

THE ADVANTAGE

Production Sale

OCTOBER 19, 2019 | 6:00 PM

SIOUX CITY, IOWA



UDELL
Cattle Co.



SALE SCHEDULE

Friday October 18

6:00 PM – Pre-Sale Fiesta, Tacos made special by our very own Antonio, back by popular demand!

Saturday, October 19

All Day – Sale Cattle on Display with Complementary Drinks and Appetizers

4:00 p.m. - Pre-Sale Dinner will begin

6:00 p.m. - The Advantage Production Sale

Before October 1st all cattle will be available for viewing at the farm at:
31695 Hedge Ave. - Sioux City, IA

After October 1st cattle will be available to view at the sale facility at:
4800 Buckwalter Dr. - Sioux City, IA

Please call a member of the UCC team to set up a time to view the cattle.



On behalf of the entire Udell Cattle Co. family, we are pleased to invite you to the 3rd annual Advantage Production Sale. We can sincerely say this is the deepest set of females we have offered to date. We take great pride in the fact that every female offered on the sale was born and raised right here on our farm, and we would love for you and your family to come see what The Advantage is all about!

We have had the privilege to work with countless great families since we began this journey, and the families we've been able to serve this past year are no exception. We appreciate every returning customer, and have enjoyed getting to know the families that purchased from us for the first time last October. Great customers make all the early mornings and late nights worth it, and we are grateful for each and every one of you.

A special thanks to Maddy for taking the pictures this year. We know this is no easy task, and we couldn't be happier with how they turned out. We feel they accurately represent what you will find when you see them in person.

This absolutely wouldn't be possible without our crew. Marc, Greg, Mitchell, and Tony are wholeheartedly invested in our program, and their dedication is evident by the 50 heifers being offered this October. Also to Kim and Hannah, who are willing to help year round whenever and wherever needed. And there is no forgetting Tyler and Keaton. They have been interning (and entertaining) us this year, and the help has been second to none.

This year we are excited to announce our newest additions. Mitchell and Hannah welcomed Brecken in February, and Marc and Lauren welcomed Ford in April. We are thrilled to have the next generation around, and know they will be alongside the crew, working on the farm in no time.

New to the sale this year, we will be offering 7 lots of embryos and 2 IVF cycles of our very best genetics.

Please don't hesitate to contact us with any questions regarding this years offering. We look forward to seeing you on October 19!

Bret & Becky Udell



Welcome to the third edition of “The Advantage” Production Sale, hosted by Udell Cattle Company. There is no secret that this sale produces champions at every level of competition and the depth of quality that runs through this year’s offering is exceptional to say the very least. The Udell family and their talented staff members have bred an elite offering of open heifer calves that are backed by one of the most dominant donor pens in the business. Many of those females are past National Champions themselves and have proven themselves as producers and contributors to the future of the Udell Cattle Company breeding program.

In 2018 the Udell family bred three Reserve Grand Champion Females at three different junior nationals, a remarkable accomplishment that all involved should be commended for. In the fall of 2018 the Grand Champion and Reserve Grand Champion Angus females at the NAILE Junior Show for the Steenhoek and Nikkel families were both sold by the Udell family, and sisters to these show champions will sell! The influence of Red Thunder was seen again at the 2019 National Western Stock Show when the Style sired female campaigned by the Gensini family was crowned Grand Champion Prospect Breeding Heifer. She sold through last year’s sale and there will be several maternal and full sisters to her that will be offered!

Diversity is key to the success of any operation in any business, and there is no question this offering has something for everyone! A strong Angus line-up will highlight the 2019 event, and there will be several high quality females that will represent the Simmental, SimAngus, Chianina, Maintainer, Maine Angus, Charolais, and Charolais Composite sectors of the Udell breeding program. Regardless of which breed you are after, rest assured that the cow family behind them represents the most proven and prolific pedigrees in North America.

Customer service is what sets this program apart and there is no question that the dedication and passion that Mitchell, Maddy, Marc, Greg, and Tony offer to the junior show families is second to none. I encourage you to visit with them about the cattle with the goal of finding the right heifer for you or your junior exhibitor. We welcome you to view this powerful offering at your convenience before the sale and invite you to join us on October 19, 2019 at 6 PM for The Advantage Production Sale. CCI.Live will provide a live broadcast if you are unable to attend the sale in person. If you have questions it is encouraged to contact any of the Udell Cattle Company team members or sale staff.

Enjoy the offering,

A handwritten signature in black ink, appearing to read "Greg Udell".

Innovation AgMarketing



Watch the Sale Live Online...

View the sale from your phone, tablet, or desktop computer and bid with confidence! Visit www.CCI.live for complete sale information and online registration. If this is your first time to CCI.live, visit the web page and get approved for bidding at least three hours prior to sale time. With good internet speeds you can enjoy the sale from any location and bid with confidence.

CCI.LIVE

ONLINE BIDDING - Catalog - Videos - Sale Order - Plus More!

THE ADVANTAGE

Elite Female Production Sale

DAY OF SALE PHONES

Mitchell Udell - 712.899.7485
Marc Wermersen - 712.251.6456
Greg Van Zee - 712.253.0004
Bret Udell - 712.251.2527
Maddy Udell - 712.389.8241
Hannah Udell - 325.668.4895

SALE CONSULTANTS

Raymond Gonnet - 712.249.2009
Jeff Jackson - 254.897.9116
Tony Jeffs - 806.663.6418
Matt Johnson - 712.540.1615
Kelvin Jorgenson - 402.366.9475
Cash Langford - 254.631.3618
Wayne Ohlrichs - 402.371.0695
Barb Ohlrichs - 402.649.6911
Jeff Paulsen - 563.212.9944
Al Vary - 712.269.4330
Justin Vehige - 573.690.3813
Zane Ward - 620.376.8218
Willie Weis - 641.220.1995

AUCTIONEER

Jered Shipman - 806.983.7226

SALES STAFF

Graham Blagg, Innovation AgMarketing - 530.913.6418
Austin Brandt, Livestock Plus - 712.621.1829
Kent Jaecke, Special Assignment - 405.408.2440
Tom Rooney, Special Assignment - 515.491.6025

HEALTH

All of the cattle selling will be ready for immediate shipment and accompanied by proper health certificates. UCC has a full vaccination program.

LODGING

Hampton Inn & Suites - 712.587.6984
5555 Seargent Rd | Sioux City, IA 51106

SALE TERMS & CONDITIONS

Cattle will sell under the suggested terms and conditions of the respective breed association.

PHONE BIDDING

Please contact a sale representative prior to sale time in order to setup a bidder's number.

SALE LOCATION

Sue Ann Farms
4800 Buckwalter Drive - Sioux City, IA 51104

INSURANCE

All cattle sold will become the responsibility of the buyer as soon as they are sold. Insurance information will be available the day of the sale.

SUPPLEMENTAL INFORMATION

A supplement sheet and sale order will be available with up-to-date information the day prior to the sale. All announcements made on the sale block as well as updates to the supplement sheet will take precedence over material listed in this catalog.

LIABILITY

All persons attending the sale and related functions do so at their own risk. All parties involved with Udell Cattle Company assume no liability, legal or otherwise, for any accidents or injuries that may occur.

PAYMENT

Terms of Sale are cash or good check with proper ID prior to load out, unless prior arrangements have been made.

REGISTRATION & TRANSFERS

Registration papers will be transferred upon completion of payment for purchases. Please let the sale clerk know at the time of settlement how you wish to have your purchases transferred.

LOAD OUT/TRUCKING

Load out will begin at the completion of sale. We ask that you pick up your purchases within a reasonable time. We are happy to assist you with trucking arrangements. However, we assume no responsibility for trucking rates.

FLUSH RIGHTS

Udell Cattle Company reserves the right to two successful flushes at the buyer's convenience and sellers expense. Also, Udell Cattle Company reserves the right to clone any female in the offering at our expense.

ONLINE BIDDING

The sale will be broadcast on CCI.live.



Bret, Becky, Mitchell, Hannah, Brecken and Maddy Udell



Marc, Lauren and Ford Wermersen



Greg and Kim Van Zee

Make plans to come meet our crew and view the cattle before sale weekend!





We are passionate about every step it takes to be successful!

CUSTOMER SERVICE

Customer service and the day-to-day preparation of showing is something that we are very passionate about. We want to work with our customers and are always willing to lend a helping hand. If you would like to have your heifer clipped throughout the year prior to ANY show, you are welcome to bring the cattle back to Udell Cattle Company at no additional cost to be clipped by one of our talented team members.

DAILY CARE

If you would like to leave your project in the care of Udell Cattle Company it is certainly an option. Please visit with Mitchell about the cost associated with this service. We realize showing cattle can be expensive; we are not looking to make a profit by caring for these show heifers, but would like to cover our costs.

MITCHELL UDELL – 712.899.7485





UDE QUEEN RUTH 9102

Reg: 19507395 DOB: 2/25/19 Tattoo: 9102

LOT
1
Angus

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

Queen Ruth

Each year around this time it becomes a heated debate as to which female carries the coveted lot 1 tag and leads off the offering. This year was no different, but one thing was certain; the influence of the potent KDJ Queen Ruth 502 was prevalent among the 2019 calf crop! Eight daughters will highlight the production of Queen Ruth 502 and continue to reiterate the level in which she produces. This is not the first instance that a daughter of Queen Ruth 502 has sported the lot 1 tag, in 2017 UDE Queen Ruth 109E was selected by Shayne Meyers of Colusa, California and went on to be crowned Reserve Grand Champion Owned Female at the 2018 NJAS in Madison, Wisconsin. We have had tremendous success with EXAR Blue Chip 1877B daughters, including Hoffman H/C Blackbird 620, the 2017 NJAS Grand Champion Owned Female, and the 2017 NAILE Reserve Grand Champion Owned Female for Maddy. 9102 fits the term elite show heifer and does so with the utmost confidence and style. This February female is tremendous on her feet and legs, big boned, bold centered, and offers a flawless silhouette from the profile. Study the joint work, smoothness, and elegance that this powerful female embodies on sale day, we are confident that she has the uniqueness and pieces to be a dominant show heifer much like her dam, and even more importantly follow in her footsteps as a generator!



KDJ Queen Ruth 502 – Dam of Lots 1-8
2016 NAILE Reserve Grand Champion Angus Female



LOT 2 - *Queen Ruth* 9064

The Conley Express progeny have taken the business by storm this fall and rightfully so! 9064 is a unique Angus female that combines the influence of two of the most dominant cow families in the Angus business when it comes to producing show heifers; Sandy and Queen Ruth. Since day one we have admired the stoutness of her foot and bone work, bold rib design, and impeccable set to her hip and hind leg. She has been blessed with the fundamentals along with the added bells and whistles. This heifer may be the hairiest female in the entire offering and should be a fun one to campaign!



LOT 3 - *Queen Ruth* 9044

Cow power! 9044 is a unique and powerful breeding piece that is sired by the \$450,000 Coleman Bravo 6313, one of the most phenotypically eye-appealing bulls in the breed that is backed by the famed Donna cow family. In our opinion this mating to Queen Ruth has produced the donor prospect of the offering that combines a tremendous amount of center body dimension, genuine base width, and a brood cow look. The maternal strength that accompanies this dense made female is unparalleled, and we are anxious to watch her make her mark for the lucky winning bidder on sale day!

UDE QUEEN RUTH 9064

Reg: 19507828 DOB: 2/19/19 Tattoo: 9064

LOT
2
Angus

SMA WATCHOUT 482
CONLEY EXPRESS 7211
DPL SANDY 3040
PVF INSIGHT 0129
KDJ QUEEN RUTH 502
K D J QUEEN RUTH

UDE QUEEN RUTH 9044

Reg: 19507757 DOB: 3/1/19 Tattoo: 9044

LOT
3
Angus

COLEMAN CHARLO 0256
COLEMAN BRAVO 6313
COLEMAN DONNA 714
PVF INSIGHT 0129
KDJ QUEEN RUTH 502
K D J QUEEN RUTH



KDJ Queen Ruth 502 – Dam of Lots 1-8
2016 American Royal Reserve Grand Champion
Angus Female



Conley Express 7211 - Sire of Lot 2



Coleman Bravo 6313
Sire of Lot 3

Queen Ruth



UDE QUEEN RUTH 9088

Reg: 19507713 DOB: 3/1/19 Tattoo: 9088

LOT

4

Angus

CFCC BLACK JACK 001

KR CASINO 6243

MALSONS SAVANNAH 27Y

PVF INSIGHT 0129

KDJ QUEEN RUTH 502

K D J QUEEN RUTH

Two years ago at the 2017 American Royal we watched KR Casino 6243 dominant the Angus bull show! Owned by Badger Creek Cattle Company and Krebs Ranch, Casino is one of the hottest Angus sires in the business and has been used with extensive success by breeders across the county. 9088 is just what we expected from the Casino x Queen Ruth mating; big feet, stout boned, wide centered, and built to last! She is a female that will show competitively at any level, and make a unique breeding piece when her time at the end of a lead comes to a close.



KDJ Queen Ruth 502 – Dam of Lots 1-8
2016 Iowa State Fair Grand Champion Angus Female



KR Casino 6243 - Sire of Lot 4



LOT 5 - *Queen Ruth* 9192

Here is an intriguing April born female by S&R Roundtable J328 that is another member of the prominent Queen Ruth cow line. 9162 offers a futuristic look of quality, balance, and style that is accompanied by a sound set of feet and legs. Her front third design makes her hard to miss. She is greener in her condition, but her quality and presence make up the difference. Time will tell and by this time next year we feel strongly that this pair of Roundtable flush sisters are the kind that can go the distance!



LOT 6 - *Queen Ruth* 9222

9222 is the flushmate sister to 9192 and offers distinct similarities in terms of her functionality and structural soundness. She is feminine and refined through her front third, and although she may not be as extreme in her neck extension and elevation we believe her to be the stouter, wider pinned of the pair with more mass and substance through her mid rib. Regardless of which flush sister you prefer and best fits your goals, rest assured that the proven cow family will only aid in their potential and success!

UDE QUEEN RUTH 9192

Reg: 19507439 DOB: 4/1/19 Tattoo: 9192

LOT
5
Angus

PLAINVIEW LUTTON E102
S&R ROUNDTABLE J328
PVF PROVEN QUEEN 786
PVF INSIGHT 0129
KDJ QUEEN RUTH 502
K D J QUEEN RUTH

UDE QUEEN RUTH 9222

Reg: 19513485 DOB: 4/15/19 Tattoo: 9222

LOT
6
Angus

PLAINVIEW LUTTON E102
S&R ROUNDTABLE J328
PVF PROVEN QUEEN 786
PVF INSIGHT 0129
KDJ QUEEN RUTH 502
K D J QUEEN RUTH

The Elite Queen Ruth Daughters



LOT 7 - Queen Ruth 8813

This is her! The full sister to UDE Queen Ruth 109E, the 2018 NJAS Reserve Grand Champion Owned Female, lead by Shayne Meyers of California. This December born female is the oldest in the offering and is one that we believe has the potential be a division contender at the National level and follow in the footsteps of her dam and full sister. Her quality build, robust rib design, softness through her rear rib and flank, and balance make her a class act. 8813 is a high quality female that will be a competitive junior project and more importantly valuable property to own when she enters production!



UDE Queen Ruth 109E – Full Sister to Lot 7
2018 NJAS Reserve Grand Champion Owned Female
shown by Shayne Meyers

LOT 8 - Queen Ruth 21G

UDE Queen Ruth 21G is the SimAngus sister from the Queen Ruth line that we think a lot of! Her sire, W/C Relentless 32C made a hand at the AJSA National Classic this summer in Louisville, siring the Grand, Reserve, and 5th Overall Purebreds in what many have attested to be the stoutest Purebred show in recent history! 21G is a sharp featured, long necked, clean chested February half blood that is big centered, deep flanked, and as balanced as they come from the profile. 21G represents good stock and is a nationally competitive half-blood female that is built for the long haul!

UDE QUEEN RUTH 8813

Reg: 19507470 DOB: 12/4/18 Tattoo: 8813

LOT
7
Angus

SILVEIRAS WATCHOUT 0514
SMA WATCHOUT 482
2K BEAUTY 961Ê
PVF INSIGHT 0129
KDJ QUEEN RUTH 502
K D J QUEEN RUTH

UDE QUEEN RUTH 21G

Reg: 3601983 DOB: 2/14/19 Tattoo: 21G

LOT
8
SimAngus

YARDLEY UTAH Y361
W/C RELENTLESS 32C
MISS WERNING KP 8543U
PVF INSIGHT 0129
KDJ QUEEN RUTH 502
K D J QUEEN RUTH





This is a first time opportunity to tap into the KDJ Queen Ruth 502 cow family in regards to the hottest and most current embryo matings we have made, through The Advantage production sale. There is no denying the impact and dollars that Queen Ruth 502 has generated and had on the Udell program during her tenure in the donor pen. Queen Ruth 502 was a dominant show heifer for Maddy and has become even more significant within the Angus breed as a producer. Most notably Queen Ruth 502 was selected Reserve Grand Champion Angus Female at the American Royal and the NAILE, as well as Grand Champion Angus female at the Iowa State Fair. Progeny from this prolific cow family have been selected by top junior show families in the United States and have found success at the highest levels. Shayne Meyers of California selected UDE Queen Ruth 109E in 2017. She went on to be crowned Reserve Grand Champion Owned Female at the 2018 NJAS in Madison, Wisconsin. This set of heifer calves from Queen Ruth 502 represent her most dominant year of production to date and we are excited to see what they accomplish for their new owners. This is a great opportunity to acquire embryos from the heart of the donor program and make a selection from several top AI and promotional sires within the industry. The buyer has the option to choose three IVF Sexed heifer embryos from any mating listed, or select any combination of matings that is so desired.



A. SCC SCH 24 Karat 838



B. KR Casino 6243



C. Conley Express 7211

BUYERS CHOICE IVF SEXED FEMALE EMBRYOS

LOT

9

Dam
PVF INSIGHT 0129
KDJ QUEEN RUTH 502
K D J QUEEN RUTH

3 IVF REVERSE SORT FEMALE EMBRYOS OUT OF KDJ QUEEN RUTH 502 AND BUYERS CHOICE OF SIRE. **GUARANTEING 1 PREGNANCY PER 3 EMBRYOS IF TRANSFERRED BY A CERTIFIED EMBRYOLOGIST. THE COST OF SHIPPING WILL BE THE RESPONSIBILITY OF THE BUYER.**

A. SCC SCH 24 KARAT 838
B. KR CASINO 6243

C. CONLEY EXPRESS 7211
D. PLUM CREEK REFRESH 561A



D. Plum Creek Refresh 561A

Phyllis



Lot 10 - Here she is, one of the favorites among the crew and everyone that has been through early this fall. 9129 is sired by Style and backed by the First N Goal sired daughter of the legendary SCC Phyllis 051 donor of Stertzbach and Four Corner Farms. Unique, flawless, impeccable are certain ways that we have heard this female described when it comes to her structural build and presence from the profile. She offers a nearly perfect silhouette as she ties her neck so neatly into the topline of her shoulder. This female is neat chested and transitions into a round and robust rib design without sacrificing any depth or sweep to her rear rib and flank. Although her most intriguing vantage point is from the side, this female has width to her pin set and stoutness to her hip, with genuine base width as she goes. There is no question that this female is one that we believe to be one of the best female we have produced to date, regardless of breed composition, this girl has the goods and we can't wait to see what her future holds for her and her new owner!

UDE PHYLLIS 9129

Reg: 19507382 DOB: 3/12/19 Tattoo: 9129

LOT
10
Angus

GAMBLES HOT ROD
SILVEIRAS STYLE 9303É
SILVEIRAS ELBA 2520
SCC FIRST-N-GOAL GAF 114
FCF PHYLLIS 532
SCC PHYLLIS 051

BUYERS CHOICE IVF SEXED FEMALE EMBRYOS

LOT
11

Dam
SCC FIRST-N-GOAL GAF 114
FCF PHYLLIS 532
SCC PHYLLIS 051

3 IVF REVERSE SORT FEMALE EMBRYOS OUT OF FCF PHYLLIS 532 AND BUYERS CHOICE OF SIRE. **GUARANTEERING 1 PREGNANCY PER 3 EMBRYOS IF TRANSFERRED BY A CERTIFIED EMBRYOLOGIST. THE COST OF SHIPPING WILL BE THE RESPONSIBILITY OF THE BUYER.**

- A. SILVEIRAS STYLE 9303 D. CONLEY EXPRESS 7211
- B. COLBURN PRIMO 5153 E. PROFIT
- C. SCC SCH 24 KARAT 838

Lot 11 - We have decided to offer the very best from our donor line-up as a commitment to continue to provide elite genetic opportunities to our customers. We believe in this donor, and rest assured there will be much more to come from her in the coming years. The Style mating obviously works with exceptional results, but we have several other matings that we are equally as excited about. Primo has made a hand as a go to sire to generate elite show cattle regardless of the breed composition that the resulting progeny are, commanding high premiums at auctions and finding their way to the backdrop consistently. 24 Karat is the new kid on the block in the Angus world and we believe he will quickly be proven based on the number of elite donors that he has been flushed to. Express progeny are the hottest thing in the Angus breed right now, and have averaged over \$30,000 per head when sold at Express Ranches Big Event Sale in August. Profit needs no introduction to the business as the \$400,000 AI sire that is capable of generating five and six-figure show heifers, and now we are finding out they make excellent cows that will produce!



UDE KEYMURA 9005

Reg: 19493041 DOB: 1/1/19 Tattoo: 9005

LOT
12
Angus

PLAINVIEW LUTTON E102
S&R ROUNDTABLE J328
PVF PROVEN QUEEN 786
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

Keymura

SULL Keymura's First 4086 has been a true matron within the Angus sector of our program and there is no denying the consistency and potency in which she produces time after time. 4086 was our selection in the 2014 Maternal Legends sale at Sullivan Farms. 4086 is a direct daughter of the iconic Dameron First Class and from the tried and true SLL ES Keymura Katy 0084 donor that is arguably one of the most proven Angus females in the business when it comes to generating elite show heifers. UDE Keymura 9005 is a standout among the offering and comes from the 2015 NAILE Grand Champion Angus female. S&R Roundtable J328, a perfect sire selection when mating First Class daughters, is the sire of 9005. She is equipped with the unique parts and pieces that truly make her an elite Angus show prospect and donor candidate. She has been a favorite among early visitors that have studied the entire offering and we anticipate her to follow in the footsteps of her dam on the tan bark and in production. Be sure to study the stoutness, foot size, and three-dimensional body shape that this January female offers on October 19th!



SULL Keymura's First 4086 - Dam of Lots 12 - 22

Keymura



UDE KEYMURA 9003

Reg: 19493040 DOB: 1/10/19 Tattoo: 9003

LOT
13
Angus

PLAINVIEW LUTTON E102
S&R ROUNDTABLE J328
PVF PROVEN QUEEN 786
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

UDE Keymura 9003 is a flush sister to 9005 and offers similarities in terms of the fundamentals. She is a big boned, wide based, big-hipped female that offers tremendous structural integrity and flexibility. She is a smooth jointed, flat-shouldered female that is elegant and feminine about her front third and transitions into a bold, three-dimension rib design with an ideal sweep from her chest back through her flank. We believe this female will be very competitive in the January class at any level.



UDE KEYMURA 9014

Reg: 19493042 DOB: 2/3/19 Tattoo: 9014

LOT
14
Angus

SMA WATCHOUT 482
CONLEY EXPRESS 7211
DPL SANDY 3040
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

UDE Keymura 9014 is another daughter of the potent 4086 donor that was crowned Grand Champion Angus female on the green chips of Freedom Hall in 2015. 9014 has “the look” and there is simply no denying it! She is sired by the \$400,000 valued Conley Express 7211, a sire that has made a statement this fall as a breeding bull siring high sellers in the Express Ranches and Conley Cattle Company programs. Express is an own son of DPL Sandy 3040, the Style sired daughter of the legendary show donor KNC Cabin Creek Sandy 804. 9014 is ultra feminine and refined through her front third, massive in her foot an bone work, and is simply bullet proof for balance from the profile with a silhouette that will be noticed every single time!



LOT 14 - *Keymura* 9014

UDE KEYMURA 9077

Reg: 19493047 DOB: 2/27/19 Tattoo: 9077

LOT
15
Angus

SMA WATCHOUT 482
CONLEY EXPRESS 7211
DPL SANDY 3040
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

UDE Keymura 9077 is a late February flush mate to 9014 that offers tremendous similarity. She is a sleek made, sound built female that offers an ultra attractive profile. She is smooth in her shoulder neck transition, and ties into a bold rib design that offer the correct turn and sweep through her rear rib. A futuristic type Angus heifer that will make a great addition to any juniors breeding program when her show career comes to a close.



LOT 15 - *Keymura* 9077

UDE KEYMURA 9074

Reg: 19493046 DOB: 2/22/19 Tattoo: 9074

LOT
16
Angus

S A V REGISTRY 2831
S A V SENSATION 5615
S A V BLACKCAP MAY 4136
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

9074 is another big league type daughter of Keymura's First 4086. There's no doubt the sire selection switches gears, and the results leave us saying “what a female!” 9074 is sired by SAV Sensation 5615, an own son of the legendary SAV Blackcap May 4136 matron that has generated in excess of \$9 Million in progeny sales. The combination of cow families and generating potential in this female is unlimited. 9074 is a February female that is very attractive patterned, maternal in her rib design and frame size, and offer the added stoutness and bone to be a generator in production!



LOT 16 - *Keymura* 9074



Keymura

UDE KEYMURA 9162

Reg: 19497826 DOB: 3/22/19 Tattoo: 9162

LOT
17
Angus

DAMERON BEST IN CLASS
WB PENDLETON 708 PVF SWSN
WB PVF SF LUCY 4033
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

9162 is sired by WB Pendleton 708, the reigning National Western Stock Show Grand Champion Angus Bull and 2018 Embryos on Snow \$145,000 high selling lot. She is a functionally correct female that is sound structured, bold ribbed, and smooth made. This late March born female combines the influence of the famed Lucy cow family that has been instrumental in the success of the Ward Brothers and Prairie View Farms programs, with the Keymura Katy cow family that has worked so well for our program. One of the first Pendleton daughters to sell at auction!



WB Pendleton 708 PVF SWSN
Sire of Lot 17



LOT 18 - *Keymura* 9226

UDE Keymura 9226 may be one of the youngest females in the entire offering, but we are confident that she is also one of the highest quality Angus females in the sale. She is sired by the Angus sire that is known as Circle M Tejas, arguably one of the most consistent sons of the great BC Lookout 7024. The dam of Tejas needs no introduction, as the legendary J&J Queen 414, a matron that has been as dominant across multiple breeds as any Angus female in history when it comes to generating show winning females and herd sires alike! Study the structural integrity, flexibility, and quality joint work that make 9226 so intriguing. When she turns the corner and catches the pack get ready for what's to come, because this female will be a force in division next summer in Harrisburg!



Circle M Tejas - Sire of Lots 18 & 19



LOT 19 - *Keymura* 9276

9276, another May born female from the Tejas x 4086 mating that we like a lot of things about. She is just like her sister in terms of the way she is built from the ground up and offers a later maturing, futuristic look of quality and promise. When it comes down to cow power, 9276 stacks the matrons' top and bottom side of her lineage for several generations back.

UDE KEYMURA 9226

Reg: 19497675 DOB: 5/6/19 Tattoo: 9226

LOT
18
Angus

B C LOOKOUT 7024
CIRCLE M TEJAS
J&J QUEEN 414
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

UDE KEYMURA 9276

Reg: 19493098 DOB: 5/1/19 Tattoo: 9276

LOT
19
Angus

B C LOOKOUT 7024
CIRCLE M TEJAS
J&J QUEEN 414
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

There is no denying the consistency and potency in which Keymura produces... time after time.



LOT 20 - *Keymura* 10G



LOT 21 - *Keymura* 138G



Colburn Primo 5153 - Sire of Lot 22 Embryos

Lot 22 - SULL Keymura's First 4086 was our selection in the 2014 Maternal Legends sale at Sullivan Farms. 4086 is a direct daughter of the iconic Dameron First Class and from the prolific SLL ES Keymura Katy 0084 donor that is arguably one of the most proven Angus females in the business when it comes to generating elite show heifers. 4086 was the 2015 NAILE Grand Champion Angus female. We have found great success with the several different ways that we have mated 4086 and are confident that the last 4 remaining Primo embryos will result in something special. Unfortunately we lost 4086 with a very limited embryo inventory on hand, these are the last of the Primo embryos that were ever made. This mating combines the most dominant cow families in the Angus breed through the Keymura and Sara's Dream cow lines that have generated millions of dollars and are responsible for countless champions at every level. We anticipate this mating to be equipped with all of the extra bells and whistles that can determine a good one from a great one! They should be good built, sound cattle that have the look and are blessed with the added hair.

UDE KEYMURA 10G

Reg: 3601982 DOB: 1/12/19 Tattoo: 10G

LOT
20
SimAngus

YARDLEY UTAH Y361
W/C RELENTLESS 32C
MISS WERNING KP 8543U
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

UDE Keymura 10G is sired by Relentless, without a doubt the hottest and most consistent Simmental bull in the business when it comes to generating elite show heifers that can go the distance. 10G is the first SimAngus female from 4086 in the offering and one that we believe to be as competitive as any SimAngus female that we have ever offered. Her advantages start at the surface as she operates of a flawless foot design, near perfect in her angles and joint work, and strides out with confidence. Her balance and poised look is what sets her apart from the crowd, yet it's her ability to combine this much look and design with the added power and genuine shape that she offers. The set to her hip and hind leg is impeccable and the future that 10G offers as a show heifer gets us excited. Although, what should get you even more excited than her ability to be a frequenter of the backdrop is her generating potential to be a cornerstone producer when the banners and buckles she collects begin to fade.

UDE KEYMURA 138G

Reg: 3601992 DOB: 3/1/19 Tattoo: 138G

LOT
21
SimAngus

WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
RUBYS JILL 035X
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

UDE Keymura 138G is the younger SimAngus female from the 4086 line that is sired by the \$435,000 1/3 interest, Ruby's Currency 7134E. This March born half blood female is correct in her basic build, smooth shouldered, flat necked, and offers the optimum shape and dimension from all angles. Possibly one of the first Currency daughters to ever be offered for sale!

PRIMO X KEYMURA EMBRYOS

LOT
22
Angus

DAMERON FIRST CLASS
COLBURN PRIMO 5153
SILVEIRAS SARAS DREAM 1339
DAMERON FIRST CLASS
SULL KEYMURA'S FIRST 4086
SLL ES KEYMURA KATY 0084

OFFERING 4 IVF SEXED HEIFER EMBRYOS. **NO GUARANTEE OF THE SAME MATING, DONOR IS DECEASED. THE COST OF SHIPPING WILL BE THE RESPONSIBILITY OF THE BUYER**



Ellie

Ellie 9197 is the first of two flush mate sisters sired by EXAR Blue Chip 1887B and from SLL Ellie 2201, the Plainview Lutton E102 daughter that has become a staple in the Angus donor battery at Udell Cattle Company. Her most recent accomplishment has been UDE Ellie 153E, the Primo sired female that was crowned Grand Champion Angus Female at the 2018 NAILE Junior show for Chesney Steenhoek and family. Ellie 153E was a featured female in The Advantage production sale in 2017 and this pair of sisters remind us of her at this age. 9197 is the stouter, bigger centered, and further along of the pair at this point in time. Her look is undeniable from the side, while being three-dimensional from a three-quarter view. What we love about this female is her genuine stoutness of foot and bone that she operates from. We believe that this female will be a force as a bred and we are excited to watch her make her mark!

UDE ELLIE 9197

Reg: 19508808 DOB: 3/27/19 Tattoo: 9197

LOT
23
Angus

DAMERON FIRST CLASS
EXAR BLUE CHIP 1877B
GREENS PRINCESS 1012
PLAINVIEW LUTTON E102
SLL ELLIE 2201
O G L ELLIE 634-446



UDE Ellie 153E – Maternal Sister to Lots 23-27
2018 NAILE Grand Champion Angus Female
shown by Chesney Steenhoek!



Ellie

There will be no denying the presence and posture of 9230 when she walks by. She is one of the most uniquely made females in the entire offering when it comes to the way she is designed through her front third. Her beautiful Angus featured head and neck design is long, smooth, and ties in high to the top of her smoothly laid in shoulder. She is ultra neat chested and transcends into a deep and bold rib design that has the balanced sweep from the side. She is green her condition but is one that we wouldn't argue her case as a heavy bred to be one of the most competitive when it counts. Study the uniqueness, long lasting build, and nationally competitive look that this SLL Ellie 2201 daughter will bring to the table on October 19th!

UDE ELLIE 9230

Reg: 19503790 DOB: 4/4/19 Tattoo: 9230

LOT
24
Angus

DAMERON FIRST CLASS
EXAR BLUE CHIP 1877B
 GREENS PRINCESS 1012
 PLAINVIEW LUTTON E102
SLL ELLIE 2201
 O G L ELLIE 634-446



EXAR Blue Chip 1877B - Sire of Lots 23 - 25

UDE ELLIE 9185

Reg: 19503788 DOB: 4/4/19 Tattoo: 9185

LOT
25
Angus

DAMERON FIRST CLASS
EXAR BLUE CHIP 1877B
GREENS PRINCESS 1012
PLAINVIEW LUTTON E102
SLL ELLIE 2201
O G L ELLIE 634-446

This is the youngest of the EXAR Blue Chip 1877B x SLL Ellie 2201 litter mate heifers, but don't let that hold you back from the genetic value and cow power that lines her pedigree top and bottom. Like her sisters she is built right from the ground up, three-dimensional in her body type, and feminine about her features.



LOT 25 - *Ellie* 9185

UDE ELLIE 9200

Reg: 19503789 DOB: 4/14/19 Tattoo: 9200

LOT
26
Angus

DAMERON BEST IN CLASS
WB PENDLETON 708 PVF SWSN
WB PVF SF LUCY 4033
PLAINVIEW LUTTON E102
SLL ELLIE 2201
O G L ELLIE 634-446

Pendleton took the breed by storm when he was debuted at the National Western Stock Show in 2018 as was selected calf champion prior to being selected Grand Champion Angus Bull at the Fort Worth Stock Show. Pendleton returned to the National Western Stock Show this past January in dominating fashion where he was crowned Grand Champion Angus Bull. This Pendleton daughter is long and elegant about her front third, big ribbed, and easy fleshing. She is elegant in her lines and elevated in her look about her front third. One of the first Pendleton daughters to be offered!



LOT 26 - *Ellie* 9200

BUYERS CHOICE IVF SEXED FEMALE EMBRYOS

LOT
27

Dam
PLAINVIEW LUTTON E102
SLL ELLIE 2201
O G L ELLIE 634-446

3 IVF REVERSE SORT FEMALE EMBRYOS OUT OF SLL ELLIE 2201 AND BUYERS CHOICE OF SIRE. GUARANTEEING 1 PREGNANCY PER 3 EMBRYOS IF TRANSFERRED BY A CERTIFIED EMBRYOLOGIST. THE COST OF SHIPPING WILL BE THE RESPONSIBILITY OF THE BUYER.

- A. PVF BLACKLIST 7077
- B. CONLEY EXPRESS 7211

SLL Ellie 2201 is the dam of the 2018 NAILE Grand Champion Angus female that was campaigned by the Steenhoek family, UDE Ellie 153E. 153E is now a leading donor in the Steenhoek program. The two mating options are sired by PVF Black List and Conley Express 7211, two sires that we have used extensively within our ET program. Either mating should yield nationally competitive cattle with an unprecedented look of quality!



UDE Ellie 153E - Maternal Sister to Lots 23 - 27

Missie



9187 is one of our favorite Angus females among the offering and we think you'll agree! Her dam is KAF Century Miss 164B, our Century Unbelievable 262 donor that was most notably Reserve Grand Champion in the junior show at the 2015 American Royal. This EXAR Blue Chip 1877B flush flat worked and we struggle to contain the excitement this pair of flush sisters brings everyone at Udell Cattle Company. 9187 is built for the long haul with her huge foot design, flawless joint work and angles, combined with her elite look from the profile. She was greener in her body condition at the time of photos, but this is a female that we wouldn't argue to be the one as a bred next fall and winter. She reads so true in her rib shape, base width, and pin set from every vantage point. This one has made the short list of even the most critical evaluators that have been through the offering to this point and we can't wait to watch this female create a legacy for herself and her new owner!

UDE MISSIE 9187

Reg: 19497863 DOB: 3/1/19 Tattoo: 9187

LOT
28
Angus

DAMERON FIRST CLASS
EXAR BLUE CHIP 1877B
GREENS PRINCESS 1012
CENTURY UNBELIEVABLE 262
KAF CENTURY MISSIE 164
KAF CENTURY MISSIE 1672



Kruse Miss Primo 147 – Maternal Sister to Lots 28-29
2018 NAILE Reserve Grand Champion Angus Female
shown by Jake Nikkel!



KAF Century Missie 164 - Dam of Lot 28 & 29



Missie

UDE MISSIE 9259

Reg: 19497864 DOB: 3/3/19 Tattoo: 9259

LOT
29
Angus

DAMERON FIRST CLASS
EXAR BLUE CHIP 1877B
GREENS PRINCESS 1012
CENTURY UNBELIEVABLE 262
KAF CENTURY MISSIE 164
KAF CENTURY MISSIE 1672

9259 is much like her flush sister in terms of her genuine build and correctness of skeleton. We consider this duo to be big league show heifers that are capable of following in the footsteps of their maternal sister that was campaigned by the Nikkel family of Kansas that most notably was crowned Reserve Grand Champion Angus heifer at the 2018 NAILE Junior Show. She is elevated about her front third, robust in her rib shape, long sided, smooth joined, and offers the late maturing look that is necessary to be a force a year from now as a heavy bred!



Kruse Miss Primo 147 - Maternal Sister to Lots 28-29
2017 Grand Champion Winter Preview



LOT 30 - *Zoey* 9146

UDE ZOEY 9146

Reg: 19493049 DOB: 3/15/19 Tattoo: 9146

LOT
30
Angus

DAMERON FIRST CLASS
COLBURN PRIMO 5153
SILVEIRAS SARAS DREAM 1339
EXAR LUTTON 1831
BCII MISS ZOEY 2614
SCHELSKES MISS ZOEY 9228A

UDE Zoey 9146 is the Primo sired March female that is backed by the EXAR Lutton 1831 donor that we selected from the Cunningham family of Indiana. BC11 Miss Zoey 2614 is an ultra attractive, great balanced, up-headed daughter of the great Lutton. Her stoutness and dimension has been transmitted to her progeny, and the mating to the worldly popular Primo is just what we envisioned. 9146 is chiseled about her front third, neat chested, flat shouldered, and has the appropriate turn and sweep to her rib design to balance with the best of them. Not to mention this little lady is one of the hairiest females in this year's set. Study the quality and futuristic build!



LOT 31 - *Zoey* 9113

UDE ZOEY 9113

Reg: 19493048 DOB: 2/20/19 Tattoo: 9113

LOT
31
Angus

SILVEIRAS WATCHOUT 0514
SMA WATCHOUT 482
2K BEAUTY 961
EXAR LUTTON 1831
BCII MISS ZOEY 2614
SCHELSKES MISS ZOEY 9228A

9113 is a super extended, feminine, and well-built daughter of SMA Watchout 482, a past Denver Champion for the Cates and Conley families. We sure wouldn't argue if you thought her best days were ahead of her. This female reads longer in her cannon bone, while having the added length of side, and levelness of hip that indicates her most competitive days will come as a heavy bred. The daughters of our Lutton donor, Miss Zoey 2614, continue to get better with each day!



LOT 32 - *Zoey* 9047

UDE ZOEY 9047

Reg: 19493043 DOB: 2/25/19 Tattoo: 9047

LOT
32
Angus

S A V BRILLIANCE 8077
PVF INSIGHT 0129
PVF MISSIE 790
EXAR LUTTON 1831
BCII MISS ZOEY 2614
SCHELSKES MISS ZOEY 9228A

UDE Zoey 9047 is a true brood cow prospect in the makings! Sired by the multi-faceted AI sire, PVF Insight 0129 and from Miss Zoey 2614. Her rib shape, capacity, and overall volume is admirable. 9047 is well designed in her joint work and angles, while studying with genuine base width and true dimension and squareness to her hip and pin set. Don't let this female slip under the radar just because she hasn't been blessed with the added hair coat, the quality and functionality that she offers comes at no shortage.



LOT 33 - *Mulben Pride* 9050

The water continues to deepen the further we travel through the Angus division of the 2019 Advantage Production Sale! Here is UDE Mulben Pride 9050, the SAV Bismarck 5682 daughter of Penners Mulben Pride 4172. Mulben Pride 4172 was successfully campaigned by Maddy in 2015, where she was crowned Supreme Grand Champion Female Overall Breeds at the highly competitive Iowa Beef Expo. The way that 9050 is built at the surface reminds us so much of her powerhouse dam during her time in the show barn. Study the stoutness of her foot and bone work, smoothness of her joints, the way she is laid into her shoulder and transcends into her forerib and back into her center body shape. We love the captivating presence and style that she combines with the extras, that is what makes 9050 special in our minds, and we think that you'll agree!



LOT 34 - *Heaven* 9072

9072 is the makings of a true power cow! Functional, moderate in her frame, huge centered, deep sided, and built to last. This EXAR Blue Chip 1877B daughter is going to make her new owner a fantastic brood cow when her time on the show road comes to a close. Her productive OCC Rear End 751R Dam has been a mainstay producer and we expect this February female to follow in her tracks!

UDE MULBEN PRIDE 9050

Reg: 19502223 DOB: 2/27/19 Tattoo: 9050

LOT
33
Angus

G A R GRID MAKER
SAV BISMARCK 5682
S A V ABIGALE 0451
EXAR BLUE CHIP 1877B
PENNERS MULBEN PRIDE 4172
P R LADY 909 4200-587

UDE HEAVEN 9072

Reg: 19493045 DOB: 2/11/19 Tattoo: 9072

LOT
34
Angus

DAMERON FIRST CLASS
EXAR BLUE CHIP 1877B
GREENS PRINCESS 1012
O C C REAR END 751R
KDJ HEAVEN 335
KDJ HEAVEN 084



Penners Mulben Pride 4172 - Dam of Lot 33 | 2015 Iowa Beef Expo Supreme Grand Champion Female



Here is a 3/4-blood female that we have all been excited about since day one! Sired by the late WS Pilgrim H182U, and backed by the \$190,000 Hara's Miss Princess 100Z, the 2012 NWSS Grand Champion Percentage Female! UDE Princess 159G is the streak faced, white flanked beauty that is so good on her feet and legs, loose in her stride and offers an athletic sense of style when on the move. Her balance and symmetry combined with her added shot of stoutness and performance make for a winning combination. She offers similarities to Amelia Miller's \$60,000 One Eyed Jack purchase in the 2018 sale that went on to be crowned Calf Champion Percentage female at the American Royal and NAILE last fall. 159G may very well be our favorite Princess 100Z daughter to date and is one we believe will have success in the calf division, but be a true player during the final dance as a yearling!

UDE PRINCESS 159G

Reg: 3601995 DOB: 2/25/19 Tattoo: 159G

LOT
35
Sim Angus

CNS DREAM ON L186
WS PILGRIM H182U
WS MARLA 276M
MR HOC BROKER
HARAS MISS PRINCESS 100Z
HARAS HAIRIETTA CLONE H4W



LOT 36 - Princess 75G

Many that have been through the set have compared this female to her maternal sister that topped the Simmental division of last year's sale at \$60,000 to the Miller family of Illinois. We absolutely adore the stoutness of her foot, bone circumference, and overall dimension to her rib cage and hip structure. Amelia's heifer went on to be selected Calf Champion at the 2018 American Royal and NAILE, while continuing her success through the Junior Nationals and State Fair as a division contender. Princess 75G is sired by the popular Griswold Cattle Company promotional sire, JASS On The Mark 69D, a striking son of the popular W/C Loaded Up 1119Y. For a female of this caliber to have this much stoutness, width, and dimension it is remarkable that she is able to remain so feminine and extended about her front third, and even more impressive that she does so with the flexibility and athleticism, making her a Nationally competitive SimSolution female. We believe that this female will carry on the family traditions that her Denver Champion dam and show-winning sisters have set forth.



LOT 37 - Princess 42G

UDE Princess 42G is the March sister from the Princess 100Z cow family that is sired by the time tested Sandeen Upper Class 2386. 42G is a full sister to UDE Norma Jean 114D, the Houston and FWSS Grand Champion ORB Female, as well as one of our herd sire that we walk behind our AI protocol with great success. This female is ultra feminine and refined about her front third, up headed and long necked, while remaining neat chested with a tremendous sweep to her massive rib design. Her stoutness of foot and bone continues to add credibility to her resume as a show heifer prospect that can hang with them on the largest stage. This Princess 100Z daughter is certainly one to keep on the radar!

UDE PRINCESS 75G

Reg: 3601989

DOB: 2/26/19

Tattoo: 75G

LOT

36
Sim Angus

W/C LOADED UP 1119Y
JASS ON THE MARK 69D
JASS SABLE'S TIME 53X
MR HOC BROKER
HARAS MISS PRINCESS 100Z
HARAS HAIRIETTA CLONE H4W

UDE PRINCESS 42G

Reg: 3601985

DOB: 3/4/19

Tattoo: 42G

LOT

37
Sim Angus

MR NLC UPGRADE U8676
SANDEEN UPPER CLASS 2386
SANDEEN DONNA 7386
MR HOC BROKER
HARAS MISS PRINCESS 100Z
HARAS HAIRIETTA CLONE H4W

Elite Sim Angus Genetics



HARAS PRINCESS 100Z - Dam of Lots 35 - 39
2012 NWSS Grand Champion Percentage Simmental Female



UDE Princess 124F - 2018 NAILE Division Champion
Shown by Amelia Miller!



UDE Flossy 27E - 2017 NAILE Reserve Division
Champion, shown by Amelia Miller!



UDE Norma Jean 114D - 2017 FWSS Grand Champion
ORB Female, shown by Kaylee Langford!

Haras Princess 100Z needs no introduction as a member of our SimGenetic donor lineup. In fact, Princess has begun to write her own chapter in the Simmental history books. She is sired by the Triple Crown winning MR HOC Broker, and an own daughter of WAG Harietta. Princess 100Z was the \$190,000 high selling female from the Hartman Cattle Company 2011 Customer Appreciation Sale and went on to be the 2012 NWSS Grand Champion Percentage Female just a month later as a yearling heifer calf. Her dominance and presence is simply undeniable. The Miller family of Illinois has successfully campaigned two different One Eyed Jack daughters that did a great deal of winning. In Texas, the Upper Class daughter, UDE Norma Jean 114D was a dominant force at the Texas majors where she was the Champion ORB at the Fort Worth Stock Show Jr. Show and Houston Livestock Show Jr. Show. Most recently she produced the 2018 sale topping, \$60,000 baldy female that was named Calf Champion at the 2018 American Royal and NAILE for Amelia Miller. She has generated several hundred thousand dollars in progeny sales and continues to produce the type and kind of cattle we like. Countless full sisters from the Broker x Harietta mating have found success at the NAILE, American Royal, and NWSS for exhibitors from across the country. We are confident in her abilities and have decided to offer a never before opportunity, the chance to IVF Princess 100Z to the sire of your choice! Just imagine the possibilities that this could create for any program and the quick return on investment that it will provide.

IVF FLUSH CYCLE

LOT
38

Dam
MR HOC BROKER
HARAS MISS PRINCESS 100Z
HARAS HAIRIETTA CLONE H4W

OFFERING THE RIGHT TO AN IVF CYCLE FROM HARAS PRINCESS 100Z TO THE SIRE OF THE BUYERS CHOICE. **GUARANTEERING 6 TRANSFERABLE EMBRYOS AND TWO 90-DAY PREGNANCIES IF TRANSFERRED BY A CERTIFIED TECHNICIAN. THE IVF CYCLE IS CAPPED AT 10 EMBRYOS. EVERYTHING AFTER 10 WILL BE SPLIT EVENLY BETWEEN THE BUYER AND THE SELLER, WITH COSTS BEING PRORATED.**

BUYERS CHOICE IVF SEXED FEMALE EMBRYOS

LOT
39

Dam
MR HOC BROKER
HARAS MISS PRINCESS 100Z
HARAS HAIRIETTA CLONE H4W

3 IVF REVERSE SORT FEMALE EMBRYOS OUT OF HARAS PRINCESS 100Z AND BUYERS CHOICE OF SIRE. **GUARANTEERING 1 PREGNANCY PER 3 EMBRYOS IF TRANSFERRED BY A CERTIFIED EMBRYOLOGIST. COST OF SHIPPING WILL BE THE RESPONSIBILITY OF THE BUYER.**

- A. PROFIT
- B. EC REBEL 156F
- C. TLCC ONE EYED JACK
- D. CDI INNOVATOR 325D
- E. SANDEEN UPPER CLASS 2386
- F. SILVEIRAS STYLE 9303
- G. SCC SCH 24 KARAT 838



Thunder Girl

JSUL Red Thunder 9051W may very well be the highest dollar generating female on the place, and there is certainly no denying the impact that her progeny and grand progeny have made in the show ring. There have been countless females that have come from the Red Thunder cow line that have been Nationally competitive females, most recently UDE Stylin' 28F, shown successfully by the Gensini family. Stylin' 28F was slapped Grand Champion Prospect Female at the 2019 National Western Stock Show, among countless other victories that Kade and Stylin' endured during the winter and spring of 2019. It is tough to make statements like this... but here it goes... this may be the best Red Thunder daughter to date! Sure, there is still a lot of time and variables that come into play, but there is no denying the futuristic look, quality structural build, and elite look that she offers. This up headed, proud headed female is so long and extended from her shoulder forward, neat chested, and offers the perfect sweep and turn to her rib shape. The set to her hip and stout hind leg is near flawless and when we ask her to go she does so effortlessly with authority. A trip to Sioux City, Iowa is worth the drive alone to put a set of eyes on this female and truly understand the excitement that we have for Thunder Girl 157G!

UDE THUNDER GIRL 157G ET

Reg: 399314

DOB: 3/1/19

Tattoo: 157G

LOT
40
Chianina

SILVEIRAS WATCHOUT 0514

SMA WATCHOUT 482

2K BEAUTY 961É

ASHW WHO DA MAN

JSUL RED THUNDER 9051W

SULL 60

OCTOBER 19, 2019 | SIOUX CITY, IOWA



LOT 41 - *Clockwork* 178G ET

We wanted to try working Red Thunder to a ChiAngus bull that would allow us to generate a higher percentage Chianina female to carry on the Red Thunder tradition! Here she is, UDE Clockwork 178G, an own daughter of HIGG Clockwork 88C. HIGG Clockwork 88C was bred in the Higgins program of Tennessee and is sired by Bushs Unbelievable. He is a real world, functional and practical ChiAngus sire that was a tremendous cross and flat worked to Red Thunder. 178G is a 13.72% Chianina female that offers a look of extension and balance from the side, with an abundance of stoutness and genuine shape to her top and hip. She operates off of a sound and functional base that is built to last. Her attributes make her a truly unique breeding piece that can be of great value to generate the next generation of elite Chianina show heifers and seedstock.



LOT 42 - *Thunder and Lights* 236G ET

The Style x Red Thunder mating has worked with tremendous success, and the Primo mating sure didn't disappoint this time around! UDE Thunder and Lights 236G is built a lot like 157G, her maternal sister by Watchout, in terms of quality of structural integrity, skeletal quality, and a balanced silhouette. This female is refined and feminine about her front third, neat chested, and offers a long and smooth muscle pattern. This Primo daughter is one that we believe will have a big future under the bright lights a year from now as a heavy bred. Study the future that 236G holds!

UDE CLOCKWORK 178G ET

Reg: 399315 DOB: 3/23/19 Tattoo: 178G

LOT
41
Chianina

BUSHS UNBELIEVABLE 423
HIGG CLOCKWORK 88C
HIGG KYLIE
ASHW WHO DA MAN
JSUL RED THUNDER 9051W
SULL 60

UDE THUNDER AND LIGHTS 236G ET

Reg: 399318 DOB: 4/1/19 Tattoo: 236G

LOT
42
Chianina

DAMERON FIRST CLASS
COLBURN PRIMO 5153
SILVEIRAS SARAS DREAM 1339
ASHW WHO DA MAN
JSUL RED THUNDER 9051W
SULL 60

Red Thunder may very well be the highest dollar generating female on the place.



LOT 43 - *Thunder* 78G ET

UDE Thunder 78G is the other Primo x Red Thunder daughter in the offering. Although she is at the other end of the spectrum as her flush mate in terms of stoutness and dimension, the quality and cow family remains the same. 78G has been blessed with the big hair and this will only aid in her success at the end of the leather lead. She is a shorter spined, moderate framed, power packed individual that is big boned, and handles her structure with true comfort. We believe that 78G offers options, and by that we mean she is capable to show as a Chianina breeding heifer and sells with a set of registration papers, or if you so desire we believe she was born with the stoutness, muscle shape, and added substance to be a force as a market heifer. Regardless of which way you decide to enter 78G, remember the genetic power that she's backed by in the legendary Red Thunder!



LOT 44 - *Stylish* 202G ET

UDE Stylish 202G is the youngest of the Red Thunder progeny that will sell on October 19 in Sioux City, Iowa. 202G is a full sister to the popular 2019 NWSS Grand Champion Prospect Heifer, lead by Kade Gensini. This has been a tried and true mating that has yielded countless National, State, and Regional champions for a great group of young people. UDELL Glamour Girl 18B was one of the first Silveiras Style 9303 daughters of Red Thunder to be born and was purchased by Sara Sullivan. After a successful career in the show ring, Glamour Girl began to make a name for herself in production. The most notable daughter of Glamour Girl is JSUL Dazzle 8305F, a Division Champion and the 6th Overall Percentage Simmental Female at the NJAS Summer Classic this summer in Louisville, KY for Ashley Moore. Dazzle went on to be Grand Champion Percentage Simmental and 5th Overall Female at the Illinois State Fair junior show this summer as well. The Red Thunder daughters are competitors and generators; here is your chance to incorporate her powerful genetics into your program!

UDE THUNDER 78G ET

Reg: 399313

DOB: 2/26/19

Tattoo: 78G

LOT

43

Chianina

DAMERON FIRST CLASS

COLBURN PRIMO 5153

SILVEIRAS SARAS DREAM 1339

ASHW WHO DA MAN

JSUL RED THUNDER 9051W

SULL 60

UDE STYLISH 202G ET

Reg: 399316

DOB: 4/4/19

Tattoo: 202G

LOT

44

Chianina

GAMBLES HOT ROD

SILVEIRAS STYLE 9303

SILVEIRAS ELBA 2520

ASHW WHO DA MAN

JSUL RED THUNDER 9051W

SULL 60

There is certainly no denying the impact that Red Thunder progeny and grand progeny have made in the show ring.



UDE Kate Spade 59D - Grand Champion Breeding Heifer 2017 NWSS



UDE She's Stylin 424B - Grand Champion Chianina Female 2015 NAILE



UDE Stylin 28F - Champion Prospect Breeding Heifer 2019 NWSS

Lot 45 - Red Thunder has reserved her place in the history books as one of the most dominant producing Chianina females in the business, and she is far from done yet! Her first mating to Northern Improvement was a many time champion and saw tremendous success. The second time we mated her to Silveiras Style 9303, producing countless champions at every level for some of the most competitive show families in the industry including; the Vickland family and RJ Cattle Co., Green Oaks, Collins, and Durham, the Skiles family and Tony Jeffs, the Guyer family, the Walker family, Steck, and Paulsen, the Powell and Morey families, the Perryman family and Competitive Edge Genetics, the Rea family and Paulsen, the Sullivan family, as well as the Jauer family. Most recently a Style daughter that sold in last year's sale was selected Grand Champion Prospect Heifer at the 2019 National Western Stock Show for Kade Gensini and his family, among countless other victories during the 2019 winter and spring show season. A granddaughter of Red Thunder was selected Grand Champion Percentage Simmental and 5th Overall Female at the Illinois State Fair for the Moore family and was the result of a Style x Red Thunder mating to Fortune by Sullivan Farms. Here is a once in a lifetime opportunity to purchase an IVF cycle to the sire of your choice and create a legacy for your program through the influence of the legendary Red Thunder. If you are serious about producing elite show heifers that are capable of commanding a premium in the market place and winning at the highest levels then look no further, this is the opportunity for you!

IVF FLUSH CYCLE

LOT
45

Dam
ASHW WHO DA MAN
JSUL RED THUNDER 9051W
SULL 60

OFFERING THE RIGHT TO AN IVF CYCLE FROM JSUL RED THUNDER 9051W TO THE SIRE OF THE BUYERS CHOICE. GUARANTEEING 6 TRANSFERABLE EMBRYOS AND TWO 90-DAY PREGNANCIES IF TRANSFERRED BY A CERTIFIED TECHNICIAN. THE IVF CYCLE IS CAPPED AT 10 EMBRYOS. EVERYTHING AFTER 10 WILL BE SPLIT EVENLY BETWEEN THE BUYER AND THE SELLER, WITH COSTS BEING PRORATED.

A once in a lifetime opportunity to access the Red Thunder Donor

BUYERS CHOICE IVF SEXED FEMALE EMBRYOS

LOT
46

Dam
ASHW WHO DA MAN
JSUL RED THUNDER 9051W
SULL 60

3 OR 6 IVF REVERSE SORT FEMALE EMBRYOS OUT OF JSUL RED THUNDER 9051W AND BUYERS CHOICE OF SIRE. GUARANTEEING 1 PREGNANCY PER 3 EMBRYOS IF TRANSFERRED BY A CERTIFIED EMBRYOLOGIST. THE COST OF SHIPPING WILL BE THE RESPONSIBILITY OF THE BUYER.

- | | |
|-------------------------|----------------------------|
| A. SILVEIRAS STYLE 9303 | E. CONLEY NO LIMIT |
| B. COLBURN PRIMO 5153 | F. SCC SCH 24 KARAT 838 |
| C. SMA WATCHOUT 482 | G. WS PILGRIM H182U |
| D. CONLEY EXPRESS 7211 | H. 500 LINE POWER EYE 161X |

Lot 46 -The guesswork is done! The only decision you'll have to make is which mating best suites your goals and program. Females like Red Thunder are rare and we are fortunate to have a female that has generated as many National Champions and high sellers as this dominant matron.



UDE Mona 162E - Division Champion 2018 NWSS



UDE Fergie 89F - Jordan Mack Grand Heifer



UDE Stylish Lady 9D - Supreme Grand Champion Female Ohio State Fair



Beyonce

UDE Beyonce 168G is the lone Purebred Maine Anjou female in the offering and is a good one! She is sired by the popular BOE Garth and backed by an I-80 x Irish Whiskey bred female that was produced in the Blind Badger Ranch program of Colorado. This April baby has the look to be noticed in the show ring, and the quality of build from the ground up to find the backdrop. She is huge footed, stout boned, wide pinned, and offers exceptional rib shape. Study the symmetry and balance that this female offers, we know you'll appreciate her uniqueness as much as we all do!

UDE BEYONCE 168G

Reg: 502085 DOB: 4/10/19 Tattoo: 168G

LOT

47

Maine Anjou

MINN HARD WHISKEY 591Y
BOE GARTH
 BOE MISS JOLENE
 GOET I80
BBR BEYONCE 499B
 CGMC SEDGWICKS ERICA 5TE



BOE Garth – Sire of Lot 47



White Girl

With the Charolais Junior Nationals being so close to home in 2020 being in Brookings, South Dakota we thought it was a must to include a pair of females that we felt were tremendous representation of what the breed has evolved into. This good looking, smooth build 7/8 Charolais Composite female is one that we believe will be extremely competitive in that division and turn many heads along the way. She is a big centered, deep-sided female that is smooth in her muscle pattern and offers exceptional flexibility when we ask her to go. Study her joint work, flexibility, and later maturing look; all of which will aid in her success!

UDE WHITE GIRL 270G

Reg: P1223956 DOB: 4/14/19 Tattoo: 270G

LOT

48

Composite Charolais

LONG DISTANCE 9001 PLD
M&M OUTSIDER 4003 PLD
 M&M MS CARBINE 1567
 TR PZC MR TURTON 0794 ET
HSC WHITE HEAT 102
 PEACH FUZZ



M&M Outsider 4003 PLD - Sire of Lot 48



LOT 49 - *Smokette* 245G

Now here is a Purebred Charolais female that has everyone excited due to her futuristic look and structural build that will never go out of style no matter what trends shift over time. She is sired by the \$85,000 CCC WC Redemption 7143 and backed by the famed Turton x Smokette mating that has yielded so many sale toppers, show ring champions, and future breed impacting individuals. Her dam is a full sister to Tiger Lilly, the 2017 Houston and San Antonio Champion Charolais Female that was raised in the Jackson Cattle Company program of Texas. This one will be a fun one to haul to Brookings, South Dakota next summer for the CharBOOM Charolais Junior Nationals!



CCC WC Redemption 7143 - Sire of Lots 49 & 50

The Smokette matron is one of the most productive cows of all time in the Charolais breed and composite world. LJR Ms Smokette 1980 is an own daughter of the legendary Smokette female, sired by Turton. In 2017 a flush mate sister, sired by Turton, was Grand Champion Charolais and Reserve Grand Continental heifer at the Houston Livestock Show. In addition this female was also named Grand Champion at San Antonio. Smokette produced the Grand Champion Steer at the 2015 Michigan State Fair, the Grand Champion Steer at the 2014 Hoosier Beef Congress and the 2012 Ohio State Fair Grand Champion Steer. Smokette herself was the 2007 National Champion Charolais Female and won as many banners as any female in recent history, claiming major titles at Denver, Kansas City and the NAILE. She was the 2007 Show Female of the Year with the highest point accumulation in Charolais history. Here is a set of embryos that are sired by the \$85,000 Redemption stud, a member of the potent GCC Herd Sire battery in Stillwater, Oklahoma. These embryos are full sibs to the lot 49 heifer selling!

UDE SMOKETTE 245G

Reg: F1276294 DOB: 4/1/19 Tattoo: 245G

LOT
49
PB Charolais

CCC WC RESOURCE 417P
CCC WC REDEMPTION 7143
WC ROLLS ROYCE 3177P
TR PZC MR TURTON 0794 ET
LJR MS SMOKETTE 1980
TR MS SMOKETTE 6758S ET

REDEMPTION X SMOKETTE EMBRYOS

LOT
50
PB Charolais

CCC WC RESOURCE 417P
CCC WC REDEMPTION 7143
WC ROLLS ROYCE 3177P
TR PZC MR TURTON 0794 ET
LJR MS SMOKETTE 1980
TR MS SMOKETTE 6758S ET

3 REVERSE SORT FEMALE EMBRYOS - GUARANTEEING 1 PREGNANCY PER 3 EMBRYOS IF TRANSFERRED BY A CERTIFIED EMBRYOLOGIST. THE COST OF SHIPPING WILL BE THE RESPONSIBILITY OF THE BUYER.



LJR Tiger Lilly - Full sister to Dam of Lot 49 and Lot 50 Donor



TR MS Smokette 6758S ET - Maternal Granddam of Lots 49 & 50



LOT 51 - *Missie* 106G

UDE *Missie* 106G comes from a proven mating that has worked year in and year out. Sired by the Triple Crown winning MR HOC Broker and from the Tree Lane *Missie* 70Y donor, this female is a sound build, highly competitive SimAngus female that is big centered, easy keeping, and offers a balanced profile. Her sister, UDE Elaine 163E was selected by River Bluff Cattle Company out of the 2017 sale and made a role model brood cow.



Mr. HOC Broker - Sire of Lots 51 & 52

LOT 52 - *Missie* 107G

UDE *Missie* 107G is the flush mate sister to 106G. She offers the same fundamentally correct body shape, flawless structural build, and powerful from every angle. The more Broker daughters that enter production the more he solidifies himself as one of the greatest breeding bulls in the business. Not only do Broker sired half blood females make champion show heifers, they are true producers in the pasture!

UDE MISSIE 106G

Reg: 3601990 DOB: 2/20/19 Tattoo: 106G

LOT
51
SimAngus

SVF STEEL FORCE S701
MR HOC BROKER
JM BF H25
DUFF HOBART 8302
TREE LANE MISSIE 70Y
WAF MISSIE 8038

UDE MISSIE 107G

Reg: 3601991 DOB: 2/25/19 Tattoo: 107G

LOT
52
SimAngus

SVF STEEL FORCE S701
MR HOC BROKER
JM BF H25
DUFF HOBART 8302
TREE LANE MISSIE 70Y
WAF MISSIE 8038



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Young Love

UDE Young Love 67G is a prime example of what the impact of Broker daughters can do for a program in the pasture. 67G combines two Purebred Simmental AI sires that are responsible for as many State Fair, Junior National, and Major Stock Show Champions in the last 5 years as any two bulls in the history of the Simmental breed. MMK Young Love 504D, the dam of 67G, was successfully campaigned by Maddy in 2017 when she was crowned Reserve Grand Champion SimSolution female at the NAILE. Young Love is a maternal granddaughter of TT A Precision 056 of 124, the foundation Angus female in the Kinna Cattle Company program of Maryland that has produced countless high sellers and show ring winners over the course of the last few years. This 3/4-blood female is one that is good cattle in terms of structure, body, fleshing ability, and overall capacity. Her added length of body does not compromise her rib shape or depth of body, and we believe that her most valuable role will be when she enters production to create the next generation of Purebred Simmental seedstock.

UDE YOUNG LOVE 67G

Reg: 3601986

DOB: 3/1/19

Tattoo: 67G

LOT

53

Sim Angus

YARDLEY UTAH Y361

W/C RELENTLESS 32C

MISS WERNING KP 8543U

MR HOC BROKER

MMK YOUNG LOVE 504D

KCC ENCHANTRESS 309



MMK Young Love 504D – Dam of Lot 53
2017 NAILE Reserve Grand Champion Percentage Simmental Female.



LOT 54 - *Power Girl* 234G

Here is a younger April born 3/4-blood SimSolution female that is sired by UDE Norman 19D, the Upper Class x Princess 100Z son that we have successfully followed up our AI protocol with great success. This striking baldy female is a good looking little lady that is long necked, clean chested, flat shouldered, and offers a functional and attractive set to her hip and hind leg. The genetics that back 234G combine some of the most influential individuals in the breed and the predictability will be tough to top!



LOT 55 - *Pride* 215G

215G is a striking April born heifer calf that is sired by arguably one of the most dominant sires of show heifers that the Simmental breed has ever seen, W/C Relentless 32C. Relentless is responsible for the Grand and Reserve Grand Champion Purebred Females at the 2019 AJSA Summer Classic, as well as the 5th Overall Purebred Female. The dam of this sharp-featured heifer calf is sired by TJSC Optimus Prime 12W, and has made an exceptional producer. This heifer calf may be on the younger and the greener side compared to others in the set, but don't let that detour you from the shear quality and future that she offers!

UDE POWER GIRL 234G

Reg: 3601999 DOB: 4/12/19 Tattoo: 234G

LOT
54
Sim Angus

SANDEEN UPPER CLASS 2386
UDE NORMAN 19D
HARAS MISS PRINCESS 100Z
W/C LOCK N LOAD 769Y
HURLBUTS RMH POWER GIRL B2
MS RMH T2

UDE PRIDE 215G

Reg: 3601998 DOB: 4/12/19 Tattoo: 215G

LOT
55
Sim Angus

YARDLEY UTAH Y361
W/C RELENTLESS 32C
MISS WERNING KP 8543U
TJSC OPTIMUS PRIME 12W
MISS PRIME
MISS LUT

Power Girl and Pride



LOT 56 - *Glenda* 145G

SFI Brigade D21 is the sire of this good looking full faced baldy female, and also the flushmate sister to SFI Seein' Purple, a dominant show heifer for the Wheatland Cattle Company program of Canada. Seein' Purple was selected Reserve Grand Champion Purebred Female at the North Central Regional Simmental Show, and was the 2017 Grand Champion Simmental and Supreme Champion Overall Female at the First Lady Classic at the Canadian Western Agribition. The maternal side of this female combines two greats in Ali and Monopoly.



LOT 57 - *Belle* 73G

UDE Belle 73G is the lone Purebred Simmental female in the offering! This striking red head is sired by SS/ PRS High Voltage 244X and backed by a two year old Broker daughter that did an exceptional job during her rookie season of production. This March born female is fundamentally correct on her feet and legs, smooth in her muscle pattern, and robust in her rib shape. She is backed by proven genetics that excel in all facets of the business!

UDE GLENDA 145G

Reg: 3601994 DOB: 4/3/19 Tattoo: 145G

LOT

56
SimAngus

W/C LOADED UP 1119Y
SFI BRIGADE D21
CAJS SWEET EMOTION 42Z
WEBR STRIKER 201R
UDE 34Z
JPAL MS MINAJ

UDE BELLE 73G

Reg: 3601988 DOB: 3/1/19 Tattoo: 73G

LOT

57
Simmental

HTP/SVF DURACELL T52
SS/PRS HIGH VOLTAGE 244X
KENCO MILEY COTTONTAIL
MR HOC BROKER
PRINCESS BELLE 003E
HARKERS DYNASTY BELLE



SFI Brigade D21 - Sire of Lot 56



LOT 58 - Xanadu 54G

UDE Xanadu 54G is a March female that is eligible to be exhibited in the newly instated and popular Maine Angus division at the National Maine Anjou sanctioned shows. Martina Albrecht campaigned a full sister to Xanadu 54G that she purchased in the 2017 sale as lot 24. UDE Eleanor 97E was selected Reserve Grand Champion Maine Angus Female at the 2018 Junior Nationals and Champion Maintainer at the South Dakota State Fair in 2018! Her dam, GOF Xanadu 363X, is a Purebred Maine-Anjou female that was purchased from the Hartman Cattle Company program and was successfully campaigned by Mitchell to the title of Reserve Grand Champion Maine Anjou Female at the 2011 American Royal, as well as Grand Champion Female at the 2011 Aksarben. Her quality of build mirrors the functionality of her dam, while upholding the elegant and refined look that is demanded to be noticed!



LOT 59 - Miss USA 136G

UDE Miss USA 136G is bred in the purple both top and bottom side of her lineage! Her sire, Circle M Tejas, is an own son of the immortal J&J Queen 414, arguably the most dominant Angus cow that has produced National Champions and high sellers across three different breeds! On the bottom side of her pedigree her dam, Hara's Miss 1Y, is the SLC Sooner 101M sired daughter of Hara's Miss USA. Miss USA needs no introduction as the Meyer 734 x WAG Harietta daughter. 136G may combine as much rich history and championship blood running throughout as any female in the offering. She will be a big league producer, just as the matrons to come before her!

UDE XANADU 54G

Reg: 502071 DOB: 3/20/19 Tattoo: 54G

LOT
58

Maine Angus

GAMBLES HOT ROD
SILVEIRAS STYLE 9303Ê
SILVEIRAS ELBA 2520
WEBR STRIKER 201R
GOF XANADU 363XÊ
HAA COUNTESS 301R

UDE MISS USA 136G

Reg: 502083 DOB: 2/26/19 Tattoo: 136G

LOT
59

Mainetainer

BC LOOKOUT 7024
CIRCLE M TEJAS
J&J QUEEN 414
SLC SOONER 101M
HARA'S MISS 1Y
HARA'S MISS USA



GOF Xanadu 363XE - Dam of Lot 58



UDE Eleanor 97E – 2018 Junior Nationals Reserve Grand Champion Maine Angus Female, shown by Martina Albrecht!



Hara's Miss USA - Maternal Granddam of Lot 59





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