

The Inaugural
PRODUCTION SALE

At Long's Simmentals



FEBRUARY 1, 2021
Creston, Iowa



The Long Family



Rob, Gina, Cody, Sammi, Tyler and Abby Long



Tyler, Abby & Quentin Long

Sale Schedule

Sunday, January 31, 2021

Cattle on Display

(weather protected AccuSteel hoop building)

Monday, February 1, 2021

Cattle on display beginning at 9:00 am

(weather protected AccuSteel hoop building)

Lunch served at 11:00 am

The Gates Are Open Production Sale at 1:00 pm CST

Sale Location

Long's Simmentals - At the Farm

3272 320th Street | Creston, IA 50801

Sale Updates

WWW.LONGSIMMENTAL.COM

Visit our website for details

*Cattle viewing prior to this
schedule available by appointment*



Welcome to our inaugural “The Gates Are Open” production sale! We have been debating about hosting our own production sale for years and the time has finally come to take the leap of faith and do it. Actually, our faith and life events are what ultimately have brought us to this venture. As most everyone across the nation knows, last December 23rd, our family’s lives changed forever with the loss of our beloved daughter Sammi. She was an inspiration to everyone she met. She was also a fierce competitor and extremely successful at everything she set her mind to do. Sammi left this world (way too soon) but entered heaven ON TOP OF HER GAME! Her last show year was one only most can dream of in a lifetime. She was one of the best showmen in the country as voted by her peers last December as Sullivan Supply’s Best of The Barns – Female Showman of the Year! In August, at the Iowa State Fair, she had a Division Champion Breeding ewe, the year before was Champion Senior Lamb Showman and had multiple Champions at the Southwest IA Shootouts as well. But the pinnacle of her career in the ring was winning Grand Champion Bred & Owned Female at the National Jr Simmental Show on the green chips in Louisville, KY last summer with Long’s Carmen, dam of Lot 1. A feat of accomplishments that even her proud brothers, that taught her everything, never achieved!

With that being said, all of our kids have had successful show careers. Cody, as everyone knows, is our outlier in the family and opted for showing lambs. We cannot express how proud we are of his self-earned accomplishment. He pinned his career with a blue ewe lamb that dominated the 2017 show circuit and was crowned the Inaugural All-Iowa Showdown Champion. He now has his own flock selling club lambs. Tyler showed cattle at every level throughout his career topping it off with the Reserve Champion Bred and Owned female at the National Jr Simmental Show in 2008. That chapter is over in our lives now and it is time to “Open the Gates” and offer our genetics to the public! We are excited about that future! We have spent a lifetime in the seedstock business along with our parents and grandparents. We now look forward to carrying on the seedstock business into the future with the arrival of our new grandson, Quentin Dean Long, born in September to Tyler and Abby.

We have expanded our operation extensively the last few years and we are continuing with that expansion going forward with more land base, cattle, and a more extensive ET cooperater herd. All of this has all led us to more volume of cattle than we can sell privately. We have even added an Angus division to our operation, which surprised some, especially Gina’s dad, Harold, but we wanted to be more diverse to our customers.

We feel we have a great first set of bulls and bred heifers to offer for our first sale. The top-end bulls are as good as any in the country and will meet the expectations you have come to expect from our various past sale consignment highlights. We pride ourselves on the fact that our entire cow herd is deep in enough quality to raise good ones. Anyone can raise good ones from a few donors, but it takes a breeding program for every cow to produce value-added cattle!

The bred heifer division is outstanding! We are offering a few top purebreds and an excellent set of percentage and commercial females. Moving forward, we plan on expanding the bred offering and setting industry standards for offering only truly ELITE bred females. We did not sell any open females this fall with that in mind for next year. They will be ELITE!

Lastly, THANK YOU for your interest in our program and everyone’s support to our family! We are truly a blood, sweat, and tears family operation. None of this would be possible without strong faith and dedication of my amazing family—Gina, Tyler & Abby (grandson Quentin), Cody, and our guardian angel Sammi - #bethereasonsomeonesmilestoday

Sincerely,

The Long Family

INNOVATION

— AgMarketing, LLC —

Friends, Simmental enthusiasts, and fellow cattlemen and cattlemen,

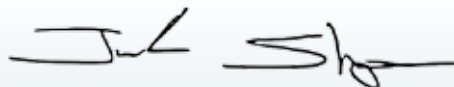
If anyone ever said that writing a sale letter about a family, an operation, or a family operation, was easy, then they have no care or concern for their client if they are representing them as a sale management firm. We will say that this one takes the cake for the most challenging to write with all that has happened in the last months of which this legendary family has endured. Slightly over 20 years ago was my memorable exposure to the Simmental breed and some of the families involved, and over the past two decades those faces and families have become friends of mine and their kids are friends with my kids. The Long family has had an interesting dynamic from my viewpoint for many years. Dad is an old school hustler, Mom has a passion for work, work ethic, and motherhood, and they nurtured, encouraged, and educated the three kids towards successful paths in life supported by the work ethic Rob and Gina instilled within them. However, December 2019 dealt the rawest of hands with the completely unexpected loss of Sammi to be followed by the loss of father and grandfather, Harold Williams in January. We have been taught as Christians that God, the father almighty will not put any more on a person than one individual can stand, but this family has had more than the weighted burden of loss than should be allowed! Despite all that, life has gone on as we know with substantial, focused memories of those lost but the knowing that Sammi and Harold are with them every step of the way has lead them to the light with support of community, county, state, and nation wide from family, friends, Simmental breeders, and industry relationships alike.

It is indeed a privilege to work with the Long Family in their inaugural production sale and we look forward to many more as they stack deep on the horizon. Per expectations based on knowledge of the family their presentation of the stock will be second to none and the customer service and buyer satisfaction will be equal or greater in quality as well. Rob has always trended the other direction from the pack and it has worked quite well for the operation as they have built an awesome repeat client base over the years selling cattle at multiple venues nationally and private treaty to friends and neighbors as well. The first set offered at public auction in number will sell February 1, 2021 at the farm near Creston, IA. It is a bull and female offering which is loaded with density and money earning potential for those that invest. This entire offering is a representation of a true working cow herd that has been built and sorted discreetly for quality first and foremost. Very limited ET or IVF production is involved in this set of stock which is very impressive in its own right. The cattle are built and bred to go out and work and perform just as the maternal base that backs them, have done for so many years leading up to this first sale.

Let this be your personal invite to join the Long Family and Innovation AgMarketing as we gear up for the Inaugural Production Sale at Long's Simmental.



Graham Blagg



Jered Shipman



Tim Anderson



SALE HOST CONTACTS

Rob Long - (641) 344-3028
Tyler Long - (641) 344-5085
Cody Long - (641) 344-4357

GUEST BREEDERS

Pilkington Cattle Co - (402) 649-3198
Mleynek Cattle Co - Gene Deardorff - (641) 757-0022

AUCTIONEER

Col. Jered Shipman - (806) 983-7226

SALE MANAGED BY INNOVATION AGMARKETING, LLC

Graham Blagg - (530) 913-6418
WWW.INNOVATIONAGMARKETING.COM

SALE CONSULTANTS

Roger Allen - (715) 684-9222
Jeremie Ruble - (406) 581-7940
Greg Miller - (608) 778-8785

MARKETING REPRESENTATIVES

Mike Sorenson - Livestock Plus - (641) 745-7949
Austin Sorensen - Livestock Plus - (712) 310-3788
Joel Edge - Special Assignment - (319) 331-3667
Larry Martin - Special Assignment - (217) 433-0242
Myron Benes - Special Assignment - (402) 741-2040

ACCOMMODATIONS

Supertel Inn & Conference Center Creston, IA - (641) 782-7873
Des Moines International Airport - 60 mi
Eppley Airfield Omaha, NE - 99 mi

HERD HEALTH

Bulls – Fully vaccinated as calves and boosted at, and after, weaning. Pre-breeding shots will be given at time of BSE along with being poured.

Bred Females – Fully vaccinated as calves and boosted at, and after, weaning. All females have been CHV, Scour Bos 9, and wormed and poured.

EPDS

All bulls have genomic-enhanced EPDs.

SEMEN INTEREST

Long's Simmentals will retain a minimum of 1/3 revenue only interest in all bulls selling. Seller is buying full possession unless otherwise stated.

RISK

Each animal becomes the risk of the purchaser as soon as sold. Animals purchased are at the purchaser's risk as to loss or injury, and will be loaded according to purchaser's direction.

TERMS

All announcements sale day from the block are final. Cattle sell under the recommended terms of American Simmental Association and American Angus Association. You are attending this sale at your own risk. Long's Simmentals or any sale affiliate is not responsible for any liability, risk or injury. Announcements from the auction block will take precedence over statements in catalog. Disclaimer: The information in this catalog is subject to change.

BULL GUARANTEE

Unless otherwise noted, all the breeding age bulls will have passed a breeding soundness exam prior to pick up/delivery. In addition to the standard terms and conditions of the American Simmental Association and American Angus Association we will provide the first breeding season (the 90-day period immediately following turn out) guarantee on all yearling and older bulls. This guarantee is not an insurance or mortality policy, but a guarantee on functional fertility. It is not a substitute or replacement for poor management. Buyer assumes all risks for injury due to running bulls together or management decisions outside genetic control. For the guarantee to apply, we ask that you contact us as soon as a condition is observed and before the animal is sold. We will work with you to determine whether the animal is returned or sold for slaughter. We will attempt to provide a suitable replacement. If one cannot be provided of equal or greater value, we will issue a sale credit to be used in a future sale for the full purchase price less the salvage value of the animal.

INSURANCE

Insurance will be offered through the sale management.

FEED AND KEEP PROGRAM AND DELIVERY FOR BULLS ONLY

We are keeping ALL bulls FREE of charge until April 15th! At or before that time we will do BSE exams and start assisting with arrangements for delivery or pickup. If you need your bull kept longer, we will try to accommodate the best we can for a daily charge.

All bulls have been developed on a TMR bunk fed ration. We will care for every bull as if our own, but they are livestock, we assume no risk after the sale and highly encourage everyone to cover your investment with insurance available sale day.

BRED FEMALES

With their approaching due dates, please be prepared to take the bred females as soon as possible.

TRUCKING

We will assist with arrangements as best we can.

ADVERTISING AND CATALOG PRODUCTION

THM Promotions, LLC - Tracy McMurphy - (806) 679-0231

PHOTOGRAPHY

Kayla Sweeney - Photography
Mittag Design - Videography



Bid Live Online CCI.live

“Gavel's Down, The Best in Online Marketing”

(516) 366-0734 CCI.live schedule@cci.live

Lot 1



Lot #1 is only fitting for this bull! Tears stream down my cheeks writing this footnote because this bull is my daughter Sammi's bull that is a result of her Grand Champion Bred & Owned Female at the National Jr Simmental show in Louisville, KY! It was the pinnacle of her nationally successful and lustrous show career! His dam, Long's Carmen, has been admired by people all across the country and will be our headline ET donor into the future. This bull is impressive from ALL angles, weights, and measures and never had one bite of creep feed being raised by a first-calf National Champion heifer! Homo polled and homo black.



LONG'S CARMEN - DAM OF LOT 1 AND FULL SISTER TO DAM OF LOT 7

1

LONG'S ROLEX H12

Reg: 3784795 DOB: 2/4/20 Tattoo: H12 PB SM

YARDLEY UTAH Y361 LLSF PAYS TO BELIEVE ZU194
W/C ROLEX 0135E **LONG'S CARMEN**
 MISS WERNING KP 8543U LONG'S LILA

Homozygous Polled		Homozygous Black		Act. BW: 82	Adj. WW: 935											
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.7	3.7	91.8	124.6	0.21	2.6	22.7	10.6	68.6	12.6	30.3	-0.39	0.21	-0.08	0.87	123.5	84.5

1A

BUYER'S CHOICE PREGNANCY

SIRE: W/C LOADED UP 1119Y
DAM: LONG'S CARMEN

*Buyers CHOICE Bull or Heifer calf pregnancy
 Due February 26, 2021*





2

LONG`S LOVERBOY H15

Reg: 3784798 DOB: 2/2/20 Tattoo: H15 PB SM

HTP/SVF DURACELL T52 JF AMERICAN PRIDE 0987X
THSF LOVER BOY B33 **LONGS F7**
 RP/MP RIGHT TO LOVE 015U LONG`S TOMGIRL

Homozygous Polled				Heterozygous Black				Act. BW: 78		Adj. WW: 839						
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.8	-0.6	79.5	113.6	0.21	8	22.7	10.2	62.4	14	27.5	-0.46	0.29	-0.07	1.12	144.5	86.1

He is a curve bending genetic and EPD outlier! He has it all: CE, BW, WW, YW, MCE, MM, API, and TI in a homo polled package! This bull is an absolute stud! Killer profile, extreme performance, big boned, deep bodied, and sound! One of the absolute best sons to date out of the past National Champion, Loverboy, and an outstanding young American Pride daughter. We would like to utilize semen on this bull in our program! Don't even hesitate - bid to own this one! *Selling full possession and retaining 1/3 semen interest.*

3

LONG`S ROLEX H57

Reg: 3784830 DOB: 2/24/20 Tattoo: H57 PB SM

YARDLEY UTAH Y361 SVF STEEL FORCE S701
W/C ROLEX 0135E **LONG`S ELLIE**
 MISS WERNING KP 8543U LONGS MISS TOSHIA

Homozygous Polled				Homozygous Black				Act. BW: 80		Adj. WW: 705						
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.5	1.6	68.3	89.1	0.13	4.2	16.8	6.7	50.9	13.4	9.2	-0.62	-0.13	-0.12	1.02	104	65

Possibly the best W/C Rolex son on the market and raised to date! His dam is an exceptional SVF Steel Force cow that raised the Denver Sale \$15,000 highlight, Long's Pay to Play AI sire. Homo polled and homo black. This bull is a stacked powerhouse! Wide topped, big square hip, massive bone, and homozygous AWESOME! *Selling full possession and retaining 1/3 semen interest.*



LONGS PAY TO PLAY
 MATERNAL BROTHER TO LOT 3





LONGS PAY THE MAN E16
SIRE OF LOT 4



4 LONG`S PAY THE MAN H3

Reg: 3784789 DOB: 2/3/20 Tattoo: H3 PB SM

LLSF PAYS TO BELIEVE ZU194
LONGS PAY THE MAN
LONGS SURE CHARM

LONG`S SHEAR ENVY
LONGS C47
LONG`S MISS BRIDGETT

Homozygous Polled		Homozygous Black		Act. BW: 79	Adj. WW: 679											
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9	4.4	83.5	131.2	0.3	3.2	17.8	10.5	59.5	12.2	42.1	-0.29	0.2	-0.06	0.87	120.6	78.6

Homozygous polled, homozygous black son of Long's Pay the Man. Pay the Man is an extremely impressive AI sire that we sold to Pilkington Cattle Co in Denver a few years ago. He is also a rare combination of being a homo polled and homo black Pays to Believe son that is siring outstanding progeny. These cattle will perform. He is a half-brother to H34 in the sale.

5 LONG`S ROLEX H34

Reg: 3784811 DOB: 2/11/20 Tattoo: H34 PB SM

YARDLEY UTAH Y361
W/C ROLEX 0135E
MISS WERNING KP 8543U

LONG`S SHEAR ENVY
LONGS D5
LONG`S MISS BRIDGETT

Homozygous Polled		Homozygous Black		Act. BW: 79	Adj. WW: 723											
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.8	0.2	67.5	94.6	0.17	6.7	20.1	13	53.8	15.4	22.8	-0.44	0.39	-0.08	0.94	146.1	79.9

An EPD powerhouse here! You don't usually get a genetic profile like this combined with a stunning phenotype! Excellent CE, BW, API, TI, solid growth, and marbling/carcass merit. Maternal brother to H3. Both of their dams are products of our ET program, Long's Bridget, that Tyler showed successfully a few years ago. This homo polled and homo black bull is a good one!





LONGS CAPITALIST
MATERNAL BROTHER TO LOT 6



6 LONG'S PAY THE MAN H16

Reg: 3784799 DOB: 2/1/20 Tattoo: H16 PB SM

LLSF PAYS TO BELIEVE ZU194 W/C BULLSEYE 3046A
LONGS PAY THE MAN **RBS BULLSEYE E718**
 LONGS SURE CHARM RBS B402

Homozygous Polled		Homozygous Black		Act. BW: 79	Adj. WW: 688											
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.8	0	71.4	108.6	0.23	5	22.3	11.9	57.9	12.9	20.2	-0.31	0.1	-0.06	0.62	123	75

Here is another Pay the Man son built for the long haul. Rugged made with good CE and BW and still has growth. His dam is a second-calf heifer that knocked it out of the park with her first calf being Long's Capitalist, the high selling bull at Ohio Beef Expo last spring for Tyler Long commanding \$8,250 and now an AI sire for Cattle Visions. Homo polled and homo black.

7 LONG'S ROLEX H6

Reg: 3784792 DOB: 2/4/20 Tattoo: H6 PB SM

YARDLEY UTAH Y361 LLSF PAYS TO BELIEVE ZU194
W/C ROLEX 0135E **LONGS E7**
 MISS WERNING KP 8543U LONG'S LILA

Homozygous Polled		Homozygous Black		Act. BW: 80	Adj. WW: 684											
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.4	-0.2	72.5	101.1	0.18	2.9	18.1	13.6	54.3	12.8	4.5	-0.39	0.06	-0.07	0.6	116.4	73.6

There is power in the blood here! Homo polled and homo black. His dam is an ET full-sib, first-calf heifer to our daughter's 2019 National Champion Bred & Owned Female at Simmental Jr Nationals! His sire, W/C Rolex, is a full-brother to W/C Relentless. H6 is stout and bold with a negative BW. He's a full-brother to H12 - Lot 1!





2019 NWSS RESERVE GRAND CHAMPION PEN OF THREE - DAM WAS A MEMBER OF THE PEN



8 LONG'S RED ANSWER H8

Reg: 3784793 DOB: 2/2/20 Tattoo: H8 PB SM

REMINGTON LOCK N LOADS4U
W/C HOC RED ANSWER 33B
MISS WERNING KP 8543U

WS PRIME BEEF Z8
LONGS CRIMSON
LONG'S Z3

Homozygous Polled		Red		Act. BW: 79		Adj. WW: 842										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.4	0.7	77.5	111.6	0.21	5.5	29.8	9.7	68.5	13.7	23.7	-0.61	0.18	-0.12	1.15	130.1	81.5

Possibly the BEST and most UNIQUE homozygous polled RED bull to surface in some time! He has the potential to be the beef industry red AI sire everyone is seeking! I don't need to describe him; just study him! He is sired by the deceased and almost non-existent semen supply, HOC W/C Red Answer. It is commanding \$450+/unit IF you can find it! Unique is an understatement for the dam side of his pedigree, being a dark, cherry red WS Prime Beef daughter that is a first-calf heifer. She was a member of our Reserve Champion Pen of Three at National Western in Denver! His granddam also produced the \$17,500 record-breaking bull at IA Beef Expo! There is not much more to say besides, "hold on" it's going to be a fun ride with this dude! **Selling full possession and retaining 1/3 semen interest.**



9 LONG'S RED ANSWER H37

Reg: 3784813 DOB: 2/11/20 Tattoo: H37 PB SM

REMINGTON LOCK N LOADS4U
W/C HOC RED ANSWER 33B
MISS WERNING KP 8543U

GCF MR AMIGO
LONG'S FAITH
BAURS L925

Polled		Red		Act. BW: 81		Adj. WW: 640										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7.6	1.8	68.1	90.1	0.14	2.8	22	7.9	56	14.3	10.9	-0.56	0.09	-0.09	1.04	113.8	70

If cow productivity means anything to you pay attention. His outstanding red dam is a full ET sibling to our popular Long's Cutie and Reba donors. In recent years, she has produced the Overall High Selling bull, Long's Blazing Fire, at Iowa Beef Expo for \$15,500 and raised a Denver National Sale highlight that was a member of our Reserve Champion Pen of Heifers at the National Western Stock Show. His sire HOC Red Answer is deceased with limited semen that is up to \$450/unit.

LONGS BLAZIN FIRE
MATERNAL BROTHER TO LOT 9



LONG'S RUBY F20 - MATERNAL SISTER TO LOT 9





LONGS DELILAH D25
DAM OF LOT 10



10 LONG`S RED ANSWER H60

Reg: 3784832 DOB: 2/28/20 Tattoo: H60 PB SM

REMINGTON LOCK N LOAD54U CDI AUTHORITY 77X
W/C HOC HCC RED ANSWER 33B **LONGS DELILAH**
 MISS WERNING KP 8543U LONG`S REBA

Homozygous Polled		Red	Act. BW: 80	Adj. WW: 858												
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.7	1.1	78.6	117.6	0.24	2.9	28.2	9.3	67.5	12.7	27.2	-0.51	0.15	-0.09	1.11	124.4	80.4

Another homo polled extremely rare HOC W/C Red Answer son! His dam is a great young CDI Authority daughter. Farm visitors all debate which Red Answer son in the offering is the best. We'll let you decide on sale day!

11 LONG`S RED ANSWER H38

Reg: 3784814 DOB: 2/11/20 Tattoo: H38 PB SM

REMINGTON LOCK N LOAD54U LONGS DREAM CHASER
W/C HOC HCC RED ANSWER 33B **LONG`S U30**
 MISS WERNING KP 8543U MISS ARNOLD J1025

Polled		Red	Act. BW: 80	Adj. WW: 771												
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.9	4.1	80.5	107.1	0.17	4.5	27.8	6.8	68	16.7	19.1	-0.56	-0.08	-0.11	1.03	111.5	71.2

Here is another high-quality HOC Red Answer son and out of an excellent, well-proven, older cow that has raised many good offspring. At 12 years old, she is a model of longevity and never misses. These Red Answer sons are high in demand and short in supply. This bull will do anyone a real good job!



W/C HOC HCC RED ANSWER 33B
SIRE OF LOT 11





12 LONG`S PLAYER H41

Reg: 3784816 DOB: 2/12/20 Tattoo: H41 PB SM

TLLC ONE EYED JACK
LONGS THE PLAYER
 LONG`S DRIBBLE

LONG`S PEPS PLAYBOY
LONG`S MISS HONEY BEE
 LONGS MISS PEADUNK

Homozygous Polled				Heterozygous Black				Act. BW: 70		Adj. WW: 659						
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.5	3.1	66.1	94.3	0.18	3.8	17	6.3	50.1	12.2	20.3	-0.31	0.14	-0.07	0.62	114.1	67.9

Get on board here! A big, rugged, soggy made baldy that is homo polled and perfectly structured. His sire, Long's Player, makes the most fault-free, no-nonsense cattle that just flat out get the job done. His dam traces back to the famous HPF T27 donor cow. This guy will make soggy, ground pounding feeder cattle and excellent replacement females. What a rare combination!

13 LONG`S LOVERBOY H53

Reg: 3784827 DOB: 2/18/20 Tattoo: H53 PB SM

HTP/SVF DURACELL T52
THSF LOVER BOY B33
 RP/MP RIGHT TO LOVE 015U

W/C BULLSEYE 3046A
LONGS F214
 LONG`S DRIBBLE

Homozygous Polled				Heterozygous Black				Act. BW: 75		Adj. WW: 828						
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.4	2.9	89.6	132.8	0.27	3.7	19.2	13.5	64	12.3	45.5	-0.46	0.22	-0.08	1.24	128.6	85.4

This homo polled, solid black bull is sired by the National Champion, calving ease specialist, Loverboy, and an excellent ET first-calf heifer by W/C Bullseye. He has great calving ease on both sides of his pedigree, as well as a good API index and a monster TI.





LONGS PAY TO PLAY
SIRE OF LOT 14



14 DENM PAY TO PLAY H112

Reg: 3801118 DOB: 3/23/20 Tattoo: H112 PB SM

LLSF PAYS TO BELIEVE ZU194 W/C LOADED UP 1119Y
LONGS PAY TO PLAY **KCC DANNY 21E**
 LONG`S ELLIE MAGGLE`S DANNY Z318

Homozygous Polled		Heterozygous Black		Act. BW: 76	Adj. WW: 807											
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.3	5	73.1	107	0.21	5.2	20.5	7.8	57	13.6	18.9	-0.55	-0.13	-0.1	1.07	102.8	64.6

This is a fancy, homozygous polled purebred sired by an upcoming new AI sire Long's Pay to Play that was a \$15,000 sale highlight in the National Western Simmental Sale. One of Pay to Play's first progeny to sell publicly just recently sold for \$15,000. H112 dam is a W/C Loaded Up cow.

15 LONG`S ROLEX H31

Reg: 3784809 DOB: 2/8/20 Tattoo: H31 PB SM

YARDLEY UTAH Y361 MR HOC BROKER
W/C ROLEX 0135E **LONGS ELLY**
 MISS WERNING KP 8543U MCM 505R

Polled		Black		Act. BW: 82	Adj. WW: 631											
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.8	0.5	55	71.1	0.1	4.3	20.8	9.3	48.3	11.7	16.2	-0.32	0.16	-0.06	0.64	111.2	64.5

This bull is a moderate tank! He is huge barreled with massive center body capacity. If you need to power up a set of cows and reduce some frame size, he is the one. Sired by W/C Rolex going back to a great producing, longevity MCM (Mike McDermott) cow. You will appreciate this one!



W/C ROLEX 0135E
SIRE OF LOT 15





LONGS CAROLINE
DAM OF LOT 16



16

LONG'S ROLEX H52

Reg: 3784826 DOB: 2/18/20 Tattoo: H52 PB SM

YARDLEY UTAH Y361
W/C ROLEX 0135E
MISS WERNING KP 8543U

LONGS THE PLAYER
LONGS CAROLINE
LONGS COWGIRL

Heterozygous Polled Homozygous Black Act. BW: 82 Adj. WW: 594

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.6	2.4	61.2	80.5	0.12	3.8	18.3	13.9	48.8	12.3	16.5	-0.37	0.04	-0.06	0.77	105.8	63

Baldy, homo black bull out of a first-calf heifer my daughter showed two years ago. Big boned and stylish made, he will only get better every day. His great-granddam is our original Cowgirl donor that has produced numerous outstanding offspring over the years.

17

LONG'S LOVERBOY H49

Reg: 3784823 DOB: 2/17/20 Tattoo: H49 PB SM

HTP/SVF DURACELL T52
THSF LOVER BOY B33
RP/MP RIGHT TO LOVE 015U

LONG'S SOLID STEEL
LONGS F41
ELM-MOUND LUCKY MAN Y157

Polled Black Act. BW: 76 Adj. WW: 628

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13	-1	68.8	99.1	0.19	7.1	14.7	7.9	49	14.7	22	-0.34	0.08	-0.07	0.74	126.5	73.1

Here is a nice EPD spread bull for CE, BW along with adequate growth and solid API and TI indexes. His dam is a first-calf heifer, and his great-granddam produced Long's Damien, an AI sire for Cattle Visions.





18

DENM NIGHT WATCH H01

Reg: 3801117 DOB: 2/26/20 Tattoo: H01 PB SM

CCR ANCHOR 9071B
W/C NIGHT WATCH 84E
 MISS WERNING KP 8543U

CCR WIDE RANGE 9005A
HRM MS WIDE RANGE F01
 STF BIANCA BX33

Homozygous Polled				Homozygous Black				Act. BW: 77	Adj. WW: 791							
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.8	0.7	82.8	119.8	0.23	5.5	20.1	14.5	61.5	14.6	25.8	-0.38	0.06	-0.05	1.01	126.2	79.5

Homo polled, great EPD's, good CE, BW, API & TI indexes! He is bold made, deep bodied, and rugged. This Nightwatch x Broker pedigree combination is a rare genetic gem! Nightwatch is giving you all the genetic conveniences you want in a Broker package!

19

LONG'S PAY THE MAN H40

Reg: 3784815 DOB: 2/12/20 Tattoo: H40 PB SM

LLSF PAYS TO BELIEVE ZU194
LONGS PAY THE MAN
 LONGS SURE CHARM

TLLC ONE EYED JACK
LONGS C103
 LONG'S STAR GIRL

Polled				Black				Act. BW: 80	Adj. WW: 620							
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.3	4	82.5	125.7	0.27	2.9	22.5	9.2	63.7	12.1	33	-0.45	0.03	-0.08	1.09	112	75.3

Here is an extremely attractive, smooth made bull out of a younger good producing One Eyed Jack cow. He is a perfectly marked black baldy to produce those valuable feeder cattle that everyone wants.





20

LONG'S LOVERBOY H56

Reg: 3784829 DOB: 2/22/20 Tattoo: H56 PB SM

HTP/SVF DURACELL T52
THSF LOVER BOY B33
 RP/MP RIGHT TO LOVE 015U

SS EBONY'S PREMIUM BLEND
LONGS F30
 LONG'S SWEET EMOTIONS

Polled		Black		Act. BW: 75		Adj. WW: 652										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.6	0.1	75.2	107.5	0.2	5.5	15.2	11.3	52.7	14.1	23.7	-0.43	0.16	-0.08	0.89	130.2	78.1

Here is another Loverboy. We bred all of our first-calf heifers to him for a good reason CE, BW, WW, YW with real good API and TI. His granddam is a full-sib to Long's Steel Shot, Foxy Lady, and Sweet Treat (One Eyed Jack's dam). All three of those individuals topped national sales!

21

LONG'S PLAYER H67

Reg: 3784838 DOB: 3/7/20 Tattoo: H67 PB SM

TLLC ONE EYED JACK
LONGS THE PLAYER
 LONG'S DRIBBLE

HTP SVF IN DEW TIME
LONG'S B47
 LONGS MISS SASSY

Polled		Black		Act. BW: 70		Adj. WW: 726										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.9	1	69.6	96.2	0.17	4.8	17.2	10.2	51.9	16.2	20.7	-0.32	0.2	-0.06	0.72	133	74.2

I have liked this bull all year! Another Long's Player son, out of a good In Dew Time cow. In Dew Time cows are maternal gems. The Player gives him some power and ruggedness with really good CE, API & TI. Here is a baldy that will add pounds and do everything right.





How to Bid Online

Tips and Tricks to Master Online Bidding

STEP 1. Use Chrome or Safari, a newer browser or download the CCI.live app at Google Play or Apple App store.

STEP 2. Open your app or go to the address of www.CCI.live in your browser. CCI.live can be used on a cell phone, tablet, laptop or desktop. Some older models may not be compatible and will show a yellow caution symbol if so.

STEP 3. Create an account and then request bidding credentials through CCI.live. Use the bank information listed on your check. Please use a correct phone and email address.

STEP 4. Once you are accepted for bidding credentials you will receive a text message and/or email notification. Proceed to "Get Buyer Number" on the actual sale page of your interest. Some sales may also require a passcode to obtain a buyer number. On these auctions, you will obtain passcodes from the sale office phone number for the specific auction you are interested in. Please closely read the terms!

STEP 5. You are ready to go! Make sure you understand, once you are logged in, have a buyer number and are watching the sale that you are on a highly sensitive web page. **Be careful when scrolling that you do not accidentally hit the bid button and watch children closely as they tend to grab cell phones and accidentally bid.**

TIPS FOR SUCCESSFUL BIDDING

- Make sure you have good service. Bidding and driving is not recommended. You should have two - three bars on your cellular devices. At home you should have an **UPLOAD** speed of 2 mg or more UP. Use this site to test your internet: www.speedtest.net.

REFRESH YOUR SCREEN AT SALETIME

If you have logged in over an hour prior to sale time, you may need to login again. **DO NOT** let the computer set idle and then return and try to bid, the website may have logged you out.

CCI.live does not accept payment, you will pay the sale management, farm or ranch direct.

Help videos can be found at www.CCI.live





MUSGRAVE SKY HIGH 1535
SIRE OF LOT 22



22 LONG'S SKY HIGH H1

Reg: 19842020 DOB: 2/3/20 Tattoo: H1 PB AN

MUSGRAVE BIG SKY S A V WEST RIVER 2066
MUSGRAVE SKY HIGH 1535 **VOSS BARBARA 7620**
 FLAG QUEEN W 00649 PAR BARBARA RP 0613

Homozygous Polled				Homozygous Black				Act. BW: 78	Adj. WW: 880							
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
4	1.6	71	124	0.25	3	21	50	88	-29	0.6	0.55	0.055	47	67	135	222

One of the best Angus bulls you will find to sell this season, period! Our new Angus division is small, but they will stand with the best in the industry! This bull is loaded with performance and extremely docile. His dam is a second-calf SAV bred cow that was part of the hand-picked load we purchased. \$B and \$C indexes are impressive. Study him from any angle you want this Musgrave Sky High 1535 sired bull is simply a beast! He is the REAL DEAL!

23 LONG'S SKY HIGH H27

Reg: 19835853 DOB: 2/8/20 Tattoo: H27 PB AN

MUSGRAVE BIG SKY S A V RENOWN 3439
MUSGRAVE SKY HIGH 1535 **VOSS QUEEN LASS 7405**
 FLAG QUEEN W 00649 WK QUEEN LASS 9254

Homozygous Polled				Homozygous Black				Act. BW: 78	Adj. WW: 878							
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
4	2	78	124	0.2	12	20	43	66	-18	0.49	0.56	0.033	78	77	112	223

A true Angus sale feature that was included in our ads and yet another son of Sky High 1535. These young SAV genetically bred cows are flat out getting the job done! This bull is larger framed for an Angus but gives up NONE of the other added bonuses you want in a complete package. The picture tells his story!





24 LONG'S SKY HIGH H18

Reg: 19835844 DOB: 2/2/20 Tattoo: H18 PB AN

MUSGRAVE BIG SKY
MUSGRAVE SKY HIGH 1535
 FLAG QUEEN W 00649

CONNEALY EARL MARSHALL
VOSS LADY 7493
 WK LADY 9212

Homozygous Polled				Homozygous Black				Act. BW: 70				Adj. WW: 786				
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8	0.7	47	82	0.23	10	16	20	37	-2	51	0.43	0.064	47	41	101	178

Here is yet another outstanding Angus. Are you seeing the quality trend in our small but elite Angus division and these Sky High 1535 sons yet? They are the results of our hand-picked load purchase of SAV bred heifers from our good friends at Voss Cattle Co. This guy is deep, big hiped, and stout. Very impressive!

25 LONG'S SKY HIGH H7

Reg: 19835848 DOB: 2/3/20 Tattoo: H7 PB AN

MUSGRAVE BIG SKY
MUSGRAVE SKY HIGH 1535
 FLAG QUEEN W 00649

S A V RESOURCE 1441
VOSS IDESSA 7426
 WK IDESSA 9321

Homozygous Polled				Homozygous Black				Act. BW: 72				Adj. WW: 687				
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10	0	55	100	0.25	6	22	33	38	-6	62	0.34	0.034	56	57	119	210

One of my personal favorite Angus bulls! I begged my boys to keep this one, but EVERY bull sells! Another great made attractive Sky High 1535 son with good CE. He is bigger boned and stouter made than most Angus. Buy with confidence!





26

LONG'S SKY HIGH H33

Reg: 19835831 DOB: 2/10/20 Tattoo: H33 PB AN

MUSGRAVE BIG SKY
MUSGRAVE SKY HIGH 1535
 FLAG QUEEN W 00649

S A V MILESTONE 2312
VOSS MISS JULES 7329
 BHA MISS JULES 518

Homozygous Polled				Homozygous Black				Act. BW: 69		Adj. WW: 703						
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10	0.2	57	92	0.21	10	26	28	38	-8	0.13	0.35	0.014	41	66	86	153

Another really good made Sky High 1535 Angus son. He is solid phenotypically and in every genetic aspect. He is a sure-fire calving ease bull. Here is another good result of our Angus division.

27

LONG'S SKY HIGH H46

Reg: 19835851 DOB: 2/15/20 Tattoo: H46 PB AN

MUSGRAVE BIG SKY
MUSGRAVE SKY HIGH 1535
 FLAG QUEEN W 00649

S A V RENOWN 3439
VOSS ANNIE 7414
 WK ANNIE 9311

Homozygous Polled				Homozygous Black				Act. BW: 78		Adj. WW: 702						
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
1	2.9	66	112	0.23	0	26	30	49	-13	0.44	0.72	0.052	78	68	104	213

And yet again, another great Sky High 1535 Angus bull. A deep, soggy made individual with a big mid-section. Look him up on sale day. What's not to like about this one!





LONGS THE PLAYER
SIRE OF LOT 29



29

LONG'S PLAYER H32

Reg: 3784810 DOB: 2/9/20 Tattoo: H32 3/4 SM 1/4 AN

TLLC ONE EYED JACK
LONGS THE PLAYER
LONG'S DRIBBLE

W/C EXECUTIVE ORDER 8543B
LONGS E12
HS/DSS CANDY LOVE C1130

Homozygous Polled		Homozygous Black		Act. BW: 70	Adj. WW: 776											
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.3	-0.7	67.1	98.3	0.2	5.8	19.3	9.6	52.8	9.2	28.5	-0.34	-0.02	-0.04	0.99	103	66.2

Have you ever seen a perfect phenotype bull!!! This one may be the one! Homo polled, homo black sired by our \$30,000 syndicated, Long's The Player AI sire and a W/C Executive Order dam. The picture says a thousand words. No description needed, period! EPD's are outstanding with great CE and BW. The Player calves come easy and carry extreme marketability, whether in the commercial industry or seedstock industry. I suggest investing in The Player progeny, and this one will payout!
Selling full possession and retaining 1/3 semen interest.

30

LONG'S PAY TO PLAY H63

Reg: 3784834 DOB: 3/1/20 Tattoo: H63 3/4 SM 1/4 AN

LLSF PAYS TO BELIEVE ZU194
LONGS PAY TO PLAY
LONG'S ELLIE

JF FOUNDATION 8010U
X29
LONG'S U21

Homozygous Polled		Heterozygous Black		Act. BW: 59	Adj. WW: 675											
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.8	1.3	63.5	91.1	0.17	4.4	20.2	7.8	51.9	10.3	11.1	-0.27	0.17	-0.04	0.55	105.2	65.5

Stout, rugged, baldy that is made unique with good shoulders. He is sired by the upcoming Long's Pay to Play bull that sold in Denver for \$15,000. His dam is a moderate-made cow that always brings in a big calf. Homo polled. This bull is a naturally raised twin!



LONGS PAY TO PLAY
SIRE OF LOT 30





Lot 31

LONGS JERRIN
SIRE OF LOT 31



31 **LONG`S JERRIN H81**
Reg: 3784852 DOB: 4/6/20 Tattoo: H81 1/2 SM 1/2 AN

TLLC ONE EYED JACK S A V RENOWN 3439
LONGS JERRIN VOSS ERICA 7322
LONGS MISS SWEETS BHC DIXIE ERICA 6121

Homozygous Polled		Black		Act. BW: 79		Adj. WW: 754										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.2	1.4	71.9	116.5	0.28	2.9	17.1	10.5	53	9.5	32.4	-0.13	0.08	-0.03	0.47	96.5	65.9

Let's get it on! Everyone that comes to the farm finds this bull! One of the youngest in the sale but earned a spot in the sale feature ad for a good reason! His dam is a great, young purebred Angus cow. This result is precisely what we had hoped for from our Angus to produce 1/2 bloods. His sire, Long's Jerrin, was high selling bull at Ohio Beef Expo at \$14,750. Homo polled. He is a flat out good young bull that could hang some banners if someone wanted to show him!

32 **LONG`S ROLEX H47**
Reg: 3784821 DOB: 2/17/20 Tattoo: H47 3/4 SM 1/4 AN

YARDLEY UTAH Y361 JF FOUNDATION 8010U
W/C ROLEX 0135E LONG`S MISS BRIDGETT
MISS WERNING KP 8543U MCM 505R

Polled		Black		Act. BW: 78		Adj. WW: 791										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.3	0.9	69.4	97.8	0.18	5	22.2	12	56.9	17.4	18	-0.34	0.25	-0.07	0.67	127.6	71.9

Excellent bull. He has a good CE, API & TI indexes and low BW as well as. Everyone has that one individual that doesn't picture to their true potential, well here he is. This bull is solid as a rock with an absolutely great dam behind him. Look him up on sale day and study him in person!



Lot 32

W/C ROLEX 0135E
SIRE OF LOT 32





33

LONG'S ROLEX H59

Reg: 3784831 DOB: 2/23/20 Tattoo: H59 3/4 SM 1/4 AN

YARDLEY UTAH Y361
W/C ROLEX 0135E
 MISS WERNING KP 8543U

MCM MARBLER 307N
MCM 505R
 MCM 312N

Polled		Black		Act. BW: 77		Adj. WW: 687										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.7	-0.5	57.4	76.8	0.12	6.2	25.3	14.7	54	12.9	24.8	-0.29	0.21	-0.04	0.81	113.7	65.3

A W/C Rolex son with CE and a minus BW out of long time producing MCM Marbler cow that I bought from Mike McDermott. She has done it all over the years raising everything from top sellers, replacements, and even some show heifers. Maternal-side greatness with this one.

34

LONG'S GOT JACK H80

Reg: 3784851 DOB: 4/3/20 Tattoo: H80 1/2 SM 1/2 AN

TLLC ONE EYED JACK
LONGS IVE GOT JACK
 LONG'S TOMGIRL

O C C EMBLAZON 854E
RCC MISS EMBLAZON 355
 RCC MS PAX 944

Polled		Black		Act. BW: 81		Adj. WW: 802										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.6	2.3	69.6	99.8	0.19	0.5	20.5	10.3	55.3	14.6	3.9	-0.33	0.06	-0.03	0.7	109.6	65.5

This is a 1/2 blood, Long's I've Got Jack son, out of cow purchased from Dwyer's Foundation Female Sale. Use him on a small group of cows this year and give him some time to mature into himself, and he will be just fine!





35

LONG`S GOT JACK H75

Reg: 3784846 DOB: 3/24/20 Tattoo: H75 1/2 SM 1/2 AN

TLLC ONE EYED JACK
LONGS IVE GOT JACK
 LONG`S TOMGIRL

S A V PLATINUM 0010
KK MISS PLATINUM 651
 KK MISS BURGESS 4123

Polled		Black		Act. BW: 70		Adj. WW: 684										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.8	1.3	69	107.6	0.24	5.6	21.6	9.4	56	7.5	26.3	-0.1	0.22	-0.01	0.49	106.7	70.1

One of the youngest bulls in the sale but don't let that fool you. He is sired by one of our herd bulls, Long's I've Got Jack. He makes excellent cattle, and we have kept several in the herd. Excellent made, white-faced bull that is clean fronted and good from every angle. His dam is a good, young Kiburz bred Angus cow sired by SAV Platinum.

36

LONG`S PAY THE MAN H48

Reg: 3784822 DOB: 2/15/20 Tattoo: H48 1/2 SM 1/2 CS

LLSF PAYS TO BELIEVE ZU194
LONGS PAY THE MAN
 LONGS SURE CHARM

146

Polled		Black		Act. BW: 79		Adj. WW: 740										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.3	2.4	89.3	143.7	0.34	6.3	24.8	8.7	69.5	9.5	36.5	-0.39	-0.03	-0.09	0.87	103.7	76.7

Here is a big, stretchy percentage bull with good CE and YW numbers. He will add some frame and definitely pounds to your calf crop. His dam is an older, great producing cow for us.





THSF LOVER BOY B33
SIRE OF LOT 37



37 LONG`S LOVERBOY H4

Reg: 3784790 DOB: 2/2/20 Tattoo: H4 3/4 SM 1/4 CS

HTP/SVF DURACELL T52
THSF LOVER BOY B33
RP/MP RIGHT TO LOVE 015U

LONG`S SOLID STEEL
LONGS F33
152

Polled		Black		Act. BW: 72		Adj. WW: 643										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.1	-1.4	66.3	92.5	0.16	7.6	17.9	9.7	51	13.9	3.2	-0.55	0.11	-0.09	0.92	129.8	74.3

He is a calving ease prospect for sure sired by the National Champion, Loverboy, and a good, young cow. He is cool necked, and sharply made.

38 LONG`S JERRIN H70

Reg: 3784841 DOB: 3/15/20 Tattoo: H70 3/4 SM 1/4 CS

TLLC ONE EYED JACK
LONGS JERRIN
LONGS MISS SWEETS

LONG`S SOLID STEEL
LONGS E75
152

Polled		Heterozygous Black		Act. BW: 69		Adj. WW: 682										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.4	1.7	66.8	98.5	0.2	4	18	6.3	51.4	10.7	7	-0.47	-0.03	-0.07	0.89	107.3	67

Here is a young, 3/4 blood baldy sired by Long's Jerrin that topped the Ohio Beef Expo at \$14,750 a few years ago. He is a sleek-fronted, sharp made bull with good CE. His dam is a good second-calf heifer that is proving her worth.





39

LONG'S PLAYER H65

Reg: 3784836 DOB: 3/4/20 Tattoo: H65 5/8 SM 11/32 AN 1/32 CS

TLLC ONE EYED JACK
LONGS THE PLAYER
 LONG'S DRIBBLE

JF FOUNDATION 8010U
LONG'S SLEEK LOOKER
 BAURS L925

Polled		Black		Act. BW: 71		Adj. WW: 743										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.1	1.7	58	77.4	0.12	5.1	19.7	7.7	48.6	15	21.1	-0.3	0.25	-0.05	0.66	117.1	63.5

He is a Long's Player son, out of a JF Foundation dam that is a direct daughter of our original Long's Cowboy donor years ago. Good CE numbers on this one. Stylish and attractive made with a big foot. His dam was a past high seller at KC Royal Star Sale for \$11,000 valuation.

40

LONG'S GOT JACK H86

Reg: 3784857 DOB: 4/17/20 Tattoo: H86 3/4 SM 7/32 AN 1/32 BF

TLLC ONE EYED JACK
LONGS IVE GOT JACK
 LONG'S STOMGIRL

SVF STEEL FORCE S701
MS RWA HAILEY
 O C C MISS EMBLAZON 306N

Polled		Black		Act. BW: 75		Adj. WW: 716										
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.4	2.1	62.8	88	0.16	3.1	20.9	7.4	52.3	10.5	18.9	-0.38	-0.2	-0.05	0.93	87	55.6

One of the best CE bulls and the youngest bull in sale. He is solid black, has good body shape and muscle. I really like his level hip, top, and bone work. He will mature into a really good bull. His dam raised a \$4,000 IA Beef Expo sale highlight last year!





LONGS PAY TO PLAY



LONGS CAPITALIST



LONGS THE PLAYER



LONGS PAY THE MAN E16



LONGS STAND ALONE



TLCC ONE EYED JACK



LONGS AMERICAN MUSCLE



LONGS CAME TO PLAY



LONGS SHEAR PLEASURE



LONGS STEEL SHOT



LONGS BLAZIN FIRE



LONGS COMPADRE E20



LONGS RUBY



LONGS REBA



LONGS CUTIE



LONGS FOXY LADY



LONGS CARMEN



LONGS PENELOPE



LONGS CAROLINE



LONGS SHEAR SASS



LONGS SWEET TREAT

The Gates are Open!

February 1, 2021 in Creston, Iowa



Sale ad feature! Can I say any more than what her picture tells? She is an elite caliber bred female! Come to own her and get her ready for the donor pen! AI bred to Long's Capitalist, high selling bull Ohio Beef Expo last spring, and AI sire available at Cattle Visions. AI BRED 5/9/20 TO LONGS CAPITALIST (ASA: 3638260). PE 6/8/20-7/24/20 TO PE 6/8/20-7/24/20 TO LONGS G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/15/21.

41

G932

Reg: 3791892 DOB: 4/15/19 Tattoo: G932 3/8 SM 5/8 AN

BARSTOW CASH
RGP CASH IMAGE 11
LBS BRIDE 1411

SVF/NJC BUILT RIGHT N48
GONSIOR CHAMBRAY C13
LHT MS GRANDMASTER 252Z

Homozygous Polled

Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.1	1.1	71.1	110.1	0.24	7.8	17.9	12.1	53.4	13.2	39.8	-0.04	0.28	-0.01	0.46	116.7	70.7

Calf Percentage: 3/4 SM 1/4 AN | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.1	-0.4	75.1	109.8	0.22	7.6	21.5	14.4	58.9	15.1	34.4	-0.18	0.25	-0.04	0.6	131.1	76.1

42

G921

Reg: 3791895 DOB: 3/16/19 Tattoo: G921 1/2 SM 1/2 CS

CCR ANCHOR 9071B
W/C NIGHT WATCH 84E
MISS WERNING KP 8543U

921

Polled

Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.5	-1.6	69	96.6	0.17	7.6	26.1	11.2	60.6	16.3	15.5	-0.41	0.16	-0.08	0.71	127.9	73.5

Calf Percentage: 3/4 SM 1/4 AN | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.0	0.2	65.5	93.6	0.18	2.9	20.5	9.5	53.2	11.4	14.4	-0.43	0.11	-0.07	0.84	120.7	71.4



Here is a big, stout, broody 1/2 blood with cow written all over her! AI bred to One Eyed Jack, hopefully for a baldy! AI BRED 5/8/20 TO TLLC ONE EYED JACK (ASA: 2668223). PE 6/8/20-7/24/20 TO LONGS G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/14/21.

W/C NIGHT WATCH 84E
SIRE OF LOT 42





Just bid until the gavel drops on this one, trust me! A moderate made, big barreled, cool fronted, sound female with good EPD's in a purebred package. The In Dew Time females make outstanding cows. Study her reference picture as a calf also. We were planning on selling her as an open in Ohio last spring until Covid spoiled the spring sale season. AI'd to W/C Nightwatch. AI BRED 5/2/20 TO W/C NIGHT WATCH 84E (ASA: 3336327) .PE 6/8/20-7/24/20 TO PE 6/8/20-7/24/20 TO LONGS G019 (ASA: 3638279). SAFE AI. ESTIAMTED DUE 2/8/21.



LOT 43 AS A CALF

43

LONGS GIANNA

Reg: 3638278 DOB: 2/1/19 Tattoo: G19 PB SM

CNS DREAM ON L186
HTP SVF IN DEW TIME
HTP SVF HONEYDEW

WLE BIG DEAL A617
LONGS E3
LONGS LITTLE DEBBIE

Polled														Black			
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
13.3	-0.8	60.8	80.4	0.12	5.3	16.8	11.6	47.1	15.1	14.9	-0.28	0.24	-0.06	0.5	131.3	71.6	
Calf Percentage: PB SM EPD's for pregnancy																	
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
16.0	-2.2	69.4	90.8	0.13	7.3	22.4	14.2	57.1	16.9	19.7	-0.3	0.28	-0.05	0.65	149.6	80.3	

44

LONGS G72

Reg: 3638244 DOB: 3/24/19 Tattoo: G72 3/4 SM 7/32 AN 1/32 CS

LONG'S SHEAR PLEASURE
LONG'S MY PLEASURE
LONGS MISS SWEETS

W/C LOCK DOWN 206Z
HS/DSS CANDY LOVE C1130
HS/HSF STELLA Y5243

Polled														Black			
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
10.2	1.3	67.8	101.8	0.21	3.3	20.1	8.4	53.9	13.1	23.9	-0.34	0.12	-0.06	0.76	108.9	67.2	
Calf Percentage: 3/4 SM 1/4 AN EPD's for pregnancy																	
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
12.4	-0.6	75.1	117.7	0.27	6.0	23.7	11.2	61.2	15.3	30.5	-0.35	0.33	-0.06	0.92	136.7	79.7	



Sale ad feature! I'm going to brag on this one a little! Big powerful, explosive hindquarter with great hip shape, great center body, and ties in nicely to her front end. This is our first year EVER selling bred females but rest assured our plans are in motion to set the standard going forward of offering only ELITE bred! We held every open female "off the market" this fall to fulfill that promise we made to commit to our goal next year and beyond. This first-year offering should show you we are serious! AI'd to Hooks Full Figures. AI BRED 5/24/20 TO HOOK'S FULL FIGURES 11F (ASA: 3403323). PE 6/8/20-7/24/20 TO PE 6/8/20-7/24/20 TO LONGS G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 3/2/21.



Another powerhouse bred! She has a flawless front-end and shoulder set, as well as deep bodied and big boned. You see the picture! Need I say more? AI'd to One Eyed Jack! AI BRED 5/8/20 TO TLLC ONE EYED JACK (ASA: 2668223). PE 6/8/20-7/24/20 TO LONGS G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/14/21.

45

G925

Reg: 3791899 DOB: 2/15/19 Tattoo: G925 5/8 SM 3/8 AN

CCR ANCHOR 9071B
W/C NIGHT WATCH 84E
MISS WERNING KP 8543U

LBS ONYX 310A
LMCS EISA EVER
MINDEMANN EISA EVER A64

Polled													Black				
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
14.7	-1.7	69.8	96.9	0.17	8.1	23.5	13.7	58.3	15	26.2	-0.11	0.38	-0.02	0.43	136	77.7	
Calf Percentage: 3/4 SM 1/4 AN EPD's for pregnancy																	
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
12.0	0.2	65.8	93.7	0.18	3.2	19.2	10.7	52.0	10.8	20.0	-0.28	0.22	-0.04	0.7	113.6	68.8	

46

G935

Reg: 3791893 DOB: 3/25/19 Tattoo: G935 1/4 SM 3/4 AN

BARSTOW CASH
RGP CASH IMAGE 11
LBS BRIDE 1411

YARDLEY HIGH REGARD W242
PILK HIGH REGARD 5131
EXAR EXT 5003

Polled													Black				
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
9.7	-0.2	69.2	115.9	0.29	5.7	19.4	13.2	54	11.6	45.3	-0.01	0.41	0	0.5	120.3	74.4	
Calf Percentage: 5/8 SM 3/8 AN EPD's for pregnancy																	
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
12.9	-1.1	74.0	112.6	0.24	6.6	22.3	14.9	59.2	14.3	38.5	-0.16	0.32	-0.03	0.62	133.3	78	



Here is a registered 1/4 blood that will make a great foundation female. Rocket necked, and as cool as they come! AI bred to Long's Capitalist, high selling bull Ohio Expo last spring, and AI sire available at Cattle Visions. AI BRED 5/29/20 TO LONGS CAPITALIST (ASA: 3638260). PE 6/8/20-7/24/20 TO PE 6/8/20-7/24/20 TO LONGS G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 3/6/21.



She is a registered 1/2 blood Carver bred that is again broody, deep and the cow making kind! AI bred to Long's Capitalist, high selling bull Ohio Beef Expo last spring. Available through Cattle Visions. AI BRED 5/11/20 TO LONGS CAPITALIST (ASA: 3638260). PE 6/8/20-7/24/20 TO PE 6/8/20-7/24/20 TO LONGS G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/17/21.

47

G937

Reg: 3791897 DOB: 3/11/19 Tattoo: G937 1/2 SM 1/2 CS

WS PILGRIM H182U
TKCC CARVER 65C
FORD RJ DOLLY Y83

937

48

LONGS GISELE

Reg: 3638232 DOB: 5/10/19 Tattoo: G87 PB SM

LONG'S SHEAR PLEASURE
LONG'S MY PLEASURE
LONGS MISS SWEETS

SVF STEEL FORCE S701
LONG'S ELLIE
LONGS MISS TOSHIA

Polled													Black				
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
9.4	1.3	73.3	101.7	0.18	3.6	22.9	9.3	59.5	13.2	11.4	-0.49	0.07	-0.09	0.84	107.3	69.8	
Calf Percentage: 3/4 SM 1/4 AN EPD's for pregnancy																	
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
12.7	-0.3	76.2	105.6	0.19	5.5	23.7	13.2	61.7	15.2	19.6	-0.39	0.15	-0.08	0.76	135.4	79.4	

Polled													Black				
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
7.4	4	70.5	102.7	0.2	2.3	16.8	5.9	52	12.7	16.9	-0.47	-0.05	-0.09	0.91	100.9	64.9	
Calf Percentage: PB SM EPD's for pregnancy																	
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
13.1	0.3	74.3	102.1	0.17	5.8	22.3	11.4	59.4	15.9	20.7	-0.4	0.14	-0.07	0.85	135	77.3	



This one is young but will be really good and already exhibits her fertility value, sticking AI first round at her age! She is a maternal sister to the \$15,000 Denver sale highlight and current AI sire Long's Pay to Play at Cattle Visions and SEK Genetics! This one also holds a special place with us as she was "the chosen one" my daughter Sammi had hand-picked to be her show heifer this last year! A guardian angel is watching over this one! AI BRED 5/1/20 TO W/C NIGHT WATCH 84E (ASA: 3336327) .PE 6/8/20-7/24/20 TO PE 6/8/20-7/24/20 TO LONGS G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/7/21.



Another young but good one that stuck AI early! That is why she's on the sale! We had several people wanting to buy her as a calf to show, but we knew her better days would be in the future. Calve her out, keep her fed up, because she's still young, and you will have a great female in the herd! AI'd to W/C Nightwatch. AI BRED 5/22/20 TO W/C NIGHT WATCH 84E (ASA: 3336327) .PE 6/8/20-7/24/20 TO PE 6/8/20-7/24/20 TO LONGS G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/28/21.

49

LONGS GIGI

Reg: 3638231 DOB: 5/15/19 Tattoo: G89 PB SM

SVF STEEL FORCE S701 HS/CAJS DURATIONZ504
LONG'S SOLID STEEL **HS CONFETTI C5243**
 LONGS MISS SWEETS HS/HSF STELLA Y5243

Polled														Black			
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
10.5	2.2	68.1	96.8	0.18	2.1	13	4.4	47.1	10.6	18.1	-0.46	-0.09	-0.09	0.87	100	64.5	
Calf Percentage: PB SM EPD's for pregnancy																	
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
14.7	-0.8	73.0	99.0	0.16	5.7	20.4	10.6	56.8	14.8	21.4	-0.39	0.11	-0.07	0.82	134.2	76.8	

50

LONGS G9

Reg: 3638281 DOB: 1/30/19 Tattoo: G9 PB SM

HOOK'S YELLOWSTONE 97Y TLLC ONE EYED JACK
KOCH BIG TIMBER 685D **LONGS C103**
 KOCH MS HOOKS BOY LONG'S STAR GIRL

Polled														Black			
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
12	-0.3	77.1	113.5	0.23	4.5	26.5	9.1	65	12.5	29	-0.33	0.24	-0.05	0.87	132.2	82.4	
Calf Percentage: PB SM EPD's for pregnancy																	
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
15.4	-2.0	77.5	107.8	0.19	6.9	27.2	13.0	65.9	15.8	26.6	-0.32	0.29	-0.05	0.82	150.9	86.1	



Here is a rare combination of stunning phenotype and outstanding EPD's all across the board! Big, stout, made female with Koch Big Timber, One Eyed Jack, and Hooks Shear Force in her pedigree. Good purebreds like this are hard to find. Help yourself to this one! Bred early to W/C Nightwatch. AI BRED 5/2/20 TO W/C NIGHT WATCH 84E (ASA: 3336327) .PE 6/8/20-7/24/20 TO PE 6/8/20-7/24/20 TO LONGS G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/8/21.



51

G923

Non-Registered DOB: 3/8/19 Tattoo: G923 COMMERCIAL ANGUS

BARSTOW CASH
RGP CASH IMAGE 11
LBS BRIDE 1411

COMMERCIAL ANGUS
COMMERCIAL ANGUS
COMMERCIAL ANGUS

Polled Black

CalF Percentage: 1/2 SM 1/2 AN | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.3	-1.1	76.9	117.9	0.26	8.3	20.2	14.8	58.6	12.9	41.1	-0.08	0.35	-0.02	0.54	130.3	78.7

Big Time sale feature! Registered or not, this is one elite bred female! She stops everyone in their tracks when they see her and say, "what is that one"! Absolute phenotypically a gem! AI bred to Long's Capitalist, high selling bull Ohio Expo last spring and CE AI sire available at Cattle Visions. AI BRED 5/29/20 TO LONG'S CAPITALIST (ASA: 3638260). PE 6/8/20 TO 7/24/20 TO LONG'S G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 3/7/21.

52

G920

Non-Registered DOB: 3/5/19 Tattoo: G920 1/2 SM 3/4 CS

BARSTOW CASH
RGP CASH IMAGE 11
LBS BRIDE 1411

YARDLEY ROYAL JET W251
MISS YARDLEY B207
MISS YARDLEY W185

Polled Black

CalF Percentage: 1/2 SM 1/2 AN | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.3	-1.1	76.9	117.9	0.26	8.3	20.2	14.8	58.6	12.9	41.1	-0.08	0.35	-0.02	0.54	130.3	78.7

WOW, what a 1/2 blood female! She's the front pasture kind that is versatile enough to breed any way you want your program to go! You will love this one even more in person, heavy bred on sale day! AI bred to Long's Capitalist, the high selling bull at Ohio Expo last spring and a CE AI sire for Cattle Visions. AI BRED 5/11/20 TO LONG'S CAPITALIST (ASA: 3638260). PE 6/8/20 TO 7/24/20 TO LONG'S G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/17/21.





53

G933

Non-Registered DOB: 3/15/19 Tattoo: G933 COMMERCIAL ANGUS

COMMERCIAL ANGUS
COMMERCIAL ANGUS
COMMERCIAL ANGUS

COMMERCIAL ANGUS
COMMERCIAL ANGUS
COMMERCIAL ANGUS

Polled

Black

Calf Percentage: 1/2 SM 1/2 AN | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.3	-1.1	76.9	117.9	0.26	8.3	20.2	14.8	58.6	12.9	41.1	-0.08	0.35	-0.02	0.54	130.3	78.7

AKA tank! She's a beast of a bred female! Deep bodied, choke fronted and really good! AI bred to Long's Capitalist, high selling bull Ohio Beef Expo last spring and AI sire available at Cattle Visions. AI BRED 5/8/20 TO LONG'S CAPITALIST (ASA: 3638260). PE 6/8/20 TO 7/24/20 TO LONG'S G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/14/21.

54

G936

Non-Registered DOB: 3/28/19 Tattoo: G936 COMMERCIAL ANGUS

COMMERCIAL ANGUS
COMMERCIAL ANGUS
COMMERCIAL ANGUS

YARDLEY BROCK Z272
MISS YARDLEY B219
MISS YARDLEY Y135

Polled

Black

Calf Percentage: 1/2 SM 1/2 AN | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.3	-1.1	76.9	117.9	0.26	8.3	20.2	14.8	58.6	12.9	41.1	-0.08	0.35	-0.02	0.54	130.3	78.7

Deep, broody solid female built for the real working world! AI bred to Long's Capitalist, high selling bull Ohio Expo last spring and CE sire available through Cattle Visions. AI BRED 5/9/20 TO LONG'S CAPITALIST (ASA: 3638260). PE 6/8/20 TO 7/24/20 TO LONG'S G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/15/21.





55

Non-Registered DOB: 4/2/19 Tattoo: G941 COMMERCIAL ANGUS

BARSTOW CASH
RGP CASH IMAGE 11
LBS BRIDE 1411

G941

COMMERCIAL ANGUS
COMMERCIAL ANGUS
COMMERCIAL ANGUS

Polled

Black

Calf Percentage: 3/8 SM 5/8 AN | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.6	0.2	66.8	105.1	0.24	5.6	17.0	10.4	50.3	9.8	35.4	-0.1	0.32	0	0.6	113.1	69.9

Here is a really good kind of bred that you would want a pasture full of! Same quality as the others, just bred a little later to clean up bull 019. Rest assured, we don't just use any bulls for clean-up, 019 is a full ET sibling to our \$30,000 syndicated AI sire Long's The Player. OBSERVED BRED ON 6/7/20 TO LONG'S G019 (ASA: 3638279). SAFE IN CALF. ESTIMATED DUE 3/16/21.

56

Non-Registered DOB: 3/15/19 Tattoo: G931 COMMERCIAL SIMANGUS

W/C UNITED 956Y
W/C EXECUTIVE ORDER 8543B
MISS WERNING KP 8543U

G931

SVF/NJC BUILT RIGHT N48
COMMERCIAL SIMANGUS
COMMERCIAL ANGUS

Polled

Black

Calf Percentage: 1/2 SM 1/2 AN | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.0	-2.4	81.7	120.1	0.24	7.4	23.7	13.5	64.5	13.1	32.0	-0.35	0.18	-0.07	0.83	144.1	86.6

She is a real nice unregistered, Executive Order X Built Right bred female. Calving ease deluxe all of the way around. Built Right's make great females. AI'd to Long's Capitalist, high seller Ohio Beef Expo last spring and CE sire available at Cattle Visions. AI BRED 5/11/20 TO LONG'S CAPITALIST (ASA: 3638260). PE 6/8/20 TO 7/24/20 TO LONG'S G019 (ASA: 3638279). SAFE AI. ESTIMATED DUE 2/17/21.



A GUIDE TO EXPECTED PROGENY DIFFERENCES

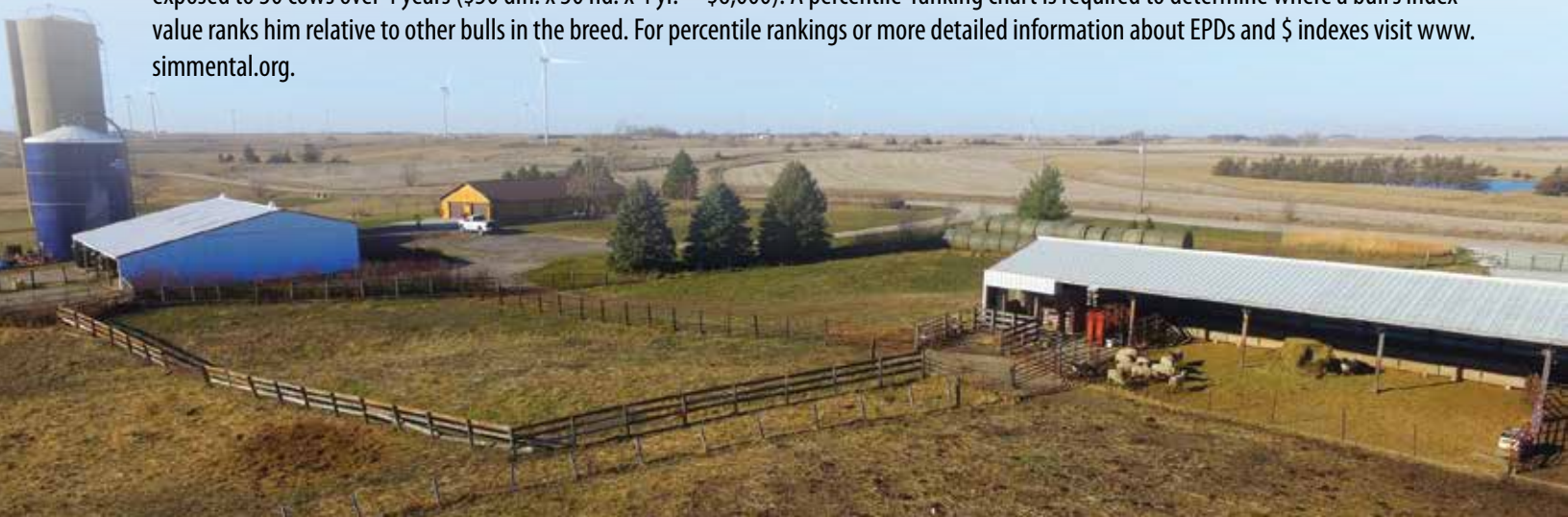
Expected Progeny Differences (EPDs): EPDs are the most accurate and effective tool available for comparing genetic levels. In using EPDs, the difference between two sires' EPDs represents the unit difference expected in the performance of their progeny. For example, if sires A and B have EPDs of +10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

- **Calving Ease (CE):** Percent of unassisted births when used on heifers.
- **Birth Weight (BW):** Pounds of birth weight.
- **Weaning Weight (WW):** Pounds of weaning weight.
- **Yearling Weight (YW):** Pounds of yearling weight.
- **Maternal Calving Ease (MCE):** Percent of unassisted births in first-calving daughters.
- **Milk (MLK):** Pounds of weaning weight due to milk.
- **Maternal Weaning Weight (MWW):** Pounds of weaning weight due to milk and growth.
- **Stayability (STAY):** Percent of daughters remaining in the cowherd at 6 years of age.
- **Carcass Weight (CW):** Pounds of carcass weight.
- **Yield Grade (YG):** Yield grade score.
- **Marbling (MRB):** Marbling score.
- **Back Fat (BF):** Inches of backfat.
- **Ribeye Area (REA):** Square inches of ribeye.
- **All-Purpose Index (API):** Dollars per cow exposed under an all-purpose-sire scenario. (See below for more details.)
- **Terminal Index (TI):** Dollars per cow exposed under a terminal-sire scenario. (See below for more details.)

\$ Indexes: Though EPDs allow for the comparison of genetic levels for many economically important traits, they only provide a piece of the economic puzzle. That's where \$ indexes come in. Through well-conceived, rigorous mathematical computation, \$ indexes blend EPDs and economics to estimate an animal's overall impact on your bottom line. The same technology that led to the dramatic progress in swine, poultry and dairy genetics over the last several decades was used to develop the following \$ indexes: All-Purpose Index (API): Evaluates sires for use on the entire cow herd (bred to both Angus first-calf heifers and mature cows) with the portion of their daughters required to maintain herd size retained and the remaining heifers and steers put on feed and sold grade and yield.

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

Using API and TI: First, determine which index to use; if you're keeping replacements use API, if not, TI. Then, just as with EPDs, zero in on the unit difference between bulls. (As described above, index units are in dollars per cow exposed.) The difference can be used to determine how much a bull is worth compared to another. Or, put another way, how much you can pay for one bull compared to another. For example, when buying an all-purpose-type sire, you can quickly figure a bull scoring +100 for API is worth an extra \$6,000 over a +50 bull if both are exposed to 30 cows over 4 years ($\$50 \text{ diff.} \times 30 \text{ hd.} \times 4 \text{ yr.} = \$6,000$). A percentile-ranking chart is required to determine where a bull's index value ranks him relative to other bulls in the breed. For percentile rankings or more detailed information about EPDs and \$ indexes visit www.simmental.org.



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