



MIDWEST MADE ELITE FEMALE SALE



### **JS SIMMENTALS**

Ken & Claudia Steenhoek (515) 979-9713  
Jay, Dani, Chesney & Coy Steenhoek (515) 238-5938  
Scott, Amy & Grady Grass (515) 689-1012  
Derek Counsell, Herdsman (641) 715-4138  
Jeff Williams, Herdsman (402) 380-9049

Welcome,

It's hard to believe it is that time of year again already but it is closing in on us once again. We've celebrated another great year of many ups as well as a few downs. We've had the opportunity to work with many new and old friends over the past year and look forward to working with many more in the coming years. We would like to personally invite you to our Annual JS Midwest Made Elite Female Sale coming up on Friday, December 10, 2021 starting at 6pm. Or, stop by and check out the offering prior to sale day if you are not able to make it.

We have a goal and passion of producing the highest quality of females we can of their respective breed. We feel we have assembled a donor battery of proven females along with some new and upcoming females that will be breed leading and continue to move our program forward. JS is committed to raising sound, functional cattle that can be elite show females and then go on to foundation females in your programs.

We'd like to thank you for taking the time out of your busy schedules to view this catalog and the offering. Please, feel free to give any of us a shout with any questions. We're more than happy to discuss any of the offering with you and look forward to working with you on your new purchases.

Sincerely,

*Derek Counsell, Herdsman*

### **JUNIOR INCENTIVE PROGRAM**

Any junior that purchases a heifer will receive 3 units of semen from any sire in the JS Herd Bull battery.



# INNOVATION

— AgMarketing, LLC —

It is with great anticipation and enthusiasm that we welcome you to the 2021 edition of the Midwest Made female offering. Ken and Jay Steenhoek are no strangers to success but like a lot of the highly awarded families in this business, it wasn't always easy. The stubborn, hard-headed mindset and the willingness to persevere is why they are in the prime position they are today within the breed. Jay and Amy's families, have both had success on the tanbark, but several of their customers have as well, making it a great endeavor for all junior families and breeders that have invested in the family and their annual harvest.

A year ago, they assembled one of the elite of the elite sets ever offered from the sale pavilion in Prairie City, Iowa and those cattle were met with astronomical acceptance and praise. Many of those cattle had successful campaigns in the summer and the fall outlook on those cattle in full maturity looks very much in the program's favor. This operation has always maintained focus on creating a certain type and kind that truly has not wavered since the onset of the program. They have hustle and the "relentless pursuit of perfection" drive that enables them to always be on the lookout for the next great matron or industry impacting sire. Sure, some have been flatter and smoother like the go to, influential donor WHF Summer, but then there was the outlier that had more punch and power than most known as "Boots". Partnering to buy the proven CDI Innovator has been justified as well as Follow Me with a rising surge of popularity in "cross breed lines" usage. Feet, structure, smoothness of build and kind, with more than enough center body, and the muscle and shape to complete the kind and balance that they have been so successful in making over the past 2 decades.

Track records and successful results have brought attention to a great family program, however, it's the after-purchase service that justifies the investment with JS. Derek, Willie, Scott, Jay, and Ken will do absolutely everything they can to help your young exhibitor get the most out of the experience in your purchase. They will also cater to those that tie into the open or bred stock that seek assistance in marketing the resulting calves or offer breeding insight for the next generation as well. All hands on deck, full court press approach to make sure that your purchase never misses a beat is a major part of this journey as the family and crew will be there every step of the way if you want them to be.

There's no doubt or question that this set of females offered on December 10 are the best ever offered. Substantial donor power influences the stock with the likes of Summer, 59Y, and Dairy Queen. All household names and name brand recognition with the sire line-up of Broker, Relentless, Innovator, Follow Me, Ol' Son, and Logic. Quite a donor lineup and bull battery, that would be unrivaled by few in the business. Proven matings that have been proven over and over again with positive outcomes resulting in numerous backdrop photo opportunities. Investment advisors have been encouraging money placement in precious metals since 2008, but we suggest proven seedstock and genetics for this tax year.

Please consider this your personal invite and introduction to the 2021 offering at JS Simmental. We know that you will agree that it is one of the absolute best offerings of Simmental, SimGenetic, Angus, and Hereford females in the nation. The cattle are supported by a class act family with class act, top-shelf employees that are second to none as well. If you have not ever been to JS or are a past client, we encourage you to make the trip and to always enjoy the cattle.

*Graham Blagg    Jered Shipman    Tim Anderson*



**VIEWING OF THE SALE OFFERING**

Thursday, December 9, 2021  
Cattle on display all day

**SALE DAY SCHEDULE**

Friday, December 10, 2021  
Cattle on display all day  
4:30 PM - Dinner and Hospitality  
6:00 PM – JS Midwest Made Elite  
Female Sale Begins

**SALE LOCATION**

JS Simmentals Sale Facility  
9713 S 88th Ave W  
Prairie City, Iowa 50228



*Midwest Made*

# 38 Elite Females

## SIMMENTAL | ANGUS | HEREFORD

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### SALE DAY CONTACTS

Jay Steenhoek (515) 238-5938  
Ken Steenhoek (515) 979-9713  
Scott Grass (515) 689-1012  
Derek Counsell (641) 715-4138  
Jeff Williams (402) 380-9049

### AUCTIONEER

Col. Jered Shipman (806) 983-7226

### SALE MANAGEMENT

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Tim Anderson (605) 682-9343

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Buddy Robertson (580) 747-7000  
Dalton Lundy (502) 727-6898  
Jeremie Ruble (406) 581-7940  
Brad Smith (712) 209-1500

### INSURANCE

Jame Secondino-Krieger (812) 208-0956  
Anna Krieger (269) 470-7553

### LODGING

Hampton Inn & Suites  
215 Adventureland Dr NW - Altoona, IA 50009  
(515) 967-5774

Holiday Inn & Suites Altoona-Des Moines  
165 Adventureland Dr NW - Altoona, IA 5009  
(515) 967-1855

### AIR TRAVEL

Des Moines International Airport – 31 Miles  
Omaha International Airport – 161 Miles  
Kansas City International Airport – 161 Miles

### PHOTOGRAPHY

Shannon Cook (405) 714-5087

### CATALOG DESIGN

THM Promotions, Tracy McMurphy  
(806) 679-0231

### ONLINE BIDDING BY CCI.LIVE



### TERMS AND CONDITIONS

All lots sell in accordance with the suggested guidelines of the American Simmental Association or their respective breed association. For updated EPD's and information please visit [www.simmental.org](http://www.simmental.org). Announcements made sale day from the block during the sale take precedence over printed material in this catalog. Payment will be accepted in the form of cash, cashier's check, or check. All cattle must be paid for prior to release. All funds are to be paid to Innovation AgMarketing, LLC 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.

### ANNOUNCEMENTS

A supplement sheet will be available sale day with updated information, corrections and additional information. This sheet and any announcements made sale day and from the auction block during the sale will take precedence over printed material associated with this sale.

### LIABILITY

JS Simmentals, 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.

### RETAINED FLUSHES

JS Simmental will retain the right to (2) two successful flushes on each female in the offering. This is to be done at the buyers convenience and sellers expense.



2020 American Simmental Association Herdsman of the Year

*Congratulations Derek Counsell!*





**2020 American Royal**  
*Premier Breeder and Exhibitor*



**2021 American Royal**  
*Premier Breeder*



**2020 NAILE**  
*Premier Breeder*



LOT 1A CCS/JS SUMMER 2J



OPEN SIMMENTAL FEMALES

This mating has proven itself year after year. The added extension and power of Relentless compliments the body density and build of the great Summer. As most of general public knows, Summer is certainly no stranger to dominating the field and raising the bar on the tan bark. She wins the North Central Regional in 2017 amongst the densest field of competition ever at a regional, she bested the best to Supreme honors at the Iowa State Fair that summer and went on to conclude her successful career at the North American in the same purple draped fashion. Foot quality and size is unmatched by any other blend and the joint flex and set that it supports is near textbook. Consistency of build and kind runs deep in this trio of sisters. A full sister to this mating, selected by Black Gold and Udell was a class winner and division contender at the 2021 AJSA Summer Classic and another sister has been successfully campaigned by Carson Peterson for the past year as well. Don't overlook and miss out on one of the foremost opportunities in this offering.



WHF Summer 365C  
2017 NAILE Grand Champion Simmental Heifer



WHF Summer 365C | 2017 American Royal Supreme Champion

CCS/JS SUMMER 2J

YARDLEY UTAH Y361  
W/C RELENTLESS 32C  
MISS WERNING KP 8543U  
CCR WIDE RANGE 9005A  
WHF SUMMER 365C  
WHF ANDIE 365A

LOT 1A  
PB SM

ASA: 3922084  
BD: 1/5/21 TATTOO: 2J

CE	BW	WW	YW	MILK	API	TI
9.4	2.8	79.8	106.8	17.8	116.4	74



**LOT 1B** CCS/JS/BL SUMMER 38J



**WHF Summer 365C**  
Dam of Lots 1A-1C, 2A-2B, & 3



**CCS/JS Summer 1H**  
2020 American Royal Reserve Sr. Heifer Calf Champion



**LOT 1C** CCS/JS SUMMER 39J



**CCS/JS Summer 33H**  
Full Sister to Lots 1A-1C, 2A-2B, & 3



**WHF/JS/CCS Double Up G365**

2021 Cattlemen's Congress Reserve Grand Champion Purebred Bull

**CCS/JS/BL SUMMER 38J**

**CCS/JS SUMMER 39J**

YARDLEY UTAH Y361

YARDLEY UTAH Y361

**W/C RELENTLESS 32C**

**W/C RELENTLESS 32C**

MISS WERNING KP 8543U

MISS WERNING KP 8543U

CCR WIDE RANGE 9005A

CCR WIDE RANGE 9005A

**WHF SUMMER 365C**

**WHF SUMMER 365C**

WHF ANDIE 365A

WHF ANDIE 365A

**LOT 1B**

**PB SM**

ASA: 3946538

BD: 3/10/21 TATTOO: 38J

**LOT 1C**

**PB SM**

ASA: 3946539

BD: 4/3/21 TATTOO: 39J

CE	BW	WW	YW	MILK	API	TI	CE	BW	WW	YW	MILK	API	TI
9.4	2.8	79.8	106.8	17.8	116.4	74	9.4	2.8	79.8	106.8	17.8	116.4	74

DECEMBER 10, 2021 IN PRAIRIE CITY, IOWA



LOT 2A CCS/JS SUMMER 35J



CCS WHF OI Son 48F  
Full Brother to Lots 2A-2B



CCS WHF Summer 50F  
Full Sister to Lots 2A-2B



LOT 2B CCS/JS SUMMER 36J



WHF Andie 369F  
3/4 Sister in blood to Lots 2A-2B



CCS/JS Summer 36J  
2021 American Royal Reserve  
Division Champion

If we were to write a footnote on a bull mate to the next two direct daughters of Summer, we would rant and rave about the balanced traits on the EPD profile and how they rank in the top 15% of the breed for both WW and YW along with a TI in the top 20% and a REA rank in the top 30%. However, we are writing about prospective "show heifers" with unquestioned futures of being incorporated into a donor battery post show career. These leading ladies of this proven mating are quite impressive when viewed and evaluated on physical presence and beef business kind. Both are very similar to their dam with a big soft hind leg loaded with flexibility. They too share the same kind of center body shape and skeletal width while tying it all together into a very neat and ideal front skeleton. Their necks set and tie high and desirable. A very centered and unique pair of full sibs with a lot to offer any beef entity.

CCS/JS SUMMER 35J

CCS/JS SUMMER 36J

TJ MAIN EVENT 503B  
**CDI INNOVATOR 325D**  
 CDI MS SHEAR FORCE 49U  
 CCR WIDE RANGE 9005A  
**WHF SUMMER 365C**  
 WHF ANDIE 365A

**LOT 2A**  
**PB SM**  
 ASA: 3922085  
 BD: 2/5/21 TATTOO: 35J

TJ MAIN EVENT 503B  
**CDI INNOVATOR 325D**  
 CDI MS SHEAR FORCE 49U  
 CCR WIDE RANGE 9005A  
**WHF SUMMER 365C**  
 WHF ANDIE 365A

**LOT 2B**  
**PB SM**  
 ASA: 3922086  
 BD: 3/10/21 TATTOO: 36J

CE	BW	WW	YW	MILK	API	TI
11	1.1	88.4	131.3	21.3	132	84.3

CE	BW	WW	YW	MILK	API	TI
11	1.1	88.4	131.3	21.3	132	84.3



LOT 3 CCS / JS SUMMER 27J

CCS / JS SUMMER 27J

W/C RELENTLESS 32C  
**JBSF LOGIC 5E**  
 BROOKS STEELMAGNOLIA X57  
 CCR WIDE RANGE 9005A  
**WHF SUMMER 365C**  
 WHF ANDIE 365A

**LOT 3**  
**PB SM**

ASA: 3946533  
 BD: 1/26/21 TATT00: 27J



JBSF Logic 5E | Sire of Lot 3

CE	BW	WW	YW	MILK	API	TI
8.6	2.3	78.8	106.7	18.1	116.1	73.1

This direct daughter of Summer would be by the brother to donors, and a major part of the bull battery here at JS, JBSF Logic. A very simple and logical mating with more than a play on words to discuss. We believe that this female bests the mating 2-fold as we like a lot that she has going on. She's one that is true and big at the ground with plenty of rib and body to go with the added length and extension she has to offer. A mating stacked with Champion Caliber heritage and a female that's certainly built right to represent.



DECEMBER 10, 2021 IN PRAIRIE CITY, IOWA



LOT 4 JS PEARL 37J



Gateway Follow Me F163 | Sire of Lot 4



JS Pearl 37E | Donor Dam of Lot 4

JS PEARL 37J

C&C MCKINLEY 3000 EXAR  
**GATEWAY FOLLOW ME F163**  
 DUNK-W MAXINE HR 505C  
 MR HOC BROKER  
**JS PEARL 37E**  
 JS FLIRT A-WAY 59Y

**LOT 4**  
**1/2 SM 1/2 AN**  
 ASA: 3933695  
 BD: 3/8/21 TATTOO: 37J

Certainly, a great balanced SimAngus female with the needed look and running gear for the distance game to yearling time. Her dam would be the sister to the late 9B, "Boots" selected by the Liggett Family of Ohio. Follow Me is gaining momentum as more and more people realize what he can contribute to a mating. He makes them so smooth and flawless on the ground while complimenting depth of side and overall appeal when mated to the breed's power cows for female production. This female exemplifies all that's good from both sides of the coin.

CE	BW	WW	YW	MILK	API	TI
5.6	3.1	72.6	107.6	15	96.1	66.5



LOT 5 JS FLIRT AWAY 26J

JS FLIRT AWAY 26J

W/C RELENTLESS 32C  
**JBSF LOGIC 5E**  
 BROOKS STEELMAGNOLIA X57  
 HARKERS/JS DOMINATION  
**JS FLIRT A-WAY 59Y**  
 JS FLATOUT FLIRTY 46T

**LOT 5**  
**PB SM**  
 ASA: 3946532  
 BD: 2/23/21 TATTOO: 26J



JS Flirt A-Way 59Y | Dam of Lots 5 - 7

CE	BW	WW	YW	MILK	API	TI
6.3	4.6	70.8	101.6	21.8	99.5	67

If pedigree alone guaranteed the desired result, then the search would be near it's end right here. Logic on the dam of "Boots" yields one with opportunity. This female's length and overall extension ensures predictability of making the ideal yearling. Her bone, foot, and running gears tells us that she will remain sound with certain longevity in the years to follow beyond her show career. She is certainly a bit green as we write these footnotes but by December 10 one will recognize the absolute of all the possibilities that can be with this female.

*Flirt-A-Way*

DECEMBER 10, 2021 IN PRAIRIE CITY, IOWA



LOT 6A JS FLIRT AWAY 34J



JS Black Satin 9B | 2015-2016 Triple Crown Winner, Maternal Sister to Lot 5 and Full Sister to Lots 6A-6B



JS Black Satin 9B | 2015-2016 Triple Crown Winner, Maternal Sister to Lot 5 and Full Sister to Lots 6A-6B



LOT 6B JS/BL FLIRT AWAY 41J



JS Flirt A Way 76H | Maternal Sister to Lots 5, 6A, & 6B - 2021 American Royal Reserve Division Champion  
Congratulations Bodie Shipman!

The full sibs to the great "Boots" are always a sale feature and attraction. Simply put, it is a mating that won over the public and one that all reference throughout the course of a year. There is no question the dollar generating machine that very female has become over the recent years with progeny following in her banner-gathering footsteps. To us, that alone adds value to these sibs, full or maternal, quality runs deep. The pair of sisters offered this year are certainly two of the best we have offered since big sister has left her mark on the business. The skeletal integrity and build are trademark to kind with essential added look and presence about the front third of their build. A full sister sold in the 2020 Midwest Made Elite Female Sale, commanding \$22,000 to Schaeffer Show Cattle of Indiana. Four sisters averaged nearly \$10,000 a year ago. They are the kind, the kind that generate after and the kind that compete fiercely on the road.

JS FLIRT AWAY 34J

JS/BL FLIRT AWAY 41J

SVF STEEL FORCE S701  
MR HOC BROKER  
JM BF H25  
HARKERS/JS DOMINATION  
JS FLIRT A-WAY 59Y  
JS FLATOUT FLIRTY 46T

LOT 6A  
PB SM  
ASA: 3946537  
BD: 4/12/21 TATTOO: 34J

SVF STEEL FORCE S701  
MR HOC BROKER  
JM BF H25  
HARKERS/JS DOMINATION  
JS FLIRT A-WAY 59Y  
JS FLATOUT FLIRTY 46T

LOT 6B  
PB SM  
ASA: 3946540  
BD: 4/20/21 TATTOO: 41J

CE	BW	WW	YW	MILK	API	TI
5	5.7	73.1	107.6	20.9	83.6	61.9

CE	BW	WW	YW	MILK	API	TI
5	5.7	73.1	107.6	20.9	83.6	61.9



LOT 7 JS/BL FLATOUT FLIRTY 40J



W/C Bankroll 811DT | \$205,000 Sire of Lot 7



JS Flatout Flirty 46T | Dam of Lot 7

JS/BL FLATOUT FLIRTY 40J

W/C LOADED UP 1119Y  
**W/C BANKROLL 811D**  
 MISS WERNING KP 8543U  
 JS BURNING UP 33R  
**JS FLATOUT FLIRTY 46T**  
 JS SHES SO FINE 14P

**LOT 7**  
**PB SM**

ASA: ASA PENDING  
 BD: 5/10/21 TATTOO: 40J

This female is the maternal sister to the great 59Y. The original Flatout Flirty 46T was one admired for her extra length, build, balance, and overall kind. She is the ideal female to mate to bulls with blessed amounts of center body and muscle shape that trends to be more expressive, much like Bankroll and Domination. This Bankroll daughter is most like her dam but still has the white accents and skeletal width of her dominant sire. Length, style, presence and smoothness with another shot of the great cows of the business in 8543.

CE	BW	WW	YW	MILK	API	TI
11.3	2.45	72.2	106.8	30.7	119.2	72.5

DECEMBER 10, 2021 IN PRAIRIE CITY, IOWA

LOT 8 JS DAIRY QUEEN 31J



CLRS Dairy Queen 606D  
Dam of Lots 8 & 9A-9D



The Dairy Queen donor needs no introduction to the breed or the business. Ken and Jay sought this elite numbered female out for the outcross blend and combined phenotype she had to offer. One of the first matings done was to the "King of the Ring", Broker. This mating has yielded countless, high quality, highly competitive individuals being exhibited by the likes of Tucker Bayer and Coy Steenhoek to name a couple young exhibitors. Each of those females campaigned by those two young men will enter donor status within the year with utmost certainty. Therefore, this female need your attention, no questions asked. She will be in the most competitive division at the AJSA Summer Classic, and like many of her contemporaries, she will be a contender. I would rather take the gamble and own her with the chance in a highly competitive field and realize that the "best ones" don't always get found by the judges selected today, so the gamble would be to run the risk of just having a good one, like her, winning her class. Damn good one or best one, doesn't matter, it's the fact that she comes from a line of them that have been high quality, good built, with the extras included to get the overall job done. The generating potential in this female post tan bark is a major factor as well. Like it or not, the Broker stock continue to prove themselves productive with next generation greatness year after year and the Broker sons are still desired by people that enjoy retaining productive daughters and selling big steer calves on the commercial level. With her number profile and proof positive sibs before her yields only predictability and promise of a very bright future.



JS Dairy Queen 57G | Full Sister to Lot 8

2021 IA Beef Expo 5th Overall Breeding Heifer, 2021 Cattlemen's Congress Division Champion and 2021 IA State Fair Grand Champion Purebred Simmental Female Open Show

JS DAIRY QUEEN 31J

SVF STEEL FORCE S701

MR HOC BROKER  
JM BF H25

CLRS AFTER SHOCK 604 A

CLRS DAIRY QUEEN 606D

CLRS BEAUTY QUEEN 420 B

LOT 8  
PB SM

ASA: 3946534

BD: 4/16/21 TATTOO: 31J



2020 World Beef Expo Reserve Grand Champion Simmental Heifer | Full sister to Lot 8 & Maternal Sister to Lots 9A-9C

CE	BW	WW	YW	MILK	API	TI
10.1	2.3	78.3	111.3	18.8	116.3	74.4

Here is the much-anticipated percentage division from the proven 606D donor dam by Follow Me. We are very positive that this trio will have many friends and fans by those that come by prior to or on sale day. These cattle will have an abundance of shag, body shape and depth, great feet, awesome structure, and head-turning look. The decision will be made to invest if you are in search of the ideal percent female, but the challenge will be to which one is the best for you. Simply bid to own or just tie up all three to make sure that risk is removed.

### JS DAIRY QUEEN 25J

C&C MCKINLEY 3000 EXAR  
**GATEWAY FOLLOW ME F163**  
 DUNK-W MAXINE HR 505C  
 CLRS AFTER SHOCK 604 A  
**CLRS DAIRY QUEEN 606D**  
 CLRS BEAUTY QUEEN 420 B

**LOT 9A**  
**1/2 SM 1/2 AN**  
 ASA: 3934710  
 BD: 2/3/21 TATT00: 25J

CE	BW	WW	YW	MILK	API	TI
10	0.7	76	112.3	14.8	122.8	77.2



**LOT 9A JS DAIRY QUEEN 25J**

### JS DAIRY QUEEN 33J

C&C MCKINLEY 3000 EXAR  
**GATEWAY FOLLOW ME F163**  
 DUNK-W MAXINE HR 505C  
 CLRS AFTER SHOCK 604 A  
**CLRS DAIRY QUEEN 606D**  
 CLRS BEAUTY QUEEN 420 B

**LOT 9B**  
**1/2 SM 1/2 AN**  
 ASA: 3946536  
 BD: 3/25/21 TATT00: 33J

CE	BW	WW	YW	MILK	API	TI
10	0.7	76	112.3	14.8	122.8	77.2



**LOT 9B JS DAIRY QUEEN 33J**

### JS DAIRY QUEEN 32J

C&C MCKINLEY 3000 EXAR  
**GATEWAY FOLLOW ME F163**  
 DUNK-W MAXINE HR 505C  
 CLRS AFTER SHOCK 604 A  
**CLRS DAIRY QUEEN 606D**  
 CLRS BEAUTY QUEEN 420 B

**LOT 9C**  
**1/2 SM 1/2 AN**  
 ASA: 3946535  
 BD: 4/4/21 TATT00: 32J

CE	BW	WW	YW	MILK	API	TI
10	0.7	76	112.3	14.8	122.8	77.2



**LOT 9C JS DAIRY QUEEN 32J**



**JS Dairy Queen 28H**  
 2020 American Royal Reserve Senior Heifer Calf Champion  
 and Maternal Sister to Lots 8 & 9A-9C owned by Baty  
 Livestock

OPEN SIMMENTAL FEMALES

LOT 10 JS UPTOWN FUNK 5J



JS Sweet Memories 7P  
Maternal Grandam



LOT 11 JS MS REBEL 42J



CDI Innovator 325D  
Sire of Lot 10



EC Rebel 156F  
\$200,000 Sire of Lot 11



JS UPTOWN FUNK 5J

TJ MAIN EVENT 503B  
**CDI INNOVATOR 325D**  
 CDI MS SHEAR FORCE 49U  
 LLSF UPRISING Z925  
**JASS UPTOWN FUNK 102B**  
 JS SWEET MEMORIES 7P

**LOT 10**  
**PB SM**

ASA: 3946526  
 BD: 2/20/21 TATTOO: 5J

CE	BW	WW	YW	MILK	API	TI
9.3	2.4	91.2	144.5	24.8	124.5	86

This direct daughter of Innovator spells it out exponentially on paper. She's top 5% YW, ADG, Top 10% WW, Top 15% TI, REA, simply put, she keeps herself in the top 45% of the breed for 12 traits that matter. However, since breed improvement on the finished product was completely removed from consideration on the tan bark, all that's just gravy for those that wish to take this stout, powerfully constructed female and generate bulls that are good for the future of the business and return on investment.

JS MS REBEL 42J

PROFIT  
**EC REBEL 156F**  
 DSFF COUNTESS 357D  
 MR HOC BROKER  
**MS BROKER 54C**  
 1A

**LOT 11**  
**3/4 SM 1/4 AN**

ASA: 3961650  
 BD: 3/24/21 TATTOO: 42J

CE	BW	WW	YW	MILK	API	TI
7.1	3.8	74.4	108.5	18.5	98.6	65

The Rebel sire group has developed quite a following. The quality and consistency of this bull carries strong throughout the Hartman and Freking programs and attention became near full after Red River tied into a \$77,000 beast at Udell's a year ago that will most certainly be a highlighted donor moving forward for the Mullion Family and their endeavors. These cattle are always stout and dense in kind and shape and most suitable in terms of feet and legs, structure, and balance. This female is no exemption from the standard set forth as she also has the needed features and other add-ons to make one take absolute notice.

## JS BROKER`S BEST

SVF STEEL FORCE S701

**MR HOC BROKER**

JM BF H25

MINN HARD WHISKEY 591Y

**DICE ALLIE UP**

DICE ALLIE

### LOT 12

1/2 SM 3/8 MA 1/8 AN

ASA: 3947309

BD: 4/7/21 TATTOO: 43J



LOT 12 JS BROKER`S BEST

CE	BW	WW	YW	MILK	API	TI
8.6	3.1	59.1	88.7	17.2	77	54.3

What a great SimGenetic female with dual registry to add to extras. That's right, she can be shown SimGenetic or Maintainer! This female is way cool as would be expected. She is awesome made, good boned, great shaped, and has the needed look to achieve greatness.

## JS EMPRESS J122

W/C RELENTLESS 32C

**JBSF LOGIC 5E**

BROOKS STEELMAGNOLIA X57

HFS FIRST CLASS 113

**MOFFITT EMPRESS M650**

MOFFITT EMPRESS 954

### LOT 13

1/2 SM 1/2 AN

ASA: 3948745

BD: 3/20/21 TATTOO: J122



LOT 13 JS EMPRESS J122

CE	BW	WW	YW	MILK	API	TI
10.8	1.1	71	102.4	15.9	116.7	73.3

This would be one of the stoutest built SimGenetic females to invest in of the offering. One will notice and admire the shear shape and natural width this female maintains. She is no doubt from a very potent Angus dam that's as dense and 3-dimensional as they come, but yet has the high end model features that enables her sweet look and presence.

## GGC/JS KEYMURA KATY 16J

W/C RELENTLESS 32C

**JBSF LOGIC 5E**

BROOKS STEELMAGNOLIA X57

SMA WATCHOUT 482

**UDE WATCHOUT 8209**

SULL KEYMURA`S FIRST 4086

### LOT 14

1/2 SM 1/2 AN

ASA: 3948319

BD: 4/25/21 TATTOO: 16J



LOT 14 GGC/JS KEYMURA KATY 16J

CE	BW	WW	YW	MILK	API	TI
7	2.1	74.8	105.6	16.8	109.6	73

One of the younger females in the lineup that certainly does not fall short to her contemporaries in any regard. Royally bred from the prolific and proven productive line of the great Keymura Katy Cow line in the Angus business and further influenced by logic. It leaves no question to what will be especially when you evaluate the ideal body shape, flexibility, and presence that can be found in this very good female.



CCS/CG Watch For Me 8209 201H | Maternal Brother to Lot 14

LOT 15 UDE/JS/BL QUEEN RUTH 203J

OPEN ANGUS FEMALES



This female represents a chunk of what's proven with quality, and merit in results in the Angus show heifer world. The daughters of 502 have dominated the offering at Udell Cattle Company for years. This year's lot one by KR Casino commanded a hammer price of \$90,000, a full sister selected by the Wheeler family of Missouri a year ago brings \$37,000, and has been a dominant contender this summer and fall. Most recently the Wheeler family's 502 daughter was selected as the 2021 American Royal ROV Grand Champion Angus Female. Willie Wies purchased a sister at \$13,000 in 2019 that goes on to be a Denver division champion and recently produced a \$24,000 feature in his October sale. That's what the Casino sired 502 daughters have commanded, and the rest of the field would include one at \$135,000 in 2019 shown by Sara Sullivan, 2021 a First Class daughter gathers \$42,000, a 2020 selection of the Mogck Family at \$22,000, and full sibs to this female that have generated an "as known" average of just over \$12,000 with recent high of \$25,500 for Boyert and Core. Catch your breath yet? Folks there's more to come from this great 502 Empire! Owning a daughter at this point, really has no price tag of what they could truly be worth long term. Queen Ruth 502 has rapidly become affiliated with quality, substance, power, shape, and predictability. She and her daughters are definite, proven generators with very little to question. Rest assured that this Blue Chip female, the 203J, is one that needs immediate investor-level attention. She's quite possibly as good as this mating can get, she bests the field of sisters with a dominating look, build, and kind. She does have the extras and comes with the certain and potent influence of the legendary, 502!



KDJ Queen Ruth 502 | Dam of Lot 15



UDE Queen Ruth 0104 | 2021 American Royal Grand Champion Angus Heifer & Maternal Sister to Lot 15

UDE/JS/BL QUEEN RUTH 203J

- DAMERON FIRST CLASS
- EXAR BLUE CHIP 1877B
- GREENS PRINCESS 1012
- PVF INSIGHT 0129
- KDJ QUEEN RUTH 502**
- K D J QUEEN RUTH

**LOT 15**  
**ANGUS**

AAA: 20145155  
BD: 4/8/21 TATTOO: 203J

CE	BW	WW	YW	MILK
3	2.8	58	97	20

LOT 16 JS TROYER 1557



OPEN ANGUS FEMALES



Rose MC Encore 0463  
\$240,000 Valued Promotional Sire



Burns Elba 1454  
Maternal Sister to Dam of Lot 16

**JS TROYER 1557**

C&C MCKINLEY 3000 EXAR  
**GATEWAY FOLLOW ME F163**  
 DUNK-W MAXINE HR 505C  
 DAMERON C-5 AMERICAN CLASSIC  
**BURNS ELBA 1557**  
 BURNS ELBA X105

**LOT 16**  
**ANGUS**

AAA: 20147123  
 BD: 4/18/21 TATTOO: 1557

The Power and density of the proven Elba family is evident in this Follow Me daughter. She is great structured and maintains the balance and cow power with good look and ultimate femininity. The dam of 1557 is a Dameron C-5 American Classic sired daughter of the great Burns Elba X105. A maternal sister to 1557, Burns Elba 1454 has evolved as one of the top producing Angus females in the donor pen at Rosebud Cattle Company. 1454 is the dam of the \$60,000 ¼ interest promotional AI Sire that was a featured lot in the 2021 Embryos on Snow sale. 1557 has been blessed with a quality hair coat to accompany her flawless build and design.

CE	BW	WW	YW	MILK
-3	4.3	51	79	8

DECEMBER 10, 2021 IN PRAIRIE CITY, IOWA



LOT 17 JS LAF 863J

The Maine-Angus division has become one of the hottest and fastest growing composite breeding heifer shows each summer during the Junior National run, and for very good reason... The cattle are the real deal! Here is a stunning daughter of Gateway Follow Me F163 that has been blessed with the extra bells and whistles! The dam of this female traces to the influence of BPF Premium 1001Y, the elite SLC Sooner 101M son that was bred in the Bushy Park program of South Dakota. 863J is flawless at the surface, square built, and offers a bold outward shape to her rib cage. We love the balance and symmetry that this late February prospect portrays. Make plans to be in Louisville next summer... this one will be a contender!

JS LAF 863J

C&C MCKINLEY 3000 EXAR  
**GATEWAY FOLLOW ME F163**  
 DUNK-W MAXINE HR 505C  
 BPF PREMIUM 1001Y  
**863A**  
 KKLM MISS MIDAS 115L

**LOT 17**  
**MAINE-ANGUS**

AMA: 523651  
 BD: 2/25/21 TATTOO: 863J

CE	BW	WW	YW	MILK
4	3.3	56	83	10



Gateway Follow Me F163  
 Sire of Lot 17





LOT 18 JS CCS DIANA 101J ET

JS CCS DIANA 101J ET

UPS SENSATION 2296 ET  
**H MONTGOMERY 7437 ET**  
 RST GAT NST Y79D LADY 54B ET  
 C MILES MCKEE 2103 ET  
**SULL TCC DIANA 4068B**  
 TCC MS DIANA 01

**LOT 18**  
 POLLED HEREFORD

AHA: 44291036  
 BD: 5/4/21 TATTOO: 101J

The lone Hereford of this year's offering blends some of the most notable individuals in the Hereford breed. Her maternal grandam, Diana is one of the most recognized cows in the Hereford breed! Diana 01 was the \$150,000 high selling female in the Sullivan Hereford dispersal and her record of success is known by many. Diana 01 is easily one of the most decorated females in the breed and her success continues. Diana herself had an impressive show career being named the two-time NWSS Grand champion as in 2011 she was Grand in the Junior show and 2012 she was Grand in the Open show among many other titles in 2011 and 2012. Diana's dam, Shelby and Grandam Harley, were both NWSS Grand Champion title winners. We love her look, style, and presence. 101J is sired by the FWSS Grand Champion, H Montgomery 7437 ET. There is no denying that this female is bred in the PURPLE!

CE	BW	WW	YW	MILK
4.6	1.3	43	62	40



TCC MS Diana 01  
 Maternal Grandam of Lot 18



2017 FWSS Reserve Grand Champion  
 Full Sister to Dam of Lot 18



2016 NWSS Grand Champion  
 Full sister to Dam of Lot 18





..... *The Bred Females* .....



LOT 19 JS FLIRT AWAY 51H



JS Black Satin 9B, 2015-2016 Triple Crown Winner  
Full Sister to Lot 18 & Maternal Sister to Lots 19A-19C



WHF/JS/CCS Double Up G365  
Service Sire

JS FLIRT AWAY 51H

SVF STEEL FORCE S701  
**MR HOC BROKER**  
JM BF H25  
HARKERS/JS DOMINATION  
**JS FLIRT A-WAY 59Y**  
JS FLATOUT FLIRTY 46T

**LOT 19**  
**PB SM**  
ASA: 3758594  
BD: 3/26/20 TATTOO: 51H

CE	BW	WW	YW	MILK	API	TI
5	5.7	73.1	107.6	20.9	83.6	61.9

We initiate the dense offering of bred stock with the full sister to JS Black Satin 9B. Again, as discussed in the open division, a proven mating with the known track record of success and dollar generating potential. This big footed, stout built female with extra body will certainly not disappoint and will impress those that desire one bred like she is. Opportunity presents itself. She sells safe in calf the past Champion, Double Up. AI BRED ON 4/10/21 TO WHF/JS/CCS DOUBLE UP G365 (ASA: 3948321). PE 5/1/21-6/30/21 JBSF LOGIC SE (ASA: 3337441). LIKELY SAFE AI.

We bring you three daughters of the Innovator x Summer stud, OI' Son 48F from the proven 59Y donor dam. These females are definitely extended and ultra-loose in their overall build. They set down on undeniably huge feet with extra bone with ideal body depth and rib shape. Females that are true to genetics tying two of the very best donor dams that have ever walked on the ranch in one complete package. These females will have calves with a double shot of greatness being sired by Double up.

### JS FLIRT AWAY 45H

CDI INNOVATOR 325D  
**CCS/WHF OL' SON 48F**  
 WHF SUMMER 365C  
 HARKERS/JS DOMINATION  
**JS FLIRT A-WAY 59Y**  
 JS FLATOUT FLIRTY 46T

**LOT 20A**

**PB SM**

ASA: 3758589

BD: 2/5/20 TATTOO: 45H



**LOT 20A JS FLIRT AWAY 45H**

CE	BW	WW	YW	MILK	API	TI
7.8	4.5	78.8	118.8	23	110.9	73.9

AI BRED ON 4/11/21 TO WHF/JS/CCS DOUBLE UP G365 (ASA: 3948321). PE 5/1/21-6/30/21 JBSF LOGIC 5E (ASA: 3337441). LIKELY SAFE AI.

### JS FLIRT AWAY 46H

CDI INNOVATOR 325D  
**CCS/WHF OL' SON 48F**  
 WHF SUMMER 365C  
 HARKERS/JS DOMINATION  
**JS FLIRT A-WAY 59Y**  
 JS FLATOUT FLIRTY 46T

**LOT 20B**

**PB SM**

ASA: 3758590

BD: 2/26/20 TATTOO: 46H



**LOT 20B JS FLIRT AWAY 46H**

CE	BW	WW	YW	MILK	API	TI
7.8	4.5	78.8	118.8	23	110.9	73.9

AI BRED ON 4/11/21 TO WHF/JS/CCS DOUBLE UP G365 (ASA: 3948321). PE 5/1/21-6/30/21 JBSF LOGIC 5E (ASA: 3337441). LIKELY SAFE AI.

### JS FLIRT AWAY 47H

CDI INNOVATOR 325D  
**CCS/WHF OL' SON 48F**  
 WHF SUMMER 365C  
 HARKERS/JS DOMINATION  
**JS FLIRT A-WAY 59Y**  
 JS FLATOUT FLIRTY 46T

**LOT 20C**

**PB SM**

ASA: 3758591

BD: 4/2/20 TATTOO: 47H



**LOT 20C JS FLIRT AWAY 47H**

CE	BW	WW	YW	MILK	API	TI
7.8	4.5	78.8	118.8	23	110.9	73.9

AI BRED ON 4/11/21 TO WHF/JS/CCS DOUBLE UP G365 (ASA: 3948321). PE 5/1/21-6/30/21 JBSF LOGIC 5E (ASA: 3337441). LIKELY SAFE AI.



**JS Flirt A-Way 59Y | Dam of Lots 19 - 20C**



LOT 21 CCS/JS SUMMER 9H

9H is the full sister to the XTB owned stud, Ol' Son. She tops the pen on multiple values from an EPD standpoint as she ranks in the top 15% WW and YW, along with top 20% TI, and top 30% REA. The pedigree alone puts this one on the short list but when the numbers and kind are considered it places more value in her favor. She sells safe to Double Down. AI BRED ON 4/10/21 TO W/C DOUBLE DOWN 5014E (ASA: 3336150). PE 5/1/21-6/30/21 JBSF LOGIC 5E (ASA: 3337441). LIKELY SAFE AI.



CDI Innovator 325D | Sire of Lot 21



LOT 22 CCS/JS SUMMER 51G

This offering is saturated with each proven donor and herd sire that JS owns. The potency of the donor battery and sire lineup is known and evident as you turn the pages of this sale book. These bred cattle are a set to be proud of and so we present a pair of sisters from Summer herself. AI BRED ON 4/11/21 TO W/C DOUBLE DOWN 5014E (ASA: 3336150). PE 5/1/21-6/30/21 JBSF LOGIC 5E (ASA: 3337441). LIKELY SAFE AI.



WHF Summer 365C | Dam of Lots 21 & 22

CCS/JS SUMMER 9H

TJ MAIN EVENT 503B  
**CDI INNOVATOR 325D**  
 CDI MS SHEAR FORCE 49U  
 CCR WIDE RANGE 9005A  
**WHF SUMMER 365C**  
 WHF ANDIE 365A

**LOT 21**  
**PB SM**

ASA: 3758565  
 BD: 3/20/20 TATTOO: 9H

CE	BW	WW	YW	MILK	API	TI
11	1.1	88.4	131.3	21.3	132	84.3

CCS/JS SUMMER 51G

YARDLEY UTAH Y361  
**W/C RELENTLESS 32C**  
 MISS WERNING KP 8543U  
 CCR WIDE RANGE 9005A  
**WHF SUMMER 365C**  
 WHF ANDIE 365A

**LOT 22**  
**PB SM**

ASA: 3705863  
 BD: 11/4/19 TATTOO: 51G

CE	BW	WW	YW	MILK	API	TI
9.4	2.8	79.8	106.8	17.8	116.4	74

# The Daughters of Summer

MIDWEST MADE ELITE FEMALE SALE

## JS BARB 34H

SVF STEEL FORCE S701

**MR HOC BROKER**

JM BF H25

S A V BISMARCK 5682

**KAR BARB 1160**

KAR BARB 8134

**LOT 23**

**1/2 SM 1/2 AN**

ASA: 3758579

BD: 5/1/20 TATTOO: 34H



**LOT 23 JS BARB 34H**

CE	BW	WW	YW	MILK	API	TI
12.4	0.6	74	112.1	20.6	110	70.1

A female that comes to you all sired by the proven Broker and from a very productive Bismarck daughter. Predictability and reliability in production sells in 34H. Both sides of the pedigree are noted for shear, basic, cowboy production and performance. The mating to Double Up only improves the value she has on December 10. *AI BRED ON 4/11/21 TO WHF/JS/CCS DOUBLE UP G365 (ASA: 3948321). PE 5/1/21-6/30/21 JBSF LOGIC 5E (ASA: 3337441). LIKELY SAFE AI.*

## JS DAIRY QUEEN 54G

SVF STEEL FORCE S701

**MR HOC BROKER**

JM BF H25

CLRS AFTER SHOCK 604 A

**CLRS DAIRY QUEEN 606D**

CLRS BEAUTY QUEEN 420 B

**LOT 24**

**PB SM**

ASA: 3705854

BD: 10/25/19 TATTOO: 54G



**JS Barb 57F**  
Full sister to Lot 23

CE	BW	WW	YW	MILK	API	TI
10.1	2.3	78.3	111.3	18.8	116.3	74.4

A proof positive mating that needs zero justification for merit of production and results. This mating is an incredible phenotype blend with a suitable number profile that allows her future mating flexibility for her prospective new owners. This female is very true to kind. Her build is so awesome, her femininity is exclusive, her shape and power are to be reckoned with, and her absolute ability to contribute and generate for years to come. You will love her kind! *AI BRED ON 4/11/21 TO WHF/JS/CCS DOUBLE UP G365 (ASA: 3948321). PE 5/1/21-6/30/21 JBSF LOGIC 5E (ASA: 3337441). LIKELY SAFE AI.*



**LOT 24 JS DAIRY QUEEN 54G**

## JS BURNING POWER 10H

TJ MAIN EVENT 503B

**CDI INNOVATOR 325D**

CDI MS SHEAR FORCE 49U

BUSHES UNBELIEVABLE423

**JS BURNING POWER 55E**

TRIPLEC BURNING POWER L3

**LOT 25**

**5/8 SM 3/8 AN**

ASA: 3758563

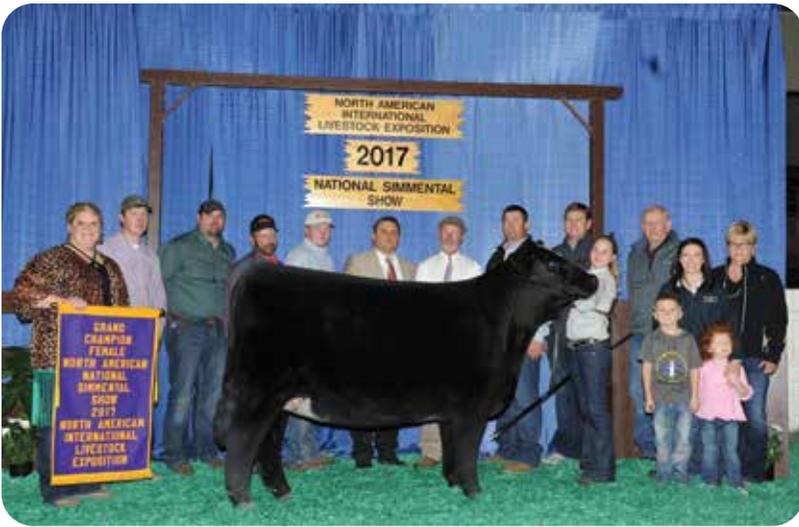
BD: 2/27/20 TATTOO: 10H



**LOT 25 JS BURNING POWER 10H**

CE	BW	WW	YW	MILK	API	TI
10.4	1.3	78.6	121.9	23.7	126.8	79.5

This one stems from a cow family that has been a part of our success over the years in the early stages of our program, it was the absolute go to. The cattle from the Burning Power line are still good today with added performance and power always readily accessible when implemented. This daughter of Innovator is from a Bush's Unbelievable x Burning Power that felt necessary to keep in our program and we have not been disappointed by what her dam can contribute moving forward. 10H offers a very balanced number profile with a combined carcass and growth combination that is suitable for mating either direction, EPD stock, or Phenotype stock. *AI BRED ON 4/11/21 TO WHF/JS/CCS DOUBLE UP G365 (ASA: 3948321). PE 5/1/21-6/30/21 JBSF LOGIC 5E (ASA: 3337441). LIKELY SAFE AI.*



WHF Summer 365C | 2017 NAILE Grand Champion Simmental Heifer



CCS WHF Summer 50F  
2019 AJSA National Classic Reserve Champion Bred & Owned Heifer



CDI Innovator 325D  
2018 NWSS Grand Champion Percentage Simmental Bull



WHF Summer 365C | 2017 American Royal Supreme Champion Female



GLS Dash of Fame  
2017 NWSS Divison Champion



JS Precious Star 41C  
2017 NWSS Divison Champion



WHF/JS/CCS Double Up G365 | 2021 Cattlemen's Congress Reserve Grand Champion Purebred Simmental Bull



Jass Sass N Flare 107B  
2015 American Royal Fall Calf Champion Jr. Show





JS Black Satin 9B | 2015 NAILE  
Grand Champion Purebred Female



2020 World Beef Expo  
Reserve Grand Champion Heifer



WHF Andie 369F  
2020 NWSS Division Champion



JS Black Satin 9B | 2016 NWSS  
Grand Champion Purebred Female



UDE Ellie 153E  
2018 NAILE Grand Champion Angus Female Jr. Show



WHF Autumn 365E  
2018 NAILE Division Champion



JS Black Satin 9B | 2015 AJSA Summer Classic  
Grand Champion Purebred Female



WLE Missy E3055  
2017 American Royal Reserve Champion Percentage Simmental Female

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