

Iowa Simmental Association Presents
*55th Annual
Mark of Genetic
Excellence Sale*

Sunday February 9, 2025 at 1:00 pm
State Fairgrounds - Des Moines, IA
www.liveauctions.tv



Offering Elite Simmental Cattle from Iowa's finest Simmental Herds

Schedule of Events

Friday, February 7th

- Cattle may arrive on the Fairgrounds

Saturday, February 8th

- 9:30 am Queen Contest, Hyatt Place
- 10 am Check-In Begins
- 2 pm ISA Annual Meeting, North Annex
- 3 pm IJSA Annual Meeting, North Annex
- 5:30 pm Banquet Social Hour Begins, Walnut Center
- 6:00 pm Banquet, Awards, & Auction, Walnut Center

Sunday, February 9th

- Cattle on display all day
- **1 pm Sale Begins** in Pennigroth Sale Arena, or 30 minutes after the conclusion of the Angus sale. Sale will not start before 1 pm.



Sale Headquarters & Area Hotels

Hyatt Place, Altoona 515-520-8300

Additional Hotels

Best Western Plus, Altoona 515-967-2400

Prairie Meadows Hotel, Altoona 515-967-1000

Sale Staff

Jon Schaben, Auctioneer 712-263-0755

Bob Dwyer, Manager 309-337-1404

Nick Dwyer, Manager 309-337-6404

Dr. Bert Moore, A.S.A. Rep 701-541-5035

Jeremie Ruble, Consultant 406-581-7940

Dalton Lundy, Consultant 502-727-6898

Thomas Lundy, Consultant 502-471-0354

Greg Miller, Consultant 608-778-8785

Livestock Publication Representatives

Mike Sorensen, American Cattlemen 641-745-7949

Austin Brandt, Midwest Marketer 712-621-1829

Tom Rooney, Special Assignment 515-491-6025

Jared Ruter, Midwest Marketer 815-238-7530

EPD's

EPD's listed in this catalog are based off current Bolt data during the time catalog was prepared. Please visit www.simmmental.org to view current data on each lot being sold.

Herd Health

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

Trucking

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

Air Transportation

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

Terms of Sale

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

Registration Transfers

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

Bull Scan Data

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

Online Bidding

Real time online bidding available through www.liveauctions.tv. Please login early to request your bidders number for the auction.

Sale Management

Dwyer Cattle Services

740 26th Street

Roseville IL 61473

Bob 309-337-1404

Nick 309-337-6404

nick@dwycattle.com

www.dwycattle.com



DWYER

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

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

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

Thank you for your consideration,



Dwyer Cattle
Bob 309-337-1404 | Nick 309-337-6404 | www.dwyercattle.com

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

2024 Major Junior Simmental Show Dates



June 7-8 2025 -	ISA Field Day & Junior Show Southern Iowa Fairgrounds - Oskaloosa, IA
July 6-12, 2025 -	AJSA Junior Nationals Madison, Wisconsin

Be sure to note this year’s Annual Simmental Banquet will be held at the Walnut Center on the Iowa State Fairgrounds on Saturday February 8th.

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



Consignor Contacts

Kaci Bradshaw

Radcliffe, IA
Danny 641-373-1078
Lots: 9

Triple C

Cameron Cook
Neola, IA
402-980-3186
Lot: 55

Finch Cattle

Mark & Carson Finch
Kelley, IA
515-290-6145
Lots: 1, 33

Ford Cattle Co.

Dustin Ford
West Chester, IA
317-225-9976
Lots: 8, 11, 41, 45, 46

Friest Brothers

Brant Friest
Hubbard, IA
641-373-8755
Lots: 24

Gerdes Show Cattle

Eric Gerdes
West Point, IA
319-850-1694
Lots: 19, 43

Triple G Livestock

Nathan Greiner
Keota, IA
641-660-4065
Lots: 13, 21, 32, 35

Zach Greiman

Garner, IA
641-512-4026
Lot: 28, 53, 68

Matt & Grace Greiman

Goodell, IA
641-430-7205
Lot: 66

LHSF Simmentals

Jay Handbury
Neola, IA
402-290-7282
Lots: 15, 17, 29, 61

H&M Show Cattle

Kadence Heald
Blakesburg, IA
641-919-5162
Lots: 49, 59, 71

Henderson Cattle

Mike & Paige Henderson
Wiota, IA
515-450-1066
Lot: 48

Herold Show Cattle

Steve Herold
Slater, IA
515-250-7015
Lot: 18

Top Line Simmentals

Doug Hickman
Mount Ayr, IA
641-464-5848
Lots: 7, 52

Jarr Cattle

Doug Jarr
Bloomfield, IA
641-777-8410
Lots: 42, 47

Jass Simmentals

Steve & Trey Jass
Garner, IA
641-860-1238
Lots: 25, 38

Hard Headed Simmentals

Shane Jurgensen
Nevada, IA
712-269-8232
Lots: 12, 14, 70

Kitzerow Cattle Company

Todd Kitzerow
Saint Charles, IA
815-757-4448
Lots: 40, 57, 69

Mason Cattle Co.

Ty Mason
Kelley, IA
515-402-1001
Lots: 31

Diamond M Cattle

Mike McMillen
Humeston, IA
641-203-9910
Lots: 37, 39, 72, 74

Moody Farms

Dan & Wendi Moody
Maxwell, IA
515-231-9699
Lots: 27, 63

Pemberton Cattle

Matthew Pemberton
Washington, IA
319-461-6050
Lots: 10, 65, 67, 73

Paul Pisarik

Solon, IA
319-930-1583
Lot: 20

R9 Cattle Company LLC

Steven Russell
Searsboro, IA
641-990-7031
Lot: 75

Sampson Family Simmentals

Todd Sampson
Nevada, IA
515-460-4338
Lots: 58, 60, 64

Chris & Cendra Sebolt

Seymour, IA
641-895-3028
Lots: 22, 23

Siedelmann Show Stock

Nick Siedelmann
Linden, IA
712-304-0492
Lot: 26

Speas Farms Inc.

Andrew & Chuck Speas
Donnie Milby
Elkhart, IA
405-501-4747
Lot: 44

JS Simmentals

Jay Steenhoek
Maxwell, IA
515-238-5938
Lots: 16, 62

Thill Cattle Co.

Bryan & Madyson Thill
Pleasantville, IA
319-330-0809
Lots: 3, 4, 5, 6, 50, 51, 76

Thomann Simmentals

Ken Thomann
Riverside, IA
319-330-0857
Lots: 2, 34, 54, 56

Lone Tree Simmentals

Jeff Thompson
Lone Tree, IA
563-349-8722
Lot: 36

Wellman Cattle

Dusty Wellman
Donnellson, IA
319-470-0286
Lot: 30

Catalog Divisions Quick Guide

Bull Lots 1-40 | Bred Heifer Lots 41-48 | Open Heifers Lots 49-75 | Genetic Lot 76

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

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

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

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

Health Requirements:

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

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

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

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

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

Breeding Guarantees & Definitions:

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

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

Breeding Guarantees & Definitions (continued):

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

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

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

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

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

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

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

Options & Privileges of Return or Adjustment:

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

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

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

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

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

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

1

Finch Bull 114L Copacetic

Finch Cattle - Mark Finch

PB SM

HPF Quantum Leap Z952

DOB: 5/1/23

WLE Copacetic E02

Tattoo: 114L

CMFM Joy 02ZB

ASA: 4450796

GCF Beyond

Polled

KGH Miss Reese 11Y

Black

KGH Miss Dream 651S

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.5	1.8	74.9	107.5	6.3	11.8	0.12	0.83	127.0	75.4

This purebred WLE Copacetic sired son checks all the boxes of a true herd bull. Pedigree, eye-appeal, performance, and a great disposition. We have confidence in this bull's ability to have a large impact in making cattle better whether you are raising feeder cattle or in the seedstock business. BW 85#, WW 768#, YW 1280#.



Lot 1

2

THO Hudson 275L

Thomann Simmentals - Kenneth Thomann

PB SM

WLE Copacetic E02

DOB: 9/6/23

Rocking P Private Stock H010

Tattoo: 275L

RP/MP Built to Love A021

ASA: 4455687

LTS THO Moco's Platinum

Polled

THO Miss Platinum 275J

Black

THO 275E

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.7	0.7	76.9	111.7	6.9	13.8	0.18	0.73	131.7	79.3

This bull has been a standout ever since he hit the ground this past fall. This is the first year we have ever offered a fall bull at the Iowa Beef Expo and we made sure to bring a good one. His dam is a FULL sib to THO CARVER 275H, the Simmental qualifier for the 2021 Beef Expo Supreme Row Drive. This bull is nearly perfect fronted, good on his feet, and has excellent disposition. For a heifer bull, this bull does not give up any extra frame and performance. With a frame score of 6 at 14 months old, he continues to impress us, so be sure to come check out this bull February 9th.



Lot 2

3

THILLS Leverage 103L

Thill Cattle Co. - Bryan Thill

PB SM

WS Proclamation E202

DOB: 10/8/23

KBHR Bold Ruler H152

Tattoo: 103L

Bar CK Ms X38 106Z

ASA: 4347900

WLE Uno Mas X549

Homo Polled

THILLS Delaney 3D

Homo Black

THILLS Skipper 84A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.7	-0.5	72.5	104.8	8.3	23.2	0.57	0.44	157.6	88.3

Here's a true calving ease bull in his look, and he backs it up on paper. This Bold Ruler x Uno Mas son is small-headed, smooth-shouldered, and is long and flat about his muscle pattern. This guy ranks in the top 10% of the Simmental breed for calving ease AND the all purpose index. If you feed out your cattle, he also ranks in the top 5% for marbling. A very complete individual that will fit many breeding scenarios. DNA tested homozygous black, homozygous polled.



Lot 3



THILLS Lets Go 17L

Thill Cattle Co. - Bryan Thill

PB SM WS Proclamation E202
DOB: 10/9/23 **KBHR Bold Ruler H152**
Tattoo: 17L Bar CK Ms X38 106Z
ASA: 4347889 W/C Executive Order 8543B
Homo Polled **THILLS Felecia 18F**
Homo Black THILLS Danica 44D

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.9	-1.0	80.1	128.7	7.8	27.4	0.49	0.69	161.1	92.6

This is a big, stout bull that anyone would be proud to own. His numbers speak for themselves as he will serve as a true curve-bender that ranks in the top 3% of the breed for calving ease and top 12% for API. His mother is a beast of a cow, a true maternal giant with an outstanding udder. If you are looking for performance, this bull posts an actual 1508 lb. yearling weight and ranks in the top 15% for ADG and top 9% for marbling. A versatile sire that will check the box for both maternal and terminal oriented operations. DNA tested homozygous black, homozygous polled.



THILLS Like No Other 2L

Thill Cattle Co. - Bryan Thill

PB SM WS Proclamation E202
DOB: 10/16/23 **KBHR Bold Ruler H152**
Tattoo: 2L Bar CK Ms X38 106Z
ASA: 4347888 KBHR High Road E283
Homo Polled **THILLS High Road 52H**
Homo Black THILLS Gabby 50G

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
17.2	-3.6	76.1	115.8	9.7	24.1	0.59	0.66	173.4	95.7

Potentially the most versatile bull we have ever raised! This guy ranks in the top 2% of the Simmental breed for calving ease with a 64 lb. birth weight and is in the top 3% for API. When it comes to growth, he ranks in the top 15% for ADG and top 4% of the Simmental breed for marbling. This moderate-statured bull will be heifer safe and sire cattle that feed and grade. Potentially the hottest new sire for the dairy world, he has earned his name "Like No Other." DNA tested homozygous black, homozygous polled.



THILLS Lots of Passion 71L

Thill Cattle Co. - Bryan Thill

PB SM WS All-Around Z35
DOB: 10/12/23 **OMF Epic E27**
Tattoo: 71L OMF Time Less B100
ASA: 4347894 RBS Turnpike G554
Homo Polled **THILLS Yancy's Turn 84J**
Homo Black THILLS Yancy 44XY

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.5	1.4	79.9	118.2	5.3	23.9	0.16	0.77	132.0	80.5

Phenotypically this white-snipped nose bull is plain cool. His granddam won her division at the Junior Nationals and was Calf Champion at the Kansas City Royal. In addition, the dam of this bull was Reserve Simmental Female at Aksarben and at the Iowa State Fair in 2022. He is super balanced, powerfully constructed, and excellent in his structure. Outstanding opportunity to tie into a homozygous black, homozygous polled stud.



7

TL5 Better Things

Top Line Simmentals - Doug Hickman

PB SM W/C Fort Knox 609F
DOB: 11/27/23 SS Fort Hayes H618
Tattoo: L321 STF Miss ZW87
ASA: 4389920 W/C Loaded Up 1119Y
Homo Polled CSB Forever Lady 052H
Black Lazy H Bar Forever Lady 01A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.5	0.6	67.7	100.0	4.9	21.2	0.13	0.75	115.6	73.1

Those that know our program, know we strive for calving ease, disposition, grass efficiency and hay conversion. This bull checks all the boxes. His mother "Big Red" was a favorite in the barns a few years ago that we decided to move into our donor pen and she flushed 9 embryos on her first try. This bull should produce quality bulls and replacement females.



Lot 7

8

Ford's PJF Mr Turnpike 76L

Ford Cattle Co. - Preston Ford

PB SM WBF Significant B132
DOB: 12/10/23 Rubys Turnpike 771E
Tattoo: 76L Rubys Miss Cleo 240Z
ASA: 4455696 TNGL Grand Fortune Z467
Polled Ford Ms Moco's Fortune 82F
Black THO/LTS Divas Moco

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.9	2.5	81.1	128.2	5.0	23.7	0.02	1.09	119.5	77.5

Here's a Turnpike son that really brings a great combination of balance and look with power/density, structure and carcass traits. Apple didn't fall far from tree here as he comes right out of one of our most consistent lines who goes back to the THO/LTS Diva's Moco (granddam) who was National Champion/Ft. Worth Simmental Female. High quality Purebred Simmental bull here ready to get to work.



Lot 8

9

BSHAWS Lover Boy 4214L

Kaci Bradshaw

PB SM HTP/SVF Duracell T52
DOB: 12/29/23 THSF Lover Boy B33
Tattoo: 4214L RP/MP Right to Love 015U
ASA: 4442913 CLRS Guardian 317G
Polled BSHAWS Erica 2142
Black Swensons Erica 1420

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.2	-0.3	85.2	126.7	7.1	24.3	0.43	0.78	155.8	92.2

With a pedigree stacking Loverboy on a first calf Guardian daughter, he ranks among the breed's top 25%, or higher, for 7 traits. He's attractive, well balanced and backed by a super productive cow family. Excellent disposition. SEMEN TESTED, BW 86#, ADJ 205: 808#.



Lot 9

10

MSP Rejuvenation

Pemberton Cattle - Matthew Pemberton

3/4 SM W/C Relentless 32C
 DOB: 4/8/23 JSUL Something About Mary 8421
 Tattoo: L42 JBSF Proud Mary
 ASA: 4248769 Sandeens SOS
 Polled LKR Daisy Duke
 Black RSF Maid to Order 943R

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.7	2.2	66.5	100.8	3.5	18.2	0.12	0.65	99.6	65.2

MSP Rejuvenation creates a unique opportunity for a bull buyer to get into some top notch, proven genetics with style, performance, and eye appeal. His donor Dam LKR Daisy Duke was a past American Royal Percentage champion female and has had a huge impact on our operation. Something About Mary Genetics are widely popular right now – they make great cattle! This bull has his own past showring success being named the reserve division percentage calf champion at the 2024 National Western Stock Show. He was also named the grand champion Intermediate bull in the percentage show at the 2024 Iowa State Fair. Rejuvenation has huge feet and legs, and is incredibly sound on the go. He has a lot of mass and power and ties it all into a great looking phenotype. He would be staying on farm if I didn't have his younger flushmates that look to be identical. This bull passed his fall semen test and with his age as a coming 2 year old, he will be ready to breed a good number of cows this spring. Don't miss this chance to get a proven winning bull with an awesome pedigree into your herd.



Lot 10



MSP Rejuvenation



LKR Daisy Duke

11

PPF Ford Mr Leaps n Bounds

Ford Cattle Co. - Peighton Ford

3/4 SM HTP/SVF Duracell T52
 DOB: 10/12/23 HPF Quantum Leap Z952
 Tattoo: 75L RP/MP Right to Love 015U
 ASA: 4448141 CDI Innovator 325D
 Homo Polled HA Hot Topic 045H
 Black Hook's/JRA Demi 605D

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.3	1.8	86.4	129.2	5.4	19.1	0.24	0.86	111.9	81.1

Leaps n Bounds might just be the best one we've ever offered through the Iowa Beef Expo sale ring and is my kind of Simmental beef bull. I won't waste key strokes describing him, swing by the stalls and take a peek or give us a call for a video. Out of the proven HPF Quantum Leap and on the dam side a CDI Innovator out of the Hooks/JRA Demi cow who dominated the % Simmental ring at the 2018 NWSS winning both the Junior and Open shows. Performance, Pedigree and Phenotype.



Lot 11

12

HRHD Lil Dickey

Hard Headed Simmentals - Shane Jurgensen

PB SM Hook's Eagle 6E
DOB: 1/12/24 **KBHR Mr Eagle K187**
Tattoo: ML161 KBHR G080 Ms Haven
ASA: 4451118 Mr HS Chaser
Polled **Miss HS Thema**
Black J&C Ms Prime Power E12

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.1	0.5	82.6	127.1	5.6	24.2	0.35	0.99	146.0	88.5

Come check out this rugged built bull! He has a long structured frame that strides out with ease as he moves around the pasture. His actual birthweight was 86 pounds and he weaned a massive 860 pounds. Dickey has a nice heavy bone to him, he is going to add frame and shear performance to any herd. Take full advantage of this powerhouse on sale day.



Lot 12

13

TGL Mr Maisen

Triple G Livestock - Kameron Greiner

PB SM Rubys Turnpike 771E
DOB: 1/20/24 **W/C Turnpike 0019J**
Tattoo: M188 W/C Miss Werning 6026D
ASA: 4376000 Drake Song and Dance Man
Polled **TGL Miss Jemma J188**
Black TGL Miss Danika

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
7.8	2.8	82.9	126.2	2.4	24.9	0.2	1.06	128.3	81.7

COMMERCIAL BREEDERS TAKE NOTE ON THIS POWERHOUSE OF A BULL, THIS DUDE IS A TRUE OUTLIER IN MEANS OF PURE PERFORMANCE, COMING OFF OF A 2ND CALF COW WITH THE WEIGHING OF 754LB IS A TESTAMENT IN ITSELF. HE'S A BULLS BULL WITH THE POWER TO MAKE SCALE BUSTER OFFSPRING. THIS IS THE FIRST OFFSPRING OF HIS SIRE TO BE SOLD AT PUBLIC AUCTION, LAST YEAR ALL OF HIS BROTHERS WERE SOLD OFF THE FARM AND THEY WERE VERY WELL RECEIVED, WITH THEIR SISTERS MATES BEING IN PRODUCTION NOW THESE FEMALES ARE BEAUTIFUL UDDER AND JUST FLAT GOOD CATTLE.



Lot 13

14

HRHD Cobra Kai

Hard Headed Simmentals - Shane Jurgensen

PB SM Gibbs 7382E Broad Range
DOB: 1/26/24 **Gibbs 9114G Essential**
Tattoo: ML173 Gibbs 7153E Star 3136A
ASA: 4451123 HILB Oracle C033R
Polled **Raccoon River C8K**
Black Juncks 72C1

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.9	-0.2	85.7	135.6	5.6	23.8	0.22	1.11	137.8	88.6

This bull comes with great calving ease and birth weight numbers, making him perfect for any pen of heifers. Don't let his 55 pound birthweight fool you, he still weaned 700 pounds in September. Cobra Kai would be a great purchase for a calving ease bull without sacrificing performance.



Lot 14

15

LHSF Maverick 3M

LHSF Simmentals - Jenna Handbury

PB SM HPF Quantum Leap Z952
DOB: 1/31/24 **WLE Copacetic E02**
Tattoo: 3M CMFM Joy 02ZB
ASA: 4377126 LLSF Pays to Believe ZU194
Polled **LTS Stiletto Vachetta**
Black LTS Stiletto

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.5	2.6	79.4	118.3	5.6	12.1	0.09	0.86	115.3	76.2

Nice bull out of Copacetic. He is a easy going bull with balanced numbers. Would make someone a good herd bull.



16

CCS/JS Point Proven 24M

JS Simmental - Jay Steenhoek

PB SM CCS/WHF OI' Son 48F
DOB: 2/5/24 **WHF Point Proven H45**
Tattoo: 24M WHF Delilah 45D
ASA: 4439351 CCR Wide Range 9005A
Homo Polled **WHF Summer 365C**
Homo Black WHF Andie 365A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.2	0.1	80.7	114.3	7.3	18.9	0.12	0.67	130.0	81.5

Big time herdsire here! Direct son of the great Summer 365C along with WHF Delilah on the top side of his pedigree. Nice EPD profile combining calving ease with growth. Bull will add value to any PB or Commercial operation.



17

LHSF Martin 2M

LHSF Simmentals - Jay Handbury

PB SM Hook's Eagle 6E
DOB: 2/6/24 **KSU Bald Eagle 53G**
Tattoo: 2M KSU Miss Shear Force 9Z
ASA: 4377125 JSUL Something About Mary 8421
Polled **SULL Natalie 63K**
Black Hara's Princess 6353D

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.5	-1.4	74.2	114.9	7.1	21.7	0.44	1.07	147.5	88.3

Just an easy going nice bull. He came easily out of a first calf heifer. His mom was a moderate framed cow and this bull will work nicely on first calf heifers.



18

STH Don Julio

Herold Cattle - Steve Herold

PB SM EGL Firesteel 103F
DOB: 2/10/24 WHF/JS/CCS Woodford J001
Tattoo: M02 WHF Summer 365C
ASA: 4377967 Yardley High Regard W242
Polled/S STH Miss Fancy Face
Black DBE Ruby Tuesday 89U

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.8	1.2	72.8	105.2	3.5	20.8	0.17	0.55	133.1	76.1

Attractive made, deep bodied, Woodford son with calving ease and low birth weight. Don Julio is a fast growing bull whose progeny are sure to smash the scales at weaning time!



Lot 18

19

GSC Player M310

Gerdes Show Cattle - Eric Gerdes

PB SM SO Remedy 7F
DOB: 2/12/24 OBCC/GSC College Player C13K
Tattoo: M310 CMFM Zenyatia 410C
ASA: 4464296 JASS On The Mark 69D
Polled GSC Scarlet J310
Red Welsh's Scarlet 161Z

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.5	2.0	75.9	109.4	3.4	20.1	-0.01	0.75	111.6	72.8

Power in the Blood! M310 is one of the first sons of College Player to sell at auction and what a way to start. College Player has dominated the show ring this season being recently named Champion PB at the American Royal. This red baldy bull is also backed by Scarlet the dam of the AI sire Dew North. Be sure to add this standout to your program.



Lot 19

20

720M

Paul Pisarik

PB SM W/C Double Down 5014E
DOB: 2/13/24 WHF/JS/CCS Double Up G365
Tattoo: 720M WHF Summer 365C
ASA: 4455459 HPF Quantum Leap Z952
Polled Lady May PC 720K
Black SSS Cox Cow 720E

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.3	1.9	81.7	111.9	4.8	18.9	-0.09	0.93	107.5	73.9

This bull will add some rib shape and thickness to any herd. He is also backed by the well known Double up bull and like his sire we believe 720M will be true blue calving ease.



Lot 20

21

TGL Mr Marlo

Triple G Livestock - Leon Greiner

PB SM CKCC LD Dimension 8965
DOB: 2/14/24 Wheatland Dimensional 1147J
Tattoo: M038 JPCC Miss Foxy 115F
ASA: 4376030 W/C Innovator 1016F
Polled RBS Miss 1016F H038
Black RBS Miss E737

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
6.4	4.2	87.5	127.8	3.0	23.3	-0.04	1.12	109.1	76.2

GATHER AROUND FOLKS, THE COW MAKER HAS LANDED! A DIRECT SON OF THE WHEATLAND DIMENSIONAL 1147J, OUT A VERY NICE RECK BROS. FEMALE THAT GETS IT DONE EVERY YEAR. IT MAKES IT VERY HARD TO PUT THIS BULL IN THE SALE AND NOT RETAIN HIM IN THE HERD FOR OUR OWN USE. DON'T MISS OUT ON HIM COME SALE DAY.



Wheatland Dimensional 1147J

22

CEND Savage Man 644M

Sebolt Cattle - Cendra Sebolt

PB SM W/C Relentless 32C
DOB: 2/15/24 GSC Savage 9G
Tattoo: 644M Welsh's Scarlet 161Z
ASA: 4445836 CLRS Guardian 317G
Polled CEND 644K
Black CEND Minnie 644H

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.8	2.2	86.6	124.9	4.3	21.0	0.33	0.92	139.7	87.3

If you are looking for a herd sire that can add some size and added length then this is your bull. He has been a standout since birth and holds the potential to make your calf crop bigger with added pounds and length.



Lot 22

23

CEND Red Favor 637M

Sebolt Cattle - Chris Sebolt

PB SM LCDR Favor 149F
DOB: 2/15/24 LLSF Favored One H98
Tattoo: 637M HPF Rite 2 Luv 398D
ASA: 4454710 Mr HOC Broker
Polled CEND Polly 629C
Red LUK Dolly 278Z

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
7.7	2.7	83.4	125.4	2.6	17.7	0.16	0.76	118.0	79.9

Red cattle have been the talk of the industry for the last two years! Out of a Broker cow, who has brought repeat sons to the Iowa Beef Expo, this bull is sound and thick with muscle. You can be sure to bid with confidence on this one because his maternal brothers are out there doing all the right things.



Lot 23

24

FRI Red Rocket

Friest Brothers & La Mar Farms - Brant Friest

PB SM W/C Fort Knox 609F
DOB: 2/19/24 **FFS JNR Hard Knox H034**
Tattoo: M04L HILB Miss Versace E57C
ASA: 4449390 WLE Uno Mas X549
Polled **LMS Miss Carmalita E04L**
Red LND Connie

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.2	0.6	75.2	116.2	4.0	23.9	0.32	0.59	134.4	81.5

Here's a good made red bull with all the right features! This purebred red bull is out of a top donor cow at LaMar farms that doesn't miss! Study his lines as well as his structure and you'll see why we think this one is pretty special. Let him shape your herd to be what the neighbors talk about!



Lot 24

25

Jass Brawny 62M

Jass Simmentals - Steve Jass

PB SM EGL Firesteel 103F
DOB: 2/24/24 **WHF/JS/CCS Woodford J001**
Tattoo: 62M WHF Summer 365C
ASA: 4423059 KBHR Sniper E036
Homo Polled **JASS Ginger's Girl 162J**
Black JASS Ginger 12F

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.4	-0.2	79.7	115.2	6.1	23.4	0.32	0.73	149.5	86.5

An attractive, thick made, star headed bull that has an impressive set of EPDs without sacrificing any look or practicality. He's in the top 20% for calving ease and top 25% of the breed for birthweight while still maintaining breed average growth. He's backed by strong cow families on both the top and bottom side of his pedigree. Woodford calves are causing quite a stir within the breed and his maternal granddam was champion at the Iowa State Fair Open Show a few years back. Jump on this opportunity to be able to turn out a bull that's impressive both on paper and in person. BW 87 lbs. Adj. 205 785lbs.



Lot 25

26

475M

Siedelmann Show Stock - Wyatt Siedelmann

PB SM Yardley Utah Y361
DOB: 2/24/24 **W/C Relentless 32C**
Tattoo: 475M Miss Werning KP 8543U
ASA: 4331861 THSF Lover Boy B33
Polled **HILB/JASS G475E**
Black HILB/JASS Natural Love E475A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.2	1.4	72.9	100.0	4.7	21.1	0.2	0.83	118.1	76.8

A Bull with lots of eye appeal and extremely sound and functional on his feet and legs. His mother is a daughter of Natural Love at Hilbrands, and he is bred to make a really nice set of replacement females. 475M was shown this summer at State Fair by a 6 year old and is as docile as they come.



W/C Relentless 32C

27

MFED Level Up 226M

Moody Farms - Dan Moody

PB SM

KRJ Dakota Outlaw G974

DOB: 2/26/24 Next Level

Tattoo: 226M

KRDL Caedence C37

ASA: 4378739

Mr HOC Broker

Polled M/C Twitterbug

Black STF 5LA

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.0	3.4	73.4	108.4	3.5	20.8	-0.14	0.98	101.3	66.8

Looking to “level up” with your next calf crop? Be sure to stop and take a look in Des Moines, we promise you’ll be impressed. Big soggy middle, stellar bone and a powerful hip while maintaining a very smooth and clean front. He’s got as much give in his pattern and flex out of his hock and hip as you’d want to see with that much body. His Broker mama is a bull-maker and she proved that point once again. If all of that isn’t enough to get you excited - he’s also pretty flashy with a cool-marked face, looks almost like a lightning strike. They say lightning doesn’t strike twice- so be sure you are in on this one when the gavel drops.



Lot 27

28

Greimans Mind Frame

Zach Greiman

PB SM

SO Remedy 7F

DOB: 3/2/24 4/B Dynamo

Tattoo: 24M

4/B Miss Pilgrim 81B

ASA: 4377973

OMF Epic E27

Homo Polled ZTGC Classic Brickhouse

Black ZTGC Brickhouse

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.3	1.6	80.8	118.0	3.6	20.3	0.2	0.8	126.5	81.2

Mind Frame was named the Reserve Champion Purebred bull at the 2024 Iowa State Fair. He is a soft made, big bodied bull with impeccable feet and legs. He is very well balanced from the side profile and is very level hipped with an excellent tail head set.



Lot 28

29

LHSF Manford 6M

LHSF Simmentals - Jay Handbury

PB SM

EGL Firesteel 103F

DOB: 3/14/24 WHF/JS/CCS Woodford J001

Tattoo: 6M

WHF Summer 365C

ASA: 4445745

W/C Relentless 32C

Polled JASS Sazerac 150J

Black HPF Sazerac Z074

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.0	2.5	82.7	116.4	4.4	18.6	0.19	0.78	130.1	80.8

This bull is a combination of WHF/JS/CCS Woodford & Sazerac genetics. He is bringing lots of Champion bloodlines to the board with great temperament.



WHF/JS/CCS Woodford J001

30

Change Up F18M

Wellman Cattle - Dusty Wellman

3/4 SM WLE Copacetic E02
 DOB: 1/2/24 Holtkamp CLAC Change is Coming
 Tattoo: F18M Miss Sugar Shake 84D
 ASA: 4447491 Colburn Primo 5153
 Polled MMM-RRF Wakanda F18798
 Black OBCC Wakanda 923B

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.9	2.7	80.9	119.0	2.9	14.3	0.06	0.79	96.9	71.0

Big bodied, good-structured, high-quality bull that has been a favorite since he was born. He is extremely flexible, easy to look at, and will add pounds and quality to any herd. He is a Change Is Coming son out of a Colburn Primo cow.



Lot 30

31

Mason's 4M Change Has Come

Mason Cattle Co. - Ty Mason

3/4 SM WLE Copacetic E02
 DOB: 1/8/24 Holtkamp CLAC Change is Coming
 Tattoo: 4M Miss Sugar Shake 84D
 ASA: 4450684 Silveiras Style 9303
 Polled F99 Miss Style & Grace
 Black JASS New Direction 56B

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.0	2.0	77.8	116.8	4.2	15.6	0.13	0.61	100.3	72.0

To say I'm excited to present this bull to you all this year is an understatement. This Change is Coming bull out of one of our best donors is just flat good. He comes with plenty of grow and power, but with the calving ease everyone loves. Look no further than right here for your next herd sire.



Lot 31

32

TGL Mr Maxwell

Triple G Livestock - Nathan Greiner

3/4 SM W/C Executive Order 8543B
 DOB: 1/8/24 TGL Mr Holden
 Tattoo: 4M TGL Miss Zaida
 ASA: 4375990 Ruby SWC Battle Cry 431B
 Polled Sandeen Lady A 9905
 Black Sandeen Lady A 6761

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.7	3.3	79.6	120.2	2.9	16.8	0.05	0.73	115.5	74.2

A DIRECT SON OF THE YOUNG SANDEEN LADY A 9905 DONOR COW THAT HAS DONE TREMENDOUSLY WELL FOR US AND HAS A BRIGHT FUTURE AHEAD OF HER AS A GO TO FOR ADDING THOSE SOUGHT AFTER MATERNAL ATTRIBUTES, EFFICIENCY AND FLESHING ABILITY WITH FERTILITY BACKING FROM GENERATIONS OF SELECTIVE BREEDING. THIS SON DOESN'T STRAY AWAY FROM THOSE TRAITS BUT ONLY DISPLAYS THAT, IN A COMPLETE PACKAGE AS A HERD BUILDER FOR THE NEW OWNER, AND FOR AN ADDED BONUS HAS A SUPER DISPOSITION.



Lot 32



Sandeen Lady A 9905

33

Finch Bull 12M Profit

Finch Cattle - Carson Finch

WS Pilgrim H182U

3/4 SM

DOB: 1/16/24 Profit

Tattoo: 12M

ASA: 4450980

Polled

SS Dallas

Black

KGH Miss Reese 11Y

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
7.2	3.4	82.5	119.2	3.5	19.4	0.1	0.81	103.1	72.3

This 3/4 Profit sired son checks all the boxes of a true herd bull. Pedigree, eye-appeal, performance, and a very good disposition. We have confidence in this bulls ability to have a large impact in making cattle better weather you are selling by the pound or the ear tag. BW 83#, WW 787#, YW 1265#.



Lot 33

34

THO Noble 331M

Thomann Simmentals - Kenneth Thomann

CCS/WHF Ol' Son 48F

3/4 SM

DOB: 2/10/24 JS Keepin It 90 39H

Tattoo: 331M

CLRS Dairy Queen 606D

ASA: 4455676

OBCC Lookout D136

Polled/S

THO Miss Lookout 331F

Black

THO 797S

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
7.3	3.4	79.0	115.0	2.3	17.0	0.31	0.52	115.3	74.6

This yearling bull is dad's pick of the barn. This bull has all the right pieces to make someone an excellent herd bull for any operation. Although he has scurs, don't let that steer you away from a high performance, excellent outlined, and good footed bull. He comes from a very solid cow family, with his maternal grandmother being one of the best cows we've ever raised.



Lot 34

35

TGL Mr Miles

Triple G Livestock - Covert Greiner

W/C Loaded Up 1119Y

3/4 SM

DOB: 2/15/24 W/C Pinnacle E80

Tattoo: M935

Miss Werning KP 8543U

ASA: 4376016

3C Macho M450 BZ

Polled

TGL Miss Gwendolyn

Black

W905

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.7	0.4	61.0	84.7	6.2	25.3	0.18	0.63	111.9	65.9

A REALLY NICE COMPLETE PINNACLE SON. MILES MAKES A GOOD CALVING EASE OPTION WITH SOME ADDED GROWTH AND MORE OF THE MATERNAL GENETICS BRED INTO HIM TO MAKE SOME REALLY NICE REPLACEMENT FEMALES ALSO.



Lot 35

36

LTS Double Ur Pleasure

Lone Tree Simmentals - Jeff Thompson

3/4 SM W/C Double Down 5014E
DOB: 2/29/24 WHF/JS/CCS Double Up G365
Tattoo: 923M WHF Summer 365C
ASA: 4454304 W/C Style 69E
Polled OBCC Miss 923J
Black OBCC Miss 923E

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.7	1.2	75.7	104.1	4.8	21.9	-0.03	0.87	101.3	68.5

Big stout rugged bull that comes from a first calf heifer, by lineage 923M should be homozygous black and polled. This low birth weight bull is built for the long haul in terms of his structure and muscle design. Buy with confidence as this bull comes from a great cow family.



Lot 36

37

Diamond M Loverboy M428

Diamond M Cattle - Mike McMillen

3/4 SM HTP/SVF Duracell T52
DOB: 3/11/24 THSF Lover Boy B33
Tattoo: M428 RP/MP Right to Love 015U
ASA: 4447582 Mr HOC Broker
Polled Miss Broker
Black 4010

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.0	0.6	76.8	111.4	6.3	25.7	0.24	0.55	117.2	76.5

Great bloodlines, good lookin, long necked, long bodied with plenty of power and a big rear end. I think this one can do really well in any breeding program. For all of us that sell them by the pound he will definitely add more pounds.



Lot 37

38

Jass Blazer 41M

Jass Simmentals - Trey Jass

5/8 SM HPF Quantum Leap Z952
DOB: 1/23/24 WLE Copacetic E02
Tattoo: 41M CMFM Joy 02ZB
ASA: 4413996 FBF1 Combustible
Homo Polled Miss CCF Jestress B79
Homo Black JAS Jestress 9015

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.2	2.2	80.2	121.6	5.7	10.2	0.03	0.86	113.3	75.6

This baldy stud is one that always catches your eye. Big footed, stout boned, and long from nose to tail. He comes from an impressive cow family with a full sister being named Fifth Overall Percentage Female this year at Junior Nationals, as well as a long list of other sisters who were highly successful and are now in the donor pen. We think this bull has the ability to produce very high level Simmental cattle. If you're looking for a bull to turn out and get AI quality calves look in here. BW 89lbs. Adj. 205 790 lbs.



Lot 38

39

Diamond M Patriot M420

Diamond M Cattle - Mike McMillen

5/8 SM HPF Quantum Leap Z952
 DOB: 3/16/24 WLE Copacetic E02
 Tattoo: M420 CMFM Joy 02ZB
 ASA: 4447583 Hook's Bounty 6B
 Homo Polled TJ Miss 927F
 Homo Black TJ 21Z

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.2	2.6	81.5	126.0	5.7	23.9	0.3	1.02	123.8	80.0

A baldy Copacetic son out of an ET Hooks Bounty daughter from the Triangle J program. With Copacetic semen off the market and what's available bringing hundreds of dollars per straw makes him a good alternative. Super cool fronted, lots of power, sound and good lookin. If you're raising show cattle a good blazed face one always grabs a judge or buyers attention. He is as good haired as any simmy bull I've ever raised. Be sure to look him up on sale day. Retaining 1/4 semen interest.



Lot 39

40

TK Black Label

Kitzerow Cattle Co. - Todd Kitzerow

1/2 SM PVF Insight 0129
 DOB: 2/28/24 PVF Blacklist 7077
 Tattoo: 03M PVF Backbird 3070
 ASA: 4378009 FBF1 Supremacy
 Homo Polled HPF/B&K/AF Knockout C429
 Homo Black HPF/Borne Knockout Y030

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.3	3.9	78.7	112.0	2.6	15.7	0.15	0.64	101.6	69.8

Without a doubt TK Black Label is the best bull we have ever raised. It is hard to make a bull this powerful and yet this sound at the ground. A bull that has never had a bad day in his life. I feel that with this bull's added length of body, softness of middle and added dimension he is sure to add pounds to anyone's calf crop. Backed by the Knockout cow family I think that this bull could also make some great replacement females. His dam at 9 years old still has a picture-perfect udder and is the best footed animal I have ever been around. With Black Label's pedigree it leaves him open to be used on a wide range of females. We have shown this bull once and he was Reserve Champion Percentage Simmental bull at World Beef Expo. If you're serious about buying a bull that can change a cow herd then make sure TK Black Label is on your list sale day.



Lot 40

Iowa Bull Buyers Guide

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

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

41

Ford Ms Mariah 62L

Ford Cattle Co. - Dustin Ford

PB SM TJ Teardrop 783F
DOB: 3/14/23 TJ 50K 485H
Tattoo: 62L TJ 92C
ASA: 4310184 Hook's Black Hawk 50B
Polled Miss Blk Hawk 992G
Black Miss DDF 92C

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.6	0.8	80.4	119.2	5.4	22.8	0.22	0.87	143.0	82.6

AI 5/20/24 to Five Star Jackson J10 (3947790)

For those looking for a flat good one with a different pedigree than most, look in. High API and TI with balanced set of EPD's and bred for a quick return to 5 Star Jackson. Her individual performance and build back up her genetic profile. This is one that will raise that next herd bull prospect and put replacement females back in your herd every year. Power and Performance in the Pedigree.



Lot 41

42

Jarrs Miss Lyra 708L

Jarr Cattle - Doug & Aaron Jarr

PB SM HPF/HILL Uprising C104
DOB: 4/4/23 SO Remedy 7F
Tattoo: 708L B&K Cream Soda 8D
ASA: 4216297 W/C Relentless 32C
Homo Polled Ruby SWC Yetti H0055
Homo Black SWC Ruby Yetti 143Y

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.3	1.6	75.2	112.0	3.9	16.9	-0.13	1.1	105.9	70.4

AI 5/21/24 to THSF Lover Boy B33 (2983443)

This bred just has a super cool look to her that she came about honestly. Sired by the great Remedy and out of one our newest donors, Ruby SWC Yetti H0055. She was the high selling lot in the 2021 Spring Edition of the "Livin the Dream" sale for the Ruby Family. H0055 is off to good start at our place producing females that look like this one. We are excited about her future. Lyra 708L is a deep sided heifer that just gives you a complete package look, she is really sound in her structure and does it all with a good docility. Safe in calf to Lover Boy with no bull exposure.



Lot 42

43

Alley L104

Gerdes Show Cattle - Eric Gerdes

PB SM Yardley Utah Y361
DOB: 4/4/23 W/C Relentless 32C
Tattoo: L104 Miss Werning KP 8543U
ASA: 4238209 SO Remedy 7F
Polled B&K/IVS Alley's Remedy 4199J
Black B&K Alley 248E

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.3	4.5	77.9	113.3	2.3	15.0	0.03	1.04	98.9	71.5

AI 6/1/24 to OBCC CMFM Deplorabull D148 (3150188)

A dense made granddaughter of the famed Alley 247Y who was shown very successfully by Brystol this past season. You'll love the hair, look, and dimension this standout brings to the pasture. Here's a female with donor potential written all over her, truly a must see sale weekend.



Lot 43



WHF/PRS/HPF Alley 247Y

44

SFIS Crystal Gayle L25

Speas Farms Inc. - Andrew Speas

PB SM W/C Bankroll 811D
DOB: 4/19/23 TRCC Pandemic
Tattoo: L25 RF 29E
ASA: 4246006 Profit
Polled SFIS Crystal Gayle
Red Sandeen Donna 4325

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.2	-0.3	61.3	92.0	5.4	18.6	0.1	0.61	114.4	69.3

AI 6/16/24 to WHF/JS/CCS Woodford J001 (4068398)

An truly exciting fresh mating by the famed Crystal Gayle on display right here! L25 combines the \$160,000 valued Crystal Gayle who's already amassed a lifetime earning mark over \$600K with the \$205K TRCC Pandemic herd stud. This bold and captivating female comes with the substance and look you'd expect. Here's a female with limitless generating potential who sells safe in calf to the exciting JS Sire Woodford.



Lot 44



SFIS Crystal Gayle

45

PPF Ford Ms Sadie 61L

Ford Cattle Co. - Peighton Ford

3/4 SM HTP/SVF Duracell T52
DOB: 4/29/23 HPF Quantum Leap Z952
Tattoo: 61L RP/MP Right to Love 015U
ASA: 4357137 Colburn Primo 5153
Homo Polled LTS Sadie Capri 21E
Black OBCC Sadie 21A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.9	1.0	77.5	113.2	3.7	16.0	0.28	0.76	114.2	77.2

AI 5/20/24 to WHF/JS/CCS Woodford J001 (4068398)

Quantum Leap out of the "Sadie" donor that is a testament to the consistency of her progeny regardless of what sire you put on her. Love this one's build, presence and cow power. If I didn't have 2 full sibs that we will show this year she wouldn't be one we would offer for sale. Bred for a quick return to WHF/JS/CCS Woodford.



Lot 45

46

PPF Ford Ms Sadie 60L

Ford Cattle Co. - Peighton Ford

3/4 SM Profit
DOB: 4/28/23 VCL LKC Equity 608D
Tattoo: 60L BF Miss Crysteel Tango
ASA: 4357136 Colburn Primo 5153
Polled LTS Sadie Capri 21E
Black OBCC Sadie 21A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.0	0.3	68.6	93.8	5.1	18.8	0.15	0.38	111.4	68.7

AI 5/20/24 to WHF/JS/CCS Woodford J001 (4068398)

Much debate around our household on whether this one should leave the farm but with college just around the corner and our desire to bring our best every year, we simply had to do it. A genetic gem being and Equity x "Sadie" that has the brood cow feature and structural integrity of her mother. This one will be hard to miss sale day. Bred for a quick return the WHF/JS/CCS Woodford. Cattle like this are simply timeless.



Lot 46

47

Jarrs Miss Lulu 105L

Jarr Cattle - Doug & Aaron Jarr

1/2 SM C&C McKinley 3000 EXAR
 DOB: 4/2/23 Gateway Follow Me F163
 Tattoo: 105L Dunk-W Maxine HR 505C
 ASA: 4455491 Mr HOC Broker
 Polled GLF Miss Broker 105A
 Black HILCO Ebony Spice 105T

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.5	2.4	71.3	96.8	3.9	15.1	0.18	0.53	98.8	67.2

AI 7/12/24 to THSF Lover Boy B33 (2983443)

This bred comes at you with a lot of angularity and just screams cow power. If you like them with just a little extra power, then this one will fit your program. We bought her Broker dam as our pick out of "The One" sale in Denver a few years back. She year in year out raises the biggest calf on the farm, so that covers you on the production side. Take one look at this one and you know you will be covered on the phenotype side also. Super sound in her makeup. We just love the way she comes off her pasterns and moves. Safe in calf to Lover Boy with no bull exposure.



Lot 47

48

Miss Style L005

Henderson/Finesse/Grandview - Mike Henderson

1/2 SM Gambles Hot Rod
 DOB: 3/28/23 Silveiras Style 9303
 Tattoo: L05 Silveiras Elba 2520
 ASA: 4292791 Mr HOC Broker
 Polled STF Bianca BX33
 Black STF Onyx 451W

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.1	2.1	63.7	95.6	4.6	15.7	0.23	0.53	109.2	65.4

AI 7/20/24 to ADV Talon L4795 (4212205)

We have committed to selling some of the best STF Bianca BX33 daughters at the Iowa Beef Expo and here is another from the "Becca" tribe. This Style daughter is unbelievable in her structure, center body, look, and foot quality. Daughters from "Becca" have headlined this sale for several years and for good reason, they have demonstrated the quality and consistency of one of the breeds great cow families. The mating flexibility with this female is unlimited and will allow the new owner to capitalize on her elite structure, presence and versatility. Miss Style L005's full sister sold in the 2022 Mark of Genetic Excellence sale for \$29,500 and impressed everyone that evaluated her. This version of the same mating just might combine a few more of the intangibles that only the most elite stock offer. Buy this female with the confidence of a proven cow family and future earning potential.



Lot 48



STF Bianca BX33

49

Thills Lucy 92L

H&M Show Cattle - Kadence Heald

PB SM CCR Anchor 9071B
DOB: 10/26/23 R/F Night Shift G645
Tattoo: 92L CCR Miss Uno C645
ASA: 4346919 Thills Argo 734Z
Polled **Thills Does It 90D**
Black Thills Zabrina 100Z

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.2	0.5	60.4	87.3	5.5	16.3	0.29	0.52	120.2	71.6

A powerful fall born by Night Shift who comes with added dimension and a stunning look. This female combines a strong EPD panel with added body.



Lot 49

50

THILLS My Way 4M

Thill Cattle Co. - Bryan Thill

PB SM CCR Anchor 9071B
DOB: 1/2/24 R/F Night Shift G645
Tattoo: 4M CRR Miss Uno C645
ASA: 4347901 W/C Loaded Up 1119Y
Polled **THILLS Faith 42F**
Black JS Little Miss 28A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.1	1.5	71.5	104.6	4.9	20.0	0.27	0.84	129.8	77.9

This January show heifer comes with a great attitude in addition to great hair, superior athleticism, and a big body. Her granddam, bought from the Steenhook (JS) family several years ago, has been a staple in our program producing many beautiful females including this one's mother, who my son had a very successful show career with. We have confidence this heifer will follow in their footsteps.



Lot 50

51

THILLS Hold Tight 25M

Thill Cattle Co. - Bryan Thill

PB SM W/C Night Watch 84E
DOB: 1/6/24 THILLS Hang On
Tattoo: 25M RRCC Ms Lucky Value 20D
ASA: 4445235 W/C Bankroll 811D
Homo Polled **THILLS Bristol 94H**
Black THILLS Bristol 84B

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.5	-0.7	74.2	104.2	7.7	26.3	0.06	0.88	125.4	77.5

Here is an ultra cool, baldy, January show heifer that is super sound and cocky. She comes from an elite pedigree with her mother being a full sib to the well known "Got it Made" bull who was the Supreme Champion Bull at the Iowa State Fair for us in 2020. He was later a fan favorite at the first annual Cattle-men's Congress Bricktown National Simmental Sale where he was purchased by C4 Land and Cattle. This heifer speaks for herself, buy with confidence.



Lot 51

52

TLS Vanna

Top Line Simmentals - Doug Hickman

PB SM CCR Anchor 9071B
DOB: 1/7/24 W/C Night Watch 84E
Tattoo: M4232 Miss Werning KP 8543U
ASA: 4389921 LLSF Pays to Believe ZU194
Polled JASS Wheel of Fortune 09K
Homo Black JASS Wheel This 09D

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
15.5	-1.4	70.7	101.2	8.0	24.7	0.16	0.81	134.5	78.9

We like this female a great deal. Her mother, Jass Wheel of Fortune, is a full sib to Jass Wheel N Deal 04G who won the Junior Simmental Shows in both Louisville and Oklahoma City for Sara Sullivan a few years ago. This heifer has all the makings to hold her own in the show ring and make a nice replacement female at the end of her show career.



Lot 52

53

Greimans Maskarade

Zach Greiman

PB SM W/C Relentless 32C
DOB: 1/29/24 WOOD Ruthless
Tattoo: 44M DMCC Destiny 22D
ASA: 4377976 GEF County O
Homo Polled ZTGC The Blaze
Black Ms Katinka 1837Y

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
6.5	2.6	72.8	104.7	2.4	17.8	0.12	0.93	107.3	72.7

Maskarade is a maternal sister to the AI sire ZTGC Just Cuz 52K that we sold to Jared Werning. She's feminine through her front end, sound at the ground, super hipped, and tail head set, with a nice big rib cage. She's very nicely balanced from the side with a pretty streak face.



Lot 53

54

THO Epiphany 563M

Thomann Simmentals - Kenneth Thomann

PB SM WLE Copacetic E02
DOB: 1/31/24 Rocking P Private Stock H010
Tattoo: 563M RP/MP Built to Love A021
ASA: 4465440 W/C Rapid Fire 2101C
Polled THO Miss Rapid Fire 340
Black THO Grandstand 259E

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
14.5	-0.2	72.8	108.9	6.0	17.4	0.24	0.74	132.8	80.0

A striking daughter of Private Stock who comes with added extension. 563M is dead level topped, clean chested, and built for the long haul. Here's one of the more exciting open heifer prospects we've brought to the Expo.



Lot 54

55

Rhonda 81M

Triple C - Cameron Cook

PB SM Hook's Bozeman 8B
DOB: 2/8/24 **Mr SR 71 Right Now E1538**
Tattoo: 81M Miss SR C1538
ASA: 4449918 Ruby/SWC Gentleman's Jack
Homo Polled **P/S Magnetic Lady H041**
Black Ruby Brup Mag Lady 6D44

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.5	0.1	77.4	119.9	7.0	19.2	0.13	0.9	128.4	80.8

Miss Rhonda – One-year-old black baldy heifer. Curious and docile, she's destined to be a calf-making machine, just like her mother. Whether you turn her out to pasture or take her to the show ring, she's sure to excel. This versatile and productive female will make an excellent addition to your herd.



Mr SR 71 Right Now E1538

56

THO Reflection 569M

Thomann Simmentals - Kenneth Thomann

PB SM EGL Firesteel 103F
DOB: 2/14/24 **WHF/JS/CCS Woodford J001**
Tattoo: 569M WHF Summer 365C
ASA: 4465441 GEF County O
Polled **THO County O 492K**
Black THO 78Z

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.7	1.9	79.0	114.4	3.9	16.9	0.16	0.72	131.6	78.6

Woodford has burst onto the scene this season producing high caliber daughters set to work in multiple facets. 569M is a dense made, big bodied female who comes with added hair and an eye-catching look. Her dam by County O is a very impressive female in our program.



Lot 56

57

TK Adele 11M

Kitzerow Cattle Co. - Todd Kitzerow

PB SM WLE Copacetic E02
DOB: 2/15/24 **Rocking P Private Stock H010**
Tattoo: 11M RP/MP Built to Love A021
ASA: 4441917 LLSF Pays to Believe ZU194
Polled **TK Adele 2E**
Homo Black LAH Adele 554C

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.2	0.8	77.7	112.7	6.6	14.4	0.24	0.78	130.8	81.4

I feel that TK Adele 11M is the best and most complete female that we have ever brought to the Iowa Beef Expo. This is a female that I feel is going to make a great big bred. Adele is good in her lines, has good shape to her rib cage as well as being the right size. She is a female that sits down on a big soft foot and will always be able to get out and move. She is backed by a cow that has given us several females over the years that Ty has shown. Those females have also gone into production and produced females Ty has taken to the show ring. Consistency that can be counted on in this family. This is a heifer you would rather own than show against. Make sure to look her up sale day.



Lot 57

58

SAMP Miley 04M

Sampson Family Simmentals - Cory Sampson

PB SM W/C Double Down 5014E
DOB: 2/16/24 WHF/JS/CCS Double Up G365
Tattoo: SAMP04M WHF Summer 365C
ASA: 4377999 LLSF Pays to Believe ZU194
Polled SAMP Jaclynn 01J
Black BCR Miss Divine E01

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.3	1.3	77.9	104.2	5.7	20.9	-0.12	0.91	107.4	71.7

We think this Double Up heifer has a lot to offer for a lot of programs. We really like the this one's front third for a purebred and her rib shape and body has the capacity to get fed on like a show heifer. She's heavy structured and comfortable on her feet and legs. Her mother has put calves in sales the past three years for us and Double Up has been making his mark in the breed for a few years now. Bid with confidence that you will be getting one to make your program better.



Lot 58

59

JBOY

H&M Show Cattle - Kadence Heald

PB SM Yardley Utah Y361
DOB: 3/1/24 W/C Relentless 32C
Tattoo: M402 Miss Werning KP 8543U
ASA: 4401612 Profit
Polled EC Countess 288F
Black DSFF Countess 119D

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
7.9	3.9	81.9	114.7	2.4	15.0	0.15	0.94	108.4	77.2

An ultra correct daughter of the great Relentless and backed by Boyert's Countess donor female. If you're looking for a standout show prospect put this one on your short list.



Lot 59

60

SAMP Margaret 02M

Sampson Family Simmentals - Cory Sampson

PB SM W/C Double Down 5014E
DOB: 3/10/24 WHF/JS/CCS Double Up G365
Tattoo: SAMP02M WHF Summer 365C
ASA: 4377997 Mr HOC Broker
Polled Miss Emily 193J
Black TSSC Selena 330A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.8	0.9	72.1	96.2	4.2	20.3	-0.17	0.83	97.3	67.5

This heifer is as balanced as one can be and ultimately is going to make an outstanding cow for someone. She may not make a back-drop, but she's going to add value in the pasture. She's sound and functional on her feet and legs and will be that easy keeping kind that you know is going to have a quality calf each year.



Lot 60

61

LHSF Mia 5M

LHSF Simmentals - Jay Handbury

PB SM WS Proclamation E202
DOB: 3/19/24 LBRS Genesis G69
Tattoo: 5M LBR Diana D69
ASA: 4377128 Ruby NFF Lookout 716E
Homo Polled Rubys Miss Cleo
Homo Black Rubys Miss Cleo 936G

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.2	1.1	86.5	133.3	4.4	23.9	0.55	0.87	155.4	94.5

This young female has a moderate frame. She is going to produce a solid finishing animal. She went to the State Fair and was shown by my nephew. Would make a good addition to the herd!



62

JS Dairy Queen 50M

JS Simmental - Jay Steenhoek

PB SM KRJ Dakota Outlaw G974
DOB: 3/20/24 Next Level
Tattoo: 50M KRDL Caedence C37
ASA: 4439324 CLRS After Shock 604 A
Homo Polled CLRS Dairy Queen 606D
Black CLRS Beauty Queen 420 B

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
12.3	1.5	80.5	117.1	5.6	21.1	-0.05	0.91	117.6	75.7

Direct daughter of the great CLRS Dairy Queen 606D. Sound structured, well balanced female that will run with the best of them in the show ring. Great opportunity to purchase a female out of one of the hot sires in the breed and a prolific donor!



63

MFED Sweet Annie 325M

Moody Farms - Dan Moody

PB SM KRJ Dakota Outlaw G974
DOB: 3/25/24 Next Level
Tattoo: 325M KRDL Caedence C37
ASA: 4378741 Mr HOC Broker
Polled M/C Twitterbug
Black STF 5LA

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.5	2.1	73.0	103.0	5.6	19.3	0.08	0.87	111.1	72.7

"Annie" was part of our state fair string and stood second in her class - she was pretty darn green back then. We knew if we had her on feed and gave her time, she would follow in the footsteps of the rest of her mother's progeny. An eye-catching baldy at first glance, with additional foot and bone, center body and a clean and neat front end. This ET heifer has purple in the lineage; a half-sister was division reserve at the Iowa State Fair and more recently, another half-sister was division II champion at the American Royal this year. 325M was just a younger version. Her mama is moderate-framed, with a tremendous udder and teat size, has always stuck AI and flushed exceptionally well. So, when you are done having fun showing this girl, she's going to transition beautifully to production. A big win-win here.



64

SAMP Mary 01M

Sampson Family Simmentals - Cory Sampson

PB SM W/C Bankroll 811D
DOB: 4/3/24 **SJF SMJ Payroll**
Tattoo: SAMP01M SJF/TVSC Charlie
ASA: 4377996 Remington Lock n Load 54U
Polled **WINC Princess Anna 553C**
Red WINC Miss CL King 002X

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.9	1.2	74.9	114.4	4.9	18.3	-0.01	0.88	114.0	73.2

This Payroll gets better every week and has grown in to an interesting breeding piece. She's so comfortable on her feet and legs and ties her pieces into a really complete package. She's started to add some pounds and grow some rib and center body. We think her best days are ahead of her.



Lot 64

65

MSP Show Me The Money

Pemberton Cattle - Matthew Pemberton

PB SM W/C Double Down 5014E
DOB: 4/3/24 **WHF/JS/CCS Double Up G365**
Tattoo: M77 WHF Summer 365C
ASA: 4443780 SWSN Mr On The Mark 040G
Polled **MSP Money Momma**
Black MSP Aleged

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.0	2.2	79.1	108.8	3.6	21.1	-0.12	0.85	102.6	71.1

MSP Show Me The Money will certainly make a lot of money in her future. Possibly one of the coolest heifers we have offered in recent years. She's incredible on the move and even better on the profile. Extra long skinny neck that ties high and good haired. I think a lot of this female and think her show and production career could be big. I am retaining the right to flush this female in the future with a guarantee of 6 transferrable embryos. We think a lot of this one – her mother (MSP Money Momma) has become one of my favorite cows after just her second calf and will likely find a spot in the donor pen.



Lot 65

66

GSJG Impressive 15M

Grace Greiman

PB SM WLE Copacetic E02
DOB: 4/25/24 **Rocking P Private Stock H010**
Tattoo: 15M RP/MP Built to Love A021
ASA: 4454822 JSUL Something About Mary
Polled **GSJG Impressive 12J**
Black GSJG Impressive Image 1B

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
13.2	0.7	79.0	118.5	6.4	14.9	0.23	0.64	130.3	81.8

Nice patterned structurally correct purebred female. Excellent disposition female from our impressive cow family. Grandam was many time champion at regionals, nationals, KC and Louisville.



Lot 66



GSJG Impressive Image 1B

67

MSP Sweet Dream

Pemberton Cattle - Matthew Pemberton

PB SM W/C Double Down 5014E
DOB: 5/1/24 **WHF/JS/CCS Double Up G365**
Tattoo: M85 WHF Summer 365C
ASA: 4454672 MG/GSC Authority W14C
Polled **MSP Chloe**
Black B5

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.8	2.8	78.3	106.7	3.3	21.9	-0.17	0.89	102.5	68.6

MSP Sweet Dream is a young may but that shouldn't hold her back! This female is made for the long haul and has all the look and showing presence to get noticed. Extra depth of rib, long pretty front, incredibly flexible, and big hair. She's extra easy to work with and would be great for a first time showman. Fall into a smaller younger division at the early shows with her and buckle up for what she will look like next fall! All the pieces to make a great cow.



Lot 67

68

Greimans Mimosa

Zach Greiman

PB SM LLSF Better Believe It D64
DOB: 5/13/24 **LLSF Draft Pick H383**
Tattoo: 144M KenCo Steel Magnolia
ASA: 4377982 Mr HOC Broker
Polled **ZTGC Denali**
Black Ms Katinka 1837Y

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
9.0	2.7	83.5	119.4	3.7	19.9	-0.1	0.97	98.0	74.0

Mimosa is a stout made female with show ring presence who combines that look from Broker on her dams side and LLSF Draft Pick on the top side. She's a May female with enough size and performance to show against the older heifers right away.



Lot 68

69

TK Margo 06M

Kitzerow Cattle Co. - Todd Kitzerow

PB SM WLE Copacetic E02
DOB: 5/29/24 **Rocking P Private Stock H010**
Tattoo: 06M RP/MP Built to Love A021
ASA: 4441912 TL Bottomline
Polled **KFA Miss Margo F836**
Black KFA/SAS Miss Macy

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.5	1.8	75.8	109.4	5.7	13.8	0.17	0.62	121.6	76.6

Who doesn't love a baldy. This late May heifer has gotten better every day of her life. TK Margo 06M is a sound, long bodied female with a big hip and long neck. Backed by a powerful and good footed TL Bottomline dam that has been extremely consistent for us. I feel this female has a bright future. Here is a young female you don't want to miss.



Lot 69

70

HRHD Ms Jolene

Hard Headed Simmentals - Shane Jurgensen

3/4 SM Hook's Eagle 6E
 DOB: 1/13/24 KBHR Mr Eagle K187
 Tattoo: M162 KBHR G080 Ms Haven
 ASA: 4451092 Yardley Utah Y361
 Polled STCC Jeannie 4012
 Black STCC Role Model 097X

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.7	1.4	76.8	114.3	4.8	17.3	0.35	0.94	121.6	78.3

This extremely elegant heifer still offers plenty of power, boasting a REA of nearly 1.0. Her dam always maintains her condition, even after having her tenth calf last year. We would expect Jolene to mirror those traits. She sets herself apart from the crowd with her tremendous foot and the effortless way she moves.



71

Pays Broker 832M

H&M Show Cattle - Kadence Heald

3/4 SM SVF Steel Force S701
 DOB: 1/30/24 Mr HOC Broker
 Tattoo: 832M JM BF H25
 ASA: 4378790 LLSF Pays to Believe ZU194
 Polled JBOY Tammy 832
 Black JSUL Right Tamale 3365

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
6.3	2.5	68.2	98.0	2.6	20.0	-0.1	0.64	83.9	61.8

It's hard to write a better pedigree for a really good built female. Broker x the Original Boyert Donor Tammy 832. This chromed up female comes with all the bells and whistles. Good hair, rocket necked, and as sound as you can build one.



72

Diamond M Tayden M429

Diamond M Cattle - Mike McMillen

3/4 SM LLSF Pays to Believe ZU194
 DOB: 3/22/24 SJW Exit 44 7111E
 Tattoo: M429 CMB Yolanda Y658
 ASA: 4447581 HPF Optimizer A512
 Polled Tills Tayden F59
 Black Miss 742A

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.3	1.5	75.2	116.8	6.8	20.1	0.03	0.71	102.3	69.5

A little different sire on this white faced heifer. Exit 44 is a pays to believe son that Ernie Wallace has. Ernie has been breeding excellent quality cattle for decades. He's been showing and selling several high quality Exit 44 daughters over the past few years. The mother of this heifer is a no miss cow that raised the Pays to Believe heifer I sold in the 2023 sale for \$5900. This one is a notch better in my opinion. Bigger boned, a shot more belly and really good haired. Retain the rights to 2 flushes with work to be done at buyers convenience and sellers expense.



73

MSP Dancing Queen

Pemberton Cattle - Matthew Pemberton

5/8 SM W/C Double Down 5014E
 DOB: 4/10/24 WHF/JS/CCS Double Up G365
 Tattoo: M74 WHF Summer 365C
 ASA: 4443777 PVF Insight 0129
 Polled MSP Piper
 Black MSP Flashin' Lights

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.6	1.5	73.3	102.9	4.8	21.3	0.06	0.95	109.7	69.9

MSP Dancing Queen is an attractive 5/8 simmental female that is out of our Donor cow MSP Piper (Insight X Wide Open X LKR Daisy Duke) Piper was champion commercial heifer at the Kentucky State fair several years ago. Double up really clicked on this mating – We have kept 3 flushmates at home. If you are looking for a pretty profile, extra hair, big feet and legs this white nosed heifer is your ticket. She will be a great cow – having two of our donors in her background.



Lot 73



MSP Piper

74

Diamond M Ellie May

Diamond M Cattle - Mike McMillen

5/8 SM HPF Quantum Leap Z952
 DOB: 4/11/24 WLE Copacetic E02
 Tattoo: M427 CMFM Joy 02ZB
 ASA: 4447580 CDI Innovator 325D
 Homo Polled Diamond M Ellie
 Homo Black TJ Miss 927F

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
11.8	1.9	83.6	129.1	6.1	20.4	0.29	1.0	120.1	81.4

With Copacetic being one of the hottest show heifer sires in the breed it makes sense this one a really good choice for your next show heifer. Out of a CDI Innovator daughter that raised the Loverboy son I sold in last year's sale for \$4400. Balanced is the best word to describe this one. Not many if any holes in this one. Sound, good haired and puppy dog gentle. Good for a first year show kid. Retain the rights to 2 flushes with work to be done at buyers convenience and sellers expense.



Lot 74

75

R9 Miss Reba M38

R9 Cattle Co. LLC - Steven Russell

1/2 SM Reckoning 711F
 DOB: 6/14/24 I Reckon 043J
 Tattoo: M38 BCR Sara G043
 ASA: 4445848 EXAR Lutton 1831
 Polled VCC Lady Lutton K38
 Black R&C Keystone Lady 106K-810U

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
10.4	0.8	69.7	101.9	6.5	20.5	0.41	0.45	114.1	75.0

Ms. Reba is out of a very nice Lutton first calf heifer. This young June born heifer has a beautiful front quarter and is extremely sound. I Reckon's first calf crop has been outstanding. Jump on this young lady while you can.



Lot 75

76

THILL Roll With It Embryos

Thill Cattle Co. LLC - Bryan Thill

PB SM WLE Copacetic E02
3 IVF Embryos TJSC Coping with Destiny (4103854)
Polled TJSC Diamonds Destiny 134C
Black W/C Bankroll 811D
EPD's Planned THILLS POLZ Just Roll With It (3891340)
Mating WAGR Playmate 24B

CE	BW	WW	YW	MCE	Milk	Marb	REA	API	TI
8.1	4.3	77.4	107.5	3.8	17.1	-0.05	0.97	102.3	68.5

Rare opportunity to buy reverse sort female embryos out of our current leading donor "Thills Polz Just Roll With It 77J," who is best known for her many accomplishments in the show ring including 4th Overall at the Iowa State Fair.

Her offspring have already grabbed deserved attention as her SAM daughter was selected earlier this fall by Luke Doris of South Dakota. Look for her success in the upcoming show season.

TJSC Coping With Destiny is the hottest Simmental Bull in the industry right now. Take the chance on a great one in this 3 embryo package. Guarantee 1 pregnancy if work is done by a certified embryologist.



Lot 74



TJSC Coping with Destiny

Quick Guide to ASA EPDs & \$ Indexes

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

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

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

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

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

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

Units of Expression of ASA EPDs (listed alphabetically):

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

Back Fat (BF): Inches of backfat.

Birth Weight (BW): Pound of birth weight

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

Carcass Weight (CW): Pounds of carcass weight.

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

Marbling (MB): Marbling score.

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

Ribeye Area (REA): Square inches of ribeye.

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

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

Weaning Weight (WW): Pounds of weaning weight.

Yearling Weight (YW): Pounds of yearling weight.

Yield Grade (YG): Yield grade score.

IOWA BEEF EXPO UNLOADING MAP

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

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

SENIOR WEEK ROUTES

All Consignor/Buyer Trailers MUST enter through Gate 2
Cattle Barn Unloading:
 Enter of Gate 2, take East 33rd to Grand and turn left; turn right on East 34th (by Red Cross), go South to Hawkeye Breeders Lane, turn right and you will head west to the cattle barn. ALL Trailers need to come to the Cattle Barn Office for stall and tie-out assignments.

Gate 8:
 Will be an Exit ONLY for Trucks and Trailers!

Sale Day Parking:
 Trucks & Trailers must enter through Gate 2 and will be allowed to park the Rock Island Parking or the 4-H Parking lot. No overnight parking is allowed, violators will be towed at owners expense.

JUNIOR WEEK ROUTE

Junior Exhibitor Trailers Must enter through Gate 2
 Junior exhibitors may arrive beginning at 8 a.m. Thursday morning. We will start stalling immediately in both the Cattle Barn and Tie-Outs. Upon arrival on Thursday, all junior exhibitors MUST enter at Gate 2 located on East University Avenue, look to the LBBA website for a map. You will receive your unloading permit and stalling at the check-in trailer.

If you have questions please reach out to any advisor ahead of time so we can address before there are any issues.

No one will be allowed to unload without barn manager permission, those not complying are subject to disqualification from the show.

DUE TO WEATHER, ROUTES MAY CHANGE, PLEASE CHECK WEBSITES FOR UPDATES.

Supreme Row Drive - Sale Heifer Futurity

Supreme Row Drive

Qualification

One bull and One heifer from each breed will show. The Simmental bull and heifer will be selected by a vote by the consignors within the sale. Each member/consignor will rank their top 3 bulls and heifers, these votes will be tallied by the Sale Committee to determine the Breeders Choice for top bull and heifer. Votes will be delivered by Saturday February 8, 2025, if there is a tie in the voting the first tie breaker will be sale price with the second tie breaker being the sale committee and management. This Supreme Drive is set up to recognize the breeder and the buyer of each bull and heifer, therefore each animal must sell through their respected sales. There will be no, No Sales allowed to represent the breed in the Supreme Row. Ownership must also change hands and cannot be of any relation to the original breeder.

Showtime

The show will be held Friday February 14, 2025 at 4:30 pm in the pavilion. The Supreme Row Drive will be held with the IJBBA Year End Awards and the IBE Sale Heifer Futurity Show. We would like to bring out the biggest crowd to view the elite genetics that are representing each breed. The show will be a no fit show.

Stalling

Each representative will be provided a stall in the Supreme Row Aisle. The rep can stay after their sale and stay in designated stall until the Supreme Row Selections Friday night. If you choose not to stay after your sale, you will be required to bring back the bull or heifer no later than noon on Friday February 14, 2025.

Payout

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

Sale Heifer Futurity

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

Qualification

Must be a member of the IJBBA. Only open heifers can compete and must be purchased from any beef breed sale at the 2025 IBE. Ownership must trade hands and cannot be of any relation to the original breeder. There is no entry fee for this show but will still be required to pay any entry fees for the other junior events.

Stalling

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

Payout

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

Showtime

The show will be held Friday February 14 at 4:30 pm in the Pavilion.
This will be a no fit show.

Dwyer Cattle
740 26th Street
Roseville IL 61473

Iowa Simmental Association Presents
55th Annual
Mark of Genetic
Excellence Sale

Sunday February 9, 2025 at 11:30 am
State Fairgrounds - Des Moines, IA
www.liveauctions.tv

Offering Elite Simmental Cattle from Iowa's finest Simmental Herds