



# *Livin' the Dream*

SPRING EDITION - VOL. III

MAY 6, 2022 AT 6:00 PM IN MURRAY, IOWA



# *Livin' The Dream*

SPRING EDITION - VOL. III

## **RUBY CATTLE CO.**

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

Nate Cell: 515-450-0112

Leslie Cell: 515-450-0259

[rubycows@grm.net](mailto:rubycows@grm.net)

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

## **SALE LOCATION**

Ruby Cattle Company  
1170 Elk Street - Murray, IA

## **SALE SCHEDULE**

**Thursday, May 5, 2022**

Cattle on display all day

**Friday, May 6, 2022**

Cattle on display all day

Sale Begins at 6:00 pm Central

LIVE ON THE INTERNET, LIVE AUDIO, VIDEO RECORDING  
**LiveAuctions.TV**







*Dear Fellow Cattle Breeders,*

Thank you for taking the time to view our sale offering. We are really pleased with the quality from top to bottom of the females in this sale. To say the weather has been a challenge this spring is an understatement. We have been blessed with moisture and are thankful for that, but between several rain showers and crazy winds about every day, it has made sale prep difficult. Don't discount the quality of the cattle though, and maybe to their credit, look amazing for the weather they have had to endure since we have weaned them.

The Open females go back to our staple cow families. You will notice several full sib matings and we are pleased with the quality and consistency that resulted. The cows that stand behind these things are proven, and we know that will allow for success when put into production in your herd. They are very pleasing to the eye as well, and we are confident that they will stand lots of competition in the ring.

The bred group is full of unique breeding pieces also backed by cows and cow families that have stood the test of time in our operation. All carry the service of the Homestead and Sriracha bulls. Customer feed back from those that purchases spring bred females has been incredible. They calved easy, and people love the quality of the resulting calves. I would expect nothing less than this group of breds. Whether you're looking for a donor, or a group, or just one or two, the quality runs deep and were sure you will be happy with them.

Thanks for your interest and please call with any questions,

*Nate, Leslie, Creed and Parker Ruby*



*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**

Mike Sorenson, Livestock Plus - 641-745-7949

Austin Brandt, Lee AgriMedia - 712-621-1829

Mitchell Armitage, Special Assignment - 405-641-9438

Kelly Schmidt, Special Assignment - 406-599-2395

## **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!

## **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

## **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 Spring 2022 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**

Mallory Robinson - 660-525-5717

A large, light-colored, stylized letter 'R' logo, which is part of the Ruby Cattle Co. branding. It is positioned above a horizontal line and a diamond-shaped logo.



*Dear Friends and Simmental Enthusiasts,*

It is with great pleasure to welcome you to the "Livin' the Dream" Spring Edition Vol. III at Ruby Cattle Company! The continued enthusiasm within the industry is only amplified by the new calf crop on the ground and springtime weather upon us. It's not to be optimistic about new beginnings and the promises that they bring. The level of interest and demand for quality SimGenetic cattle continues to trend in an upward direction. Many things can be held accountable for this rise in demand, but ultimately the quality of the cattle and the people that represent the genetics is what makes the business truly one of a kind!

There is no question that Nate Ruby is one of the most disciplined stockmen of his generation, as he continues to emphasize the fundamentals when making breeding decisions that will ultimately impact his customers operations for the next decade. He has the ability to breed cattle with the phenotype, structural integrity, fertility, and udder quality that we all can agree on, while incorporating a balanced genomic profile, that in many instances ranks among the most elite of the breed for traits that directly correlate to profitability. Rest assured that when you make an investment in an open show heifer/donor prospect, bred heifer, or herd sire from Ruby Cattle Company, all things have been considered and accounted for from conception to sale day.

As you navigate through the catalog and videos you will notice the key cow families that have built this program. They are the cornerstone of Ruby Cattle Company and the maternal prowess that these influential females possess is what has elevated the level of quality, consistency, and uniformity of cattle that carry the brand. This is the very reason that breeders and junior show families alike continue to make the trip to Murray, Iowa when shopping for their next investment.

This offering is highlighted by the fall open heifer calves that have created a stir on the internet over the past 4 or 5 years with record participation nation-wide from new and loyal customers alike. This group of cattle are represented by two of the most prominent cow families that call home to 1170 Elk Street, "Rhythm" and "Rosetta". The bred heifer division is represented by the same lineage and sell safe in calf to two of the junior herd sires at Ruby Cattle Company, Sriracha and Homestead!

Consider this your personal invitation to join us on Friday night, May 6th at 6 PM for the "Livin' the Dream" Spring Edition Vol. III. The sale will be on LiveAuctions.TV for real time online bidding. We are here to accommodate any and all interest, so don't hesitate to reach out to any of the sale resources.

We sincerely thank you for your interest.

*Graham Blagg    Jered Shipman    Tim Anderson*

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

**ONLINE BIDDING PROVIDED BY:**



# Welcome to the Sale

MINNESOTA  
STATE FAIR



Pearl  
Walshall  
Landscape & Photography

*RUBY'S ROSETTA H0051 - FULL SISTER TO LOTS 1-3 & 19-20  
2021 Minnesota State Fair Grand Champion Percentage Simmental Heifer  
2021 Iowa State Fair Division Champion Percentage Simmental Heifer*





THANK YOU FOR YOUR INTEREST. WE HOPE THIS OFFERING CAN HELP YOU

*Live Your Dream!*





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## Lot 1 RUBYS ROSETTA 1J7

Why fix something that isn't broke? The 324A Gentleman's Jack mating has produced several nice ones in the past and they just keep coming. A full sister sold to the Hotz family in last years sale and really had a great run last summer and fall. Here is another high quality set of sisters that are all high quality and yet all have their differences. The 1J7 blaze faced female could very well be the best 324A daughter born yet and one of the best heifers born on our place. She's combines an elite look with elite structure, has the right kind of muscle pattern, and offers that big, opened up center body. She is flat good and ready to compete at any level. The 1J36 is the stout made sister that maybe the most interesting breeding piece of the sisters. The 1J55 heifer is the combination of the other 2 sisters. She is has a great look with a cool face along with the balance, softness, and design to get you appreciated in the show ring. You will notice the bred department is highlighted by 2 full sisters to these girls as well. The 34A flat works, here is a great opportunity to add her influence to your herd.

1  
Lot

### RUBYS ROSETTA 1J7

BD: 10/2/21

ASA: 4037760

TATTOO: 1J7

3/4 SM 1/4 AN | BW: 83

Sire TLCC ONE EYED JACK

**RUBY/SWC GENTLEMAN'S JACK**

SWC RUBY YETTI 143Y

Dam ADKINS MR RIGHT ON

**FCC2 ROSETTA 324A**

FCC ROSETTA 535U

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.6	3	73.2	109.4	0.23	1.2	18.7	55.2	8.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	21.8	-0.24	0.16	-0.05	0.54	100.8	68.1	



RUBY/SWC GENTLEMAN'S JACK - SIRE OF LOTS 1-3 & 14-15





Lot 2 RUBYS ROSETTA 1J36

RUBY'S ROSETTA 0134H  
FULL SISTER TO LOTS 1-3 & 19-20

Lot 3 RUBYS ROSETTA 1J55

RUBY'S ROSETTA 0118H  
FULL SISTER TO LOTS 1-3 & 19-20R  
◇2  
Lot**RUBYS ROSETTA 1J36**BD: 10/25/21 ASA: 4037761 TATTOO: 1J36  
3/4 SM 1/4 AN | BW: 57Sire **TLLC ONE EYED JACK**  
**RUBY/SWC GENTLEMAN'S JACK**  
SWC RUBY YETTI 143YDam **ADKINS MR RIGHT ON**  
**FCC2 ROSETTA 324A**  
FCC ROSETTA 535U

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.6	3	73.2	109.4	0.23	1.2	18.7	55.2	8.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	21.8	-0.24	0.16	-0.05	0.54	100.8	68.1	

3  
Lot**RUBYS ROSETTA 1J55**BD: 10/20/21 ASA: 4037772 TATTOO: 1J55  
3/4 SM 1/4 AN | BW: 68Sire **TLLC ONE EYED JACK**  
**RUBY/SWC GENTLEMAN'S JACK**  
SWC RUBY YETTI 143YDam **ADKINS MR RIGHT ON**  
**FCC2 ROSETTA 324A**  
FCC ROSETTA 535U

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.6	3	73.2	109.4	0.23	1.2	18.7	55.2	8.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	21.8	-0.24	0.16	-0.05	0.54	100.8	68.1	





*Lot 4* RUBYS ROSETTA 1J66



*RUBY'S CURRENCY 7134E*  
\$435,000 SIRE OF LOTS 4-6



*Lot 5* RUBYS ROSETTA 1J63

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**4**  
*Lot*

## RUBYS ROSETTA 1J66

BD: 10/5/21 ASA: 4037756 TATTOO: 1J66  
3/4 SM 1/4 AN | BW: 96

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

*Dam* ADKINS MR RIGHT ON  
**FCC2 ROSETTA 324A**  
FCC ROSETTA 535U

Homozygous Polled | Homozygous Black

**5**  
*Lot*

## RUBYS ROSETTA 1J63

BD: 10/22/21 ASA: 4037752 TATTOO: 1J63  
3/4 SM 1/4 AN | BW: 91

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

*Dam* ADKINS MR RIGHT ON  
**FCC2 ROSETTA 324A**  
FCC ROSETTA 535U

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.9	2.7	83.7	128.9	0.28	2.6	20.4	62.1	11.9
DOC	CW	YG	MARB	BF	REA	API	TI	
14.3	35.4	-0.26	0.28	-0.05	0.8	117.9	77.9	

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.9	2.7	83.7	128.9	0.28	2.6	20.4	62.1	11.9
DOC	CW	YG	MARB	BF	REA	API	TI	
14.3	35.4	-0.26	0.28	-0.05	0.8	117.9	77.9	

We love consistency in our mating's and they don't get any more even than this set of sisters. If you cut their tags out and throw them in a pen, I couldn't tell you who is who. These are some of the biggest bodied, boldest ribbed heifers we have offered at this age. They are big footed, sound structured, square made, and have a good look to them. Their hair quality was also great. These girls will be fun to show and will make even better cows. You are seeing several top animals show up out of Currency daughters and these are the kind that will raise those good ones.





Lot 6 RUBYS ROSETTA 1J47

RUBY SWC BATTLE CRY 431B  
SIRE OF LOT 7

Lot 7 RUBYS ROSETTA J1100

R  
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6

Lot

## RUBYS ROSETTA 1J47

BD: 10/16/21 ASA: 4037731 TATTOO: 1J47  
3/4 SM 1/4 AN | BW: 79Sire WBF SIGNIFICANT B132  
RUBY'S CURRENCY 7134E  
RUBYS JILL 035XDam ADKINS MR RIGHT ON  
FCC2 ROSETTA 324A  
FCC ROSETTA 535U

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.9	2.7	83.7	128.9	0.28	2.6	20.4	62.1	11.9
DOC	CW	YG	MARB	BF	REA	API	TI	
14.3	35.4	-0.26	0.28	-0.05	0.8	117.9	77.9	

7

Lot

## RUBYS ROSETTA J1100

BD: 9/16/21 ASA: 4037787 TATTOO: J1100  
3/4 SM 1/4 AN | BW: 74Sire MR HOC BROKER  
RUBY SWC BATTLE CRY 431B  
SWC RUBY YETI 143YDam ADKINS MR RIGHT ON  
FCC2 ROSETTA 324A  
FCC ROSETTA 535U

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.6	2.3	81.3	122.8	0.26	2.6	20.6	61.2	10.1
DOC	CW	YG	MARB	BF	REA	API	TI	
8.8	28.9	-0.22	-0.03	-0.06	0.5	96.3	69	

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*Lot 8* RUBYS RHYTHM J1102

The 715E donor always reminded us of a modern version of her famous dam. In production, she is proving to hold her own and is making a name for herself. These Copacetic daughters have the capability of launching their dam into stardom. We love these three heifers and they have been favorites of early visitors. They are cool fronted, square hiped with extra pin width, have big feet with great flexibility and more than enough center body. These are the kind that are getting noticed in the show ring right now and they are the right kind for sure. Here is your chance to add some Rhythm genetics into your operation and still have a whole lot of fun in the process.

**8**  
*Lot*

**RUBYS RHYTHM J1102**

BD: 9/17/21

ASA: 4037783

TATTOO: J1102

**PUREBRED SIMMENTAL | BW: 77**

*Sire* HPF QUANTUM LEAP Z952

**WLE COPACETIC E02**

CMFM JOY 02ZB

*Dam* RUBY SWC BATTLE CRY 431B

**RUBY NFF RHYTHM 715E**

RHYTHM 418P



**RHYTHM 418P** - LEGENDARY MATRIARCH OF THE "RHYTHM" COW FAMILY!

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	1.9	77.8	117.6	0.25	5.9	24.4	63.3	13.9
DOC	CW	YG	MARB	BF	REA	API	TI	
6.8	24.4	-0.43	-0.11	-0.09	0.87	115.4	71.9	





Lot 9 RUBYS RHYTHM J1105



WLE COPACETIC E02 - SIRE OF LOTS 8-10



RUBY NFF RHYTHM 715E - DAM OF LOTS 8-15



Lot 10 RUBYS RHYTHM J1106



RUBYS RHYTHM 189J - FULL SISTER TO LOTS 8-10

9  
Lot

## RUBYS RHYTHM J1105

BD: 9/28/21 ASA: 4037782 TATTOO: J1105

PUREBRED SIMMENTAL | BW: 81

Sire HPF QUANTUM LEAP Z952

WLE COPACETIC E02

CMFM JOY 02ZB

Dam RUBY SWC BATTLE CRY 431B

RUBY NFF RHYTHM 715E

RHYTHM 418P

10  
Lot

## RUBYS RHYTHM J1106

BD: 9/20/21 ASA: 4037784 TATTOO: J1106

PUREBRED SIMMENTAL | BW: 81

Sire HPF QUANTUM LEAP Z952

WLE COPACETIC E02

CMFM JOY 02ZB

Dam RUBY SWC BATTLE CRY 431B

RUBY NFF RHYTHM 715E

RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	1.9	77.8	117.6	0.25	5.9	24.4	63.3	13.9
DOC	CW	YG	MARB	BF	REA	API	TI	
6.8	24.4	-0.43	-0.11	-0.09	0.87	115.4	71.9	

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	1.9	77.8	117.6	0.25	5.9	24.4	63.3	13.9
DOC	CW	YG	MARB	BF	REA	API	TI	
6.8	24.4	-0.43	-0.11	-0.09	0.87	115.4	71.9	



Lot 11 RUBYS RHYTHM 1J13

**11**  
Lot

## RUBYS RHYTHM 1J13

BD: 10/18/21 ASA: 4037768 TATTOO: 1J13  
PUREBRED SIMMENTAL | BW: 86

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.1	2.7	82.8	129.9	0.29	5.2	23.1	63.9	14.9
DOC	CW	YG	MARB	BF	REA	API	TI	
14.9	38.6	-0.43	-0.01	-0.08	1.08	121.5	76.2	

Currency has worked really well on the 715E donor. This is her natural calf and has been a favorite since very early on. She is as freaky necked as you can make one and gives you that wow factor when you walk in the pen. She is stout and square with a real good running gear as well. She is built for the long haul and I think her future is really bright. What a senior yearling she will make!



Lot 12 RUBYS RHYTHM J1107

**12**  
Lot

## RUBYS RHYTHM J1107

BD: 9/11/21 ASA: 4037786 TATTOO: J1107  
PUREBRED SIMMENTAL | BW: 87

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.6	2.2	81.4	127.8	0.29	5.2	23.4	63.9	14.9
DOC	CW	YG	MARB	BF	REA	API	TI	
14.9	38.6	-0.43	-0.01	-0.08	1.08	122.7	76.1	

Extra power and length of body in this Currency daughter. She is big footed and big legged and long necked. One that is a bit later in her maturity pattern. I love all her pieces and think her best days will be as a bred female next summer. She is plenty good right now, but I think her future is really bright.



Lot 13 RUBYS RHYTHM J1110

**13**  
Lot

## RUBYS RHYTHM J1110

BD: 9/26/21 ASA: 4037785 TATTOO: J1110  
PUREBRED SIMMENTAL | BW: 90

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.6	2.2	81.4	127.8	0.29	5.2	23.4	63.9	14.9
DOC	CW	YG	MARB	BF	REA	API	TI	
14.9	38.6	-0.43	-0.01	-0.08	1.08	122.7	76.1	

Here is an ultra-attractive Currency daughter that is robust in her middle, yet still gives you that extra great look when viewed from the side. She combines that with some extra punch when you step behind her. Lots of good in this one.





Lot 14 RUBYS RHYTHM 1J37

I really like these two Jack females. They are long fronted, long bodied, have great hair and have great presence. They have that it factor that grabs your attention when your walking around the pen. The Jack females have been getting it done in production as well. One of my favorite females in our fall sale was out of a Jack daughter. Make sure you study these sisters.



RUBYS RHYTHM 048H - FULL SISTER TO LOT 14 &amp; 15



Lot 15 RUBYS RHYTHM 1J27



RUBYS RHYTHM 104J - FULL SISTER TO LOT 14 &amp; 15

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**14**  
Lot

**RUBYS RHYTHM 1J37**

BD: 10/15/21 ASA: 4037735 TATTOO: 1J37

**PUREBRED SIMMENTAL | BW: 73**

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

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

**15**  
Lot

**RUBYS RHYTHM 1J27**

BD: 10/24/21 ASA: 4037763 TATTOO: 1J27

**PUREBRED SIMMENTAL | BW: 68**

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.3	2.5	70.9	108.3	0.23	3.7	21.6	57	11.7	10.3	2.5	70.9	108.3	0.23	3.7	21.6	57	11.7
DOC	CW	YG	MARB	BF	REA	API	TI		DOC	CW	YG	MARB	BF	REA	API	TI	
11.8	25	-0.41	-0.12	-0.09	0.82	105.6	66.3		11.8	25	-0.41	-0.12	-0.09	0.82	105.6	66.3	





*Lot 16* RUBYS ROSETTA 1J79

The youngest female in the offering but one of the best. I could tell at an early age this one was going to be good and she just keeps getting me more excited. She is very loose made, yet still gives you an elite look. For a young heifer, we love her extra body depth and her muscle shape and design. She has extra presence and knows she is good yet is very easy to handle and we think she will be a great project for a first-time exhibitor but with the quality for a last year exhibitor. We love the cow family here too as she goes back to a stunner of an Angus cow. Don't miss this one!



*FBFS X-CLAMATION 76X*

2011 NAILE GRAND CHAMPION & FULL SISTER  
TO DAM OF LOT 17



*Lot 17* RUBYS YOKO 1J16



*RUBY'S YOKO 110J*  
MATERNAL SISTER TO LOT 17

Another one that is getting noticed amongst the visitors. Here is one that is very fault free and hard to find a hole in. Its been our experience, those are the best kind. Great looking, big bodied, stout made, and free moving. Her dam is a Style x Steel Force x the great S600. Lots of quality that goes back to a great cow family, she has it all.

**16**  
*Lot*

**RUBYS ROSETTA 1J79**

BD: 11/6/21 ASA: 4037757 TATTOO: 1J79  
3/4 SM 1/4 AN | BW: 85

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

*Dam* RUBY SWC BATTLE CRY 431B  
**RUBYS ROSETTA 6D81**  
FCC ROSETTA 968W

**17**  
*Lot*

**RUBYS YOKO 1J16**

BD: 9/29/21 ASA: 4037769 TATTOO: 1J16  
3/4 SM 1/4 AN | BW: 74

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

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

Homozygous Polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.2	1.7	91.8	145.8	0.34	3.7	17	62.3	11.8
DOC	CW	YG	MARB	BF	REA	API	TI	
14.2	43.5	-0.28	0.19	-0.05	0.92	122.1	82.5	

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.8	0.8	82.5	130.9	0.3	5.3	20.6	62.4	14.1
DOC	CW	YG	MARB	BF	REA	API	TI	
14.8	39.4	-0.29	0.14	-0.06	0.88	124.6	77.2	





Lot 18 RUBYS RHYTHM 1J26

18  
Lot**RUBYS RHYTHM 1J26**

BD: 10/23/21

ASA: 4037749

TATTOO: 1J26

**PUREBRED SIMMENTAL | BW: 85**

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

*Dam* HTP SVF IN DEW TIME  
**RUBYS RHYTHM Y124**  
 DOUBLE R SHESTHEONE K18

**Homozygous Polled**

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.3	2.9	82	122.9	0.26	5.5	21	61.6	17.9
DOC	CW	YG	MARB	BF	REA	API	TI	
16.4	35.1	-0.44	0.08	-0.09	1.04	133.7	77.6	

You will notice the dam of this female is an In Dew Time x K18. That mating help put us on the map and the Y124 cow is one of the best from that mating. Her Currency daughter has been a good one since she hit the ground. She is just so complete in her design, yet has that extra look and presence to grab you eye. She has a great attitude and would be a great choice for a first time exhibitor as well.



DOUBLE R SHESTHEONE K18 - MATERNAL GRANDDAM OF LOT 18

R  
◇





*Lot 19* RUBYS ROSETTA H0059

We are starting the bred division the same way we start the opens, with two high quality donor prospects. The 324A flat get it done and we love how they do nothing but get better as they mature. The blaze faced is as freaky necked as anything we have offered for a while but is still soft sided and great on the move. The brockle face offers more power and bone, yet still good looking and complete in her makeup. Ask anyone who has the Sriracha calves and you find the customer satisfaction is high. He is a fresh breath of calving ease genetics that still brings excellent phenotype to the equation. We are excited for the future of this young sire!

**19**  
*Lot*

## RUBYS ROSETTA H0059

BD: 10/15/20 ASA: 3874856 TATTOO: H0059  
3/4 SM 1/4 AN | BW: 78

*Sire* TLLC ONE EYED JACK

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

*Dam* ADKINS MR RIGHT ON

**FCC2 ROSETTA 324A**  
FCC ROSETTA 535U

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.6	2.9	73.1	109.4	0.23	1.2	18.7	55.2	8.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	21.7	-0.24	0.16	-0.05	0.54	99.6	68.8	

## *Lot 19* PLANNED MATING

AI BRED 1/3/22 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 10/12/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	-0.1	72.85	110.9	0.24	6.2	22.1	58.5	15
DOC	CW	YG	MARB	BF	REA	API	TI	
11.8	26.9	-0.31	0.28	-0.06	0.77	134	76.2	



*RUBY'S ROSETTA 0134H - FULL SISTER TO LOTS 19 & 20*





Lot 20 RUBYS ROSETTA H0056

20  
Lot

**RUBYS ROSETTA H0056**

BD: 10/12/20 ASA: 3874853 TATTOO: H0056  
3/4 SM 1/4 AN | BW: 84

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

Dam ADKINS MR RIGHT ON  
**FCC2 ROSETTA 324A**  
FCC ROSETTA 535U

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.6	2.9	73.1	109.4	0.23	1.2	18.7	55.2	8.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	21.7	-0.24	0.16	-0.05	0.54	99.6	68.8	

**Lot 20 PLANNED MATING**

AI BRED 12/12/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 9/20/22.

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	-0.1	72.9	110.9	0.24	6.2	22.1	58.5	15
DOC	CW	YG	MARB	BF	REA	API	TI	
11.8	26.9	-0.31	0.28	-0.06	0.77	134	76.2	



RUBYS ROSETTA H0051 - FULL SISTER TO LOTS 19 & 20



RUBY'S ROSETTA 0118H - FULL SISTER TO LOTS 19 & 20





### Lot 21 RUBY BRUP MAGNETIC LADY H0057

We're breaking out some of the good stuff here. Battle Cry was the go to sire here for a long time and this one brings back many fond memories. Great looking, stout made, athletic, and backed by an all time great donor dam, this female is set to make an impact on your program.

**21**  
Lot

#### RUBY BRUP MAGNETIC LADY H0057

BD: 9/12/20 ASA: 3938310 TATTOO: H0057

PUREBRED SIMMENTAL | BW: 78

Sire MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**

SWC RUBY YETTI 143Y

Dam SS/PRS HIGH VOLTAGE 244X

**RUBYS MAGNETIC LADY 328A**

SVF NJC MAGNETIC LDY M25



RUBYS MAGNETIC LADY 328A - DAM OF LOT 21



RUBY BRUP MAG LADY 945G - MATERNAL SISTER TO LOT 21

Homozygous Polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	1.1	79.1	114.7	0.22	7	22.7	62.1	10.9
DOC	CW	YG	MARB	BF	REA	API	TI	
7.1	32.4	-0.46	-0.11	-0.12	0.78	110.7	74	

### Lot 21 PLANNED MATING

AI BRED 1/3/22 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 10/12/22.

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.8	-1	75.9	113.5	0.24	9.1	24.1	61.9	16.1
DOC	CW	YG	MARB	BF	REA	API	TI	
9.7	32.2	-0.42	0.14	-0.09	0.89	145	81.1	



Lot 22 RUBYS JUANADA 0H72



RUBY'S CURRENCY 7134E - \$435,000 SIRE OF LOTS 22-26

Lot 23 RUBYS EVA 0H80



22

Lot

RUBYS JUANADA 0H72

BD: 10/14/20

ASA: 3874845

TATTOO: 0H72

1/2 SM 1/2 AN | BW: 79

Sire WBF SIGNIFICANT B132

RUBY'S CURRENCY 7134E

RUBYS JILL 035X

Dam O C C UNBELIEVABLE 851U

RUBYS JUANADA 301A

FCC JUANADA 919W

Homozygous Polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.8	0.1	77.8	119.7	0.26	4.3	22.8	61.7	14.7
DOC	CW	YG	MARB	BF	REA	API	TI	
15	41.6	-0.07	0.4	-0.01	0.57	139.2	81.7	

Lot 22 PLANNED MATING

AI BRED 12/3/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 9/11/22.

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.9	-1.5	75.2	116	0.26	7.8	24.2	61.7	17.9
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	36.9	-0.23	0.4	-0.04	0.78	153.8	82.6	

Phenotypes meet performance in this great looking SimAngus female. Here is a cool looking, high performing, sound made, attractive female that will make a great commercial bull mother or show heifer producer depending on how you want to utilize her. The cow family she comes from is as good as any in our operation.

23

Lot

RUBYS EVA 0H80

BD: 10/2/20

ASA: PENDING

TATTOO: 0H80

PUREBRED SIMMENTAL | BW:

Sire WBF SIGNIFICANT B132

RUBY'S CURRENCY 7134E

RUBYS JILL 035X

Dam OVAL F RINGLEADER R579

RUBYS EVA 221Z

PVFS/MTV EVA 7028T

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.6	1.3	80.6	122.7	0.26	7.7	22.1	62.4	16.1
DOC	CW	YG	MARB	BF	REA	API	TI	
16.3	32.8	-0.47	0.27	-0.1	0.99	146.4	84.3	

Lot 23 MATING

AI BRED 12/24/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). ESTIMATED DUE 10/2/22.

PREGNANCY BREED: PB SM

Here is one of my favorite ones in the pen. This good looking baldy has that extra body dimension and stoutness that we are all looking for as cattle breeders and has a pedigree that is wide open when it comes to mating or flushing time. I am excited for this ones future in production.!





## Lot 24 RUBY NFF RHYTHM 0H108

If you go through our cowherd, there is no doubt that you will pick out this ones mother. She is a Bismarck out of the great 418P cow so you know predictability is pumping through this ones blood. This is the youngest bred in the sale, but study here and you will love what she offers.

**24**  
Lot

### RUBY NFF RHYTHM 0H108

BD: 11/9/20 ASA: 3938273 TATTOO: 0H108  
3/4 SM 1/4 AN | BW: 72

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

Dam **S A V BISMARCK 5682**  
**RUBY NFF RHYTHM Z060**  
RHYTHM 418P



**RHYTHM 418P - MATERNAL GRANDSIRE OF LOT 24**



**RHYTHM 2124Z - MATERNAL SISTER TO THE DAM OF LOT 24**

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	0.4	79.1	126	0.29	7.7	22.7	62.1	19
DOC	CW	YG	MARB	BF	REA	API	TI	
15	42.1	-0.34	0.06	-0.07	0.98	130.1	75.1	

### Lot 24 PLANNED MATING

AI BRED 12/31/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 10/9/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.5	-1.4	75.9	119.2	0.27	9.45	24.1	61.9	20.1
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	37.1	-0.36	0.23	-0.06	0.99	149.3	79.3	





### Lot 25 RUBYS RHYTHM 0H94

A blaze face Rhythm? You betcha. Sound made, good bodied, with a nice look and safe to Homestead. We are loving our Homesteads, especially back on the Turnpike and Currency daughters.



PVFS RUBY MADDEN 126Y - MATERNAL GRANDSIRE OF LOT 26



### Lot 26 RUBYS ROSETTA 0H87

Sometimes big things come in small packages, as is the case here. The cow family behind this one is the most moderate on the place, but they are also some of the most productive. Pound for pound, they will wean the biggest calves of any in the herd. This one brings a bit more look to the table as well.

**25**  
Lot

### RUBYS RHYTHM 0H94

BD: 10/25/20 ASA: 3938300 TATTOO: 0H94

PUREBRED SIMMENTAL | BW: 57

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

Dam HTP SVF IN DEW TIME  
**RUBYS RHYTHM**  
RUBYS RHYTHM S647

Homozygous Polled | Homozygous Black

**26**  
Lot

### RUBYS ROSETTA 0H87

BD: 10/19/20 ASA: 3938227 TATTOO: 0H87

3/4 SM 1/4 AN | BW: 75

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

Dam PVFS RUBY MADDEN 126Y  
**RUBYS ROSETTA 6183D**  
FCC ROSETTA 966W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.3	-0.5	72	106.6	0.22	8.9	21.4	57.3	16.5
DOC	CW	YG	MARB	BF	REA	API	TI	
15.2	28.4	-0.47	0.02	-0.09	1.03	134.9	75.6	

### Lot 25 PLANNED MATING

AI BRED 12/24/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). ESTIMATED DUE 10/2/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.9	-1.2	77.5	116.2	0.25	9.3	27.8	66.4	20.1
DOC	CW	YG	MARB	BF	REA	API	TI	
15.1	33.9	-0.42	0.45	-0.07	1.11	170	90.3	

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.8	-0.2	72.9	116.2	0.27	6.8	26.9	63.3	15.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.4	37.9	-0.27	0.32	-0.05	0.84	139.1	79	

### Lot 26 PLANNED MATING

AI BRED 1/9/22 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 10/18/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.5	-1.7	72.8	114.3	0.26	9	26.2	62.5	18.5
DOC	CW	YG	MARB	BF	REA	API	TI	
11.9	35	-0.33	0.36	-0.06	0.92	153.6	81.2	



*Lot 27* RUBYS LINDA H0053



*Lot 28* RUBYS LIBERTY 0H13

**27**  
*Lot*

## RUBYS LINDA H0053

BD: 9/8/20 ASA: 3938311 TATTOO: H0053  
PUREBRED SIMMENTAL | BW: 55

*Sire* WBF SIGNIFICANT B132

**RUBYS TURNPIKE 771E**

RUBYS MISS CLEO 240Z

*Dam* PVFS RUBY MADDEN 126Y

**RUBYS LINDA 341A**

X517P

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	1	87	139.3	0.33	5.3	35.6	79	14.7
DOC	CW	YG	MARB	BF	REA	API	TI	
12.6	44.7	-0.58	0.13	-0.12	1.3	141.3	88.2	

## *Lot 27* PLANNED MATING

AI BRED 12/12/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). ESTIMATED DUE 9/20/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.3	-0.5	84.9	132.6	0.3	7.5	34.9	77.3	19.2
DOC	CW	YG	MARB	BF	REA	API	TI	
13.8	42.1	-0.47	0.5	-0.08	1.24	173.1	96.5	

Study the pedigree here and you know there is as much genetic potential as any in the offering. Turnpike x 341A has been a very successful mating here and I'm sure the Homestead calf she is carrying will make you forget about what you paid for this one. A complete, good looking female here that we have a lot of confidence in to make a great impact on your operation.

**28**  
*Lot*

## RUBYS LIBERTY 0H13

BD: 11/9/20 ASA: 3874851 TATTOO: 0H13  
PUREBRED SIMMENTAL | BW: 91

*Sire* WBF SIGNIFICANT B132

**RUBYS TURNPIKE 771E**

RUBYS MISS CLEO 240Z

*Dam* HTP/SVF DURACELL T52

**LTS HOTZ MS LIBERTY 701E**

THSF MS LIBERTY S600

Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.7	4.3	97.7	154.4	0.35	3.1	32.2	81	14.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.1	42.6	-0.55	-0.18	-0.12	1.22	114.3	81.3	

## *Lot 28* PLANNED MATING

AI BRED 1/13/22 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 10/22/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	0.6	85.2	133.3	0.3	7.2	28.9	71.4	18
DOC	CW	YG	MARB	BF	REA	API	TI	
12.7	37.4	-0.47	0.11	-0.09	1.11	147.1	85	

Looking for a donor cow? I always think the ones that breed the best are the ones with the most unique pieces, and that describes this one perfectly. She is really long fronted, stout made, good center body with great big feet and legs. Dig into her pedigree and you will see the great S600 donor is her granddam. Sriracha will flat work on this one, then put her in the donor pen and let her get to work for you.



*RUBYS TURNPIKE 771E*  
SIRE OF LOTS 27-31



*FBFS X-CLAMATION 76X* - 2011 NAILE GRAND  
CHAMPION AND MATERNAL SISTER TO LOT 28



*THSF MS LIBERTY S600*  
INFLUENTIAL MATERNAL GRANDDAM OF LOT 28





### Lot 29 RUBYS CLEO 0H11

Some of the best cattle we have made have been the Turnpike sired SimAngus and this one is no different. She is as complete as you can make one, look, muscle, fleshing ability, foot size, she has it all and is out of one awesome Angus cow. Here is a good one, don't miss her!



### Lot 30 RUBYS EVA 0H38

One of the best looking purebreds in the offering with a unique twist to her pedigree. Another Eva descendent with breed leading growth EPDs. Its hard to made power cattle with this kind of look and athleticism.



**29**  
Lot

### RUBYS CLEO 0H11

BD: 9/19/20 ASA: 3938284 TATTOO: 0H11  
1/2 SM 1/2 AN | BW: 83

Sire WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
RUBYS MISS CLEO 240Z

Dam O C C EUREKA 865E  
**KJB CLEO 857X**  
JAUER EMBLAZON 911 7020

Homozygous Polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	0	74.1	118.4	0.28	2.5	30.4	67.4	15.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.4	41.1	-0.24	0.16	-0.05	0.78	125.5	75.1	

### Lot 29 PLANNED MATING

AI BRED 1/3/22 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 10/12/22.  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.8	-1.6	73.4	115.4	0.27	6.85	27.9	64.6	18.5
DOC	CW	YG	MARB	BF	REA	API	TI	
11.4	36.6	-0.31	0.28	-0.06	0.89	146.9	79.4	

**30**  
Lot

### RUBYS EVA 0H38

BD: 9/27/20 ASA: 3938242 TATTOO: 0H38  
PUREBRED SIMMENTAL | BW: 89

Sire WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
RUBYS MISS CLEO 240Z

Dam MR ISHEE SUPERSTOUT 014  
**RUBYS EVA 455B**  
PVFS/MTV EVA 7028T

Homozygous Polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.5	3.7	88.1	136.7	0.3	4	29.7	73.7	17.8
DOC	CW	YG	MARB	BF	REA	API	TI	
12	34.6	-0.54	0.1	-0.12	1.08	133.4	82.9	

### Lot 30 PLANNED MATING

AI BRED 12/8/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). ESTIMATED DUE 9/16/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	0.9	85.5	131.3	0.29	6.8	31.9	74.6	20.7
DOC	CW	YG	MARB	BF	REA	API	TI	
13.5	37.1	-0.45	0.49	-0.08	1.13	169.3	94	



*Lot 31* RUBYS ROSETTA 0H20

**31**  
*Lot*

**RUBYS ROSETTA 0H20**

BD: 9/21/20 ASA: 3938244 TATTOO: 0H20  
3/4 SM 1/4 AN | BW: 93

*Sire* WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
RUBYS MISS CLEO 240Z

*Dam* PVFS RUBY MADDEN 126Y  
**RUBYS ROSETTA 3186A**  
FCC ROSETTA 974T



*Lot 32* JSUL MARY INFLUENCE 0536H

**32**  
*Lot*

**JSUL MARY INFLUENCE 0536H**

BD: 10/1/20 ASA: 3864812 TATTOO: 0536H  
1/2 SM 1/2 AN | BW: 76

*Sire* BC II SKYFALL 2812  
**3ACES SKY FALL 9576**  
GAMBLES BLACKCAP1079

*Dam* PROFIT  
**JSUL MARY'S PROFIT 8352F**  
JBSF PROUD MARY



CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.6	1.3	81.2	130.8	0.31	2.1	29.8	70.3	15.1
DOC	CW	YG	MARB	BF	REA	API	TI	
9	35.8	-0.34	0.14	-0.08	0.81	122.4	77.7	

## *Lot 31* PLANNED MATING

AI BRED 1/23/22 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 11/1/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.9	-0.9	76.9	121.6	0.28	6.7	27.7	66	18.2
DOC	CW	YG	MARB	BF	REA	API	TI	
10.7	33.9	-0.36	0.27	-0.07	0.9	145.3	80.7	

This Rosetta family member brings extra power, body length, and performance to the table yet is still loose structured and attractive made. She is bigger in her frame size, yet still has the extra rib shape and body depth to go with it. An interesting breeding piece here no doubt.



*JBSF PROUD MARY - LEGENDARY MATERNAL GRANDDAM OF LOT 32*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10	1.2	64.6	95.1	0.19	5.3	16.9	49.1	11.2
DOC	CW	YG	MARB	BF	REA	API	TI	
6.7	20.8	-0.12	0.13	-0.03	0.25	103	64.1	

## *Lot 32* PLANNED MATING

AI BRED 12/7/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 9/15/22.  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.6	-0.9	68.6	103.7	0.22	8.25	21.2	55.4	16.2
DOC	CW	YG	MARB	BF	REA	API	TI	
9.5	26.5	-0.25	0.26	-0.05	0.62	135.5	73.8	

You will notice that this female comes to you with a different pedigree than anything we have offered before. Here is one that will be fun to breed on. She is long fronted, stout made, great haired and sets down on great big feet and legs. Study her pedigree and you will see she goes back to the great Pound Mary female as well. Great cow power here with some really unique pieces to use for the next generation.



*JSUL SOMETHING ABOUT MARY 8421*  
*DECEASED MATERNAL BROTHER TO DAM OF LOT 32*





Lot 33 RUBYS CINDA 0H25



2019 SAN ANTONIO LIVESTOCK SHOW  
GRAND CHAMPION PUREBRED SIMMENTAL HEIFER  
MEMBER OF THE "CINDA" COW FAMILY!



Lot 34 RUBYS CINDA 0H24



OVAL F ECHO E709 - SIRE OF LOTS 33-37

Twin heifers here out of one whale of a Final Answer Sim Angus dam. I think their mother is one of the best looking cows we own. She is good looking, stout made, big bodied, and great uddered. We feel these girls have all the parts to make their momma proud.

**33**  
Lot

**RUBYS CINDA 0H25**

BD: 9/22/20 ASA: 3938281 TATTOO: 0H25  
3/4 SM 1/4 AN | BW: 61

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

Dam S A V FINAL ANSWER 0035  
RUBYS CINDA 105Y  
PSF CINDA 56M

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	1.2	75.9	112.8	0.23	7.2	19	56.9	16.7
DOC	CW	YG	MARB	BF	REA	API	TI	
12	35.9	-0.2	0.12	-0.06	0.53	120.7	71.7	

**Lot 33 PLANNED MATING**

AI BRED 1/23/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 11/1/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.4	-0.9	74.3	112.6	0.24	9.2	22.3	59.3	18.9
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	34	-0.29	0.26	-0.06	0.76	144.6	77.7	

**34**  
Lot

**RUBYS CINDA 0H24**

BD: 9/22/20 ASA: 3938280 TATTOO: 0H24  
3/4 SM 1/4 AN | BW: 65

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

Dam S A V FINAL ANSWER 0035  
RUBYS CINDA 105Y  
PSF CINDA 56M

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	1.2	75.9	112.8	0.23	7.2	19	56.9	16.7
DOC	CW	YG	MARB	BF	REA	API	TI	
12	35.9	-0.2	0.12	-0.06	0.53	120.7	71.7	

**Lot 34 PLANNED MATING**

AI BRED 12/2/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). ESTIMATED DUE 9/102/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.6	-0.4	79.4	119.3	0.25	8.4	26.6	66.2	20.2
DOC	CW	YG	MARB	BF	REA	API	TI	
13.5	37.7	-0.28	0.5	-0.05	0.86	168.4	90.6	



## Lot 35 RUBYS TABBY 769E 0H5

The Tabby cow family has been good to us. We have sold several high sellers out of these cows over the years and here is the next generation. Big feet and big legged, combined with extra body length and stoutness equate to a breed leading growth female that still has an eye catching look. The Echo daughters are making great cows for all who have them and this one will be no different.



## RUBY'S CURRENCY 7134E

\$435,000 SON OF THE JILL COW FAMILY!



## Lot 36 RUBYS JILL 0H28

Everyone loves a baldy, especially one from the same cow family that produced Currency. Good footed, easy keeping, and stout made, she is the kind that will keep you in the cow business a long time.

**35**  
Lot

## RUBYS TABBY 769E 0H5

BD: 9/14/20 ASA: 3938214 TATTOO: 0H5  
PUREBRED SIMMENTAL | BW: 65

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

Dam WBF SIGNIFICANT B132  
RUBYS TABBY 769E  
RS&T MISS TABBY 19T

**36**  
Lot

## RUBYS JILL 0H28

BD: 9/24/20 ASA: 3938231 TATTOO: 0H28  
PUREBRED SIMMENTAL | BW: 72

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

Dam JF RANCHER 222Z  
RUBYS JILL 675D  
RUBYS JILL 815U

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.7	4.4	91.9	144.5	0.33	4.7	22.7	68.6	14
DOC	CW	YG	MARB	BF	REA	API	TI	
13.3	53.2	-0.3	0.16	-0.08	0.93	127.3	84	

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.9	1	77.1	107.5	0.19	7.4	19.8	58.3	16.1
DOC	CW	YG	MARB	BF	REA	API	TI	
10.4	36.2	-0.32	0.15	-0.08	0.68	134.9	78.4	

## Lot 35 PLANNED MATING

AI BRED 12/4/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 9/12/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	0.7	82.3	128.4	0.29	7.9	24.1	65.2	17.6
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	42.7	-0.34	0.28	-0.07	0.96	153.5	86.2	

## Lot 36 PLANNED MATING

AI BRED 12/7/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 9/15/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.5	-1.1	74.9	109.9	0.22	9.3	22.7	60	18.7
DOC	CW	YG	MARB	BF	REA	API	TI	
11.4	34.2	-0.35	0.27	-0.07	0.84	157.2	83.2	





Lot 37 RUBYS JUANADA 0144H

**37**  
Lot

**RUBYS JUANADA 0144H**

BD: 2/26/20 ASA: 3768625 TATTOO: 0144H  
3/4 SM 1/4 AN | BW: 76

Sire **HOOK'S BALTIC 17B**  
**OVAL F ECHO E709**  
OVAL FYINY26

Dam **RUBY SWC BATTLE CRY 431B**  
**RUBYS JUANADA 7E76**  
FCC JUANADA 913T

Homozygous Polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	0.6	76.6	116.8	0.25	5.6	22.1	60.3	13.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	41.9	-0.18	0.15	-0.04	0.66	118.6	74	

**Lot 37 PLANNED MATING**

AI BRED 1/20/22 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 10/29/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.5	-1.3	74.6	114.6	0.25	8.4	23.8	61	17.5
DOC	CW	YG	MARB	BF	REA	API	TI	
11.3	37	-0.28	0.27	-0.05	0.83	143.3	78.7	

Stout, burly, easy keeping one here with big feet and legs. Being a Juanada with Echo and Battle Cry in her pedigree, her producing ability will be unmatched.



These next five SimAngus females are ones to build around. If you have followed our program, you know how much I love the Cash Flow cattle. They have great feet, are sound structured, are good looking, with good body depth and rib shape with added muscle and power. Come calving time, they are great mothers that calve unassisted and have great udders. Take a long look at these girls if your wanting to upgrade your cow herd, we hate to see them leave.



*Lot 38* RUBY NFF LASS 0H67



*KBHR SRIRACHA H127 - SERVICE SIRE*

**38**  
*Lot*

**RUBY NFF LASS 0H67**

BD: 10/10/20 ASA: 3938267 TATTOO: 0H67  
1/2 SM 1/2 AN | BW: 87

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

*Dam* BEAR MTN OWYHEE 5012  
**A & B LASS 2200**  
A & B LASS 9035

Homozygous Polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.6	2.5	88.5	147.9	0.37	2.3	20.8	65	16.1
DOC	CW	YG	MARB	BF	REA	API	TI	
12.9	44.6	-0.19	0.37	-0.02	0.87	135.2	84.8	

## *Lot 38* PLANNED MATING

AI BRED 12/3/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 9/11/22.  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	-0.3	80.6	130.1	0.31	6.8	23.2	63.4	18.6
DOC	CW	YG	MARB	BF	REA	API	TI	
12.6	38.4	-0.29	0.38	-0.04	0.93	151.6	84.2	

**39**  
*Lot*

**RUBY NFF LUCY 0H85**

BD: 10/18/20 ASA: 3938272 TATTOO: 0H85  
1/2 SM 1/2 AN | BW: 82

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

*Dam* EXAR 263C  
**A & B LUCY 2024**  
A & B LUCY 0244

Homozygous Polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.7	1.5	79.1	132.5	0.33	4.4	18.8	58.3	17.2
DOC	CW	YG	MARB	BF	REA	API	TI	
14.5	23.8	-0.17	0.44	-0.02	0.62	140.5	81.9	

## *Lot 39* PLANNED MATING

AI BRED 12/20/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). ESTIMATED DUE 9/28/22.  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.7	-0.2	81	129.2	0.3	7	26.5	66.9	20.4
DOC	CW	YG	MARB	BF	REA	API	TI	
14.7	31.7	-0.27	0.66	-0.03	0.9	167.2	91.1	

*Lot 39* RUBY NFF LUCY 0H85



*KBHR HOMESTEAD H016 - SERVICE SIRE*





**40**  
Lot

**RUBYS JUANADA 0H79**

BD: 10/16/20 ASA: 3938299 TATTOO: 0H79  
1/2 SM 1/2 AN | BW: 81

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

Dam O C C PRIORITY 882P  
FCC JUANADA 505U  
FCC JUANADA 3214

Homozygous Polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	1.5	73	118.2	0.28	3.1	18.4	54.9	21.6
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	18.6	-0.13	0.32	0.01	0.58	141.4	74.9	

**Lot 40 PLANNED MATING**

AI BRED 12/7/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 9/15/22.  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.3	-0.8	72.8	115.3	0.27	7.15	21.9	58.3	21.4
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	25.4	-0.26	0.36	-0.03	0.79	154.9	79.3	



Lot 40 RUBYS JUANADA 0H79

**42**  
Lot

**RUBYS MISS 0H66**

BD: 10/9/20 ASA: 3938286 TATTOO: 0H66  
3/4 SM 1/4 MX | BW: 78

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

Dam RUBYS JACKED UP 528R  
RUBYS MISS 087X  
RUBY 134

Homozygous Polled | Homozygous Black

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10	1.5	68.6	111.6	0.27	5	14.4	48.7	20.8
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	27.3	-0.3	0.24	-0.05	0.79	132.9	70.5	

**R**  
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**Lot 42 PLANNED MATING**

AI BRED 12/28/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 10/6/22.  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.6	-0.8	70.6	111.9	0.26	8.1	19.9	55.2	21
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	29.7	-0.34	0.32	-0.06	0.89	150.5	77.1	



Lot 42 RUBYS MISS 0H66

**41**  
Lot

**RUBYS ROSETTA 0H98**

BD: 10/28/20 ASA: 3938297 TATTOO: 0H98  
1/2 SM 1/2 AN | BW: 81

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

Dam O C C GREAT PLAINS 943G  
KJB ROSETTA 602U  
FCC ROSETTA 982N

Homozygous Polled

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.5	0.8	70.8	120	0.31	5.4	17.6	53	18.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	26	-0.12	0.39	-0.01	0.57	139.7	76.3	

**Lot 41 PLANNED MATING**

AI BRED 12/10/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). ESTIMATED DUE 9/18/22.  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.1	-0.6	76.9	122.9	0.29	7.5	25.9	64.3	21.2
DOC	CW	YG	MARB	BF	REA	API	TI	
14.3	32.8	-0.24	0.63	-0.03	0.88	166.5	88.2	



**Lot 43** RUBYS MISS 0H83

This one has been a standout since a young age and is one of my favorite breds. I wish I could tell you a big long story about her cow family but truth be told she is out of a Hereford/Angus cow. With that being said, this is the kind that can start her own cow family story. I love her look, structure, softness and power combined with a cool brockle face. She has always been the high performing animal amongst her contemporaries as well. Don't miss this one!



**2019 AJSA WESTERN REGIONAL GRAND CHAMPION  
PERCENTAGE SIMMENTAL HEIFER  
FULL SISTER TO LOT 44**



**Lot 44** RUBYS RHYTHM 006H

Style x Rhythm. Not much more needs to be said but predictable and profitable on both sides of the pedigree. You will like her Sriracha calf!

**43**  
*Lot*

**RUBYS MISS 0H83**

BD: 10/18/20 ASA: 3938240 TATTOO: 0H83  
1/2 SM 1/2 AN | BW: 86

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

*Dam*  
**41222**

**44**  
*Lot*

**RUBYS RHYTHM 006H**

BD: 1/1/20 ASA: 3768685 TATTOO: 006H  
1/2 SM 1/2 AN | BW: 77

*Sire* GAMBLES HOT ROD  
**SILVEIRAS STYLE 9303**  
SILVEIRAS ELBA 2520

*Dam* HTP SVF IN DEW TIME  
**RUBY NFF RHYTHM 012X**  
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.5	2.6	79.7	136	0.35	4.3	19	58.8	15
DOC	CW	YG	MARB	BF	REA	API	TI	
11.1	29.4	-0.15	0.34	-0.02	0.6	127.4	78.2	

### Lot 43 PLANNED MATING

AI BRED 1/4/22 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 10/13/22.  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.8	-0.25	76.2	124.2	0.3	7.8	22.3	60.3	18.1
DOC	CW	YG	MARB	BF	REA	API	TI	
11.7	30.8	-0.27	0.37	-0.04	0.8	148.1	81.1	

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	0.1	58.8	88.1	0.18	5.9	13.9	43.3	18.4
DOC	CW	YG	MARB	BF	REA	API	TI	
9.9	11.4	-0.08	0.21	-0.01	0.22	125.5	64.1	

### Lot 44 PLANNED MATING

AI BRED 12/17/21 TO KBHR SRIRACHA H127 (ASA: 3789514). ESTIMATED DUE 9/25/22.  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.2	-1.5	65.7	100.2	0.22	8.6	19.7	52.5	19.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.1	21.8	-0.23	0.3	-0.04	0.61	146.8	73.7	





*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!*



# 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.



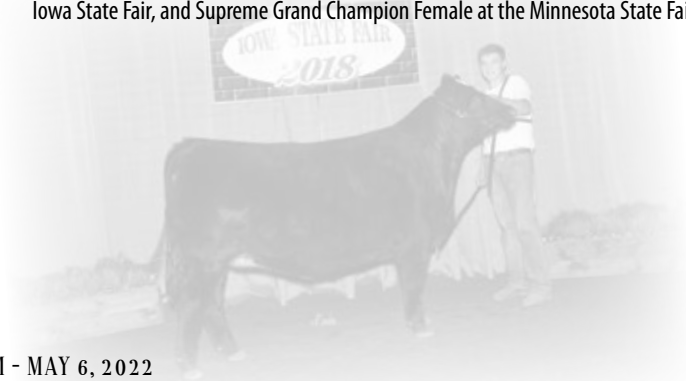
**2018 Iowa State Fair Grand Champion Percentage Simmental**  
Shown by Tanner Curtin. Her dam was a high seller in 2014.  
**Purchased by Recks, Lashmett, and Weis.**  
**Congratulations to all involved!**



**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!





# *Livin' the Dream*

SPRING EDITION - VOL. III

18 ELITE FALL BORN SHOW HEIFER/DONOR PROSPECTS

26 FALL BRED HEIFERS

