



HCC

7TH ANNUAL HARTMAN CATTLE COMPANY

# SIMMENTAL BULL SALE

FEBRUARY 7, 2021 | TECUMSEH, NEBRASKA



## SATURDAY

February 6, 2021

Cattle on display all day

# SCHEDULE OF EVENTS

## SUNDAY

February 7, 2021

9:00 PM - Bulls on Display

12:00 PM - Lunch Served

2:00 PM SALE BEGINS

Welcome

FROM HARTMAN CATTLE COMPANY

We are very proud of bulls that will make up our 7th Annual Bull Sale. Phenotypically they are the stoutest and most rugged set of bulls we have offered to date. The bulls go through a stringent selection process, where emphasis is put on structural integrity, muscularity, real-world performance, and fleshing ease. It has always remained our priority that they must start with good feet and legs, with the proper angle and flex to their joints.

Strong emphasis is placed on the maternal aspect of our herd sire battery. Superior sire selection has been emphasized at Hartman Cattle Company. We believe that every great breeding bull is backed by an even better female. As you evaluate this year's offering you will notice that several key females within the industry can be identified throughout the pedigrees. Maternal stability increases performance, fertility, and longevity, all essential traits of the modern-day beef production cycle. By utilizing only the most proven sires, the nucleus of our cowherd herd has improved exponentially in terms of quality and consistency.

Each year we sort the very top end of our bull calf crop for this sale. These bulls, along with choice selections from our fellow breeders make up this deep offering. They are all a reflection of the discipline and diligence that make up the Hartman Cattle Company breeding program.

Cattlemen and cattlegirls are as resilient as they come, good times are on the horizon. With the cancelation of the National Western Stock Show, we are proud to support the dedicated staff of the inaugural Cattlemen's Congress. We thank them for tackling this monumental task and providing the opportunity to showcase our product. We invite you to stop by the stalls to visit about the cattle. Please call if we can be of assistance in your genetic selection process. Happy New Year!

Respectfully,



Mike Hartman



Mike Hartman (402) 440-6825  
Dalton Hartman (402) 440-6469

Jared Niedermeyer, Cow Herd Manager (402) 269-5803  
61878 732 Rd - Tecumseh, NE 68450





# Cattle

FROM AN ELITE GROUP OF BREEDERS

B&K FARMS  
*Lot 55*

BRUHN FARMS JOINT VENTURE  
*Lot 17, 18, 32 & 33*

CONLEY CATTLE  
*Lot 56*

FRANKENREIDER CATTLE CO  
*Lot 57*

GENETICS PLUS GROUP  
*Lot 14, 15, 16, 22, & 39*

JOE MORGAN  
*Lot 54*

L R CATTLE  
*Lot 10*

MARTIN LIVESTOCK  
*Lot 1*

RICK HARTMAN  
*Lot 49*

TONY SIMONS  
*Lot 20*

SWANSON CATTLE CO  
*Lot 52*

BAILEY LIVESTOCK  
*Lot 30*

COLBURN CATTLE CO  
*Lot 43*

EAGLES CREST CATTLE  
*Lot 24 & 29*

FREKING CATTLE CO  
*Lot 19 & 38*

GRASS LUNNING SIMMENTALS  
*Lot 3*

KERSTEN CATTLE  
*Lot 35 & 36*

MAHONEY CATTLE COMPANY  
*Lot 44*

MEYER GENETICS  
*Lot 26*

RICK HENTHORN  
*Lot 51*

STEINBRONN FARMS  
*Lot 2*

TREE LANE FARMS  
*Lot 27 & 28*

BF BLACK SIMMENTALS  
*Lot 34*

CHISUM LIVESTOCK  
*Lot 13*

ETR CATTLE CO  
*Lot 5*

CK CATTLE CO  
*Lot 38*

HARTMAN CATTLE CO  
*Lot 7, 9, 12, 25, 40, 41, & 53*

KING CATTLE CO  
*Lot 4*

MARK TRACY  
*Lot 23*

MIRANDA RAITHEL  
*Lot 37*

SCHMIDT FAMILY LLC  
*Lot 8 & 50*

STEPHEN MILLER  
*Lot 48*

VOGLER CATTLE CO  
*Lot 21, 31, 45, & 46*

SIRES THAT CHANGE THE

*Standards*



Welcome

FROM INNOVATION AGMARKETING, LLC

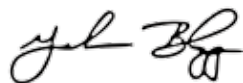
It is with humble privilege that we welcome you to the 2021 edition of the Hartman Cattle Company Bull Sale. The past few months have been filled with optimism for the beef cattle industry for all classes and kinds of stock in the business. Demand for our product domestically and abroad has increased drastically as the "pandemic" assisted a spike in at home dining. More families consumed beef and other competitive food proteins over the last 8 months at home than they did in the late 70's and early 80's per capita consumption. That's the industry related information that is one of the driving forces behind what looks to be and what's predicted to be one of the best first and second quarter projections the beef business has witnessed in sometime.

This set of bulls that Mike and Dalton have assembled for your appraisal in Tecumseh on the 7th of February, are without question the absolute best they have ever offered to the public. When one states "best" that doesn't mean just on the top end, that means all the way through. We all have different types and kinds that we prefer. With that being said we wholeheartedly believe there's a bull for every Simmental breeder that likes good phenotype and beef cattle shape. For each Angus breeder looking for alternatives to assist in marketing more stock, there's that kind for you too. If you are a cattlemen or cattlemen that might not have a breed specific program, but enjoy turning out good reputable seedstock, rest assured that you can find and afford one here that fits your production goals. Progressive producers that sell their calves by the pound at weaning or retain ownership to the rail will be able to find more than one bull that will add value to their bottomline. Regardless of which sector of the business you are in, it is important to remember that paper may not always be a substitute to the value that comes with the basic knowledge of type, kind, and management essential to achieve ultimate grid values.

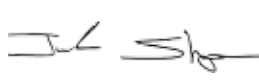
Length, frame, measured performance, and cutability have always been the primary advantages of Continental seedstock and when utilized on British based cows it's not science, it's cowboy logic to utilize the cheapest tool known to the ranching business in regard to heterosis.

For those that are on the quest for the best, this will be one stop necessary in your bull search. There's no question that the class of 2021 is loaded with quality and density breed and industry wide and by reputation, you all know that some of the elite are in Tecumseh. The earning potential is proven on the top end year after year, but what you don't know or hear about is the unadulterated success had by the big ranching operations that have bought larger groups of bulls from this program over the past decade. Success has always been THE focal point and has also been the reputation builder for the family named operation for decades. Please join us for the 7th Annual Bull Sale at Hartman Cattle Company on February 7th at 2:00 PM.

Enjoy the cattle,



Graham Blagg



Jered Shipman



Tim Anderson

INNOVATION  
AgMarketing, LLC

# Information

## FOR THE 7TH ANNUAL SALE

<b>SALE DAY PHONES</b>	Mike Hartman (402) 440-6825 Kay Hartman (402) 432-2212 Dalton Hartman (402) 440-6469 Jared Niedermeyer, Cow Herd Manager (402) 269-5803
<b>SALE MANAGEMENT</b>	Innovation AgMarketing, LLC - Graham Blagg (530) 913-6418 Jered Shipman (806) 983-7226 Tim Anderson (605) 682-9343
<b>AUCTIONEER</b>	Col. Steve Dorran (760) 972-7736
<b>RING STAFF</b>	Dick Carmichael (615) 584-0997 Delvin Heldermon (405) 205-1116 Terry Cotton (816) 390-3227
<b>HERD CONSULTANT</b>	Dr. Roger Hunsley (502) 468-5714
<b>SALE AGENTS</b>	Bud Sloan (816) 803-9725 Kent McCune (817) 602-8629 Bruce Wohlers (308) 201-0815 Dr. Mark Tracy (308) 962-6445
<b>CREDITS</b>	Shannon Cook, Bull Sale Photos & Videos; Heidi Anderson, Candid Photos; Darla Aegerter, HCC Sire and Reference Photos; Tracy McMurphy, Catalog Design
<b>LOCATION</b>	Located from the Junction of Hwy 136 & 50, in Tecumseh. Go North 3 Miles on Hwy 50, 2 miles west on Hwy 41 and 1/4 Mile North at the Hartman Cattle Company sign.
<b>TRANSPORTATION</b>	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.
<b>TERMS &amp; CONDITIONS</b>	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 <a href="http://www.simmental.org">www.simmental.org</a> . 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.
<b>INSPECTION</b>	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.
<b>LOT NUMBERS</b>	Ear tags in the sale cattle will correspond to their lot numbers in the catalog.
<b>LIABILITY</b>	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.
<b>INSURANCE</b>	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.
<b>LODGING</b>	Super 7 Inn Tecumseh, NE - (402) 335-3100 <i>7 Miles from sale site</i>  Syracuse Inn & Suites Syracuse, NE - (402) 269-2700 <i>21 Miles from sale site</i>  Holiday Inn & Express Nebraska City, NE - (402) 417-0820 <i>39 Miles from sale site</i>  Lied Lodge Nebraska City, NE - (402) 873-8733 <i>39 Miles from sale site</i>



## OUR 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, 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.

## HARTMAN CATTLE COMPANY 2020 BULL SALE RESULTS

77% of the bulls in 2020 sold for \$3,000 to \$9,000...HCC Bulls are AFFORDABLE in volume!  
Pounds Pay... look to HCC Simmental and SimAngus bulls to add heterosis to your Angus based cowherd.

We pride ourselves on the retention of our loyal customer base. Please contact Mike or Dalton regarding the marketing of your calves, we have several contacts that enjoy the premiums that come from feeding HCC genetics!

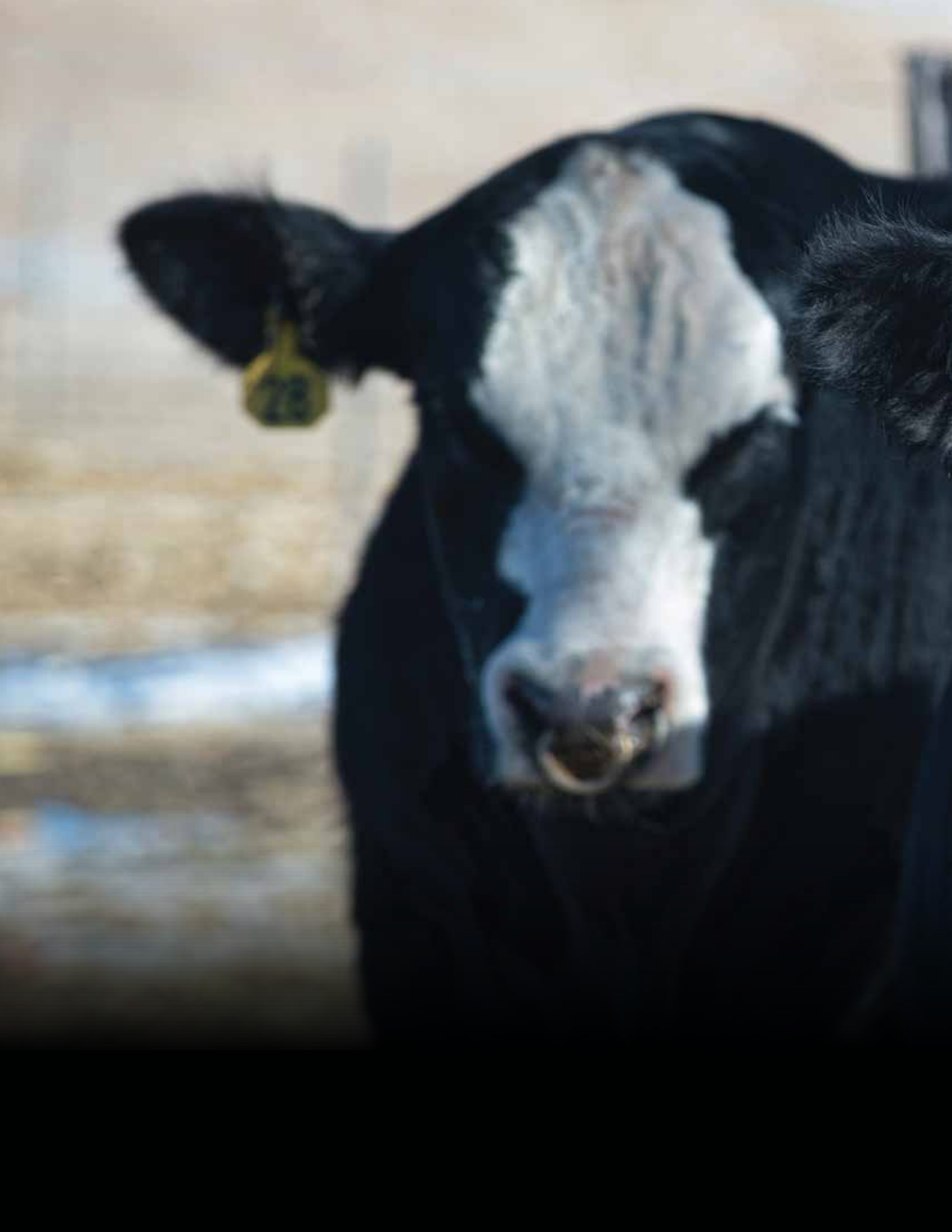
12 bulls sold for \$ 3,000 - \$ 3,750  
4 bulls sold for \$ 4,000 - \$ 4,750  
15 bulls sold for \$ 5,000 - \$ 5,500  
9 bulls sold for \$ 6,000 - \$ 9,000  
3 bulls sold for \$ 15,000 - \$ 19,000  
4 bulls sold for \$ 20,000 - \$ 25,000  
2 bulls sold for \$ 36,500 - \$ 40,000  
3 AI promotional sires sold for \$100,000 +



**Bid Live Online** CCI.live

**“Gavel’s Down, The Best in Online Marketing”**

(516) 366-0734 [CCI.live\\_schedule@cci.live](mailto:CCI.live_schedule@cci.live)







2021

*Welcome to the Sale!*



WS Pilgrim H182U (deceased)

Sire of Lot 1 and 2 and a large influence among the entire offering



Matlock Miss S031 "Cinderella" | Maternal Granddam of Lot 1

1

## MLJM PATRON 17H

BRED BY MARTIN LIVESTOCK

DOB: 1/6/20 | ASA: 3830013 | Act. BW: 75 | Adj. WW: 873

CNS DREAM ON L186

WS A STEP UP X27

**WS PILGRIM H182U**

**MLJM CINDERELLA 33C**

WS MARLA 276M

MATLOCK MISS S031

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: 17H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.5	2.3	68.2	88.4	0.13	3.8	22.4	7.1	56.5	10.2	10.6	-0.5	0.08	-0.10	0.76	108.9	69.6

We initiate the 2021 bull sale offering with a powerful son of the iconic WS Pilgrim H182U. MLJM Patron 17H is a true powerhouse that exemplifies the herd bull fundamentals. He is a wide based, big footed, deep sided bull that is big topped, square hipped, and thick ended. His dam is a tremendous daughter of WS A Step Up X27 that commanded a \$12,500 hammer price in the Martin Livestock Dream Girls "Final Dance" Sale. Several full and maternal sisters to the dam of Patron, MLJM Cinderella 33C, sold from \$9,750 to \$16,500. A full sister, MLJM Shania 62C is the \$74,000 valuation full sister to the dam of Patron. The maternal granddam of Patron, Matlock Miss S031 "Cinderella" is one of the most productive females in the history of the Simmental breed, producing countless high sellers and individuals of influence. MLJM Patron 17H sets the standard for body dimension, fleshing ability, and power. He is a rugged, big scrotal bull that we firmly believe will leave behind a sensational set of females to carry on the next generation of Simmental genetics at Hartman Cattle Company.

*Oklahoma City Cattlemen's Congress display bull. Terms announced sale day.*





**Profit** | \$400,000 Full Brother in blood to Lot 2



**WAGR Panarama 204Z** | Famous Full Sister to Dam of Lot 2

2

**STN MR CASH**

BRED BY STEINBRONN FARMS

DOB: 3/21/20 | ASA: 3805961 | Act. BW: 84 | Adj. WW: 688

CNS DREAM ON L186

MR HOC BROKER

**WS PILGRIM H182U**

**WAGR PLAYMATE 924B**

WS MARLA 276M

3C MELODY M668 BZ

PB SM | Polled | Black | Tattoo: H200

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.6	4.4	75	99.5	0.15	2.6	21.4	7.4	58.9	10.9	18.3	-0.5	0.07	-0.10	0.89	102.2	69.9

STN MR Cash is a full brother in blood to the \$400,000 Profit, undeniably an influential herd sire that has made a substantial impact on the breed. The dam of H200 is WAGR Playmate 924B, a MR HOC Broker sired daughter of the legendary 3C Melody M668 BZ matriarch. H200 is long sided, extended, and offers superior structural correctness.

3

**GLS/LD HIGHER POWER H112**

BRED BY GRASS LUNNING SIMMENTALS

DOB: 2/25/20 | ASA: 3817926 | Act. BW: 88 | Adj. WW: 808

WS PILGRIM H182U

LLSF PAYS TO BELIEVE ZU194

**CCLT ALLIANCE 91C**

**GLS DONNETTE D138**

BROOKS SHINIA 1A

GLS MISSANSWER X54

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: H112

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.4	2	75.4	98.4	0.14	5.6	21	6.7	58.6	12.3	24.1	-0.37	0.17	-0.08	0.75	118.9	75.5

GLS/LD Higher Power H112 is the lone son of the \$70,000 CCLT Alliance 91C. Higher Power is backed by the influence of a productive young daughter of LLSF Pays To Believe ZU194. The sire of Higher Power was selected by Wheatland Cattle Company and Bouchard Livestock for his flawless build, stoutness, and balanced silhouette. Alliance has written his own chapter in the history books, becoming a household name in Canada with his first three sets of sons averaging north of \$30,000. Daughters have entered production at Wheatland Cattle Company and have beautiful udders and great mothering ability. Alliance consistently sires cattle with added eye appeal, structural correctness, and performance. A paternal brother to Higher Power is the record selling \$317,500 Wheatland Man O'War 907G. Higher Power is a long hipped, thick ended herd sire prospect that is sure to catch your attention on sale day!



**LOT 3 | GLS/LD HIGHER POWER H112**

**CCLT Alliance 91C** | \$70,000 Sire of Lot 3







Profit | \$400,000 Sire of Lot 4 - 13 and Paternal Grand sire of Lots 14-37



KC2 Miss Victoria 7H  
\$25,000 Full Sister  
to Lot 4

# 4

## KC2 NET PROFIT

BRED BY KING CATTLE CO

DOB: 4/7/20 | ASA: 3808067 | Act. BW: 81 | Adj. WW: 692

WS PILGRIM H182U

W/C RELENTLESS 32C

### PROFIT

### HPF VICTORIA B396E

WAGR PANARAMA 204Z

CLCC VICTORIA W02

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: 1H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.4	4.7	77.5	105.1	0.17	2.9	20.5	5.5	59.2	11.4	11.3	-0.41	0.12	-0.08	0.66	106.3	72

KC2 Net Profit is a full brother to two of the standout Purebred females that sold for \$25,000 and \$20,000 respectively in the 2020 Customer Appreciation Female Sale. The dam of Net Profit, HPF Victoria B396E is the premier matriarch in the donor pen at King Cattle Company. HPF Victoria B396E was the high selling open female in the historic Hudson Pines Farm Dispersal Sale. During her show career 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 Net Profit is flawless in his basic build, high tying in his neck attachment, and offers a proud look of confidence. A true herd sire prospect that we believe is one of the most intriguing sons of the \$400,000 Profit to be born to date!

Oklahoma City Cattlemen's Congress display bull. Terms announced sale day.



HPF Victoria B396E | Dam of Lot 4





LOT 5 | ETR MONEY MAKER 1H

SVJ Queen Me U613 | Dam of Lot 5



5

ETR MONEY MAKER 1H

BRED BY ETR CATTLE CO

DOB: 3/20/20 | ASA: 3829073 | Act. BW: 84 | Adj. WW: 712

WS PILGRIM H182U

GWS EBONY'S TRADEMARK 6N

**PROFIT**

**SVJ QUEEN ME U613**

WAGR PANARAMA 204Z

CNS QUEEN ME S613

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: 1H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7.4	5.1	78.5	109.3	0.19	2.3	18.1	7.3	57.3	14	13.8	-0.42	0.05	-0.10	0.63	109	70.5

ETR Money Maker 1H is a standout son of the iconic Profit, backed by the impressive SVJ Queen Me U613 matriarch. U613 has produced progeny that have sold for as much as \$54,000, topping the open division of the Griswold Cattle Company Classic Female Sale. Several sons from the Profit x U613 mating have been featured in past Griswold Cattle Company marketing events. Brandon Horn purchased a full sib to Money Maker through the 2018 Grass to Grid Bull Sale. Other popular sons from this mating would include GCC ETR Traeger E707 and GCC ETR Road Warrior E706. Sons and daughters are working across North America with tremendous success.

7

HCCO PROFIT 166H

BRED BY HARTMAN CATTLE CO

DOB: 1/13/20 | ASA: 3830414 | Act. BW: 81 | Adj. WW: 890

WS PILGRIM H182U

MR TR HAMMER 308A ET

**PROFIT**

**HCCO COUNTESS 477C**

WAGR PANARAMA 204Z

SJF COUNTESS 477A

PB SM | Polled | Black | Tattoo: 166H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.3	4.3	81.2	117.5	0.23	2.7	24.5	1.4	65.1	12.4	20.5	-0.35	0.12	-0.08	0.61	111	75.2

Power and presence...HCCO Profit 166H is a true standout. He is sired by the \$400,000 Profit and backed by the influence of the \$200,000 MR TR Hammer 308A ET, and the triple-crown winning MR HOC Broker. 166H is truly a product of the program. This star headed powerhouse is dense from end to end, robust in his rib cage, and square in his basic build. 166H is flawless at the surface, rugged in his design, and offers the proud presence of a herd sire prospect. Power in the blood!



LOT 7 | HCCO PROFIT 166H

MR TR Hammer 308A ET | \$200,000 Maternal Granddam of several bulls selling





Firefly 311A  
\$100,000  
Maternal  
Granddam  
of Lot 8



LOT 8 | DSFF PROFIT 690H



LOT 9 | HCCO PROFIT 130H



Outlaw  
Maternal Brother  
of Lot 9

8

DSFF PROFIT 690H

BRED BY SCHMIDT FAMILY LLC

DOB: 3/21/20 | ASA: 3830412 | Act. BW: 84 | Adj. WW: 1022

WS PILGRIM H182U

TJ HIGH CALIBRE 556B

PROFIT

ACLL ERICA 5E

WAGR PANARAMA 204Z

FIREFLY 311A

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 690H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7.2	4.3	79.5	113.3	0.21	3.4	21.9	6.6	61.6	14.1	19.7	-0.39	0.11	-0.09	0.63	114.5	73.9

DSFF Profit 690H is one of the younger bulls in the sale, yet he is the heaviest adjusted weaning weight bull of the entire offering. 690H is sired by the \$400,000 Profit and backed by the influence of the \$100,000 Firefly 311A. The dam of 690H is sired by the \$400,000 TJ High Caliber 556B, a sire that is experiencing heavy use again since his first daughters have entered production. High Caliber daughters set the standard for udder quality, fleshing ability, and maternal instinct. 690H's third generation dam on his maternal side is the \$114,000 prolific matriarch, BF Miss Crysteel Tango. 690H offers a pedigree lined by individuals of significant influence.

9

HCCO PROFIT 130H

BRED BY HARTMAN CATTLE CO

DOB: 1/21/20 | ASA: 3830415 | Act. BW: 79 | Adj. WW: 885

WS PILGRIM H182U

WAGR DRIVER 706T

PROFIT

SJF COUNTESS 130Y

WAGR PANARAMA 204Z

4385

3/4 SM 1/4 AN | Homozygous Polled | Homozygous Black | Tattoo: 130H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.1	3.7	75.1	107	0.2	4.4	21.3	5.7	58.8	12.7	15	-0.27	0.26	-0.06	0.47	110.2	71.2

130H is a standout three-quarter blood SimAngus son of the \$400,000 Profit and is backed by the maternal influence of the great WAGR Driver 706T. The dam of 130H is a role model female that was bred in the Frankenreider program of Illinois. 130Y is the dam of Outlaw, resident herd sire at CK Cattle Company of South Dakota. Other progeny of 130Y would include 330A owned by Autry Cattle LLC, 130D owned by Vogler Cattle Company, 130E owned by Dean Cattle Company, and 130F owned by Bill Bayer. Outlaw is the most notable brother to 130H, a sire that has had a substantial impact on the business through countless sons that have highlighted past CK Cattle and Wager Cattle production sales. 130H is a smooth made, sound structured, athletic herd sire prospect that is backed by true genetic consistency.

10

LRC TITAN

BRED BY L R CATTLE

DOB: 3/26/20 | ASA: 3829813 | Act. BW: 86 | Adj. WW: 730

WS PILGRIM H182U

MR HOC BROKER

PROFIT

C217

WAGR PANARAMA 204Z

217

3/4 SM 1/4 AN | Homozygous Polled | Heterozygous Black | Tattoo: 103H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7.2	4	80.9	122.5	0.26	4.2	19.9	4.7	60.3	11.2	25.1	-0.21	0.05	-0.05	0.48	97.7	69.1

LRC Titan is a powerful individual that comes from a productive flush sired by the \$400,000 Profit and backed by the C217 matriarch at LR Cattle of Broomfield, Colorado. Several sisters to Titan have been retained in herd. Titan is a deep sided, long hiped, thick made three-quarter blood SimAngus bull that is bold, rugged, and masculine in his general build.





LOT 12 | HCCO PROFIT 403H

WAGR Driver 706T

Legendary Maternal Grand sire of several bulls selling



12

HCCO PROFIT 403H

BRED BY HARTMAN CATTLE CO

DOB: 2/15/20 | ASA: 3830416 | Act. BW: 78 | Adj. WW: 852

WS PILGRIM H182U

WAGR DRIVER 706T

PROFIT

HCCO COUNTESS 403A

WAGR PANARAMA 204Z

403X

3/4 SM 1/4 AN | Homozygous Polled | Homozygous Black | Tattoo: 403H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.6	2.6	70.5	101.6	0.19	4.8	20	5.5	55.2	12.7	14.4	-0.3	0.24	-0.06	0.55	110.7	69.6

HCCO Profit 403H is a standout three-quarter blood SimAngus bull that is a product of the program. The Profit x Driver mating has yielded countless individuals of influence and high sellers. The dam of 403H, HCCO Countess 403A has been a reliable producer. Sons and daughters of 403A are employed by Mike Wenzl, Schaardt Land & Cattle, Schram Cattle Co., and Doug Henderson. Tie to a cow family that consistently produces quality year after year.

13

CCLT PROFIT 92H

BRED BY CHISUM LIVESTOCK

DOB: 1/31/20 | ASA: 3833974 | Act. BW: 82 | Adj. WW: 910

WS PILGRIM H182U

MR HOC BROKER

PROFIT

KRIC CHERISH 1B

WAGR PANARAMA 204Z

057

3/4 SM 1/4 AN | Homozygous Polled | Heterozygous Black | Tattoo: 92H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.8	4.1	74.2	109	0.22	3.7	20.1	1.8	57.1	10.9	16.4	-0.26	0.07	-0.06	0.45	95.8	64.8

CCLT Profit 92H is a stout, shapely Profit son that is backed by the influence of KRIC Cherish 1B, the \$50,000 half-blood daughter of the triple-crown winning MR HOC Broker, that was successfully campaigned by Cole Clanton. 92H is long sided, thick ended, and sound built. He offers tremendous shape down his topside and through the base of his stifle. A thick ended SimAngus bull that will add heterosis and pay weight to your next calf crop.



LOT 13 | CCLT PROFIT 92H

KRIC Cherish 1B | \$50,000 Dam of Lot 13







SWSN Cash Flow 81E | Sire of Lot 14 - 25

14

GPG CAPITAL 263H

BRED BY GENETICS PLUS GROUP

DOB: 2/10/20 | ASA: 3802188 | Act. BW: 78 | Adj. WW: 795

PROFIT

MR CCF VISION

SWSN CASH FLOW 81E

HCCO COUNTESS 492D

LADY DI

LIMESTONE BRISTOL 361B

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: 263H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.1	1.7	78.7	111.8	0.21	6.8	20.6	8.9	59.9	9.3	13.1	-0.36	-0.02	-0.05	0.76	109.4	73.9

Capital

GPG Capital Gain 263H leads off the initial offering of sons from the \$350,000 valuation SWSN Cash Flow 81E, the Profit son from the \$100,000 Lady Di matriarch. SWSN Cash Flow 81E is flawless in his basic build, style, and presence. The dam of 263H is an own daughter of the six-figure valuation MR CCF Vision, and further backed by the influence of a role model SimAngus female produced in the historic Limestone program. *Oklahoma City Cattlemen's Congress display bull.*





Lady Di | \$120,000 Paternal Grandam of Lots 14 - 25

15

GPG BENEFIT 247H

BRED BY GENETICS PLUS GROUP

DOB: 3/2/20 | ASA: 3802191 | Act. BW: 77 | Adj. WW: 779

PROFIT

MR CCF VISION

**SWSN CASH FLOW 81E**

**HCCO COUNTESS 490F**

LADY DI

LIMESTONE BRYLEE 125B

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 247H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.9	0.5	63.5	84.2	0.13	6.1	20.5	8.2	52.3	12.1	10.5	-0.4	0.11	-0.07	0.69	115.9	69.1

*Benefit*

GPG Benefit 247H is another member of the standout rookie sire group by SWSN Cash Flow 81E and backed by a powerful two-year-old dam sired by the great MR CCF Vision. 247H is an ultra-well balanced, proud headed, long sided bull that offers exceptional muscle shape and expression. 247H is good footed, flexible, and offers tremendous quality from every angle. He is a homozygous black and homozygous polled herd sire prospect that is sure to capture the attention of the most critical. *Oklahoma City Cattlemen's Congress display bull.*





16

GPG ROYALTY 219H

BRED BY GENETICS PLUS GROUP

DOB: 2/19/20 | ASA: 3802190 | Act. BW: 83 | Adj. WW: 766

PROFIT

MR TR HAMMER 308A ET

**SWSN CASH FLOW 81E**

**CRYSTAL 149D**

LADY DI

MOORE SHANIA 17B

PB SM | Homozygous Polled | Homozygous Black | Tattoo: H219

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7.6	3.3	84.3	121.3	0.23	2.6	18.3	8.8	60.4	14.2	28.5	-0.43	-0.13	-0.09	0.92	106	72

Royalty



Crystal 149D | Dam of Lots 16 - 18

Look, presence, and unprecedented style... Royalty combines the herd sire fundamentals with so much more. This homozygous black and homozygous polled AI sire prospect is one that we plan to incorporate heavily in our breeding program. His genuine stoutness of foot and bone, coupled with the correctness of angles, looseness of build, and added dimension set him into a league of his own. GPG Royalty 219H is backed by one of the most prolific cow families in the business, Rhythm 418P, the matriarch of the Ruby Cattle Company program. 418P, the fourth-generation dam of Royalty, has recorded well over 100 sons and daughters that can be identified in some of the top breeding programs in North America. 219H is an absolute must see on sale day!

*Oklahoma City Cattlemen's Congress display bull. Terms announced sale day.*





17

**BFJV RAMPAGE H218**

BRED BY BRUHN FARMS JOINT VENTURE

DOB: 2/27/20 | ASA: 3829411 | Act. BW: 84 | Adj. WW: 810

PROFIT

MR TR HAMMER 308A ET

**SWSN CASH FLOW 81E**

**CRYSTAL 149D**

LADY DI

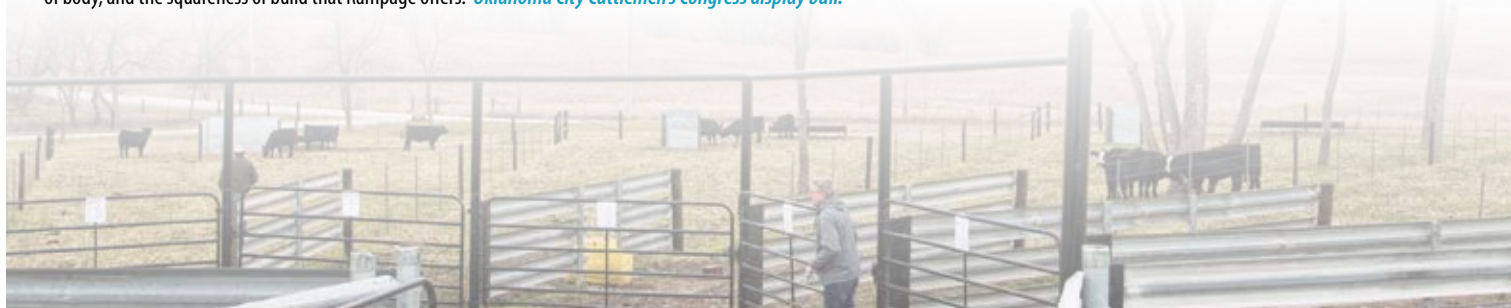
MOORE SHANIA 17B

**PB SM | Homozygous Polled | Homozygous Black | Tattoo: H218**

*Rampage*

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.7	3.3	75.6	109.7	0.21	3	18.3	8.9	56.1	13.5	25.1	-0.45	-0.12	-0.09	0.89	103.3	67.3

BFJV Rampage H218 is a flush mate brother to Royalty. A perfect blaze faced purebred herd sire prospect that is near flawless in his basic build and profile. Rampage is a big topped, bold ribbed, wide pinned bull that is backed by the elite Rhythm 418P cow family. Rampage has been a standout since day one, displaying a proud presence on the move. Study the roundness of his rib cage, the depth of body, and the squareness of build that Rampage offers. [Oklahoma City Cattlemen's Congress display bull.](#)







LOT 18 | BFJV BRUNO H216



Rosebud 17H | \$20,000 Maternal Sister to Lot 19

LOT 19 | FRKG CASH FLOW 248H



Magnolia 18H | \$20,000 Maternal Sister to Lot 19



18

BFJV BRUNO H216

BRED BY BRUHN FARMS JOINT VENTURE

DOB: 2/26/20 | ASA: 3829413 | Act. BW: 82 | Adj. WW: 790

PROFIT

MR TR HAMMER 308A ET

**SWSN CASH FLOW 81E**

**CRYSTAL 149D**

LADY DI

MOORE SHANIA 17B

PB SM | Homozygous Polled | Homozygous Black | Tattoo: H216

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.7	3.2	74.6	108.1	0.21	3	18.3	8.9	55.5	13.5	24.2	-0.45	-0.12	-0.09	0.88	103.1	66.8

BFJV Bruno H216 is a member of the highly successful Cash Flow x Crystal 149D flush that also yielded Royalty and Rampage, two Oklahoma City Cattlemen's Congress display bulls. H216 is the youngest of the flush mate brothers that boasts an impressive 790-pound adjusted weaning weight. H216 is a star headed herd sire prospect that excels amongst his contemporaries in terms of length of body, and dimension from behind. H216 is an angular designed bull that is flat shouldered, clean jointed, and sound structured. He takes a long and accurate stride when on the move.

19

FRKG CASH FLOW 248H

BRED BY FREKING CATTLE CO

DOB: 1/23/20 | ASA: 3830421 | Act. BW: 87 | Adj. WW: 877

PROFIT

WS PILGRIM H182U

**SWSN CASH FLOW 81E**

**HCCO COUNTESS 174F**

LADY DI

BIZ COUNTESS 174Y

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: 248H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.1	3.8	77.2	106	0.18	4.2	18.9	11.9	57.5	9.9	23.8	-0.4	-0.04	-0.08	0.79	99.6	69.2

FRKG Cash Flow 248H is the moderate framed, dense, masculine homozygous black and homozygous polled son of the \$350,000 SWSN Cash Flow 81E. 248H is a direct son of the prolific young HCCO Countess 174F matriarch, a female that is quickly proving her worth in production. 174F is the dam of lot 17, Rosebud 17H, Rust Mountain View Ranch's \$20,000 selection from the Customer Appreciation Female Sale in December. Another maternal sister to 248H is Magnolia 18H, selected by Bruhn Cattle. 18H is a sleek made female that also commanded a \$20,000 hammer price. 248H is backed by one of the true rising stars in the donor pen at Freking Cattle Company. Consistency counts!





LOT 20 | MR CASH FLOW 019H



BF Miss Crysteel Tango | \$114,000 Maternal Granddam of Lots 20 and 21

LOT 21 | VCL FIREFLY'S CASH FLOW 512H



Firefly 311A | \$100,000 Full Sister to Dam of Lots 20 and 21



20

MR CASH FLOW 019H

BRED BY TONY SIMONS

DOB: 3/24/20 | ASA: 3830257 | Act. BW: 87 | Adj. WW: 769

PROFIT

WS PILGRIM H182U

**SWSN CASH FLOW 81E**

**VCL LKC FIREFLY 319F**

LADY DI

BF MISS CRYSTEEL TANGO

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 019H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.3	3	74.2	97.7	0.15	3.8	18.9	9.3	56	8.5	17.4	-0.41	-0.1	-0.09	0.71	94.5	66.8

MR Cash Flow 019H is a powerful, shapely, well designed son of SWSN Cash Flow 81E and backed by VCL LKC Firefly 319F, a full sister to the \$100,000 Firefly. 319F is also a full sister to 512C, the dam of lot 21. Crysteel Tango is one of the most relevant females in the Simmental breed, with countless individuals of influence. 019H and 512H are full brothers in blood that are comparable in their basic build. Large sire groups and foundation cow families combined make for a more uniformed calf crop.

21

VCL FIREFLY'S CASH FLOW 512H

BRED BY VOGLER CATTLE CO

DOB: 2/20/20 | ASA: 3829050 | Act. BW: 72 | Adj. WW: 794

PROFIT

WS PILGRIM H182U

**SWSN CASH FLOW 81E**

**VCL LKC 512C**

LADY DI

BF MISS CRYSTEEL TANGO

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 512H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.1	2.8	71.3	91.7	0.13	4.3	19.3	8.7	54.9	10.7	15.6	-0.34	-0.08	-0.07	0.59	99.6	65.5

VCL Firefly's Cash Flow 512H is line-bred to the impressive \$114,000 BF Miss Crysteel Tango. The sire of 512H is the \$350,000 SWSN Cash Flow 81E, an own son of the \$120,000 Lady Di. Maternally he is supported by 512C, the Pilgrim sired daughter of BF Miss Crysteel Tango. 512C is a full sister to the \$100,000 American Royal and AJSA National Classic Champion, Firefly. Another full sister would be, CeCe, the popular 3rd Overall Bred & Owned Purebred at the 2016 AJSA National Classic for Stephanie Kersten. 512H is a moderate framed, thick ended bull that is loaded with power and shape from end to end.



LOT 22 | GPG CASH FLOW 15H

RUBY NFF Rhythm 2124Z  
The prolific Maternal Sister to the Granddam  
of Lot 22 and Lot 49



22

GPG CASH FLOW 15H

BRED BY GENETICS PLUS GROUP

DOB: 2/25/20 | ASA: 3830423 | Act. BW: 79 | Adj. WW: 780

PROFIT

MOORE OLYMPUS 119Z

SWSN CASH FLOW 81E

MOORE SHANIA 17B

LADY DI

RUBY NFF RHYTHM Z214

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 15H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9	4.2	80.1	109.8	0.19	4.2	18.5	7.5	58.5	8.7	24.6	-0.43	-0.19	-0.08	0.9	89.3	66.8

GPG Cash Flow 15H is a larger framed, long sided, big-hipped son of SWSN Cash Flow 81E. The dam of 15H is Moore Shania 17B, a maternal granddaughter of the iconic Rhythm 418P matriarch. Moore Shania 17B is the dam of Crystal 149D, the dam of one of the most successful sets of flush brothers that sell as lots 16, 17, and 18. 15H is backed by two of the most elite cow families in the business.

23

CASH FLOW 72H

BRED BY MARK TRACY

DOB: 1/23/20 | ASA: 3833977 | Act. BW: 80 | Adj. WW: 895

PROFIT

MR CCF VISION

SWSN CASH FLOW 81E

HCCO COUNTESS 488D

LADY DI

WILSON MISS 461B

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 72H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.9	2.9	79.5	111.9	0.2	5.6	18.6	10	58.3	9.9	26.9	-0.41	-0.07	-0.08	0.91	105.3	71.3

72H is the heaviest weaning son of SWSN Cash Flow 81E. He is a son of HCCO Countess 488D, the three-quarter blood daughter of MR CCF Vision. 72H is flawless in his basic build, correct in his angles, smooth jointed, and offers the added weaning weight performance essential to increase the profitability of any operation. 72H is backed by generations of proven and productive Angus females on his maternal side.



LOT 23  
CASH FLOW  
72H





LOT 24  
EC CASH FLOW  
279H

24

EC CASH FLOW 279H

BRED BY EAGLES CREST CATTLE

DOB: 1/8/20 | ASA: 3830425 | Act. BW: 83 | Adj. WW: 890

PROFIT

MR TR HAMMER 308A ET

**SWSN CASH FLOW 81E**

**DSFF COUNTESS 4D**

LADY DI

HCCO COUNTESS 111B

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 279H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9	4.2	80.1	109.8	0.19	4.2	18.5	7.5	58.5	8.7	24.6	-0.43	-0.19	-0.08	0.9	89.3	66.8

EC Cash Flow 279H is another standout from the rookie calf crop offered from the \$350,000 SWSN Cash Flow 81E. The dam of 279H is the prolific DSFF Countess 4D matron that is sired by MR TR Hammer 308A ET. 4D is the dam of EC Super Bowl 115F, resident herd sire for Wayne and Barb Ohlrichs of Norfolk, Nebraska. Daughters of 4D are working in the Schram Cattle Company program at Nebraska City. 289H is a heavy boned, dense made homozygous black and homozygous polled herd bull candidate that came to the weaning pen with nearly 900 pounds of pay weight.

25

HCCO CASH FLOW 104H

BRED BY HARTMAN CATTLE CO

DOB: 2/21/20 | ASA: 3830417 | Act. BW: 79 | Adj. WW: 838

PROFIT

WAGR DRIVER 706T

**SWSN CASH FLOW 81E**

**COUNTESS 104Y**

LADY DI

104U

3/4 SM 1/4 AN | Homozygous Polled | Homozygous Black | Tattoo: 104H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9	2.6	68.2	96.2	0.17	4.5	20.1	9	54.1	12.8	17.5	-0.3	0.04	-0.05	0.65	99.4	63.3

HCCO Cash Flow 104H is a well-built, sharp designed SimAngus herd sire prospect. He is backed by the maternal influence of the great WAGR Driver 706T. 104H offers a sensible birth weight of 79-pounds and spreads to an 838 adjusted weaning weight. 104H is big topped, thick ended, and level in his lines. A multi-use Percentage Simmental bull that will add heterosis to your next calf crop and leave behind a top shelf set of replacements.



LOT 25  
HCCO CASH  
FLOW 104H



2020 NWSS GRAND CHAMPION PEN OF 5 SIMMENTAL BULLS



2020 NWSS GRAND CHAMPION PEN OF 3 SIMMENTAL BULLS







EC Rebel 156F | \$200,000 Sire of Lot 26



JMNC Fantasia 318E | Dam of Lot 26

# 26

## MGI REBEL 223H

BRED BY MEYER GENETICS

DOB: 2/23/20 | ASA: 3830424 | Act. BW: 80 | Adj. WW: 887

PROFIT

MR HOC BROKER

**EC REBEL 156F**

**JMNC FANTASIA 318E**

DSFF COUNTESS 357D

ANTHOLZ QUEEN ANN 879

3/4 SM 1/4 AN | Homozygous Polled | Homozygous Black | Tattoo: 223H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
5	4.4	74.6	112.4	0.24	2.2	17.8	3.4	55.1	11.3	21.2	-0.25	0.1	-0.06	0.5	94.5	65.5

MGI Rebel 223H is the lone son of the \$200,000 EC Rebel 156F, arguably the most consistent son of the \$400,000 Profit. Rebel's rookie calf crop yielded daughters that commanded \$77,000, \$50,000, \$49,000, \$35,000, \$25,000, and \$20,000. Rebel's full brother, Renegade, was the \$120,000 selection by Hoffman Ranch in the 2020 Hartman Cattle Company Bull Sale. In December, a sister to Rebel and Renegade was selected for \$50,000 by Moore Land & Cattle. The dam of 223H is JMNC Fantasia 318E, a Broker daughter that has become a role model producer at Meyer Genetics. 223H is a rugged designed, sound footed, well-built herd sire prospect. 223H is one of the first Rebel sons to sell at public auction.

# Rebel





TL Ledger | \$250,000 Sire of Lots 27 - 34

27

TL REVENANT 35

BRED BY TREE LANE FARMS

DOB: 3/7/20 | ASA: 3829823 | Act. BW: 79 | Adj. WW: 712

PROFIT

W/C RELENTLESS 32C

TL LEDGER

RJ MISS ELLIE 7052E

MISS STAR ABOVE

HARA'S MISS HEARTBREAKER

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 35H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.7	3.3	71.9	97.1	0.16	4.9	17.9	6.4	53.8	11.6	17.5	-0.35	0.12	-0.07	0.65	111.2	70.5

Revenant

TL Revenant 35 is a standout son of the \$250,000 TL Ledger, backed by one of the most prolific lines in the industry on the maternal side of his lineage. The dam of TL Relevant 35 was successfully campaigned by Amelia Miller of Illinois to countless victories prior to entering production. The dam of 7052E, Hara's Miss Heartbreaker is one of the most productive and exciting young females in the donor pen at RJ Cattle Co. in Mitchell, South Dakota. Hara's Miss Heartbreaker 422B has produced well over the quarter million-dollar mark, with high sellers commanding as much as \$60,500. Revenant offers a look of style and quality from every angle that is difficult to duplicate. Revenant has the credentials to sire elite females that command a premium. Be sure to stop by the Hartman Cattle Company display in Oklahoma City to study his elite build and proud presence in person! [Oklahoma City Cattlemen's Congress display bull. Tree Lane Farms and Hartman Cattle Company each retain 100 units of semen at cost for in herd use.](#)





Lot 28 | TL Titan 43



28

TL TITAN 43

BRED BY TREE LANE FARMS

DOB: 3/8/20 | ASA: 3829824 | Act. BW: 81 | Adj. WW: 674

PROFIT

W/C RELENTLESS 32C

**TL LEDGER**

**RJ MISS ELLIE 7052E**

MISS STAR ABOVE

HARA'S MISS HEARTBREAKER

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 43H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.7	3.3	71.9	97.1	0.16	4.9	17.9	6.4	53.8	11.6	17.5	-0.35	0.12	-0.07	0.65	111.2	70.5

*Titan*

TL Titan 43 is a flush mate brother to TL Relevant 35, sired by the \$250,000 TL Ledger. Ledger is the Profit sired maternal brother to TL Bottomline. Tree Lane Farms has an established reputation for producing several of the Simmental breed's most utilized sires. The TL prefix is synonymous with quality. Titan is a product of the program, backed by the influence of the great Hara's Hairietta H4W. Titan is athletic in his build, attractive in terms of his pattern, and offers the proven lineage to support his generating potential.





29

EC LEDGER 36H

BRED BY EAGLES CREST CATTLE

DOB: 1/15/20 | ASA: 3830426 | Act. BW: 83 | Adj. WW: 891

PROFIT

MR CCF VISION

**TL LEDGER**

**DSFF COUNTESS 224D**

MISS STAR ABOVE

HCCO COUNTESS 104B

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 36H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.6	2.9	77.5	108	0.19	5.5	19.9	9	58.6	11.1	22.4	-0.42	0	-0.08	0.84	107	71.9

EC Ledger 36H is a standout, power packed Purebred herd sire prospect that is sired by the great TL Ledger. DSFF Countess 224D has been a reliable and prolific producer for Eagles Crest Cattle Company. 244D has produced sons that are working for Kevin Fisher of Ohio and Dalton Maddox of Texas. EC Ledger 36H offers the added rib shape, depth, and fleshing ability essential to leave behind a sensational set of replacement females.







Bailey's Profit's Dream | \$195,000 Maternal Sister to Lot 30



Bailey's Dream Girl | \$135,000 Maternal Sister to Lot 30

30

BAILEY'S ACCOUNTANT 014H

BRED BY BAILEY LIVESTOCK

DOB: 2/7/20 | ASA: 3829041 | Act. BW: 84 | Adj. WW: 836

PROFIT  
TL LEDGER

MISS STAR ABOVE

DSR COMMISSONER R827

BAILEY'S MS DREAMY 946W

SRF MISS DAKOTA 49K

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: 014H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.2	2.9	65.6	93	0.17	5.2	23	2	55.8	15.2	5.4	-0.41	0.06	-0.09	0.55	112.7	66.5

Bailey's Accountant 014H is a three-quarter brother to the \$195,000 2018 AJSA National Classic Grand Champion Purebred Female and \$135,000 leading donor, Bailey's Dream Girl. Accountant is sired by the \$250,000 TL Ledger, one of the most exciting Profit son's in the business. 014H is a sharp featured star headed Purebred herd sire prospect. This homozygous polled stud is loose made, sound footed, and flexible in his basic build. 014H takes a long, accurate stride on the move and sets to the surface with confidence. The dam of 014H, Bailey's Ms Dreamy 946W is one of the highest dollar generating females in the history of the Simmental breed. Pedigree, performance, and profitability are all inclusive with Bailey's Accountant 014H.





LOT 31  
VCL LEDGER  
260H

31

VCL LEDGER 260H

BRED BY VOGLER CATTLE CO

DOB: 2/4/20 | ASA: 3829053 | Act. BW: 74 | Adj. WW: 846

PROFIT

WAGR HIGHMORE 173B

TL LEDGER

HCCO COUNTESS 489D

MISS STAR ABOVE

WILSON MISS 425B

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 260H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.2	1.9	65.8	91.5	0.16	6.7	21	6	53.8	13.2	11.2	-0.37	0.16	-0.08	0.54	119.4	70.3

VCL Ledger 260H is a smooth jointed, sound structured son of TL Ledger that is backed by a member of the famed Countess tribe. The dam of 260H is HCCO Countess 489D, a direct daughter of the great WAGR Highmore 173B. A full sister to 260H is employed at Freking Cattle Company. HCCO Countess 489D is a picture-perfect young female that has evolved as a role model producer for Vogler Cattle Company. 260H's sensible birth weight of 74-pounds, combined with a double-digit CE EPD suggest he would serve as a valuable heifer safe option without sacrificing pounds of performance at weaning.

32

BFJV SLEDGER 665H

BRED BY BRUHN FARMS JOINT VENTURE

DOB: 2/5/20 | ASA: 3829415 | Act. BW: 80 | Adj. WW: 831

PROFIT

MR CCF VISION

TL LEDGER

MISS SHANIA 6D

MISS STAR ABOVE

SFI MISS HANNAH 36B

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: 665H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.1	2.5	77.3	112.1	0.22	6.6	19.8	7.6	58.4	12.4	15.8	-0.41	-0.05	-0.08	0.7	110.1	71.4

BFJV Sledger 665H is another smooth made, sound built, athletic son of the \$250,000 TL Ledger. 665H is influenced by some of the breed's greats on his maternal side including, MR CCF Vision, WS Pilgrim H182U, and WAGR Driver 706T. 665H is clean jointed, flat shouldered, smooth made, and angular in his build. He offers a sensible birth weight, combined with a double-digit CE EPD to further compliment his calving ease potential. Recommended for use on well-managed heifers.



LOT 32  
BFJV SLEDGER 665H

MR CCF Vision

Maternal Grand sire of several bulls selling







LOT 33  
BEJV BERKYS  
BOY 55H

33

BEJV BERKYS BOY 55H

BRED BY BRUHN FARMS JOINT VENTURE

DOB: 1/18/20 | ASA: 3829416 | Act. BW: 88 | Adj. WW: 851

PROFIT

WAGR DRIVER 706T

TL LEDGER

BEJV RED DIAMOND F055

MISS STAR ABOVE

BEJV FANTASIAS DIAMOND

PB SM | Heterozygous Polled | Heterozygous Black | Tattoo: 55H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7.4	4	71.3	98.9	0.17	4.4	18.3	5.9	53.8	12	11.1	-0.46	0.1	-0.09	0.75	107.2	68.9

55H is a long sided, stout featured son of the \$250,000 TL Ledger, backed by the influence of the maternal legend, WAGR Driver 706T. He traces to the influence of the great Moore Fantasia 16B as his third-generation dam. 55H was raised by a hard working two-year-old dam that is quickly proving her worth at Bruhn Farms in Iowa. He is a surefire option to add frame, length, and scale to your next calf crop.

34

BF SIMPLE MAN

BRED BY BF BLACK SIMMENTALS

DOB: 2/18/20 | ASA: 3829826 | Act. BW: 85 | Adj. WW: 860

PROFIT

W/C BF INNOCENT MAN

TL LEDGER

RAINS STEEL LINE E20

MISS STAR ABOVE

RAINS STEEL LINE

3/4 SM 1/4 AN | Homozygous Polled | Homozygous Black | Tattoo: 20H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.5	1.3	62.7	88.4	0.16	5.1	20.4	7.2	51.7	12.6	8.1	-0.36	-0.05	-0.06	0.64	96.3	59.7

BF Simple Man is the three-quarter blood SimGenetic stud that is sired by TL Ledger and backed by the influence of W/C BF Innocent Man 174A and SVF Steele Force 5701. Simple Man is a sound footed, good structured bull that reads with tremendous shape and expression from every angle. Simple Man is a big topped, wide centered bull that offers exceptional pin width and dimension from behind. A performance-oriented prospect that recorded an impressive 860-pound weaning weight.



LOT 34  
BF SIMPLE MAN



BF Miss Crysteel Tango | Dam of Lot 35



VCL LKC EQUITY 608D | \$70,000 3/4 Sib to Lot 35

# 35

## LKCC J DUTTON 29H

BRED BY KERSTEN CATTLE

DOB: 4/16/20 | ASA: 3829408 | Act. BW: 77 | Adj. WW: 755

PROFIT SVF STEEL FORCE S701  
**GPG LEGEND 109F** **BF MISS CRYTEEL TANGO**  
 MOORE SHANIA 17B LLSF TANGO T194

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: 29H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.3	2.7	69.1	94.5	0.16	3.2	18.2	8.3	52.7	13.9	16.8	-0.36	-0.11	-0.08	0.6	102.9	63.8

GPG Legend 109F is the \$100,000 2/3 interest herd sire that was a member of the 2019 National Western Stock Show pen of three Simmental bulls. He is a direct son of the \$400,000 Profit, and backed by the prolific Moore Shania 17B, a foundation breeding piece that was produced in the Moore Land & Cattle program at Jerseyville, Illinois. Shania 17B is a descendant of the immortal 418P matriarch. Legend's rookie calf crop has exceeded expectations and we proudly present LKCC J Dutton 29H, the Legend sired son of the \$114,000 BF Miss Crysteel Tango. Maternal sibs to 29H would include the \$120,000 Lady Di, \$100,000 Firefly 311A, and \$70,000 Equity, as well as Profit Maker, Dagger, and Thor 503C to name a few of the individuals of influence that carry on the tradition set forth by the great Crysteel Tango. Here is the unique opportunity to inject the maternal stability from two of the most dominant matriarchs in the history of the Simmental breed, Crysteel Tango and Rhythm 418P. *Oklahoma City Cattlemen's Congress display bull.*





**LOT 36**  
LKCC RIPP'S  
LEGEND

GPG Legend 109F | Sire of Lots 35 - 37



**36**

**LKCC RIPP'S LEGEND**  
BRED BY KERSTEN CATTLE

DOB: 3/29/20 | ASA: 3829409 | Act. BW: 80 | Adj. WW: 726

PROFIT

MR CCF VISION

**GPG LEGEND 109F**

**LKCC MISS 20/20**

MOORE SHANIA 17B

HTP SVF DEW THE STROKE

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: 13H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.5	3.5	74.5	108.1	0.21	4.2	18.2	9	55.5	14.4	19.8	-0.48	-0.08	-0.10	0.9	107.8	67.8

13H is another son of GPG Legend 109F, supported by the influence of MR CCF Vision on his maternal side. 13H is a smooth made, level topped, thick ended herd sire prospect. He is one of the younger bulls in the offering, born at the end of March. 13H is backed by an elite cow family top and bottom side of his lineage, tracing to the legendary Rhythm 418P and HTP SVF Honeydew.

**37**

**HERBSTER SAGA 42H**  
BRED BY MIRANDA RAITHEL

DOB: 4/1/20 | ASA: 3830439 | Act. BW: 87 | Adj. WW: 745

PROFIT

PROFIT

**GPG LEGEND 109F**

**EC COUNTESS 286F**

MOORE SHANIA 17B

DSFF COUNTESS 385D

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: 42H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
5.6	5.4	80.3	116.7	0.23	2.5	18.6	5.8	58.7	14.3	16.8	-0.43	-0.03	-0.09	0.73	104.1	69.3

Herbster Saga 42H is the first son of the reigning 2020 National Western Stock Show Grand Champion Purebred Female, EC Countess 286F, the \$127,500 high selling female from the 2018 Hartman Cattle Company Customer Appreciation Female Sale. Herbster Saga 42H is sired by the newfound calving ease specialist, GPG Legend 109F. 42H is a big footed, stout boned, wide pinned Purebred herd sire prospect that is one of the youngest bulls in the offering. A maternal brother to 286F, Dominator, is employed by Spencer Hovde. Sisters to 286F are working at Schmidt Family Cattle, Meyer Genetics, and Moore Land & Cattle. Power in the blood!



**LOT 37**  
HERBSTER SAGA 42H

EC Countess 286F | \$127,500 Dam of Lot 37







ES Right Time FA110-4 | Sire of Lot 38



Bailey's Dream Girl | \$135,000 Dam of Lot 38



KTE FL Hazel 1H ET | \$50,000 Maternal Sister

38

KTE FRKG RESET 825H ET

BRED BY FREKING CATTLE CO & CK CATTLE CO

DOB: 3/18/20 | ASA: 3830433 | Act. BW: 84 | Adj. WW: 792

WELSHS DEW IT RIGHT067T

PROFIT

ES RIGHT TIME FA110-4

BAILEY'S DREAM GIRL

ESA110

BAILEY'S MS DREAMY 946W

PB SM | Heterozygous Polled | Homozygous Black | Tattoo: 825H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7.4	3.4	79.1	117	0.24	3	22.4	5.8	61.9	16	21.5	-0.42	0.06	-0.10	0.7	118.4	74.1

KTE FRKG Reset 825H ET is without question one of the most unique individuals to surface within the past decade. Reset's sire, ES Right Time FA110-4, is one of the industry's most exciting young sires. A resident herd sire for CK Cattle Company, Right Time has endured one of the most illustrious rookie sire seasons we have ever seen. The only two heifer calves to sell at public auction commanded \$60,000 and \$11,500 in October of 2020 in the Black Label. The dam of Reset is the \$135,000 Bailey's Dream Girl, the full sister to the \$195,000 AJSA National Classic Grand Champion Owned Heifer for Sara Sullivan. A maternal sister to Reset, sired by Rebel, commanded a \$50,000 hammer price in our 24th Annual Customer Appreciation Female Sale this past December. Bailey's Ms Dreamy 946W, the maternal granddam of Reset, is one of the most influential females in the Simmental breed, producing countless six-figure daughters that have made substantial impacts in production. Right Time is one of the most exciting and relevant young sires in North America. Semen is NOT available on the open market and is only sold on special occasions. Recently semen averaged over \$850 per unit. Right Time is one of the absolute best footed Simmental bulls we have ever seen. Like every breeder, do you find yourself contemplating the difficult decision of what next amidst the constantly moving target known as sire selection? Reset your breeding program on February 7, 2020 in Tecumseh, Nebraska!

Oklahoma City Cattlemen's Congress display bull. Terms announced sale day.





39

**GPG SPECTRUM 601H**

BRED BY GENETICS PLUS GROUP

DOB: 2/20/20 | ASA: 3802189 | Act. BW: 81 | Adj. WW: 827

MR CCF 20-20

WS PILGRIM H182U

**GPG FOCUS 135F**

**HCCO COUNTESS 101B**

WAGR DIAMOND 10D

COUNTESS 101Y

PB SM | Polled | Black | Tattoo: 601H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.5	3.6	86.6	122.6	0.22	3.7	18.6	7.9	61.9	13.4	22.4	-0.51	0.06	-0.10	0.93	116.6	78.2

*Spectrum*



GPG Focus 135F | Sire of Lots 39 - 41

GPG Spectrum 601H is the perfect blaze faced stud that is sired by the six-figure valuation GPG Focus 135F and backed by the decorated Countess cow family. Focus was one of the featured lots in our 2019 Bull Sale, selected by the astute breeders that make up the Focus Group. Focus is backed by the immortal 3C Melody M668 BZ, undeniably one of the most influential females in the American Simmental Association data base. GPG Spectrum 601H is tremendous in his foot shape, bone work, and angles. He travels with true athleticism, offering the rugged three-dimensional look of a herd sire prospect. A strong maternal foundation supports future generations of Simmental seedstock sired by Spectrum. *Oklahoma City Cattlemen's Congress display bull.*



LOT 40  
HCCO FOCUS  
744H

40

HCCO FOCUS 744H

BRED BY HARTMAN CATTLE CO

DOB: 1/10/20 | ASA: 3830418 | Act. BW: 82 | Adj. WW: 875

MR CCF 20-20

PROFIT

GPG FOCUS 135F

HCCO COUNTESS 744F

WAGR DIAMOND 10D

744A

3/4 SM 1/4 AN | Homozygous Polled | Heterozygous Black | Tattoo: 744H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7.3	4.4	79.4	118.5	0.24	3.5	21.4	6.1	61	11.7	22.3	-0.32	0.22	-0.07	0.62	107	72.6

HCCO Focus 744H is a soggy, deep sided, bold ribbed herd sire prospect that is sired by GPG Focus 135F and supported by the influence of the \$400,000 Profit. This baldy herd bull candidate is stout featured, wide based, and offers tremendous growth and power, coming to the weaning pen with over 870 pounds of pay weight.

41

HCCO FOCUS 743H

BRED BY HARTMAN CATTLE CO

DOB: 2/5/20 | ASA: 3830419 | Act. BW: 83 | Adj. WW: 889

MR CCF 20-20

PROFIT

GPG FOCUS 135F

HCCO COUNTESS 743F

WAGR DIAMOND 10D

743A

3/4 SM 1/4 AN | Homozygous Polled | Homozygous Black | Tattoo: 743H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7	4.2	76.6	114.6	0.24	3.4	20.5	6.1	58.8	11.7	21	-0.36	0.22	-0.07	0.71	106.2	71.2

HCCO Focus 743H is a blaze faced son GPG Focus 135F and backed by a hard-working two-year old dam, HCCO Countess 743F. He is a big spread herd bull prospect that boasts a moderate 83-pound birth weight and spreads to 889-pounds at weaning time. 743H is smooth made, well balanced, and sound footed.



LOT 41  
HCCO FOCUS  
743H





LOT 43

MR 20/20 62H

MR CCF 20-20 | Sire of Lots 43 - 44



43

MR 20/20 62H

BRED BY COLBURN CATTLE CO

DOB: 1/16/20 | ASA: 3830427 | Act. BW: 82 | Adj. WW: 779

MR CCF VISION

WAGR DRIVER 706T

**MR CCF 20-20**

**DAISY MAE**

HTP SVF DEW THE STROKE

B R MISS ALB TRAV 401P

3/4 SM 1/4 AN | Homozygous Polled | Homozygous Black | Tattoo: 62H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.1	2.4	77.7	113.2	0.22	5.2	17.3	9.1	56.1	13.3	23.2	-0.42	0.23	-0.07	0.95	117.5	74.6

62H is a stout featured three-quarter blood SimAngus herd sire prospect that is sired by the six-figure valuation MR CCR 20-20 and backed by a role model daughter of WAGR Driver 706T. 62H is a bold centered, clean sheathed, well-balanced SimAngus bull that will add power, maternal stability, and skeletal quality to any outfit.

44

MR 20/20 202H

BRED BY MAHONEY CATTLE COMPANY

DOB: 1/31/20 | ASA: 3830430 | Act. BW: 79 | Adj. WW: 840

MR CCF VISION

WS PILGRIM H182U

**MR CCF 20-20**

**HARA'S PRINCESS 1B**

HTP SVF DEW THE STROKE

HARAS HAIRIETTA CLONE H4W

3/4 SM 7/32 AN 1/32 MA | Homozygous Polled | Homozygous Black | Tattoo: 202H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13	1.9	72.4	100.8	0.18	5.2	13.8	8.5	50	8.3	17.4	-0.49	0.11	-0.08	0.97	102.8	69

202H is an attractive patterned, smooth shouldered, extended son of MR CCF 20-20. He is further supported by the influence of Hara's Princess 1B, the WS Pilgrim H182U sired daughter of the legendary Hara's Hairietta H4W. 202H is a powerful blaze faced SimGenetic herd sire prospect that will add pounds to your calf crop at weaning time. 202H pressed down the scales with 840-pounds of pay weight when he came to the weaning pen. A full sister to 202H is Princess 202F, a tremendous young female that works in the Freking Cattle Company program.



LOT 44

MR 20/20  
202H



LOT 45 | VCL FIREFLY'S  
FORESIGHT 508H

VCL Foresight | Sire of Lot 45



45

VCL FIREFLY'S FORESIGHT 508H  
BRED BY VOGLER CATTLE CO

DOB: 3/8/20 | ASA: 3829051 | Act. BW: 75 | Adj. WW: 710

MR CCF 20-20

WS PILGRIM H182U

VCL FORESIGHT

VCL LKC 508C

HCCO COUNTESS 412D

BF MISS CRYSTEEL TANGO

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 508H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.5	1.9	75.3	105.8	0.19	4.3	17.6	7.9	55.2	12.7	13.7	-0.45	0.07	-0.09	0.78	117.8	73.8

VCL Firefly's Foresight 508H combines the two most elite cow families that have been employed at Vogler Cattle Company, HCCO Countess 412D and BF Miss Crysteel Tango. 508H is the lone Foresight son in the offering, backed by the Pilgrim sired daughter of Crysteel Tango. VCL LKC 508C is a full sister to the well-known CeCe matron that is owned by Stephanie Kersten of Nebraska. A full brother to Foresight, Perception, is the new calving ease solution used at Vogler Cattle Company. 508H offers a balanced phenotype, sound structural build, and strong genetic foundation. 508H boasts a very sensible 75-pound birth weight, making him a potential option for use on well-managed heifers.

46

VCL FORTUNE 252H

BRED BY VOGLER CATTLE CO

DOB: 1/20/20 | ASA: 3829052 | Act. BW: 75 | Adj. WW: 828

MR TR HAMMER 308A ET

WS PILGRIM H182U

ACLL FORTUNE 393D

HCCO COUNTESS 423D

FIREFLY 311A

WW3 COUNTESS 423A

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 252H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.9	1.9	74.5	105.9	0.2	3.6	18.9	11.6	56.1	5.6	27.7	-0.43	0.04	-0.10	0.82	99.8	72.5

VCL Fortune 252H is another direct son of the \$185,000 ACLL Fortune 393D. The dam of 252H is HCCO Countess 423D, a member of the renown Countess tribe that has made a substantial impact on the Hartman Cattle Company program and Simmental breed as a whole. 252H is a logical option to add length of side, frame, extension, and muscle shape to your program. 252H offers a sensible 75-pound birth weight and spreads to 828-pounds at weaning time. Real-world, visual performance will consistently increase profitability.



LOT 46 | VCL FORTUNE 252H

ACLL Fortune 393D | Sire of Lots 46 - 54





48

FORTUNE 14H

BRED BY STEPHEN MILLER

DOB: 1/13/20 | ASA: 3830693 | Act. BW: 83 | Adj. WW: 910

MR TR HAMMER 308A ET

WS PILGRIM H182U

**ACLL FORTUNE 393D**

**JMNC FANTASIA 218E**

FIREFLY 311A

MISS VISION 523C

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 14H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.9	2.5	80.1	111.9	0.2	3	19.3	10.8	59.3	4.8	26.6	-0.44	0.08	-0.09	0.9	102.9	75.8

Fortune 14H is sired by ACLL Fortune 393D, the standout son from the \$100,000 National Champion Firefly 311A. The dam of 14H is sired by the deceased WS Pilgrim H182U. He is a thick ended, big topped, wide based, rugged herd bull candidate. His added length of side, depth of rib, and dimension has facilitated his three-dimensional build and 900 plus pounds of weaning weight performance.



MR HOC Broker

Triple Crown Winning Maternal Grandsire of several bulls selling

49

FORTUNE 3H

BRED BY RICK HARTMAN

DOB: 1/4/20 | ASA: 3833976 | Act. BW: 83 | Adj. WW: 875

MR TR HAMMER 308A ET

PROFIT

**ACLL FORTUNE 393D**

**MOORE RHYTHM 7F**

FIREFLY 311A

RUBY NFF RHYTHM Z214

PB SM | Heterozygous Polled | Heterozygous Black | Tattoo: 3H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.6	4	76.6	112	0.22	1.8	19.1	12	57.4	11.7	27.2	-0.44	-0.05	-0.10	0.82	103.6	68.7

Fortune 3H defines the fundamentals of what a herd bull should possess. 3H is stout from the ground up, correct in his angles, wide chested, bold bodied, and dense made. He is thick ended, big hipped, and offers tremendous shape down his top and through the base of his quarter. 3H is supported by the influence of the immortal Rhythm 418P cow family on the maternal side of his lineage. A logical option to add pay weight to your next calf crop.



LOT 49 | FORTUNE 3H

50

DSFF FORTUNE 600H

BRED BY SCHMIDT FAMILY LLC

DOB: 2/22/20 | ASA: 3830413 | Act. BW: 78 | Adj. WW: 715

MR TR HAMMER 308A ET

MR HOC BROKER

**ACLL FORTUNE 393D**

**HCCO COUNTESS 100B**

FIREFLY 311A

COUNTESS 100Y

PB SM | Polled | Heterozygous Black | Tattoo: 600H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.3	2.5	77.5	113.1	0.22	3.2	18.4	8.9	57	10.7	25.6	-0.33	0.1	-0.07	0.69	111.3	74.4

DSFF Fortune 600H is a long spined, big hipped, powerful ended son of ACLL Fortune 393D. He is backed by a daughter of MR HOC Broker that is influenced by a daughter of WAGR Driver 706T. 600H combines the influence of the Firefly 311A and Countess cow lines. 600H offers a 78-pound birth weight. Recommended for use on well-managed heifers.



LOT 50 | DSFF FORTUNE 600H

LOT 51 | FORTUNE 80H



Stewart Katie 110Z  
Maternal Granddam of Lot 51



51

FORTUNE 80H

BRED BY RICK HENTHORN

DOB: 2/19/20 | ASA: 3833975 | Act. BW: 81 | Adj. WW: 710

MR TR HAMMER 308A ET

MR HOC BROKER

ACLL FORTUNE 393D  
FIREFLY 311A

HILLARY 1B  
STEWART KATIE 110Z

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 80H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.3	3	77.8	109.3	0.2	1.9	17.4	6.4	56.3	8.4	26	-0.37	0.02	-0.08	0.73	101.3	71.4

80H is a powerful son of ACLL Fortune 393D that is backed by the dominant influence of Stewart Katie 110Z, now employed in the Trennepohl Farms program of Indiana. The dam of 80H is a full sister to the \$102,000 Miss Katie 1C. Hillary 1B is a role model female that offers exceptional udder quality, structural integrity, and fleshing ease. 80H is a longer framed herd bull candidate that offers exceptional shape and thickness.

52

SWSN UPWARD TREND

BRED BY SWANSON CATTLE CO

DOB: 1/16/20 | ASA: 3829234 | Act. BW: 76 | Adj. WW: 817

MR TR HAMMER 308A ET

MR CCF VISION

ACLL FORTUNE 393D  
FIREFLY 311A

SWSN STARLIGHT 15D  
CONLEY STARLIGHT 832B

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 105H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.1	2.5	80.4	114.6	0.21	2.9	18.3	12.1	58.5	9.9	29.6	-0.48	0.06	-0.10	1	110.1	75.9

SWSN Upward Trend is the high performing son of the \$185,000 ACLL Fortune 393D and supported by the maternal influence of MR CCF Vision and WAGR Driver 706T. He traces to the legendary Conley Sheza Star W32, the dam of the \$50,000 Conley GCC Shocker C19. W32 is the matriarch of the Simmental division at Conley Cattle Company. Upward Trend is a big spread bull that offers a sensible 76-pound birth weight and spreads to over 800-pounds of weaning weight performance.



LOT 52

SWSN UPWARD  
TREND



53

HCCO FORTUNE 406H

BRED BY HARTMAN CATTLE CO

DOB: 2/12/20 | ASA: 3830420 | Act. BW: 81 | Adj. WW: 831

MR TR HAMMER 308A ET

MR HOC BROKER

**ACLL FORTUNE 393D**

**MECC MISS BROKER 576B**

FIREFLY 311A

LBK PRETTY MARCIA 12K1

3/4 SM 1/4 AN | Homozygous Polled | Homozygous Black | Tattoo: 406H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
5.6	1.7	68.7	99.4	0.19	0.2	17.1	7.7	51.3	9.7	29.3	-0.31	0.02	-0.07	0.68	89.9	63.4

HCCO Fortune 406H is another son of the impressive ACLL Fortune 393D that is backed by a daughter of MR HOC Broker that was bred in M&E Cattle Company program of North Dakota. A maternal sister of 406H sired by TJ High Calibre 556B is working in the Burke Simmentals program at Genoa, Nebraska. 406H is a powerful individual that offers tremendous post weaning performance. A moderate birth weight herd sire candidate to add pay weight to any calf crop.



LOT 53 | HCCO FORTUNE 406H

54

FORTUNE 17H

BRED BY JOE MORGAN

DOB: 2/14/20 | ASA: 3830431 | Act. BW: 79 | Adj. WW: 811

MR TR HAMMER 308A ET

WAGR DRIVER 706T

**ACLL FORTUNE 393D**

**MS FOCUSED DRIVER 633Y**

FIREFLY 311A

TR MS QUEEN MOTHER 6114S

3/4 SM 1/4 AN | Homozygous Polled | Heterozygous Black | Tattoo: 17H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.2	1.2	70.7	103.4	0.2	4.1	19.9	10	55.2	8.4	29.4	-0.33	0.22	-0.07	0.76	106.6	71.6

Fortune 17H is a dense, rugged, three-dimensional SimAngus herd bull prospect that is sired by the stout featured ACLL Fortune 393D. 17H is backed by a tried-and-true daughter of the legendary WAGR Driver 706T. 633Y has progeny working in some of the top programs across the continent, including ETR Cattle Co., Bruhn Farms, Shawn Harpole, and Wesley and Sam Gorham. 17H is a dependable option to add pounds of performance to your next calf crop.



LOT 54 | FORTUNE 17H

55

B&K MIDWAY 47H

BRED BY B&K FARMS

DOB: 3/29/20 | ASA: 3829954 | Act. BW: 71 | Adj. WW: 765

ES BUCKSHOT BT51-2

PROFIT

**JMG VOYAGER4242D**

**GLS DASH OF FAME D137**

JMG MISS 249Z

GLS PRECIOUS Y19

PB SM | Homozygous Polled | Homozygous Black | Tattoo: 47H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.1	4.1	83.3	124.3	0.26	2.3	23.2	6.3	64.8	16.7	33.8	-0.35	0.03	-0.08	0.79	116.5	74.5

B&K Midway 47H is sired by the outcross resident herd sire at Gateway Genetics, JMG Voyager 4242D. Voyager is the powerhouse baldy son of ES Buckshot BT51-2, backed by the influence of Yardley High Regard W242. He was named Supreme Grand Champion at the Nebraska State Fair and was popular among spectators in Kansas City and Denver as a mature bull. Voyager is leaving back a sensational set of daughters that exemplify skeletal quality, udder design and milk flow, and fleshing ease. The dam of 47H is the ever-impressive GLS Dash of Fame D137, an own daughter of the \$400,000 Profit.



LOT 55 | B&K MIDWAY 47H



GLS Dash of Fame D137  
Dam of Lot 55





Conley High Rise F3 | Sire of Lot 56



Conley Sheza Star F912 | \$20,000 maternal sister to Conley High Rise F3

56

CONLEY HIGH ROLLER H70

BRED BY CONLEY CATTLE

DOB: 5/11/20 | ASA: 3737296 | Act. BW: 70 | Adj. WW: 830

TJ HIGH CALIBRE 556B

WS PILGRIM H182U

**CONLEY HIGH RISE F3**  
CONLEY SHEZA STAR D3

**CONLEY SHEZA STAR E70**  
CONLEY SHEZA STAR W32

PB SM | Homozygous Polled | Heterozygous Black | Tattoo: H70

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.4	0.9	70.3	105	0.22	3.3	22.4	7.6	57.5	16.7	12.7	-0.36	0.29	-0.07	0.63	135.8	77.6

Conley High Roller H70 offers an elite calving ease resume to accompany his fundamentally superior build, balanced profile, and added body dimension. High Roller is a moderate framed, deep bodied, high-capacity homozygous polled Purebred calving ease prospect. Conley High Rise F3 is the newest calving ease super star for Hartman, Conley, and Schmidt. High Roller is line bred to the famed Sheza Star cow family, a staple in the donor pen at Conley Cattle Company. High Rise has been used with extreme success on virgin heifers. High Rise's maternal sister was successfully campaigned by the Norvell family of Oklahoma to countless victories across the country. High Roller is a carbon copy of his ultra-complete calving ease sire, High Rise. Look to High Roller as a logical Purebred calving ease solution that will add body dimension, fleshing ability, structural correctness, and maternal stability... without sacrificing real world performance or shape.





LCDR Favor 149F | Sire of Lot 57



SJF Helen of Troy | \$15,000 Maternal Sister to Lot 57

57

**SJF UNDER OATH**

BRED BY FRANKENREIDER CATTLE CO

DOB: 3/4/20 | ASA: 3830330 | Act. BW: 64 | Adj. WW: 869

LCDR WITNESS 541C

WAGR DRIVER 706T

**LCDR FAVOR 149F**

**SJF ZENDAYA**

WS MISS SUGAR C4

6162

3/4 SM 1/4 AN | Polled | Black | Tattoo: 213H

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.9	-0.8	95.3	145.7	0.32	9.9	28.5	15.9	76.1	13.8	48.6	-0.25	0.48	-0.05	0.89	151.4	96.8

SJF Under Oath is the exciting new calving ease specialist that was bred by Shannon Frankenreider. Without question, Under Oath is the most intriguing three-quarter blood Simmental bull we have ever offered for appraisal. Under Oath offers an outcross pedigree, sired by Lcdr Favor 149F, the performance standout produced in the Lazy C Diamond Ranch program of North Dakota. Under Oath is a true standout from a structural integrity and phenotype standpoint. The dam of Under Oath is the picture perfect SJF Zendaya matriarch, sired by WAGR Driver 706T. A maternal sister to Under Oath sold for \$15,000 in our Customer Appreciation Female Sale in December. Under Oath offers a very sensible 64-pound birth weight and spreads to over 860 pounds at weaning time. Numerically he charts top 20% CE, top 3% WW, top 5% YW, top 15% ADG, top 10% MCE, top 10% Milk, top 2% MWW, top 10% CW, top 20% Marb, top 15% REA, top 15% API, and top 2% TI. Hartman Cattle Company plans to use Under Oath extensively in herd.

*Oklahoma City Cattlemen's Congress display bull. Terms announced sale day.*



### SO REMEDY 7F

Bred by: Walker Housley

Owned by: GKB Cattle and Hartman Cattle Company



### EC REBEL 156F

Bred by: Eagles Crest Cattle

Owned by: Freking Cattle Co, Eagles Crest Cattle,  
and Hartman Cattle Company



### RENEGADE

Bred by: Eagles Crest Cattle

Owned by: Hoffman Ranch and Associates



### CONLEY HIGH RISE F3

Bred by: Conley Cattle

Owned by: Conley Cattle, Schmidt Family LLC, and Hartman Cattle Company





ACLL FORTUNE 393D

Bred by: [Autry Cattle LLC](#)

Owned by: *Moore Land & Cattle and The Fortune Group*



GPG FOCUS 135F

Bred by: [Bouchard Simmentals](#)

Owned by: *Gana and Associates*



JUSTIFIED

Bred by: [Swanson Cattle Company](#)

Owned by: *GKB Cattle, Swanson Cattle Company, and Hartman Cattle Company*



SWSN CASH FLOW 81E

Bred by: [Swanson Cattle Company](#)

Owned by: *Vogler Cattle Company, Eagles Crest Cattle, and Tony Simons*



TL LEDGER

Bred by: [Tree Lane Farms](#)

Owned by: *TF Cattle and Hartman Cattle Company*



*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!





PO BOX Z  
DE SOTO, KS 66018

Presorted  
First Class  
US Postage  
**PAID**  
SlateGroup

7TH ANNUAL HARTMAN CATTLE COMPANY  
**SIMMENTAL BULL SALE**

FEBRUARY 7, 2021 | TECUMSEH, NEBRASKA

