



The Long Family



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

Sale Schedule Sunday, February 6, 2022

Cattle on Display (weather protected AccuSteel hoop building)

Monday, February 7, 2022

Cattle on display beginning at 9:00 am (weather protected AccuSteel hoop building) Lunch served at 11:00 am The Gates Are Open Production Sale at 1:00 pm CST Sale Location
Long's Simmentals - At the Farm
3272 320th Street | Creston, IA 50801

Sale I fodates WWW.LONGSIMMENTAL.COM

Visit our website for details Cattle viewing prior to this schedule available by appointment

Tyler, Abby & Quentin Long



We have exhibited our cattle successfully over the years at local, state and national levels earning some of the most prestigious, respected and nationally honored championships. We have also raised multiple Al sires that presently serve the cattle industry. But, most of all we are proud of the fact that we accomplished those feats with cattle that were bred and raised right here on our farm.

Another proud fact we pride ourselves on is that these cattle not only can hang banners and look good but they are also real-world genetics that have to work in a commercial cattleman's environment and return a profit to our operation and most importantly our customer's operations.

Although we have been in business 41 years and already stood the test of time we have recently expanded our operation dramatically including land base, cow herd size, a cooperator embryo herd and even multiple breeds. With that said, we always have our customers interest in mind and continue to strive to improve our genetics.

The offering this year is OUTSTANDING and has something to offer everyone! The bull line up is deep in quality with purebred Simmentals, percentage Sim-Angus and excellent purebred Angus. There are hardworking commercial man's kind all the way to Al promotional sires! As promised, we took the bred female division to a whole new level this year! We anxiously await your inspection of them! You will find next generation donor quality females to build a herd around and front pasture kind of females that will move any program forward. We also included a special "heart of the herd" pair of profit proven mature cows — check them out! Their earning potential is as good as "money in the bank"!

Lastly, we are offering an opportunity of a lifetime to get in on multiple genetic offerings from Sammi's National Champion Bred & Owned female – Long's Carmen, that will no doubt leave her mark in the industry. Offering two sale feature herd sire prospects, CHOICE PICK of flushmate females, a guaranteed pregnancy, exclusive sorted female embryos by Silveiras Style and a IVF cycle to the bull of buyer's choice!! Get on board and hold on – it's going be a fun ride!

Sincerely,
The Long Family

#bethereasonsomeonesmilestoday

February 7, 2022 in Creston, Jowa



Friends, Simmental enthusiasts, and fellow cattlemen and cattlewomen,

It is indeed a privilege to welcome you to the Long's Simmentals Second Annual Production Sale. While this is the second sale at the farm, it is the culmination of decades of private treaty sales and ongoing customer relationships that the Long family has cultivated. The Long family has built a program based on the fundamentals and have been strict in their selection process, making no exceptions or excuses for any of the cattle. The level of guality represented through this year's bull and female offering is second to none and is the result of years of breeding decisions that have come to fruition.

Rob has always been one to think outside the box and will always go the extra mile no matter the task at hand. This strong work ethic that has been instilled by every member of the family has been recognized through the many successes and breeding accomplishments that they have had. This family owned and operated program has built an awesome repeat client base over the years selling cattle at multiple venues nationally and private treaty to friends and neighbors as well. The second set of cattle from the program to be offered at public auction in number will sell on Monday, February 7, 2022 at the farm near Creston, lowa.

It is a bull and female offering which is loaded with density and money earning potential for those that invest. This entire offering is a representation of a true working cow herd that has been built and sorted discreetly for quality first and foremost. Very limited ET or IVF production is involved in this set of stock which is impressive in its own right. There are key cow families that are recognized throughout the sale offering and have been influential to the forward progression of this program. A unique opportunity to acquire the genetics from the leading lady in the donor pen at Long's Simmentals, "Carmen", will cross the auction block in the form of an IVF Cycle, a pregnancy, frozen embryos, and of course a powerful set of open heifers and the lead off pair of herd sire prospects.

The cattle are built and bred to go out and work and perform just as the maternal base that backs them, have done for so many years leading up to this year's event. Let this be your personal invitation to join the Long Family and Innovation AgMarketing as we gear up for the Second Annual Production Sale at Long's Simmental.

Enjoy the cattle,

Graham Blagg Jered Shipman Tim Anderson



SALE HOST CONTACTS

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

GUEST BREEDERS

Williams Bros. Simmentals Camden Williams - (660) 292-1243 Hadley Williams - (660) 292-0927

AUCTIONEER

Col. Jered Shipman - (806) 983-7226

SALE MANAGED BY INNOVATION AGMARKETING, LLC

Graham Blagg - (530) 913-6418 Tim Anderson - (605) 682-9343 WWW.INNOVATIONAGMARKFTING.COM

SALE CONSULTANTS

Brian England - (641) 344-5695 Ben Markegard - (507) 459-3869 Greg Miller - (608) 778-8785

MARKETING REPRESENTATIVES

Mike Sorensen, Livestock Plus, Inc - (641) 745-7949 Austin Sorensen, Livestock Plus, Inc - (712) 310-3788 Joel Edge, Special Assignment - (319) 331-3667 Colby Taber, SC Online Sales - (309) 335-1939 Austin Brandt, Lee AgriMedia - (712) 621-1829

ACCOMMODATIONS

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

HERD HEALTH

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

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

EPDS

All bulls have genomic-enhanced EPDs.

SEMEN INTEREST

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

RISK

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

TERMS

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

BULL GUARANTEE

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

INSURANCE

Insurance will be offered through the sale management.

FEED AND KEEP PROGRAM AND DELIVERY FOR BULLS ONLY

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

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

SALE FEMALES

Long's Simmentals reserves the right to one successful flush or a minimum of 6 transferable embryos on all females selling.

BRED FEMALES

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

TRUCKING

We will assist with arrangements as best we can.

ADVERTISING AND CATALOG PRODUCTION

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

PHOTOGRAPHY & VIDEOGRAPHY

John Reasor - (423) 290-6002





The Gates are Open!





LONG'S CARMEN
2019 AJSA NATIONAL CLASSIC GRAND CHAMPION BRED & OWNED PUREBRED HEIFER
DAM OF LOTS 1, 1A-1B, 2A-2D, 3, & 4

- We proudly offer a once in a lifetime opportunity to put yourself in the driver's seat of one of the most unique individuals to ever call home to Long's Simmentals. The privilege to own an IVF cycle to the sire of your choice awaits your appraisal on February 7, 2022.
- Long's Carmen is the 2019 AJSA National Classic Grand Champion Bred & Owned Female that has become one of the most prolific young females in the breed.
- She has produced the lead off bull in both our 2021 and 2022 Production Sales and continues to generate at the highest level.
- This year she has two sons that sell as Lot 3 and 4 sired by W/C Loaded Up 1119Y, and last year she produced the Lot 1 bull sired by W/C Rolex 0135E that was purchased by Travis Malone.
- Carmen ranks among the elite 1% of the breed for WW, YW, and MWW. She charts top 4% ADG, top 20% Milk, top 5% CW, top 4% Shr, and top 10% TI. Her elite number profile combined with her breathtaking phenotype makes this opportunity that much more intriguing.
- We can't wait see what the winning bidder elects to flush Carmen too, but we are confident that it will be a profitable transaction!
- TERMS OF IVF CYCLE: Buyer will receive a minimum of six transferable embryos and two 60-day pregnancies. On all embryos produced above 10, buyer receives odd-numbered embryos, seller receives even-numbered embryos. Buyer pays IVF charges, semen cost and all freezing and/or transfer fees, with all freezing costs over 10 embryos being split odd/even between the buyer and seller. Buyer may choose to put embryos in their own recip cows or Trans Ova recip cows, at the buyer's expense. IVF cycle will take place at Trans Ova Genetics.

LONG`S CARMEN IVF CYCLE Reg: 3455868 DOB: 2/10/18 Tattoo: F6 PB CNS PAYS TO DREAM T759 HTP SVF IN DEW TIME LLSF PAYS TO BELIEVE ZU194 × LONG`S LILA LLSF URABABYDOLL U194 LONG`S MISS PENNY Act. BW: 80 Adj. WW: 685

Act. BW: 80 Adj. WW: 685

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

6.3 5.8 104 158.4 0.34 2.6 27.7 11.8 79.7 12.9 47.1 -0.32 0.09 -0.07 0.97 119.7 87.8



LONG'S CARMEN
2019 AJSA NATIONAL
CLASSIC GRAND
CHAMPION BRED &
OWNED PUREBRED
HEIFER
DAM OF LOTS 1, 1A-1B
2A-2D, 3, & 4



W/C LOADED UP 1119Y SIRE OF LOTS 1A, 2A-2D, 3, & 4

1A

LONG'S CARMEN PREGNANCY

REMINGTON LOCK N LOAD54U LLSF PAYS TO BELIEVE ZU194

W/C LOADED UP 1119Y × LONG`S CARMEN

AUBREYS BLACK BLAZE III LONG`S LILA

 CE
 BW
 WW
 YW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 9
 3.8
 88.6
 134.4
 0.29
 5.4
 24.7
 11.6
 69
 13.4
 41.6
 -0.45
 0.04
 -0.09
 1.11
 119
 80.2

- Here is the opportunity to purchase a FULL SIB pregnancy to the Lot 2A-2D heifers, as well as the Lot 3 and 4 bulls in this year's sale offering.
- The Loaded Up x Carmen mating has been nothing short of impressive and we are excited to share our most proven genetics with the public.
- This pregnancy opportunity should make for a quick and profitable return on investment.
- Study the consistency and quality that this mating offers!



SILVEIRAS STYLE 9303 X LONG'S CARMEN EMBRYOS

GAMBLES HOT ROD

LLSF PAYS TO BELIEVE ZU194

SILVEIRAS STYLE 9303 × LONG`S CARMEN

SILVEIRAS ELBA 2520 LONG`S LILA

1 PACKAGE OF 3 REVERSE SORT IVF FEMALE EMBRYOS

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI
9.5 2.95 81 124.8 0.28 4.25 19.8 9.8 60.3 14.1 28.5 -0.08 0.33 -0.01 0.4 124.5 76.7

- The National Champion Carmen mated to the "king of the ring" Silveiras Style 9303 is destined to generate elite show heifers that hang banners and command BIG price tags!
- Here is an opportunity to purchase a package of IVF sexed female embryos from the foundation matriarch, Carmen.
- Her track record for the last two years alone indicates that she will be a contributing factor to the program for generations to come.
- Carmen is the dam of the Lot 1 bull in 2021 and the dam of the ET flushmate brothers that lead off the Purebred division in 2022.
- Power in the blood!



SILVEIRAS STYLE 9303 SIRE OF LOT 1B EMBRYOS



LOT 2A LONG'S J570

LONG'S J570 Reg: 3960008 DOB: 2/24/21 Tattoo: J570 PB SM LLSF PAYS TO BELIEVE ZU194 **REMINGTON LOCK N LOAD54U**

W/C LOADED UP 1119Y x LONG`S CARMEN **AUBREYS BLACK BLAZE III** LONG`S LILA

Act. BW: 79 Adj. WW: 726 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

3.8 88.6 134.4 0.29 5.4 24.7 11.6 69 13.4 41.6 -0.45 0.04 -0.09 1.11 119 80.2

LONG'S J319 DOB: 2/20/21 Reg: 3960013 Tattoo: J319 LLSF PAYS TO BELIEVE ZU194 **REMINGTON LOCK N LOAD54U**

W/C LOADED UP 1119Y x LONG`S CARMEN **AUBREYS BLACK BLAZE III** LONG`S LILA Act. BW: 82 Adj. WW: 642

PB SM

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 3.8 88.6 134.4 0.29 5.4 24.7 11.6 69 13.4 41.6 -0.45 0.04 -0.09 1.11 119 80.2

- Carmen secured her place in the donor pen at Long's Simmentals long before this flush of heifer calves were born. Once they hit the ground it was further confirmation that Carmen is one of the most prolific and consistent producing females that has ever called home to Long's Simmentals.
- The opportunity to pick and choose which females best fit the production goals of your operation will be yours on February 7, 2022.
- J570 is the Lot 2A female that offers a profile and presence that is second to none! We lover her build, her body shape, and the proud presence that she offers. She is a one of kind female that will follow in the footsteps of her dam.
- J319 is the ultra-stout, bold bodied, stout hipped female of the flush that has been blessed with the extra "bells and whistles" that make her a truly unique breeding piece.



LOT 2B LONG'S J319



LOT 2C LONG'S J019

LONG'S J019 LONG'S J117 Reg: 3960010 Tattoo: J019 PB SM Reg: 3960009 DOB: 3/6/21 Tattoo: J117 DOB: 2/25/21 PB SM **REMINGTON LOCK N LOAD54U** LLSF PAYS TO BELIEVE ZU194 REMINGTON LOCK N LOAD54U LLSF PAYS TO BELIEVE ZU194 W/C LOADED UP 1119Y × LONG`S CARMEN W/C LOADED UP 1119Y × LONG`S CARMEN AUBREYS BLACK BLAZE III LONG`S LILA **AUBREYS BLACK BLAZE III** LONG`S LILA Act. BW: 74 Adj. WW: 555 Act. BW: 77 Adj. WW: 686 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI 3.8 88.6 134.4 0.29 5.4 24.7 11.6 69 13.4 41.6 -0.45 0.04 -0.09 1.11 119 80.2 9 3.8 88.6 134.4 0.29 5.4 24.7 11.6 69 13.4 41.6 -0.45 0.04 -0.09 1.11 119 80.2

- J019 is the full faced baldy that is smooth made, long hipped, and extra pliable in her spine. We like the futuristic look of quality that this female brings to the table and believe she will mature into a captivating bred.
- J117 is the youngest member of this set of ET flushmate sisters, but she may very well be the one that that astute cowboys and cowgirls label as the "most like her dam" in terms of length, extension, and flexibility.
- Let's not forget about the powerhouse ET flushmate brothers that sell as Lot 3 and 4. There is no doubt that this is just the beginning of Carmen's long and illustrious career in the donor pen. Help yourself to the very best from Long's Simmentals!



LOT 2D LONG'S J117



LOT 3 LONG'S LOADED UP J100



LOT 4 LONG`S LOADED UP J557

- Long's Loaded Up J100 leads off a powerful set of yearling bulls that are backed by the most proven and predictable cow families at Long's Simmentals.
- J100 is a homozygous black Purebred sired by W/C Loaded Up 1119Y and backed by the foundation matriarch of our program, Long's Carmen.
- Long's Carmen is the 2019 AJSA National Classic Grand Champion Bred & Owned Heifer and her impact on the program has been nothing short of incredible.
- J100 charts among the top 20% WW, top 25% YW, top 10% CW, and top 10% REA.
- He has been admired for the athletic build, masculinity, and natural dimension that he combines with an elite herd sire look.
- A true sale feature!



LONG'S CARMEN | PROLIFIC DAM OF LOTS 3 & 4

- Long's Loaded Up J557 is an ET flushmate brother to J100 that is homozygous black and homozygous polled. We admired the balance and symmetry that this younger brother to J100 offers.
- He ranks top 25% for WW, YW, and ADG. J557 also charts among the top 20% for REA.
- J557 is smooth made, square built at the surface, and blends form with functionality.
- Another powerful, long sided, big hipped son of the great Long's Carmen.
- The impact that his National Champion dam has had on our program is hard to replicate.
- Study the maternal prowess that his ET flushmate sisters possess. One of the most consistent set of flushmates ever born at Long's Simmentals.



LONG'S ROLEX H12 | MATERNAL BROTHER TO LOTS 3 & 4

LONG'S LOADED UP J100

Reg: 3960011 DOB: 2/26/21 Tattoo: J100 PB SM

REMINGTON LOCK N LOAD54U LLSF PAYS TO BELIEVE ZU194 W/C LOADED UP 1119Y x LONG`S CARMEN LONG`S LILA **AUBREYS BLACK BLAZE III**

Homozygous Polled Heterozygous Black Adj. WW: 657 Act. BW: 81 BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 3.2 85 126.8 0.26 5.2 24.7 12.2 67.1 15.8 43.6 -0.4 0.07 -0.07 1.13 124.5 79.2

LONG'S LOADED UP J557 Reg: 3960012 DOB: 3/4/21

Tattoo: J557

PB SM

REMINGTON LOCK N LOAD54U W/C LOADED UP 1119Y x LONG`S CARMEN

LLSF PAYS TO BELIEVE ZU194

LONG`S LILA **AUBREYS BLACK BLAZE III**

Homozygous Polled Homozygous Black Act. BW: 82 Adj. WW: 736 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA 9.5 2.9 83.5 126.6 0.27 5.4 24.7 10.9 66.4 15.6 32.2 -0.46 0.04 -0.09 1.04 123.9 78.4

The Gates are Open at Long's Simmentals



LOT 5 LONG'S PAY THE MAN J33

- Long's Pay The Man J33 is sired by a past high seller that is now working in the Pilkington Cattle program of Albion, Nebraska.
- J33 is a homozygous black and homozygous polled Purebred that offers tremendous length of side, extension, and muscle expression. He is a proud featured, big footed, stout made herd bull prospect that is backed by the influence of TLLC One Eyed Jack.
- J33 ranks among the top 25% of the breed for BW and Shr.
- A herd sire prospect that will add pay weight and eye appeal to his progeny.



LONG'S PAY THE MAN | SIRE OF LOT 5



LOT 6 LONG'S PLAYER J38

- Long's Player J38 is a son of The Player that is backed by the everlasting influence of Long's U30. H64, his full sister to a featured bred heifer.
- The maternal granddam of J38 is the epitome of longevity, producing countless individuals of influence that have positively impacted commercial and seedstock programs across the country for over a decade.
- J38 ranks among the top 25% of the breed for CE while offering a moderate 70 pound actual birthweight. He spreads to a WW Ratio at 106.
- Recommended for use on heifers.



LONG'S THE PLAYER | SIRE OF LOT 6

PB SM

LONG'S PAY THE MAN J33

Reg: 3957791 DOB: 2/2/21 Tattoo: J33 PB SM

LLSF PAYS TO BELIEVE ZU194 TLLC ONE EYED JACK LONGS PAY THE MAN x LONGS C102

LONGS SURE CHARM LONGS LITTLE DEBBIE Homozygous Polled Homozygous Black Act. BW: 80 Adj. WW: 648 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API

9.4 0.4 62.2 96.4 0.21 2.9 23.6 8.4 54.6 14.2 10.7 -0.28 0.17 -0.03 0.68 123.5 70.9

TLLC ONE EYED JACK

Reg: 3957773

CDI AUTHORITY 77X LONGS THE PLAYER x LONGS D40

LONG'S PLAYER J38

Tattoo: J38

Act. BW: 70

LONG`S DRIBBLE LONG`S U30 Heterozygous Black

DOB: 2/3/21

Adj. WW: 684 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 12.7 1.9 69.9 98.3 0.18 3.7 22.8 10.6 57.7 14.2 20.6 -0.4 -0.02 -0.07 0.87 116.3 69.3



LOT 7 LONG'S FULL FIGURES J23

- J23 is a Purebred son of Hooks Full Figures 11F that offers a combination of breed leading genomics and phenotype.
- The dam of J23, Long's U30, has been a pivotal member of the cowherd at Long's Simmentals for over a decade. She offers tremendous foot quality, udder design, and longevity.
- J23 ranks top 5% WW, top 5% YW, 10% ADG, top 15% Milk, top 4% MWW, top 20% Stay, top 15% Doc, top 15% CW, top 10% REA, top 20% API, and top 10% TI.
- Long's Simmentals has always been known for the quality red hided Simmental cattle that they bring to town. Here is another prime example of the quality that you can expect.
- J23 offers a 78 pound birth weight with a BW Ratio at 99, while spreading to an impressive 730 pound adjusted weaning weight with a WW Ratio at 113.
- A sale feature that is sure to leave an impact!



LOT 8 LONG'S SNIPER J18

- Long's Sniper J18 is a homozygous polled red baldy son of the calving specialists KBHR Sniper E036, backed by a productive daughter of W/C Bullseve 3046A.
- A maternal sister to J18 sired by THSF Lover Boy B33 that is a highlight within the powerful offering of bred heifers in this year's sale.
- J18 is a bold ribbed, deep bodied herd sire prospect that offers the low input look of efficiency. He ranks top 3% BW, top 3% Stay, top 1% Doc, top 15% CW, top 10% YG, and top 10% API.
- J18 offers a moderate birth weight of 73 pounds with a BW Ratio at 93 and spreads to an impressive WW Ratio at 108.
- A sale feature that has the credentials to be a promotional Al sire.



LONG'S DELILAH | MATERNAL GRANDDAM OF LOT 8

Act. BW: 73

Adj. WW: 694

LONG'S FULL FIGURES J23

Reg: 3957807 DOB: 1/31/21 Tattoo: J23 PB SM

TJ DIPLOMAT 294D LONGS DREAM CHASER HOOK'S FULL FIGURES 11F x LONG'S U30 HOOK'S DOCILA 23D MISS ARNOLD J1025

Heterozygous Polled Act. BW: 78 Adj. WW: 730 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 2.9 93.6 144 0.31 5.8 29 14.4 75.8 19.5 40.8 -0.4 0.17 -0.06 1.18 145.2 88.5

LONG'S SNIPER J18

Reg: 3957784 DOB: 1/28/21 Tattoo: J18 PB SM

BAR CK HUNTER 3006A W/C BULLSEYE 3046A KBHR SNIPER E036 x LONGS F2

KBHR C078 LONGS DELILAH Homozygous Polled

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF 12.4 -2.7 73.7 111.2 0.23 3.9 25.7 18.6 62.5 21.9 39.8 -0.52 0.16 -0.10 1.2 153



LOT 9 LONG`S FULL FIGURES J36

- Long's Full Figures J36 is a homozygous polled Purebred herd sire candidate that offers the credentials of a calving ease specialist.
- J36 is backed by the everlasting influence of Long's U30, a proven producer that has stood the test of time. His dam was a member of our 2019 NWSS Reserve Grand Champion Pen of Three Heifers.
- J36 came to the weaning pen with a WW Ratio at 106. A sleep all night calving ease option that is recommended for use on heifers without sacrificing pounds of performance.
- He ranks top 5% CE, top 3% BW, top 15% MCE, top 15% Marb, top 3% API, and top 10% TI.



HOOK'S FULL FIGURES | SIRE OF LOTS 7 & 9

- Long's Got Jack J69 is another standout red hided herd bull prosect that offers exceptional length, extension, and visual performance.
- J69 is a maternal brother to H31, a Rolex son that sold to Walter Glynn in our Inaugural Production Sale.
- The dam of J69 is backed by a great producing female that was produced in the McDermott & Sons program. She offers exceptional maternal function and longevity to the equation.
- J69 offers a WW Ratio at 106 with over 680 pounds of adjusted pay weight at weaning.



LOT 10 LONG'S GOT JACK J69

LONG`S FULL FIGURES J36

Reg: 3957809 DOB: 2/2/21 Tattoo: J36 PB SM

TJ DIPLOMAT 294D WS PRIME BEEF Z8
HOOK`S FULL FIGURES 11F × LONGS ROSE
HOOK`S DOCILA 23D LONG`S U30

Homozygous Polled

CE NW NW NW ADG NCE Nilk Doc NWW Stay CW NG Narb NF NEA API T1

15.6 -2.4 79.2 121.5 0.26 8.2 26.3 5 65.9 19.2 25.9 -0.42 0.34 -0.07 1 163.7 90.7

10

LONG'S GOT JACK J69

Act. BW: 83

Adj. WW: 685

Reg: 3957764 DOB: 3/12/21 Tattoo: J69 PB SM

TLLC ONE EYED JACK MR HOC BROKER

LONGS IVE GOT JACK × LONGS ELLY

LONG`S TOMGIRL MCM 505R

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

6.6 2.8 73.6 101.9 0.18 1.1 23.2 5.9 59.9 8.2 12.7 -0.54 -0.16 -0.11 0.89 89.2 66.6



- Long's My Pleasure J81 is a stout featured red hided herd sire prospect that offers exceptional shape and performance. He is big topped, thick ended, and long sided.
 The dam of J81 traces to the influence of the
- The dam of J81 traces to the influence of the great Long's U30 matriarch, a female that has a large influence on the program. His full sister is the standout red baldy that highlights the bred heifer division.
- J81 came to the weaning pen with over 700 pounds of adjusted weaning weight performance and recorded a WW Ratio at 109.

LOT 11 LONG`S MY PLEASURE J81



LOT 12 LONG'S PLAYER J61

- Long's Player J61 is a stout featured baldy bull that everyone will have on their short list sale day. We admire the rib shape, depth of body, and squareness of build that he offers.
- A full brother, H67, sold in our Inaugural Production Sale to Matthew Deemer.
- Long's B47 is a top producing daughter of HTP SVF In Dew Time that has been a reliable producer year after year.
- J61 offers a sensible birth weight that is combined with his balanced number profile and rugged build.

LONG`S MY PLEASURE J81

Reg: 3957755 DOB: 3/21/21 Tattoo: J81 PB SM

LONG`S SHEAR PLEASURE
LONG`S MY PLEASURE x LONGS C65
LONGS MISS SWEETS LONG`S U30

Act. BW: 83 Adj. WW: 704

 CE
 BW
 WW
 YW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 7.8
 4.3
 72.1
 100.2
 0.18
 2.4
 21.6
 8.4
 57.6
 13.6
 24.4
 -0.47
 0.03
 -0.10
 0.91
 108.2
 68.4

LONG`S PLAYER J61

Reg: 3957778 DOB: 2/26/21 Tattoo: J61 PB SM

TLLC ONE EYED JACK

LONGS THE PLAYER × LONG`S B47

LONG`S DRIBBLE LONGS MISS SASSY

 CE
 BW
 WW
 YW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 10.8
 1.1
 58.2
 70.5
 0.08
 2.4
 17.2
 12.4
 46.2
 15.6
 7.8
 -0.39
 0.01
 -0.07
 0.69
 113
 62.4



- Long's Player J27 is a homozygous black and homozygous polled herd sire prospect that is sired by Long's The Player.
- The dam of J27 is an ET flushmate sister to Long's Carmen, the 2019 AJSA Grand Champion Bred & Owned Heifer for Sammi. Long's Lila, the maternal granddam of J27 is a top producing daughter of the great HTP SVF In Dew Time.
- J27 is a bold ribbed, thick ended, big hipped herd sire prospect that is square built and rugged made.
- J27 is the number one calving ease bull in his contemporary group with a moderate 69 pound birth weight and a BW Ratio at 88.

LOT 13 LONG`S PLAYER J27



LOT 14 LONG'S PAY TO PLAY J60

- Long's Pay to Play J60 is a standout blaze faced homozygous black and homozygous polled Purebred that is backed by the productive Long's E12 female, an own daughter of the great W/C Executive Order 8543B.
- J60 is a maternal brother to Long's Player H32, the eye appealing herd sire prospect that was among the featured lots in our Inaugural Production Sale.
- J60 is much like his maternal brother last year in terms of balance and eye appeal. He is long sided, square hipped, and sound built from the ground up.
- He charts among the top third of the breed for BW and offers balanced data across the board.



LONG'S PAY TO PLAY | SIRE OF LOT 14

LONG`S PLAYER J27

Reg: 3957771 DOB: 1/31/21 Tattoo: J27 PB SM

TLLC ONE EYED JACK LLSF PAYS TO BELIEVE ZU194

LONGS THE PLAYER × LONGS E7

 14

LONG'S PAY TO PLAY J60

Reg: 3957814 DOB: 2/25/21 Tattoo: J60 PB SM

LLSF PAYS TO BELIEVE ZU194 W/C EXECUTIVE ORDER 8543B

LONGS PAY TO PLAY x LONGS E12

LONG S ELLIE HS/DSS CANDY LOVE C1130

Homozygous Polled Homozygous Black Act. BW: 82 Adj. WW: 646

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

10.8 0.2 70.9 107.2 0.23 4.3 20.5 8.1 56 12.1 3.3 -0.42 -0.08 -0.07 0.71 111.4 70.6



LOT 15 LONG`S ROLEX J56

- Long's Rolex J56 is a homozygous black and homozygous polled Purebred that is backed by the strong maternal influence of the MCM 505R cow family.
- J56 is sired by W/C Rolex 0135E, the full brother to the great W/C Relentless 32C.
- J56 is a top calving ease herd sire prospect that charts among the top 15% of the breed for CE and top 20% for BW.
- He is a bold ribbed, deep sided, stout featured herd sire prospect that is smooth jointed and clean made. J56 is backed by the strong maternal influence of Long's Miss Bridgett.



W/C ROLEX 0135E | SIRE OF LOTS 15 & 16



LOT 16 LONG'S ROLEX J41

- Long's Rolex J41 is a rugged made, masculine son of W/C Rolex 0135E that is backed by a top producing GWS Ebony's Trademark 6N daughter that is a full sister to our Sweets donor.
- He is a homozygous black and homozygous polled Purebred that offers a moderate birthweight to accompany his impressive weaning weight performance.
- J41 spreads from a 76 pound actual birth weight to over 700 pounds of weaning weight performance. He charts an impressive WW Ratio at 110.
- He offers an exceptional combination of calving ease, performance, and carcass merit.

LONG`S ROLEX J56

Reg: 3957797 DOB: 2/20/21 Tattoo: J56 PB SM

YARDLEY UTAH Y361 LONG`S SHEAR ENVY
W/C ROLEX 0135E × LONGS D5
MISS WERNING KP 8543U LONG`S MISS BRIDGETT

Homozygous Polled Homozygous Black Act. BW: 80 Adj. WW: 662

CE 8W WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

13.7 0.1 65.2 88 0.14 5.8 18.8 13.1 51.3 13.6 4.8 -0.36 0.22 -0.04 0.74 129.9 73.9

LONG`S ROLEX J41

Reg: 3957796 DOB: 2/4/21 Tattoo: J41 PB SM

YARDLEY UTAH Y361 GWS EBONYS TRADEMARK 6N
W/C ROLEX 0135E × LONG`S CARMEN
MISS WERNING KP 8543U BAURS L925

Homozygous Polled Homozygous Black Act. BW: 76 Adj. WW: 705

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

12.2 2.4 68.6 90.1 0.13 4.6 24.2 16.4 58.5 10.9 26.7 -0.47 0.14 -0.09 1.02 115.6 71.9



- J88 is a product of the program that combines the influence of Long's Blacklist with TLCC One Eyed Jack, the Long's Shear Pleasure son that has experienced heavy use across the breed.
- Long's Blacklist is an own son of the MCM 505R matriarch.
- C103, the dam of J88 is an own daughter of Long's Star Girl. A maternal sister to J88 was purchased by Nichols Farms.
- The granddam of J88 is still a productive member of the cowherd at 17 years of age.
- He is big footed, stout featured, and offers the masculine look of a program influencing herd sire.

LOT 17 LONG`S BLACKLIST J88



- Long's Blacklist J67 is another Blacklist son that is extra dense made, bold centered, and thick ended. He is a loose hided herd sire prospect that offers exceptional structural integrity and flexibility.
- He charts among the top 20% of the breed for marbling.
- J67 is a big spread herd bull option that boasts a moderate 79 pound actual birth weight. He came to the weaning pen with more than 660 pounds of weaning weight performance and a WW Ratio at 104.

LOT 18 LONG'S BLACKLIST J67

LONG'S BLACKLIST J88 Reg: 3957819 DOB: 4/3/21 Tattoo: J88 PB SM

LLSF PAYS TO BELIEVE ZU194 TLLC ONE EYED JACK LONGS BLACKLIST x LONGS C103

LONG`S STAR GIRL MCM 505R

Act. BW: 80 Adj. WW: 597 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 1.8 63 87.1 0.15 2.6 25.2 10.7 56.6 16 11.3 -0.36 0.18 -0.05 0.78 121.9 69.5

LONG'S BLACKLIST J67 Reg: 3957815 DOB: 3/10/21

Tattoo: J67 PB SM

LLSF PAYS TO BELIEVE ZU194 LONG`S COWBOYS AMIGO LONGS BLACKLIST x LONG`S A27 LONGS HOAKIE MCM 505R

Heterozygous Black Act. BW: 79 Adj. WW: 667 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API $9.9 \quad 1.7 \quad 70.7 \ 100.3 \ 0.19 \quad 5.6 \quad 26 \quad 9.8 \quad 61.3 \quad 16.7 \quad 7.9 \quad -0.28 \quad 0.27 \quad -0.06 \quad 0.39 \quad 133.7 \quad 76.7 \quad 100.3 \quad$



- J74 is a smooth made, moderate framed, easy fleshing herd sire prospect that is backed by the strong maternal influence of Long's Miss Bridgett.
- He is balanced numerically and offers the form and functionality of a top herd sire candidate.
- He is sound footed, smooth jointed, and athletic in his stride.





LOT 20 LONG`S EAGLE J51

- Long's Eagle J51 is a homozygous black and homozygous polled Purebred that is sired by the trait leading Hook's Eagle 6E.
- His maternal brother was a standout in our 2021 Production Sale and was displayed in Oklahoma City at the Cattlemen's Congress.
- J51 is the number one weaning weight bull in the entire offering. He boasts a 741 pound adjusted weaning weight and posts a WW Ratio of 115.
- J51 ranks among the top 5% WW, top 10% YW, top 20% ADG, top 15% CW, top 20% Marb, top 10% REA, and top 10% TI.
- There is no question that this performance driven herd sire prospect offers exceptional length, stoutness, and dimension. A surefire option to add pay weight to a set of British based cows.



LONG'S PAY TO PLAY MATERNAL BROTHER TO LOT 20

LONG'S GOT JACK J74

PB SM Reg: 3957766 DOB: 3/16/21 Tattoo: J74

TLLC ONE EYED JACK LONG'S SHEAR ENVY LONGS IVE GOT JACK x LONGS C47

LONG`S TOMGIRL LONG'S MISS BRIDGETT

Act. BW: 82 Adj. WW: 626 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA

9.8 2.7 75.3 115.2 0.25 1.4 18.5 10.4 56.1 13.5 27.4 -0.35 -0.08 -0.07 0.77 110.1 69.6

LONG'S EAGLE J51

Reg: 3957783 DOB: 2/15/21 Tattoo: J51 PB SM

HOOK'S BLACK HAWK 50B **SVF STEEL FORCE S701** HOOK'S EAGLE 6E × LONG'S ELLIE HOOK'S CRYSTAL 1C LONGS MISS TOSHIA

Homozygous Polled Homozygous Black Act. BW: 82 Adj. WW: 741

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 3 93.4 138.5 0.28 2.5 17.2 12.9 63.9 15.6 39.8 -0.4 0.29 -0.06 1.18 137.4 88.8



How to Bid Online

Tips and Tricks to Master Online Bidding

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

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

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

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

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

TIPS FOR SUCCESSFUL BIDDING

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

REFRESH YOUR SCREEN AT SALETIME

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

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

Help videos can be found at www.CCI.live





LOT 21 LONG'S PATRIARCH J1

- Long's Patriarch J1 is a true sale feature from the Angus division that deserves serious consideration regardless of your operations production goals. J1 offers multi-trait excellence, combining the form and function necessary to be a herd sire of impact.
- J1 is sired by Tehama Patriarch F028 and is backed by a top producing daughter of MAR Innovation.
- He ranks among the top 15% BW, top 25% YW, top 25% CEM, top 25% MW, top 20% Doc, top 20% Marb, top 25% RE, top 25% \$F, top 20% \$G, top 20% \$B, and top 25% \$C.
- An elite Angus herd sire option that offers exceptional eye appeal visually while maintaining a number profile that anyone can appreciate.
- J1 qualifies numerically for the Certified Angus Beef Targeting the Brand program.



TEHAMA PATRIARCH F028 | SIRE OF LOT 21



LOT 22 LONG'S GOVERNOR J26



LOT 23 LONG'S GOVERNOR J32

- J26 is the lead off son from the S A V Governor 6844 sire group. Governor is the \$435,000 sale feature from the 2017 S A V sale. Governor has been responsible for siring high selling progeny at Herbster Angus Farms, Voss Angus, and Schaaf Angus Valley.
- The dam of J26 is a powerful daughter of EXAR Blue Chip 1877B that was bred in the Voss program.
- J26 is a stylish, proud featured, bold bodied herd sire candidate that offers balance genomics. He charts among the top 15% for \$W and top 25% for \$M.
- We have always admired the eye appeal, structural design, and balanced profile that he brings to the table.



S A V GOVERNOR 6844 | SIRE OF LOTS 22-25

- Long's Governor J32 is a top performing son of S A V Governor 6844 that is supported by a daughter of S A V West River 2066. A maternal brother to J32, Long's Sky High H1, topped the Angus division in our Inaugural Production Sale to Chris Jones.
- J32 is a long sided, heavy structured herd sire prospect that ranks among the elite 1% of the breed for WW, top 2% YW, top 15% RADG, top 25% YH, top 1% MW, top 15% MH, top 10% SC, top 10% CW, top 25% \$W, and top 10% \$F.
- A logical option to add performance, pay weight, and carcass merit to any operation without sacrificing structural integrity, longevity, or visual quality.



LONG'S SKY HIGH H1 MATERNAL BROTHER TO LOT 23

Tattoo: J32

Angus

199 LONG'S GOVERNOR J26

Reg: 20179336 DOB: 1/31/21 Tattoo: J26 Angus

COLEMAN CHARLO 0256 EXAR BLUE CHIP 1877B

S A V GOVERNOR 6844 × VOSS MISS 9223 S A V BLACKCAP MAY 4136 WK MISS 9223

Act. BW: 75 Adj. WW: 706

CED BW WW YW RADG CEM MLK MW CW MRB RE FAT \$EN \$F \$B \$C

5 1.7 63 109 0.22 6 33 43 33 0.36 0.31 0.66 -45 63 93 193

23

LONG'S GOVERNOR J32

DOB: 2/2/21

COLEMAN CHARLO 0256 S A V WEST RIVER 2066
S A V GOVERNOR 6844 X VOSS BARBARA 7620
S A V BLACKCAP MAY 4136 PAR BARBARA RP 0613

Reg: 20179334

Act. BW: 78 Adj. WW: 662

CED BW WW YW RADG CEM MLK MW CW MRB RE FAT \$EN \$F \$B \$C

-1 4.6 91 153 0.3 -4 18 136 69 0.22 0.74 0.019 -49 110 143 231



LOT 24 LONG'S GOVERNOR J11

- Long's Governor J11 is a standout calving ease option sired by S A V Governor 6844. The dam of J11 is a top S A V Renown 3439 daughter that is from Beauty cow family.
- J11 ranks top 30% CE, top 20% BW, top 25% SC, top 10% Milk, top 10% \$EN, and top 15% \$W.
- J11 is a big scrotal, bold centered, deep sided Angus bull that is sound footed and flexible. He is rugged made and unmatched in terms of rib capacity.
- Recommended for use on heifers.



S A V RENOWN 3439 MATERNAL GRANDSIRE OF LOTS 24 & 25



LOT 25 LONG'S GOVERNOR J35

- J35 is a three-quarter brother in blood to J11. He is sired by S A V Governor 6844 and supported by the maternal influence of a daughter of S A V Renown 3439. The dam of J35 is from the Queen Lass cow family. A maternal brother sold to Jim and Diana Bowlin in last year's sale.
- He is a performance oriented, bold ribbed, big topped Angus herd sire option that charts among the top 30% WW and top 25% YW.
- A tremendous option to add pay weight and performance to a set of feeder cattle without sacrificing maternal excellence.

2		.	LONG'S GOVERNOR J11 Reg: 20179341 DOB: 1/26/21 Tattoo: J11 Angus												
			LO 025 S A V MAY 4	V GOV	ERN	OR 68	844	x VO	SS B	EAUT	OWN 3 Y 733 TY 18	35			
	Act. BW: 79 Adj. WW: 610														
CED	BW	WW	YW	RADG	CEM	MLK	MW	CW	MRB	RE	FAT	\$EN	\$F	\$B	\$C
9	-0.2	54	86	0.14	6	34	-3	11	0.52	0.47	0.46	6	32	72	154

2	H		LONG'S GOVERNOR J35 Reg: 20179340 DOB: 2/2/21 Tattoo: J35 Angus												
COLEMAN CHARLO 0256 S A V RENOWN 3439 S A V GOVERNOR 6844 × VOSS QUEEN LASS 7405 S A V BLACKCAP MAY 4136 WK QUEEN LASS 9254															
	Act. BW: 79 Adj. WW: 630														
CED	BW	WW	YW	RADG	CEM	MLK	MW	CW	MRB	RE	FAT	\$EN	\$F	\$B	\$C
0	3.3	67	119	0.23	1	18	57	29	0.45	0.45	0.26	-12	56	95	177

A GUIDE TO EXPECTED PROGENY DIFFERENCES

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

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

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

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





LOT 26 LONG`S EAGLE J48

- What a way to initiate the Percentage Simmental division of this year's offering. Long's Eagle J48 is a true performance standout that boasts a WW Ratio at 109.
- Long's Eagle J48 is sired by Hook's Eagle 6E and is supported by the influence of Long's Dribble, the dam of the \$30,000 syndicated herd sire prospect, Long's The Player.
- J48 is a homozygous black and homozygous polled Purebred that ranks among the top 2% WW, top 2% YW, top 4% ADG, top 3% Doc, top 1% CW, top 10% YG, top 10% BF, top 1% REA, top 10% Shr, and top 3% TI.
- A sale feature with an elite combination of phenotype and genomic excellence.



HOOK'S EAGLE 6E | SIRE OF LOTS 20 & 26-29



LOT 27 LONG'S EAGLE J19

- Long's Eagle J19 is a standout SimAngus herd sire candidate that is backed by the maternal influence of MCM 505R, a female that boasts breed leading marbling figures. MCM 505R is the dam of Long's Dribble, Long's Miss Bridgett, and Long's Blacklist to name a few of her most notable progeny. J19 is supported by maternal greatness
- J19 charts top 20% BW, top 25% Milk, top 20% Stay, top 10% Doc, top 10% REA, top 10% Marb, top 10% API, and top 10% TI.
- He is a low birth weight herd sire prospect that offers a moderate 74 pound actual birth weight with a BW Ratio at 94.
- J19 is a heifer safe option that will inject carcass merit into his progeny.

n n Long`s Eagle J48

Reg: 3957782 DOB: 2/6/21 Tattoo: J48 3/4 SM 1/4 AN

HOOK`S BLACK HAWK 50B

HOOK`S EAGLE 6E x LONGS F12

HOOK`S CRYSTAL 1C

LONG`S DRIBBLE

 LONG`S EAGLE J19

Reg: 3957780 DOB: 1/28/21 Tattoo: J19

HOOK`S BLACK HAWK 50B MCM MARBLER 307N

HOOK`S EAGLE 6E x MCM 505R HOOK`S CRYSTAL 1C MCM 312N

Act. BW: 74 Adj. WW: 602

5/8 SM 3/8 AN

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI
12.8 -1.3 75.2 119.2 0.27 7.3 25.6 16.1 63.2 18 43.8 -0.26 0.67 -0.04 0.93 160.8 89.6



- J21 is another powerhouse son of Hook's Eagle 6E that is sure to be a favorite of many on sale day. He is a SimAngus herd sire prospect that is bold ribbed, deep sided, and offers a rugged and masculine look from every angle.
- He traces to the famed MCM 505R matriarch via the influence of Long's Miss Bridgett.
- J21 is a big spread herd bull candidate that boasts a moderate 78 pound birth weight with a BW Ratio at 99 and spreads to a WW Ratio at 109. Numerically he charts top 20% WW, top 25% YW, top 5% Doc, top 25% YG, top 20% REA, top 20% Shr, top 25% API, and top 20% TI.

LOT 28 LONG`S EAGLE J21



that is sired by Hook's Eagle 6E that ranks among the elite 1% of the breed for WW and REA, while charting top 2% for YW, YG, and TI. J10 is backed by Long's F33, a productive young

Long's Eagle J10 is an elite performance sire

- female that raised a bull that sold in last year's sales to Richard Elmer.
- He is bold ribbed, smooth shouldered, and square built. We have always appreciated the functional and efficient look that this masculine herd bull prospect brings to the table.

LOT 29 LONG'S EAGLE J10

LONG'S EAGLE J21

Reg: 3957781 DOB: 1/31/21

Tattoo: J21 3/4 SM 1/4 AN

HOOK`S BLACK HAWK 50B LONG`S MY PLEASURE HOOK'S EAGLE 6E x LONGS F39 HOOK'S CRYSTAL 1C LONGS D3

> Adj. WW: 699 Act. BW: 78

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 13.5 -0.1 83.6 127.6 0.27 6 15.7 16.7 57.4 16.5 18.9 -0.31 0.38 -0.03 0.83 143.7 85.1

LONG'S EAGLE J10

Reg: 3957779 DOB: 1/26/21 Tattoo: J10 5/8 SM 1/4 CS 1/8 AN

HOOK'S BLACK HAWK 50B LONG'S SOLID STEEL HOOK'S EAGLE 6E × LONGS F33 HOOK`S CRYSTAL 1C 152

Act. BW: 81 Adj. WW: 654

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API



LOT 30 LONG'S PAY THE MAN J13

- J13 is one of the stoutest and most threedimensional herd sire prospects in the entire offering. We admire the foot quality, bone mass, and athleticism that this bold bodied powerhouse of a herd bull prospect offers.
- He is a homozygous black and homozygous polled SimAngus bull that offers a blend of low birth weight, calving ease genetics with real world performance. He boasts a moderate 78 pound birth weight and spreads to over 720 pounds of adjusted weaning weight performance with a WW Ratio at 112.
- If you sell your calves by the pound or are looking for a SimAngus bull to generate elite replacement females, then this is a bull that you can't afford to miss!



LOT 31 LONG'S PAY THE MAN J31

- J31 is a double black and double polled SimAngus bull sired by Long's Pay the Man. He is a representation of a sire group that we are confident will impress.
- He offers a balanced number profile that charts top 10% WW, top 15% YW, top 10% MWW, top 2% YG, and top 5% REA.
- Here is a low birth weight herd sire option that is backed by no-nonsense problem free cattle that work for a living.

LONG'S PAY THE MAN J13

Reg: 3957789 DOB: 1/27/21 Tattoo: J13 1/2 SM 1/2 AN

LLSF PAYS TO BELIEVE ZU194 S A V FINAL ANSWER 0035 LONGS PAY THE MAN x RCC MISS 539 RCC MISS MITCH 031

LONGS SURE CHARM

Homozygous Polled Homozygous Black Act. BW: 78 Adj. WW: 721 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 0 69.3 110.7 0.26 5.4 19.2 10.6 53.8 11.8 30.3 -0.11 0.29 -0.02 0.48 121.5 73.6

LONG'S PAY THE MAN J31

Reg: 3957790 DOB: 2/2/21 Tattoo: J31 1/2 SM 1/2 CS

LLSF PAYS TO BELIEVE ZU194 **LONGS PAY THE MAN x 146** LONGS SURE CHARM

Homozygous Polled Homozygous Black Act. BW: 77 Adj. WW: 641 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 11.8 3.5 90.1 137 0.29 7 24.8 8.6 69.8 10 20.2 -0.5 0.01 -0.09 1.01 105.6 77.1



- J258 is a performance driven, stout featured, bold made baldy bull that is sired by Long's Came to Play, the \$10,500 high selling bull at the Iowa Beef Expo.
- The dam of J258 is a productive daughter of 3C Southbound W9350 that traces to the retro influence of GW Lucky Dice 187H.
- An excellent option to add heterosis and a bit of color to a set of Angus based cows.
- Pounds pay!

LOT 32 WBRO PLAY THE PERCENTAGES



LOT 33 LONG'S PLAYER J40

Tattoo: J258

5/8 SM 3/8 AN

- Long's Player J40 has the wow factor that we all appreciate. He combines elite form with real world functionality.
- The dam of J40 is a top young female that never misses. We admire her fleshing ease, udder quality, and longevity that she offers.
- J40 is a homozygous black and homozygous polled SimAngus herd bull prospect that is balanced genomically.
- A standout baldy bull that is worth the trip to Creston to see in person!
- A sale feature from The Player sire group.

WBRO PLAY THE PERCENTAGES Reg: 3962987

LONGS THE PLAYER 3C SOUTHBOUND W9350 LONGS CAME TO PLAY x 5M MINA Z258

DOB: 2/22/21

LONG`S MISS PENNY **RHODES MINA P58**

Adj. WW: Act. BW: 97 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 10.4 0.8 62.8 95.5 0.2 4.9 19.2 8.5 50.5 15.9 18.9 -0.2 0.17 -0.03 0.53 116.3 65.5

LONG'S PLAYER J40

Reg: 3957774 DOB: 2/4/21 Tattoo: J40 3/4 SM 1/8 AN 1/8 MX

TLLC ONE EYED JACK LONG'S PEPS PLAYBOY LONGS THE PLAYER x LONGS F54

LONG`S DRIBBLE LONG`S ANNABELLA

Homozygous Polled Homozygous Black Act. BW: 78 Adj. WW: 600 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API



- J59 is a stout featured SimAngus herd bull prospect that is backed by Long's Miss Hot Rod, an "S Model" female that has stood the test of time!
- A performance oriented, long bodied, thick ended bull that boasts a WW Ratio at 106.
- He is a sound footed, loose built herd bull prospect that offers an athletic build.

LOT 34 LONG'S PLAYER J59



GW Lucky man 644N that offers tremendous longevity. Here is a SimAngus bull that is balanced

J118 is a stout made son of Long's Came to Play that is backed by productive daughter of

- numerically and offers a sensible 77 pound actual birth weight.
- We like the length, growth, and calving ease potential that he combines.

LOT 35 WBRO CAME TO PLAY J118

LONG'S PLAYER J59

Reg: 3957777 DOB: 2/24/21 Tattoo: J59 3/4 SM 7/32 AN 1/32 CS

TLLC ONE EYED JACK CNS DREAM ON L186 LONGS THE PLAYER x LONGS MISS HOT ROD LONG`S DRIBBLE **BAURS L925**

Adj. WW: 683 Act. BW: 83

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 12.2 0.2 55.2 73.2 0.11 4.9 22.6 6.4 50.2 14.3 12.1 -0.41 0.1 -0.07 0.78 108.5 60.8

WBRO CAME TO PLAY J118

Reg: 3962988 DOB: 3/7/21 Tattoo: J118 5/8 SM 3/8 AN

LONGS THE PLAYER **GW LUCKY MAN 644N** LONGS CAME TO PLAY × RHODES MINA W85 LONG'S MISS PENNY **RHODES MINA 429**

Act. BW: 77 Adj. WW: CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 13.7 0.2 74.4 108.9 0.22 6.4 20.3 12 57.5 17.9 10 -0.13 0.26 -0.01 0.33 133.6 75.3



- J130 is a three-quarter blood SimAngus bull that offers tremendous performance and structural integrity.
- He is a long sided, bigger framed, stout made son of Long's Came to Play.
- There is no question that this rugged designed herd sire prospect will add pay weight to your next calf crop.

LOT 36 WBRO CAME TO PLAY J130



LOT 37 LONG'S MY PLEASURE J84

Act. BW: 86

- J84 is one of the younger bulls in the sale, but one that offers exceptional length, performance, and eye appeal.
- He is a big footed, stout featured son of Long's My Pleasure that is backed by a productive W/C Lock Down 206Z sired female that we selected from Matt and Adrienne Hilbrands of Minnesota.
- My Pleasure is the Shear Pleasure son that is backed by the everlasting influence of the Long's Miss Sweets matriarch.
- J84 offers tremendous growth as he recorded a WW Ratio at 106.

WBRO CAME TO PLAY J130

Reg: 3962989 DOB: 2/19/21 Tattoo: J130 3/4 SM 1/4 AN

LONGS THE PLAYER SIMME VALLEY ZEKE LONGS CAME TO PLAY × SSFC ZEKE B57L

LONG'S MISS PENNY CVLS/SSFC HUM-DINGER Z57

Adj. WW: CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 13.9 -0.3 65 96 0.19 7.3 19.2 11.1 51.6 16.4 21 -0.35 0.01 -0.07 0.74 126.9 69.8

LONG'S MY PLEASURE J84 Reg: 3957756 DOB: 3/27/21 Tattoo: J84 3/4 SM 7/32 AN 1/32 CS

> LONG'S SHEAR PLEASURE W/C LOCK DOWN 206Z LONG'S MY PLEASURE x HS/DSS CANDY LOVE C1130 LONGS MISS SWEETS HS/HSF STELLA Y5243

Adj. WW: 682 Act. BW: 79 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 12.8 1.6 76.9 110.8 0.21 3.9 19.4 7.9 57.8 12 18.2 -0.34 -0.12 -0.05 0.76 99.3 66.4



- J71 is a bold ribbed, square built son of our resident herd sire, Long's Blacklist. X29, the dam of J71 is a productive daughter of JF Foundation 8010U that always brings a big stout calf to the weaning pen.
- He offers a moderate birth weight and spreads to over 650 pounds at weaning time.
- A maternal brother sold in our 2021 production sale to Carl Kirkland.
- X29 has raised 10 natural calves to date, longevity is bred into his pedigree!

LOT 38 LONG`S BLACKLIST J71



LOT 39 LONG'S BLACKLIST J76

- Long's Blacklist J76 is a son of Long's Blacklist, the Pays to Believe son that is backed by the foundation matriarch known as MCM 505R. The dam of J76 is our prolific Long's Miss Bridgett donor dam, also a direct daughter of MCM 505R
- J76 offers two shots of the tried-and-true MCM 505R, a female that offers maternal greatness.
- Long's Miss Bridgett is the dam of Long's Big Hoss, Long's Rolex H47, as well as several females that have been retained in herd.
- J76 is an eye appealing herd sire prospect that offers tremendous shape and expression.

] 🚺 LONG`S BLACKLIST J71

Reg: 3957816 DOB: 3/12/21 Tattoo: J71 5/8 SM 3/8 AN

LLSF PAYS TO BELIEVE ZU194 JF FOUNDATION 8010U
LONGS BLACKLIST x X29

MCM 505R LONG`S U21

Act. BW: 79 Adj. WW: 653

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

11.5 0.6 76 111.9 0.22 5.1 24.7 10.3 62.7 12.4 18.8 -0.16 0.39 -0.03 0.4 127.3 79.4

LONG`S BLACKLIST J76

Reg: 3957818 DOB: 3/18/21 Tattoo: J76 5/8 SM 3/8 AN

LLSF PAYS TO BELIEVE ZU194 JF FOUNDATION 8010U

LONGS BLACKLIST × LONG`S MISS BRIDGETT

MCM 505R MCM 505R

Act. BW: 82 Adj. WW: 610

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

10.6 1.2 71.2 107.6 0.23 5.9 26.2 11.2 61.8 14.9 18.4 -0.1 0.39 -0.03 0.16 128.3 75.6



- J93 is a bold ribbed, sound-built son of Long's Blacklist, a resident herd sire at Long's Simmentals. Blacklist is a direct son of MCM 505R, the prolific SimAngus donor that has left a lasting impact on the program.
- The dam of J93 is a young and productive daughter of Ruby SWC Battle Cry 431B that is backed by the famed Revolution Rose cow family that has positively impacts the Foundation Cattle Company, Jauer, and Ohlde programs. F100 traces to the great OCC Emblazon 854E sire of influence.
- An April born bull that may be younger, but he will mature into a stout, fundamentally correct breeding bull that will sire a tremendous set of replacements. Pay attention here!

LOT 40 LONG'S BLACKLIST J93

LONG'S BLACKLIST J93

Reg: 3957820 DOB: 4/13/21 Tattoo: J93 5/8 SM 3/8 AN

LLSF PAYS TO BELIEVE ZU194 **RUBY SWC BATTLE CRY 431B** LONGS BLACKLIST x LONGS F100 MCM 505R

FCC REVOLUTION ROSE 54X

Act. BW: 79

Adj. WW: 581 CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

10.6 -0.7 57.1 86.3 0.18 4.4 24.9 10.1 53.4 14 9.3 -0.08 0.41 0.00 0.23 125.6 69.8





LONG'S CARMEN



LONG'S LILA - DAM OF CARMEN



LONG'S MISS PENNY - DAM OF LILA

Maternal Excellence that is generations deep!



LONG'S REDWOOD







WINC OUTLAW 015H



ES/LONG'S SALEM HW46-1



LONG'S CAPITALIST



LONG'S PAY TO PLAY



LONG'S THE PLAYER



LONG'S PAY THE MAN



TLLC ONE EYED JACK



LONG'S CAME TO PLAY

The Bull Battery



LOT 41 LONG`S PLAYER H64



LOT 42 LONG'S ROLEX H28

- We initiate the bred heifer division with a female that we are hesitant to let go of, however it is our commitment to offer our very best each year.
- Long's Player H64 is the type and kind of female that a cow family and a program could be built around.
- H64 is backed by the influence of U30, a female that has left lasting impact on several programs across the country. U30 is also the dam of Long's Full Figures J23, the lead off red Purebred bull that is one of the most unique promotional Al prospects ever produced in the Long's Simmental program.
- She sells safe in calf to Entitled, the \$17,500 Lover Boy son that was selected by BF Black Simmentals last year. Expect for this mating to generate an elite Purebred calf with added eye appeal!
- AI BRED ON 5/2/21 TO LONG'S/BF ENTITLED H15
 (ASA: 3784798). PE 5/19/21-8/2/21 TO WINC
 OUTLAW 015H (ASA: 3796899). SAFE AI. ESTIMATED
 DUE 2/8/22.
 - Long's Rolex H28 takes the bred heifer division to a whole new level in terms of quality! This absolutely stunning blaze faced beauty is sired by the full brother to Relentless, W/C Rolex 0135E. She is backed by Long's Abbey, the Steel Shot sired female that is backed by Long's Star Girl.
- Maternal sibs to H28 would include Long's American Muscle, Long's Sugar, and Long's Manpower.
 Consistency is key and H28 is backed by a prolific cow family that never misses.
- She sells safe in calf to Entitled, a Purebred mating that will make for a guick return on investment.
- H28 is worth the drive to Creston to inspect in person. A true sale feature that is straight from the heart of our program!
- AI BRED ON 5/8/21 TO LONG'S/BF ENTITLED H15
 (ASA: 3784798). PE 5/19/21-8/2/21 TO WINC
 OUTLAW 015H (ASA: 3796899). SAFE AI. ESTIMATED
 DUE 2/14/22.



W/C ROLEX 0135E | SIRE OF LOTS 42, 47, & 48

LONG'S PLAYER H64

Req: 3784835 DOB: 3/2/20 Tattoo: H64 PB SM

TLLC ONE EYED JACK CDI AUTHORITY 77X

LONGS THE PLAYER × LONGS D40

LONG`S DRIBBLE LONG`S U30

Heterozygous Black Act. BW: 75 Adj. WW: 722

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

 $11.6 \ \ 2.7 \ \ 75.2 \ 103.2 \ 0.17 \ \ 3.2 \ \ 22.8 \ \ 8.4 \quad 60.4 \quad 15.6 \ \ 23.1 \ \ -0.42 \ \ -0.01 \ \ -0.07 \ \ 0.94 \quad 118.5 \quad 71.6$

Calf Percentage: PB SM | EPD's for pregnancy

 CE
 BW
 WW
 YW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 13.7
 1.3
 77.9
 109.4
 0.2
 5.2
 25.4
 11.0
 64.4
 15.7
 26.1
 -0.45
 0.15
 -0.07
 1.09
 136.3
 79.3

42

LONG'S ROLEX H28

Reg: 3784807 DOB: 2/9/20 Tattoo: H28 PB SM

YARDLEY UTAH Y361 LONG`S STEEL SHOT

W/C ROLEX 0135E × LONG`S ABBEY

MISS WERNING KP 8543U LONG`S STAR GIRL

Act. BW: 75 Adj. WW: 614

 CE
 BW
 WW
 YW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 11.8
 1.6
 68.9
 95.3
 0.16
 4
 24.6
 9.1
 59
 13.7
 17.7
 -0.47
 0.05
 -0.08
 0.94
 118.5
 71.3

Calf Percentage: PB SM | EPD's for pregnancy

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

13.8 0.7 74.9 105.7 0.19 5.5 26.4 11.3 63.8 14.6 23.3 -0.47 0.18 -0.07 1.09 136 79.2





- H13 is a stylish, sleek designed Purebred sired by the 2016 NWSS Grand Champion Bull, THSF Lover Boy B33.
- She is a maternal sister to Long's Player J40, the stylish yet rugged baldy herd bull prospect that sells as lot 33 in this year's offering.
- H13 offers a balanced number profile to compliment her feminine and ultra-maternal phenotype. She boasts a WW Ratio at 107.
- She sells safe in calf to the ST Genetics line-up standout, OMF Epic E27, a Purebred mating that is sure yield tremendous results.
- AI BRED ON 5/9/21 TO OMF EPIC E27 (ASA: 3317371). PE 5/19/21-8/2/21 TO WINC OUTLAW 015H (ASA: 3796899). SAFE AI. ESTIMATED DUE 2/15/22.



THSF LOVER BOY B33 | SIRE OF LOTS 43-45

- H50 is another great designed, well-balanced daughter of the National Champion, Lover Boy. Lover Boy is the full brother to the late Quantum Leap, backed by the great RP/MP Right to Love 015U.
- Long's F22 is the JF American Pride 0987X daughter that was a productive two-year-old dam when she brought H50 to the weaning pen.
- She is ideal in terms of her foot design, structural integrity, and offers exceptional udder development.
- AI BRED ON 4/29/21 TO OMF EPIC E27 (ASA: 3317371). PE 5/19/21-8/2/21 TO WINC OUTLAW 015H (ASA: 3796899). SAFE AI. ESTIMATED DUE 2/5/22.

LOT 44 LONG`S LOVERBOY H50

LONG'S LOVERBOY H13

Reg: 3784796 DOB: 2/2/20 Tattoo: H13 PB SM

HTP/SVF DURACELL T52 LONG`S PEPS PLAYBOY

THSF LOVER BOY B33 × LONGS F54

RP/MP RIGHT TO LOVE 015U LONG`S ANNABELLA

Act. BW: 82 Adj. WW: 646

 CE
 BW
 WW
 YW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 12.4
 0.6
 74.7
 103.4
 0.18
 4.5
 24.7
 14.1
 62
 14.8
 22.1
 -0.36
 0.29
 -0.07
 0.74
 137.7
 81.4

Calf Percentage: PB SM $\,|\,$ EPD's for pregnancy

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

13.3 -0.2 86.1 128.2 0.27 5.9 23.0 14.7 65.9 15.6 33.9 -0.35 0.25 -0.07 0.87 147.6 88.1

44

LONG'S LOVERBOY H50

Reg: 3784824 DOB: 2/18/20 Tattoo: H50 PB SM

HTP/SVF DURACELL T52 JF AMERICAN PRIDE 0987X
THSF LOVER BOY B33 x LONGS F22

RP/MP RIGHT TO LOVE 015U LONG`S CARMEN

Act. BW: 84 Adj. WW: 605

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI 11.6 1.3 78.1 111.9 0.21 4.6 25.8 12.6 64.9 15.6 20.8 -0.42 0.29 -0.08 0.85 139.8 83.2

Calf Percentage: PB SM | EPD's for pregnancy

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

12.8 0.2 87.8 132.5 0.28 6.0 23.6 14.0 67.4 16.0 33.3 -0.38 0.25 -0.07 0.92 148.3 88.9



- H14 has been a favorite of many that have been through the bred offering, and we can certainly see why! Who doesn't love a stunning brockle faced brood cow prospect that sets the standard for maternal function? We should mention that her build and body style only further validate the quality that she offers.
- An eye-catching female that is flawless in her build, bold through the center portion of her rib cage, and elegant in terms of her presence.
- She sells safe in calf to Outlaw, our new herd sire and choice selection from the 2021 Windy Creek Cattle Company Production sale.
- H14 is the foundation building kind and a true sale feature.
- OBSERVED SERVICE ON 5/21/21. PE 5/19/21-8/2/21TO WINC OUTLAW 015H (ASA: 3796899). ESTIMATED DUE 2/27/22.

LOT 45 LONG'S LOVERBOY H14



- H51 has been a favorite of many of the early visitors that we have had stop through. She is a moderate framed, bold ribbed, deep sided, ultra-maternal female that offers a pristine look of balance from the side.
- This beautiful baldy female offers exceptional fleshing ease. She is the type of female that in production will always maintain her flesh and yet still bring one of the bigger calves to the weaning pen.
- She sells safe in calf to Entitled, an exciting Purebred mating that we are sure will make for a guick return!
- AI BRED ON 5/8/21 TO LONG'S/BF ENTITLED H15 (ASA: 3784798). PE 5/19/21-8/2/21 TO WINC OUTLAW 015H (ASA: 3796899). SAFE AI. ESTIMATED DUE 2/14/22.

LOT 46 LONG`S BULLSEYE H51

LONG'S LOVERBOY H14

Reg: 3784797 DOB: 2/3/20 Tattoo: H14 PB SM

HTP/SVF DURACELL T52 W/C BULLSEYE 3046A

THSF LOVER BOY B33 × LONGS F2

RP/MP RIGHT TO LOVE 015U LONGS DELILAH

Heterozygous Black Act. BW: 81 Adj. WW: 609

11.4 -0.5 78.1 112.6 0.22 3.3 23.8 16.6 62.8 16 22.6 -0.46 0.22 -0.08 0.99 139.6 83.4

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA

Calf Percentage: PB SM | EPD's for pregnancy

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

13.8 -0.3 75.7 112.6 0.23 6.2 23.5 14.9 61.3 15.7 24.5 -0.32 0.36 -0.05 0.84 150.2 84.6

46

LONG'S BULLSEYE H51

Reg: 3784825 DOB: 2/18/20 Tattoo: H51 PB SM

REMINGTON LOCK N LOAD54U JF AMERICAN PRIDE 0987X W/C BULLSEYE 3046A x LONGS F19

MISS WERNING KP 8543U LONG`S B28

Act. BW: 77 Adj. WW: 495

 CE
 BW
 WW
 YW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 12.9
 -0.5
 66.3
 97.3
 0.19
 4
 12.1
 11.6
 45.2
 15.2
 18.8
 -0.53
 0.13
 -0.09
 1.08
 131.3
 73.6

Calf Percentage: PB SM | EPD's for pregnancy

 CE
 BW
 WW
 YW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 14.3
 -0.4
 73.6
 106.7
 0.21
 5.5
 20.0
 12.6
 56.8
 15.4
 23.9
 -0.51
 0.22
 -0.08
 1.16
 142.6
 80.4



- ease. Her dam is a top producing young female that is well on her way to the donor pen. She is the foundation building kind that is
- backed by generations of excellence!

Long's Rolex H17 is daughter of W/C Rolex 0135E, the full brother to Relentless. She is supported by the strong maternal influence of Long's B28 who traces to Long's Dribble, the productive daughter of the great MCM 505R.

H17 exemplifies the brood cow fundamentals of body mass, structural integrity, and fleshing

AI BRED ON 5/8/21 TO LONG'S/BF ENTITLED H15 (ASA: 3784798). PE 5/19/21-8/2/21 TO WINC OUTLAW 015H (ASA: 3796899). TOO CLOSE TO CALL. ESTIMATED DUE 2/26/22.

LOT 47 LONG'S ROLEX H17



Long's Rolex H44 is another standout daughter from the Rolex sire group. This long sided, ultra-feminine baldy female offers exceptional balance and structural integrity.

- H44 is backed by a farm favorite "R model" female that continues to get the job done year after year. We are reluctant to offer this female because we know the impact that her dam has made on our program for over a decade.
- Longevity is built in, and you can always count on this cow family to generate profits!
- AI BRED ON 5/9/21 TO LONG'S/BF ENTITLED H15 (ASA: 3784798). PE 5/19/21-8/2/21 TO WINC OUTLAW 015H (ASA: 3796899). SAFE AI. ESTIMATED DUE 2/15/22.



BF/LONG'S ENTITLED H15 | SERVICE SIRE TO LOT48

LOT 48 LONG'S ROLEX H44

LONG'S ROLEX H17

Reg: 3784800 DOB: 2/3/20 Tattoo: H17

PB SM

Adj. WW: 486

YARDLEY UTAH Y361 W/C ROLEX 0135E x LONG`S B28

LONG'S SHEAR ENVY

MISS WERNING KP 8543U LONG'S DRIBBLE

Act. BW: 81

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API

Calf Percentage: PB SM | EPD's for pregnancy

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 13.7 0.1 71.3 99.2 0.18 5.8 22.8 13.0 58.5 14.9 19.4 -0.45 0.25 -0.07 1.01 139.6 78.9

LONG'S ROLEX H44

Reg: 3784819

DOB: 2/13/20

Tattoo: H44

PB SM

YARDLEY UTAH Y361 W/C ROLEX 0135E × BAUR MAGGIE

GFI MAGNUM K52

MISS WERNING KP 8543U **BAURS K950**

> Act. BW: 80 Adj. WW: 605

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 11.6 1.8 66.3 87.9 0.13 4.5 19 11.1 52.1 13 18.8 -0.42 0.07 -0.10 0.68 115.5 68.7

Calf Percentage: PB SM | EPD's for pregnancy

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API



LOT 49 LONG'S SOLID STEEL H20



LOT 50 LONG'S GOT JACK H72

- Ladies and gentlemen, pay close attention to the genetic gem that sells as Lot 49. Long's Solid Steel H20 is a tremendous brood cow prospect that is sired by Long's Solid Steel, the Steel Force son of our foundation Long's Miss Sweets donor.
- The maternal side of her pedigree is even more intriguing, as she is a direct daughter of MCM 514R, a legendary producer for our program that is also the dam of the popular Al sire, Long's Shear Pleasure.
- H20 is a bigger framed, stouter made brood cow prospect that will producer cattle with heavier weaning weights and unparalleled performance.
- AI BRED ON 5/8/21 TO LONG'S/BF ENTITLED H15 (ASA: 3784798). PE 5/19/21-8/2/21 TO WINC OUTLAW 015H (ASA: 3796899). SAFE AI. ESTIMATED DUE 2/14/22.
- Long's Got Jack H72 is one of Rob's personal favorite females in the entire sale! Tremendous body shape, incredible on the move, with the balance and symmetry that sets her into a league of her own.
- She has been blessed with a tremendous hair coat as a bonus to the functionality that she brings to the table. She sells safe in calf to our new herd sire, Outlaw. Expect a three-quarter blood calf with an elite number profile and the phenotype to command a big premium!
- An excellent brood cow prospect that is backed by Long's Sadie, a productive half-blood by WSJ Encore that always brings a quality calf to the weaning pen.
- Consistency year after year is a key to profitability!
- OBSERVED SERVICE ON 6/15/21. PE 5/19/21-8/2/21 TO WINC OUTLAW 015H (ASA: 3796899).
 ESTIMATED DUE 3/24/22.



WINC OUTLAW 015H | SERVICE SIRE

LONG'S SOLID STEEL H20

Reg: 3784802 DOB: 2/2/20 Tattoo: H20 3/4 SM 1/4 AN

SVF STEEL FORCE 5701 MCM HALFTIME 223M

LONG`S SOLID STEEL × MCM 514R

LONGS MISS SWEETS MCM 344N

 Act. BW: 81
 Adj. WW: 661

 CE
 BW
 WW
 VW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 8
 2.7
 67.9
 101.2
 0.21
 2.5
 21.9
 5.3
 55.8
 11.2
 23
 -0.32
 -0.01
 -0.06
 0.71
 93
 62.2

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

11.9 1.3 74.3 108.6 0.22 4.8 25.0 9.5 62.1 13.4 26.0 -0.4 0.15 -0.06 0.98 128.6 76.8

50

LONG'S GOT JACK H72

Reg: 3784843 DOB: 3/17/20 Tattoo: H72 3/4 SM 7/32 AN 1/32 CS

TLLC ONE EYED JACK WSJ ENCORE

LONGS IVE GOT JACK × LONG S SADIE

LONG S TOMGIRL BAURS L925

Act. BW: 72 Adj. WW: 546

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API 1

7.6 2.6 62.2 88 0.16 0.6 21.3 7.8 52.3 9.8 15.8 -0.39 0.1 -0.06 0.82 93 61.4

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

 CE
 BW
 WW
 YW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 11.9
 1.2
 67.5
 100.5
 0.21
 4.9
 22.3
 10.6
 56.0
 12.4
 21.4
 -0.29
 0.3
 -0.04
 0.76
 120.9
 71.3



LOT 51 LONG'S PLEASURE H78

51

LONG'S PLEASURE H78

Reg: 3784849 DOB: 4/2/20 Tattoo: H78 PB SM

LONG`S SHEAR PLEASURE
LONG`S MY PLEASURE × LONGS C65
LONGS MISS SWEETS LONG`S U30

Act. BW: 81 Adj. WW: 654

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

Calf Percentage: PB SM | EPD's for pregnancy

3.9 75.6 106.7 0.19 2.6 21.6 8.4 59.4 15.8 19.6 -0.45 0.02 -0.08 0.93 114.5 70.7

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI

12.2 1.9 74.3 109.9 0.22 5.9 22.5 10.9 59.6 15.4 23.2 -0.32 0.26 -0.05 0.81 137.6 78.3

- Long's Pleasure H78 is an outstanding bred heifer that is without question a sale feature. This striking red baldy Purebred female has it all!
- As you flip through the bred offering you will quickly notice the depth in quality, consistency, and maternal excellence that this set of females portrays.
- To say that it doesn't hurt to sell some of the females in this sale would not be truthful. It is our commitment to bring our very best for your appraisal.
- With the demand for red Purebred Simmental cattle continues to trend upward.
 Here is a female that we are confident has the credentials to make a big splash for her new owner.
- She combines two of the most prolific females in our program in Long's Miss Sweets and Long's U30, two females that have earned their stripes!
- A female that is worth the drive to Southcentral lowa to inspect for yourself!
- OBSERVED SERVICE ON 5/26/21. PE 5/19/21-8/2/21 TO WINC OUTLAW 015H (ASA: 3796899). ESTIMATED DUE 3/4/22.





#bethereasonsomeonesmilestoday

Be the reason someone smiles today...



LOT 52 LONG'S Z3

- We dug down deep on this one! Straight from the "heart of the herd" comes a pair of females that have already proven to be productive and are ready to benefit your program. Both females should make for a quick return on investment after they lay down and calve this spring.
- Z3 is the maternal granddam of Long's Redwood, the \$19,000 high selling bull in our Inaugural Production Sale that joined the herd sire battery at 3M Simmentals and Fenton Farms in Mississippi.
- Z3 is also the dam of the \$17,500 record high seller at the lowa Beef Expo, as well as a key member in our 2019 NWSS Reserve Grand Champion Pen of Heifers.
- Power in the blood would be an understatement! The earning potential that this female offers is second to none, and you can take that to the bank!
- AI BRED ON 5/21/21 TO LONG'S/BF ENTITLED H15 (ASA: 3784798). PE 5/22/21-8/29/21 TO LONGS THE PLAYER (ASA: 3030191). SAFE AI. ESTIMATED DUE 2/27/22.

LONG'S Z3

Reg: 2654722 DOB: 2/7/12 Tattoo: Z3 PB SM

NICHOLS LEGACY G151 GCF MR AMIGO HOOKS SHEAR FORCE 38K × LONG`S REBA

C&D TRACY BAURS L925

Act. BW: 70 Adj. WW: 710

 CE
 BW
 WW
 YW
 ADG
 MCE
 Milk
 Doc
 MWW
 Stay
 CW
 YG
 Marb
 BF
 REA
 API
 TI

 11.2
 1.5
 81.8
 115.3
 0.21
 5.5
 39.5
 14
 80.3
 19.2
 27.9
 -0.52
 0.24
 -0.09
 1.19
 144.7
 85.5

Calf Percentage: PB SM | EPD's for pregnancy

CE BW WW YW ADG MCE Milk Doc MWW Stay CW YG Marb BF REA API TI 13.5 0.7 81.3 115.6 0.22 6.3 33.7 13.8 74.4 17.4 28.5 -0.5 0.28 -0.07 1.22 149.5 86.4



LONG'S REDWOOD | \$19,000 MATERNAL GRANDSON OF LOT 52

The Heart of the Herd!



LOT 53 LONGS D27

- D27 is a beautifully design blaze faced Purebred that is an absolute powerhouse of a female. We love the squareness of build, length of hip, and pin set width that she offers.
- The dam of D27 is a full sister to Sweet Treat, most famously known as the dam of TLLC One Eyed Jack! Long's Miss Sweet Treat has worked for the Loudon family, Bender and Sloup Simmentals, and now calls home to Gustin Cattle Company in West Union, Ohio.
- Another full sister to D27's dam is Foxy Lady, a past NAILE high seller that has worked in the BF Black Simmentals and Speas Farms programs.
- Long's Steel Shot, a past high seller in "The One" sale at the NWSS is also a full sib to the dam of D27. Steel Shot was purchased by Double C Simmentals of Michigan and has left a lasting impact on the program.
- She sells safe in calf to our new herd sire, Outlaw. An exciting mating that will make for a quick ROI.
- AI BRED ON 5/2/21 TO WINC OUTLAW 015H (ASA: 3796899). PE 5/24/21-8/29/21 TO LONGS BLACKLIST (ASA: 3472596). SAFE AI. ESTIMATED DUE 2/8/22.

		J	LONGS D27														
		J	Re	g: 322	22094	1	DOB: 3/7/16			Tat	too: [)27	PB SM				
-									SVF STEEL FORCE S701								
SS EBONYS PREMIUM BLEND × LONG`S SWEET EMOTIONS SOSF EBONYS JOY L-123 LONGS MISS SWEFTS																	
	EUROS III S S S II E E E													10			
											ACI. D	VV. 91		Adj. WW: 589			
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
8.5	3.8	66.8	97	0.19	1.6	9.1	5.8	42.4	16.8	20.1	-0.43	-0.11	-0.08	0.84	107.3	61.2	
					Ca	If Perce	ntage	PB SM	EPD's	for pre	gnancy	1					
CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
12.4	1.9	69.8	105.0	0.22	5.4	16.2	9.6	51.0	16.0	23.4	-0.31	0.2	-0.05	0.77	134.2	73.6	



LONG'S MISS SWEET TREAT | FULL SISTER TO DAM OF LOT 53



LONG'S FOXY LADY | FULL SISTER TO DAM OF LOT 53

INNOVATION AGMARKETING PO BOX Z DESOTO, KS 66018 Presorted First Class US Postage **PAID** SlateGroup

