

A photograph showing three generations of cattle ranchers in a field of tall green grass. On the left, a young boy in a cowboy hat stands. In the center, a man sits holding a baby. On the right, an older man in a cowboy hat points towards a distant line of cattle. The sky is blue with scattered clouds. A large, stylized blue arrow graphic points upwards from the bottom right towards the text.

# 2026 Beef Sire Directory

**GENEX**<sup>TM</sup>  
FOR GENERATIONS

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## MISSION STATEMENT

Be the trusted cooperative partner providing progressive genetics, herd health solutions and data-driven insights to create more efficient and sustainable cattle.

### BEEF SIRE DIRECTORY

Published annually for Canadian beef producers

### ADDRESS CORRESPONDENCE TO:

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### PHOTO REQUESTS

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## Your GENEX sales team proudly serving you!



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Welcome to the 2026 lineup of GENEX beef sires where our commitment to Cow Sense & Science guides every recommendation we make. By combining practical selection tools with advanced data and technology, we support producers in making informed, economically sound genetic decisions.

The year 2025 will be remembered as extraordinary across the beef industry. Every sector, from purebred sales to commercial calves, experienced historic market strength. The value generated by thoughtful breeding and management decisions has never been more evident.

Recent years have further reinforced several key lessons:

First, consumers are clearly expressing their expectations through their purchasing behavior. They want a safe, high-quality beef product, whether enjoyed at home, in grocery stores or at restaurants. Demand for a wholesome, nutritious eating experience continues to deliver value throughout the supply chain, including to the producers who make it possible.

Second, genetics now play an even greater role in capturing value. Commercial cattlemen seek bulls and females that excel in economically relevant traits, while feeders prioritize cattle that stay healthy, gain efficiently and meet the requirements of value-added programs.

Third, artificial insemination, the industry's original A.I., is more impactful than ever before. Time after time, A.I.-sired cattle outperform and outsell those bred by natural service. Likewise, females bred to A.I. sires consistently command higher premiums. Artificial insemination remains one of the most powerful tools available for improving herd performance and profitability.

We invite you to review the sires featured in our directory and identify those that best align with your breeding objectives. Our team of professional representatives is here to help you with sire selection, synchronization protocols and the integration of a successful A.I. program within your operation.

As we look ahead in 2026, continued strong beef demand and historically low cow numbers create significant opportunity. Now is an ideal time to invest in superior genetics that can advance your program and enhance long-term returns. At GENEX, we stand ready to put our philosophy of Cow Sense & Science to work for you.

Thank you for your interest in all that GENEX has to offer. GENEX is a proud member of the URUS family where our guiding mission is to create "Better Cows for a Better World."

# Your trusted GENEX Canada expert



**Patty Lasby**  
GENEX Canada Area Sales  
and Beef Manager  
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"I am passionate about helping cattle producers determine which sires and products best suit their breeding programs to make their ranch successful. Please don't hesitate to reach out. I am always available to answer any questions and assist with your breeding program."

Find your GENEX representative below to contact them regarding bull selection, breeding strategies, A.I. service, herd care products and more. If you do not see a distributor listed near your area, reach out to Patty Lasby.

## GENEX Beef Representatives

### Alberta

**Charles Munro**, Rockyford  
403-701-1548  
**John Wall**, Sherwood Park  
780-232-1072

### British Columbia

**David Luttmerding**, Armstrong  
778-692-9483

### Manitoba

**Lois McRae**, Brandon  
204-728-3058

### Ontario

**Brad Miller**, Kerwood  
519-871-1970  
**Eric Rincker**, Sunderland  
705-934-3087  
**Peter Frijters**, Milverton  
519-276-9314

### Saskatchewan

**Rob McNabb**, Glenbush  
306-883-7995  
**Alliance Genetics**  
Mike France, Prince Albert  
306-930-8684

## GENEX Beef Distributors

### Alberta

**Millenium Genetics**, Lethbridge  
403-330-9626  
**Wildrose Reproductive**, Olds  
403-556-0627 - Sally  
403-559-9453 - Dan

### British Columbia

**Frueh Holdings**  
Kevin Frueh, Duncan  
250-709-1849

### Manitoba

**JMS Genetics**, Winnipeg  
204-981-3536

### Saskatchewan

**Southwest Genetics**, Aneroid  
306-741-8398

## Useful Links



Synchronization  
Protocols



EPD  
Terminology

# TOP GUN

001AN01694 SCHIEFELBEIN TOP GUN 522

Reg. No.: 20491889 | Born: 1/27/2022



**Sire**  
 • V A R POWER PLAY 7018  
 • V A R FIRE POWER  
 • VINTAGE RITA 5063

**Dam**  
 • SCHIEFELBEIN SHOWMAN 338  
 • FROSTY ELBA 4220  
 • FROSTY BISMARCK 3041

**Birth Weight:** 84 lbs | **205 Days:** 912 lbs | **365 Days:** 1526 lbs  
**Scrotal:** 42.9 cm.

**Owned By:** Schiefelbein Farms, MN; Hoffman Ranches, NE; GENEX, WI

## Unstoppable power, elite genetics and proven results.

- One of the most massively constructed bulls in the top for \$C.
- Rare combo of elite HP, Claw, Angle, Marbling and RE.
- Standout progeny in many of the country's top herds!



Baldco Patricia 104, Daughter



Sankey Rita 504, Daughter



Stellpflug Top Gun 4822, Son

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK
2	3.4	91	164	0.35	1.62	1.0	1.14	32	0.45	0.43	1.61	0.84	15.2	8	15
.56	.92	.88	.75	.38	.38	.75	.76	.66	.57	.55	.50	.27	.30	.31	.32
TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
0.45	0.67	1.09	127	1.1	-43	69	1.14	0.81	0.027	69	62	121	78	199	327
.33	.32	.35	.44	.46		.48	.43	.44	.38					15%	15%
20%	30%	3%	4%			15%	15%	30%						10%	10%

# DRAFT PICK

001AN01702 PEAK DRAFT PICK

GenChoice ~

Reg. No.: 20513315 | Born: 12/2/2022



**Sire**  
 • CHERRY CREEK LAND GRANT  
 • CONNEALY CLARITY  
 • BRESHIE OF CONANGA 6988

**Dam**  
 • GB FIREBALL 672  
 • VINTAGE RITA 0404  
 • 44 RITA 6291

**Birth Weight:** 95 lbs | **205 Days:** 728 lbs

**Owned By:** GENEX, WI

## Elite sire with unmatched genetic power!

- Elite-level EPDs with off-the-chart index power.
- Huge combo of elite \$C and excellent \$M.
- Genomic power in the blood with his prepotent dam and popular sire.



Vintage Rita 5105, Daughter



Vintage Rita 5140, Daughter



Vintage Lady Princess 5169, Daughter

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK
10	1.0	88	156	0.34	1.64	0.9	1.39	27	0.48	0.44	0.92	0.18	10.5	12	29
.53	.77	.61	.40	.35	.35	.49	.40	.36	.30	.30	.26	.32	.23	.32	.33
TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
0.40	0.46	1.04	63	0.5	-18	92	2.07	1.25	0.023	88	97	153	129	283	455
.34	.33	.41	.39	.41		.42	.37	.36	.34					10%	1%
25%	10%	10%	4%			1%	1%	3%						3%	1%

# GRINDSTONE

001AN01709 BALDRIDGE GRINDSTONE

GenChoice

Reg. No.: 20426654 | Born: 4/25/2022



**Sire**  
 MUSGRAVE 316 STUNNER  
 • **DB ICONIC G95**  
 DB MS DISCOVERY D13

**Dam**  
 BALDRIDGE 38 SPECIAL  
 • **ERICA OF ELLSTON T220**  
 ERICA OF ELLSTON R96

**Birth Weight:** 64 lbs | **205 Days:** 640 lbs | **365 Days:** 1213 lbs  
**Scrotal:** 42.1 cm.

**Owned By:** Baldridge Performance Angus, NE; GENEX, WI

**Unmatched combination of performance, presence and cow power.**

- Top-end EPDs and index excellence.
- Cow power at its best, backed by the great T220.
- Impressive look with added power and substance.



Erica of Ellston T220, Dam

BA7 Oaks Erica J27, Mat. Sister

BA7 Oaks Erica J06, Mat. Sister

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK
10 .49 25%	0.2 .75 30%	84 .58 15%	146 .45 15%	0.30 .35 20%	1.63 .35 20%	0.4 .55 2%	2.15 .50 2%	34 .40 2%	0.44 .34 30%	0.41 .34 20%	1.15 .28 20%	0.36 .34 25%	13.4 .24 20%	8 .34 3%	38 .35 3%
TEAT	UDDR	FL	MW	MH	SEN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
0.56 .36	0.55 .35	1.00 .40	68 .41	0.4 .43	-26 4%	82 15%	1.11 .42	0.66 .40	0.058 .39	92 .37	102 10%	132 1%	72 5%	204 20%	357 4%

# DISCIPLINE

001AN01711 MOHNEN DISCIPLINE

Reg. No.: 20468126 | Born: 8/10/2022



**Sire**  
 SITZ STELLAR 726D  
 • **SITZ STELLAR 721H**  
 SITZ BARBARMERE NELL 248F

**Dam**  
 S A V CIRCUIT BREAKER 7136  
 • **MOHNEN ELBA 6820**  
 DBL ELBA 546

**Birth Weight:** 66 lbs | **205 Days:** 760 lbs | **365 Days:** 1310 lbs  
**Yrlg. Frame:** 6.0 | **Scrotal:** 44.0 cm

**Owned By:** Mohnen Angus, SD; GENEX, WI

**A promising calving-ease sire with phenotype and maternal excellence!**

- Mohnen's choice as the next-generation calving-ease sire.
- He won't sacrifice high-quality phenotype or maternal consistency.
- Ideal for calving ease, good looks & maternal ability from one of the up-and-coming young females at Mohnen's.



Mohnen Elba 6820, Dam

Mohnen Discipline 365, Son

Mohnen Discipline 575, Son

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK
7 .47	1.1 .65	75 .58	140 .42	0.30 .32	1.81 .32	0.4 .46	1.52 .39	29 .35	0.39 .34	0.35 .34	0.25 .26	0.59 .28	12.7 .18	7 .28	23 .31
TEAT	UDDR	FL	MW	MH	SEN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
0.73 .33	0.68 .31	1.18 .35	81 .37	0.2 .41	-24 20%	66 .41	0.65 .35	0.58 .34	0.024 .32	91 .32	68 10%	117 10%	51 20%	169 30%	310 20%



## STAND ALONE

001AN01712 RAVEN STAND ALONE

Reg. No.: 20775384 | Born: 1/26/2023

Sire

• E&B PLUS ONE  
• RAVEN REPUBLIC I564  
• SITZ EMMA E 2738

Dam

• TEHAMA PATRIARCH F028  
• RAVEN EMMA E 1418  
• RAVEN EMMA E E599

Birth Weight: 71 lbs | 205 Days: 847 lbs | 365 Days: 1474 lbs

Scrotal: 36.5 cm.

Owned By: Raven Angus, SD; Hoffman Ranch, NE; GENEX, WI



Raven Emma E 1418, Dam

### Calving ease meets growth and power!

- Flawless eye appeal, excellent feet and perfect structure.
- Fresh genetics backed by a rock-solid foundation.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
11	-0.5	87	156	0.33	1.74	0.4	0.86	14	0.41	0.38	-1.61	0.43	13.1	12	27	0.58	0.51	1.08	77	0.6	-24	73	0.66	0.79	0.059	89	93	122	52	174	315
.46	.68	.59	.42	.32	.32	.47	.47	.35	.29	.28	.30	.28	.23	.30	.31	.30	.29	.36	.37	.40	.35	.40	.34	.32	.10%	10%	4%	15%	25%	15%	
20%	20%	10%	10%	10%	10%	20%	20%	10%	20%	10%	20%	10%	15%	15%	15%	15%	35%	30%	10%	10%	35%	10%	10%	10%	10%	10%	10%	10%	10%	10%	



## SAFE KEEPING

001AN01713 EXAR SAFE KEEPING 3634B

Reg. No.: 20565960 | Born: 1/12/2023

Sire

• DEER VALLEY GROWTH FUND  
• EXAR STOCK FUND 9097B  
• EXAR EMPRESS 0875

Dam

• CONNEALY CONFIDENCE PLUS  
• EXAR ELBA 9501  
• EXAR ELBA 7210

Birth Weight: 56 lbs | 205 Days: 874 lbs | 365 Days: 1456 lbs

Yrlg. Frame: 6.1 | Scrotal: 38.3 cm

Owned By: Express Ranches, OK; GENEX, WI



EXAR Elba 9501, Dam

### Powerful genetics with eye-catching structure and design.

- Exceptional pedigree backed by powerhouse EXAR Elba 9501 and excellent genetic predictions.
- Outstanding blend of structure and design with flawless eye appeal.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
16	-0.6	83	157	0.34	2.04	0.6	0.38	17	0.42	0.40	3.60	0.78	9.7	12	37	0.53	0.55	0.99	64	0.5	-23	78	0.97	0.73	0.078	77	99	127	65	192	326
.35	.51	.44	.39	.30	.30	.44	.49	.35	.27	.27	.25	.29	.20	.33	.33	.33	.31	.40	.37	.40	.40	.38	.38	.35	.10%	15%	30%	30%	10%	15%	
2%	15%	15%	10%	4%	15%	20%	20%	10%	25%	20%	15%	15%	3%	15%	3%	15%	3%	40%	40%	10%	30%	30%	2%	10%	35%	15%	15%	15%			



## JEFFERSON

001AN01718 BASIN JEFFERSON 1104

Reg. No.: 20071795 | Born: 1/25/2021

Sire

• BASIN RAINMAKER 4404  
• BASIN RAINMAKER 8584  
• BASIN LUCY 4240

Dam

• BASIN DEPOSIT 6249  
• BASIN RITA 9150  
• BASIN RITA 5352

Birth Weight: 78 lbs | 205 Days: 632 lbs | 365 Days: 1309 lbs

Yrlg. Frame: 5.1 | Scrotal: 43.5 cm

Owned By: Stewart Select Angus LLC, IN; GENEX, WI



Basin Dame 3053, Daughter

### Powerful growth, maternal excellence with progeny built for performance.

- Cow-maker deluxe with an exceptionally crafted pedigree.
- A foot improver without sacrificing end-product merit.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
1	3.9	79	138	0.28	1.58	0.4	0.24	32	0.34	0.30	-0.60	0.68	15.9	12	23	0.44	0.52	0.99	89	0.3	-28	60	1.11	0.61	-0.011	86	63	105	77	182	322
.60	.83	.79	.71	.35	.35	.63	.72	.76	.64	.63	.21	.56	.33	.37	.35	.43	.41	.34	.40	.40	.49	.44	.45	.40	.30%	15%	20%	15%	15%	15%	
20%	25%	30%	25%	30%	20%	20%	20%	10%	15%	10%	15%	3%	15%	3%	15%	3%	40%	40%	10%	30%	30%	2%	10%	35%	15%	15%	15%	15%	15%		



## CORNERSTONE

001AN01738 MAR CORNERSTONE

Reg. No.: 21098530 | Born: 2/11/2024

Sire

• S FOUNDATION 514  
• MAR GROUND WORK 4123  
• MAR FINAL IMAGE TIMBER 2704

Dam

• LD CAPITALIST 316  
• MAR CAPITAL ROUGHRIDER 8116  
• MAR ROUGHRIDER IMPRESS 1338

Birth Weight: 86 lbs | 205 Days: 734 lbs

Owned By: Maher Angus Ranch, SD; Hoffman Ranch, NE; GENEX, WI



### Blue collar genetics with elite phenotype.

- A phenotypic standout at Mahers' and one of the physically outstanding bulls of 2025!
- Well balanced with exceptional structure and flexibility, along with robust muscle and substance.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
6 .33	2.8 .52	86 .45	138 .35	0.21 .27	1.54 .27	0.4 .41	0.28 .34	20 .29	0.28 .23	0.35 .23	1.26 .21	0.49 .24	12.2 .15	9 .28	23 .30	0.30 .28	0.19 .27	1.12 .34	64 .33	0.2 .36	-15 10%	81 .35	0.86 .33	0.72 .32	0.045 .30	96 5%	85 15%	133 4%	62 35%	195 15%	349 10%
	10% 25%								2% 5%																						



## RAINMAKER 4404

001AN01425 BASIN RAINMAKER 4404

Reg. No.: 17913751 | Born: 3/19/2014

Sire

• BASIN RAINMAKER P175  
• BASIN RAINMAKER 2704  
• BASIN ERICA 7520 BV

Dam

• BASIN PAYWEIGHT 1075  
• BASIN JOY 1036  
• BASIN JOY 5667

Birth Weight: 74 lbs | 205 Days: 702 lbs | 365 Days: 1118 lbs  
Yrlg. Frame: 5.8 | Scrotal: 35.3 cm

Owned By: Basin Angus, MT; EZ Angus Ranch, CA; GENEX, WI



Basin Joy 1036, Dam

### Revolutionizes maternal excellence for udder quality, foot strength and longevity.

- Combines calving ease, outstanding foot quality, muscle and body capacity with an outcross pedigree.
- Daughters excel with incredible udders, fleshing ability and maternal function.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
6 .88	1.4 .96	60 .94	108 .91	0.24 .48	0.95 .48	0.1 .89	0.65 .89	24 .86	0.33 .78	0.33 .78	2.26 .38	0.32 .69	13.8 .64	12 .84	30 .86	0.67 .82	0.57 .80	0.94 .74	48 .68	0.1 .67	-11 .57	39 .53	0.68 .54	0.60 .48	0.014 20%	80 20%	68 54	87 142	54 264		
									25% 5%			20% 15%		15% 25%																	



## ENDGAME

001AN01531 SCHIEFELBEIN ENDGAME 99

Reg. No.: 19562440 | Born: 1/20/2019

Sire

• JINDRA 3RD DIMENSION  
• JINDRA ACCLAIM  
• JINDRA BLACKBIRD LASSY 1111

Dam

• COLEMAN CHARLO 0256  
• FROSTY ELBA 4547  
• FROSTY OBJECTIVE 531

Birth Weight: 67 lbs | 205 Days: 800 lbs | 365 Days: 1381 lbs  
Yrlg. Frame: 5.6 | Scrotal: 36.7 cm

Owned By: Schiefelbein Angus Farm, MN; GENEX, WI



Frosty Objective 531, Grandam

### A perennial favourite for heifer projects and more!

- A trusted high-fertility, calving-ease sire with all the extras.
- Anchored by a highly productive, high phenotype cow family.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
12 .64	-2.6 .82	55 .76	112 .68	0.31 .40	0.84 .40	0.4 .73	0.49 .64	26 .61	0.57 .45	0.47 .46	0.65 .31	0.32 .32	12.1 .24	8 .47	35 .48	0.60 .50	0.64 .48	0.92 .50	46 .50	-0.2 .54	-13 30%	62 15%	1.11 .48	0.72 .41	0.012 .39	58 20%	64 10%	129 15%	78 10%	207 10%	326 10%
									20% 15%			20% 15%			10% 25%																



## TRADEMARK

001AN01684 J TRADEMARK 1037

Reg. No.: 20160403 | Born: 1/18/2021

**Sire**  
 • SITZ STELLAR 726D  
**SITZ RESILIENT 10208**  
 • SITZ MISS BURGESS 1856

**Dam**  
 • KOUPLS B&B IDENTITY  
**MILL BRAE IDEN GEORGINA 4086**  
 • MILL BRAE FA GEORGINA 0237

Birth Weight: 81 lbs | 205 Days: 792 lbs | 365 Days: 1328 lbs  
 Scrotal: 37.5 cm

Owned By: Coleman Angus, MT; Conley Cattle, OK



Mill Brae Iden Georgina 4086, Dam

### Balanced genetics for productive, long-lasting females.

- High-quality phenotype with extra muscle shape, structure and good looks!
- Offers an exceptional combo of TEAT and UDDR EPDs with Functional Longevity – a true herd-building sire.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
3 .69	0.6 .87	78 .83	135 .75	0.29 .43	1.19 .43	0.3 .75	0.26 .76	22 .68	0.38 .63	0.32 .61	0.54 .37	0.34 .48	12.9 .43	10 .56	22 .49	1.03 .38	0.99 .36	1.10 .42	121 .58	0.8 .50	-44 5%	57 .51	0.83 .46	0.53 .47	0.042 .42	71 35%	68 35%	104 35%	58 35%	163 35%	282 35%
.35% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%			



## SIGNAL

001AN01665 KOUPLS B&amp;B SIGNAL 1159

Reg. No.: 20165310 | Born: 1/25/2021

**Sire**  
 • S A V RESOURCE 1441  
**S A V TERRITORY 7225**  
 • S A V EMBLYNETTE 3293

**Dam**  
 • KOUPLS B&B IDENTITY  
**B&B BLKBD PROGRESS 3015**  
 • B&B BLKBD PROGRESS 0049

Birth Weight: 81 lbs | 205 Days: 692 lbs | 365 Days: 1412 lbs  
 Yrlg. Frame: 6.0 | Scrotal: 39.9 cm

Owned By: Koupal Ranch, SD; Thiel Ranch, SD; GENEX, WI



B&amp;B Blkbd Progress 3015, Dam

### A sire proving to be a customer favourite!

- Cow-maker deluxe with balanced phenotype backed by maternal strength.
- Combines the power of his Pathfinder® dam and one of the top females at S A V.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
10 .56	0.0 .80	70 .75	123 .65	0.25 .39	1.27 .39	0.4 .53	0.67 .67	7 .47	0.48 .34	0.50 .36	1.81 .26	0.34 .31	13.3 .21	9 .40	26 .40	0.61 .44	0.60 .42	1.20 .41	57 .43	0.3 .44	-13 35%	57 35%	0.67 .48	0.92 .43	0.034 .39	83 20%	71 15%	98 15%	56 15%	155 30%	284 30%
.25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%				



## BAR NONE

001AN01681 HOFFMAN BAR NONE

Reg. No.: 20307818 | Born: 9/2/2021

**Sire**  
 • BASIN PAYWEIGHT 1682  
**DEER VALLEY GROWTH FUND**  
 • DEER VALLEY RITA 36113

**Dam**  
 • KG SOLUTION 0018  
**HA RITO LADY 3839**  
 • HA RITO LADY 0622

Birth Weight: 79 lbs | 205 Days: 718 lbs | 365 Days: 1276 lbs  
 Scrotal: 37.5 cm.

Owned By: Hoffman Ranch, NE; Hilltop Angus Ranch, MT; GENEX, WI



Ha Rito Lady 3839, Dam

### The pinnacle of perfection: Elite genetic predictions and unrivaled pedigree!

- Visual quality, genetic predictions and powerhouse pedigree.
- Ranks near the top for \$M and backed by the great HA Rito Lady 3839!

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
10 .58	-0.1 .86	86 .77	147 .64	0.29 .40	1.41 .40	0.2 .54	0.62 .66	24 .59	0.49 .51	0.38 .51	2.41 .30	0.50 .33	15.3 .26	16 .36	27 .37	0.34 .36	0.33 .35	0.98 .45	49 .44	0.0 .45	-10 35%	66 20%	0.62 .49	0.74 .41	0.048 .39	102 3%	95 3%	114 20%	50 35%	164 15%	315 15%
.25% 25%	25% 10%	25% 15%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%	25% 25%				



## HONOR ROLL

001AN01717 HINKSONS HONOR ROLL

Reg. No.: 20728327 | Born: 9/9/2022

Sire

SYDGREN BLUEPRINT  
• S ARCHITECT 9501  
• S BLOSSOM 7514

Dam

LD CAPITALIST 316  
• HINKSONS ERICA T19 9240  
• HINKSONS ERICA T16 622

Birth Weight: 77 lbs | 205 Days: 659 lbs | 365 Days: 1110 lbs  
Scrotal: 35.7 cm.

Owned By: Hinkson Ranch, KS; Musgrave Angus, IL; GENEX, WI



### Calving ease meets herd bull power and precision.

- Calving-ease son of GENEX legend Architect with the added bells and whistles.
- Admired by many at Musgrave Angus for his herd bull look with added structure and foot quality.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
15	-1.8	76	140	0.27	1.95	0.4	1.21	22	0.38	0.43	-1.45	0.48	13.5	13	29	0.65	0.66	1.00	77	0.6	-25	70	0.94	0.46	0.076	80	82	119	60	179	312
.44	.70	.58	.44	.33	.33	.49	.48	.46	.31	.31	.32	.25	.34	.35	.37	.36	.39	.40	.43	.30%	.42	.38	.37	.35	.20%	.15%	.15%	.35%	.25%	.15%	
3%	5%	30%	20%			30%	35%	15%	25%	10%	20%	10%	30%	30%	20%	30%	20%	30%	30%	30%	15%	25%	20%	15%	15%	35%	25%	20%	15%	15%	



## IMPULSE

001AN01716 HEIKEN IMPULSE

Reg. No.: 20010364 | Born: 2/2/2021

Sire

CONNEALY SPUR  
• VERMILION SPUR E119  
• VERMILION LASS 4071

Dam

SITZ LOGO 12964  
• JCH LUCY 9009  
• JCH LUCY 7005

Birth Weight: 55 lbs | 205 Days: 617 lbs

Owned By: J C Heiken Angus, MT; Baldridge Performance Angus, NE; GENEX, WI



### A bull that offers maximum profitability!

- Breed-leading \$M and HP with a unique pedigree.
- Offers calving ease with a look of quality.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
16	-1.8	73	118	0.21	1.16	0.0	1.52	18	0.46	0.41	-1.06	0.55	17.4	15	27	0.37	0.33	1.13	10	-0.2	10	47	0.80	0.68	0.043	124	91	82	58	140	306
.52	.73	.65	.44	.34	.34	.48	.44	.35	.28	.28	.29	.30	.18	.31	.33	.32	.30	.38	.39	.42	.42	.35	.34	.31	.10%	.10%	.10%	.35%	.20%		
2%	5%	35%				15%			20%	10%	1%	3%																			



## ROYAL FLUSH

001AN01690 S A V ROYAL FLUSH 2735

Reg. No.: 20480709 | Born: 1/28/2022

Sire

S A V RENOWN 3439  
• S A V RENOVATION 6822  
• S A V MADAME PRIDE 0151

Dam

S A V 707 RITO 9969  
• S A V EMBLYNETTE 2369  
• S A V EMBLYNETTE 7566



Birth Weight: 92 lbs | 205 Days: 995 lbs | 365 Days: 1651 lbs  
Scrotal: 42.3 cm

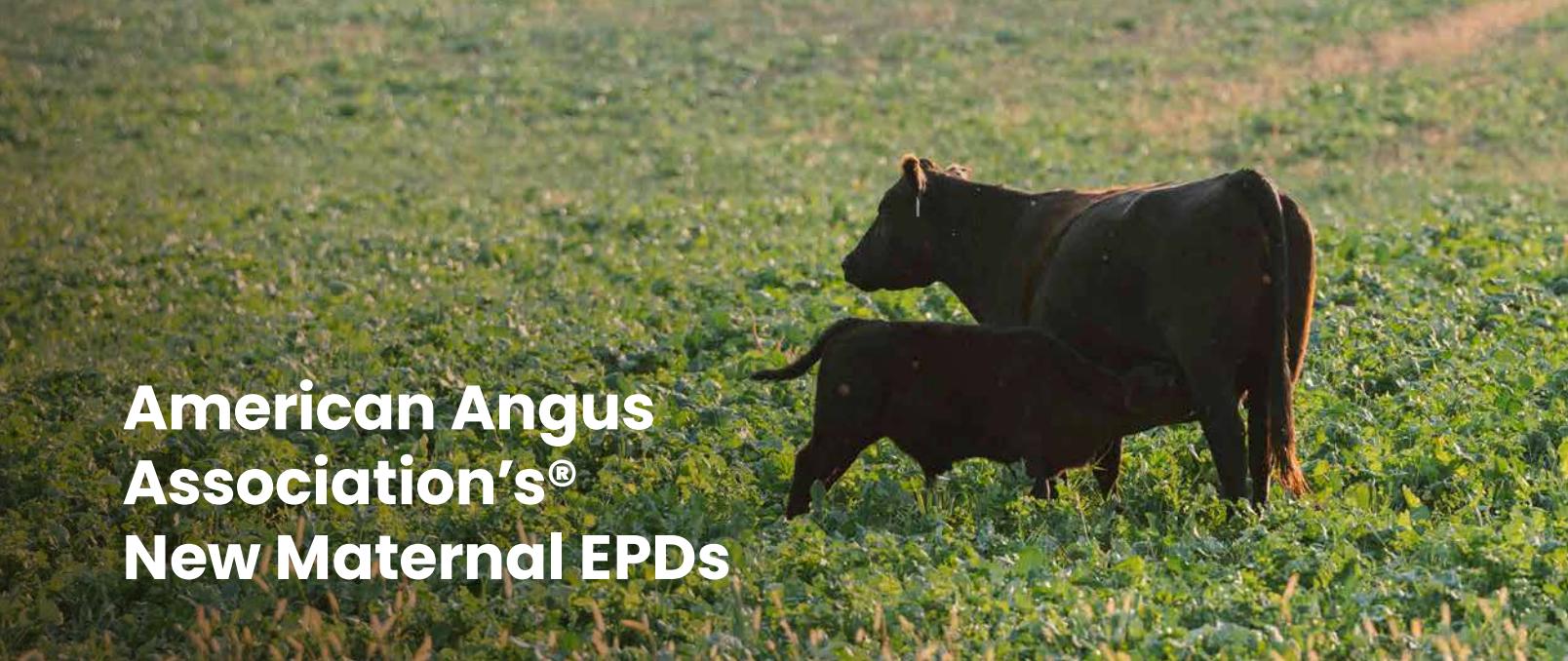
Owned By: Schaff Angus Valley, ND; Royal Flush Group; GENEX, WI



### A physically imposing sire that exudes quality.

- Dominating phenotype with extra power, mass and quality has made him an instant favorite.
- Impeccable structural design, foot quality and breed character.

CED	BW	WW	YW	ADG	DMI	YH	SC	DOC	CLAW	ANGLE	PAP	HS	HP	CEM	MILK	TEAT	UDDR	FL	MW	MH	\$EN	CW	MARB	RE	FAT	\$M	\$W	\$F	\$G	\$B	\$C
-10	5.6	67	126	0.30	1.31	0.5	0.75	27	0.32	0.41	2.19	0.67	11.5	-4	25	0.58	0.60	1.08	88	0.4	-28	55	0.85	0.60	0.015	50	42	99	62	161	259
.40	.77	.72	.56	.34	.34	.53	.56	.53	.44	.47	.24	.30	.23	.36	.37	.36	.35	.42	.41	.42	.43	.38	.38	.34	.30%						
			20%				15%		4%	20%																					



# American Angus Association's® New Maternal EPDs

The American Angus Association released three new expected progeny differences (EPDs) in May 2025: functional longevity (FL), teat size (TEAT), and udder suspension (UDDR).

## Functional Longevity

The functional longevity (FL) EPD aids in identifying sires whose daughters will remain in the herd and produce a calf every year. The unit of the FL EPD is the number of calves produced by six years of age, with a higher EPD meaning that on average, a sire's daughters are predicted to produce more calves by the age of six compared to the daughters of a sire with a lower EPD. Similar to many maternal traits, FL has a low heritability (0.10). Even with the low heritability of the trait, the FL EPD can be used to make genetic progress in your herd and across the Angus population.

The data used in the calculation of the FL EPD is production records on females (i.e. calving records and disposal data). The base of this data comes from Inventory Reporting, which is the Association's whole-herd reporting program. The evaluation includes 8.9 million records from over 2.1 million females from the USA and Canada.

## Teat & Udder

Following Beef Improvement Federation guidelines, the Association established scoring guidelines to characterize teat size (TEAT) and udder suspension (UDDR). Both are scored on a scale from 1 to 9, where a score of one represents a very large and misshapen teat or a very pendulous udder, while a nine indicates a very small teat size or a very tight udder. A female can be scored every time she has a calf, which results in multiple scores over the course of her lifetime. Under

these guidelines, Angus breeders have collected more than 455,000 records combined for teat and udder on over 130,000 females across the USA and Canada.

The EPDs predict the expected differences in teat size and udder suspension scores of sires' daughters when raised in similar environments. They are expressed in units of teat size and udder suspension scores, with a higher EPD indicating smaller teats and tighter udder suspension, respectively.

However, it is important to remember that there is not necessarily an ideal teat or udder score, so breeders should aim to find an optimum that works for their herd rather than selecting for extremes of the traits. A negative correlation exists between teat size and weaning weight direct (-0.14), and maternal (-0.17); this relationship is similar between udder suspension and weaning weight direct (-0.11), and maternal (-0.24). The traits have a high genetic correlation (0.77), and both teat size and udder suspension are moderately heritable at 0.32 and 0.28, respectively.

## Moving Forward

A longtime goal of the Association has been to enhance the tools available to characterize maternal traits. Establishing tools to select for maternal traits provides the opportunity to make directional for genetic improvement across the breed. Alongside the release of these EPDs, they were also incorporated into Maternal Weaned Calf Value (\$M), and subsequently Combined Value (\$C).



## COLLATERAL

001AR00981 C-BAR COLLATERAL 203J

GenChoice ~

Reg. No.: 4534315 | Born: 12/17/2020

Sire

FRITZ JUSTICE 8013  
• **LACY COLLUSION 115F**  
LACY LAKOTA 8105

Dam

9 MILE FRANCHISE 6305  
• **C-BAR STONY 907G**  
ADHM STONY 503C

Birth Weight: 69 lbs | 205 Days: 794 lbs | 365 Days: 1174 lbs  
Yrlg. Frame: 5.5 | Scrotal: 38.5 cm

Owned By: C-Bar Red Angus, KS; GENEX, WI



ADHM Stony 503C, Maternal Grandam

### Ideal calving-ease choice! Keep all the daughters!

- Next-level calving ease sire anchored by the Stony cow family.
- Deep-bodied, powerfully constructed, dark cherry red and good footed with a herd sire presence.

PROS	HB	GM	CED	BW	WW	YW	ADG	DMI	MILK	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
138	81	58	16	-3.7	52	88	0.22	0.56	26	10	11	18	0.45	0.04	19	0.15	0.02
16%	13%		.68	.80	.75	.73	.73	.36	.25	.10	.50	.39	.46	.38	.55	.45	.38



## REVEREND

001AR00991 BROWN REVEREND L156

Reg. No.: 4878346 | Born: 3/20/2023

Sire

CONNEALY CONFIDENCE PLUS  
• **BROWN CONFIDENT J1263**  
BROWN MS FRANCHISE F942

Dam

BROWN ORACLE B112  
• **BROWN MS ORACLE G542**  
BROWN MS EPIC C661

Birth Weight: 72 lbs | 205 Days: 724 lbs | 365 Days: 1111 lbs

Owned By: R.A. Brown Ranch, TX; Koester Red Angus, ND; GENEX, WI



### A genetic monster!

- Index power, big spread from birth to yearling and outstanding carcass predictions.
- Deep bodied, thick muscled and sound to the ground.

PROS	HB	GM	CED	BW	WW	YW	ADG	DMI	MILK	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
166	48	118	19	-5.3	71	122	0.32	0.99	30	13	9	15	0.98	0.07	50	0.56	0.03
2%			.44	.48	.45	.46	.46	.37	.17	.00	.41	.34	.38	.32	.40	.37	.34



## MAKING LIFE GREAT

001AR00994 5L MAKING LIFE GREAT 722-40M

Reg. No.: 4974431 | Born: 1/31/2024

Sire

5L GOT R DONE 2146-313F  
• **5L LIFE IS GOOD 1201-52H**  
5L RUBY 829-1201

Dam

LSF SRR MAGICIAN 0067H  
• **5L HAZEK 3010-722**  
5L HAZEL 9586-3010

Birth Weight: 58 lbs | 205 Days: 626 lbs | 365 Days: 1064 lbs

Owned By: 5L Red Angus, MT; Michigan State University, MI; GENEX, WI



### Prototypical commercial calving-ease sire for even the harshest environments!

- Offers a moderate, ultra-easy fleshing phenotype with added muscle in an easy-calving package.
- Destined to become the next go-to sire for commercial heifer projects while producing soft-made, efficient females that thrive without added inputs.

PROS	HB	GM	CED	BW	WW	YW	ADG	DMI	MILK	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
98	24	74	22	-7.0	68	112	0.27	0.99	23	12	8	0.79	-0.01	19	0.23	0.01	
			.30	.37	.33	.34	.34	.20	.19	.04	.22	.13	.18	.17	.24	.21	.14



## MERLIN 018A

001AR00972 WFL MERLIN 018A

Reg. No.: 1628086 | Born: 1/19/2013

Sire  
• LJC MISSION STATEMENT P27  
• **LJC MERLIN T179**  
• BUF CRK REDPRIDE N179

Dam  
• BROWN COMMITMENT S7206  
• **WFL COMMITMENT 042Y**  
• WFL JEWELMAKER 9024

Birth Weight: 63 lbs | 205 Days: 675 lbs | 365 Days: 1154 lbs  
Yrlg. Frame: 5.8 | Scrotal: 43.0 cm

Owned By: Leland Red Angus, MT; Wedel Red Angus, KS



Leland Frankly 018 6599, Son

### The O.G. for overall performance & profitability!

- Still one of the breed's best all-around bulls and one of the top sellers of all breeds at GENEX.
- A true curve-bender, his calves are born small but exhibit excellent performance with impressive depth and thickness.

PROS	HB	GM	CED	BW	WW	YW	ADG	DMI	MILK	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
26	-32	<b>58</b>	14 .88 33%	<b>-3.9</b> .96 17%	<b>85</b> .95 8%	<b>131</b> .95 13%	<b>0.29</b> .95 27%	<b>0.69</b> .71 .	<b>35</b> .90 3%	<b>7</b> .87 .	<b>6</b> .87 .	<b>2</b> .81 .	<b>0.54</b> .77 34%	<b>-0.24</b> .60 2%	<b>13</b> .79 .	<b>0.46</b> .75 10%	<b>-0.04</b> .73 2%



## COMPLETE PACKAGE

001AR00976 QH COMPLETE PACKAGE F900

Reg. No.: 3872899 | Born: 02/19/2018

Sire  
• EEC ABSOLUTE A160B  
• **EEC ABSOLUTE 160 D627**  
• EEC NEXIE B24

Dam  
• MESSMER PACKER 5008  
• **BROWN MS PACKER A7034**  
• BROWN MS P707 W7529

Birth Weight: 78 lbs | 205 Days: 546 lbs

Owned By: Quaker Hill Farm LLC, VA; GENEX, WI

PROS	HB	GM	CED	BW	WW	YW	ADG	DMI	MILK	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
97	<b>29</b>	<b>68</b>	13 .40 24%	<b>-2.0</b> .41	<b>66</b> .47	<b>114</b> .47	<b>0.30</b> .47	<b>0.88</b> .31	<b>18</b> .19	<b>14</b> .21	<b>8</b> .37	<b>11</b> .31	<b>0.41</b> .34	<b>-0.05</b> .29	<b>29</b> .36	<b>0.31</b> .34	<b>-0.01</b> .31



## NEW DECADE

001AR00978 CRUMP NEW DECADE 9341

Reg. No.: 4099482 | Born: 1/8/2019

Sire  
• BROWN PREMIER X7876  
• **CRUMP MAGNITUDE 5507**  
• CRUMP TABITHA 3140

Dam  
• TR EPIC ST618  
• **TR BRANDY XT074**  
• TR COCA RT527

Birth Weight: 71 lbs | 205 Days: 662 lbs | 365 Days: 1152 lbs  
Yrlg. Frame: 5.9 | Scrotal: 37.0 cm

Owned By: Crump Red Angus, WY; GENEX, WI



JFCC Samantha 163, Daughter

### Proven calving-ease specialist with high fertility for heifer projects.

- He has made a name for sleep-all-night calving ease & easy-going temperaments.
- Sires deep-bodied, easy-keeping progeny that thrive in the harshest environments.

PROS	HB	GM	CED	BW	WW	YW	ADG	DMI	MILK	HPG	CEM	STAY	MARB	YG	CW	REA	FAT
124	<b>67</b>	<b>57</b>	25 .74 1%	<b>-10.0</b> .86 1%	<b>46</b> .81	<b>80</b> .79	<b>0.21</b> .79	<b>0.08</b> .34 6%	<b>41</b> .56 1%	<b>11</b> .30	<b>14</b> .58 1%	<b>15</b> .40 .	<b>0.45</b> .56 .	<b>0.18</b> .41	<b>15</b> .54 .	<b>-0.34</b> .49 .	<b>0.02</b> .43 .

# WARROAD

001CH00975 WDZ WARROAD 916

Reg. No.: M928057 | Born: 1/3/2019



Scan to see more!

**Sire**  
WCR COUNTY LINE 3132 P  
• **WCR COMMISSIONER 593 P**  
WCR MS BRAVO 399 P

**Dam**  
LT RUSHMORE 8060 PLD  
• **CD GRACE 7008P**  
CD GRACE 5027 P

Homozygous Polled

**Birth Weight:** 78 lbs | **205 Days:** 863 lbs | **365 Days:** 1308 lbs  
**Scrotal:** 38.3 cm

**Owned By:** Zehnder Cattle, MN; GENEX, WI

## Calving ease and phenotypic power at its finest.

- An intriguing option to incorporate heterosis in your next set of feeder calves.
- His black-nosed smokes are a set of calves that ring the bell on sale day

CE	BW	WW	YW	SC	Milk	MCE	MTL	DOC	UDDER	TEAT	CW	REA	FAT	MARB	TSI
<b>16.8</b>	<b>-5.8</b>	<b>58</b>	<b>112</b>	<b>0.4</b>	<b>19</b>	<b>11.7</b>	<b>48</b>	<b>1.4</b>	<b>1.23</b>	<b>1.14</b>	<b>14</b>	<b>0.51</b>	<b>0.018</b>	<b>0.26</b>	<b>255</b>
.72	.83	.75	.71	.49	.39	.42	.51	.35	.29	.28	.22	.21	.18	.15	
10%	4%					25%			30%						

# TACTICAL

001CH00983 FINK TACTICAL 0382

Reg. No.: EM954493 | Born: 8/31/2020



Scan to see more!

**Sire**  
LT LEDGER 0332 P  
• **ACE-ORR LOCK N LOAD 243P**  
ORR'S MS PETUNIA 941P

**Dam**  
FINK GOLD STANDARD 0153  
• **FINK LADY 7554 417 GS**  
FINK LADY 417 4952 FL

Homozygous Polled

**205 Days:** 585 lbs

**Owned By:** Fink Beef Genetics, KS; GENEX, WI

## A powerhouse that adds muscle, length and pounds in the right package.

- Offers an impactful pedigree for growth, carcass weight, marbling and indexes.
- An impressive genetic package with a huge spread from CE and BW to high YW.

CE	BW	WW	YW	SC	Milk	MCE	MTL	DOC	UDDER	TEAT	CW	REA	FAT	MARB	TSI
<b>13.9</b>	<b>-0.7</b>	<b>88</b>	<b>169</b>	<b>1.8</b>	<b>19</b>	<b>15.7</b>	<b>63</b>	<b>13.2</b>	<b>0.87</b>	<b>0.99</b>	<b>52</b>	<b>0.66</b>	<b>0.019</b>	<b>0.34</b>	<b>316</b>
.24	.34	.25	.24	.21	.23	.20	.24	.39	.22	.22	.16	.16	.15	.14	
25%	3%	3%	1%	8%		4%	30%				1%			5%	3%

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- CFIA Licensed Veterinary Biological products



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# NEXT STEP

001HP00867 STELLPFLUG NEXT STEP

Reg. No.: 44594597 | Born: 1/10/2024



**Sire**  
 KCF BENNETT B716 F597  
 KCF BENNETT MONUMENT J338  
 KCF MISS LANDMARK G301

**Dam**  
 GO KING E33  
 ASM 708E E33 MACIE 203K ET  
 ASM 705 MISS CAROLINE 708E ET

Homozygous Polled

**Birth Weight:** 69 lbs | **205 Days:** 734 lbs | **365 Days:** 1251 lbs

**Owned By:** Stellpflug Cattle Co., WY; Hoffman Ranch, NE; Cane Creek Cattle Co., SD; NJW Polled Herefords, WY; GENEX, WI

## The highlight of the Hereford sale season!

- Draws attention for his elite quality and proven pedigree.
- Combines top-tier phenotype and data, homozygous polled and fully pigmented.
- Backed by a tremendous first-calf heifer and an elite dam that was a feature in the inaugural Stellpflug Female Sale.



ASM 708E E33 Macie 203K ET, Dam

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE
14.2	-2.4	65	104	0.4	2.2	23.7	49	81	6.5
.37	.51	.47	.46	.15	.38	.30	.39	.33	.33
2%	2%	17%	18%		1%	7%	1%	1%	6%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
49	1.4	1.6	98	0.075	0.51	0.59	512	631	196
.30	.42	.42	.36	.39	.38	.38	2%	3%	2%
3%	9%	1%	3%						1%

# ON DEMAND

001HP00861 BAR JZ ON DEMAND

GenChoice ~

Reg. No.: 44355795 | Born: 3/26/2022



**Sire**  
 JDH VICTOR 719T 33Z ET  
 RV VALOR 9444G ET  
 RV BOBBI 1404

**Dam**  
 NJW 735 W18 HOMEGROWN 8Y ET  
 BAR JZ HANNAH 087B  
 BAR JZ VIRGINIA 347Y

Homozygous Polled

**Birth Weight:** 79 lbs | **205 Days:** 633 lbs

**Owned By:** Hoffman Ranches, NE; GENEX, WI

## All the makings of a breed changer!

- His first calf crop is creating excitement in the breed.
- Outstanding phenotype with unmatched power and curve-bending EPDs.
- Embraces the future without sacrificing real-world traits.



H BL Miss Spice M380 ET, Dtr



H BL Miss Spice M412 ET, Dtr



Hoffman On Demand 4212, Son

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE
12.2	0.9	79	114	0.9	1.3	20.4	23	62	4.8
.63	.87	.77	.76	.20	.68	.35	.54	.47	.47
4%	16%	1%	6%		21%	23%		21%	15%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
88	1.5	1.6	99	0.025	0.65	0.33	442	554	162
.44	.60	.61	.48	.52	.51	.48	21%	12%	10%
2%	2%	1%	3%						7%



## RED THUNDER

001HP00860 CHURCHILL RED THUNDER 133J ET

Reg. No.: 44267942 | Born: 1/12/2021

Sire

LCX PERFECTO 11B ET  
• DM ALL AROUND 904G ET  
• DM L1 DOMINETTE 301 ET

Dam

EFBEEF BR VALIDATED B413  
• BR VALIDATED B413 6035 7098  
• BR BENNETT 4R Y428 2101 6035



Birth Weight: 83 lbs | 205 Days: 811 lbs | 365 Days: 1215 lbs

Yrlg. Frame: 5.8 | Scrotal: 40.0 cm

Owned By: Churchill Cattle, MT; GENEX, WI



BR Validated B413 6035 7098, Dam

### Unmatched quality and genetics.

- High-quality phenotype with excellent genetic predictions.
- Good pigment and backed by one of the greatest Hereford cows, BR Validated B413 6035 7098.

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
3.5	0.8	61	89	0.1	1.5	29.7	44	74	-0.7	71	1.6	1.6	76	0.015	0.96	0.49	594	701	167
.55	.87	.78	.76	.38	.55	.38	.50	.48	.47	.48	.63	.64	.58	.58	.56	.60	1%	1%	6%
15%	33%	31%	31%	10%	1%	1%	2%	1%	16%	1%	1%	1%	33%	3%	4%	4%	1%	1%	6%



## DESPERADO

001HP00862 CHURCHILL DESPERADO 029H

Reg. No.: 44149846 | Born: 1/14/2020

Sire

SHF YORK 19H Y02  
• CHURCHILL BROADWAY 858F  
• CHURCHILL LADY 640D

Dam

BR COPPER 124Y  
• CHURCHILL LADY 8251F ET  
• SR SENITA 476B



Heterozygous Polled

Birth Weight: 76 lbs | 205 Days: 776 lbs | 365 Days: 1230 lbs  
Scrotal: 39.0 cm



Churchill Desperado 3175L, Son

### Unleash growth, power & maternal excellence!

- A true growth and power bull with added carcass traits & maternal value.
- This dark red bull adds pigmentation, muscle & body depth to any calf crop.

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
0.7	2.7	70	115	0.2	1.2	22.8	39	74	8.1	137	1.40	1.50	67	0.094	0.04	0.36	460	570	133
.54	.89	.82	.81	.17	.70	.44	.58	.58	.58	.46	.72	.73	.47	.59	.50	.51	11%	12%	8%



## RICHMOND

001HP00863 H RICHMOND ET

Reg. No.: 44491260 | Born: 2/17/2023

Sire

DM ALL AROUND 904G ET  
• CHURCHILL RED THUNDER 133J ET  
• BR VALIDATED B413 6035 7098

Dam

MOHICAN THM EXCDE Z426  
• GERBER Z426 DIXIE E066  
• SCHU-LAR EFBEEF 2013 DIXIE 9X



Homozygous Polled

Birth Weight: 70 lbs | 365 Days: 1151 lbs | Scrotal: 36.0 cm



Gerber Z426 Dixie E066, Dam

Owned By: Hoffman Ranch, NE; GENEX, WI

### The ultimate baldy maker and maternal powerhouse.

- Dynamite genetic package with next-level index power.
- Top 1% for Teat, Udder and \$BMI.

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
7.4	-0.5	66	99	0.5	1.5	32.7	37	70	4.2	70	1.6	1.6	94	0.035	0.85	0.39	634	744	170
.47	.70	.60	.54	.17	.37	.31	.43	.38	.38	.36	.47	.47	.40	.41	.39	.40	8%	1%	5%



## FEDERAL

001HP00857 KBCR 49B FEDERAL 634D

Reg. No.: P43734247 | Born: 1/27/2016

Sire

• C&L CT FEDERAL 485T 6Y  
• **KBCR FEDERAL 49B**  
• KBCR 755T GRACY 216Z

Dam

• C&L CT FEDERAL 485T 6Y  
• **KBCR LADY 417B**  
• KBCR 719T LADY 204Z

Homozygous Polled

Birth Weight: 65 lbs | 205 Days: 768 lbs | 365 Days: 1271 lbs  
Yrlg. Frame: 5.8 | Scrotal: 44.0 cm

Owned By: Hoffman Ranch, NE; GENEX, WI

### Setting the standard for combining calving ease, balanced traits, and outstanding visual phenotype and maternal function.

- A top tier of the breed for udder suspension and teat quality. Combined with SCF, expect his daughters to be standouts for udder quality and longevity.
- Sires attractive, well-balanced cattle that are conservatively marked, with good capacity, muscle, and stoutness.

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
9.7	0.2	73	119	0.0	1.1	17.7	20	56	6.3	92	1.30	1.40	78	0.064	0.16	-0.48	346	401	75
.60	.85	.77	.75	.44	.57	.43	.57		.52	.43	.66	.66	.59	.57	.58	.59			
9%	11%	5%	4%	14%					7%	28%		14%							



## HIGH TIME

001HP00858 GERBER HIGH TIME H65

Reg. No.: 44189906 | Born: 5/28/2020

Sire

• KCF BENNETT REVOLUTION X51  
• **GERBER CANAAN 041C**  
• GERBER 627S TRISH 934W

Dam

• MOHICAN THM EXECD E Z426  
• **GERBER Z426 DIXIE E066**  
• SCHU-LAR EFBEF 2013 DIXIE 9X

Homozygous Polled

Birth Weight: 83 lbs | 205 Days: 703 lbs | 365 Days: 1320 lbs  
Yrlg. Frame: 5.8 | Scrotal: 38.5 cm

Owned By: Hoffman Herefords, NE; Gerber Polled Herefords, IN; GENEX, WI

### Advance Hereford breed production across the board!

- Maternal excellence from a top donor dam.
- He's a bull that won't sacrifice visual phenotype or performance.

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
10.2	0.0	76	115	1.1	1.5	17.1	23	61	2.4	106	1.40	1.30	98	0.024	0.57	0.28	386	489	153
.64	.87	.79	.77	.21	.64	.37	.56		.55	.41	.66	.66	.46	.47	.47	.45			
8%	9%	2%	6%		11%				30%		10%	34%	4%			20%		33%	14%



## ROUGHNECK

001HH00115 CHURCHILL ROUGHNECK 0280H ET

Reg. No.: 44198621 | Born: 3/15/2020

Sire

• HH ADVANCE 5044C ET  
• **CHURCHILL ROUGH RIDER 719E**  
• CHURCHILL LADY 518C

Dam

• LJS MARK DOMINO 1321  
• **CHURCHILL W4 LADY 770E**  
• CHURCHILL LADY 5131C ET

Horned

Birth Weight: 78 lbs | 205 Days: 672 lbs | 365 Days: 1304 lbs  
Yrlg. Frame: 6.1 | Scrotal: 39.0 cm

Owned By: Churchill Cattle, MT; Express Ranches, OK; W4 Ranch, TX; GENEX, WI



Churchill Lady 5131C ET, Grandam

### Unique straight-horned bull with a fresh pedigree!

- Outstanding combo of phenotype and genetic predictions.
- Ranks in the top for calving ease, scrotal, udder quality, ribeye and marbling.

CE	BW	WW	YW	DMI	SC	SCF	MM	MG	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	\$BMI	\$BII	\$CHB
7.2	-0.2	61	97	0.2	1.9	19.0	38	68	7.2	58	1.5	1.6	77	0.055	0.57	0.36	415	510	151
.58	.86	.76	.75	.40	.52	.39	.49		.48	.40	.58	.58	.60	.60	.59		.60		
20%	7%	34%	33%		2%	34%	4%	6%	4%	6%	2%	1%	34%		32%		26%	22%	13%



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# BOLD RULER

001SM00186 KBHR BOLD RULER H152

GenChoice™

Reg. No.: 3789539 | Born: 3/26/2020



Daughter

Daughter

Daughter

**Sire**  
 CCR COWBOY CUT 5048Z  
 • **WS PROCLAMATION E202**  
 WS MISS SUGAR C4

**Dam**  
 WS HOT BEEF X38  
 • **BAR CK MS X38 106Z**  
 BAR CK MS MEAT MKR 323T

Homozygous Black | Homozygous Polled | Purebred Simmental

**Birth Weight:** 84 lbs | **205 Days:** 720 lbs | **365 Days:** 1431 lbs  
**Yrlg. Frame:** 5.8 | **Scrotal:** 36.0 cm

**Owned By:** Keller Broken Heart Ranch, ND; Triangle J Ranch, NE; GENEX, WI

## Ultimate powerhouse and elite maternal performance.

- Thick-made, deep-sided powerhouse with a balanced design.
- Outstanding maternal and convenience traits as well as API and TI!
- A stout bull that carries the phenotypic quality to be a breed impact sire.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY
17.3 .81 4%	-2.6 .93 5%	79.8 .90 30%	130.1 .88 20%	0.31 .88 1%	11.3 .68 1%	37.6 .63 1%	77.4 .69 4%	18.8 48 20%
DOC	CW	YG	MARB	BF	REA	API	TI	
17.2 .83 4%	39.9 .67 30%	-0.15 .50 1%	0.94 .66 1%	-0.038 .50	0.58 .65	198.3 1%	107.2 1%	

# KABOOM

001SM00196 IRCC DOUBLE BAR D KABOOM 205K

Reg. No.: 4244056 | Born: 1/6/2022



**Sire**  
 HOOK'S BOZEMAN 8B  
 • **MR SR 71 RIGHT NOW E1538**  
 MISS SR C1538

**Dam**  
 IRCC BOOMSHAKALAKA 434B  
 • **IRCC HOT TAMEL 25H**  
 IRCC FLYING COLOURS 805F

Homozygous Black | Homozygous Polled | Purebred Simmental

**Birth Weight:** 78 lbs | **205 Days:** 876 lbs | **365 Days:** 1487 lbs

**Owned By:** Indian River Cattle Co., ON; Double Bar D Farms, SK

## If you're in search of something different, here is your bull!!

- Offers an outcross pedigree with a balanced EPD profile and stands out with his extra quality, balance and look.
- Will sire highly maternal daughters with exceptional udder attachment.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY
17.2 .53 4%	-2.8 .61 4%	84.0 .53 35%	130.2 .52 30%	0.29 .52 25%	9.0 .45 10%	31.2 .22 10%	73.1 .32 10%	11.0 .36 15%
DOC	CW	YG	MARB	BF	REA	API	TI	
11.0 .36	36.7 .44	-0.50 .34	-0.08 .39	-0.103 .10%	1.11 .40	129.6 .40	85.2 35%	



1SM00196 Kaboom



IRCC Hot Tamale 25H, Dam



IRCC Hot Tamale 25H, Dam



## JURISDICTION

001SM00188 FP/L JURISDICTION 103J

Reg. No.: 3881332 | Born: 2/8/2021

**Sire**  
 • BRIDLE BIT ECLIPSE E744  
 • **HOOK'S GALILEO 210G**  
 • HOOK'S EVITA 18E

**Dam**  
 • WLE UNO MAS X549  
 • **FP/L GLACIER 902G**  
 • ESTES 735E

Heterozygous Black | Homozygous Polled | Purebred Simmental

**Birth Weight:** 80 lbs | **205 Days:** 693 lbs | **365 Days:** 1238 lbs  
**Yrlg. Frame:** 5.7 | **Scrotal:** 39.0 cm

**Owned By:** Four Point Livestock, MN; GENEX, WI

### Multi-faceted sire for many segments of the industry!

- Offers a unique combo of high-quality phenotype and elite genetic value.
- Holds the physical attributes of a true breeding bull with added rib shape, body capacity, stoutness and testicle size.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
<b>16.5</b>	<b>-2.4</b>	<b>74.8</b>	<b>104.8</b>	<b>0.19</b>	<b>7.8</b>	<b>35.5</b>	<b>72.9</b>	<b>11.1</b>	<b>11.9</b>	<b>23.1</b>	<b>-0.33</b>	<b>1.17</b>	<b>-0.063</b>	<b>0.72</b>	<b>190.4</b>	<b>109.3</b>
.60	.69	.62	.63	.63	.49	.25	.35	.41	.56	.54	.41	.51	.44	.50	1%	1%
5%	5%	5%	5%	5%	20%	2%	15%					1%				



## RESERVE

001SM00189 LCDR RESERVE 210J

Reg. No.: 3960639 | Born: 2/21/2021

**Sire**  
 • CDI ENTOURAGE 156U  
 • **HHS MR ENTOURAGE 867B**  
 • HHS MISS 836Z

**Dam**  
 • WS CEO C155  
 • **LCDR MS ECHO 43E**  
 • LCDR MS CHLOE 55C

Homozygous Black | Homozygous Polled | Purebred Simmental

**Birth Weight:** 90 lbs | **205 Days:** 790 lbs | **365 Days:** 1467 lbs  
**Yrlg. Frame:** 6.3 | **Scrotal:** 37.3 cm

**Owned By:** Lazy C Diamond Ranch, ND; Gibbs Farms, AL; All Beef, IL; GENEX, WI

Gibbs 3125L, Son

### Power-packed baldy with unbeatable maternal power.

- A baldy with mass, power and big-time genetic merit.
- Adds body and thickness without sacrificing maternal strength.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
<b>8.6</b>	<b>2.3</b>	<b>104.1</b>	<b>159.6</b>	<b>0.35</b>	<b>6.9</b>	<b>26.2</b>	<b>78.1</b>	<b>18.5</b>	<b>17.4</b>	<b>54.0</b>	<b>-0.38</b>	<b>0.30</b>	<b>-0.044</b>	<b>1.40</b>	<b>152.4</b>	<b>98.4</b>
.74	.90	.87	.87	.87	.56	.43	.53	.43	.79	.62	.46	.60	.49	.55	1%	20%
		2%	3%	5%	30%	30%	4%	20%	3%	5%	30%					10%



## PIVOT

001SM00206 SRF PIVOT 402M

Reg. No.: 4351219 | Born: 2/25/2024

**Sire**  
 • WS PROCLAMATION E202  
 • **KBHR GLOBAL J138**  
 • BAR CK MS X38 106Z

**Dam**  
 • HOOK'S EAGLE 6E  
 • **SRF MISS 239K**  
 • SRF MISS 947G

Homozygous Black | Homozygous Polled | Purebred Simmental

**Birth Weight:** 73 lbs | **205 Days:** 788 lbs | **365 Days:** 1365 lbs

**Owned By:** All Beef, IL; Small Livestock, NV; Payton Pavlenko, ND; Amy Murphy, ND; GENEX, WI



1SM00206 Pivot

### All-around excellence.

- The very popular Lot #1 and top seller at the 2025 Edge of the West Sale.
- Offers balance in all regards: outstanding body type, structural perfection and tremendous EPDs across the board.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
<b>14</b>	<b>-0.6</b>	<b>98.3</b>	<b>154.3</b>	<b>0.35</b>	<b>8.7</b>	<b>23.4</b>	<b>72.4</b>	<b>19.8</b>	<b>14.9</b>	<b>55.6</b>	<b>-0.41</b>	<b>0.38</b>	<b>-0.068</b>	<b>1.33</b>	<b>170.4</b>	<b>101.4</b>
.48	.51	.49	.49	.49	.43	.20	.29	.36	.42	.43	.35	.39	.37	.42	2%	10%
15%	20%	5%	4%	5%	10%		15%	10%	15%	4%	30%	20%				4%



## PATTON

001SM00194 WBF PATTON K059

Reg. No.: 4060597 | Born: 2/26/2022

Sire  
 • HOOK'S ENCORE 65E  
 • BRIDLE BIT RESOURCE G9117  
 • BRIDLE BIT MISS B452

Dam  
 • CLRS DIVIDEND 405D  
 • WBF ULTRA G621  
 • WBF ULTRA E309

Homozygous Black | Homozygous Polled | Purebred Simmental

Birth Weight: 82 lbs | 205 Days: 731 lbs | 365 Days: 1209 lbs

Owned By: Wildberry Farms, IL; All Beef, IL; GENEX, WI



### Elite EPDs, temperament and performance from a powerhouse family!

- Excellent EPDs and docile disposition backed by a great young cow family.
- Impressive from all angles with the performance data to back it up.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
<b>10.5</b>	<b>-0.5</b>	<b>83.5</b>	<b>142.2</b>	<b>0.37</b>	<b>6.2</b>	<b>29.5</b>	<b>71.2</b>	<b>16.8</b>	<b>8.8</b>	<b>41.1</b>	<b>-0.29</b>	<b>0.74</b>	<b>-0.031</b>	<b>1.07</b>	<b>174.8</b>	<b>101.5</b>
.63	.76	.67	.63	.63	.46	.22	.34	.37	.44	.52	.38	.48	.38	.45	.20%	.4%



## CHARGER

001SM00198 KBHR CHARGER K102

Reg. No.: 4104220 | Born: 3/21/2022

Sire  
 • IR IMPERIAL D948  
 • MR SR RED OCTOBER G1761  
 • MISS SR E1761

Dam  
 • CDI VERDICT 220Y  
 • WS ELECTRA E88  
 • HSF MISS SKY 87U

Homozygous Polled | Red | Purebred Simmental

Birth Weight: 71 lbs | 205 Days: 705 lbs | 365 Days: 1211 lbs

Owned By: Keller's Broken Heart Ranch, ND; All Beef, IL; Diamond H Ranch, KS; GENEX, WI



### An up-and-coming red bull you won't want to miss out on!

- #1 red sire in the entire database for combination of API and TI.
- Top-shelf calving ease with a regal pedigree.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
<b>17.1</b>	<b>-3.0</b>	<b>78.7</b>	<b>118.3</b>	<b>0.25</b>	<b>6.9</b>	<b>23.9</b>	<b>63.2</b>	<b>22.5</b>	<b>12.2</b>	<b>15.3</b>	<b>-0.41</b>	<b>0.69</b>	<b>-0.070</b>	<b>0.82</b>	<b>192.1</b>	<b>100.2</b>
.71	.83	.77	.75	.75	.48	.28	.38	.36	.64	.54	.41	.49	.41	.50	1%	5%



## BURLEY

001SM00190 REDHILL BURLEY 99J

Reg. No.: 3953952 | Born: 1/18/2021

Sire  
 • CDI VERDICT 220Y  
 • CDI SECRET AGENT 407C  
 • CDI MS BEEF KING 43A

Dam  
 • WS BEEF MAKER R13  
 • REDHILL W107 153X 257B  
 • REDHILL 701T 219K 153X

Homozygous Polled | Red | Purebred Simmental

Birth Weight: 77 lbs | 205 Days: 647 lbs | Scrotal: 37.0 cm

Owned By: Red Hill Farms, TN; JC Simmentals, MI; All Beef, IL; GENEX, WI



### A red option with balanced performance and wonderful structure to drive profit.

- Excels for spread, the maternal complex (CED, MCE, MWW, STAY & DOC) and Marbling.
- His donor dam has risen to the top of the Red Hill program with six calves at 108 for WW and 109 for YW.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
<b>9.2</b>	<b>1.4</b>	<b>95.5</b>	<b>142.5</b>	<b>0.29</b>	<b>5.3</b>	<b>26.9</b>	<b>74.6</b>	<b>18.6</b>	<b>4.6</b>	<b>34.3</b>	<b>-0.47</b>	<b>0.44</b>	<b>-0.079</b>	<b>1.18</b>	<b>159.1</b>	<b>98.1</b>
.70	.84	.80	.78	.78	.49	.34	.44	.42	.60	.60	.45	.55	.48	.52	.10%	.15%

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Bolus Gun (719619)

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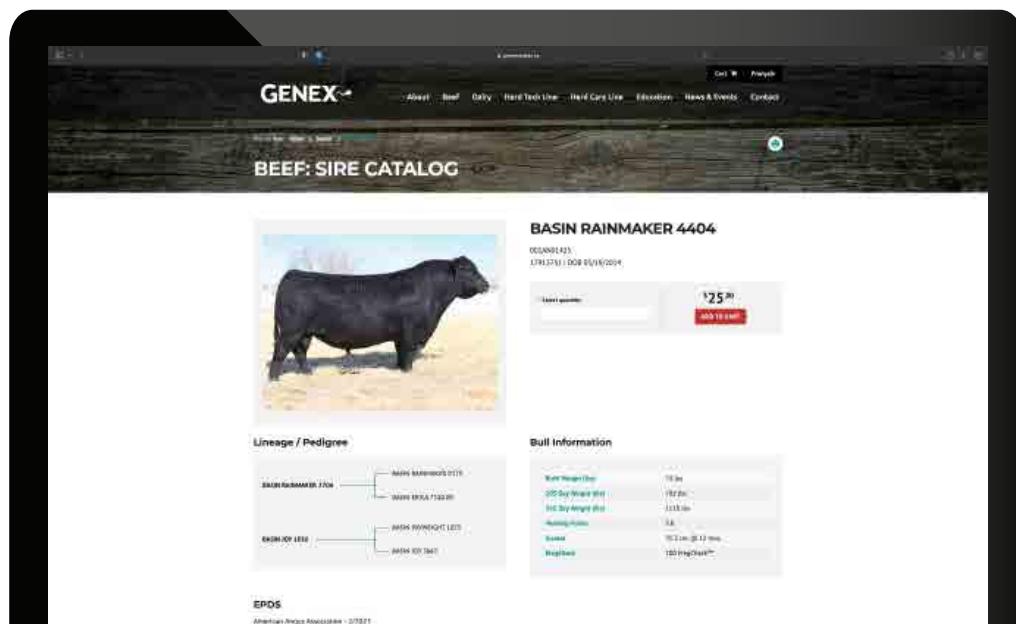
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