With all the uncertainty we’ve witnessed over the past 12 months, it is a great reminder that we are in an industry that is responsible for feeding the world as the preferred protein source. With that in mind, it is more important now than it has ever been to select breeding pieces that are backed by some of the most highly accurate genetics available within the breed today. The predictability in the data in this catalog is higher than it has ever been.

Perennially, this is one of the top marketplaces to select Hereford genetics from in our entire region. Year after year, a strict selection process ensures that only the very best cattle are showcased at auction. It has been my pleasure to work with this set of breeders who have dug deep into their herds and bring their very best. As you view the offering, you will notice that this select group of breeders are utilizing the most progressive genetics available within the breed today, and they have matched that with outstanding eye appeal. One thing we’ve noticed with the recent volatility in the cow/calf markets is that investing in genetics that come from high accuracy, proven bloodlines are the kind that make you money.

Whether you are looking for a Herd Sire to breed for a set of commercial replacement females, a top-notch bred heifer as a maternal prospect, or a show heifer to garner purple ribbons, it will be difficult to find a more elite offering than the 2021 Iowa Beef Expo.

Please note the sale has moved to Wednesday this year. We hope you’ll join us at 8 a.m. for our sale preview then stay and appraise this great offering. If at any time you would like more information about this offering, please feel free to contact me or any of the consignors.

Thank you,

Justin B. Stout
913-645-5136
Sale Manager and Auctioneer
Justin B. Stout, cell: 913-645-5136

Livestock Publication Representatives
Joe Rickabaugh, Hereford World .....................................................785-633-3188
Tom Rooney, Midwest Marketer ......................................................515-491-6025
Mike Sorensen, Livestock Plus ..........................................................641-745-7949
Matt Caldwell, The Stock Exchange ..................................................913-755-1105

Absentee Bids
Anyone wishing to bid who cannot attend the sale may place bids with any of the sale staff.

Sale Veterinarian
Dr. Shawn Nicholson, DVM 515-971-1973

Special Guests
Jack Ward, American Hereford Association
Shane Bedwell, American Hereford Association
Madalynne Yenter, Iowa Hereford Queen
Jenna Smith, Iowa Hereford Princess

Iowa Hereford Breeders Association
President: Willy Black
Vice-President: Chance Deppe
Secretary: Marilyn Lenth
Treasurer: Chance Wiese
Administrative Secretary: Becky Simpson
Sale Committee: Steve Landt, Brent Petersen, Nathan Stickley

Terms and Conditions
All cattle sell under the suggested Terms and Conditions of the American Hereford Association.

Bid Live On: Go to www.liveauctions.tv to register for a buyer number at least two days prior to the sale.

Health: Individual health papers will be provided for shipment interstate.

Liability: All persons who attend this sale, do so at their own risk. The sellers, sale managers, sale staff, and sale facility assume no liability for any accidents.

 Guarantee: Yearling bulls must have a minimum scrotal circumference of 30 cm. and a minimum 3.0 lb. weight-per-day-of-age. Bulls have been semen evaluated. All guarantees are between the buyer and seller.

EPDs: The EPDs listed in the catalog are as of Dec. 14, 2020.
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<tr>
<td>16795 130th Ave., Indianola, IA 50125</td>
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<tr>
<td>515-238-3952 • <a href="mailto:edamos@msn.com">edamos@msn.com</a></td>
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<tr>
<td><strong>Biggs Polled Herefords</strong></td>
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<td>934 N. Bend Rd., Dixon, IL 61021</td>
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</tr>
<tr>
<td>815-441-4354 • <a href="mailto:biggspolled@yahoo.com">biggspolled@yahoo.com</a></td>
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<td><strong>Black Farms, Willy and Deb Black.</strong></td>
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<td>21084 490th St., Chariton, IA 50049</td>
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<tr>
<td>641-870-0382 • <a href="mailto:wblack@iwatelcom.net">wblack@iwatelcom.net</a></td>
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<td><strong>Double J Herefords</strong></td>
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<td>23677 195th St., Iowa Falls, IA 50126</td>
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<tr>
<td>641-229-5088 • <a href="mailto:johnson.a.colin@gmail.com">johnson.a.colin@gmail.com</a></td>
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<td><strong>Espenscheid Cattle, Thad Espenscheid.</strong></td>
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<td>1169 II Ave., Traer, IA 50675</td>
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<td>641-485-5012 • <a href="mailto:thespn67@hotmail.com">thespn67@hotmail.com</a></td>
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<td><strong>Goehring Herefords</strong></td>
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<td>2634 Clearwood Ave., Libertyville, IA 52567</td>
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<tr>
<td>641-919-9365 • <a href="mailto:keosalebarn@netins.net">keosalebarn@netins.net</a></td>
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<tr>
<td>217-663-3390 • <a href="mailto:goldstein123@outlook.com">goldstein123@outlook.com</a></td>
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<tr>
<td>641-761-9419 • <a href="mailto:hickfam@live.com">hickfam@live.com</a></td>
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<tr>
<td><strong>J&amp;J Polled Herefords</strong></td>
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<tr>
<td>5891 E. Waterford Rd., Hartford, WI 53027</td>
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<tr>
<td>262-573-4019 • <a href="mailto:kkjohnson19@hotmail.com">kkjohnson19@hotmail.com</a></td>
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<td><strong>JJB Cattle Co.</strong></td>
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<td>2025 Jamestown Ave., Independence, IA 50644</td>
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<tr>
<td>319-210-4645 • <a href="mailto:jon@jjbcattle.com">jon@jjbcattle.com</a></td>
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<tr>
<td><strong>K7 Herefords, Tom Heidt</strong></td>
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<tr>
<td>3388 240th St. Leckridge, IA 52635</td>
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<tr>
<td>608-574-2309 • <a href="mailto:kheidt@gmail.com">kheidt@gmail.com</a></td>
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<td><strong>Kozik Brothers</strong></td>
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<td>1057 72nd St. Dr., Belle Plaine, IA 52208</td>
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<tr>
<td>319-981-1133 • <a href="mailto:tophillherefords@gmail.com">tophillherefords@gmail.com</a></td>
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<tr>
<td><strong>Landt Herefords</strong></td>
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<td>33848 W. Ave., Union, IA 50258</td>
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<tr>
<td>641-761-8810 • <a href="mailto:landt49@hotmail.com">landt49@hotmail.com</a></td>
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<td><strong>Lietzau Hereford Farm</strong></td>
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<tr>
<td>7477 Iland Ave., Sparta, WI 54656</td>
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<tr>
<td>608-633-2875 • <a href="mailto:mlietzau@gmail.com">mlietzau@gmail.com</a></td>
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<tr>
<td><strong>Doug Lind &amp; Family</strong></td>
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<td>43620 Co. Rd. 10, Rushford, MN 55971</td>
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<td>507-458-5421 • <a href="mailto:douglind62@gmail.com">douglind62@gmail.com</a></td>
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<td>4646 Mallard Ave., Northwood, IA 50459</td>
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<td>641-425-8780 • <a href="mailto:med79dvm@gmail.com">med79dvm@gmail.com</a></td>
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<td>1840 Co. Rd. CC, Hartford, WI 53027</td>
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<tr>
<td>414-881-5274 • <a href="mailto:steven.merry@aah.org">steven.merry@aah.org</a></td>
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<td><strong>PAW Livestock, LLC.</strong></td>
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<td>736 40th Ave., Pleasantville, IA 50225</td>
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<td>515-450-7665 • <a href="mailto:patwall@iastate.edu">patwall@iastate.edu</a></td>
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<td>2163 230th Ave., DeWitt, IA 52242</td>
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<tr>
<td>563-357-3949 • <a href="mailto:bapete13@gmail.com">bapete13@gmail.com</a></td>
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<td>Pezanoski Cattle Co.</td>
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<td>3088 E. 6th Rd., LaSalle, IL 61311</td>
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<td>815-326-2322 • <a href="mailto:bpezanoski@gmail.com">bpezanoski@gmail.com</a></td>
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<tr>
<td>Phillips-Renner Farms, Amy Phillips</td>
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<tr>
<td>3744 Brady Creek Rd., Richmond, MO 64085</td>
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<tr>
<td>816-878-7305 • <a href="mailto:nothead1@aol.com">nothead1@aol.com</a></td>
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<td>Pitt Farms Herefords</td>
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<tr>
<td>P.O. Box 452, 65439 260th St., Nevada, IA 50201</td>
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<tr>
<td>515-230-1383 • <a href="mailto:pitt@iowatelecom.net">pitt@iowatelecom.net</a></td>
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<td>R&amp;R Cattle Co., Kennedy Rife</td>
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<td>21691 160th, Columbus Junction, IA 52738</td>
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<tr>
<td>563-506-3841 • <a href="mailto:csrife@gmail.com">csrife@gmail.com</a></td>
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<td>Rustic View Farm</td>
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<tr>
<td>1626 275th St., Mt. Pleasant, IA 52641</td>
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<tr>
<td>319-931-3772 • <a href="mailto:don.vanamerongen@yahoo.com">don.vanamerongen@yahoo.com</a></td>
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<td>Sayre Hereford Farm</td>
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<td>13188 Virginia Rd., Arenzville, IL 62611</td>
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<tr>
<td>217-473-5443 • <a href="mailto:sayreherefords@gmail.com">sayreherefords@gmail.com</a></td>
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<td>Stickley and Sons Herefords</td>
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<td>802 5th St., Parkersburg, IA 50665</td>
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<tr>
<td>319-231-0085 (Russ) • 319-231-4169 (Nathan) • <a href="mailto:stickleyandsons@hotmail.com">stickleyandsons@hotmail.com</a></td>
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<td>Tiernan Herefords</td>
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<td>515-205-6115 • <a href="mailto:eric@tcistuart.com">eric@tcistuart.com</a></td>
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<td>Tjardes Farms</td>
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<td>608 Falcon Dr., Gibson City, IL 60936</td>
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<td>217-417-5014 • <a href="mailto:Tjardeslivestock@gmail.com">Tjardeslivestock@gmail.com</a></td>
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<td>19766 215th Ave., Centerville, IA 52544</td>
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<td>608-482-3492 • <a href="mailto:tsccattle@gmail.com">tsccattle@gmail.com</a></td>
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<td>White Willow Polled Herefords</td>
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<td>2770 W. Gore Rd., Morris, IL 60450</td>
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<td>815-325-6901 • <a href="mailto:seversonradio@gmail.com">seversonradio@gmail.com</a></td>
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<td>Wiese &amp; Sons</td>
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<td>3154 Delta Ave., Manning, IA 51455</td>
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<td>712-653-3676 • <a href="mailto:wieseadson@gmail.com">wieseadson@gmail.com</a></td>
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<tr>
<td>Wilson, Coryn and Grant</td>
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<td>28293 104th Ave., Donahue, IA 52746</td>
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<tr>
<td>563-843-3736 • <a href="mailto:Christa.Wilson@fcsamerica.com">Christa.Wilson@fcsamerica.com</a></td>
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<td>12306 Quaker St., Monroe, IA 50170</td>
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<td>515-231-8084 • <a href="mailto:Wilson.Kim95@yahoo.com">Wilson.Kim95@yahoo.com</a></td>
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<td>Yenter Family Farm, Madalynne Yenter</td>
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<td>1850 190th St., Marengo, IA 52301</td>
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<tr>
<td>319-430-8077 • <a href="mailto:yenterfamilyfarms@gmail.com">yenterfamilyfarms@gmail.com</a></td>
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Wednesday, Feb. 17, 2021 Iowa Select Hereford Sale
Lot 1 | KRR Hutton G Money

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**Lot 3 | CA Pilgrim 9012G**

**BULL**

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**CE BW WW YW DM SC SCF MM BII$ CHB$**

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**Lot 2 | R&R Cattle Company**

- **MDP**
- **Big, stout 2-year-old bull sired by 2019 NWSS division champion BR Charles Hutton 6033. He stands on a massive amount of bone and foot and has an extreme amount of style and production. You must assess this bull with your own eyes to appreciate his growth and balance. He is out of our top producing females and has a pedigree loaded with breed leading genetics. An asset to anyone's herd, commercial or purebred.
- **WW ratio 110**
- **Retaining ¼ semen interest**

**Lot 3 | Amos Hereford Farm**

- **This conservatively marked Pilgrim son is long, clean made, and square in his make-up. He will make a real herd bull. His dam, sired by IMS Top Hand 0280, is an up-and-coming young cow in our herd. Smooth polled and pigmented.**
- **Actual BW 79 lb.**

**Lot 1 | Biggs Polled Herefords**

- **Horned, Stout and High Performing. If the summer of 2020 had been normal, Tillerson would have been in Springfield and Des Moines for the state fairs leading our showstring.**
- **WW ratio 106**
Lot 4 | CA Pilgrim 9014G

**CA PILGRIM 9014G**

Consigned by Amos Hereford Farm

- We used this long bodied, smooth made Pilgrim son on our heifers this past summer. His Revolution dam is a picture-perfect cow. Combine calve ease along with growth, this bull should work well in any herd.
- Actual BW 82 lb.

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**Lot 5 | SHF Reckless 1908**

Consigned by Sayre Hereford Farm

- 1908 is a long-bodied bull that is very expressive in his muscling with lots of rib and depth. He is shot marked and backed by a great set of cows on both sides of his pedigree. He is an eye appealing bull that was selected as the 2019 American Royal Reserve Spring Calf Champion.
- WW ratio: 126

<table>
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<tr>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
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<td>UDDR</td>
<td>TEAT</td>
<td>CW</td>
<td>FAT</td>
<td>REA</td>
<td>MARB</td>
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Wednesday, Feb. 17, 2021 Iowa Select Hereford Sale
**CA TANKERAY 9020 ET**

44174725 • Calved: 3/10/19 • Tattoo: BE 9020

**Consigned by Amos Hereford Farm**

- This bull is part of a first ET flush on our older KJ Manhattan daughter. We have sold several of her bull calves in past expo sales. He is extremely stout and dark colored with full pigmentation. He will sire some great steers for anyone involved in the CHB program. He was Joe’s pick of the flush and we’re keeping another full brother.

- Actual BW 84 lb.

**CE BW WW YW DMI SC SCF MM M&G**

-2.3 3.9 52 83 0.0 0.7 1.7 28 54

**BMI$**

227

**BII$**

287

**CHB$**

113

---

**WW HOMERUN 8G**

P44197827 • Calved: 3/18/19 • Tattoo: LE 8G

**Consigned by White Willow Polled Herefords**

- We let Joe walk thru the bull pen and take his pick. He chose Homerun because of his growth, moderate size and phenotypic balance. He also has very balanced EPDs: Top 15% for REA, Top 20% for YW, Top 25% for CHB; Top 30% for WW & MM; Top 40% for MARB. He’s low birthweight, dark colored and has the muscling traditional of his sire, 10Y.

**CE BW WW YW DMI SC SCF MM M&G**

-2.0 4.1 56 95 0.4 1.0 1.7 27 55

**BMI$**

445

**BII$**

117

**CHBS**

7

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Schedule of Hereford Events

**Tuesday Evening • February 16, 2021**

IHBA Banquet, Program and UHFA Fundraising Auction. To be held at 4-H Building, located on the Fairgrounds.

6:30 p.m. — Social Hour

Includes Hall of Fame inductions and UHFA Fundraising Auction

**Wednesday • February 17, 2021**

8:00 a.m. — Sale Cattle Preview in Pioneer Pavilion

Iowa State Fairgrounds

11:30 a.m. (CST) — Annual Iowa Select Hereford Sale

North Annex Sale Ring
Lot 8 | JJ Rizzo 908

**BULL**
P4403920 • Calved: 3/20/19 • Tattoo: RE 908

**Sired by Double J Herefords**

- Sired by the popular Munson and a maternal brother to last year’s second top telling bull. 908 tracks well while also showing off muscle expression and rib shape. He is solid marked with eye pigment and a red scrotum. Coming from a powerful maternal side, he has great CE and a good disposition. With impressive yet balanced EPDs, he’s definitely a big-time bull with a great future.

<table>
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<tr>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
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<td>10.9</td>
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**WW ratio:** 111

**Consigned by Double J Herefords**

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Lot 9 | Biggs 33Z Victor E20 G20

**BULL**
P4418154 • Calved: 3/27/19 • Tattoo: LE G 20

**Sired by Biggs Polled Herefords**

- Smooth polled, Victor G20 is the best bull from our 2019 crop. He was used to clean up our yearling heifers behind AI and is the best we have to offer.

<table>
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<tr>
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<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
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<th>SCF</th>
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<td>1.0</td>
<td>16.3</td>
<td>28</td>
<td>59</td>
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**WW ratio:** 111

**Consigned by Biggs Polled Herefords**

---

Lot 10 | Pitt Louie Louie ET

**BULL**
P4405279 • Calved: 3/27/19 • Tattoo: RE PITT/LE G004

**Sired by Pitt Farms Herefords**

- A bull designed for easy calving, rapid growth, productive mothers and quality carcasses. He has 15 of the 20 EPD traits in the top 10% of the breed or better with many in the top 1-2%. Louie Louie is a result of three generations of ET breeding with sire lineage: Times a Wastin, About Time, Stacked Deck, York and Cuda. His foundation dam won her class at World Beef Expo. His flush sister, Proud Mary, sells as Lot 34.

- Homozygous polled with pigmented eyes.

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<tr>
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<td>3.7</td>
<td>1.4</td>
<td>18.1</td>
<td>38</td>
<td>72</td>
</tr>
</tbody>
</table>

**Consigned by Pitt Farms Herefords**

- A bull designed for easy calving, rapid growth, productive mothers and quality carcasses. He has 15 of the 20 EPD traits in the top 10% of the breed or better with many in the top 1-2%. Louie Louie is a result of three generations of ET breeding with sire lineage: Times a Wastin, About Time, Stacked Deck, York and Cuda. His foundation dam won her class at World Beef Expo. His flush sister, Proud Mary, sells as Lot 34.

- Homozygous polled with pigmented eyes.

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Wednesday, Feb. 17, 2021 Iowa Select Hereford Sale
**BULLS**

**Lot 11 | TJ 58Z Seger 920 ET**

- **Consigned by:** Tjardes Farms
- **Description:**
  - Seger’s herd sire look and EPD profile alone make him a standout. I invite you to take a closer look at his pedigree. His dam is the full sister to Revolution that’s made a name for herself in the Jensen Bros. program – MSU Rachael 58Z. This maternal brother to Contender is a true calving ease specialist, that’s still stout featured, bold ribbed and will cover any pasture with athleticism.

**CE**

- **BW:** 11.9
- **WW:** -0.5
- **YW:** 50
- **DM:** 57
- **SC:** 122.6
- **SCF:** 26
- **MM:** 51

**MCE**

- **MCW:** 3.3
- **UDDR:** 77
- **TEAT:** 1.10
- **CW:** 64
- **FAT:** 0.004
- **REA:** 0.52
- **MARB:** 0.29

**Lot 12 | PAW 296 Pearl Snap Shirt 937**

- **Consigned by:** PAW Livestock, LLC
- **Description:**
  - This bull “fits really nice” into a lot of different mating scenarios, hence the name “Pearl Snap Shirt”. He’s certainly good looking enough to make show cattle. He was the champion bull at the Iowa State Preview Show as a calf. His mother was supreme champion at the Iowa State Preview Show just three years prior. He’s also really balanced on paper. He captures the versatility and calving ease of 2296 with the added power and moderation from his dam. Red or black, make baldies that'll make your mouth water!

**CE**

- **BW:** 6.7
- **WW:** 3.4
- **YW:** 59
- **DM:** 89
- **SC:** 1.4
- **SCF:** 18.4
- **MM:** 42
- **M&G:** 71

**MCE**

- **MCW:** 6.8
- **UDDR:** 88
- **TEAT:** 1.10
- **CW:** 1.20
- **FAT:** 74
- **REA:** -0.006
- **MARB:** 0.72
- **M&G:** -0.09

**Iowa Beef Expo 2021**
Lot 13 | MGM Leader Of Class 40G

**MGM LEADER OF CLASS 40G [DLF, HYF, IEF, MSUDF, MDF]**

- **P44103696 • Calved: 10/26/19 • Tattoo: BE 40G**
- **HYALITE ON TARGET 936  [SOD] [DLF, HYF, IEF, MSUDF]  SCHU-LAR ON TARGET 22S  [SOD] [CHB, DLF, HYF, IEF]**
- **R LEADER 6964**
- **HYALITE TS LASS 310  [CHB, DLF, HYF, IEF]**
- **P43500058 R MISS REVOLUTION 1009  [DOD] [DLF, HYF, IEF]  MSU TCF REVOLUTION 4R  [SOD] [CHB, DLF, HYF, IEF]**
- **R MISS WRANGLER 3007**
- **NJW 73S W18 HOMETOWN 10Y ET**
- **SHF WONDER 925 10B ET**
- **BG A216 SULTANA 129G**

**Consigned by MGM Polled Herefords**
- Fantastic package of low BW, fast growth, eye appeal and structural correctness. Eight EPD traits in the top 10% and true to script actual BW of 72 lb. with an adj. 205 of 723 lb. (112 ratio). Deep red, smooth polled and quiet, he’s very thick with lots of muscle. His dam has a beautiful udder and his maternal index and CHB are in top 5%. Ultrasound data available at the sale.
- Visit mgmpolledherefords.com to see video.

**CE BW WW YW DMI SC SCF MM M&G**

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**Lot 14 | PEZ Mr Stone 026**

**PEZ MR STONE 026**

- **44195755 • Calved: 10/26/19 • Tattoo: LE 1026**
- **PYRAMID 15W 1101R 9116  [DLF, HYF, IEF]**
- **H FIF KEYSTONE 6622 ET  [DLF, HYF, IEF]**
- **SHF ACCESS 190 A216  [DLF, HYF, IEF]**
- **BG A216 SULTANA 129G**
- **K&B SULTANA 9019W  [DLF, HYF, IEF]**

**Consigned by Pezanoski Cattle Co.**
- We purchased this guy’s dam from Bill Geenring with this mating in mind. 026 is the complete package: dark red, calving ease, deep bodied and sound. The Keystone X Access mating should develop beautiful females.

**CE BW WW YW DMI SC SCF MM M&G**

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**Wednesday, Feb. 17, 2021 Iowa Select Hereford Sale**
Lot 15 | MIE Dom 023H

**Bulls**

**MIE Dom 023H** (DLF, HYF, IEF, MSUDF)

**Consigned by Espenscheid Cattle**

- **MIE Dom**
  - **Lot 15**
  - Calved: 12/23/19 • Tattoo: BE 023H

**Traits**

- **CE**: 8.7
- **BW**: 1.0
- **WW**: 52
- **YW**: 83
- **DM**: 0.5
- **SC**: 1.7
- **SCF**: 26.2
- **MM**: 38
- **M&G**: 64

**Parentage**

- CHURCHILL SENSATION 028X {SOD} {DLF, HYF, IEF, MSUDF}
- UPS DOMINO 2027 {SOD} {DLF, HYF, IEF, MSUDF}
- CHURCHILL LAPY 7207 ET (DLF, HYF, IEF, MSUDF)
- CRR 179 ELLIPSE 155

**Descriptive Note**

- Dom is an easy doing beef bull who is super sound in his structure. His genomic profile is just as solid as his phenotype. I wouldn’t hesitate at all to use this bull on heifers. He’s a soft made bull that will be an asset to your program.

**Lot 16 | MIE Winston 070H**

**Bulls**

**MIE Winston 070H** (DLF, HYF, IEF, MSUDF)

**Consigned by Espenscheid Cattle**

- **MIE Winston**
  - **Lot 16**
  - Calved: 1/24/20 • Tattoo: BE 070H

**Traits**

- **CE**: -0.7
- **BW**: 3.1
- **WW**: 54
- **YW**: 87
- **DM**: 0.2
- **SC**: 0.6
- **SCF**: 17.4
- **MM**: 28
- **M&G**: 55

**Parentage**

- CHURCHILL LADY 7207 ET (DLF, HYF, IEF, MSUDF)
- CRR 4037 ELLIPSE 808
- RTK RRR CANDYS CATAPULT 42E {DLF, HYF, IEF, MSUDF}

**Descriptive Note**

- Winston is a soft made, thick ended bull. With his thickness, he is exceptionally smooth and extended through his front third. He will add pounds and muscle to either a commercial or purebred breeding program.
Lot 19 | PRF 66589 Dream Weaver 017H

Consigned by Phillips-Renner Farms
• Dream Weaver is a February born breeding piece sired by the good Mandate bull and out of a big Trust daughter. My nieces showed him as a calf last summer. He is a long made, well-built rascal who will do a lot of good in either a purebred or commercial herd.

Lot 18 | BG 11B Perfecto 94H (MDF)

Consigned by Geehring Herefords
• 94H is a big time, good looking son of Perfecto. This bull is red marked, red legged and red eyed! We have a very solid group of 11B sons this year, and this bull is the standout. His dam is a never miss Trust daughter that crosses fantastic with 11B. 94H is a ¾ brother to 84F that we leased to ST Genetics.

Lot 17 | SS 27A Homerun 20H

Consigned by Stickley & Sons
• Out of a 13-year-old Wiese bred cow who has never failed to raise a replacement heifer or herd bull quality. She's still doing it! This guy is big middled and thick from end to end.
• Actual BW 70 lb.
• WW ratio: 112

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**Lot 20 | RVF Not Just An Illusion**

44176851 • Calved: 2/16/20 • Tattoo: RE RVF/LE 202

**BG LEADER 72E (CHB,DLF,HYF,IEF,MSUDF)**
- **P43780000**
- **GO M5 ADVANCE 240**
- **HYALITE ON TARGET 306 (CHB,DLF,HYF,IEF,MSUDF)**
- **R MISS REVOLUTION 1009 (CHB,DLF,HYF,IEF,MSUDF)**
- **GO 7155 ADVANCE W7**
- **GO M518 EXCEL R109**

**BG 301 HOPE SC (CHB,DLF,HYF,IEF)**
- **P43586277**
- **BG 48X HOPE 33A (CHB,DLF,HYF,IEF)**
- **GO OUTCROSS X48 (CHB,DLF,HYF,IEF)**
- **BG 254S HOPE 934**

**Consigned by Rustic View Farm**
- It is with great pride we offer this outstanding son of BG Leader 72E. Dapper has a ton of eye appeal and outstanding growth. He will add value to anyone’s cowherd. Be sure to take a good long look here. You will like what you see, I’m sure!

**CE BW WW YW DMI SC SCF MM M&G**
- 7.8 2.0 64 99 0.5 1.0 14.6 26 58
- 5.6 92 1.10 1.20 75 0.024 0.53 -0.16

**BMI$**
- 313

**BII$**
- 374

**CHB$**
- 92

---

**Lot 21 | J&J 6964 LEADER H013**

44190934 • Calved: 2/28/20 • Tattoo: RE JJ/LE H013

**J&J 6964 LEADER H013 (CHB,DLF,HYF,IEF,MSUDF)**
- **P43500058**
- **J&J 743 ABOUT TIME A303 (CHB,DLF,HYF,IEF)**
- **J&J 3008 LORI T106 ET**
- **J&J 743 MS MONICA Z231 CRR ABOUT TIME 743 (CHB,DLF,HYF,IEF)**

**Consigned by J&J Polled Herefords**
- If you’re looking for a herd bull that will do well on low feed, throw high growth calves and add solid structure and phenotype for years to come, then look no further! This February calf has been one that caught our eye each time we walked through the pasture this summer, he has more than kept up with his older counterparts. Out of a beautifully uddered About Time cow, he is one that needs to be in your herd. Don’t pass up on this opportunity!

**CE BW WW YW DMI SC SCF MM M&G**
- -1.0 3.7 66 105 0.4 1.3 18.5 23 56
- -1.6 114 1.30 1.30 75 0.024 0.42 0.08

**BMI$**
- 387

**BII$**
- 470

**CHB$**
- 117

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**LiveAuctions.tv**

**Tuesday, February 16, 2021**

Individual lot videos will be posted.

**Wednesday, February 17, 2021 • 11:30 a.m. (CST)**

Sale will be broadcasted live on the internet, with online bidding available. Go to www.liveauctions.tv to register for a buyer number at least two days prior to the sale.
Consigned by Wiese & Sons

- We invite the buyer to the ranch to have their pick of the very first set of calves out of our new herd sire JDH AH Prominent 21G. This bull has begun to gain notoriety throughout the Hereford breed for his quality phenotype, ideal EPD profile, and outcross potential. 21G and his fellow flush mates were a fan favorite down in the yards at the 2020 NWSS, and we were thrilled to add Prominent into our breeding program. The spring calving season cannot come soon enough as we bred 28 of our very best coming 3- and 4-year-old cows to him. Here is a big-time opportunity to seek your next herd bull or donor prospect to propel your operation forward.

**CHOICE OF CALF CROP**

**Pick of PROMINENT calves**

Lot 22 | JDH AH Prominent 21G

<table>
<thead>
<tr>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<tbody>
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<th>FAT</th>
<th>REA</th>
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<tr>
<td>1.3</td>
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<td>82</td>
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<td>0.77</td>
<td>0.19</td>
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Lot 23 | LPH Ms Faithful 46F ET

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<th>BW</th>
<th>WW</th>
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<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<tr>
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<td>90</td>
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<tr>
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<td>118</td>
<td>1.20</td>
<td>1.20</td>
<td>75</td>
<td>-0.006</td>
<td>0.50</td>
<td>-0.04</td>
<td></td>
</tr>
</tbody>
</table>

Consigned by Lietzau Hereford Farms

- This is a deep, thick heifer out of the Rita 21W cow family. She is on good feet and legs. 46F has a good level udder with and abundance of milk. Her heifer at side is sired by a CHEZ AA NEXT LEVEL son. This is a front pasture pair…you be the judge!

**LPH Ms Faithful 46F ET**

- **Cow**
  - Pyramdo 16W 110T 9116 (Sired by: LPH HIGH LEVEL 12F)
  - P44728111
  - Sire: JDH AH Prominent 21G
  - Calved: 9/2/18
  - Tattoo: LE 46F

**P44728111**

- **Lot 23A** — Heifer calf, P44199255, Calved: 10/9/20, Sired by LPH HIGH LEVEL 12F. EPDs: CE: 0.4; BW: 3.2; WW: 56; YW: 87; MM: 27; REA: 0.44; MARB: 0.00; CHB: 513

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**Wednesday, Feb. 17, 2021 Iowa Select Hereford Sale**

**Lot 23**
**SS LADY EXCITEMENT 01G**

**Cow**

P4409336 • Calved: 1/1/19 • Tattoo: BE 01G

- **BRED HEIFERS**
  - HYALITE ON TARGET 538 (DLY/HYF,IEF,MSUDF,MSUDC)
  - R MISS PULSER 1071 (DLY/HYF,IEF,MSUDF)

**CE BW WW YW DMI SC SCF MM MG**

- **CE**
  - 7.3
- **BW**
  - 0.4
- **WW**
  - 64
- **YW**
  - 92
- **DMI**
  - 0.1
- **SC**
  - 5.3
- **SCF**
  - 17.3
- **MM**
  - 28
- **MG**
  - 60

**MCE MCW UDDR TEAT CW FAT REA MARB**

- **MCE**
  - 3.0
- **MCW**
  - 113
- **UDDR**
  - 1.10
- **TEAT**
  - 1.20
- **CW**
  - 70
- **FAT**
  - 0.004
- **REA**
  - 0.36
- **MAR**
  - 0.12

**Consigned by Stickley & Sons**

- Wow, what a soggy made, deep ribbed, easy keeping prospect. She’s goggle-eyed and short marked to go with an awesome BW-YW spread. Due to calve Jan. 4th to the now deceased Munson.
- Bred AI on 3/28/20 to AH JDH MUNSON 15E ET.

**CE BW WW YW DMI SC SCF MM MG**

- **CE**
  - 3.3
- **BW**
  - 1.9
- **WW**
  - 49
- **YW**
  - 76
- **DMI**
  - 0.0
- **SC**
  - 1.1
- **SCF**
  - 13.6
- **MM**
  - 24
- **MG**
  - 49

**MCE MCW UDDR TEAT CW FAT REA MARB**

- **MCE**
  - 3.1
- **MCW**
  - 100
- **UDDR**
  - 1.50
- **TEAT**
  - 1.70
- **CW**
  - 70
- **FAT**
  - -0.006
- **REA**
  - 0.41
- **MAR**
  - 0.12

**Consigned by MDF Polled Herefords**

- One of my good Blueprint heifers.

**CE BW WW YW DMI SC SCF MM MG**

- **CE**
  - 4.9
- **BW**
  - 1.6
- **WW**
  - 62
- **YW**
  - 98
- **DMI**
  - 0.0
- **SC**
  - 1.3
- **SCF**
  - 28.0
- **MM**
  - 26
- **MG**
  - 57

**MCE MCW UDDR TEAT CW FAT REA MARB**

- **MCE**
  - 5.3
- **MCW**
  - 102
- **UDDR**
  - 1.40
- **TEAT**
  - 1.40
- **CW**
  - 80
- **FAT**
  - 0.034
- **REA**
  - 0.42
- **MAR**
  - 0.08

**Consigned by J&J Polled Herefords**

- Big, brody and ready to go to work. Lori G092 is the perfect addition to any operation. Leader really worked well with one of our favorite 44U cows that has done well for us over the years. With over half her EPD traits in the top 20% of the breed along with the style and look to be a front pasture cow, Lori is one that needs to be on your short list!
- Bred AI on 5/15/20 to NEW 160D 02EZ HISTORIC 81E ET, then pasture exposed to J&J 10Y HOMETOWN E706 from 5/26 to 11/1/20. Safe in calf.

**R Leader 6964 | Sire of Lot 26**
**MDF MISS GRACE 35G**

**Consigned by MDF Polled Herefords**

- Just look at the bottom side of this pedigree. I have been impressed with my Excitement calves and the Blueprint heifers are outstanding.

<table>
<thead>
<tr>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
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<td>6.3</td>
<td>74</td>
<td>121</td>
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<td>3.1</td>
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<td>1.40</td>
<td>78</td>
<td>-0.016</td>
<td>0.58</td>
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**MDF MISS GENNY 37G**

**Consigned by MDF Polled Herefords**

- Moderately sized heifer.

<table>
<thead>
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<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
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<td>5.6</td>
<td>65</td>
<td>104</td>
<td>0.2</td>
<td>1.2</td>
<td>18.8</td>
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<th>REA</th>
<th>MARB</th>
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<tr>
<td>-3.1</td>
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<td>1.40</td>
<td>1.40</td>
<td>73</td>
<td>0.004</td>
<td>0.44</td>
<td>-0.02</td>
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**BG 454B MS BENTLEY 76G (DLF,HYF,IEF,MSUDF,MDF)**

**Consigned by Geelhert Herefords**

- Here is a very good 454B daughter that will have a fancy 84F heifer calf at side, by sale day. This heifer will have a fabulous udder, very level with a fine textured teat design. 76G is out of a top Oschner dam that is packed with generations of quality. This pair will sure make you look on sale day!
- Bred AI on 4/24/20 to BG LCC 11B PERFECTO 84F. Pregnancy sexed as a heifer and due 1/30/21.

<table>
<thead>
<tr>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
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<tr>
<td>6.7</td>
<td>2.2</td>
<td>62</td>
<td>110</td>
<td>0.6</td>
<td>1.2</td>
<td>19.0</td>
<td>26</td>
<td>58</td>
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<th>FAT</th>
<th>REA</th>
<th>MARB</th>
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<tr>
<td>4.6</td>
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<td>97</td>
<td>0.004</td>
<td>0.86</td>
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**Breed Avg. EPDs for 2018 Born Calves**

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<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<tbody>
<tr>
<td>2.3</td>
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<td>51</td>
<td>82</td>
<td>0.1</td>
<td>0.3</td>
<td>15.6</td>
<td>24</td>
<td>49</td>
<td>1.5</td>
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<th>TEAT</th>
<th>CW</th>
<th>FAT</th>
<th>REA</th>
<th>MARB</th>
<th>BMIS</th>
<th>BH$</th>
<th>CHBS</th>
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<tr>
<td>87</td>
<td>1.22</td>
<td>1.22</td>
<td>64</td>
<td>0.010</td>
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<td>0.99</td>
<td>334</td>
<td>400</td>
<td>109</td>
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EPDs in the top 25% of the breed are highlighted in yellow.
**MGM B261QUEEN 9G**

**Cow**

<table>
<thead>
<tr>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DM</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<tbody>
<tr>
<td>6.4</td>
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<td>57</td>
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<td>0.8</td>
<td>21.9</td>
<td>20</td>
<td>48</td>
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<tr>
<td>6.0</td>
<td>92</td>
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<td>1.50</td>
<td>65</td>
<td>0.054</td>
<td>0.53</td>
<td>0.35</td>
<td></td>
</tr>
</tbody>
</table>

**BMIS**

- 446

**Bits**

- 539

**CHB$**

- 135

**Consigned by MGM Polled Herefords**

- Long Live the Queen! 9G has SCF EPD in the top 5% and both her grandam and great grandam had natural calves until 12-years-old. 9G has eight EPDs in the top 10% and is very unique in both IMF and REA in the top 10 and 20%. Her ultrasound shows her REA ratio of 104 and IMF ratio of 111. Her CHB is in the top 5% as well. Combine her carcass qualities with a top CE, low BW (81 lb.) and this is an ideal beef cow. She’s deep red and goggle-eyed. Her heifer calf will yield phenomenal numbers and pleasing phenotype.


**GF 95A QUEEN JOE 1402 07G**

**Cow**

<table>
<thead>
<tr>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DM</th>
<th>SC</th>
<th>SCF</th>
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<tr>
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<td>3.8</td>
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<td>14.3</td>
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<td>42</td>
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**BMIS**

- 312

**Bits**

- 365

**CHB$**

- 102

**Consigned by Goldstein Farms**

- What an opportunity here. One of our top bred heifers safe to Promote, 2020 American Royal Reserve Champion Bull. Reports on Promote calves have been nothing but good. This mating should be investment opportunity!!

- Bred AI on 5/22/20 to DCF 628 PROMOTE 824F ET, then pasture exposed to CC RED BEARD from 6/10 to 9/1/20. Vet checked safe AI with a heifer pregnancy.

**VLC ELSA’S FROST BITE**

**Cow**

<table>
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<td>2.6</td>
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<td>1.10</td>
<td>73</td>
<td>0.004</td>
<td>0.70</td>
<td>-0.04</td>
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**BMIS**

- 321

**Bits**

- 383

**CHBS**

- 106

**Consigned by Van Langen Cattle**

- I bought her dam as a bred from Anthony at Baja Cattle and she’s extremely docile. The cold got this heifer’s ears a little bit, but that won’t affect her as a cow. She stuck AI on the first time.

- Bred AI on 5/1/20 to KJ 366R POLLED SOLUTION 662ET. Checked safe AI and due 2/7/21.
Lot 33 | YF Miss Neon Domino 1904

BRED HEIFERS

4468453 • Calved: 3/25/19 • Tattoo: RE 1904

CL 1 DOMINO 215Z 1ET (SOD,DLF,HYF,IEF) • CL 1 DOMINO 8GOU 1ET (SOD,DLF,HYF,IEF) • CL 1 DOMINO 8GOU 1ET (SOD,DLF,HYF,IEF) • CL 1 DOMINO 8GOU 1ET (SOD,DLF,HYF,IEF)

CJ GOLD BUILDER 02P 0710U

CL 1 DOMINO 9122W 1ET (DLF,HYF,IEF) • CL 1 DOMINO 9122W 1ET (DLF,HYF,IEF) • CL 1 DOMINO 9122W 1ET (DLF,HYF,IEF) • CL 1 DOMINO 9122W 1ET (DLF,HYF,IEF)

YF MISS NEON RED CLOVER 7133

43268007 CL 1 DOMINO 215Z {CHB} {DLF,HYF,IEF,MSUDF,MDF} • CL 1 DOMINO 215Z {CHB} {DLF,HYF,IEF,MSUDF,MDF} • CL 1 DOMINO 215Z {CHB} {DLF,HYF,IEF,MSUDF,MDF} • CL 1 DOMINO 215Z {CHB} {DLF,HYF,IEF,MSUDF,MDF}

YF MISS NEON DOMINO 105

Consigned by Yenter Family Farm

• Maternal greatness! Her dam is a 7-year-old, weaning six calves and her grandam is a 9-year-old and weaned nine calves! Both of them AI breed on the first cycle and possess great udders. 1904 will follow suit! This 215Z daughter has fertility, efficiency, and carcass all bred into her. Great herd starter!

• Bred AI on 5/29/20 to UU KINGSLEY 7241E, then pasture exposed to SR Aura 909G from 6/5 – 7/10/20. Vet checked safe AI and due 3/8/21.

CE BW WW YW DMI SC SCF MM M&G

0.5 3.2 55 95 0.2 1.0 15.4 27 56

MCE MCW UDDR TEAT CW FAT REA MARB

5.0 122 1.10 1.20 79 0.054 0.35 0.29

Lot 34 | Pitt Proud Mary ET (DLE,HYF,IEF,MSUDF)

34

Cow

P44025280 • Calved: 3/31/19 • Tattoo: RE PITT/LE G005

BMN 73S W02X FIRST 1000 ET (SOD,DLF,HYF,IEF,MSUDF)

ANV 73S W02X FIRST 1000 ET (SOD,DLF,HYF,IEF,MSUDF)

KCF BENNETT 3008 M326 1ET (SOD,DLF,HYF,IEF,MSUDF) • KCF BENNETT 3008 M326 1ET (SOD,DLF,HYF,IEF,MSUDF)

BEHM 100W CUDA 504C

CPM AS W02X 1ET (SOD,DLF,HYF,IEF,MSUDF,MSUDF)

NJW 73S M326 TRUST 100W ET {SOD} {CHB}{DLF,HYF,IEF,MSUDF,MDF} • NJW 73S M326 TRUST 100W ET {SOD} {CHB}{DLF,HYF,IEF,MSUDF,MDF}

P43636764 BEHM R294 JASMAN102Y 1ET (DLF,HYF,IEF,MSUDF) • P43636764 BEHM R294 JASMAN102Y 1ET (DLF,HYF,IEF,MSUDF)

KCF BENNETT HOMELAND C34

NJW P606 72N DAYDREAM 73S {DLF,HYF,IEF,MSUDF,MDF} • NJW P606 72N DAYDREAM 73S {DLF,HYF,IEF,MSUDF,MDF}

P43702963 KCF MISS PROFICIENT A47 1ET (SOD,DLF,HYF,IEF,MSUDF) • KCF MISS PROFICIENT A47 1ET (SOD,DLF,HYF,IEF,MSUDF)

CHURCHILL RED BULL 200Z • CHURCHILL SENSATION 028X

CHURCHILL SENSATION 028X {SOD} {CHB}{DLF,HYF,IEF,MSUDF} • CHURCHILL SENSATION 028X {SOD} {CHB}{DLF,HYF,IEF,MSUDF}

PITT DELLA RED D004

CHURCHILL SENSATION 028X {SOD} {CHB}{DLF,HYF,IEF,MSUDF} • CHURCHILL SENSATION 028X {SOD} {CHB}{DLF,HYF,IEF,MSUDF}

Consigned by Pitt Farms Herefords

• A flush mate to Lot 10, she could be a foundation cow with potential for superior calving ease, growth, maternal, and carcass. Twelve of her EPD traits are in the top 10% or better. Three generations of top ET breeding with tremendous sire lineage.

• Homozygous polled with great pigment.


CE BW WW YW DMI SC SCF MM M&G

5.0 0.7 70 112 0.4 3.4 18 20 65

MCE MCW UDDR TEAT CW FAT REA MARB

1.6 119 1.50 1.10 79 0.004 0.83 0.17

Lot 35 | Pitt Gwen Homeland G011 (DLE,HYF,IEF,MSUDF)

35

Cow

P44074540 • Calved: 4/3/19 • Tattoo: RE PITT/LE G011

KTF BENNET HOMELAND 004 {DLF,HYF,IEF,MSUDF} • KTF BENNET HOMELAND 004 {DLF,HYF,IEF,MSUDF}

ANV 73S W02X FIRST 1000 ET (SOD,DLF,HYF,IEF,MSUDF) • ANV 73S W02X FIRST 1000 ET (SOD,DLF,HYF,IEF,MSUDF)

KTF BENNET HOMELAND 004 {DLF,HYF,IEF,MSUDF} • KTF BENNET HOMELAND 004 {DLF,HYF,IEF,MSUDF}

P43671523 KCF MISS PROFICIENT A47 1ET (SOD,DLF,HYF,IEF,MSUDF) • KCF MISS PROFICIENT A47 1ET (SOD,DLF,HYF,IEF,MSUDF)

P43702963 KCF MISS REVOLUTION Y102 ET {SOD,DLF,HYF,IEF,MSUDF} • KCF MISS REVOLUTION Y102 ET {SOD,DLF,HYF,IEF,MSUDF}

CHURCHILL RED BULL 200Z 1ET (SOD,DLF,HYF,IEF,MSUDF) • CHURCHILL RED BULL 200Z 1ET (SOD,DLF,HYF,IEF,MSUDF)

P42595767 PITT MISS REV BRIANNA

P42595767 PITT MISS REV BRIANNA

Consigned by Pitt Farms Herefords

• This Homeland daughter represents three generations of breed improvement via AI. Tremendous maternal pedigree and will be a solid contribution to many herds.

• Homozygous polled with pigmented eyes.


CE BW WW YW DMI SC SCF MM M&G

2.4 2.5 54 88 0.4 1.3 20.9 23 50

MCE MCW UDDR TEAT CW FAT REA MARB

2.4 92 1.50 1.40 60 0.014 0.45 0.01

Wednesday, Feb. 17, 2021 Iowa Select Hereford Sale 17
**KCF Bennett Homeland C34 | Sire of Lot 36**

**PITT GINA HOMELAND G016**

- **Calved:** 4/4/19  •  **Tattoo:** RE Pitt/LE G016
- **Consigned by Pitt Farms Herefords**
- **Another Homeland daughter with generations of AI breeding and pigmented eyes going back to York and Revolution on the dam’s side.**
- **Bred AI on 6/25/20 to BG LCC 11B PERFECTO 84F, using sexed female semen. Safe in calf and due 4/4/21.**

<table>
<thead>
<tr>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<tbody>
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<td>62</td>
<td>99</td>
<td>0.6</td>
<td>1.2</td>
<td>20.7</td>
<td>23</td>
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<tr>
<td>2.7</td>
<td>99</td>
<td>1.40</td>
<td>1.40</td>
<td>74</td>
<td>0.044</td>
<td>0.44</td>
<td>0.15</td>
<td></td>
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**Lot 37 | TH KB Miss 619D 904**

- **Consigned by Tophill Herefords**
- **Her sire also sired the 2020 NWSS Grand Champion Bull. 904 is very hard to fault. She’s extremely thick with that extra rib and walks wide. Her great pedigree, along with super EPDs, will make her a brood cow with straight horned genetics. The grandsire of her pregnancy was the top selling bull at Cooper’s in 2017.**
- **Pasture exposed to KB TH DOMINO 6128 801 from 5/23 to 8/15/20. Due 3/10/21 with a bull pregnancy.**

<table>
<thead>
<tr>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<tbody>
<tr>
<td>2.4</td>
<td>2.9</td>
<td>60</td>
<td>108</td>
<td>0.6</td>
<td>1.4</td>
<td>18.3</td>
<td>25</td>
<td>55</td>
</tr>
<tr>
<td>6.0</td>
<td>117</td>
<td>1.20</td>
<td>1.30</td>
<td>81</td>
<td>0.064</td>
<td>0.43</td>
<td>0.15</td>
<td></td>
</tr>
</tbody>
</table>
Consigned by Tjardes Farms

- Heifers of this quality that settle first time AI are hard to part with, but we have remained committed to bringing high-quality breeds to the Iowa Beef Expo. This stout pinned, bold ribbed Laramie granddaughter also goes back to Hutton on the top side. Her extra power should make you even more excited, see her 33Z calf. Joe said she was the best when he picked her out – “She’s a tank”.

- Bred AI on 5/21/20 to JDH VICTOR 719T 33Z ET, then pasture exposed to TJ 2296 BANDWAGON 903 from 6/1 to 5/15/20. Vet checked safe AI and due 2/28/21.

**CE BW WW YW DMI SC SCF MM M&G**

-5.5 5.8 55 92 -0.1 0.7 12.8 26 53

**MCE MCW UDDR TEAT CW FAT REA MARB**

-0.6 95 1.00 1.00 77 -0.066 0.73 -0.11

**BMI**

-317

**BII**

-368

**CHB**

-122


Consigned by Kozik Bros.

- Red to the ground, extremely long in the rib, excellent pigment with a great set of EPDs this will make her a tremendous cow. Straight horned genetics.

### 40 RTK MISS LADY 70G

**Consigned by TS Cattle Co.**

<table>
<thead>
<tr>
<th>BW</th>
<th>YW</th>
<th>WW</th>
<th>WW TW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<tr>
<td>-5.3</td>
<td>7.4</td>
<td>68</td>
<td>112</td>
<td>0.5</td>
<td>1.0</td>
<td>12.6</td>
<td>28</td>
<td>62</td>
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<tr>
<td>-2.7</td>
<td>130</td>
<td>1.10</td>
<td>82</td>
<td>0.004</td>
<td>0.52</td>
<td>0.04</td>
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</tr>
</tbody>
</table>

- **CE**: BMI $\sim 309$
- **BII**: $\sim 386$
- **CHB**: $\sim 123$

**Description**
- This is a heifer that we were reluctant to part with, but Joe selected her pretty quick for the sale. Nice calving ease numbers with a good WW, YW, and CHB EPDs to go along with it. This horned heifer can wear a show halter and is destined to make a front pasture cow. We try to sell the good ones in Des Moines, and she easily fits this description.
- **WW ratio**: 111

---

### 41 WW TARA 27G

**Consigned by White Willow Polled Herefords**

<table>
<thead>
<tr>
<th>BW</th>
<th>YW</th>
<th>WW</th>
<th>WW TW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<tr>
<td>-1.2</td>
<td>3.8</td>
<td>55</td>
<td>89</td>
<td>0.8</td>
<td>14.5</td>
<td>27</td>
<td>55</td>
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<tr>
<td>-1.4</td>
<td>81</td>
<td>1.30</td>
<td>1.40</td>
<td>69</td>
<td>-0.066</td>
<td>0.46</td>
<td>0.05</td>
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</table>

- **CE**: BMI $\sim 326$
- **BII**: $\sim 391$
- **CHB**: $\sim 114$

**Description**
- This heifer calf really is a “Honey”. She’s dark red with a long feminine neck and an extremely deep body. She will show well and make a great cow. My best Excitement heifer by far.

---

### 42 SL MISS6093 CANDY 03

**Consigned by Landt Hereford**

- **CE**: BMI $\sim 300$
- **BII**: $\sim 371$
- **CHB**: $\sim 120$

**Description**
- This is a heifer that we were reluctant to part with, but Joe selected her pretty quick for the sale. Nice calving ease numbers with a good WW, YW, and CHB EPDs to go along with it. This horned heifer can wear a show halter and is destined to make a front pasture cow. We try to sell the good ones in Des Moines, and she easily fits this description.
- **WW ratio**: 111

---

### 43 MDF MISS HONEY 21H

**Consigned by MDF Polled Herefords**

- **CE**: BMI $\sim 336$
- **BII**: $\sim 425$
- **CHB**: $\sim 129$

**Description**
- This heifer calf really is a “Honey”. She’s dark red with a long feminine neck and an extremely deep body. She will show well and make a great cow. My best Excitement heifer by far.
Lot 44 | PH 628 Aleah 009

Consigned by Petersen Herefords

- Aleah is a January horned heifer out of the great 628. She has a super cool look to her, with a long neck and smooth shoulder. She looks more like her mother, DelHawk Winsley than any offspring produced. Winsley was 2016 JNHE Division Champion. She should be a lot of fun to show and have the genetics to be an awesome cow.

CE BW WW YW DMI SC SCF MM M&G
-0.6 2.9 59 92 0.6 0.7 15.0 21 50

MCE MCW UDDR TEAT CW FAT REA MARB
0.2 125 1.00 1.10 86 0.024 0.66 0.09

Lot 45 | HH Isadora

Consigned by H&H Cattle Company

- An impressive female with plenty of depth and dimension, and still maintains her femininity. Very maternal traits and attractive to look at with good pigment. Her udder quality will be outstanding as her dam is 11 years old and maintains a perfect udder.

CE BW WW YW DMI SC SCF MM M&G
-0.6 3.3 50 78 0.1 0.7 16.7 23 48

MCE MCW UDDR TEAT CW FAT REA MARB
0.9 101 1.40 1.30 65 0.014 0.44 0.02

Wednesday, Feb. 17, 2021 Iowa Select Hereford Sale 21
**JJB EMPRESS 3H**

**Lot 46 | JJB Empress 3H**

<table>
<thead>
<tr>
<th>Reference</th>
<th>Calved:</th>
<th>Tattoo:</th>
<th>DM/BR</th>
<th>BR CURRENCY</th>
<th>STAR TCF SHOCK &amp; AVE</th>
<th>BR LANSING</th>
<th>DM/BR</th>
<th>BR GOLDREU</th>
<th>RENTALL ONLINE</th>
<th>STAR BRIGHT FUTURE</th>
<th>STAR SWEET DUCHESS</th>
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<tbody>
<tr>
<td>44174603</td>
<td>1/27/20</td>
<td>RE JJB/LE 3H</td>
<td>42971671</td>
<td>8144 ET</td>
<td>B30</td>
<td>8144 ET</td>
<td>8144 ET</td>
<td>3029 ET</td>
<td>122L</td>
<td>150M ET</td>
<td>2B ET</td>
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</table>

**Consigned by JJB Cattle Company**

Empress is a ¾ sister to the popular Easy Money bull raised by Perks Ranch and purchased by Upstream Ranch. She is smooth shouldered, long topped, soft made, and wide to the ground. Empress’ sire, BR Currency 8144, has produced some of the best bulls and cows in our herd. Empress checks all of our boxes, time tested genetics that you can count on. Visit JJBCattle.com for more info and her video.

**CE BW WW YW DMI SC SCF MM M&G**

<table>
<thead>
<tr>
<th></th>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<tr>
<td></td>
<td>-1.5</td>
<td>4.5</td>
<td>62</td>
<td>100</td>
<td>0.1</td>
<td>0.8</td>
<td>0.4</td>
<td>23</td>
<td>54</td>
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</table>

**BMS**

252

**BII**

314

**CHB**

127

**Lot 47 | BLACKS Dante 2012**

<table>
<thead>
<tr>
<th>Reference</th>
<th>Calved:</th>
<th>Tattoo:</th>
<th>DM/BR</th>
<th>CHEZ DANTE</th>
<th>BF MISS SEXATION</th>
<th>HYALIDE ON TARGET</th>
<th>UPS DOMINO</th>
<th>CHURCHILL LADY</th>
<th>BM/LE</th>
<th>SH MISS PORTERHOUSE</th>
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<td>P44196121</td>
<td>2/2/20</td>
<td>BE 2012</td>
<td>423741272</td>
<td>6520 ET</td>
<td>1814</td>
<td>1280 ET</td>
<td>3027 ET</td>
<td>1221 ET</td>
<td>523</td>
<td>523</td>
</tr>
</tbody>
</table>

**Consigned by Black Farms**

2012 is a super long bodied, attractive female with dark red pigmentation. She is first year 4-H kid friendly.

**CE BW WW YW DMI SC SCF MM M&G**

<table>
<thead>
<tr>
<th></th>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<td>50</td>
<td>76</td>
<td>-0.1</td>
<td>1.2</td>
<td>20.3</td>
<td>29</td>
<td>54</td>
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**MCE**

415

**BHS**

469

**CHB**

122

**Lot 48 | BLACKS Dante 2012**

<table>
<thead>
<tr>
<th>Reference</th>
<th>Calved:</th>
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<th>DM/BR</th>
<th>CHEZ DANTE</th>
<th>BF MISS SEXATION</th>
<th>HYALIDE ON TARGET</th>
<th>UPS DOMINO</th>
<th>CHURCHILL LADY</th>
<th>BM/LE</th>
<th>SH MISS PORTERHOUSE</th>
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<td>6520 ET</td>
<td>1814</td>
<td>1280 ET</td>
<td>3027 ET</td>
<td>1221 ET</td>
<td>523</td>
<td>523</td>
</tr>
</tbody>
</table>

**Consigned by Black Farms**

2012 is a super long bodied, attractive female with dark red pigmentation. She is first year 4-H kid friendly.

**CE BW WW YW DMI SC SCF MM M&G**

<table>
<thead>
<tr>
<th></th>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<tbody>
<tr>
<td></td>
<td>8.8</td>
<td>-0.1</td>
<td>50</td>
<td>76</td>
<td>-0.1</td>
<td>1.2</td>
<td>20.3</td>
<td>29</td>
<td>54</td>
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</tbody>
</table>

**MCE**

415

**BHS**

469

**CHB**

122
**Lot 48 | PRF 15E ROSEANNE 016H**

**Cow**

F44199959 • Calved: 2/14/20 • Tattoo: RE PRF/LE 016H

- **JDN Victor 719T 332 ET** (CHB, DLF, HYF, EEF, MSUDF)  
  - **ARH LON MUNSON 15E ET** (DLF, HYF, EEF, MSUDF)  
  - **PRF 15E ROSEANNE 016H**

- **TTH 122 71I VICTOR 719T** (SOD, CHB, DLF, HYF, EEF, MSUDF)  
  - **JDN HS HANKIE 11U ET** (DLF, HYF, EEF, MSUDF)

- **AH QUEEN BELLE 14B** (SOD, CHB, DLF, HYF, EEF, MSUDF)

- **AH JDH VICTOR 719T 33Z ET** (CHB, DLF, HYF, EEF, MSUDF, MDF)

- **TH 122 71I VICTOR 719T** (SOD, CHB, DLF, HYF, EEF, MSUDF, MDF)

Consigned by Phillips-Renner Farms

- Here's a nice prospect sired by the popular Munson bull. She is well made and has a sharp look to her. Her dam is a Stockman daughter out of a P606 cow. This heifer could make a nice prospect for a junior or a good replacement heifer…you decide!

<table>
<thead>
<tr>
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<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<td></td>
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<td>UDDR</td>
<td>TEAT</td>
<td>CW</td>
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<td></td>
<td>FAT</td>
<td>REA</td>
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<td></td>
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<td>2.9</td>
<td>86</td>
<td>1.30</td>
<td>1.40</td>
<td>72</td>
</tr>
</tbody>
</table>

BMI$ 422  
BII$ 501  
CHS$ 139

Lot 49 | EMT Miss Victra 37H

**Cow**

F4446152 • Calved: 2/23/20 • Tattoo: LE 37H

- **JDN 73S W HOMETOWN 10Y ET** (SOD, CHB, DLF, HYF, EEF, MSUDF)  
  - **RRF 10Y BANDIT 509C ET** (DLF, HYF, EEF, MSUDF, MDC)  
  - **PR 7022 SAGE 9047**  

- **TH 122 71I VICTOR 719T** (SOD, CHB, DLF, HYF, EEF, MSUDF, MDF)

Consigned by Tiernan Herefords

- 37H is out of one of our cows we purchased from Perks Ranch. Her dam’s offspring have been standouts every year. 37H has great structure and pigmentation. She will do well in the showing and as a cow. Visit our website TiernanHerefords.com then click the link to our Facebook to see the video of her sire.

<table>
<thead>
<tr>
<th>CE</th>
<th>BW</th>
<th>WW</th>
<th>YW</th>
<th>DMI</th>
<th>SC</th>
<th>SCF</th>
<th>MM</th>
<th>M&amp;G</th>
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<td>0.9</td>
<td>12.1</td>
<td>27</td>
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<tr>
<td>MCE</td>
<td>MOW</td>
<td>UDDR</td>
<td>TEAT</td>
<td>CW</td>
<td></td>
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<td>-3.7</td>
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<td>1.10</td>
<td>1.10</td>
<td>66</td>
</tr>
</tbody>
</table>

BMI$ 279  
BII$ 339  
CHS$ 99

Lot 48 | PRF 15E ROSEANNE 016H

Lot 49 | EMT Miss Victra 37H
P44186584 • Calved: 3/7/20 • Tattoo: RR 211

**OPEN HEIFERS**

**GO KING 433**

- 4302 (DLF, HYF, IEF, MSUDF, MDC)
- GO MS SENSATION 03 (DLF, HYF, IEF, MSUDF, MDC)
- GO MS REVOLUTION 21
- H: GO KING E33

**BG 4356**

- 15F
- GO MS SENSATION B3 (DLF, HYF, IEF, MSUDF, MDC)
- CHURCHILL SENSATION 028X (SOD, CHB, DLF, HYF, IEF)

**Go King E33**

- GO MS SENSATION 028X (DLF, HYF, IEF, MSUDF, MDC)
- NJW 73S W18 HOMETOWN 10Y ET
- RE 2011 Cow K KING 400

Consigned by H&H Cattle Company

- A beautiful, dark red female who is balanced, sound structured with lots of potential. Out of an up-and-coming sire, GO King E33.

**GO KING E33**

- CE BW WW YW DMI SC SCF MM M&G
  - 2.5 1.8 68 108 0.5 1.3 23.3 38 72
- MCE MCW UDGR TEAT CW FAT REA MARB
  - 0.0 94 1.30 1.30 73

**KB TH MISS TH POINT 020**

**UU TURNING POINT**

- 601
- UU SCOPHI 44GB

**CHURCHILL SENSATION 028X**

- 028X (SOD, CHB, DLF, HYF, IEF)
- UPS DOMINO 3027 (SOD, CHB, DLF, HYF, IEF)

**UP S DOMINO 3027**

- 1ET
- CHURCHILL LADY 7202T ET (DLF, HYF, IEF)

**GB TH Miss TH Point 020**

- 44194408 • Calved: 4/14/20 • Tattoo: LE 20

- 020 could be one of the best we have ever sold. She stands wide, walks wide, and is extremely thick and red to the ground. Has the Sensation teardrop for that added pigment. Straight horned genetics with excellent EPDs.

Consigned by Tophill Herefords

- CE BW WW YW DMI SC SCF MM M&G
  - 3.3 1.7 58 92 0.5 1.1 20.3 35 64
- MCE MCW UDGR TEAT CW FAT REA MARB
  - 2.3 70 1.20 1.30 70

**WILSONS SUNNY 205**

**HH ADVANCE 4075B ET**

- 075
- HH ADVANCE 0134 (DLF, HYF, IEF)
- CL 1 DOMINO 028X ET (DLF, HYF, IEF)

**WS GRAND MARKETTA 5125 947**

- 5125
- WS MISS BATTLE 63

Consigned by Coryn & Grant Wilson

- Wilsons Sunny 205 is a stylish Advance 628 daughter that will work as a show heifer and be a productive cow. Her dam has been a foundation cow for our herd and 205 will do the same.
Lot 53 | GF 1613 Achieve Her 1505 19H

GF 1613 ACHIEVE HER 1505 19H

Cow

DEBORN GOUT BITE 01T (ALL,HAYF,IEF)
P44160631

PM KLB JAMIE T 13X (ALL,HAYF,IEF)
P43858323

PURPLE TONIC 10K

ASC MARIA D87U

286

BMIS

PURPLE TONIC 10K

ASC MARIA D87U

286

BMIS

GF 1613 ACHIEVE HER 1505 19H

Consigned by Goldstein Farms

• Dark cherry red heifer that is awesome at every angle you view her at. She's fluid in her movement and is one that will be very competitive in any junior's hands.

CE BW WW YW DMI SC SCF MM MELG
-0.7 2.7 46 74 -0.1 0.7 12.8 19 41

MCE MCW UDDR TEAT CW FAT REA MARB
1.8 76 0.90 0.90 56 -0.006 0.28 0.06

Lot 54 | LFF 550C Hannah 034H

LFF 550C HANNAH 034H

Cow

AN JEN ENCHER JACK 29B ET (ALL,HEF,IEF)
P44844687

JAN 29B CRACKER 26U ET (ALL,HEF,IEF)
P43574068

JPV VICTOR BEEF MAN 26U (ALL,HEF,IEF)
P43598066

LFF 550C HANNAH 034H

Consigned by Doug Lind & Family

• MDP

• Just a May baby! Hannah comes from a stacked pedigree with Cracker Jack, Delaney's 29B cow, 10Y, and our H Odetta cow. Hannah will be very competitive in the showring and has the genetic makeup to be an excellent cow.

CE BW WW YW DMI SC SCF MM MELG
1.7 3.3 46 73 0.0 0.9 20.6 25 48

MCE MCW UDDR TEAT CW FAT REA MARB
0.4 89 1.40 1.40 53 0.044 0.29 0.15

Wednesday, Feb. 17, 2021 Iowa Select Hereford Sale
**CMW ETHEL 2020**

**Lot 55 | CMW Ethel 2020**

**P44186570 • Calved: 5/20/20 • Tattoo: RE CMW/LE 2020**

**CRR ABOUT TIME 743 (B) {DLF, HYF, IEF} **

**LCC 743 STRAIGHT SHOOTER 456 (B) {DLF, HYF, IEF}**

**CRR D03 CASSIE 206 (B) {DLF, HYF, IEF, MDF}**

**THM DURANGO 4037 (B) {DLF, HYF, IEF, MDF}**

**LCC NERRY TIME 744 (B) {DLF, HYF, IEF}**

**P43474355**

**CRR D03 CASSIE 206 (B) {DLF, HYF, IEF, MDF}**

**THM DURANGO 4037 (B) {DLF, HYF, IEF, MDF}**

**PURPLE TINKLEY 56F ET**

**43932192**

**PURPLE JAXON 36A ET {DLF, HYF, IEF}**

**AH JDH CRACKER JACK 26U ET {DLF, HYF, IEF, MDF}**

**MCR PPF MISS GOLD DOM 206 ET {DLF, HYF, IEF}**

**CMW ETHEL 2020**

Consigned by Claire Wilson

*Check out this junior member and what she has to offer! Ethel is a double bred About Time. Her maternal pedigree is stacked with proven progeny as her great grandam has worked very well for Purple Reign Cattle Co. Do not miss this big hipped heifer that has the looks and pedigree to make her an outstanding show heifer and an even better cow.*

**CE BW WW YW DMI SC SCF MM M&G**

1.8 3.3 53 85 0.1 0.8 161 24 50

1.4 105 1.20 1.20 66 -0.016 0.54 24 0.00

**BMI$** 347

**BII$** 408

**CHB$** 106

**MISS MOCHA 34**

**P44194322 • Calved: 5/22/20 • Tattoo: LE 34**

**H FHF ADVANCE 626 ET {DLF, HYF, IEF, MDF}**

**TCC XS PRECIOUS PRINCESS QCET {DLF, HYF, IEF, MDF}**

**BF NITRO AVENTUS 3116 ET {DLF, HYF, IEF}**

**RR WCC/WB 668 WYARNO 9500 ET {SOD} {DLF, HYF, IEF}**

**P43930462**

**MISS MOCHA 34**

Consigned by TS Cattle Co.

*Miss Mocha is a fabulous young heifer with a great future. Her mother is out of the famous Becca 3900 cow and Aventus. Miss Mocha has over the top extension and is very structurally correct while moving smoothly. Miss Mocha is a heifer that will get the job done and make someone a wonderful show heifer as well as a great donor.*

**CE BW WW YW DMI SC SCF MM M&G**

0.3 4.0 57 98 0.5 0.3 10.5 22 50

1.5 107 1.10 1.20 111 -0.006 0.42 6.08

**BMS** 329

**BII$** 329

**CHBS** 114

**Schedule of Hereford Events**

**Tuesday Evening • February 16, 2021**

IHBA Banquet, Program and UHFA Fundraising Auction. To be held at 4-H Building, located on the Fairgrounds.

5:30 p.m. — Social Hour

6:30 p.m. — Dinner followed by Program

Includes Hall of Fame inductions and UHFA Fundraising Auction

**Wednesday • February 17, 2021**

8:00 a.m. — Sale Cattle Preview in Pioneer Pavilion

Iowa State Fairgrounds

11:30 a.m. (CST) — Annual Iowa Select Hereford Sale

North Annex Sale Ring
**P44196174 • Calved: 6/4/20 • Tattoo: LE 604**

**PYRAMID 15F 110T 916 (DLF,HYF,IEF,MSUDF)**

**H FHF KEYSTONE 620T ET (DLF,HYF,IEF,MSUDF)**

**FHF 408 RITA 21M (DLF,HYF,IEF,MSUDF)**

**CRR ABOUT TIME 743 (DLF,HYF,IEF,MSUDF)**

**MGM MERRY CHRISTMAS TIME 35X**

**P44196174 • Calved: 6/4/20 • Tattoo: LE 604**

**PYRAMID 15F 110T 916 (DLF,HYF,IEF,MSUDF)**

**H FHF KEYSTONE 620T ET (DLF,HYF,IEF,MSUDF)**

**FHF 408 RITA 21M (DLF,HYF,IEF,MSUDF)**

**CRR ABOUT TIME 743 (DLF,HYF,IEF,MSUDF)**

**MGM MERRY CHRISTMAS TIME 35X**

**Lot 57 | PEZ Keysha 604**

**PEZ KEYSHA 604**

**Cow**

**Consigned by Pezanoski Cattle Company**

- This fancy, deep bodied June baby is another one that proves how well the Keystone x About Time mating always hits big. This female will be fun to take around all summer, then will be a great cow when her backdrop days are done.

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**Lot 58 | K7 Miss Bell 2080**

**K7 MISS BELL 2080**

**Cow**

**Consigned by K7 Herefords**

- She is a deep cherry red heifer, red eyes, legs, and neck. Sired by the Bell Ringer bull, this heifer can spend 2 years in the show pen, and then put in a herd to raise genetic and phenotype greatness. Whether it’s EPD greatness or class, she is worth a look. For pictures or updates, visit K7Herefords.com or find us on Facebook.
Beginning this year, the Iowa Hereford Breeders Association implemented a new award program to assist in the purchase of quality Hereford heifers and cows to youth interested in starting or building a herd. The selection committee, consisting of Marilyn Lenth, Steve Landt and Chance Wiese reviewed all the applications and have selected the following two youths who will each receive a $500 grant to be used to select a female in the 2021 Iowa Select Hereford Sale.

Owen Powell is 14 and has been showing Herefords for six years. When not showing cattle, he enjoys riding his horse, visiting friends, reading and running cross country for his school. Upon graduating from high school, he hopes to join the United States Air Force Academy and become a pilot. Owen is thankful for the grant to help him grow his own small cattle herd.

Cody is 12 and has high hopes of attending MIT in Boston, Massachusetts someday. He loves technology and studying genetics. He is a member of the band and football team for his school. He has shown at local, state and national Hereford shows for five years. With the grant money, Cody will be able to add some new genetics to his personal cow herd. He is excited to see what is offered this year and what would be good matings in the future.
Iowa Select Hereford Sale
Wednesday, February 17, 2021
Preview: 8:00 a.m. • Sale: 11:30 a.m.

NORTH ANNEX SALE RING
Iowa State Fairgrounds • Des Moines, Iowa

Selling:
21 — Two-Year-Old, 18-Month-Old and Spring Yearling Bulls
19 — Spring Pairs and Bred Heifers
17 — Spring Yearling Heifers
1 — Choice of Calf Crop

Sale Sponsored by:
Iowa Hereford Breeders Association

Justin B. Stout
Auction Service
15508 Woodward St.
Overland Park, KS 66223

TIME DATED MATERIAL