

The Third Annual
MOORE LAND &
CATTLE
PRODUCTION SALE

December 17, 2022 | 6:00 pm

Jerseyville, Illinois



Welcome to Jerseyville, Illinois



HANNAH, MORGAN, DENNIS, SARA, RAELYN AND TAYLOR MORGAN

Cattlemen.

We want to take this opportunity to welcome you to Moore Land and Cattle's Third Annual Production Sale. Over the past years, we have assembled some of the breed's best genetics which have made this year's sale offering as elite as they come. The quality is consistent from top to bottom, and we have received huge compliments from judging teams, cattle brokers, and others who have passed through. I can't tell you how good they are. Bottom line, the best appraiser is you.

For the young person, the gentleness and personality by far are outstanding. As a parent, when my girls started out showing, that was first on my priority list. For the parents and grandparents, these cattle offer their show career, will go out and perform and stand out in the pasture to make great cows.

Starting a program is easy, the trick is maintaining one. It takes one basic fundamental that will separate you from the rest. Trust.

For my repeat customers, I cannot thank you enough. For first time customers we welcome you aboard.

Respectfully,

Dennis Moore



SPECIAL THANKS TO OUR HERDSMAN
BEN TRYGAR

INNOVATION

— AgMarketing, LLC —

This business is saturated with great people. People that represent multi-generational farming and ranching operations; the weekend warriors that have agricultural backgrounds with town jobs and hit the jackpot circuit with their kids on every weekend they possibly can, to the entrepreneurs and business owners that decide to invest in the business because the industry interests them. It doesn't matter what any of us does to generate a living for the family unity, we are simply bonded by one common interest. We are here to tell you that if you find yourself reading this letter, you are engaged with one of the absolute finest Gentlemen that this business has to offer. Dennis Moore and his family own and operate a very successful business but they are deeply rooted in a diversified production agriculture endeavor fueled by tradition and passion.

Dennis has invested in the best of the best for a number of years, but as he nears "retirement" age that investment level seems to be more focused and intense with a plan and goal in place. His attitude on success is both forgiving and relentless at the same time. Forgiving as he knows and understands that not every addition to the program pans out but relentless because he doesn't let the little bumps distract his focus and sight of the end goal. Superior phenotype blended with cow families and the hottest sires in the business has this program driving in the right direction. Quality in numbers continues to grow annually and will surely be busting at the seams in the not-so-distant future.

The cattle that are between the covers of this sale book will be the very best set of stock offered by Moore Land & Cattle to date. We know that there is something in here that will fit any operation or junior project. The stock has been bred and managed for ultimate success and Dennis will stand behind each one of them like no other. His desire is for everyone that invests in his program to be as successful or more successful than his experience. It might be the stock that brings you to Moore Land & Cattle, but Dennis values the relationships and friendships of the people most of all.

Ladies and gentlemen, if you want to do business with a true class act in the beef industry, then make plans to be with us on December 17th, 2022. You will experience hospitality like no other in a state-of-the-art facility. If you need any assistance with your selections, please feel free to reach out to any of the Innovation staff for those needs. With that, Merry Christmas and best wishes on a prosperous New Year!

Enjoy the cattle,

Graham Blagg

Jerred Shipman

Tim Anderson



Join CCI.live Online for the Sale!

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Sale Location

Moore Land & Cattle Sale Facility

30992 State Hwy 16
Jerseyville, IL 62052

Sale Schedule

Friday, December 16, 2022

Cattle available for inspection all day
5:00 pm - Hors d'oeuvres
and hospitality

Saturday, December 17, 2022

10:00 am - Cattle on display
4:00 pm - Dinner service
6:00 pm - The 3rd Annual Production Sale

SALE DAY CONTACTS

Dennis Moore: (618) 410-3325
Ben Trygar: (630) 379-3609

SALE MANAGEMENT

Graham Blagg: (530) 913-6418
Tim Anderson: (605) 682-9343
INNOVATIONAGMARKETING.COM

AUCTIONEER

Col. Jered Shipman: (806) 983-7226

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SALE CONSULTANTS

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Kurt Meyer: (217) 273-1399
Miles Toenyas: (618) 420-9413
Thomas Lundy: (502) 471-0354
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ACCOMMODATIONS

Super 8: (618) 965-8520
1303 IL 109 - Jerseyville, IL 62052

Harvest Inn: (618) 498-6886
730 S State St. - Jerseyville, IL 62052

Hampton Inn: (618) 433-8999
1904 Homer Adams Pkwy. - Alton, IL 62002

Super 8: (618) 208-4111
1800 Homer Adams Pkwy. - Alton, IL 62002

GUARANTEE

All bulls are guaranteed for the first breeding season following the sale. If problems occur during that season contact us and arrangements will be made for replacement. Normal care and adequate nutrition need to be provided.

TERMS AND CONDITIONS

All animals will be sold in accordance with the suggested guidelines of the American Simmental Association, American Angus Association, American Maine Anjou Association and American International Charolais Association. For updated EPDs, genetic status, plus the current breed guidelines and conditions go to these association websites.

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. Insurance will be available sale day.

UPDATES AND SALE ORDER

Additional information and sale order can be found at the InnovationAgMarketing.com website.

RETAINED FLUSH

Moore Land & Cattle reserves the right to one successful flush on each female in the offering at the buyer's convenience and seller's expense.

ANNOUNCEMENTS

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

LIABILITY

Neither owners nor sale management assume any liability for any accidents that may occur to the animal after it is sold. All persons who attend the sale do so at their own risk and owners or sale personnel assume no liability for accidents.

GRAPHIC DESIGN AND CATALOG PRODUCTION

THM Promotions - Tracy McMurphy: (806) 679-0231

VETERINARIAN

Matt Mettenburg: (217) 368-2182





LOT 1 MOORE HAILEY 3K

- In the industry there are great cows and then there are legends...Miss Werning KP 8543U would be one of the few that would be classified as LEGENDARY. Generating more than \$8 Million in actual progeny sales, 8543U is the highest valued Simmental donor in the business and continues to make a substantial impact on every segment of the industry. 8543U has produced as many promotional AI sires of impact as any other female in the breed. Sons of major influence would include W/C Relentless 32C, W/C Bankroll 811D, W/C Bullseye 3046A, W/C Executive Order 8543B, W/C Executive 187D, and W/C Night Watch 84E. Top daughters are working in some of the most established cow herds in North America.
- Only here will you find an opportunity of this scale, combining the highest revenue generating female in the history of the breed with the \$530,000 SO Remedy 7F that has proven too far surpass the magnitude of hype that surrounded him after his late addition to the 2021 Embryos on Snow.
- We truly believe that Hailey 3K could be one of the most exciting genetic resources to sell this calendar year, if your intentions are securing a female to build a cow family around, whilst still generating a huge ROI then plan to be in Jerseyville, December 17th.

1 MOORE HAILEY 3K

BD: 1/18/22 REG: 4116984 TATTOO: 3K

PUREBRED SIMMENTAL

HPF/HILL UPRISING C104
SO REMEDY 7F
 B&K CREAM SODA 8D

WAGR DREAM CATCHER 03R
MISS WERNING KP 8543U
 MISS WERNING 534R

CE	BW	WW	YW	MILK	API	TI
13.4	0.1	72.9	107.4	26	116.2	73.7

Open Simmental Females



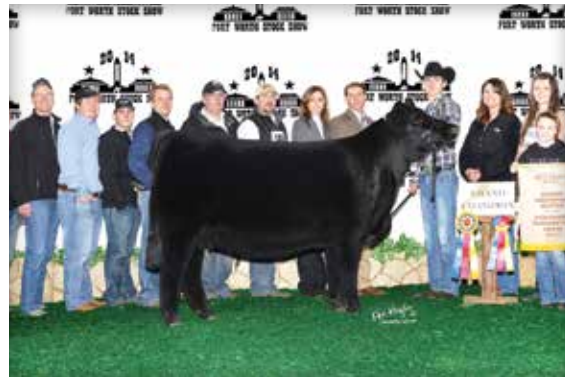
MISS WERNING KP 8543U | Famous Dam of Lot 1



W/C RELENTLESS 32C | Famous Maternal Brother to Lot 1



W/C BANKROLL 811D | \$205,000 Maternal Brother to Lot 1



W/C MISS ANGEL 2870Z | 2014 National Champion Purebred Simmental Heifer and Maternal Sister to Lot 1



LOT 2 MOORE ALLISON 23K

- A direct daughter of the \$530,000 Remedy and out of a red hided beauty from the historic Silver Towne Farms of Winchester, Indiana. Her mother has been a reliable source of added value progeny for our program, including a daughter by ACLL Fortune 393D that highlighted Volume I of our Production Sale.
- We admire her added substance and curvature, whilst maintaining a great look from the profile and high tying neck attachment.

2

MOORE ALLISON 23K

BD: 2/10/22 REG: 4116985 TATTOO: 23K

PUREBRED SIMMENTAL

HPF/HILL UPRISING C104
SO REMEDY 7F
 B&K CREAM SODA 8D

STF EASY RIDER S17
STF PROMISCUOUS XTH1
 STF RHE-AWTY TH1

CE	BW	WW	YW	MILK	API	TI
11.9	1.9	73.2	115.2	17.9	120.7	72.9



SO REMEDY 7F | \$530,000 Sire of Lots 1-3



LOT 3 MOORE REMEDY HOPE 47K

- The trio of Remedy heifers may trace back to three different sources of maternal perfection, but the consistency of the sire group shines bright as they all are built with a similar combination of form and function.
- You will find the maternal lineage of Remedy Hope 47K traces to the high selling, lot 1 female from the Tingles Dispersal in TNLG Hopes Desire A572, a maternal sister to TNLG Grand Fortune Z467. This cow family has been in heavy demand ever since their debut, four flush sisters to A572 sold prior to our acquisition, those trades costed an average of \$22,750 for their new homes, some of America's most progressive Simmental cowherds.

3 MOORE REMEDY HOPE 47K

BD: 3/7/22 REG: 4116988 TATTOO: 47K

PUREBRED SIMMENTAL

HPF/HILL UPRISING C104
SO REMEDY 7F
 B&K CREAM SODA 8D

W/C WIDE TRACK 694Y
TNLG HOPES DESIRE A572
 AJE/HS/MBCC HOPE FLOATS

CE	BW	WW	YW	MILK	API	TI
9.9	3.3	81.7	130.3	22.8	116	76.1



TNLG HOPES DESIRE A572 | Dam of Lot 3



LOT 4 MOORE FORT KNOXS PLAYMATE 38K

- How about this intriguing daughter of the \$180,000 W/C Fort Knox, we have seen the outlier type phenotype that he is capable of generating, but seeing is believing here! We love the eccentric look and feature of this February, purebred. She is ultra durable in her structural build, dense and robust in her middle third and cocks off with undeniable presence. This one is fun to look at!
- Her dam is a MR HOC Broker daughter out of the iconic full sister to both Driver and Dreamcatcher, in WAGR Lullaby 703T. WAGR Playmate 438A, was a successful show heifer for Morgan and ever since her time on the tanbark has been a cornerstone piece for our Simmental program.



WAGR PLAYMATE 438A | Dam of Lots 4-6

4 MOORE FORT KNOXS PLAYMATE 38K

BD: 2/26/22 REG: 4116986 TATTOO: 38K

PUREBRED SIMMENTAL

W/C BANKROLL 811D
W/C FORT KNOX 609F
 K-LER DOLLY'S QUEEN 609D

MR HOC BROKER
WAGR PLAYMATE 438A
 WAGR LULLABY 703T

CE	BW	WW	YW	MILK	API	TI
9.4	2.3	75.6	108.7	23	113.2	73.8



W/C FORT KNOX 609F | \$180,000 Sire of Lot 4



LOT 5 MOORE KAYLEE 92K



RUBY'S CURRENCY 7134E
\$435,000 Sire of Lots 5 & 6



LOT 6 MOORE KENZIE 95K

- A pair of sisters sired by the \$435,000 Ruby's Currency 7134E that carry the maternal power of the WAGR Playmate 438A donor who has been instrumental in the formation of the Simmental division here at Moore Land & Cattle.
- Not only do these sisters excel on the standstill but they are equally as impressive from a performance EPD standpoint, adding value to their chances of raising herd bulls in the future.
- Apart from the obvious differences in markings, their build is formed with the upmost of quality and consistency in mind, they are long spined, extra square pinned, obtuse in their forerib and elegant fronted. We think they will both be very competitive in the April class for families that want to invest in not just a summer project but a breeding piece that will return dividends and finance further endeavors.

5 MOORE KAYLEE 92K

BD: 4/1/22 REG: 4116991 TATTOO: 92K

PUREBRED SIMMENTAL

WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
RUBYS JILL 035X

MR HOC BROKER
WAGR PLAYMATE 438A
WAGR LULLABY 703T

CE	BW	WW	YW	MILK	API	TI
8.6	3	81.9	124.4	24.8	108.4	74.6

6 MOORE KENZIE 95K

BD: 4/14/22 REG: 4116992 TATTOO: 95K

PUREBRED SIMMENTAL

WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
RUBYS JILL 035X

MR HOC BROKER
WAGR PLAYMATE 438A
WAGR LULLABY 703T

CE	BW	WW	YW	MILK	API	TI
8.6	3	81.9	124.4	24.8	108.4	74.6



LOT 7 MOORE KELLY 49K



LOT 8 MOORE FORTUNES QUEEN 39K



RYAN QUEEN LUCY C796 | Dam of Lots 7 & 8

- The pairing of ACLL Fortune 393D with Ryan Queen Lucy C796 aligns two genetic gems, it never took us a second thought after seeing Fortune to know that he would be a perfect candidate for C796, combining his body shape, maturity pattern, density and looks with the extra power and burliness of the Queen Of Hearts Granddaughter. This cow family was an influential piece in the development of the legendary Hudson Pines program.
- The maternal value in these sisters is immense, 49K would be the longer and more refined sister of the pair, with a promising outlook in regard to being a show heifer prospect just as readily as a donor candidate. She its built for speed with a rugged structural makeup that accompanies her neat proportions.
- Moore Fortunes Queen 39K is the burlier of the two at this point coming with more body shape and curvature, she is massive ribbed, wide pinned and the kind that reads for longevity and a productive career in the breeding pen.



ACLL FORTUNE 393D | \$185,000 Sire of Lots 7 & 8

7 MOORE KELLY 49K

BD: 3/23/22 REG: 4116989 TATTOO: 49K

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

W/C WIDE TRACK 694Y
RYAN QUEEN LUCY C796
HPF QUEENS LUCY N092

CE	BW	WW	YW	MILK	API	TI
8.9	3.4	75.3	110.7	19.2	97.7	67.2

8 MOORE FORTUNES QUEEN 39K

BD: 4/14/22 REG: 4116987 TATTOO: 39K

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

W/C WIDE TRACK 694Y
RYAN QUEEN LUCY C796
HPF QUEENS LUCY N092

CE	BW	WW	YW	MILK	API	TI
8.9	3.4	75.3	110.7	19.2	97.7	67.2



LOT 9 MOORE CAYENNE 56K

- A purebred red head that ties together several highly esteemed individuals from the Simmental registry, LLSF Pays To Believe ZU194 and W/C Loaded Up 1119Y are both in her direct pedigree. We purchased her sire, Schooley Eli 434B for \$20,000 in Denver a couple of years ago and he has proven to be a herd sire with AI stud quality generating potential.
- You'll be sure to stand out when you're on the lead of this one, she's big featured, long haired, swoopy underlined and prowls with authority. Fun times are ahead for this one.



SCHOOLEY ELI 434B | Sire of Lot 9



LOT 10 MOORE KATIE 79K

- The Fortune 393D cattle are being admired for the extra degree of body, substance and robustness they display. All words you would use to describe this April, purebred that comes from the Velvet influence. A full sister to her mother was a dominate producer for the KenCo program in PRS Spring Velvet X126, another full brother to 9E is the Moore Stonehenge 35E herdsire that has produced progeny featured in the past two editions of our Production Sale. The family heritage reeks of quality here.

9 MOORE CAYENNE 56K
BD: 4/8/22 REG: 4117122 TATTOO: 56K

PUREBRED SIMMENTAL

LLSF PAYS TO BELIEVE ZU194
SCHOOLEY ELI 434B
SCHOOLEY MISS 296 434B

W/C LOADED UP 1119Y
GCC CONFETTI CANDY F101
YARDLEY REGARD THIS C133

CE	BW	WW	YW	MILK	API	TI
9.2	2	71.3	104.6	20.6	114.7	70.3

10 MOORE KATIE 79K
BD: 4/9/22 REG: 4116990 TATTOO: 79K

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

SVF STONEHENGE R95
MOORE BLACK VELVET 9E
SWAIN VELVET 607S

CE	BW	WW	YW	MILK	API	TI
10.8	1.2	67.4	94.1	19.9	105	66.6



LOT 11 MOORE KATHY 101K

- Definitely not your average designed purebred Simmental, this Schooley Eli 434B daughter is eccentric in the outline of her front third, being long necked, tight throated and elevated. Her ability to capture your attention goes well beyond her striking blazed faced.
- Maternally you will notice a full sister to the \$250,000 TL Ledger, meaning she is also a maternal sister to the \$300,000 TL Bottomline and the \$65,000 STN Miss Star Light, these are genetics that will pay in quick demand.



TL LEDGER | \$250,000 Full Brother to Dam of Lot 11



MISS STAR ABOVE | Maternal Granddam of Lot 11

11 MOORE KATHY 101K
 BD: 4/11/22 REG: 4116993 TATTOO: 101K

PUREBRED SIMMENTAL

LLSF PAYS TO BELIEVE ZU194
SCHOOLEY ELI 434B
 SCHOOLEY MISS 296 434B

PROFIT
TL MISS STAR 5
 MISS STAR ABOVE

CE	BW	WW	YW	MILK	API	TI
8.3	3	74.1	108.5	17.2	114.5	70.4



LOT 12 MOORE CINDY 80K

- While fads come and go, there are certain genetics that will be timeless. The sire of Moore Cindy 80K would be one of the names that gets etched in the headstone of legends of the Simmental breed, WAGR Driver 706T has shaped the foundation for several cow families that are the most dominate producers in today's industry.
- She goes back to Rhythm 418P maternally, one of the most prolific females with an ASA number, she watched the Ruby Cattle Co. herd being built around her.
- This chromed up beauty paints a pretty picture from the side, she's long necked and loose structured.

12 MOORE CINDY 80K

BD: 4/20/22 REG: 4119830 TATTOO: 80K

PUREBRED SIMMENTAL

CNS DREAM ON L186
WAGR DRIVER 706T
 3C MELODY M668 BZ

MR TR HAMMER 308A ET
MOORE GRACE 43G
 RUBY NFF RHYTHM Z214

CE	BW	WW	YW	MILK	API	TI
8	3.6	80.6	116.3	19.1	133.5	78.8



WAGR DRIVER 706T | Sire of Lot 12



LOT 13 MOORE KIMBERLY 128K



BPFC SHELBY 542Z | Full Sister to Dam of Lot 13



LOT 14 MOORE ALAINA 129K



MOORE SHELBY 283Y | Full Sister to Dam of Lot 13



CAG MS SATANA 278F ET | Dam of Lot 14

13 MOORE KIMBERLY 128K

BD: 5/12/22 REG: 4116994 TATTOO: 128K

3/4 SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

SLC SOONER 101M
MOORE SOPHIA 45B
WLE CNS SHELBY T335

CE	BW	WW	YW	MILK	API	TI
9.35	1.8	69.4	85.25	13.6	77.6	60.8

- Moore Kimberly 128K will catch your attention, she is definitely one of the neatest open heifer calves that will sell on December 17th. This May daughter of the \$185,000 ACLL Fortune 393D comes to the occasion with all the extra hair, bone, feature and presence that you could ever want from one.
- You will stand out with this one, just like the maternal sister to her dam that was the Grand Champion Percentage heifer at the 2013 National Junior Heifer Show for the Prill Family in BPFC Shelby 542Z. She has been a prolific producer for Jason Minnaert and is one of his featured donors in his regular online embryo sales.

14 MOORE ALAINA 129K

BD: 5/23/22 REG: 4125338 TATTOO: 129K

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

PROFIT
CAG MS SATANA 278F ET
HCCO COUNTESS 32D

CE	BW	WW	YW	MILK	API	TI
7.7	2.5	76	103.1	16	103.7	70

- This purebred is the heart racing kind, they don't make them like this every day. For what she lacks in age and maturity she makes up quickly for in terms of 'look-at-me' charisma, uncharacteristic hair type and show ring approved eye appeal.
- Once you peer into the pedigree in support of 129K you will begin to realize she comes by the outlier phenotype honestly. Red's daughter Ashley showed her Profit sired mother, she was one that always turned heads when she was headed to the ring.



LOT 15 MOORE MS WHITE WATER 51K

- A small but mighty offering of Charolais opens begins with this direct daughter of CCC WC Redemption 7143, and out of our go to donor dam in the Charolais division, TR Ms Brylor 4766 ET. 4766 is the result of one of the most dominating combinations in the seedstock business, regardless of breed, Fire Water x Impressive 0641.
- This March born heifer calf comes with additions of bone, foot size, density and muscle shape, yet remains plenty attractive about her head and neck. Breed for breed this one could possibly be one of the most exciting show heifer prospects to sell in this third edition of our Production Sale.
- Keep in mind the lack of the Carbine influence in her pedigree, meaning both Outsider 4003 and Carbon Copy could be used when it comes to making a return on investment. She would align perfectly with the features they consistently sire.



CCC WC REDEMPTION 7143 PLD ET | \$85,000 Sire of Lot 15

15 MOORE MS WHITE WATER 51K

BD: 3/14/22 REG: F1327313 TATTOO: 51K

CHAROLAIS

CCC WC RESOURCE 417 P
CCC WC REDEMPTION 7143 PLD ET
 WC ROLLS ROYCE 3177 P ET

TR MR FIRE WATER 5792R ET
TR MS BRYLOR 4766 ET
 THOMAS MS IMPRESSIVE 0641



TR MS BRYLOR 4766 ET | Dam of Lots 15-17

CE	BW	WW	YW	MILK	API	TI
0.8	1.8	59	110	22		



LOT 16 MOORE PEARL 62K



LOT 17 MOORE ANNA 57K



TR MS IVORY ANGEL 0711 | 2012 NWSS Grand Champion Charolais Heifer and Full Sister to Dam of Lots 15-17

- A pair of full sisters that pool the three most recognizable and accoladed individuals in the modern history of the Charolais breed. M&M Outsider 4003, TR Mr Fire Water 5792R and Thomas Ms Impressive 0641 are all in the direct lineage of these two, long story short, their pedigree is absolutely stacked, and with keeping that in mind we don't think they will disappoint when inspected in the flesh.
- 62K is the more mature and heavier structured of the pair, she offers advantages in regard to her rib shape, depth of center body, bone density and squareness of pin set. The younger of the two is ultra smooth compared to her breed contemporaries, being tighter throated, seamless in her lines and we project to develop being soft in her body type.



TR PZC NC FIRE FLY 1746 | 2013 NWSS Grand Champion Charolais Heifer and Full Sister to Dam of Lots 15-17

16 MOORE PEARL 62K
BD: 3/29/22 REG: EF1327315 TATTOO: 62K

CHAROLAIS

LT LONG DISTANCE 9001 PLD
M&M OUTSIDER 4003 PLD
M&M MS CARBINE 1567 PLD

TR MR FIRE WATER 5792R ET
TR MS BRYLOR 4766 ET
THOMAS MS IMPRESSIVE 0641

CE	BW	WW	YW	MILK	API	TI
4.2	-0.3	59	104	19		

17 MOORE ANNA 57K
BD: 4/14/22 REG: EF1327314 TATTOO: 57K

CHAROLAIS

LT LONG DISTANCE 9001 PLD
M&M OUTSIDER 4003 PLD
M&M MS CARBINE 1567 PLD

TR MR FIRE WATER 5792R ET
TR MS BRYLOR 4766 ET
THOMAS MS IMPRESSIVE 0641

CE	BW	WW	YW	MILK	API	TI
4.2	-0.3	59	104	19		



LOT 18 MOORE KALI 13K

- We are aggressively building the Angus division here at Moore Land & Cattle, and the donor dam behind both lots 18 and 19 is a prime example of a genetic masterpiece that introduces Angus royalty to our program in quick fashion. Silveiras S Sis Sandy 3344 is a daughter of the famed Silveiras Style 9303 and out of a cow that carries almost as much notoriety in K N C Cabin Creek Sandy 804. The full sister to 3344, named Silveiras S Sis Sandy 2355 is the mother of the Schaeffer promotional sire, Conley No Limit, meaning lot 18 is a three-quarter sister in blood.
- We love how this one is on the verge of being overwhelming in terms of the wedge to her body shape, she is ultra square in her pin set, rugged in the build of her feet and legs, has a soft hair coat and an ultimate degree of flexibility when set in motion.

18 MOORE KALI 13K

BD: 2/14/22 REG: 20497568 TATTOO: 13K

ANGUS

DAMERON FIRST CLASS
COLBURN PRIMO 5153
SILVEIRAS SARAS DREAM 1339

SILVEIRAS STYLE 9303
SILVEIRAS S SIS SANDY 3344
K N C CABIN CREEK SANDY 804



SILVEIRAS S SIS SANDY 2355 | Full Sister to Dam of Lots 18 & 19



LOT 19 MOORE KAT 67K

- Moore Kat 67K has an extreme wow factor! We love the way that this SMA Watchout 482 daughter ties all her big and fancy features together; it begins with the eccentric ear set and goes all the way down to the big and square paws she sets down. The way that this one balances her chiseled front third with her rear two thirds make this an intriguing addition to the sale. As this Sandy daughter continues to mature she only elevates her position on our favorites list.
- The Angus division may be small, but understand the investment in genetics has not been.



CONLEY SANDY 5104

Famous Member of the K N C Cabin Creek Sandy 804 cow family!

19 MOORE KAT 67K

BD: 4/10/22 REG: 20497570 TATTOO: 67K

ANGUS

SILVEIRAS WATCHOUT 0514
SMA WATCHOUT 482
2K BEAUTY 961

SILVEIRAS STYLE 9303
SILVEIRAS S SIS SANDY 3344
K N C CABIN CREEK SANDY 804



K N C CABIN CREEK SANDY 804 | Matriarch Donor Dam



LOT 20 MOORE KENDALL 35K ET

- Moore Kendall 35K is more than just a pretty face, this big boned, wide based, power cow in the making portrays a very healthy generating potential for her new owners. She is the kind that will raise progeny that demand a premium not just in the showing but in a production sale setting, across breeds!
- Stemming to the legendary Forever Lady cow family from Barry Hageman, her dam is a female we are shaping our program around. This direct Dameron First Class daughter is an impressive bovine and a trio of full sisters sell as lots 21 through 23!

20 MOORE KENDALL 35K ET

BD: 3/1/22 REG: PENDING TATTOO: 35K

ANGUS

PVF INSIGHT 0129
PVF BLACKLIST 7077
PVF BLACKBIRD 3070

DAMERON FIRST CLASS
MOORE FOREVER CLASSY 106B
LAZY H BAR FOREVER LADY 8143



PVF BLACKLIST 7077 | Sire of Lot 20



LOT 21 MOORE CLASSY LADY 78K

- Dameron First Class is one of the most exclusive and impressive Angus bulls in history. His progeny have secured championship banners at every single level of competition and rewrote the record books for high selling progeny. In production his daughters and sons continue that legacy in a dominate fashion. First Class has singlehandedly refaced the Angus showring and will go down in the history books as the catalyst for future generations of Angus Seedstock. This trio of sister's emphasis why his influence and quality will remain timeless.
- Turning to the maternal side of the pedigree reveals a EXAR Lutton 1831 daughter of the immortalized Lazy H Bar Forever Lady 5001 female that continues to be a dominate member in the pedigrees of the breeds most potent individuals, take note of what this cow family has created for the Udell program.
- Three sisters that are fun to sort, you can take your preferences in regard to look, power, mass and maturity, but there is no question that all three have the pieces to become major league generators of elite seedstock shortly after a successful career at the end of a leather lead.



DAMERON FIRST CLASS | Sire of Lots 21-23

21 MOORE CLASSY LADY 78K
 BD: 3/28/22 REG: 20497567 TATTOO: 78K

ANGUS

EXG RS FIRST RATE S903 R3
DAMERON FIRST CLASS
 DAMERON NORTHERN MISS 3114

EXAR LUTTON 1831
LAZY H BAR FOREVER LADY 8143
 LAZY H BAR FOREVER LADY 5001



LAZY H BAR FOREVER LADY 580 | Full Sister to Dam of Lot 21-23



LOT 22 MOORE LADY CLASS 87K



LOT 23 MOORE FOREVER CLASSY 63K



LAZY H BAR FOREVER LADY 528
Member of the famous "5001" cow family!



LAZY H BAR FOREVER LADY 317
Member of the famous "5001" cow family!



LAZY H BAR FOREVER LADY 361
Member of the famous "5001" cow family!

22 MOORE LADY CLASS 87K
BD: 4/5/22 REG: 20497569 TATTOO: 87K

ANGUS

EXG RS FIRST RATE S903 R3
DAMERON FIRST CLASS
DAMERON NORTHERN MISS 3114

EXAR LUTTON 1831
LAZY H BAR FOREVER LADY 8143
LAZY H BAR FOREVER LADY 5001

23 MOORE FOREVER CLASSY 63K
BD: 4/9/22 REG: 20497565 TATTOO: 63K

ANGUS

EXG RS FIRST RATE S903 R3
DAMERON FIRST CLASS
DAMERON NORTHERN MISS 3114

EXAR LUTTON 1831
LAZY H BAR FOREVER LADY 8143
LAZY H BAR FOREVER LADY 5001



LOT 24 MOORE KATY 48K



LOT 25 MOORE GINA 145K

- A perfect silhouette accompanies this daughter of our trusted herd sire, Moore Power Chip 22G, he comes from the influences of the Dixie Erica cow family, one that has long been a source of maternal excellence for show and production cattle, nationwide. If that isn't enough, look to the bottom side of her pedigree to find the SLL Keymura Katy 5008 "5009" cow, one of the leading ladies for the Udell crew in Sioux City, Iowa.
- Moore Katy 48K comes with the body shape, volume and loose structure that we have found accustomed to the sire group, plus some extra bells and whistles in regard to her high tying neck attachment and chiseled throat latch.



UDE KEYMURA KATY 0252 | 2021 Cattlemen's Congress Division Champion and Maternal Sister to Dam of Lot 24

- The search is over for one that comes to the party with an odd birthday, that has the immense quality to slide through her division and be in contention at the end. This June born Angus show heifer prospect is an intriguing creature! Extra freaky in her pieces, with 'out there' head carriage and ideal proportions to her throat and chest.
- She stems from the legendary influences of EXG Saras Dream S609 R3, the granddam to notable individuals like Colburn Primo, the \$500,000 high seller from the 2021 Udell "Advantage Sale" and Nowatzke's Supreme Champion Female at the 2016 American Royal. The power in the blood here is immense, a patient feed scoop and enthusiastic showman will mix to be the perfect recipe for success.



EXG SARAS DREAM S609 R3
Famous 3rd Generation Dam of Lot 25

24 MOORE KATY 48K
BD: 4/12/22 REG: 20481338 TATTOO: 48K

ANGUS

5T POWER CHIP 4790
MOORE POWER CHIP 22G
HARA'S SULL DIXIE ERICA 6354

CONLEY EXPRESS 7211
UDE KEYMURA KATY 0275
SLL KEYMURA KATY 5008

25 MOORE GINA 145K
BD: 6/12/22 REG: 20481339 TATTOO: 145K

ANGUS

LAZY JB SUNDANCE 6428
DDA SUNDANCE 2019
DDA NORTHERN MISS 1343

5T POWER CHIP 4790
MOORE GEMMA 15G
SILVEIRAS SARAS DREAM 1344

||||| *The Bred Females* |||||





LOT 26 MOORE JOLENE 3J

- The depth and predictability of this cow family would be rivaled by few in the business. 3C Melody built the entire Wager and CK programs of South Dakota and her influence would be heavy in the Hartman program of Nebraska as well. A female that not only left a string of daughters working in multiple donor pens nationwide but she too produced countless A.I. sires and herd bulls alike. The Melody cattle are consistent in overall performance, growth, length, shape, and build, they are the ones that get it done across the scales or on the tanbark as well.
- WAGR Lullaby 703T would be a full sister to the legendary WAGR Driver 706T and the maternal granddam of these four sisters. Proof positive and guess work removed stock that are very easy to mate and blend with nearly any sire group just due the longevity and kind this cow family offers.
- The Remedy stock are definitely becoming a household name as far as sire groups discussed. One finds these cattle with extra foot, substance of bone, extra center mass, true dimension throughout, with a stop and stare look about them. This female tagged Lot 26 exemplifies all the aforementioned and then some.
- ACLL Fortune 393D is the resident, senior Simmental herdsire at Moore Land and Cattle. His cattle are generally very proud and arrogant about their overall look. This trio of sisters are definitely high tying in their front skeleton with substantial center body, hip and quarter shape. Yes, it is ok for these females to have extra muscle, extra bone, and the overall build of balance that they possess.
- High quality stock from a significant cow family!

26 MOORE JOLENE 3J

BD: 1/12/21 REG: 4014363 TATTOO: 3J

PUREBRED SIMMENTAL

HPF/HILL UPRISING C104
SO REMEDY 7F
 B&K CREAM SODA 8D

MR HOC BROKER
WAGR PLAYMATE 438A
 WAGR LULLABY 703T

CE	BW	WW	YW	MILK	API	TI
9.7	2.9	77.8	119.9	19.9	99.3	68.3

PE 4/12/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) &
 RUBYS NIGHT WATCH 978G (ASA 3594822)



SO REMEDY 7F | \$530,000 Sire of Lot 26



LOT 27 MOORE HONEY 149H

27 MOORE HONEY 149H

BD: 10/11/20 REG: 4020376 TATTOO: 149H

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
 FIREFLY 311A

MR HOC BROKER
WAGR PLAYMATE 438A
 WAGR LULLABY 703T

CE	BW	WW	YW	MILK	API	TI
8	2.9	73.8	101.5	18.1	88.3	64.3

PE 4/11/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



WAGR PLAYMATE 438A | Dam of Lots 26-29





LOT 28
MOORE PLAYMATES DAUGHTER 151H



WAGR LULLABY 703T
Maternal Granddam of Lots 26-30

28 MOORE PLAYMATES DAUGHTER 151H
BD: 10/15/20 REG: 4020374 TATTOO: 151H

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

MR HOC BROKER
WAGR PLAYMATE 438A
WAGR LULLABY 703T

CE	BW	WW	YW	MILK	API	TI
8	2.9	73.8	101.5	18.1	88.3	64.3

PE 4/11/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)

29 MOORE JULY 93J
BD: 3/22/21 REG: 4020389 TATTOO: 93J

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

MR HOC BROKER
WAGR PLAYMATE 438A
WAGR LULLABY 703T

CE	BW	WW	YW	MILK	API	TI
8	2.9	73.8	101.5	18.1	88.3	64.3

PE 4/16/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



- Hopes Desire A572 is a total outcross female that Moore Land and Cattle invested in to use in their donor battery. The mating flexibility of this beast is second to none without hesitation. She is so powerful when one discusses muscle shape throughout her entire skeleton with an exceptionally big pin set. One that is pulled apart at the ground, as she offers as much base width in a female that one would desire, with exceptional bone density and hoof quality. W/C Wide Track 694Y was a casualty of bureaucracy in ASA's genetic defect detection and met an undeserved early demise, however the upside in his page in Simmental history is the maternal prowess that he left in his direct daughters that work in multiple programs today. They tend to be very wet in production with suitable fertility and mothering ability. These cattle were generally stamped with a very high tying neck and head carriage with a consistently long and square hook to pin set as they travel on a very desirable rear leg set.
- 168H is by the very complimentary sire of body, center width, and moderation known as W/C Fort Knox, another past high seller and sale highlight of the Werning Cattle Co. Production Sale series. This female is extra big boned, very stout, and deep in her overall appearance and sure to impress those that prefer a moderate, dense build come sale day.
- 20J is the certain outcross breeding piece of this duo of maternal sibs. The Currency stock, in production are proving to have suitable milk, great fertility, and the ability to wean big calves. We believe that one will be drawn to her extra length, scale, and substance on December 17.

30 MOORE FORT KNOX DESIRE 168H

BD: 11/22/20 REG: 4020375 TATTOO: 168H

PUREBRED SIMMENTAL

W/C BANKROLL 811D
W/C FORT KNOX 609F
 K-LER DOLLY'S QUEEN 609D

W/C WIDE TRACK 694Y
TNGL HOPES DESIRE A572
 AJE/HS/MBCC HOPE FLOATS

CE	BW	WW	YW	MILK	API	TI
9.6	2.6	79.5	119.1	25.8	129.9	81.7

PE 4/12/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



LOT 30 MOORE FORT KNOX DESIRE 168H

31 MOORE DESIRES CURRENCY 20J

BD: 1/21/21 REG: 4020380 TATTOO: 20J

PUREBRED SIMMENTAL

WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
 RUBYS JILL 035X

W/C WIDE TRACK 694Y
TNGL HOPES DESIRE A572
 AJE/HS/MBCC HOPE FLOATS

CE	BW	WW	YW	MILK	API	TI
8.9	3.4	85.8	134.8	27.6	125.1	82.4

PE 4/12/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



LOT 31 MOORE DESIRES CURRENCY 20J



TNGL HOPES DESIRE A572 | Dam of Lots 30 & 31



LOT 32 MOORE NIGHT WATCHS RHYTHM

- This descendent of the Rhythm Cow Family offers balanced figures with breed leading predictions for WW, YW, Stay, and REA. Rhythm genetics have built the Ruby breeding program over the years into the diversified beef empire that it is today. Here is one from a Turnpike sired dam that is tall fronted and high tying, with feminine refinement through her throat and jaw line. She is certainly attractive from every angle of evaluation with body and shape. True to form and from the goods of the business.



RUBY NFF RHYTHM 975G | Dam of Lot 32



RUBY NFF RHYTHM 2124Z | Maternal Granddam of Lot 32

32 MOORE NIGHT WATCHS RHYTHM

BD: 2/16/21 REG: 3969601 TATTOO: 36J

PUREBRED SIMMENTAL

W/C NIGHT WATCH 84E
RUBYS NIGHT WATCH 986G
 RUBY NFF RHYTHM E061

RUBYS TURNPIKE 771E
RUBY NFF RHYTHM 975G
 RUBY NFF RHYTHM 2124Z

CE	BW	WW	YW	MILK	API	TI
10.7	2.7	84.1	128.9	25.5	128.8	77.2

PE 4/25/22-7/10/22 TO MOORE GUARDIAN SON 71J (ASA 3983496)



LOT 33 MOORE DEPLORABULLS QUEEN 55J

- Another predictable and proven cow family that has influenced the masses of the Simmental breed. The maternal great granddam BCS Queen of Hearts was a many times champion of yester year and was thought of as a “new age” Simmental female. Queen of Hearts was very stout and dense in her center body for the times with added substance and power of bone and foot size. As a mature female, she was even more impressive with her overall mass and dimension. She went on to be mated to the best of the best that the Hudson Pines program had to offer, and she continued to pass along the awesome center width and body she was admired for. The direct dam of this trio of sisters is one that is true to lineage being tall fronted, awesome headed and necked with one of the very best shoulder to forerib transitions you will find. She is very ideal in her underline with a textbook udder, and an overall drop-dead profile.
- Finding the influence of the Queen Lucy cow family won’t be a challenge in this trio. All are very attractive in kind and build with subtle differences in body shape and muscle. One will find the Deplorable influence to be more conventional in type and the Profit sisters to be built for the runway. Differences aside, they have the goods to generate for whomever chooses to invest in the next level of excellence from the Queen Lucy line.

33 MOORE DEPLORABULLS QUEEN 55J

BD: 2/16/21 REG: 4020388 TATTOO: 55J

PUREBRED SIMMENTAL

W/C EXECUTIVE ORDER 8543B
OBCC CMFM DEPLORABULL D148
 LAZYH/ADKINS BLKSTAR Z15

W/C WIDE TRACK 694Y
RYAN QUEEN LUCY C796
 HPF QUEENS LUCY N092

CE	BW	WW	YW	MILK	API	TI
11.3	1.7	73	115.4	23.3	116	71.1

PE 4/16/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



OBCC CMFM DEPLORABULL D148 | Sire of Lot 33



LOT 34 MOORE PROFITS QUEEN LUCY 75J



RYAN QUEEN LUCY C796 | Dam of Lots 33-35



LOT 35 MOORE PROFITS QUEEN 85J



PROFIT | \$400,000 Sire of Lot 34 & 35

34 MOORE PROFITS QUEEN LUCY 75J

BD: 3/8/21 REG: 4020390 TATTOO: 75J

PUREBRED SIMMENTAL

WS PILGRIM H182U
PROFIT
WAGR PANARAMA 204Z

W/C WIDE TRACK 694Y
RYAN QUEEN LUCY C796
HPF QUEENS LUCY N092

CE	BW	WW	YW	MILK	API	TI
6.4	5.2	77.6	114.8	16.4	103.4	68.5

PE 4/16/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)

35 MOORE PROFITS QUEEN 85J

BD: 4/20/21 REG: 3969608 TATTOO: 85J

PUREBRED SIMMENTAL

WS PILGRIM H182U
PROFIT
WAGR PANARAMA 204Z

W/C WIDE TRACK 694Y
RYAN QUEEN LUCY C796
HPF QUEENS LUCY N092

CE	BW	WW	YW	MILK	API	TI
6.4	5.2	77.6	114.8	16.4	103.4	68.5

PE 4/16/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



LOT 36 MOORE GOLDEN CANDY 2J

- We really admire the goods that this female has to offer the business. She is sired by the late ABS great known as SS Goldmine and from the proven Loaded Up x High Regard blend on the bottom side. Goldmine stock were known for their true width and shape of body and muscle. They are cattle of longevity with industry friendly calving ease and mothering ability. This one is dense and moderate in her kind with an ideal look and the ability to turn dimes into dollars.



MOORE LOADED FOR DEMAND
Maternal Brother to Lot 37



LOT 37 MOORE MISS DOMINANCE 92J



GCF MISS CALIENTE | Maternal Granddam of Lot 37

- This is a very successful mating at Moore Land and Cattle that has been well received in this sale series. The Radiant dam is a full sister to the great STF Onyx and is certainly no second to her legendary sister. The Loaded Up influence on the burly, broody Dominance sired dam is very complimentary in nature with an exotic front third, killer fault free lines and symmetry throughout.

36 MOORE GOLDEN CANDY 2J

BD: 1/7/21 REG: 4014362 TATTOO: 2J

PUREBRED SIMMENTAL

WLE POWER STROKE
SS GOLDMINE L42
GW MISS LUCKY BUCK 858G

W/C LOADED UP 1119Y
GCC CONFETTI CANDY F101
YARDLEY REGARD THIS C133

CE	BW	WW	YW	MILK	API	TI
11.3	-0.3	59.2	79.2	23.2	110.2	63.3

PE 4/12/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)

37 MOORE MISS DOMINANCE 92J

BD: 3/21/21 REG: 4014764 TATTOO: 92J

PUREBRED SIMMENTAL

REMINGTON LOCK N LOAD54U
W/C LOADED UP 1119Y
AUBREYS BLACK BLAZE III

STF DOMINANCE T171
STF RADIANT 02X
GCF MISS CALIENTE

CE	BW	WW	YW	MILK	API	TI
9.8	3	65	94	19.9	98.5	62.5

PE 4/16/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



LOT 38 MOORE JUNE 74J

- Daughters of the Stonehenge x Swain Velvet 607S brothers. SVF Stonehenge R95 was on the verge of being the outcross sire of his time and beyond until he met his early and untimely demise. He was from a past many-time champion that had a very decorated sister known as "K205." Both females were very impressive for the time with trendsetting squareness and depth, combined with ultra-feminine characteristics and superior udder quality in production. Certainly, two of the greats from the triple crown winning HC Power Drive sire. Stonehenge's sire, HC Hummer was utilized for his ability to transmit maternal influence with length and performance. R95 was destined to be the stouter, better-looking compliment to the Dream On daughters and that is why this cross worked so well on the Velvet donor. She had everything Stonehenge needed, and she provided the assist with her robust center body and overall soft look from the profile. We do anticipate great balanced performance and contributions from these daughters of Moore Stonehenge 35E and Moore Stonehenge 19E.
- Lot 38 is the lead off 35E daughter that is derived from the influence of High Calibre and hence offers a numerically balanced set of figures on paper. She is also stacked on the bottom with the influence of Pilgrim, Driver, and the Angus matriarch of Thomas Ranch of South Dakota known as TR Katinka 3208N.

38 MOORE JUNE 74J

BD: 4/15/21 REG: 3969607 TATTOO: 74J

PUREBRED SIMMENTAL

SVF STONEHENGE R95
MOORE STONEHENGE 35E
 SWAIN VELVET 607S

TJ HIGH CALIBRE 556B
KNA BEYONCE F814
 KCC1 BEYONCE 4032B

CE	BW	WW	YW	MILK	API	TI
10.1	2.5	75	114.9	23.1	130.7	75.6

PE 4/16/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



KNA BEYONCE F814 | Dam of Lot 38



LOT 39 MOORE JUNO 77J

- Lot 39 is from a very saturated Angus cow family with the traditional greats represented. The powerful influence of SAV Brilliance 8077 and the great ribeye sire of his time that offered extra look, TC Stockman 365. She is very maternal in her kind with extra dimension and substance to her running gear. She has the resume to be a SimGenetic generator with substantial breeding value and flexibility.



SULL STOCKMAN 8406
 Legendary Maternal Granddam of Lot 39



LOT 40 MOORE STONEHENGE KISS 99J

- This daughter of Stonehenge 19E is further supported by the influence of the senior donor STF Radiant 02X with a shot of the great Lock N Load. A very sound and true bred female that will fit any program.

39 MOORE JUNO 77J

BD: 3/10/21 REG: 4020377 TATTOO: 77J

1/2 SIMMENTAL

SVF STONEHENGE R95
MOORE STONEHENGE 35E
 SWAIN VELVET 607S

SAV BRILLIANCE 8077
MOORE BRIGHT 204D
 SULL STOCKMAN 8406

CE	BW	WW	YW	MILK	API	TI
14.6	-0.7	56.5	84.7	20	114.9	64.7

PE 4/16/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)

40 MOORE STONEHENGE KISS 99J

BD: 3/26/21 REG: 4014765 TATTOO: 99J

PUREBRED SIMMENTAL

SVF STONEHENGE R95
MOORE STONEHENGE 19E
 SWAIN VELVET 607S

MOORE LOADED FOR DEMAND
MOORE KISSES 63F
 MOORE KISS ME 110B

CE	BW	WW	YW	MILK	API	TI
-0.4	11.1	86.8	133.1	20.5	92	67.1

PE 5/5/22-7/10/22 TO MOORE JOKER 5J ET (ASA 4125698) & MOORE JOKER 4J ET (ASA: 4012608)



LOT 41 MOORE MS STONEHENGE 105J

41 MOORE MS STONEHENGE 105J

BD: 3/30/21 REG: 4014759 TATTOO: 105J

PUREBRED SIMMENTAL

SVF STONEHENGE R95
MOORE STONEHENGE 19E
SWAIN VELVET 607S

MOORE UPRISING 55B
MOORE DORTHY 79D
MOORE DAISY 111B

CE	BW	WW	YW	MILK	API	TI
10.6	1.8	65.2	97.8	21	120.7	68.2

One cannot deny the elegant look and presence of this valuable breeding piece. Very ideal in every angle of evaluation with the pedigree influence to contribute anywhere.
PE 4/16/22-7/10/22 TO MOORE JACK OF ALL TRADES 48J (ASA 3972905)

42 MOORE JADE 137J

BD: 4/23/21 REG: 4119831 TATTOO: 137J

3/4 SSIMMENTAL

SVF STONEHENGE R95
MOORE STONEHENGE 35E
SWAIN VELVET 607S

MOORE
MOORE ELLEN 96E
1403

CE	BW	WW	YW	MILK	API	TI
10.45	2	63.45	95.55	22.25	114	65.4

Another big bodied, sound brood cow in the making.
PE 4/16/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



LOT 42 MOORE JADE 137J



LOT 43 MOORE STONEHENGE REBA 123H

- 123H is from the same great cow family that produced the 2016 and 2017 National Western Stock Show Champion Percentage Females and countless other backdrop earning females throughout the country. The influence of Reba is noted for both sexes as they are cattle that are simply stouter and wider built than most. They offer tremendous production value and when mated right, they are nearly unbeatable.
- Most are built very similar to this female that sells as lot 43. Big at the surface, sound in motion, bold and soft in body shape, with substantial shape, and a desirable look. One in strong consideration for the bred pen short list this December.

43 MOORE STONEHENGE REBA 123H

BD: 5/13/20 REG: 4020372 TATTOO: 123H

PUREBRED SIMMENTAL

SVF STONEHENGE R95
MOORE STONEHENGE 35E
SWAIN VELVET 607S

WS REVIVAL
MG/GSC REBA 217E
DAF REBA W43

CE	BW	WW	YW	MILK	API	TI
10	2.1	66.6	100.4	21.6	113.5	67.6

PE 4/11/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



DAF REBA C85 | 2016 NWSS Grand Champion Percentage Simmental Heifer and Full Sister to Lot 43



DAF REBA C707 | 2017 NWSS Grand Champion Percentage Simmental Heifer and Full Sister to Lot 43



LOT 44 MOORE JUST RIGHT 148H

- What an amazing creature. This redhead is bold, burly, and writes the book on brood cow look. She is going to turn heads sale day and allows everyone the opportunity to turn their program red.

44 MOORE JUST RIGHT 148H

BD: 7/11/20 REG: 4014772 TATTOO: 148H

1 2 SIMMENTAL

LLSF PAYS TO BELIEVE ZU194
SCHOOLEY ELI 434B 72Y
 SCHOOLEY MISS 296 434B

CE	BW	WW	YW	MILK	API	TI
10.8	1.4	66.3	93.6	20.8	99.1	64.6

PE 4/11/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



SCHOOLEY ELI 434B | Sire of Lots 44 - 46



LOT 45 MOORE JAZMIN 125J

- This daughter of the resident herdsire, Eli 434B, is no doubt one of the better purebred bred females for consideration in the offering. Here you will find the influence of the late and great Pays to Believe and from a full sister to the sires of lots 38-43, thus carrying the prominent cow family lead by the great Swain Velvet herself. This female is certainly stouter in her bone work, with a truly square pin set accompanied by strong spinal integrity, with depth, and a very awesome build. Here again is yet another opportunity to invest in the good stuff with mating flexibility and cow family.



LOT 46 MOORE HELLEN 162H

- A beautiful female with balance and shape throughout. Tremendous at the ground with very ideal bone and shape of body and muscle. She offers the perfect ratio of length and depth while being very collected on the move. Pays to Believe and Uprising is not a familiar genetic combination but from the looks of things that one finds in 162H, Dennis may have started a new mating trend in the breed.

45 MOORE JAZMIN 125J

BD: 4/11/21 REG: 4020383 TATTOO: 125J

PUREBRED SIMMENTAL

LLSF PAYS TO BELIEVE ZU194
SCHOOLEY ELI 434B
SCHOOLEY MISS 296 434B

SVF STONEHENGE R95
MOORE BLACK VELVET 9E
SWAIN VELVET 607S

CE	BW	WW	YW	MILK	API	TI
9.9	2.4	69.3	100.7	20.6	116	67.9

PE 5/5/22-7/10/22 TO MOORE JOKER 5J ET (ASA 4125698) & MOORE JOKER 4J ET (ASA: 4012608)

46 MOORE HELLEN 162H

BD: 11/3/20 REG: 4117123 TATTOO: 162H

3/4 SM

LLSF PAYS TO BELIEVE ZU194
SCHOOLEY ELI 434B
SCHOOLEY MISS 296 434B

MOORE UPRISING 55B
MOORE OPAL 130D
114B

CE	BW	WW	YW	MILK	API	TI
9.6	2.8	72.6	106	20.3	103.8	66.1

PE 4/12/22-7/13/22 TO RUBYS NIGHT WATCH 986G (ASA 3594816) & RUBYS NIGHT WATCH 978G (ASA 3594822)



LOT 47 MOORE SANDYS CLASS 165H

- Saturated in Angus royalty, this direct daughter of Dameron First Class from the famed Style x Sandy combination that has produced so many winners for several years. Somethings just never go out of style and high-quality Angus seedstock with the resume this bred heifer offers aren't found on every corner.



SILVEIRAS S SIS SANDY 2355
Full Sister to Dam of Lot 47



LOT 48 MOORE MS SENSATION 5F

- An incredible Angus female from an incredible line of Angus matron history! This very exotic built breeding piece is by the SAV Sensation 5615 and from the Georgina cow family with the proven influence of one of the Angus breeds best and most proven sire lines known as SAV Bismarck 5682.



CHAMPION HILL GEORGINA 4413
Maternal Sister to Dam of Lot 48

47 MOORE SANDYS CLASS 165H

BD: 11/16/20 REG: 20494358 TATTOO: 165H

ANGUS

EXG RS FIRST RATE S903 R3
DAMERON FIRST CLASS
DAMERON NORTHERN MISS 3114

SILVEIRAS STYLE 9303
SILVEIRAS S SIS SANDY 3344
K N C CABIN CREEK SANDY 804

PE 4/28/22-7/10/22 TO DDA SUNDANCE 2019 (AAA 19837958)

48 MOORE MS SENSATION 5F

BD: 1/31/18 REG: PENDING TATTOO: 5F

ANGUS

S A V REGISTRY 2831
S A V SENSATION 5615
S A V BLACKCAP MAY 4136

S A V BISMARCK 5682
CHAMPION HILL GEORGINA 6518
CHAMPION HILL GEORGINA 2121



LOT 49 MOORE VALARIE 25C

- Here is a page from the old school playbook of quality and time tested matings. The Power Drive and Dream On mated stock were very popular and their contributions to the breed very notable. Cattle that are powerful in every aspect, broody in their kind, and very simple to mate and manage. They were cattle that were generators and foundations for many of the programs that were initiated in the early 2000s and still surface in many pedigrees today. If there is a lot in this sale that is proven to be worthy of any investment, your satchel gets set down right here. The kind to build around for certain.

49 MOORE VALARIE 25C
 BD: 1/6/15 REG: 3197050 TATTOO: 25C

PUREBRED SIMMENTAL

WLE POWER STROKE
HC POWER DRIVE 88H
 KAPPES LADY IRISH F88

CNS DREAM ON L186
SWAIN VELVET 607S
 SWAIN QUEEN 403P

CE	BW	WW	YW	MILK	API	TI
9.7	2.8	60	92.2	20.9	112.4	59.7



SWAIN VELVET 607S | Dam of Lot 49



LOT 50 MOORE BELLA 67F

50 MOORE BELLA 67F

BD: 1/31/18 REG: 3553879 TATT00: 67F

PUREBRED SIMMENTAL

REMINGTON LOCK N LOAD54U
MOORE LOADED FOR DEMAND
 STF RADIANT 02X

MR HOC BROKER
MOORE BELLA 78B
 MOORE LASSIE 545Y

CE	BW	WW	YW	MILK	API	TI
6	4.1	74.1	110.8	19	93.8	66.6

Very attractive and intriguing, she stems from a unique but proven genetic blend. Lock N Load, full sister to STF Onyx, and the influence of the great MR HOC Broker, it's all proven and the guess work is removed.



"Our family feed store has been in business for 70 years and Moore Land and Cattle does things the right way. They do not cut corners and they focus on quality with every detail. You should be very excited and proud to buy from Moore Land and Cattle."



ACCL FORTUNE 393D

ACCL FORTUNE 393D SEMEN

BD: 4/1/16 REG: 3190116 TATTOO: 393D

PUREBRED SIMMENTAL

MR NLC UPGRADE U8676
MR TR HAMMER 308A ET
 SVF/HS EXPECTING A DREAM

WS PILGRIM H182U
FIREFLY 311A
 BF MISS CRYPEL TANGO

CE	BW	WW	YW	MILK	API	TI
8.8	2.2	76.1	101.3	17.4	91.2	68.4

Fortune was the high seller at \$185,000 in the 2017 Hartman Cattle Company Bull Sale. He is a prized Hammer son out of the former Effling Champion, Firefly 311A. Firefly 311A is the \$100,000 donor dam of Fortune that is an own daughter of the \$114,000 BF Miss Crypeel Tango. Fortune was injured and is no longer making semen. The inventory on hand will only diminish from this point forward. Get in now before it is too late!

- 101A - 3 Units of Conventional Semen
- 101B - 3 Units of Conventional Semen
- 101C - 3 Units of Conventional Semen

SCHOOLEY ELI 434B

BD: 3/6/17 REG: 3272930 TATTOO: 434B

PUREBRED SIMMENTAL

CNS PAYS TO DREAM T759
LLSF PAYS TO BELIEVE ZU194
 LLSF URABABYDOLL U194

SS EBONYS GRANDMASTER
SCHOOLEY MISS 296 434B
 SCHOOLEY MISS Z2964

CE	BW	WW	YW	MILK	API	TI
10.3	1.8	71.8	102.5	17.1	119.2	70.0

Eli was our purchase at "The One" Sale at the National Western Stock Show a few years back. Eli has been a staple in our herd sire battery that has been reliable year after year siring cattle that are sound, functional, and profitable. There are several Eli daughters in the sale, and countless have been retained in herd at Moore Land & Cattle to add to the maternal function of the cow herd. Semen has never been offered on Eli, help yourself to an exclusive opportunity!

- 102A - 3 Units of Conventional Semen
- 102B - 3 Units of Conventional Semen
- 102C - 3 Units of Conventional Semen



SCHOOLEY ELI 434B

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