

2026 Beef Sire Directory



GENEX[™]
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

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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



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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



Baldco Patricia 104, Daughter



Sankey Rita 504, Daughter



Stellpflug Top Gun 4822, Son

Sire

V A R POWER PLAY 7018
V A R FIRE POWER
 VINTAGE RITA 5063

Dam

SCHIEFELBEIN SHOWMAN 338
FROSTY ELBA 4220
 FROSTY BISMARK 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!

| 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 |
| | 4% | 3% | 2% | 10% | 35% | 3% | 35% | 25% | | | | | 10% | | |
| 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 | | | | | | |
| | 20% | 30% | 3% | 4% | | 15% | 15% | 30% | | | | 15% | 15% | 10% | 10% |

DRAFT PICK

001AN01702 PEAK DRAFT PICK

GenChoice~

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



Vintage Rita 5105, Daughter



Vintage Rita 5140, Daughter



Vintage Lady Princess 5169, Daughter

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.

| 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 |
| 25% | | 10% | 10% | 4% | | 15% | 20% | 15% | 30% | 30% | | 10% | | 15% | 30% |
| 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 | | | | | | |
| | | | | | | 1% | 1% | 3% | | 10% | 3% | 1% | 1% | 1% | 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 | 0.2 | 84 | 146 | 0.30 | 1.63 | 0.4 | 2.15 | 34 | 0.44 | 0.41 | 1.15 | 0.36 | 13.4 | 8 | 38 | |
| .49 | .75 | .58 | .45 | .35 | .35 | .55 | .50 | .40 | .34 | .34 | .28 | .34 | .24 | .34 | .35 | |
| 25% | 30% | 15% | 15% | 20% | | | 2% | 2% | 30% | 20% | | 25% | 20% | | 3% | |
| TEAT | UDDR | FL | MW | MH | \$EN | CW | MARB | RE | FAT | \$M | \$W | \$F | \$G | \$B | \$C | |
| 0.56 | 0.55 | 1.00 | 68 | 0.4 | -26 | 82 | 1.11 | 0.66 | 0.058 | 92 | 102 | 132 | 72 | 204 | 357 | |
| .36 | .35 | .40 | .41 | .43 | | .42 | .40 | .39 | .37 | | 10% | 1% | 5% | 20% | 10% | 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 | 1.1 | 75 | 140 | 0.30 | 1.81 | 0.4 | 1.52 | 29 | 0.39 | 0.35 | 0.25 | 0.59 | 12.7 | 7 | 23 | |
| .47 | .65 | .58 | .42 | .32 | .32 | .46 | .39 | .35 | .34 | .34 | .26 | .28 | .18 | .28 | .31 | |
| | | 30% | 20% | 20% | | | 15% | 10% | 15% | 4% | 30% | | 30% | | | |
| TEAT | UDDR | FL | MW | MH | \$EN | CW | MARB | RE | FAT | \$M | \$W | \$F | \$G | \$B | \$C | |
| 0.73 | 0.68 | 1.18 | 81 | 0.2 | -24 | 66 | 0.65 | 0.58 | 0.024 | 91 | 68 | 117 | 51 | 169 | 310 | |
| .33 | .31 | .35 | .37 | .41 | | .41 | .35 | .34 | .32 | | 10% | | 20% | | 30% | 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 | SEN | 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 | .30 | .40 | .35 | .34 | .32 | | | | | | |
| 20% | 20% | 10% | 10% | 10% | | | | | 20% | 10% | 10% | 25% | 15% | | 3% | | | 35% | | 30% | 10% | 10% | 35% | | 10% | 4% | 15% | 25% | 15% | | |



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 | SEN | 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 | 30% | 2% | 10% | 35% | 15% | 15% |
| 2% | 15% | 15% | 10% | 4% | | | | | 25% | 20% | | | | 15% | 3% | | | | | | | 10% | 30% | | | 30% | 2% | 10% | 35% | 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-deliver 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 | SEN | 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 | 15% | | 35% | 15% | 20% | 15% |
| | | 20% | 25% | 30% | | | | 3% | 10% | 1% | 15% | | 3% | 15% | | | | | 25% | | | 30% | 15% | | 20% | 15% | | 35% | 15% | 20% | 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 |
|-----|-----|-----|-----|-----|-----|-----|------|-----|------|-------|------|-----|-----|-----|------|------|------|------|-----|-----|------|-----|------|------|-------|-----|-----|-----|-----|-----|-----|
| .33 | .52 | .45 | .35 | .27 | .27 | .41 | 0.28 | .29 | .23 | .23 | 1.26 | .24 | .15 | .28 | .30 | .28 | .19 | 1.12 | .64 | 0.2 | -.15 | .81 | 0.86 | 0.72 | 0.045 | 96 | 85 | 133 | 62 | 195 | 349 |
| | | 10% | 25% | | | | | | 2% | 5% | | | | | | | | 25% | | | | 10% | | | | 5% | 15% | 4% | 35% | 15% | 10% |



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 566T

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 | 1.4 | 60 | 108 | 0.24 | 0.95 | 0.1 | 0.65 | 24 | 0.33 | 0.33 | 2.26 | 0.32 | 13.8 | 12 | 30 | 0.67 | 0.57 | 0.94 | 48 | 0.1 | -11 | 39 | 0.68 | 0.60 | 0.014 | 80 | 68 | 87 | 54 | 142 | 264 |
| .88 | .96 | .94 | .91 | .48 | .48 | .89 | .89 | .86 | .78 | .78 | .38 | .69 | .64 | .84 | .86 | .82 | .80 | .74 | .68 | .67 | | .57 | .53 | .54 | .48 | | | | | | |
| | | | | | | | 25% | | 5% | 5% | | 20% | 15% | 15% | 25% | 25% | | | | | | | | | 20% | | | | | | |



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 | -2.6 | 55 | 112 | 0.31 | 0.84 | 0.4 | 0.49 | 26 | 0.57 | 0.47 | 0.65 | 0.32 | 12.1 | 8 | 35 | 0.60 | 0.64 | 0.92 | 46 | -0.2 | -13 | 62 | 1.11 | 0.72 | -0.012 | 58 | 64 | 129 | 78 | 207 | 326 |
| .64 | .82 | .76 | .68 | .40 | .40 | .73 | .64 | .61 | .45 | .46 | .31 | .32 | .24 | .47 | .48 | .50 | .48 | .41 | .50 | .54 | | .48 | .41 | .42 | .39 | | | | | | |
| 15% | 2% | | | 15% | 35% | | | 20% | | | | 20% | | | 10% | | 25% | | | | | 30% | 15% | | 20% | | | 10% | 15% | 10% | 10% |



TRADEMARK

001AN01684 J TRADEMARK 1037

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

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

Dam
 ↳ KOUPALS 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 | 0.6 | 78 | 135 | 0.29 | 1.19 | 0.3 | 0.26 | 22 | 0.38 | 0.32 | 0.54 | 0.34 | 12.9 | 10 | 22 | 1.03 | 0.99 | 1.10 | 121 | 0.8 | -44 | 57 | 0.83 | 0.53 | 0.042 | 71 | 68 | 104 | 58 | 163 | 282 |
| .69 | .87 | .83 | .75 | .43 | .43 | .75 | .76 | .68 | .63 | .61 | .37 | .48 | .43 | .56 | .49 | .38 | .36 | .42 | .58 | .50 | | .51 | .46 | .47 | .42 | | | | | | |
| | 35% | 25% | 25% | 25% | | | | 35% | 15% | 2% | | 25% | 30% | 35% | | 1% | 1% | 25% | 5% | 15% | | | 35% | | | 35% | | 35% | | 35% | 35% |



SIGNAL

001AN01665 KOUPALS B&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
 ↳ KOUPALS 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&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 | 0.0 | 70 | 123 | 0.25 | 1.27 | 0.4 | 0.67 | 7 | 0.48 | 0.50 | 1.81 | 0.34 | 13.3 | 9 | 26 | 0.61 | 0.60 | 1.20 | 57 | 0.3 | -13 | 57 | 0.67 | 0.92 | 0.034 | 83 | 71 | 98 | 56 | 155 | 284 |
| .56 | .80 | .75 | .65 | .39 | .39 | .53 | .67 | .47 | .34 | .36 | .26 | .31 | .21 | .40 | .40 | .44 | .42 | .41 | .43 | .44 | | .48 | .43 | .43 | .39 | | | | | | |
| 25% | 25% | | | | | | | | | | | 25% | 25% | | | 35% | 35% | 3% | | | | | | 20% | | 15% | | | | | 30% |



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.
- › Rank 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 | -0.1 | 86 | 147 | 0.29 | 1.41 | 0.2 | 0.62 | 24 | 0.49 | 0.38 | 2.41 | 0.50 | 15.3 | 16 | 27 | 0.34 | 0.33 | 0.98 | 49 | 0.0 | -10 | 66 | 0.62 | 0.74 | 0.048 | 102 | 95 | 114 | 50 | 164 | 315 |
| .58 | .86 | .77 | .64 | .40 | .40 | .54 | .66 | .59 | .51 | .51 | .30 | .33 | .26 | .36 | .37 | .36 | .35 | .45 | .44 | .45 | | .49 | .41 | .42 | .39 | | | | | | |
| 25% | 25% | 10% | 15% | 25% | | | 25% | | | 10% | | | 5% | 2% | | | | | | | 35% | 20% | | | | 3% | 3% | 20% | | 35% | 15% |



HONOR ROLL

001AN01717 HINKSONS HONOR ROLL

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

Sire

SYDGEN 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 | SEN | 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 | .32 | .25 | .34 | .35 | .37 | .36 | .39 | .40 | .43 | | .42 | .38 | .37 | .35 | | | | | | |
| 3% | 5% | 30% | 20% | | | | 30% | 35% | 15% | 25% | 10% | | 20% | 10% | 30% | 30% | 20% | | | 30% | | 15% | 25% | | 20% | 15% | 15% | 35% | 25% | 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 | SEN | 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 | | | | | | |
| 2% | 5% | 35% | | | | | 15% | | | 20% | 10% | | 1% | 3% | | | | 15% | | | 10% | | 35% | | 1% | 10% | | | | 20% | |



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



S A V Emblynette 2369, Dam

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 | SEN | 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 | .34 | .42 | .41 | .42 | | .43 | .38 | .38 | .34 | | | | | | |
| | | | | | | | | 15% | 4% | 20% | | | | | | | 35% | 35% | 25% | | | | 30% | | | | | | 30% | | |



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

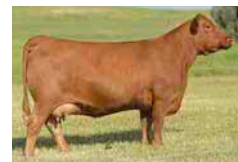
FRITZ JUSTICE 8013
LACY COLLUSION 115F
 LACY LAKOTA 8105

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 |
| | | | 16% | 20% | | | | 34% | | | 6% | 16% | | | | | |



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% | | 1% | .44 | .48 | .45 | .46 | .46 | .37 | .17 | .00 | .41 | .34 | .38 | .32 | .40 | .37 | .34 |
| | | | 2% | 5% | 32% | 19% | 10% | | 15% | 31% | 16% | | 1% | | 1% | 2% | |



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 | 12 | 0.79 | -0.01 | 19 | 0.23 | 0.01 |
| | | 13% | .30 | .37 | .33 | .34 | .34 | .20 | .19 | .04 | .22 | .13 | .18 | .17 | .24 | .21 | .14 |
| | | | 1% | 1% | | | 31% | | | | 25% | | 7% | 20% | | 30% | |



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 | 58 | 14 | -3.9 | 85 | 131 | 0.29 | 0.69 | 35 | 7 | 6 | 2 | 0.54 | -0.24 | 13 | 0.46 | -0.04 |
| | | | .88 | .96 | .95 | .95 | .95 | .71 | .90 | .87 | .87 | .81 | .77 | .60 | .79 | .75 | .73 |
| | | | 33% | 17% | 8% | 13% | 27% | | 3% | | | | 34% | 2% | | 10% | 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 S008
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 | 29 | 68 | 13 | -2.0 | 66 | 114 | 0.30 | 0.88 | 18 | 14 | 8 | 11 | 0.41 | -0.05 | 29 | 0.31 | -0.01 |
| | | | .40 | .41 | .47 | .47 | .47 | .31 | .19 | .21 | .37 | .31 | .34 | .29 | .36 | .34 | .31 |
| | | 24% | | | | | 21% | | | 22% | 35% | | | 14% | 31% | 22% | 12% |



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 | 67 | 57 | 25 | -10.0 | 46 | 80 | 0.21 | 0.08 | 41 | 11 | 14 | 15 | 0.45 | 0.18 | 15 | -0.34 | 0.02 |
| | | | .74 | .86 | .81 | .79 | .79 | .34 | .56 | .30 | .58 | .40 | .56 | .41 | .54 | .49 | .43 |
| 27% | 26% | | 1% | 1% | | | | 6% | 1% | | 1% | | | | | | |

WARROAD

001CH00975 WDZ WARROAD 916

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



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 |
|------|------|-----|-----|-----|------|------|-----|-----|-------|------|-----|------|-------|------|-----|
| 16.8 | -5.8 | 58 | 112 | 0.4 | 19 | 11.7 | 48 | 1.4 | 1.23 | 1.14 | 14 | 0.51 | 0.018 | 0.26 | 255 |
| .72 | .83 | .75 | .71 | .49 | .39 | .42 | .51 | .35 | .29 | .28 | .22 | .21 | .18 | .15 | |
| 10% | 4% | | | | | 25% | | | 30% | | | | | 15% | |

TACTICAL

001CH00983 FINK TACTICAL 0382

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



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 |
|------|------|-----|-----|-----|------|------|-----|------|-------|------|-----|------|-------|------|-----|
| 13.9 | -0.7 | 88 | 169 | 1.8 | 19 | 15.7 | 63 | 13.2 | 0.87 | 0.99 | 52 | 0.66 | 0.019 | 0.34 | 316 |
| .24 | .34 | .25 | .24 | .21 | .23 | .20 | .24 | .39 | .22 | .22 | .16 | .16 | .15 | .14 | |
| 25% | | 3% | 1% | 8% | | 4% | 30% | | | | 1% | | | 5% | 3% |

Give your calves the right start in any situation.



Your complete, trusted source of high-quality colostrum!

- Made with whole bovine colostrum
- No filler ingredients
- CFIA Licensed Veterinary Biological products



Ensure health and vitality from day one with SCCL colostrum.

Scan to shop now!



NEXT STEP

001HP00867 STELLPFLUG NEXT STEP

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



ASM 708E E33 Macie 203K ET, Dam

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.

| 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 |
| 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 | | | |
| 3% | 9% | 1% | 3% | | | 2% | 3% | 2% | 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 73S 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 |
| 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 | | | |
| | 2% | 1% | 3% | | 21% | 12% | 16% | 10% | 7% |

EPDs as of 12.3.25

HEREFORD 15



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 | | .47 | .48 | .63 | .64 | .58 | .58 | .56 | .60 | 1% | 1% | 6% |
| | 15% | 33% | | 31% | 10% | 1% | 1% | 2% | | 16% | 1% | 1% | | 33% | 3% | 4% | | | |



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

Owned By: Churchill Cattle Co., MT; Sommers Herefords, WY; Birdwell Ranch, OK



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 | .46 | .72 | .73 | .47 | .59 | .50 | .51 | 11% | 12% | 8% |
| | | 8% | 6% | 32% | 34% | 10% | 3% | 2% | 3% | | 10% | 4% | | | | 11% | | | |



RICHMOND

001HP00863 H RICHMOND ET

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

Sire

DM ALL AROUND 904G ET
CHURCHILL RED THUNDER133J ET
 BR VALIDATED B413 6035 7098

Dam

MOHICAN THM EXCEDE 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

Owned By: Hoffman Ranch, NE; GENEX, WI



Gerber Z426 Dixie E066, Dam

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 | .36 | .47 | .47 | .40 | .41 | .39 | .40 | 1% | 1% | 5% |
| 19% | 6% | 15% | 29% | | 10% | 1% | 5% | 4% | 20% | 15% | 1% | 1% | 6% | | 6% | 8% | | | |



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 EXCEDE Z426
GERBER Z426 DIXIE E066
 → SCHU-LAR EFBEEF 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% | 9% | 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 | -2.6 | 79.8 | 130.1 | 0.31 | 11.3 | 37.6 | 77.4 | 18.8 |
| .81 | .93 | .90 | .88 | .88 | .68 | .63 | .69 | .48 |
| 4% | 5% | | 30% | 20% | 1% | 1% | 4% | 20% |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 17.2 | 39.9 | -0.15 | 0.94 | -0.038 | 0.58 | 198.3 | 107.2 | |
| .83 | .67 | .50 | .66 | .50 | .65 | | | |
| 4% | 30% | | 1% | | | 1% | 1% | |

KABOOM

001SM00196 IRCC DOUBLE BAR D KABOOM 205K

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



1SM00196 Kaboom



IRCC Hot Tamale 25H, Dam



IRCC Hot Tamale 25H, Dam

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

Dam
IRCC BOOMSHAKALAKA 434B
• **IRCC HOT TAMALES 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.

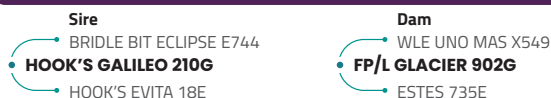
| CED | BW | WW | YW | ADG | MCE | MM | MWW | STAY |
|------|------|-------|-------|--------|------|-------|------|------|
| 17.2 | -2.8 | 84.0 | 130.2 | 0.29 | 9.0 | 31.2 | 73.1 | 11.0 |
| .53 | .61 | .53 | .52 | .52 | .45 | .22 | .32 | .36 |
| 4% | 4% | 35% | 30% | 25% | 10% | 10% | 15% | |
| DOC |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



JURISDICTION

001SM00188 FP/L JURISDICTION 103J

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



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 |
|------|------|------|-------|------|-----|------|------|------|------|------|-------|------|--------|------|-------|-------|
| 16.5 | -2.4 | 74.8 | 104.8 | 0.19 | 7.8 | 35.5 | 72.9 | 11.1 | 11.9 | 23.1 | -0.33 | 1.17 | -0.063 | 0.72 | 190.4 | 109.3 |
| .60 | .69 | .62 | .63 | .63 | .49 | .25 | .35 | .41 | .56 | .54 | .41 | .51 | .44 | .50 | 1% | 1% |
| 5% | 5% | | | | 20% | 2% | 15% | | | | | 1% | | | | |



RESERVE

001SM00189 LCDR RESERVE 210J

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



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.

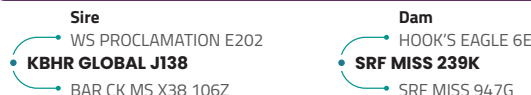
| CED | BW | WW | YW | ADG | MCE | MM | MWW | STAY | DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|-----|-------|-------|------|-----|------|------|------|------|------|-------|------|--------|------|-------|------|
| 8.6 | 2.3 | 104.1 | 159.6 | 0.35 | 6.9 | 26.2 | 78.1 | 18.5 | 17.4 | 54.0 | -0.38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



PIVOT

001SM00206 SRF PIVOT 402M

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



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 |
|-----|------|------|-------|------|-----|------|------|------|------|------|-------|------|--------|------|-------|-------|
| 14 | -0.6 | 98.3 | 154.3 | 0.35 | 8.7 | 23.4 | 72.4 | 19.8 | 14.9 | 55.6 | -0.41 | 0.38 | -0.068 | 1.33 | 170.4 | 101.4 |
| .48 | .51 | .49 | .49 | .49 | .43 | .20 | .29 | .36 | .42 | .43 | .35 | .39 | .37 | .42 | 10% | 4% |
| 15% | 20% | 5% | 4% | 5% | 10% | | 15% | 10% | 15% | 4% | 30% | 20% | | 2% | | |



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 |
|------|------|------|-------|------|-----|------|------|------|-----|------|-------|------|--------|------|-------|-------|
| 10.5 | -0.5 | 83.5 | 142.2 | 0.37 | 6.2 | 29.5 | 71.2 | 16.8 | 8.8 | 41.1 | -0.29 | 0.74 | -0.031 | 1.07 | 174.8 | 101.5 |
| .63 | .76 | .67 | .63 | .63 | .46 | .22 | .34 | .37 | .44 | .52 | .38 | .48 | .38 | .45 | 4% | 4% |
| | 25% | 35% | 15% | 3% | | 15% | 20% | 35% | | 25% | | 2% | | 20% | | |



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 |
|------|------|------|-------|------|-----|------|------|------|------|------|-------|------|--------|------|-------|-------|
| 17.1 | -3.0 | 78.7 | 118.3 | 0.25 | 6.9 | 23.9 | 63.2 | 22.5 | 12.2 | 15.3 | -0.41 | 0.69 | -0.070 | 0.82 | 192.1 | 100.2 |
| .71 | .83 | .77 | .75 | .75 | .48 | .28 | .38 | .36 | .64 | .54 | .41 | .49 | .41 | .50 | 1% | 5% |
| 4% | 3% | | | | 30% | | | 2% | | | 30% | 3% | | | | |



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 |
|-----|-----|------|-------|------|-----|------|------|------|-----|------|-------|------|--------|------|-------|------|
| 9.2 | 1.4 | 95.5 | 142.5 | 0.29 | 5.3 | 26.9 | 74.6 | 18.6 | 4.6 | 34.3 | -0.47 | 0.44 | -0.079 | 1.18 | 159.1 | 98.1 |
| .70 | .84 | .80 | .78 | .78 | .49 | .34 | .44 | .42 | .60 | .60 | .45 | .55 | .48 | .52 | 15% | 10% |
| | | 10% | 15% | 25% | | 25% | 10% | 20% | | | 15% | 15% | | 10% | | |

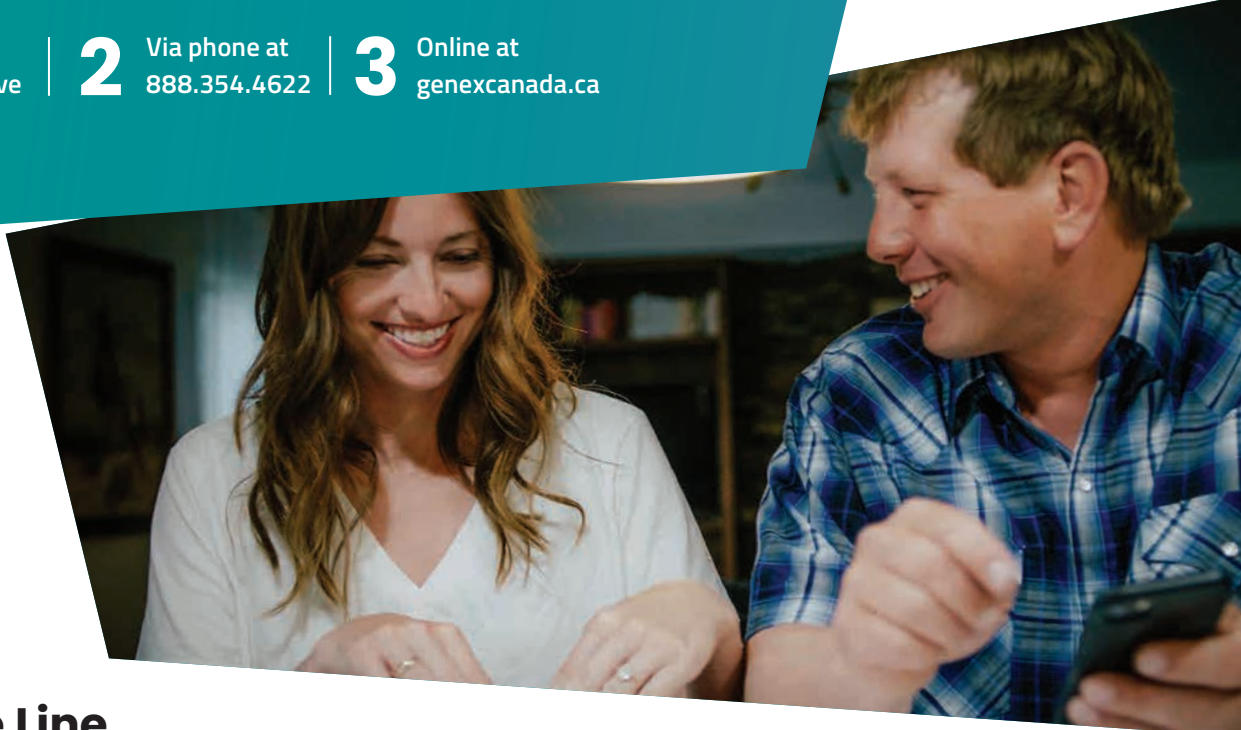
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Semen & Herd
Care Products

Through your local
GENEX representative

2 Via phone at
888.354.4622

3 Online at
genexcanada.ca



Herd Care Line

Insemination Guns and Accessories

KombiColor Gun (719817)

KombiColor Gun Plunger (719895)

Insemination Supplies

CITO A.I. Kit (719841)

CITO Cutters (719527)

Tweezers (719495)

Aviva Lube - Gallon (719737)

Lube Pump - Gallon (719539)

Breeding Gloves

1.0 Mil SuperSensitive™ Large Blue Breeding Gloves (719831)

0.85 Mil Supreme™ Raspberry Breeding Gloves (719885)

Thaw Units and Gun Warmer

A.I. Gun Warmer (719832)

Thermos® with Dial Thermometer (719468)

Thaw Monitor Card (719475)

CITO Thaw Unit (719579)

Sheaths and Sheath Protectors

Bulk Non-Split with Blue Insert (719442)

Sheath Protector Hard Plastic (719453)

Sheath Protector Roll (719457)

Embryo Transfer Supplies

E.T. Gun (719809)

E.T. Sheaths (719812)

ESTROTECT™ Heat Detectors

Orange/red (719833) or Green (719834) - 50 patches/pack

Reveal™ Spray Paint

Orange (719599), Yellow (719597), Blue (719593) or Pink (719598)

Semen Tanks and Accessories

TW20 (ICBTW20-367927)

LN Tank Measuring Stick (719496)

Bolus Gun

Bolus Gun (719619)

Colostrum Products

SCCL Headstart® Colostrum - 60g IgG bag (719874)

Foundation™ Colostrum - 5kg pail (X0153)

LifeJacket™ Calf Coats

Small (719658), Medium (719661), Large (719662) or X-Large (719665)

GenChoice™

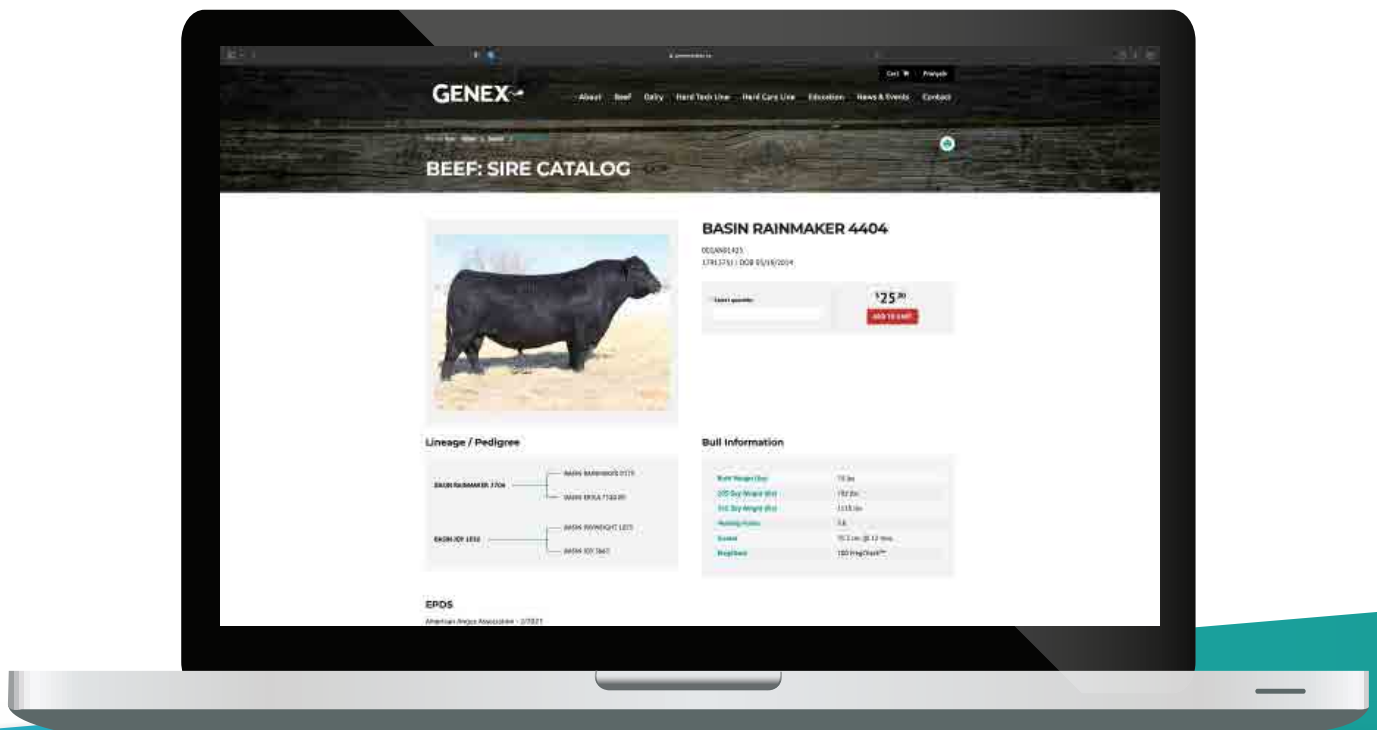
When you see this designation, it means the bull is available in GenChoice™ sexed semen. Contact your GENEX representative for more information or to place an order for sexed semen.



SHOP NOW!

Shop 24/7!

Picking the right genetics is only a click away.



Scan or visit www.genexcanada.ca to shop now,
or you can order directly from:

Patty Lasby // plasby@genex.coop
O: 519.766.4622 // C: 519.835.3982

CowSense&Science™

We take your **genetic progress to heart.**

That's why we are committed to Cow Sense & Science – a blend of generational wisdom, phenotype, EPDs and genomics – to provide you with cattle that exhibit real-world worthiness.

At GENEX, we appreciate cattle for their phenotype and know the importance of hard-to-measure traits. We believe that behind every good bull is an even better cow. At the same time, we must embrace today's data-backed technologies, utilizing EPDs and genomics to ensure our bull lineup is second-to-none.



**Take a look at what Cow
Sense & Science means.**
Scan here to view a
video and learn more.

www.genexcanada.ca

GENEX™