

HCC



24TH ANNUAL HARTMAN CATTLE COMPANY

CUSTOMER APPRECIATION SALE

DECEMBER 12, 2020 | TECUMSEH, NEBRASKA

NEW START TIME AT 6:00 PM

Welcome

FROM HARTMAN CATTLE COMPANY

With the cooperation of fellow breeders from 8 different states and Canada we are proud to bring you what we feel is the deepest and most dynamic set we have ever offered in this event. We have always placed great selection pressure on the cattle in this sale. It is in our interest that every single animal can contribute to breed improvements.

We believe all of these heifers offer the phenotype necessary to impact future generations of Simmental cattle. Cattle from past sales have made a great accounting for themselves. You will note while studying this catalog that many heifers selling are supported by dams and granddams that have sold through this sale. This speaks volumes for the productivity and profitability of cattle sold in the Customer Appreciation Sale.

Here at Hartman Cattle Company we look at quality, pedigree, and numbers in that order. If you do not have quality, strength of pedigree, and structural soundness, then all of the numbers in the world are not going to advance your program. With that in mind we wholeheartedly recommend this sale offering. As always, we invite your inspection of the cattle. If we can be of assistance, please give us a call.

Respectfully,



Mike Hartman

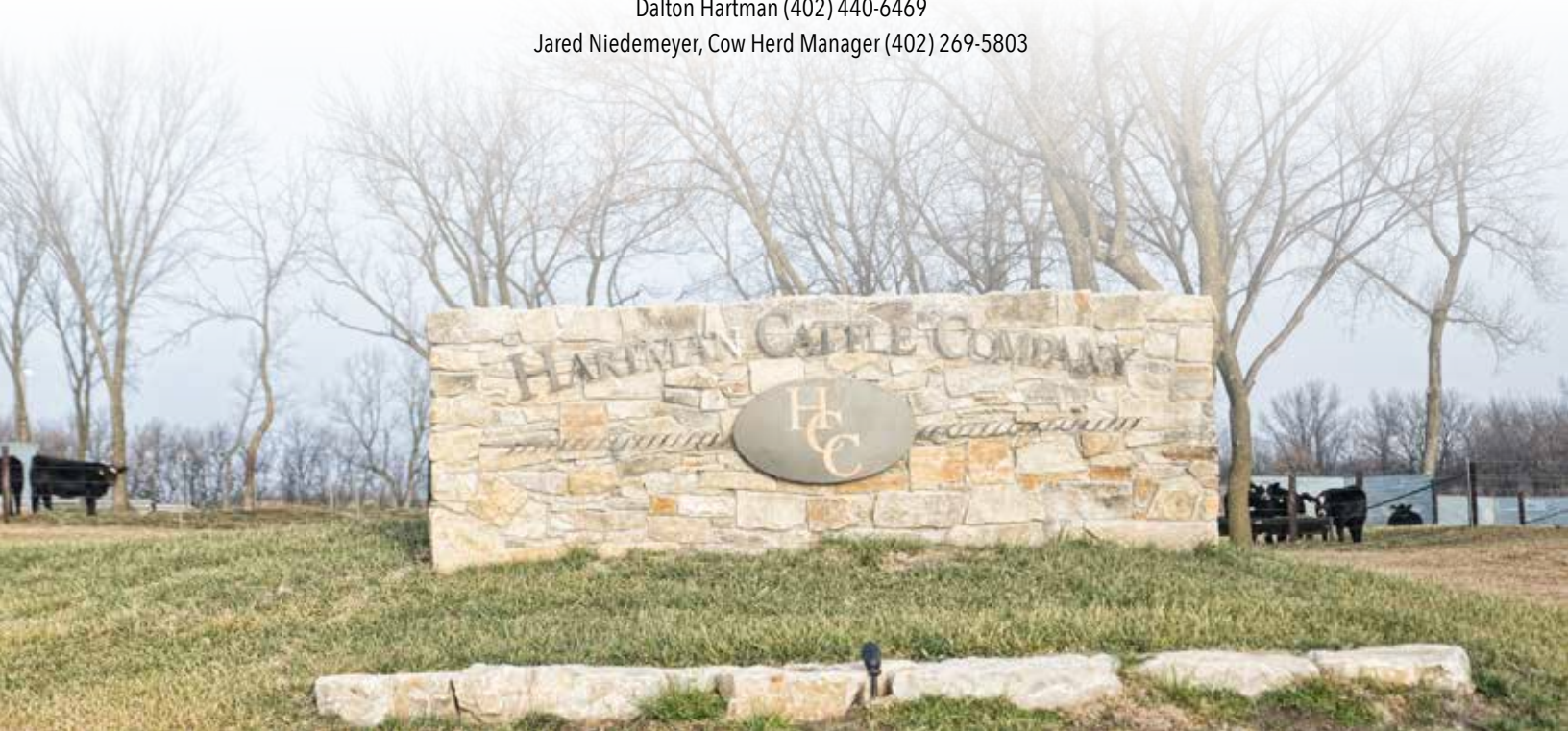


Hartman Cattle Company - Tecumseh, NE

Mike Hartman (402) 440-6825

Dalton Hartman (402) 440-6469

Jared Niedemeyer, Cow Herd Manager (402) 269-5803



Welcome

FROM INNOVATION AGMARKETING, LLC

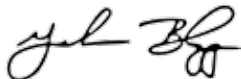
Welcome to the 24th Annual Customer Appreciation Sale at Hartman Cattle Company! It is an honor and privilege to represent the progressive breeders that are behind this offering of females. Hartman Cattle Company has been noted for producing, marketing, and campaigning some of the most influential cattle that the Simmental breed has ever known. This year's offering is dynamic in terms of quality, pedigree, and revenue deriving potential that each of these females bring forth.

The 20 Purebred females offer genetic variation like never before, allowing for optimum mating flexibility and potential when their time on the tan bark comes to an end. The 10 Percentage females are lined with as much quality and depth as any offering of SimGenetic™ cattle ever sold in Tecumseh. Mike and Dalton have logged countless hours, and thousands of miles to locate and bring you only the elite on December 12, 2020.

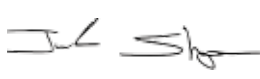
Cow family emphasis, disciplined sire selection, and stringent selection criteria is taken into consideration with each mating decision. As you navigate your way through the sale offering you will notice the countless individuals of influence that line the pedigrees of this elite offering of females. Rest assured, the cattle marketed across the auction block sell with the after-sale service provided by the talented and dedicated staff at Hartman Cattle Company.

It is with great enthusiasm that we personally invite you to join us on December 12, 2020 in Tecumseh, Nebraska at the Hartman Cattle Company sale facility for the 24th Annual Customer Appreciation Female Sale. The cattle will be on display for your inspection. Please feel free to call if you have any questions or are in need of assistance prior to the sale. We look forward to seeing you on sale day!

Enjoy the cattle,



Graham Blagg



Jered Shipman



Tim Anderson

INNOVATION
— AgMarketing, LLC —

FRIDAY

December 11, 2020

Cattle on display all day

SCHEDULE OF EVENTS

SATURDAY

December 12, 2020

12:00 PM - Sale Heifers on Display

2:00 PM - Pen Bulls and Junior Herd Bull

Prospects on display

4:30 PM - Dinner & Pre-Sale Hospitality

6:00 PM SALE BEGINS

Cattle

FROM AN ELITE GROUP OF BREEDERS

4 B CATTLE COMPANY
Brent Beaulieu | Sioux City, IA
Lots 9, 15, 16, & 20

ADCOCK LAND & LIVESTOCK
Bob & Sherry Adcock | Moweaqua, IL
Lot 29

AUTRY CATTLE LLC
Frank Autry | Fort Worth, TX
Lot 12

BAILEY LIVESTOCK
Scott & Joey Bailey | Towner, ND
Lot 10

B&K FARMS / IVIE AND SON'S SIMMENTALS
Ben Brown & Chris Ivie | Lawrenceburg, TN
Lot 13

BOSS LAKE GENETICS
Kyle Boss | Stony Plain, AB - Canada
Lot 3

BRUHN FARMS JOINT VENTURE
Al Bruhn | Mapleton, IA
Lot 32

BURKE SIMMENTALS
Tim & Cody Burke | Genoa, NE
Lots 19 & 33

DORIS SHOW CATTLE
Luke Doris | Ree Heights, SD
Lots 26 & 27

EAGLES CREST CATTLE
Richard & Janice Fackler | Fredericksburg, TX
Lots 6, 11, 30, & 31

FRANKENREIDER CATTLE COMPANY
Shannon Frankenreider | Annawan, IL
Lots 28 & 35

FREKING LIVESTOCK
Brad & Meg Freking | Alpha, MN
Lots 1, 2, 17, 18, & 26

JAMI HOBLYN
York, NE
Lot 5

KERSTEN CATTLE COMPANY
Larry & Kevin Kersten | Gretna, NE
Lot 14

KING CATTLE COMPANY
David King | Perrysville, IN
Lots 7 & 8

M&E CATTLE COMPANY
Mike & Ellie Moser | Lamoure, ND
Lot 34

STEVE KRUSE
Tecumseh, NE
Lot 14

TREE LANE FARMS
Schlipf Family | El Paso, IL
Lot 4

OFFERING ONLY THE

Elite...

AN EXTRAORDINARY GROUP OF OPEN SHOW/DONOR PROSPECTS
20 PUREBRED SIMMENTALS | 10 PERCENTAGE SIMMENTALS



HCC JUNIOR BONUS PROGRAM

Juniors may receive cash awards for exhibiting registered heifers purchased at Hartman Cattle Company! Payout applies in both the Purebred and Percentage Division. For more information about the terms and conditions of the HCC Junior Heifer Bonus Program please visit www.HartmanCattleCo.com

NATIONAL JUNIOR HEIFER SHOW

\$5,000 – Grand Champion Heifer

\$3,000 – Reserve Grand Champion Heifer

\$500 – Class Winner

MAJOR JUNIOR HEIFER SHOW

(Denver, Fort Worth, Kansas City, Louisville, AK-SAR-BEN, and OKC)

\$2,500 – Grand Champion Heifer

\$1,000 – Reserve Grand Champion Heifer

\$250 – Class Winner

STATE FAIR JUNIOR SHOWS & STATE EXPO JUNIOR SHOWS

\$500 – Grand Champion Heifer

\$250 – Reserve Grand Champion Heifer

SUPREME HEIFER

Any Grand Champion heifer at the Major State Fair or Expos where a Supreme Champion Overall is selected will receive an addition \$500 credit certificate should they win Supreme Champion.

Information

FOR THE 24TH ANNUAL SALE

SALE DAY PHONES

Mike Hartman (402) 440-6825
Kay Hartman (402) 432-2212
Dalton Hartman (402) 440-6469
Jared Niedemeyer, Cow Herd Manager (402) 269-5803

SALE MANAGEMENT

Innovation AgMarketing, LLC
Graham Blagg (530) 913-6418, Jered Shipman (806) 983-7226
Tim Anderson (605) 682-9343

AUCTIONEER

Col. Steve Dorran (760) 972-7736

RING STAFF

Dick Carmichael (615) 584-0997, Delvin Heldermon (405) 205-1116
Terry Cotton (816) 390-3227

HERD CONSULTANT

Dr. Roger Hunsley (502) 468-5714

AUTHORIZED SALE AGENT

Bud Sloan (816) 803-9725, Kent McCune (817) 602-8629

CREDITS

Darla Aegerter, Sale Photos, Derek Vogt, Sale Videos, Heidi Anderson, Candid Photos
THM Productions, Catalog Design

TRANSPORTATION

Tecumseh is located at the junction of highways 136 & 50, just 30 minutes west of I-29. Commercial air service is available into Omaha and Kansas City. Major rental car companies serve these terminals. Please call HCC if you need assistance with your travel plans.

TERMS & CONDITIONS

All lots sell in accordance with the suggested guidelines of the American Simmental Association or their respective breed association. For updated EPD's and information please visit www.simmental.org. Announcements made sale day from the block during the sale take precedence over printed material in this catalog. Payment will be accepted in the form of cash, cashier's check, or check. All cattle must be paid for prior to release. All funds are to be paid to Hartman Cattle Company in U.S. currency. No cattle will be transferred, delivered, or released without full payment. In the event you need expedited registration paper transfers please make plans to pay in full on sale day. All sales are final.

INSPECTION

Sale cattle will be available for inspection at the sale site all day on Friday and up to sale time on Saturday. For early inspections please contact Mike at (402) 440-6825 or Dalton at (402) 440-6469 to schedule a visit.

LOT NUMBERS

Ear tags in the sale cattle will correspond to their lot numbers in the catalog.

LIABILITY

Hartman Cattle Company, Innovation AgMarketing, LLC, and authorized sale personnel assume NO liability for injury, accident, or damage to persons or personal property. All persons who attend the sale do so at their own risk.

INSURANCE

James F. Bessler, Inc. will be on site and available at the settlement desk to insure your purchase(s). We strongly recommend the option to insure your investment.
(815) 276-2641

LODGING

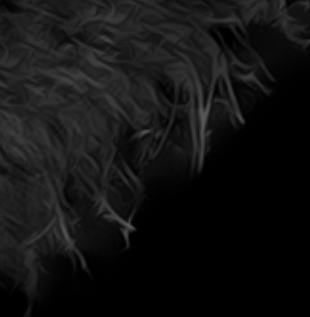
Super 7 Inn
Tecumseh, NE - (402) 335-3100
7 Miles from sale site

Holiday Inn & Express
Nebraska City, NE - (402) 417-0820
39 Miles from sale site

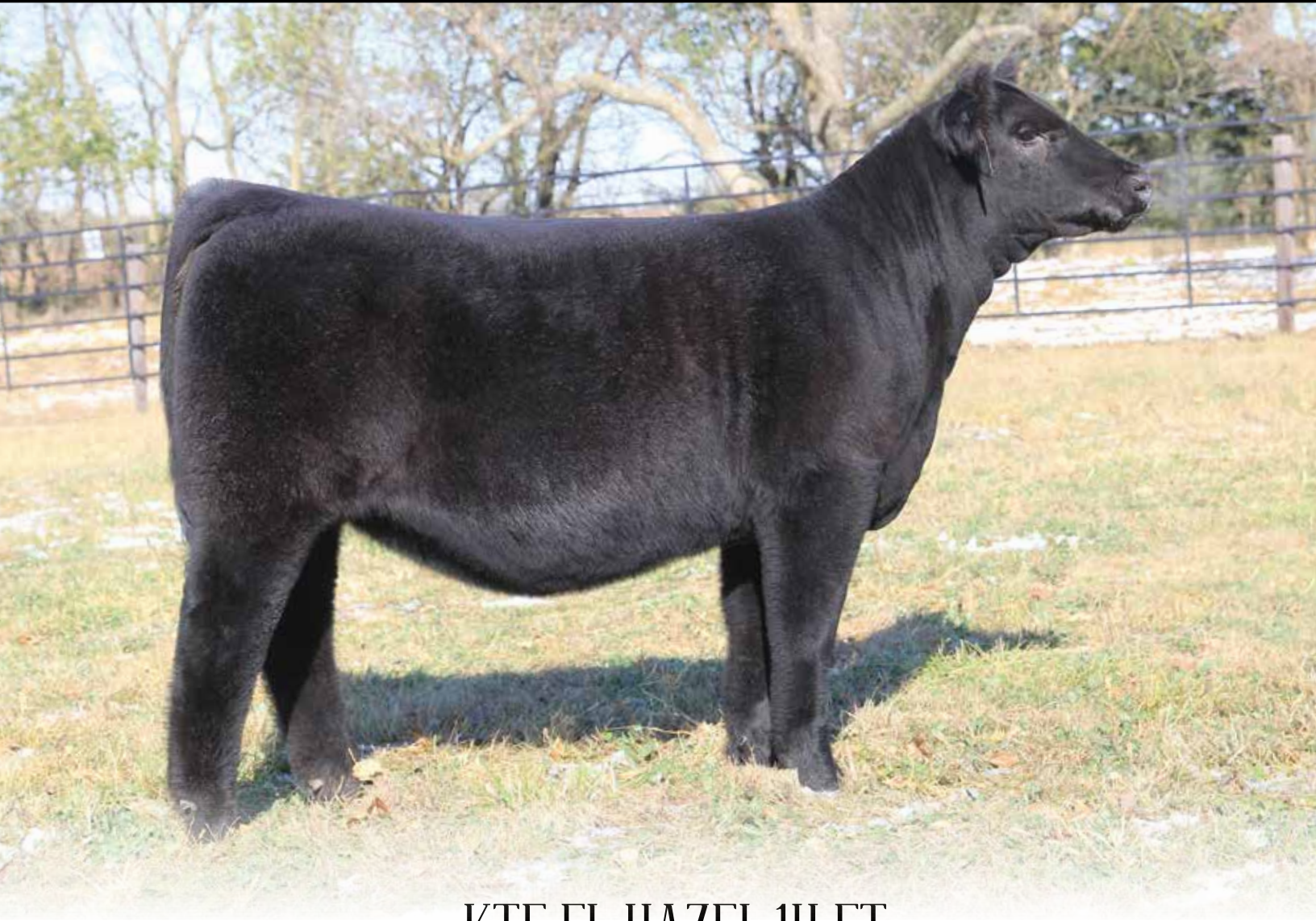
Syracuse Inn & Suites
Syracuse, NE - (402) 269-2700
21 Miles from sale site

Lied Lodge
Nebraska City, NE - (402) 873-8733
39 Miles from sale site





THE
Purebred Females



KTE FL HAZEL 1H ET

LOT 1

DOB: 3/4/20
 ASA: 3782449
 TATTOO: 1H

PROFIT
EC REBEL 156F
 DSFF COUNTESS 357D

PB

PROFIT
BAILEY'S DREAM GIRL
 BAILEY'S MS DREAMY 946W

SM



2018 AJSA National Classic Grand Champion Purebred Simmental and the \$195,000 high selling heifer in the 2017 Customer Appreciation Female Sale
Full Sister to Dam of Lot 1



Bailey's Dream Girl
The \$135,000 Dam of Lot 1

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
5.7	5	72.9	106.7	0.21	2.8	22.2	58.6	11.9	2.9	16	-0.48	-0.03	-0.119	0.67	101	66.1

The initiating lot of the 2020 Hartman Cattle Company Customer Appreciation Female Sale is a direct daughter of the \$200,000 EC Rebel 156F. A striking March Purebred that is supported by the famed Bailey's Ms Dreamy 946W matriarch. Her dam, Bailey's Dream Girl was the \$135,000 female that sold in 2017 to Freking Livestock and Kenidey Effling. KTE FL Hazel 1H ET is flawless in her build, flat shouldered, feminine and extended about her front third. She transitions seamlessly into a bold upper rib cage and wide pin set. Her late maturing look, undeniable presence, and genuine squareness makes her a force to be reckoned with as a yearling next winter as a heavy bred. Her lineage combines two of the most elite producing Simmental females in the business, in DSFF Countess 357D and Bailey's Ms Dreamy 946W. A true sale feature that will make for a quick return on investment.



ANGEL'S ENVY 2H

LOT 2

DOB: 1/23/20
 ASA: 3777967
 TATTOO: 2H

PROFIT
EC REBEL 156F
 DSFF COUNTESS 357D

TJ HIGH CALIBRE 556B
DSFF COUNTESS 611F
 HCCO COUNTESS 111B

PB
 SM



EC REBEL 156F
\$200,000 Sire of Lot 1 and 2

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
5.9	5.4	92.5	136.3	0.27	2.7	25.2	71.4	12.8	4.2	34.2	-0.4	0.1	-0.107	0.74	117.5	82.3

Undoubtedly the powerhouse donor prospect of the offering that is sure to catch the attention of even the most discriminating. Her mass, dimension, and true shape sets her into a league of her own. Angel's Envy 2H sets the standard when it comes to brood cow function and maternal stability. Her pedigree is lined by the most influential individuals that have ever called home to Tecumseh, Nebraska. 2H is sired by the \$200,000 EC Rebel 156F and backed by the \$400,000 TJ High Calibre 556B on her maternal side. The High Calibre x Broker x Driver mating has proven to be extremely consistent, with exemplary udder quality, fleshing ability, fertility, and longevity in production. 2H offers as much genuine base width, upper rib cage shape, stoutness of hip and muscle shape as potentially any female ever offered through the Hartman Cattle Company Customer Appreciation Female Sale. A true brood cow prospect that we project to be the herd bull matriarch within this year's offering.



BOSS LAKE MS DAISY 015H

LOT 3

DOB: 3/20/20
 ASA: 3776437
 TATTOO: SBP 015H

PROFIT
VCL LKC EQUITY 608D
 BF MISS CRYSTEEL TANGO
 MRL GAME CHANGER 12A
BOSS LAKE MISS DAISY 642D
 MADER ELECTRIC DAISY 47B

PB
 SM



VCL LKC EQUITY 608D
 \$70,000 Sire of Lot 3

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
9.3	2.1	68.2	97.1	0.18	4.3	20.2	54.2	12.6	9.7	18.7	-0.38	-0.12	-0.102	0.52	104.9	65.8

Boss Lake Ms Daisy 015H is sired by the \$70,000 VCL LKC Equity 608D, the striking blaze faced son of the \$400,000 Profit that is backed by the \$114,000 BF Miss Crysteel Tango. 015H offers an outcross pedigree on her maternal side, tracing to the foundation Mader Electric Daisy 47B matron. 015H is an extremely attractive March born Purebred that is sensible in her frame size, bold in her center body shape, and sets to the surface with confidence. Her Canadian outcross pedigree and functional body style allows for true breeding flexibility when her time at the end of the leather lead comes to an end. The possibilities are endless, pay attention here! **Boss Lake Genetics reserves the right to (1) one successful IVF Cycle with a minimum of (6) six transferable embryos at the buyer's convenience and seller's expense.**



TL MISS ROXY 5H

LOT 4

DOB: 2/4/20
ASA: 3777970
TATTOO: 5H

PROFIT
TL LEDGER
MISS STAR ABOVE

PB

W/C RELENTLESS 32C
DAJS MS ROXANNE 126
LIMESTONE BLACKBIRD X126

SM



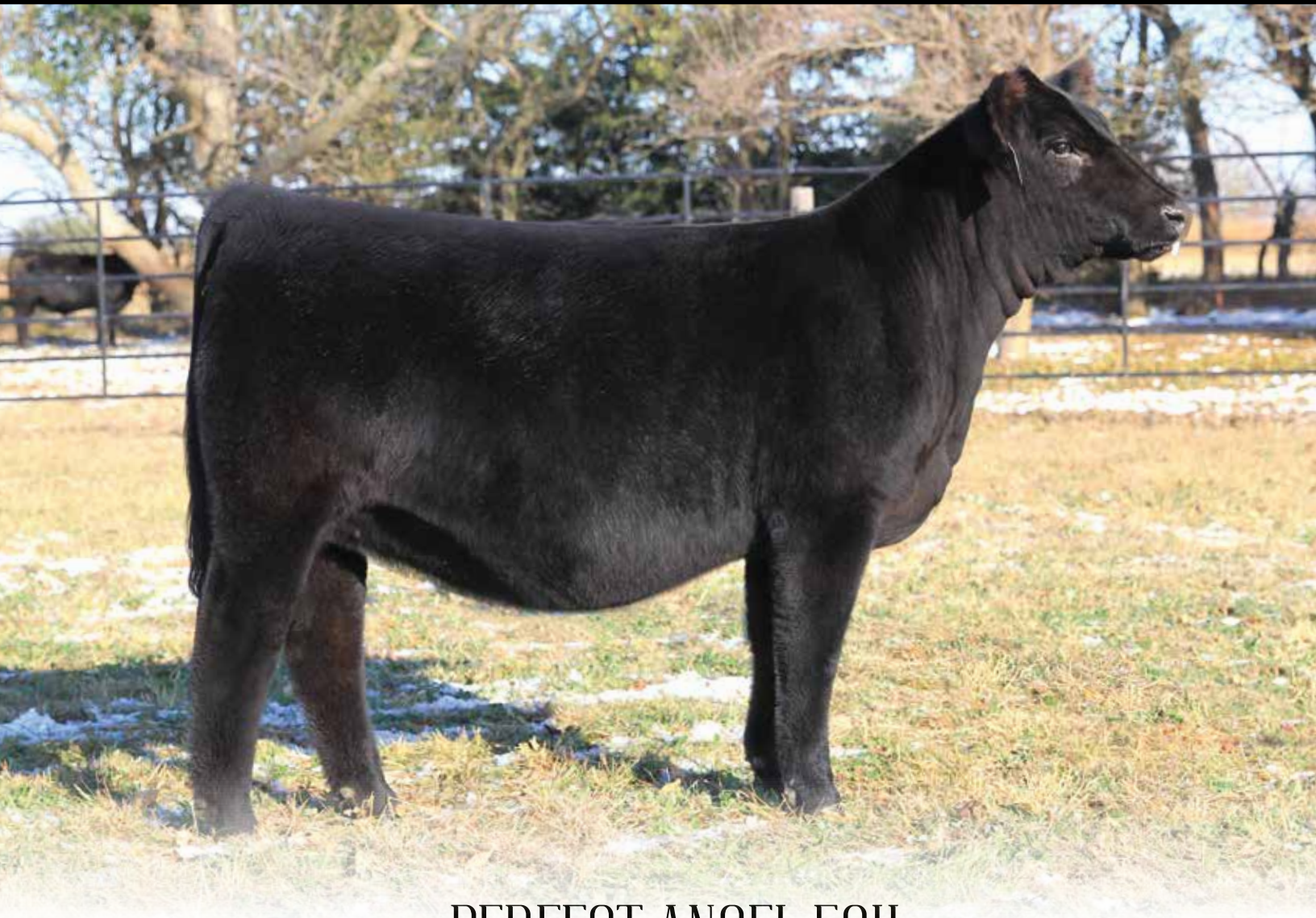
TL LEDGER
\$250,000 Sire of Lot 4



LIMESTONE BLACKBIRD X126
Maternal Granddam of Lot 4 and 2010 KS Beef Expo Grand Champion Female Overall Breeds

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
9.8	1.6	72.5	103	0.19	5.5	21.5	57.7	11.7	7.4	20.9	-0.29	0.1	-0.064	0.56	118.5	74.6

TL Miss Roxy 5H offers an elite look of quality, balance, and symmetry from every angle. When set into motion this daughter of the \$250,000 TL Ledger captivates even the most discriminating structure critics. Her joint work, correctness of angles, and presence elevates her to elite status. The dam of TL Miss Roxy 5H is sired by the widely popular W/C Relentless 32C and backed by the foundation Limestone Blackbird X126 female. X126 was successfully campaigned by the Satee family to countless victories, including being named the 2010 Kansas Beef Expo Supreme Grand Champion Female Overall Breeds. A maternal sister to the dam of 5H was selected as the 2019 American Royal Reserve Calf Champion Percentage Simmental. She is sleek through her front third, elevated about her chest floor, bold in her rib cage, and offers exceptional progression of depth back through her rear rib and flank, which allows her silhouette to balance effortlessly. Her basic build defines skeletal quality and we are confident that this female will find the backdrop early and often. **Tree Lane Farms reserves the right to (1) one successful IVF Cycle with a minimum of (6) six transferable embryos at the buyer's convenience and seller's expense.**



PERFECT ANGEL 58H

LOT 5

DOB: 2/4/20
 ASA: 3771227
 TATTOO: 58H

WS PILGRIM H182U

PROFIT

WAGR PANARAMA 204Z

SS/PRS TAIL GATER 621Z

ANGEL 1B

MLJM MISS STEEL

PB

SM

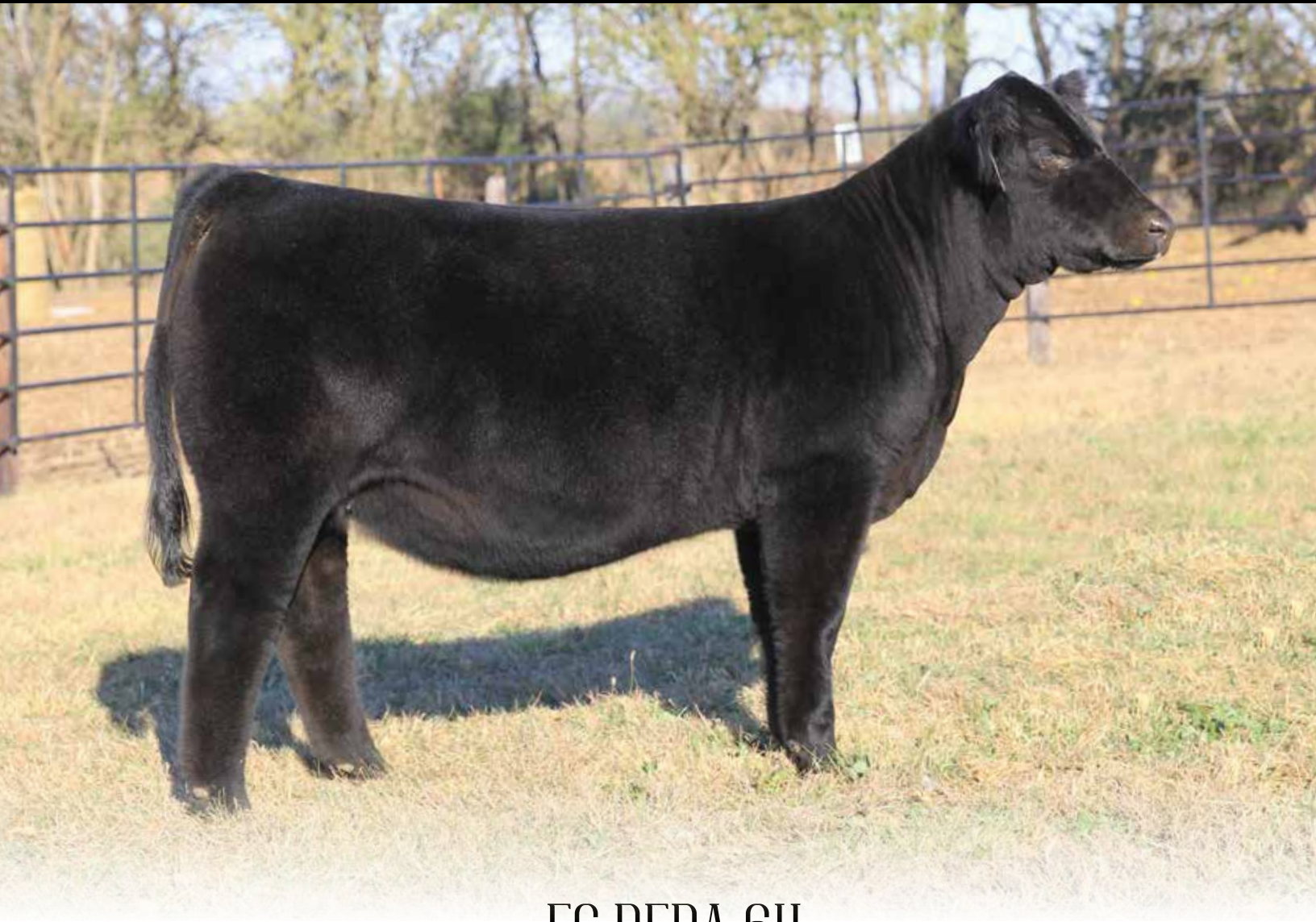


MARI 785E

2018-2019 Triple Crown Winning Purebred Simmental - Shown by Jack Dameron
 Full sister to Lot 5

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
7.2	4.5	85.6	124.3	0.24	3.2	20.8	63.5	7.9	5.6	26.1	-0.39	-0.07	-0.1	0.66	98.6	74.6

Perfect Angel 58H is just as her name implies... flawless in her basic build with an elite look of quality. 58H is a February Purebred that is a full sister to the 2018-2019 Triple Crown winning, Mari 785E that was expertly campaigned to the Grand Champion titles in both the Junior and Open shows at the 2018 American Royal, 2018 NAILE, and 2019 NWSS by Jack Dameron of Illinois. 58H is sired by the \$400,000 Profit and backed by a past Hartman Cattle Company Customer Appreciation Sale purchase by the Hoblyn family. Angel 1B was selected for \$15,000 in 2014 and went on to be selected as the Supreme Champion Heifer at the 2015 Nebraska State Fair. A number of positive adjectives can be used to describe the presence that she displays, but we believe she defines the word elite.



EC REBA 6H

LOT 6

DOB: 3/18/20
 ASA: 3777971
 TATTOO: 6H

WS PILGRIM H182U
PROFIT
 WAGR PANARAMA 204Z
 MR TR HAMMER 308A ET
DSFF COUNTESS 357D
 HCCO COUNTESS 119B

PB
 SM



REBEL
 \$200,000 Full Brother to Lot 6



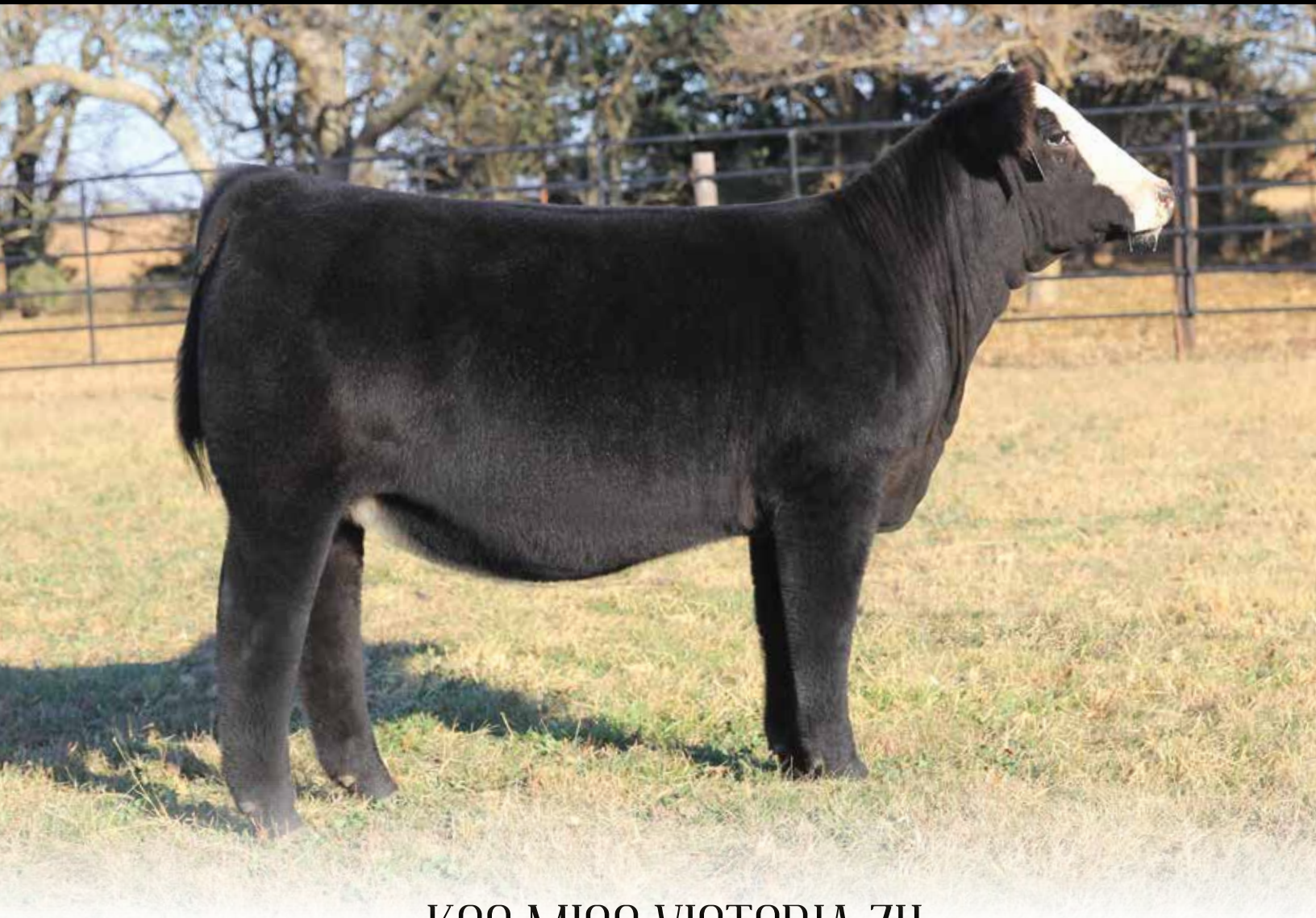
RENEGADE
 \$120,000 Full Brother to Lot 6



EC COUNTESS 283F
 \$35,000 Maternal Sister to Lot 6

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
6.5	4.3	80.6	118.6	0.24	3.2	20.3	60.5	11.3	2.6	27.3	-0.39	0.04	-0.099	0.69	109.5	74.7

EC Reba 6H is the March born full sister to the \$200,000 EC Rebel 156F and the \$120,000 Renegade. EC Countess 283F was the first natural calf of DSFF Countess 357D. She commanded \$35,000 to Tree Lane Farms in the 2018 HCC Customer Appreciation Sale. With over \$350,000 in life-time earnings, the four-year old DSFF Countess 357D has positioned herself as one of the most consistent and highest dollar generating females in the Eagles Crest Cattle program. EC Reba 6H offers a stunning phenotype that is supported by a proven producer. She is as proud headed, sleek necked and clean chested as any female in the offering. An elegant presence, bold rib design, and flawless set to her hip and hind leg combined with a highly decorated lineage makes 6H a true sale feature. The fact is, EC Reba 6H has the opportunity to add true genetic value and revenue generating capabilities to any program. Consistency is key!



KC2 MISS VICTORIA 7H

LOT 7

DOB: 4/2/20
 ASA: 3784127
 TATTOO: 7H

WS PILGRIM H182U
PROFIT
 WAGR PANARAMA 204Z
 W/C RELENTLESS 32C
HPF VICTORIA B396E
 CLCC VICTORIA W02

PB
 SM



HPF VICTORIA B396E
 Dam of Lot 7 and 8

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
6.3	4.6	76.4	103.9	0.17	2.7	22.6	60.8	10.9	6.1	14.7	-0.42	0.12	-0.096	0.66	107.7	71.6

King Cattle Company of Indiana is home to one of the most unique Purebred Simmental females in the business, HPF Victoria B396E. Affectionately known as "Vicki", this stunning homozygous black W/C Relentless 32C daughter was the high selling open heifer in the historic Hudson Pines dispersal sale. During her time on the show road she was most notably selected as the Grand Champion Simmental Female at the 2018 Simmental Breeders Sweepstakes. She returned to Louisville in the summer of 2019 and was selected as the Grand Champion Cow/Calf Pair at the 2019 AJSA National Classic. Additionally, she was named Grand Champion Cow/Calf Pair at the 2019 NAILE. KC2 Miss Victoria 7H is a carbon copy of her dam phenotypically. This early April born Purebred is sired by the \$400,000 Profit. A perfect blaze face aesthetically adds to her functionality and future on the tan bark.



KC2 MISS VICTORIA 8H

LOT 8

DOB: 5/2/20
 ASA: 3784128
 TATTOO: 8H

WS PILGRIM H182U
PROFIT
 WAGR PANARAMA 204Z
 W/C RELENTLESS 32C
HPF VICTORIA B396E
 CLCC VICTORIA W02

PB
 SM

KC2 Miss Victoria 8H is most widely known as the "little sister". Although 8H gives up nearly a month of age to 7H, her phenotype, skeletal quality, and natural presence will demand your attention. A highly competitive May heifer calf that is destined to be a major contender in the Summer Division at the AJSA National Classic next summer. Sleek through her front third, clean chested, and symmetrical from every angle. Study the future that this solid black Profit daughter exhibits, we believe she will be a force in the show ring, and more importantly a valuable asset in production. Hang your hat on a cow family that simply does not miss!

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
6.3	4.6	76.4	103.9	0.17	2.7	22.6	60.8	10.9	6.1	14.7	-0.42	0.12	-0.096	0.66	107.7	71.6





4/B MISS PROFIT 09H

LOT 9

DOB: 2/28/20
 ASA: 3772885
 TATTOO: 09H

WS PILGRIM H182U

PROFIT

WAGR PANARAMA 204Z

W/C EXECUTIVE ORDER 8543B

4/B MISS EO 252F

4/B MISS 184X 107D

PB

SM



PROFIT

Profit is the \$400,000 Sire of Lots 5-13 and 28-29. Grandsire of Lots 1-4, 14-16, 26-27, and 33. A sire of significant impact within the industry!

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
8.3	3.1	78.6	115.5	0.23	3.9	24.2	63.4	10.9	5.5	24.5	-0.39	0.03	-0.091	0.7	111.9	75.4

Extreme look, symmetry, and skeletal quality... the traits necessary to excel at the highest level of competition. 4/B Miss Profit 09H is sired by the \$400,000 Profit and backed by the influence of W/C Executive Order 8543B on her maternal side. With just an added splash of chrome, her eccentric parts and pieces make her stand out from the crowd. Her lineage blends the influence of the great WAGR Panarama 204Z, Miss Werning KP 8543U, and two shots of the iconic 3C Melody M668 BZ.



BAILEY'S MISS LIBERTY 10H

LOT 10

DOB: 3/15/20
 ASA: 3770634
 TATTOO: 10H

WS PILGRIM H182U
PROFIT
 WAGR PANARAMA 204Z
 W/C CASH IN 43B
BAILEY'S MADONNA 720E
 BAILEYS 502C

PB
 SM

Bailey's Miss Liberty 10H is backed by the up and coming young donor at Bailey Livestock, Bailey's Madonna 720E. 720E is an ultra-attractive young female that is sired by W/C Cash In 43B, the JS Sure Bet 4T son of the great 8543U matriarch, a female that has produced in excess of \$8 Million in progeny sales to date. Madonna 720E is further backed by Bailey's 502C, a direct daughter of the \$146,000 valuation LLSF Uprising Z925. 10H is chiseled about her front third, smooth shouldered, and transitions into a bold and three-dimensional rib cage. She sets to the surface with extreme accuracy and poses with confidence. A standout March show heifer prospect that is truly bred in the purple!

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
6.9	4.3	73.2	107.9	0.22	3.7	23.6	60.1	12.1	7.6	18.3	-0.46	-0.02	-0.108	0.71	105.5	69.3





EC LADY PROFIT 11H

LOT 11

DOB: 2/14/20
 ASA: 3777972
 TATTOO: 11H

WS PILGRIM H182U
PROFIT
 WAGR PANARAMA 204Z
 MR CCF VISION
DSFF COUNTESS 95D
 HCCO COUNTESS 104B

PB
 SM



EC COUNTESS 286F
\$127,500 High Selling Female in 2018. She is a 3/4 Sister in Blood to Lot 11. 2020 NWSS Grand Champion Simmental Junior Female for Miranda Raithel.

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
6.8	4.6	78.9	109.4	0.19	3.2	22.2	61.6	10.6	5.5	20.5	-0.52	-0.05	-0.115	0.88	101.8	71.5

This year's Customer Appreciation Female sale is saturated with quality, pedigree, and profit earning capabilities. The facts are loud and clear, Profit works on a wide array of females and his resume continues to expand with high sellers and champions with every passing season. EC Lady Profit 11H is a powerful, big footed, stout boned, wide based female with outward shape and curvature to her rib design. The dam of 11H is DSFF Countess 95D, a result of the proven Vision x Pilgrim x Driver mating that has yielded countless high sellers, winners, and individuals of influence within the breed. 11H is a three-quarter sister in blood to EC Countess 286F, the 2018 HCC Customer Appreciation Female Sale \$127,500 sale topping female that went on to be selected as the 2020 NWSS Grand Champion Simmental Female in the Junior show for Miranda Raithel. 11H is bred in the purple...she is a product of the program!



ACLL ROSALIND 12H

LOT 12

DOB: 4/7/20
 ASA: 3771937
 TATTOO: 12H

WS PILGRIM H182U
PROFIT
 WAGR PANARAMA 204Z
 WS PILGRIM H182U
FIREFLY 311A
 BF MISS CRYSTEEL TANGO

PB
 SM



FIREFLY 311A
 Dam of Lot 12



ACLL FORTUNE 393D
 \$185,000 Maternal Brother to Lot 12

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
7.5	3.9	71.3	93.4	0.14	2.7	20.3	55.9	10	7	17	-0.41	-0.04	-0.103	0.59	98.8	67

ACLL Rosalind 12H is a maternal sister to the \$185,000 ACLL Fortune 393D, sired by the \$400,000 Profit. The dam of 12H is the \$100,000 Firefly 311A, a direct daughter of the \$114,000 BF Miss Crysteel Tango. The lifetime earnings of Crysteel Tango have exceeded \$1 Million in progeny sales to date and continue to grow. Firefly 311A was the 2014 American Royal Grand Champion Purebred Simmental Female and the 2014 AJSA National Classic Reserve Grand Champion Purebred Simmental Female for Chesney Effling. Firefly 311A has followed in the footsteps of her dominant producing dam, with daughters employed by Moore Land & Cattle, Rob French, Wolfe Simmentals, Schram Cattle Co., Paul Larsen, Dylan Hackett, and Schmidt Family, LLC. Genetic consistency and phenotype combined are essential to the revenue deriving capabilities in this business... set your sights on 12H and tie to a proven cow family that yields results!



B&K/IVS PREMIUM LOVE 13H

LOT 13

DOB: 4/29/20
ASA: 3771938
TATTOO: 13H

WS PILGRIM H182U
PROFIT
WAGR PANARAMA 204Z
HTP/SVF DURACELL T52
HPF RIGHT TO LOVE Z338
RP/MP RIGHTTO LOVE 015U

PB
SM



HPF RIGHT TO LOVE Z338
Dam of Lot 13 and Full sister to
HPF Quantum Leap Z952 and THSF Lover Boy B33



RP/MP RIGHT TO LOVE 015U
Famous Maternal Granddam of Lot 13

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
8	5.4	85.2	121.6	0.23	4.4	21.9	64.4	12.6	4.3	28.8	-0.43	0.08	-0.109	0.75	115.2	77.3

Premium Love 13H is a rare genetic find, combining some of the most decorated and proven lines within the breed. Sired by the tried and true \$400,000 Profit and backed by a full sister to the late Quantum Leap and the 2016 NWSS Grand Champion Simmental Bull, Lover Boy. The dam of 13H is the stunning HPF Right To Love Z338, an own daughter of the legendary RP/MP Right To Love 015U matriarch. 13H is a stout featured, big hipped, wide pinned female that boasts a balanced number profile to compliment her phenotype. She charts top 15% of the breed for WW and top 25% for YW. Her pedigree is lined with individuals of significance top and bottom side, once again genetic permanence reigns supreme.



HOPE FOR BETTER 14H

LOT 14

DOB: 2/15/20
ASA: 3770883
TATTOO: 14H

CNS PAYS TO DREAM T759
LLSF PAYS TO BELIEVE ZU194
LLSF URABABYDOLL U194

PROFIT
LKCC SHANNON'S HOPE 155E
ACLL SHANNON 385C

PB
SM



ACLL SHANNON 385C
\$70,000 Maternal Granddam



EC TURBO 910F
\$34,000 Full Brother to Dam

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
7.5	4	84.7	126.9	0.26	3.1	20.5	62.8	7.7	9.2	32.6	-0.38	0.14	-0.088	0.81	111.3	80.1

Hope For Better 14H is a powerful February Purebred that is sired by the 2013 NAILE and 2015 NWSS Grand Champion Simmental Bull. The dam of 14H is sired by Profit and backed by ACLL Shannon 385C, the \$70,000 featured lot from the 2015 HCC Customer Appreciation Female Sale. Shannon 385C has served as a cornerstone female in the donor pen at Kersten Cattle Company, with daughters employed at top firms across the country. Diamond A Farms, Joe Morgan, Steve Huls, Dean Cattle Company, Stager Cattle Company, Ryan Belgum, and Wyatt Blaylock have all invested in sons or daughters of the great Shannon 385C to enhance their program's genetic base. The most noted son of Shannon 385C is the \$34,000 EC Turbo 910F, a full brother to the dam of 14H. Turbo serves as the junior herd sire at New Beginnings Cattle Company in Fayette, Missouri.



4/B MISS RELENTLESS 15H

LOT 15

DOB: 4/12/20
 ASA: 3772886
 TATTOO: 15H

YARDLEY UTAH Y361
W/C RELENTLESS 32C
 MISS WERNING KP 8543U

PB
 SM

PROFIT
4/B MISS PROFIT 216D
 4/B MISS PATHFINDER 88X

4/B Miss Relentless 15H is sired by the \$87,5000 W/C Relentless 32C. The dam of 15H is sired by the \$400,000 Profit, tracing to the Miss Pathfinder 88X matriarch bred in the 4B Cattle Company program. 15H and 16H are flush mate sisters that offer tremendous balance and symmetry from the side. She is elevated about her front third, flat shouldered, big centered, and offers an ultra-attractive set to her hip and hind leg. This early April heifer calf is one that we believe will prove to be extremely competitive in the Spring Yearling Division next fall and winter. A unique genetic combination that is accustomed to the winner's circle.

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
10.6	2.8	71.7	96.5	0.15	5	20.9	56.7	12	7.8	14.5	-0.38	0.17	-0.078	0.64	120.8	74.5





4/B MISS RELENTLESS 16H

LOT 16

DOB: 4/21/20
 ASA: 3772887
 TATTOO: 16H

YARDLEY UTAH Y361
W/C RELENTLESS 32C
 MISS WERNING KP 8543U

PB

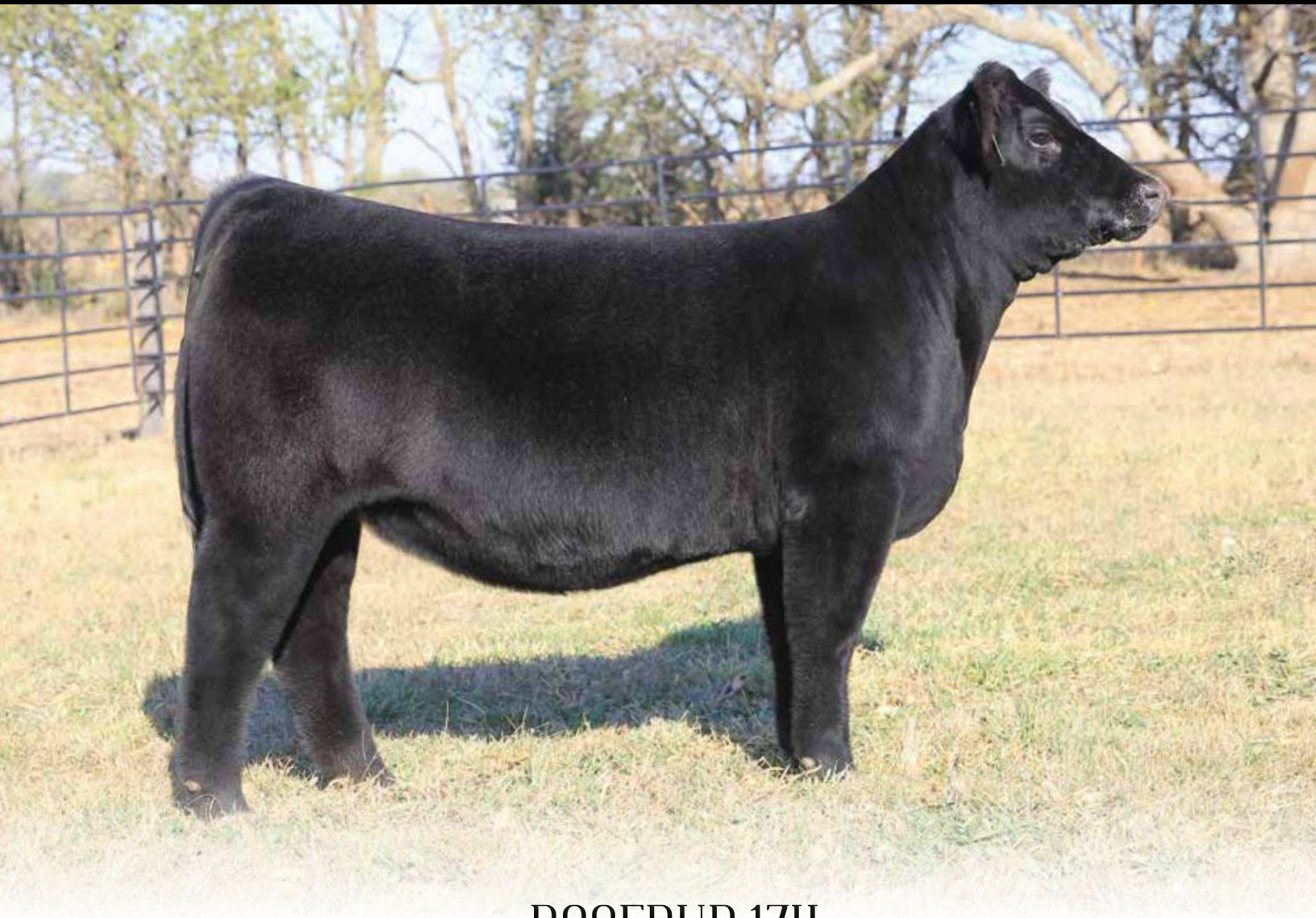
PROFIT
4/B MISS PROFIT 216D
 4/B MISS PATHFINDER 88X

SM

4/B Miss Relentless 16H is the younger of the two flush mate sisters that are backed by 4/B Miss Profit 216D, the young Profit daughter that is a rising star in the 4B program in Sioux City, Iowa. She is sleek about her front third, bold centered, and accurate in her stride. A late April born female that is blessed with an ultra-attractive silhouette. From a consistent and high-quality flush, this pair of sisters are built to go the distance!

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
9.85	3.4	73.1	98.75	0.16	4.55	20.95	57.45	12	7.75	18.15	-0.37	0.18	-0.08	0.67	118.7	72.9





ROSEBUD 17H

LOT 17

DOB: 3/1/20
 ASA: 3777968
 TATTOO: 17H

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
 FIREFLY 311A

WS PILGRIM H182U
HCCO COUNTESS 174F
 BIZ COUNTESS 174Y

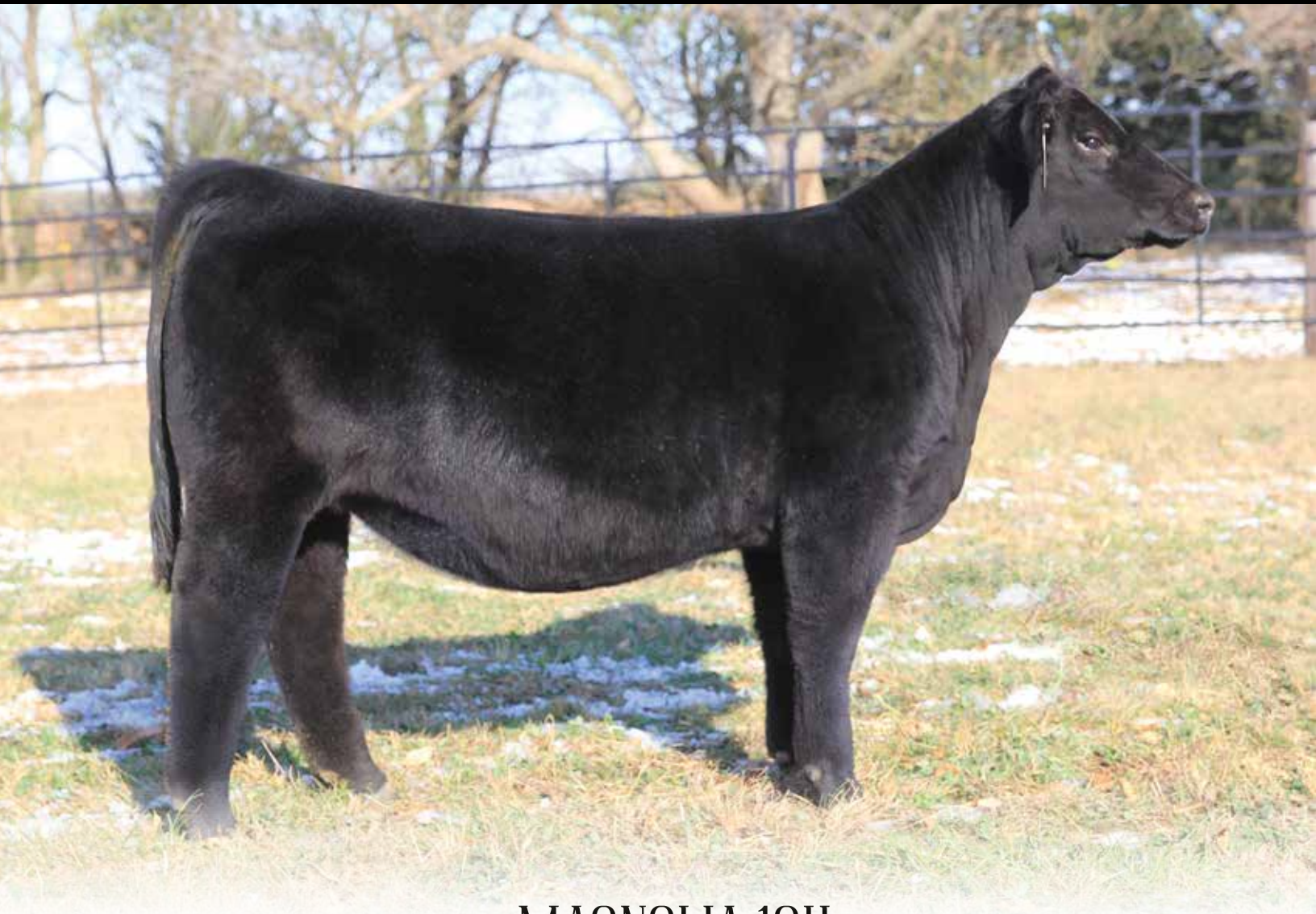
PB
 SM



ACLL FORTUNE 393D
 \$185,000 Sire of Lots 17 and 18

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
8.3	2.65	77.4	110.55	0.21	3.05	18.95	57.6	9.15	12.6	32.75	-0.44	0.02	-0.11	0.83	106.7	72.6

Rosebud 17H is sired by the \$185,000 ACLL Fortune 393D and backed by a member of the famed Countess tribe. 17H and 18H are flush mate sisters that are backed by the influence of the Pilgrim x Driver combination that has yielded countless high sellers, individuals of influence, and show ring winners. 17H is a sharp featured, up headed female that is sensible in her frame size, three-dimensional in her rib cage, and comes stout and square to her pin set. She sets to the surface with an athletic stride. A powerful female that has an elite look on the move and the stand. This female has the credentials to be a big-time producer... study her type and kind!



MAGNOLIA 18H

LOT 18

DOB: 2/20/20
 ASA: 3777969
 TATTOO: 18H

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
 FIREFLY 311A

PB

WS PILGRIM H182U
HCCO COUNTESS 174F
 BIZ COUNTESS 174Y

SM

Magnolia 18H is a flush mate sister to 17H, sired by the great ACLL Fortune 393D. 18H is the February born sister from the young and prolific two-year old donor, HCCO Countess 174F. The Pilgrim x Driver mating has proven to be one of the strongest, most maternally focused, and predictable combinations in the business. Udder quality, fertility, foot design, and fleshing ability... these genetics are proven and predictable. It goes without saying, 18H is the type of female that will enhance future generations.

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
8.3	2.65	77.4	110.55	0.21	3.05	18.95	57.6	9.15	12.6	32.75	-0.44	0.02	-0.11	0.83	106.7	72.6





BS HIGH MARKS 19H

LOT 19

DOB: 4/1/20
 ASA: 3781956
 TATTOO: BS 19H

W/C LOADED UP 1119Y
JASS ON THE MARK 69D
 JASS SABLE'S TIME 53X

YARDLEY HIGH REGARD W242
BS MISS REGARD 870F
 BS MISS 580C

PB
 SM

BS High Marks 19H is the lone daughter of the popular JASS On The Mark 69D and is backed by the influence of Yardley High Regard W242. 19H is a stunning blaze faced April Purebred that sets to the surface with ease. Her feature, form, and functionality combined will aid in her success on the tan bark long term. She is flat shouldered, up headed, clean chested, and flawless in her joint work. Her looseness of build, softness of body, and elegant charisma suggest that her best days are to come as a yearling next summer and fall.

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
9.3	2.8	71.1	107.5	0.23	4.3	21.5	61.5	16.6	10.1	36.9	-0.41	0.01	-0.093	0.92	120.7	69





4/B MISS QUANTUM LEAP 20H

LOT 20

DOB: 2/6/20
 ASA: 3772884
 TATTOO: 20H

HTP/SVF DURACELL T52
HPF QUANTUM LEAP 2952
 RP/MP RIGHT TO LOVE 015U

PB

MR NLC UPGRADE U8676
4/B MISS UPGRADE 10B
 4/B MISS PATHFINDER 229Y

SM



4/B MISS UPGRADE 10B
 Dam of Lot 20

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
11.9	2.2	84.8	126.2	0.26	5.1	21.8	64.2	14	6.2	40	-0.51	0	-0.117	1.06	126.2	80.5

4/B Miss Quantum Leap 20H is a direct daughter of the late Quantum Leap and further supported by the maternal influence of 4/B Miss Upgrade 10B. 20H is massive in her body shape, bold in her rib cage, and square in her basic build. Quantum Leap experienced an incredible show career himself, being named the 2014 NWSS Reserve Grand Champion Bull, 2014 FWSS National Champion Bull, 2014 American Royal Grand Champion Bull, 2014 NAILE Grand Champion Bull, 2015 NWSS Reserve Grand Champion Bull, and 2015 FWSS Grand Champion Bull. The dam of 20H, Miss Upgrade 10B, is a cornerstone female in the 4/B program at Sioux City, Iowa. A daughter by W/C Relentless 32C topped the Foundation Female sale for \$20,000 selling to the Spangler family of Illinois. Two daughters of 10B that were sired by W/C Bankroll 811D were sale features in "The One" sale at the National Western Stock Show, selling to Triple D Cattle Co. and Nickolas Wiley. 20H offers a near outcross pedigree to the popular sire selection choices at Hartman Cattle Company - extreme mating flexibility!



THE

*Percentage
Females*





LDSC HANNAH 26H

LOT 26

DOB: 4/22/20
 ASA: 3784020
 AMAA: 513671
 TATTOO: 26H

PROFIT
EC REBEL 156F
 DSFF COUNTESS 357D

NMR MATERNAL MADE
LDSC 700E
 LDSC 922W
 THE WITCH DOCTOR X SNOWBALL

1/2 SM
 1/4 AN
 1/4 MA



LDSC 700E "Lot 1"
 Dam of Lot 26



Lot 101
 Doris Pasture Bid-Off - Maternal
 Brother to Lot 26



Lot 102
 Doris Pasture Bid-Off - Maternal
 Brother to Lot 26

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
7.9	3.2	67.3	98.8	0.2	3.4	18.7	69.1	10.1	7.5	18.6	-0.33	0.15	-0.081	0.54	98.9	64

The initiating lot of the Percentage Simmental division is led off by a direct daughter of the \$200,000 EC Rebel 156F. The dam LDSC Hannah 26H, LDSC 700E "Lot 1", is the new rising star of the show cattle industry that has begun to write her own chapter in the history books. She is the past \$30,000 sale topping female from The First Class Female Sale that is sired by Maternal Made and backed by the Witch Doctor x Snowball influence maternally. The maternal granddam of 700E is the legendary "Snowball" matriarch that is backed by Jeff Burg's 050 dam that has produced in excess of \$500,000 in lifetime earnings. 700E "Lot 1" has endured a record-setting rookie calf crop for Luke Doris and Brad Freking, producing high sellers during the Fall 2020 pasture bid-off tour in South Dakota that commanded \$28,000, \$17,500, \$12,500, \$8,250, \$7,500, \$7,500, \$7,000, \$5,000, and \$5,000. 26H is a dual registered Percentage Simmental and Maintainer female that has the feature, form, and presence to find the backdrop early and often. Her genetic consistency and generating power is all inclusive... bid with confidence!



CKCC LD HAYLEE 27H ET

LOT 27

DOB: 5/3/20
 ASA: 3784003
 TATTOO: 27H

MR NLC UPGRADE U8676
MR TR HAMMER 308A ET
 SVF/HS EXPECTING A DREAM

3/4 SM

PROFIT
CKCC LD MS WARDS PROFIT 615D
 615Y

1/4 AN



CKCC LD MS WARDS PROFIT 615D
 Dam of Lot 27

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
6.4	3.3	87.4	135.3	0.3	2	20.7	64.3	9.9	7	37.5	-0.49	-0.03	-0.135	0.86	108.6	77.6

27H is a sharp featured, up headed May three-quarter blood female that is sired by the \$200,000 MRTR Hammer 308A ET and backed by the 2017 First Class Female Sale high selling bred heifer at \$30,000. 615 is sired by the \$400,000 Profit and from a productive Danny Boy Angus dam. During her short time in production, 615 has produced progeny that have sold for \$41,000, \$36,000, \$25,000, \$10,000, \$8,000, and several more sons and daughters that have sold from \$5,000 to \$7,500 on the average. 27H will fit into the summer division at the AJSA National Classic next July, and we believe her to be one of the sleekest, most eye-appealing percentage females ever sold through the Percentage Simmental division in Tecumseh. When her time at the end of the leather lead comes to a close, she will be a generation away from creating elite Purebred Simmental cattle for a quick return on investment.



SJF HELEN OF TROY

LOT 28

DOB: 3/15/20
ASA: 3774038
TATTOO: 28H

WS PILGRIM H182U
PROFIT
WAGR PANARAMA 204Z
WAGR DRIVER 706T
SJF ZENDAYA
6162

3/4 SM
1/4 AN



WAGR DRIVER 706T
Maternal Grandsire and major individual of influence within the breed.

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
8.25	3.5	72.05	104.35	0.2	4.6	22.7	58.7	10.45	5.75	18.4	-0.31	0.24	-0.07	0.57	106.2	69.1

Presence, posture, and pedigree... SJF Helen of Troy checks all of the boxes when it comes to the formula that determines elite status. She is sired by the \$400,000 Profit and backed by the influence of the maternal legend, WAGR Driver 706T, a foundation breeding piece in the Hartman Cattle Company program that laid the foundation for future generations of Simmental cattle. 28H was produced in the Frankenreider program at Annawan, Illinois. An outfit that is no stranger to producing the great ones. The dam of 28H is arguably the most phenotypically impressive half-blood female we have ever laid eyes on and is a true producer. A three-quarter sister in blood to 28H, sired by WS Pilgrim H182U commanded \$23,000 as a bred heifer in The Program Production Sale in 2016, selling to Line Farms of Illinois. Another daughter of Zendaya is employed by Mike Vary and Jeff Adolph. Pay attention to the futuristic body style that SJF Helen of Troy offers... this one is built for the long haul!



ALL PHYLLIS 050H

LOT 29

DOB: 4/2/20
 ASA: 3771989
 TATTOO: 050H

WS PILGRIM H182U
PROFIT
 WAGR PANARAMA 204Z
 SCC FIRST-N-GOAL GAF 114
FCF PHYLLIS 532
 SCC PHYLLIS 051

1/2 SM
 1/2 AN



UDE PHYLLIS 9129
\$115,000 Division Champion at the 2020 FWSS for Kinnick Paulsen



SCC PHYLLIS 051
Legendary Angus Matriarch and Maternal Granddam of Lot 29

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
4.9	4.3	75.9	112.6	0.23	2.2	20.9	58.8	8.9	7.6	32	-0.12	0.26	-0.027	0.47	99.5	70.6

ALL Phyllis 050H is an April half-blood female that is backed by one of the most decorated cow families within the Angus circle. FCF Phyllis 532 is a rising star in the Adcock Land and Cattle and Udell Cattle Company programs. 532 is a direct daughter of the legendary SCC Phyllis 051 matriarch. A maternal sister to 532 is the highly decorated FCF Phyllis 770 female that was the 2018 All-American Angus Breeder's Futurity Supreme Grand Champion, 2019 NJAS Fourth Overall Female, 2018 NJAS Division Champion, and Reserve Division Champion at the NAILE ROV Open Show for Tucker Bayer. FCF Phyllis 840 is another maternal sister to the dam of 050H that was 3rd Overall and Grand Champion Angus at the 2019 IL State Fair Junior Heifer Show, Division Champion at the 2019 NAILE Junior Show, Division Champion at the 2019 American Royal Open and Junior Show, Res Division Champion at the 2019 NWSS Junior Show, Reserve Division Champion at the 2019 All-American Futurity ROV Open Show, and countless other victories too long to list. A maternal sister to 050H was the \$115,000 sale highlight in The Advantage 2019 Production Sale that sold to Kinnick Paulsen and was the popular Division Champion at the 2020 FWSS. In October of 2020, three maternal sisters to 050H, sired by 24 Karat sold at Udell Cattle Company for \$35,000, \$22,000, and \$9,000. Lot 29 is bred in the purple...pay attention here if you're serious about a half-blood that has all of the credentials.



PENELOPE 30H

LOT 30

DOB: 3/20/20
ASA: 3787342
TATTOO: 30H

SMA WATCHOUT 482
CONLEY EXPRESS 7211
DPL SANDY 3040

1/2 SM

HPF QUANTUM LEAP Z952
JSUL MARY 8976F
JBSF PROUD MARY

1/2 AN



JBSF PROUD MARY
Maternal Granddam of Lots 30 and 31



JSUL MARY IS PROUD 8047F
Full Sister to Dam of Lots 30 and 31

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
7.75	2.25	79.65	121.5	0.26	4.35	19.3	59.1	12.55	8.5	39	-0.12	0.45	-0.04	0.46	126.6	79.5

Penelope 30H is the solid black half-blood daughter of the six-figure valued Conley Express 7211 that was the standout in "The Yards" at the National Western Stock Show in 2018. The dam of Penelope 30H is from one of the most lucrative matings in the Simmental breed, Quantum Leap x Proud Mary. JBSF Proud Mary was Grand Champion Purebred Simmental at the 2016 AJSA National Classic, 2016 Iowa State Fair Supreme Champion Female, 2016 NAILE Grand Champion Simmental Female in the Open and Junior Show. Since entering production, Proud Mary has evolved as one of the premier young donors in the breed. She is the dam of countless high sellers, national champions, and individuals of influence within the business, including the new AI Sire, Something About Mary, "S.A.M." that is sired by Relentless. A full sister to the dam of 30H and 31H is the great JSUL Mary is Proud 8047F. She was Calf Champion and Reserve Overall Purebred Simmental Female at the 2018 NAILE Open Show and she also went on to be selected Grand Champion Simmental Female at the 2019 FWSS Open Show. During the summer of 2019 she was selected as the Grand Champion female in the Jr Sweepstakes show in Louisville, Kentucky and was also selected as the Grand Champion Purebred Female at the 2019 American Royal. One of two flush mate sisters that are royally bred!



AMAZING GRACE 31H

LOT 31

DOB: 3/30/20
 ASA: 3787343
 TATTOO: 31H

SMA WATCHOUT 482
CONLEY EXPRESS 7211
 DPL SANDY 3040

HPF QUANTUM LEAP Z952
JSUL MARY 8976F
 JBSF PROUD MARY

1/2 SM

1/2 AN



CONLEY EXPRESS 7211
Sire of Lots 30 and 31

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
7.75	2.25	79.65	121.5	0.26	4.35	19.3	59.1	12.55	8.5	39	-0.12	0.45	-0.04	0.46	126.6	79.5

Amazing Grace 31H is the younger of the two sisters from the Conley Express x JSUL Mary 8976F flush that yielded an elite pair of half-blood sisters. With an extra dose of chrome in her underline, 31H has the soft hair coat, balanced phenotype, and championship lineage on the top and bottom side of her pedigree deemed essential to compete at the highest level. Amazing Grace 31H is a maternal granddaughter of the legendary JBSF Proud Mary, a many time champion female that is responsible for countless high sellers and national champions. This pair of flush mate sisters offer the influence of K N C Cabin Creek Sandy 804, a legendary Angus matriarch and the maternal granddam of Conley Express. An ultra-complete March prospect that combines the elite bloodlines of the business.



BFJV BROKERS ECHO H068

LOT 32

DOB: 2/19/20
 ASA: 3773608
 TATTOO: H068

SVF STEEL FORCE S701
MR HOC BROKER
 JM BF H25

1/2 SM

BT EQUATOR 395M
WINDCHIME2 ROSE 9351
 WINDCHIME2 ROSE 5251

1/2 AN



MR HOC BROKER
Triple Crown winning sire of Champions



BEJV BELLA D5
Full sister and featured bred heifer in the 2018 Incredible Female Sale

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
12.9	0.7	65.9	100.1	0.21	9.4	18.6	51.5	9.5	5.2	16.9	-0.11	0.18	-0.018	0.32	109.9	68.3

BFJV Brokers Echo H068 is a breath of fresh air, offering the positive attributes and features that reassure us as cattle breeders that Broker was, is, and will remain one of the greatest breeding bulls in history. Plain and simple, H068 is elite in her design, big footed, stout boned, wide pinned, square hipped, and offers a look of elegance that is second to none. The dam of H068 is the productive Windchime 2 Rose 9351 matron in the Bruhn Farms program that has left behind a tremendous set of daughters, including BFJV Bella D5, the 2018 sale feature in the Incredible Female Sale that commanded \$15,000 to Matthew Brenner of Iowa. Broker daughters have found success at every major stock show, state fair, significant jackpot, and national junior heifer show in a dominating fashion for nearly a decade. In the 2011 HCC Customer Appreciation Female Sale a Broker sired half-blood commanded \$190,000 to Maddy Udell, she went on to be selected as the 2012 NWSS Grand Champion Percentage Simmental Heifer and has generated nearly half a million in progeny sales to date. Broker is still king...



BS ANGELICA 33H

LOT 33

DOB: 2/5/20
 ASA: 3778350
 TATTOO: BS 33H

PROFIT
ETR BLITZ 208E
 HCCO COUNTESS 167C
 ZKCC CHOPPER 844U
BBRS ANGEL 392A
 GCC MISS WHISKEY 533S

3/4 SM
 1/8 AN
 1/8 MA



ETR BLITZ 208E
 2018 American Royal Grand
 Champion Purebred Bull and sire
 of Lot 33

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
8	1.7	59	82.4	0.15	3.8	16.4	45.8	8.2	6.3	9.9	-0.46	0.04	-0.091	0.75	88.8	59.5

BS Angelica 33H is one of the first daughters of the \$120,000 ETR Blitz 208E to sell at public auction. She is an up headed, smooth made, big centered, square made three-quarter blood female that is backed by the influence of ZKCC Chopper 844U and Irish Whiskey on her maternal side. The oldest female in the percentage line-up that came in as one of the greenest but has continued to do the right things day in and day out. Her foot size, joint work, and confidence on the move is mesmerizing. ETR Blitz 208E was selected as the 2018 America Royal Grand Champion Simmental Bull and the 2018 NAILE Reserve Grand Champion Simmental Bull. Blitz is one of the great young Profit sons utilized within the industry for transmitting eye-appeal, and presence. We firmly believe that when it is all said and done that 33H will be in the winner's circle.



MECC ELLIE 34H

LOT 34

DOB: 3/3/20
ASA: 3772906
TATTOO: 34H

MR TR HAMMER 308A ET
THOR 503C
BF MISS CRYSTEEL TANGO
MR CCF 20-20
MECC MISS 20-20
STYLES BH PROUD LASSIE L54

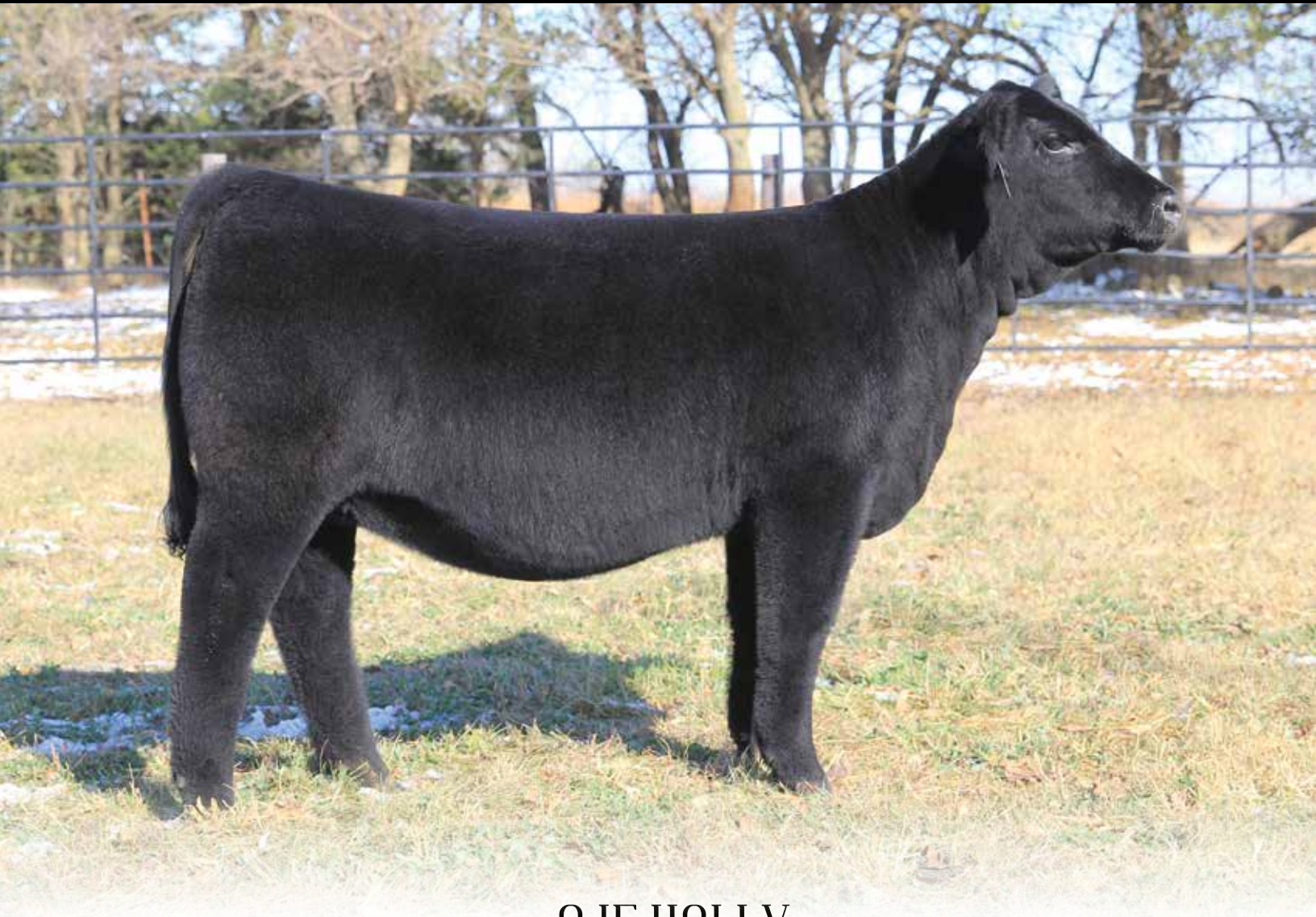
3/4 SM
1/4 AN



BF MISS CRYSTEEL TANGO
\$114,000 Paternal Granddam of Lot 34

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
12	1	82.6	123.4	0.26	4.6	19.2	60.4	12.9	10.2	41.7	-0.28	0.04	-0.068	0.78	114.6	75.2

MECC Ellie 34H is a standout among the percentage division. Sired by the calving ease specialist, Thor 503C and backed by the influence of the great MR CCF Vision and from a Sitz Upward 307R dam bred in the Styles program of South Dakota. Thor 503C is sired by the \$200,000 Hammer and is a direct son of the \$114,000 BF Miss Crysteel Tango. 34H is a true donor prospect that exemplifies the brood cow fundamentals of foot quality, bone mass, structural integrity, and fleshing ability. She is feminine about her feature, robust in her rib cage, and square in her pin set. MECC Ellie 34H was bred at M&E Cattle Company in LaMoure, North Dakota, one of the great working cowherds in North America. 34H charts top 15% WW, top 25% YW, and top 20% CW. A unique breeding piece that is a single generation away from producing elite Purebred Simmental genetics.



SJF HOLLY

LOT 35

DOB: 4/4/20
 ASA: 3778446
 TATTOO: 35H

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
 FIREFLY 311A

1/2 SM
 1/2 AN

7645



ACLL FORTUNE 393D
 \$185,000 Sire of Lot 35

CED	BW	WW	YW	ADG	MCE	MLK	MWW	STY	DOC	CW	YG	MRB	BF	REA	API	TI
9.8	0.6	70.4	111.1	0.25	4.1	22.1	57.3	5.6	9.1	30.4	-0.19	0.25	-0.041	0.55	104.9	73.4

SJF Holly is sired by the \$185,000 ACLL Fortune 393D, the powerhouse son of the \$200,000 MR TR Hammer 308A ET and backed by the \$100,000 Firefly 311A. 35H is a big boned, wide centered, long sided female that is flexible in her stride, flawless in her angles, and sets to the surface with confidence. This soft haired, big bodied, deep flanked female balances with extreme eye-appeal and an exemplary hip and hind leg design. Numbers and trends will change, but skeletal quality will never go out of style!



Mike & Kay Hartman



Brad, Erin, Colby & Blake Sinclair



Dalton, Jill, Hadley, Preston & Shaylee Hartman



Colt & Katy Keffer



*Jared, Maci & Sutton Niedermeyer
Cow Herd Manager*



A Family Abhair!

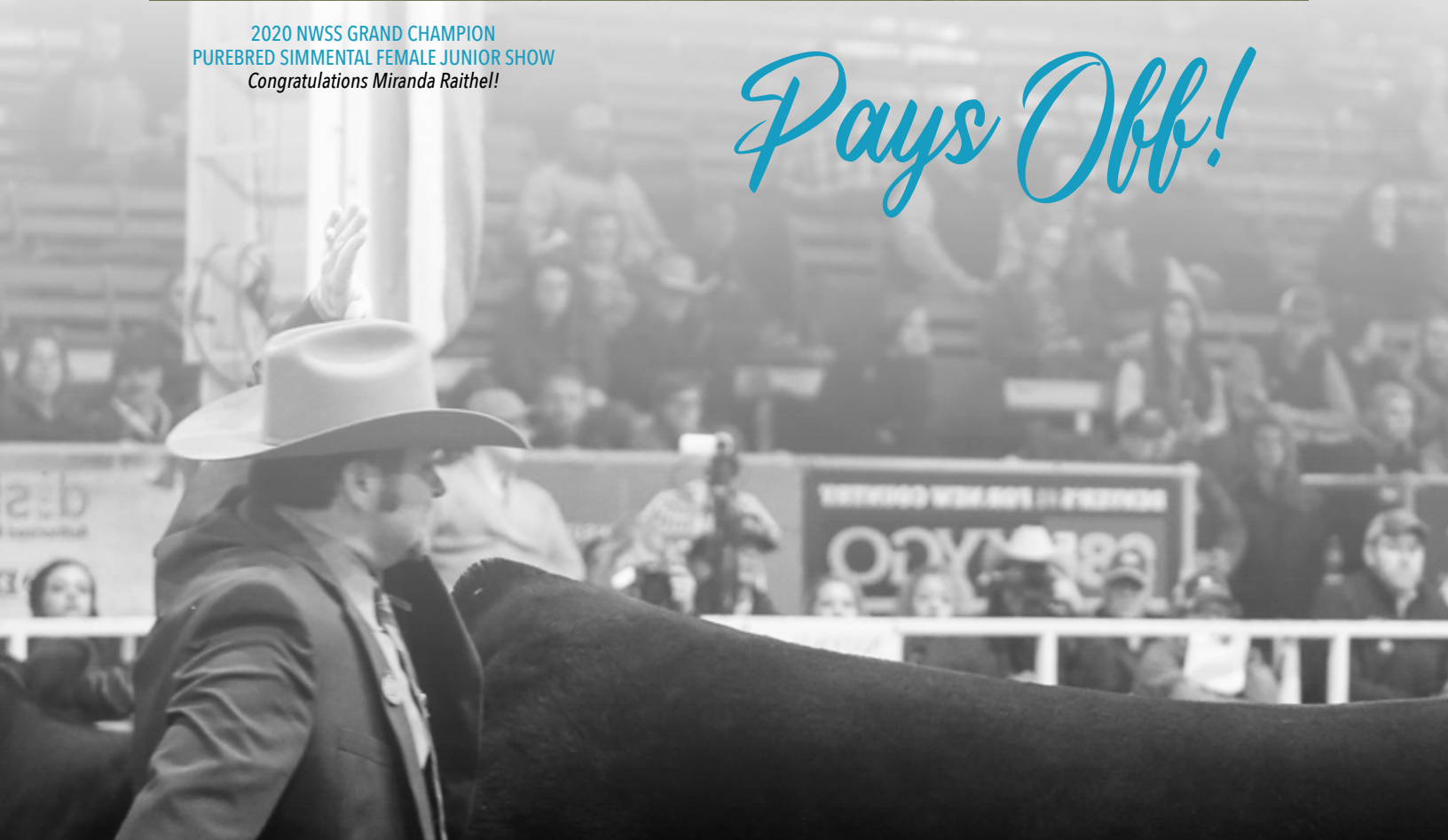


WHEN THE INVESTMENT



2020 NWSS GRAND CHAMPION
PUREBRED SIMMENTAL FEMALE JUNIOR SHOW
Congratulations Miranda Raihel!

Pays Off!





2020 AJSA NATIONAL CLASSIC 5TH OVERALL PUREBRED SIMMENTAL FEMALE
Congratulations Ashley Moore!



2019 INDIANA STATE FAIR 4-H CHAMPION AND 4TH OVERALL FEMALE
Congratulations Colby Sinclair!



2018 AJSA NATIONAL CLASSIC GRAND CHAMPION PUREBRED SIMMENTAL FEMALE
Congratulations Sara Sullivan!



2018 AJSA NATIONAL CLASSIC GRAND CHAMPION PERCENTAGE SIMMENTAL FEMALE
Congratulations Kenidey Effling!



2017 NWSS RESERVE CHAMPION SIMMENTAL FEMALE JUNIOR SHOW
Congratulations Miranda Raithe!



2017 NWSS RESERVE CHAMPION SIMMENTAL FEMALE OPEN SHOW
Congratulations Miranda Raithe!





2020 NWSS GRAND CHAMPION PEN OF 5 SIMMENTAL BULLS



2020 NWSS GRAND CHAMPION PEN OF 3 SIMMENTAL BULLS



7TH ANNUAL HARTMAN CATTLE COMPANY

SIMMENTAL BULL SALE

FEBRUARY 7, 2021 | TECUMSEH, NEBRASKA



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