Performance ADJ. BW: 89 ADJ. WW: 639

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9	3	76.9	109.4	0.2	5.1	24.8	63.2	19.5
DOC	CW	YG	MARB	BF	REA	API	TI	
5.1	28.4	-0.45	-0.09	-0.092	0.93	118.3	69.7	

Lot 26 PLANNED MATING

AI BRED 3/27/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). BULL CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	0.6	80.3	117.8	0.2	8.1	28.8	68.9	21.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10.1	36.2	-0.4	0.41	-0.07	1.07	163.9	88.3	

27
Lot

RUBYS RHYTHM 097H
Black | Polled | PB SM
BD: 3/17/20 ASA: 3768652 TATTOO: 097H

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YIN Y26

Dam RUBY SWC BATTLE CRY 431B
RUBY NFF RHYTHM 715E
RHYTHM 418P

Performance ADJ. BW: 78 ADJ. WW: 721

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10	2.5	81.5	122	0.25	5.2	22.7	63.4	15.5
DOC	CW	YG	MARB	BF	REA	API	TI	
11.8	39	-0.41	0.05	-0.084	1	122.5	76.6	

Lot 27 PLANNED MATING

AI BRED 4/30/21 TO KBHR SRIRACHA H127 (ASA: 3789514).
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.7	0.3	82.6	124.1	0.3	8.1	27.8	69.0	19.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	41.5	-0.38	0.48	-0.06	1.1	166	91.8	

THE BRED HEIFERS

Lot 28 RUBY NFF RHYTHM 054H



Everyone loves a baldy, especially when they're extra good like this one. A full sister to this ones dam commanded \$28,000 at a past Livin the Dream sale so you know consistency is bred in. Take a peak at her pedigree, the mating options are truly wide open. Don't miss her!



KBHR HOMESTEAD H016 - JUNIOR HERD SIRE AT RUBY CATTLE COMPANY AND SERVICE SIRE TO MANY FEMALES IN THE BRED OFFERING!

Lot 29 RUBYS RHYTHM 006H



SILVEIRAS STYLE 9303 - SIRE OF LOT 29

Style back on the Rhythms works every time. This female is another shining testament to that. Huge middled and more stoutness than you would expect from a Style sired animal. Her great look coupled with her structure make her a favorite in the pen.

28
Lot

RUBY NFF RHYTHM 054H

Black | Polled | PB SM

BD: 1/24/20 ASA: 3768696 TATTOO: 054H

Sire HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL FYINY26

Dam RUBYS WIDE OPEN 909W

RUBY NFF RHYTHM A313

RHYTHM 418P

Performance | ADJ. BW: 93 | ADJ. WW: 700

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.4	4	87	124.8	0.24	3.2	23.1	66.6	18.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	43	-0.32	0.07	-0.073	0.87	124.9	77.5	

Lot 28 **PLANNED MATING**

AI BRED 4/26/21 TO KBHR SRIRACHA H127 (ASA: 3789514).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	1.0	85.3	125.4	0.3	7.1	27.9	70.5	21.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.6	43.4	-0.33	0.49	-0.06	1.03	167.3	92.2	

29
Lot

RUBYS RHYTHM 006H

Black | Polled | 1/2 SM 1/2 AN

BD: 1/1/20 ASA: 3768685 TATTOO: 006H

Sire GAMBLES HOT ROD

SILVEIRAS STYLE 9303

SILVEIRAS ELBA 2520

Dam HTP SVF IN DEW TIME

RUBY NFF RHYTHM 012X

RHYTHM 418P

Performance | ADJ. BW: 77 | ADJ. WW: 600

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.1	0.2	58.2	87.3	0.18	5.8	12.2	41.2	17.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	13.3	-0.08	0.22	-0.009	0.24	123.5	63.2	

Lot 29 **PLANNED MATING**

AI BRED 5/11/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). BULL CALF PREGNANCY

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.4	-0.9	71.0	107.0	0.2	8.5	22.4	57.9	21.0
DOC	CW	YG	MARB	BF	REA	API	TI	
12.6	28.7	-0.21	0.57	-0.03	0.73	161	82.7	

R
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Lot 30 RUBY NFF RHYTHM 005H



I'm not sure one single animal can represent where our breeding program has been the last decade better than this heifer. The Battle Cry's have been a constant source of quality and obviously the Rhythms help put us on the map. If you want a true breeding piece that's as honest as the day is long, this is a logical place to start. Big feet and legs, lots of rib shape, stout muscled, and wide constructed. The full sister to her dam is a the big time donor for Reck, Lashmett, and Weis who has produced many high selling progeny for their respective programs. Like her mother and her mother's full sister, this one reminds me so much of 418P at this age in a more modern version. Here is a donor cow deluxe that you can have all the confidence in the world in her producing ability. We really think a bunch of the Sriracha bull that came from Keller's and think he will be an easy calving complement to these stouter made females.

30
Lot

RUBY NFF RHYTHM 005H

Black | Polled | PB SM

BD: 1/1/20 ASA: 3768683 TATTOO: 005H

Sire MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

Dam SS EBONY'S GRANDMASTER

RUBY NFF RHYTHM B068

RHYTHM 418P

Performance | ADJ. BW: 74 | ADJ. WW: 609

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	1.1	77.7	121.9	0.28	5.1	22.2	61	16.1
DOC	CW	YG	MARB	BF	REA	API	TI	
9.2	40.9	-0.37	-0.25	-0.093	0.83	111	68.9	

Lot 30 PLANNED MATING

AI BRED 4/26/21 TO KBHR SRIRACHA H127 (ASA: 3789514).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	-0.5	80.7	124.0	0.3	8.1	27.5	67.8	19.9
DOC	CW	YG	MARB	BF	REA	API	TI	
12.1	42.4	-0.36	0.33	-0.07	1.02	160	87.9	



**RUBY SWC
BATTLE CRY 431B**
SIRE OF LOT 30



**2018 IA STATE FAIR
GRAND CHAMPION
PERCENTAGE
SIMMENTAL**
DAM IS A FULL SISTER
TO THE DAM OF LOT 30

THE BRED HEIFERS



Lot 31 RUBY NFF RHYTHM H056



Lot 32 RUBY NFF RHYTHM H059

31

Lot

RUBY NFF RHYTHM H056

Black | Polled | PB SM

BD: 3/4/20 ASA: 3768917 TATTOO: H056

Sire MR TR HAMMER 308A ET

Dam SS EBONYS GRANDMASTER

KCC1 EXCLUSIVE 116E

RUBY NFF RHYTHM B068

TKCC VICTORIA 57A

RHYTHM 418P

Performance ADJ. BW: 78 ADJ. WW: 498

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	1.2	70.2	106.4	0.23	5.2	19.8	54.8	19.3
DOC	CW	YG	MARB	BF	REA	API	TI	
6.4	21.6	-0.51	-0.02	-0.097	0.98	127.6	70.3	

Lot 31 PLANNED MATING

AI BRED 5/9/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	-0.4	76.9	116.3	0.3	8.1	26.2	64.6	21.5
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	32.7	-0.43	0.45	-0.07	1.09	168.3	88.7	

32

Lot

RUBY NFF RHYTHM H059

Black | Polled | PB SM

BD: 2/25/20 ASA: 3768911 TATTOO: H059

Sire MR TR HAMMER 308A ET

Dam SS EBONYS GRANDMASTER

KCC1 EXCLUSIVE 116E

RUBY NFF RHYTHM B068

TKCC VICTORIA 57A

RHYTHM 418P

Performance ADJ. BW: 76 ADJ. WW: 604

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	1.2	70.2	106.4	0.23	5.2	19.8	54.8	19.3
DOC	CW	YG	MARB	BF	REA	API	TI	
11.4	21.6	-0.49	0.02	-0.09	0.98	129.4	71.1	

Lot 32 PLANNED MATING

AI BRED 4/30/21 TO KBHR SRIRACHA H127 (ASA: 3789514).
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	-0.4	76.9	116.3	0.3	8.1	26.2	64.6	21.5
DOC	CW	YG	MARB	BF	REA	API	TI	
13.2	32.7	-0.42	0.47	-0.07	1.09	169.3	89.1	

THE BRED HEIFERS



Lot 33 RUBY NFF RHYTHM H064



KCC1 EXCLUSIVE 116E - SIRE OF LOTS 31 - 34



Lot 34 RUBY NFF RHYTHM H065

33
Lot **RUBY NFF RHYTHM H064**
Black | Polled | PB SM
BD: 3/17/20 ASA: 3768913 TATTOO: H064

Sire MR TR HAMMER 308A ET
KCC1 EXCLUSIVE 116E
TKCC VICTORIA 57A

Dam SS EBONYS GRANDMASTER
RUBY NFF RHYTHM B068
RHYTHM 418P

Performance		ADJ. BW: 67		ADJ. WW: 466					
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
11.6	1.2	70.2	106.4	0.23	5.2	19.8	54.8	19.3	
DOC	CW	YG	MARB	BF	REA	API	TI		
9.3	21.6	-0.49	-0.04	-0.092	0.98	126.2	69.7		

Lot 33 PLANNED MATING

AI BRED 5/5/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	-0.4	76.9	116.3	0.3	8.1	26.2	64.6	21.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	32.7	-0.42	0.44	-0.07	1.09	167.7	88.4	

34
Lot **RUBY NFF RHYTHM H065**
Black | Polled | PB SM
BD: 3/17/20 ASA: 3768914 TATTOO: H065

Sire MR TR HAMMER 308A ET
KCC1 EXCLUSIVE 116E
TKCC VICTORIA 57A

Dam SS EBONYS GRANDMASTER
RUBY NFF RHYTHM B068
RHYTHM 418P

Performance		ADJ. BW: 55		ADJ. WW: 520					
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
11.6	1.2	70.2	106.4	0.23	5.2	19.8	54.8	19.3	
DOC	CW	YG	MARB	BF	REA	API	TI		
9.3	21.6	-0.49	-0.04	-0.092	0.98	126.2	69.7		

Lot 34 PLANNED MATING

AI BRED 4/20/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	-0.4	76.9	116.3	0.3	8.1	26.2	64.6	21.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	32.7	-0.42	0.44	-0.07	1.09	167.7	88.4	

THE BRED HEIFERS



Lot 35 RUBYS RHYTHM 0194H

Another really successful branch in the Rhythm family tree here. Added bone and foot size with extra boldness in her center body. Breed her to a bull to clean up her front and she will do the rest to produce those high end show heifers. The full sister to this one's dam is the dam of James Felt's Perseverance bull that is seeing heavy use in the industry. His mother sold through this very sale as well.



Lot 36 RUBYS RHYTHM 0157H

Well balanced Rhythm family member both phenotypically and on paper. Maternal grand dam raised several high selling progeny as well. Power in the blood.

R
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35 Lot

RUBYS RHYTHM 0194H

Black | Homozygous Polled | PB SM

BD: 3/30/20 ASA: 3768718 TATTOO: 0194H

Sire HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL F YIN Y26

Dam SVF/NJC BUILT RIGHT N48

RUBYS RHYTHM Z224

RUBYS RHYTHM S647

Performance | ADJ. BW: 70 | ADJ. WW: 616

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	0.9	73.9	114.3	0.25	7.7	23.1	60	18.4
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	39.8	-0.37	-0.11	-0.089	0.85	124.6	70.7	

Lot 35 PLANNED MATING

AI BRED 4/30/21 TO KBHR SRIRACHA H127 (ASA: 3789514).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.5	-0.6	78.9	120.4	0.3	9.4	27.9	67.3	21.3
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	41.8	-0.36	0.4	-0.06	1.03	167.3	88.9	

36 Lot

RUBYS RHYTHM 0157H

Homozygous Black | Homozygous Polled | PB SM

BD: 3/6/20 ASA: 3768716 TATTOO: 0157H

Sire HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL F YIN Y26

Dam RUBYS WIDE OPEN 909W

RUBYS RHYTHM 258Z

RUBYS RHYTHM U857

Performance | ADJ. BW: 74 | ADJ. WW: 601

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13	0.9	75.4	108.4	0.21	6.7	18.2	55.8	16.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.6	23.7	-0.39	0.18	-0.075	0.82	135.7	77.8	

Lot 36 PLANNED MATING

AI BRED 6/9/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.2	-0.6	79.5	117.4	0.2	8.9	25.4	65.1	20.6
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	33.8	-0.37	0.55	-0.06	1.01	173.2	92.5	

Lot 37 RUBYS SWC YETTI 029H



RUBY SWC YETTI 9G36
\$20,000 MATERNAL SISTER TO LOT 37



RUBY/SWC GENTLEMAN'S JACK
MATERNAL BROTHER TO LOT 37



RUBY SWC BATTLE CRY 431B
MATERNAL BROTHER TO LOT 37

37
Lot

RUBY SWC YETTI 029H

Homozygous Black | Homozygous Polled | PB SM

BD: 1/9/20 ASA: 3768708 TATTOO: 029H

Sire HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL F YIN Y26

Dam MR NLC UPGRADE U8676

SWC RUBY YETTI 143Y

JM MISS OLIVIA-L36

Performance | ADJ. BW: 82 | ADJ. WW: 645

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	1.6	82.2	121.7	0.25	5.9	20.9	62	13.5	13.9	-0.3	82.9	124.0	0.3	8.5	27.1	68.5	18.9
DOC	CW	YG	MARB	BF	REA	API	TI		DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	41.7	-0.4	-0.08	-0.087	0.98	116.3	75.1		12.9	42.8	-0.37	0.42	-0.06	1.09	163.5	91.1	

A direct Yetti daughter up for grabs. Like all the Echo's, she's one of the bigger boned, bigger footed females in the pen. She has her mothers shape and dimension to go along with it as well. Definitely one I like a whole bunch and her mating to Homestead only excites me more. Check out the planned mating EPDs here.

Lot 37 PLANNED MATING

AI BRED 4/28/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: PB SM

THE BRED HEIFERS



Lot 38 RUBYS PRIDE 051H

Not going to lie, this was one of my favorite heifer calves of last years crop. Heck, she won her class at the Iowa State Fair show. She caught a bug leading up to the sale last year so we held her back, but she looks every bit as good as a bred as I thought she would. Freaky necked, stout, stound and just commands attention in the group. If we weren't shifting our breeding program some, no way this one leaves. Bred to Sriracha with a heifer calf, not sure how much better it can get. Call me when that calf hits the ground!



Lot 39 RUBYS MISS CLEO 015H

We love our Battle Cry cows and through in some Miss Cleo cow family and it's a win, win situation. This one just screams brood cow, big bones, big bodied, big muscles, big hair, and good looking. Help yourself.

R
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38
Lot **RUBYS PRIDE 051H**
Black | Homozygous Polled | PB SM
BD: 2/15/20 ASA: 3760907 TATTOO: 051H

Sire MR HOC BROKER *Dam* HTP SVF IN DEW TIME
RUBY SWC BATTLE CRY 431B **RUBYS PRIDE 219Z**
SWC RUBY YETTI 143Y RUBYS PRIDE W919

Performance | ADJ. BW: 78 | ADJ. WW: 626

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.5	1.4	80.5	116.3	0.22	4.9	20.3	60.5	12.1
DOC	CW	YG	MARB	BF	REA	API	TI	
7.2	27.6	-0.36	0.03	-0.066	0.84	114.7	76.1	

Lot 38 PLANNED MATING

AI BRED 4/30/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	-0.4	82.2	121.4	0.3	8.0	26.5	67.6	18.0
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	35.8	-0.35	0.47	-0.05	1.02	162	91.6	

39
Lot **RUBYS MISS CLEO 015H**
Black | Homozygous Polled | PB SM
BD: 1/3/20 ASA: 3768681 TATTOO: 015H

Sire MR HOC BROKER *Dam* 3C LAVA L375-BZ
RUBY SWC BATTLE CRY 431B **RUBYS MISS CLEO B441**
SWC RUBY YETTI 143Y DOUBLE R MISS CLEO L27

Performance | ADJ. BW: 81 | ADJ. WW: 634

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.3	2.7	79.8	111.6	0.2	4.2	20.6	60.4	14.8
DOC	CW	YG	MARB	BF	REA	API	TI	
16.6	32.8	-0.38	-0.1	-0.097	0.72	108.4	70.6	

Lot 39 PLANNED MATING

AI BRED 6/16/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	0.4	81.7	118.9	0.2	7.7	26.8	67.5	19.3
DOC	CW	YG	MARB	BF	REA	API	TI	
15.7	38.3	-0.36	0.41	-0.07	0.97	158.9	88.8	



Lot 40 RUBYS MISS CLEO 072H

40
Lot

RUBYS MISS CLEO 072H

Homozygous Black | Homozygous Polled | PB SM
BD: 2/18/20 ASA: 3768758 TATTOO: 072H

Sire TLLC ONE EYED JACK

RUBY/SWC GENTLEMAN`S JACK

SWC RUBY YETTI 143Y

Dam RUBY SWC BATTLE CRY 431B

RUBYS MISS CLEO 648D

RUBYS MISS CLEO 5601

Performance ADJ. BW: 73 ADJ. WW: 626

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13	0.7	65.3	91.1	0.16	4.1	18.8	51.4	10.3
DOC	CW	YG	MARB	BF	REA	API	TI	
8.1	22	-0.36	0.05	-0.082	0.65	111.7	68.5	

Lot 40 PLANNED MATING

AI BRED 5/5/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.2	-0.7	74.6	108.8	0.2	7.6	25.9	63.2	17.1
DOC	CW	YG	MARB	BF	REA	API	TI	
11.5	33.0	-0.35	0.49	-0.06	0.93	160.9	88	

I think one of the best made females in the entire offering. She is one those that is just hard to find a hole in. The kind that breed with whatever you mate them too and always make a bull look good. Extra look and body depth couple with a great hind leg. This is the kind that can take your program to the next level.



RUBY/SWC GENTLEMAN`S JACK - SIRE OF LOT 40

THE BRED HEIFERS



Lot 41 RUBYS JUANADA 0178H
Talk to anyone who calved Currency heifers this spring and they will tell you how much they love them. Here's your chance to add some to your herd, and here is one of my favorite bred we have ever let go. Awesome looking, super sound, great center body, and stout made. The Angus cow she goes back to is one of our best cows as well. I could write a book on this one, just come see her for yourself and you will understand. We couldn't get a sex on her Sriracha calf, but bull or heifer, it will work!



RUBY'S CURRENCY 7134E - SIRE OF LOTS 41 - 47

41
Lot

RUBYS JUANADA 0178H
Black | Homozygous Polled | 3/4 SM 1/4 AN
BD: 3/20/20 ASA: 3768661 TATTOO: 0178H

Sire WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
RUBYS JILL 035X

Dam RUBY SWC BATTLE CRY 431B
RUBYS JUANADA 6106D
FCC JUANADA 990W

Performance		ADJ. BW: 73		ADJ. WW: 587					
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
12.4	-0.1	80.6	123.9	0.27	5.1	20.1	60.3	13.9	
DOC	CW	YG	MARB	BF	REA	API	TI		
13.6	35.2	-0.32	0.03	-0.057	0.88	115.7	74.4		

Lot 41 PLANNED MATING

AI BRED 4/26/21 TO KBHR SRIRACHA H127 (ASA: 3789514).
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
13.9	-1.1	82.2	125.1	0.3	8.1	26.6	67.6	18.8	
DOC	CW	YG	MARB	BF	REA	API	TI		
14.3	39.5	-0.33	0.47	-0.05	1.04	167.4	92.8		

42
Lot

RUBYS MISS GRANITE 0173H
Black | Homozygous Polled | 3/4 SM 1/4 AN
BD: 3/14/20 ASA: 3768769 TATTOO: 0173H

Sire WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
RUBYS JILL 035X

Dam JDJ CHARISMA 20P
RUBYS MISS GRANITE 6116S
JAUER682GRANITE81725150

Performance		ADJ. BW: 90		ADJ. WW: 563					
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
6.6	3.6	76.4	118.2	0.26	2.4	17.2	55.3	14.7	
DOC	CW	YG	MARB	BF	REA	API	TI		
15.8	36.5	-0.28	0.27	-0.054	0.79	114.5	72		

Lot 42 PLANNED MATING

AI BRED 4/19/21 TO KBHR SRIRACHA H127 (ASA: 3789514). BULL CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
11.0	0.8	80.1	122.4	0.3	6.7	25.1	65.1	19.3	
DOC	CW	YG	MARB	BF	REA	API	TI		
15.3	40.3	-0.31	0.59	-0.05	1	167	91.7		

THE BRED HEIFERS



Lot 43 RUBY NFF QUEEN 0193H

Lot's of cow power in this ones pedigree. Backed by a productive Cow and bred up safe to Homestead. This one as bull producer written all over her. Impressive planned mating figures as well.



Lot 44 RUBYS LADY LUCK 0154H

If you like your cows with a bit more size, this one will work. Big time growth as well. She is in the top 10% for both WW and YW and was our number 1 YW heifer. She will be a bull raising machine.

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43

Lot

RUBY NFF QUEEN 0193H

Black | Homozygous Polled | 1/2 SM 1/2 AN

BD: 3/28/20 ASA: 3768714 TATT00: 0193H

Sire WBFS SIGNIFICANT B132

RUBY'S CURRENCY 7134E

RUBYS JILL 035X

Dam RR 0415 IMAGE 5035

A & B QUEEN LASS 2347

A & B QUEEN LASS 7119

Performance | ADJ. BW: 66 ADJ. WW: 508

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.3	-0.2	70.2	113	0.27	4.3	18.7	53.8	12.5
DOC	CW	YG	MARB	BF	REA	API	TI	
16.4	47.1	-0.05	0.25	-0.021	0.47	121.8	72.9	

Lot 43 PLANNED MATING

AI BRED 5/21/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.4	-1.1	77.1	119.8	0.3	7.7	25.9	64.3	18.1
DOC	CW	YG	MARB	BF	REA	API	TI	
15.7	45.6	-0.2	0.58	-0.03	0.84	159.3	87.4	

44

Lot

RUBYS LADY LUCK 0154H

Homozygous Black | Polled | PB SM

BD: 3/6/20 ASA: 3768761 TATT00: 0154H

Sire WBFS SIGNIFICANT B132

RUBY'S CURRENCY 7134E

RUBYS JILL 035X

Dam TRIPLE C INVASION R47K

PVFS INV. LADYLUCK 827U

TRIPLE C NADIA R9517

Performance | ADJ. BW: 92 ADJ. WW: 678

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
6.7	4.5	89.4	137	0.3	3.3	20.9	65.6	18.1
DOC	CW	YG	MARB	BF	REA	API	TI	
16.3	52.8	-0.35	0.14	-0.095	0.91	128.3	80.5	

Lot 44 PLANNED MATING

AI BRED 5/20/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	1.3	86.7	131.8	0.3	7.1	27.0	70.3	21.0
DOC	CW	YG	MARB	BF	REA	API	TI	
15.6	48.4	-0.35	0.53	-0.07	1.06	169	93.9	

THE BRED HEIFERS

Lot 45

RUBYS MISS
CLEO 0183H



Lot 45 PLANNED MATING

AI BRED 4/15/21 TO KBHR SRIRACHA H127 (ASA: 3789514).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.4	-1.0	74.8	116.9	0.3	8.1	22.6	60.0	18.0
DOC	CW	YG	MARB	BF	REA	API	TI	
14.0	38.6	-0.39	0.21	-0.07	1	152.5	82.1	

Lot 46

RUBYS
FOXY LADY
0188H



Lot 46 PLANNED MATING

AI BRED 5/6/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.7	-1.3	77.9	119.9	0.3	8.7	24.7	63.6	20.1
DOC	CW	YG	MARB	BF	REA	API	TI	
15.3	43.4	-0.4	0.48	-0.08	1.09	170.7	91	

Lot 47

RUBYS
ROSE
0185H



Lot 47 PLANNED MATING

AI BRED 4/27/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). HEIFER CALF PREGNANCY

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	-1.4	76.4	118.3	0.3	9.3	26.6	64.7	16.8
DOC	CW	YG	MARB	BF	REA	API	TI	
14.2	37.4	-0.36	0.53	-0.06	1.01	166.8	91.6	

45

Lot

RUBYS MISS CLEO 0183H

Black | Homozygous Polled | PB SM

BD: 3/22/20 ASA: 3768655 TATTOO: 0183H

Sire WBF SIGNIFICANT B132

RUBY'S CURRENCY 7134E

RUBYS JILL 035X

Dam JF RANCHER 222Z

RUBYS MISS CLEO D664

RUBYS MISS CLEO S601

Performance ADJ. BW: 70 ADJ. WW: 547

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	1.2	79.7	123.6	0.27	5.4	17.2	57	14.7
DOC	CW	YG	MARB	BF	REA	API	TI	
14.4	44.1	-0.38	0.08	-0.087	0.94	127.9	77.8	

This one doesn't come to you with a lot of bells and whistles, but she is good solid cattle. Another one that is fault free in her design and check out her tremendously balanced EPD profile. She will be a good investment.

46

Lot

RUBYS FOXY LADY 0188H

Homozygous Black | Homozygous Polled | PB SM

BD: 3/25/20 ASA: 3768715 TATTOO: 0188H

Sire WBF SIGNIFICANT B132

RUBY'S CURRENCY 7134E

RUBYS JILL 035X

Dam TNT EVER READY R232

LE EVER READY Z-035

LE TWISTER VISION

Performance ADJ. BW: 62 ADJ. WW: 522

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	-0.5	71.7	113.1	0.26	6.3	16.4	52.1	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
15.5	42.9	-0.46	0.04	-0.116	0.96	132.1	74.8	

Here is another attractive made Currency with good CE and BW numbers. She's big middled and super sound and slick haired, ready for that fescue pasture.

47

Lot

RUBYS ROSE 0185H

Black | Polled | 1/2 SM 1/4 AR 1/4 CS

BD: 3/24/20 ASA: 3768776 TATTOO: 0185H

Sire WBF SIGNIFICANT B132

RUBY'S CURRENCY 7134E

RUBYS JILL 035X

Dam

42723

Performance ADJ. BW: 62 ADJ. WW: 548

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.3	-0.8	68.9	110.1	0.26	7.6	20.1	54.5	9.7
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	30.9	-0.38	0.14	-0.083	0.81	114	72	

Currency sire female out of a commercial cow. Don't hold that against her though, she is nice and is carrying a heifer calf.

THE BRED HEIFERS



Lot 48 RUBY NFF LASS 094H

We probably need our head checked here because this is one that shouldn't be leaving. She makes an awfully strong argument for the best bred we have ever offered for sale. She is as complete as they come, backed by an incredible Hoover dam cow, and come to you with individual ratios of the following: BW 98, WW 109, YW 104, IMF 100, REA 138. Check our her planned mating EPDs, the only figures that are out of the top 25% of the breed are BF and SHR, with API and TI being in the top 3%. You love her performance, you love her on paper, and bet your behind you will love her in person. Make sure your the one that takes her home.



RUBYS TURNPIKE 771E - SIRE OF LOTS 48 - 49

Lot 49 RUBY NFF LASS 0128H

The first Turnpike daughters flat got the job done this spring. Their bull calves will be sale highlights in our bull sale and some of our best females in the replacements go back to Turnpike dams. This female will be no different. She has the look, volume and power that make them so special. We went hunting a high marbling bull to put on the Turnpike daughters and landed on Homestead. We think they will compliment each other extremely well.



48

Lot

RUBY NFF LASS 094H

Black | Homozygous Polled | 1/2 SM 1/2 AN

BD: 2/6/20 ASA: 3768720 TATTOO: 094H

Sire WBF SIGNIFICANT B132

RUBYS TURNPIKE 771E

RUBYS MISS CLEO 240Z

Dam HOOVER DAM

A & B LASS 2250

A & B LASS 0237

Performance ADJ. BW: 77 ADJ. WW: 648

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.3	0.1	82.2	133.8	0.32	9.3	21.6	62.7	13.6
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	42.3	-0.32	0.39	-0.045	1.08	142.1	85.5	

Lot 48 PLANNED MATING

AI BRED 4/14/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.9	-1.0	82.9	130.0	0.3	10.1	28.1	69.5	18.8
DOC	CW	YG	MARB	BF	REA	API	TI	
12.9	43.1	-0.33	0.65	-0.04	1.14	169.6	93.7	

49

Lot

RUBY NFF LASS 0128H

Black | Homozygous Polled | 1/2 SM 1/2 AN

BD: 2/16/20 ASA: 3768710 TATTOO: 0128H

Sire WBF SIGNIFICANT B132

RUBYS TURNPIKE 771E

RUBYS MISS CLEO 240Z

Dam WK RETAIL PRODUCT 9027

A & B LASS 2404

A & B LASS 9115

Performance ADJ. BW: 82 ADJ. WW: 610

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.6	2.1	88.9	146.7	0.36	4.6	20.6	65	13.1
DOC	CW	YG	MARB	BF	REA	API	TI	
11.6	38.5	-0.15	0.3	-0.031	0.59	124.7	82.9	

Lot 49 PLANNED MATING

AI BRED 5/1/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.0	0.1	86.3	136.5	0.3	7.8	27.6	70.7	18.5
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	41.2	-0.25	0.61	-0.04	0.9	161.1	92.7	



R
◇

Lot 50 RUBYS CINDA 0171H

50
Lot **RUBYS CINDA 0171H**
Homozygous Black | Homozygous Polled | PB SM
BD: 3/12/20 ASA: 3768774 TATTOO: 0171H

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL FYIN Y26
Dam HTP SVF IN DEW TIME
RUBYS TIMES UP 706T
PSF CINDA 56M

Performance | ADJ. BW: 72 | ADJ. WW: 627

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	0.7	72	97.6	0.16	6.3	21.3	57.2	18.6
DOC	CW	YG	MARB	BF	REA	API	TI	
11.8	23.7	-0.37	0.09	-0.081	0.7	129.9	73.3	

Lot 50 PLANNED MATING

AI BRED 5/14/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). BULL CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.3	-0.6	77.7	112.1	0.2	8.7	27.1	65.9	21.4
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	33.8	-0.36	0.51	-0.06	0.95	170.3	90.2	

One of my favorite Echo daughters to date. She has a really cool look to her and is just as complete as you can make one everywhere else. Her dam is the best In Dew Time sired cow on the place. It doesn't matter if your making bulls or heifers, this one has you covered.

51
Lot **RUBYS MISS CLEO 0101H**
Black | Homozygous Polled | PB SM
BD: 2/9/20 ASA: 3768733 TATTOO: 0101H

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL FYIN Y26
Dam 3C LAVA L375-BZ
RUBYS MISS CLEO Y102
DOUBLE R MISS CLEO L27

Performance | ADJ. BW: 81 | ADJ. WW: 565

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8	2.1	71.3	97.5	0.16	4	22.5	58.1	18.5
DOC	CW	YG	MARB	BF	REA	API	TI	
10	34.1	-0.38	0.14	-0.082	0.87	125.9	72.2	

Lot 51 PLANNED MATING

AI BRED 4/15/21 TO KBHR SRIRACHA H127 (ASA: 3789514).
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.3	-0.5	70.6	103.8	0.2	7.5	25.2	60.4	20.4
DOC	CW	YG	MARB	BF	REA	API	TI	
11.9	33.6	-0.39	0.25	-0.07	0.96	152.7	79.5	

The Miss Cleo's are some of our best cows. Fertile, good footed, good udders, good mothers, and good producers. This one will be the same built in a moderate package.

Lot 53 RUBYS MISS CLEO 0145H



2019 SAN ANTONIO LIVESTOCK EXPOSITION GRAND CHAMPION SIMMENTAL FEMALE
PRODUCT OF THE CINDA COW FAMILY

OVAL F ECHO E709 - SIRE OF LOTS 50 - 58

52

RUBYS MISS CLEO 0102H

Black | Polled | PB SM

BD: 2/9/20 ASA: 3768662 TATTOO: 0102H

Sire HOOK'S BALTIC 17B

Dam PVFS RUBY MADDEN 126Y

OVAL F ECHO E709

RUBYS MISS CLEO 698D

OVAL F YIN Y26

RUBYS MISS CLEO 240Z

Performance | ADJ. BW: 85 | ADJ. WW: 573

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.4	0.9	73.6	107.7	0.21	7	22.2	58.9	15.3
DOC	CW	YG	MARB	BF	REA	API	TI	
8	29.4	-0.42	0.13	-0.091	0.87	132	76.4	

Lot 52 PLANNED MATING

AI BRED 5/2/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.0	-0.6	78.6	116.9	0.2	9.1	27.6	66.8	19.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.5	36.7	-0.38	0.52	-0.07	1.04	170.8	91.6	

Really good stuff on the cow side here. She goes back to Turnpikes dam. She will make a great cow and be around for a long time.

53

RUBYS MISS CLEO 0145H

Black | Homozygous Polled | PB SM

BD: 2/27/20 ASA: 3768658 TATTOO: 0145H

Sire HOOK'S BALTIC 17B

Dam SS EBONY'S GRANDMASTER

OVAL F ECHO E709

RUBYS MISS CLEO 6157D

OVAL F YIN Y26

RUBYS MISS CLEO 456B

Performance | ADJ. BW: 53 | ADJ. WW: 614

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.1	-0.7	74.6	106.2	0.2	8.1	23.5	60.7	17.3
DOC	CW	YG	MARB	BF	REA	API	TI	
9.2	32	-0.38	0.14	-0.061	1.01	138.8	79	

Lot 53 PLANNED MATING

AI BRED 5/7/21 TO KBHR SRIRACHA H127 (ASA: 3789514). BULL CALF PREGNANCY

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.2	-1.9	72.2	108.0	0.2	9.4	25.7	61.7	19.6
DOC	CW	YG	MARB	BF	REA	API	TI	
11.4	32.8	-0.39	0.25	-0.06	1.04	158.7	82.7	

A really attractive fronted Cleo family member here. Ready to raise you that high numbered herd bull right out of the gate.

THE BRED HEIFERS

Lot 54
RUBYS
ROSETTA
9G1



Lot 54 PLANNED MATING

AI BRED 4/2/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.1	-0.1	80.3	119.2	0.3	8.0	27.4	67.5	19.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	39.6	-0.28	0.51	-0.04	0.91	166.5	91.1	

Lot 55
RUBYS
JUANADA
093H



Lot 55 PLANNED MATING

AI BRED 6/13/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.2	-1.4	71.8	106.9	0.2	7.5	25.7	61.6	19.9
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	35.8	-0.21	0.58	-0.03	0.76	160.2	84.2	

Lot 56
RUBYS
KIMBERLY
0136H



Lot 56 PLANNED MATING

AI BRED 4/23/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). HEIFER CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	0.6	84.6	124.9	0.3	7.4	28.4	70.6	20.2
DOC	CW	YG	MARB	BF	REA	API	TI	
12.7	40.1	-0.37	0.54	-0.06	1.09	169.6	93.9	

54
Lot

RUBYS ROSETTA 9G1

Black | Homozygous Polled | 3/4 SM 1/4 AN

BD: 10/2/19 ASA: 3700277 TATTOO: 9G1

Sire HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL F YIN Y26

Dam RUBY SWC BATTLE CRY 431B

RUBYS ROSETTA 6D11

KJB ROSETTA 980T

Performance ADJ. BW: 86 ADJ. WW: 688

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.8	1.8	76.8	112	0.22	4.9	22.1	60.4	14.9
DOC	CW	YG	MARB	BF	REA	API	TI	
9.7	35.1	-0.21	0.1	-0.046	0.62	112.5	70.6	

If you like them cool looking and stout made, this one will be right up your alley. Out of a good Battle Cry cow that is out of one of the best Angus cows we got from Foundation Cattle Company.

55
Lot

RUBYS JUANADA 093H

Black | Homozygous Polled | 1/2 SM 1/2 AN

BD: 3/6/20 ASA: 3768757 TATTOO: 093H

Sire HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL F YIN Y26

Dam O C C MISSING LINK 830M

FCC JUANADA 816U

O C C JUANADA 831C

Performance ADJ. BW: 71 ADJ. WW: 441

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.9	-0.8	59.7	87.3	0.17	3.9	18.7	48.5	15.6
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	27.7	-0.07	0.25	-0.021	0.31	122.2	66.5	

The Missing Link females have always been in high demand. This one's mother was impressive. SimAngus genetics at their best.

56
Lot

RUBYS KIMBERLY 0136H

Homozygous Black | Homozygous Polled | PB SM

BD: 3/8/20 ASA: 3768624 TATTOO: 0136H

Sire HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL F YIN Y26

Dam WFB EXCITE DOES IT RIGHT

RUBYS KIMBERLY 7E102

RUBYS KIMBERLY 4B35

Performance ADJ. BW: 89 ADJ. WW: 718

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.3	3.2	85.5	123.4	0.24	3.6	24	66.6	16.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.4	36.2	-0.4	0.16	-0.079	0.97	128.6	80.6	

One of the stoutest females in the offering. High growth female out of one of our up and coming young cows. We expect big things from her.

THE BRED HEIFERS



Lot 57 RUBYS ROSETTA 0168H

Here is an interesting breeding piece. Big bones, stout, and hairy. Coming to you with a heifer calf on board who could pay for the whole deal. The Rosetta 535U cow is also the dam of 324A, dam of numerous high sellers and champions. Don't miss out.



NFF WICKED B125

POPULAR AND PROLIFIC MEMBER OF THE WICKED COW FAMILY!



Lot 58 RUBYS WICKED 0149H

Top 10% WW and YW in this Echo daughter. Back to a United daughter out of the great Wicked B125. Good stuff here on the cow side. They are bred to raise herd bulls!

57 Lot RUBYS ROSETTA 0168H

Black | Homozygous Polled | 3/4 SM 1/4 AN
BD: 3/10/20 ASA: 3768614 TATTOO: 0168H

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YIN Y26

Dam RUBY/SWC GENTLEMAN'S JACK
RUBYS ROSETTA 889F
FCC ROSETTA 535U

Performance | ADJ. BW: 72 ADJ. WW: 537

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	1.2	74.8	111.2	0.23	3.1	19	56.4	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
9.8	40.4	-0.17	0.19	-0.047	0.56	115.6	72.2	

Lot 57 PLANNED MATING

AI BRED 4/25/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.8	-1.0	72.3	110.6	0.2	7.0	23.5	59.5	17.7
DOC	CW	YG	MARB	BF	REA	API	TI	
11.7	36.8	-0.28	0.27	-0.05	0.81	141.2	76.8	

58 Lot RUBYS WICKED 0149H

Homozygous Black | Homozygous Polled | PB SM
BD: 2/28/20 ASA: 3930800 TATTOO: 0149H

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YIN Y26

Dam W/C UNITED 956Y
RUBYS WICKED 7E200
NFF WICKED B125

Performance | ADJ. BW: 89 ADJ. WW: 649

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.7	3.3	92.5	138.8	0.29	5	21.5	67.6	14.8
DOC	CW	YG	MARB	BF	REA	API	TI	
9.5	50.2	-0.24	0.15	-0.045	0.92	128.4	83.9	

Lot 58 PLANNED MATING

AI BRED 4/14/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). BULL CALF PREGNANCY
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	0.7	88.1	132.7	0.3	8.1	27.1	71.1	19.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	47.0	-0.29	0.53	-0.04	1.06	169.1	95.4	

THE BRED HEIFERS



Lot 59 RUBY NFF BLACKBIRD 0201H

59

Lot

RUBY NFF BLACKBIRD 0201H

Black | Homozygous Polled | 1/2 SM 1/2 AN

BD: 4/1/20 ASA: 3768779 TATTOO: 0201H

Sire BCLR CASH FLOW C820
MR NLC CASH FLOW 7125E
MS NLC 144Y 4122B

Dam S A V FINAL ANSWER 0035
A & B BLACKBIRD 2210
A & B BLACKBIRD 8306

Performance | ADJ. BW: 85 | ADJ. WW: 607

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	1.5	83.9	136.9	0.33	7.9	17.2	59.1	20.3
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	37.7	-0.05	0.27	0.007	0.59	140	79.5	

Lot 59 PLANNED MATING

AI BRED 6/16/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.9	-0.3	83.9	131.7	0.3	9.5	24.9	66.8	22.1
DOC	CW	YG	MARB	BF	REA	API	TI	
14.3	41.0	-0.2	0.59	-0.02	0.9	168.7	90.7	

Easy keeping Cash Flow daughter here. We really love the Cash Flow cattle and have been flushing our donors to him. A heifer with a balanced set of EPDs and will only get better bred to Homestead.

60

Lot

RUBY NFF QUEEN 0151H

Black | Polled | 3/4 SM 1/4 AN

BD: 2/28/20 ASA: 3768651 TATTOO: 0151H

Sire BCLR CASH FLOW C820
MR NLC CASH FLOW 7125E
MS NLC 144Y 4122B

Dam PVFS RUBY MADDEN 126Y
RUBY NFF QUEEN 6197D
A & B QUEEN LASS 2347

Performance | ADJ. BW: 68 | ADJ. WW: 506

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	-0.2	72.1	120.1	0.3	2.8	15.8	51.8	20.1
DOC	CW	YG	MARB	BF	REA	API	TI	
12.5	28	-0.24	0.26	-0.035	0.74	137.9	74.9	

61

Lot

RUBYS ROSE 0169H

Black | Polled | 1/2 SM 1/4 AR 1/4 CS

BD: 3/12/20 ASA: 3768773 TATTOO: 0169H

Sire BCLR CASH FLOW C820
MR NLC CASH FLOW 7125E
MS NLC 144Y 4122B

Dam
51710

Performance | ADJ. BW: 81 | ADJ. WW: 541

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	1.3	74.4	122.5	0.3	5.4	18.9	56	9.7
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	35.3	-0.35	0.28	-0.071	0.88	116	75.8	

Lot 61 PLANNED MATING

AI BRED 4/29/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.0	-0.4	79.2	124.5	0.3	8.2	25.9	65.4	16.8
DOC	CW	YG	MARB	BF	REA	API	TI	
14.2	39.6	-0.35	0.6	-0.06	1.05	167.8	93.6	

A Cash Flow half blood out of a commercial cow. Once again, don't hold that against her because this is a nice female that sells safe to Homestead.

Lot 60 PLANNED MATING

AI BRED 5/6/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). HEIFER CALF PREGNANCY

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.6	-1.2	78.0	123.5	0.3	7.0	24.2	63.2	21.9
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	36.1	-0.29	0.59	-0.04	0.97	179	93.2	

Another high quality Cash Flow daughter out of a good Madden cow. Coming to you bred to Homestead with a heifer calf, which ought to work really well.



Lot 62 RUBYS JUANADA 0186H

62
Lot

RUBYS JUANADA 0186H

Black | Homozygous Polled | 1/2 SM 1/2 AN

BD: 3/24/20 ASA: 3768751 TATTOO: 0186H

Sire WELSHS DEW IT RIGHT067T

WFB EXCITE DOES IT RIGHT

RUBY NFF EXCITEMENT X045

Dam O C C SERGEANT 725S

FCC JUANADA 923W

FCC JUANADA 914T

Performance | ADJ. BW: 76 | ADJ. WW: 607

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.9	1.1	64.5	99.8	0.22	4.4	22	54.2	15.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	31	-0.08	0.11	-0.022	0.37	114.6	64.4	

One of the best heifers in the whole deal here. Good looking, big bodied, stout made, super sound and backed by a high producing Ohlde bred Angus cow and comes with a heifer calf on board. Not sure what else a person can want. Her sire is a Dew It Right out Excalibur's full sister, so good stuff there too. She's a good, don't miss her!

Lot 62 PLANNED MATING

AI BRED 4/11/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). HEIFER CALF PREGNANCY

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.3	-0.5	73.8	112.9	0.3	7.8	27.4	64.2	19.9
DOC	CW	YG	MARB	BF	REA	API	TI	
13.1	37.5	-0.22	0.51	-0.03	0.79	156.3	83	

Maybe One of the Best in the Sale!



Lot 63 RUBYS ARKDALE PRIDE 9G62



CDI CEO 281D - SIRE OF LOT 63

63

Lot

RUBYS ARKDALE PRIDE 9G62

Black | Polled | 3/4 SM 1/4 AN

BD: 11/5/19 ASA: 3700279 TATTOO: 9G62

Sire W/C EXECUTIVE ORDER 8543B

CDI CEO 281D

HOOK'S BEYONCE 82B

Dam PVFS RUBY MADDEN 126Y

RUBYS ARKDALE PRIDE 6D85

EBY ARKDALE PRIDE 9001

Performance | ADJ. BW: 84 | ADJ. WW: 756

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.3	2.6	77.6	122.8	0.28	3.7	24	62.7	10.6
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	32.8	-0.37	0.11	-0.077	0.86	103.4	71.7	

Lot 63 **PLANNED MATING**

AI BRED 6/9/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	0.3	80.6	124.6	0.3	7.4	28.4	68.7	17.3
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	38.4	-0.36	0.51	-0.06	1.03	161.4	91.4	

The lone CEO sired heifer in the sale. Good looking with added performance and sells safe to Homestead. He should work great on this one.

64

Lot

RUBY H028

Black | Polled | SimAngus

NON-REGISTERED TATTOO: H028

Lot 64 **PLANNED MATING**

AI BRED 5/2/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). BULL CALF PREGNANCY

PREGNANCY BREED: SIMANGUS

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.5	-2.0	83.7	126.4	0.3	11.0	32.6	74.4	24.0
DOC	CW	YG	MARB	BF	REA	API	TI	
15.0	43.9	-0.34	0.91	-0.041	1.2	202.9	106.5	

Here is a commercial female that didn't DNA to an embryo. She is a nice female so I kept her around to make a bred out of. She is out of a Broker son and goes back to Aftershock on the cow side.



*50th Anniversary Simmental Open Show Reserve
Purebred Calf Champion*



*2020 Iowa Jr. Simmental Show 5th Overall Foundation
Heifer - Congratulations Dalton Lukavsky!*



*2020 Iowa Jr. Simmental Show Champion Purebred
Heifer - Congratulations Ty Becker!*



*Many Times Champion Female
Congratulations Lauren Trauernicht!*



*Many Times Champion Female in Florida
Congratulations Tyler Getzlaff!*



*Many Times Champion Female in Nebraska
Congratulations Logan Buhrman!*



*Champion Purebred Futurity Heifer - Iowa Simmental Field Day
Supreme Champion Heifer - Clarke County Fair
Reserve Champion Overall Heifer - Northwest Missouri State Fair
Congratulations Ellie Blackford!*



CATTLE COMPANY

FUNCTIONAL | PREDICTABLE | PROFITABLE
Bull Sale



FEB 5, 2022



2017 Grand Champion Pen of Five



2018 Reserve Grand Champion Pen of Five



2018 Reserve Grand Champion Pen of Three



2017 Grand Champion Pen of Three

CHAMPION

JUNIOR BREEDING HEIFER

2021 MN State Fair Grand Champion Percentage Simmental Heifer
Rubys Rosetta H0051 - Congratulations Abigail Hotz!



2021 IA State Fair Division Champion
Rubys Rosetta H0051 - Congratulations Abigail Hotz!



2021 IA Simmental Association Futurity Champion
Congratulations Ty Becker!



2019 San Antonio Livestock Exposition Grand Champion Simmental Female
Purchased as lot 28 in the 2018 "Livin' The Dream" Production Sale
Congratulations Morgan Culpepper!



2019 San Antonio Livestock Exposition Reserve Grand Champion Simmental Female
Purchased in the 2018 Cowtown Classic. Raised with Shipwreck Cattle Company.
Congratulations Morgan Culpepper!



2019 Houston Livestock Show and Rodeo Reserve Champion Simmental Heifer
Purchased in the 2018 Cowtown Classic. Raised with Shipwreck Cattle Company.
Congratulations Morgan Culpepper!



2019 Sioux Empire Farm Show Supreme Grand Champion Female.
WAWC Miss Valerie 155F. Her dam, RUBYS Princess 3108A was purchased as a bred heifer by Willie Weis as lot 71 in the 2014 "Livin' The Dream" Production Sale
Bred by Willie Weis. Congratulations to Austin Foss!



Champion Futurity Foundation Heifer Iowa Junior Simmental Field Day, Reserve Supreme Foundation Heifer Iowa Junior Simmental Field Day, Supreme Champion Breeding Heifer Red Rock Classic Knoxville, IA, Several time top 5 female IJBBA Jackpots, Reserve Supreme Breeding Heifer Wayne County Fair, Supreme Champion Heifer Unionville, MO \$1000 to win Jackpot!
Congratulations Dalton Lukavsky!



Reserve Champion Futurity Foundation Heifer Iowa Junior Simmental Field Day, Supreme Champion Female Benton FFA Jackpot Vinton, IA, Reserve Supreme Champion Female Iowa County Fair'
Congratulations Ty Becker!



2019 National Western Stock Show Junior Show Division I Champion, 2019 FWSS Reserve Division Champion, Third Overall Purebred Simmental at the South Central Regional Simmental Show in Stillwater, Oklahoma. This female was marketed through the Cowtown Classic with Shipwreck Cattle Company and purchased by Bar QH Simmentals of Illinois as the high selling lot!
Congratulations Bodie Shipman & Bar QH Simmentals!



Champion Futurity Heifer Iowa Simmental Field Day. Supreme Champion Heifer Page County Fair.
Congratulations Ethan Fast!



Supreme Champion Female Marion County, Iowa.
Congratulations Cody Metcalf!



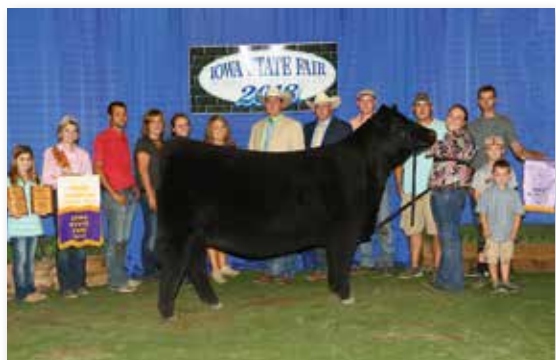
2019 AJSA Western Regional Classic Grand Champion Percentage Female
Purchased as lot 13 in the 2019 Fall Born online sale.
Congratulations to Lauren Trauernicht!



2018 AJSA Summer Classic Grand Champion Bred & Owned Purebred Simmental
Shown by Kiersten Jass. The first born daughter of the 2015 Livin' The Dream high selling female that was Reserve Grand Champion Purebred at the 2016 AJSA Summer Classic.



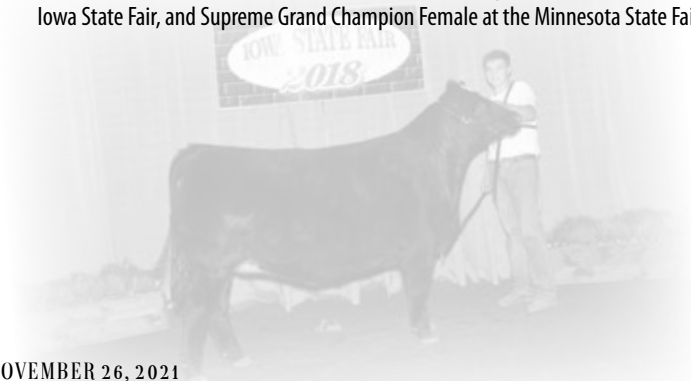
2018 Iowa State Fair Grand Champion Percentage Simmental
Shown by Tanner Curtin. Her dam was a high seller in 2014.
Purchased by Recks, Lashmett, and Weis.
Congratulations to all involved!



2018 Iowa State Fair Grand Champion Purebred Simmental
Bred & Owned by Kiersten Jass! This heifer's dam was the high seller in 2015 and went on to be Reserve Grand Champion at the AJSA Summer Classic in Des Moines, IA as well as several other major feats during her career!



2016 AJSA Summer Classic Reserve Grand Champion Purebred Simmental
Shown by Kiersten Jass! This female went on to endure an extremely successful career in the show ring. In production she continues to impress with her first natural born calf by Innocent Man following in her footsteps. She was Reserve Grand Champion Bred & Owned at the 2017 AJSA Summer Classic, Grand Champion Bred & Owned at the 2018 AJSA Summer Classic, Grand Champion Purebred at the 2018 Iowa State Fair, and Supreme Grand Champion Female at the Minnesota State Fair!





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LIVIN' THE DREAM

ANNUAL PRODUCTION SALE

NOVEMBER 26, 2021 | 3:00 PM | MURRAY, IA