

DREAMWORKS



December 1, 2023 7:00 PM Decorah, Iowa

Hosted by Nelson Family Farms



Scheep



Stule

Thursday, November 30th

3:00 pm Cattle available for viewing

Friday, December 1st

Cattle available for viewing all day

4:00 pm Social Hour

5:30 pm Dinner is served

7:00 pm DREAMWORKS





It is certainly a pleasure to welcome you to the annual offering at Nelson Family Farms. The fall sale season has been absolutely successful despite all the negative factors from wide-spread drought to politics. It is very evident that the demand for the junior project, reputation bred cattle, and top shelf frozen genetics are desired by many across this great nation. The quest for the very best continues for many and part of that quest is to tie into a family-oriented team that wants only the best experience for their customers. The team at Nelson Family Farms is definitely just that! Gabe and Abe will do all that they can to make your ownership experience with an NFF prefixed female a winning one for your youngster or your seedstock operation.

Gabe and Kayla Chase are very passionate about what they do on a day to day and annual basis. Like many families in the upper Midwest, they are diversified in the scope of their operation but it's all production agriculture based, and they are very progressive on every front. Their competitive nature and drive to be successful and provide the best living possible for their young family is exhibited through the quality of each and every product their agriculture enterprise turns out. They strive only for success and in the junior heifer sector that measure of success is how often each one of these open heifer calves makes the ultimate backdrop opportunity and on the bred heifer side that is measured by one that generates a high seller or impacts a program in a major way over a period of time. The genetics that back this offering are breed leading. They have had strong partnerships in the past, during Kayla's junior career, with some very sharp industry leaders that forged the foundation for this program. Most of those partnerships have dissolved and the outcome of what happens rests on Gabe and Kayla's shoulders. Passion fuels the fire and Gabe is always researching the next breeding season and incorporating the right sires in the aggressive ET and A.I. program to take that next step.

These cattle have been intensively managed, and all sell just short of being show broke. The dispositions of the cattle are always top notch. Abe Hauge is very instrumental in the process and knows each one of the opens like family. This is all part of the "total package" in doing business with Nelson Family Farms. The foundation is solid and the people that are behind them are veterans in experience.

As most of you know that know the family, this offering would not be possible without the vision and leadership of the patriarch, Joe Nelson. The Nelson reputation begins with Joe and that reputation is pristine on all levels. The scope of the beef business at NFF is broad and full circle with a commission company, to retained ownership, and to the showing this operation has experienced it all and they know what you need to know at every turn. We love the opportunity to work for this outfit on an annual basis just as many repeat customers do. If you have not experienced the Nelson Family operation this is the year to invest in one of the few programs that encompasses the commercial sector and seedstock sector into one with the exit strategy tools in place.

Consider this your personal invitation to join us December 1 for an outstanding offering of Angus and SimGenetic show stock and seedstock at Decorah Sales Commission. The Nelson Family will provide dinner and awesome post sale hospitality. Please join us to celebrate one the nation's great family-based outfits in the business.

Graham Blagg Jared Shipman Tim Anderson



Nelson Family Farms
www.nelsoncattle.com
Decorah Sales Commission
Decorah, Iowa





SALE LOCATION

Decorah Sales Commission 2123 Madison Road • Decorah, IA 52101

SALE DAY PHONES

Gabe Chase	507.273.5911
Joe Nelson	507.450.6763
Matt Nelson	507.450.6427
Abe Hauge, Show and Sale Cattle Mgr.	507.459.9962

SALE STAFF & CONSULTANTS

Col. Jered Shipman, Auctioneer	806.983.7226
Mitchell Armitage, Special Assignment	405.641.9438
Jared Ruter, Special Assignment	815.238.7530
Kelly Schmidt, Special Assignment	406.599.2395
Austin Brandt, Lee AgriMedia	712.621.1829

TRUCKING

Dick Coleman **765.461.0954**

VIDEOS AVAILABLE AT

www.nelsoncattle.com

HOTEL INFORMATION

Super 8 by Wyndham
810 IA 9 East • Decorah, IA 52101 **563.382.8771**

SALE TERMS & CONDITIONS

All animals will be sold in accordance with the suggested guidelines of the American Simmental Association and the American Angus Association. Announcements made sale day and from the auction block during the sale take precedence over printed material associated with this sale. Anyone attending this sale attends at his or her own risk.

All females are sold as sound breeders. However, if we feel that a heifer has been fed to an extreme level of obesity, we will hold the feeder responsible for any reproductive problems. Seller reserves the right to take possession of any animal(s) that presents difficulty conceiving before a sale credit will be issued. Seller guarantees each female to produce a live calf or transferrable embryos.

All sale cattle have tested BVD-PI Negative

BID ONLINE



SALE MANAGEMENT



Graham Blagg 530.913.6418
Tim Anderson 605.682.9343
www.InnovationAgMarketing.com

GENETIC PARTNERS

Nesler Family Farms, LaCrescent, MN	507.313.6103
E&B Arthur Land & Cattle Mason City, IA	641.430.4902



DREAMWORKS

NELSON FAMILY FARMS

Gabe, Kayla, Claire, Lauren, & Walker | Joe & Barb | Matt, Jordan, Maverick, & Quinn

It's both an honor and a pleasure to welcome our friends and fellow cattlemen to the 7th Annual DreamWorks Elite Female Sale. Once again, we are proud to seek your appraisal on the very best in quality that our program has to offer. Nothing has been held back or cherry picked from the 150+ females raised at Nelson Family Farms annually. One Friday night each year we swing the gates in Decorah and make available to the public an elite group of open and bred females that represent our most progressive Simmental and Angus genetics. This is your opportunity to select from the heart of our herd to add to yours!

It is no secret that this year has been a time of unprecedented prosperity in the cattle business. The combination of high demand for US beef and the continued decline in our national beef cow herd has led to record high prices for both calves and fed cattle. The outlook has never been better for the American cattleman.

We take a great deal of pride in the quality of the seedstock on the pages that follow as well as the tradition of excellence that they represent. The most valuable asset to any operation like ours the customers and everyone who supports our program year after year. That is why we are honored to invite friends and family, as well as customers new and old to join us in Decorah on Friday night December First not only for an auction sale, but so that we can share our gratitude, a hearty meal, and the camaraderie that is simply unique to the livestock business.

Thank you and best wishes,

The Nelson Family



Simmental



NFF Miss Design L005 – She sells as Lot 1!

O P E N H E I F E R S



NFF *Miss Design* L005

LOT 1

PB SM **1/10/23** **ASA# 4214939** **L005**
 HPF/HILL Uprising C104 Ruby NFF PTD 4B54
 SIRE **SO Remedy 7F** DAM **NFF Miss Design F103**
 B&K Cream Soda 8D NFF Miss Design B112

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
12.6	1.4	75.0	124.8	5.6	15.7	53.1	16.9	35.7	-0.41	-0.11	-0.102	0.82	123.5	70.8

We are proud to initiate the 2023 edition of the Nelson Family Farms DreamWorks Elite Female Sale with a direct daughter of the tried and true donor dam, NFF Miss Design F103. There is no denying the impact that F103 has had on our breeding program, producing countless high sellers and champions over the last few years. A maternal sister to NFF Miss Design L005 is NFF Miss Design H036, the \$20,750 high selling female from the 2020 DreamWorks sale that was shown by Gracyn Welsh of Illinois. Another maternal sister by JBSF Berwick 41F sold for \$9,000 in last year's sale to Jake Hlas of Iowa. Makena Hovden of Iowa also selected a daughter of F103 that was sired by WLE Big Deal A617. This pair of sisters are sired by the \$530,000 SO Remedy 7F, a bull that has secured his place as one of the elite breeding bulls in the Simmental breed. L005 is one of the stoutest, boldest made females that we have ever offered. She is a true brood cow prospect in the making that we believe will follow in the footsteps of her dam! **Retaining 50% embryo interest with the option to double. If the buyer doubles, Nelson Family Farms reserve the right to 3 successful flushes at the buyer's convenience and seller's expense.**



SO Remedy 7F – \$530,000 Sire of Lots 1 & 2



NFF Miss Design K201
 \$9,000 Maternal Sister to Lots 1 & 2



STCC Tecumseh 058J
\$620,000 Sire of Lot 3



NFF Wicked J125
\$21,000 Maternal Sister to Lot 3



NFF Wicked J208
\$33,000 Maternal Sister to Lot 3



NFF Wicked G177
Maternal Sister to Lot 3

NFF *Wicked* L193

LOT 3

PB SM

3/7/23

ASA# **4215056**

L193

VCL Foresight

RCC Smoldering Virtuoso

SIRE **STCC Tecumseh 058J**

DAM **NFF Wicked A154**

HF Serena

RCC-NFF Wicked

CE BW WW YW MCE MLK MWW STY CW YG MRB BF REA API TI

11.7 2.1 70.7 101.5 3.3 16.4 51.7 18.6 21 -0.34 0.08 -0.068 0.69 129.1 70.4

It is no secret what the Wicked cow family has done over the past decade for countless seedstock operations. The initiating female of this particular cow family is a maternal granddaughter of the prolific matriarch, RCC-NFF Wicked, the NAILE Grand Champion SimAngus Female that Kayla showed in 2009. A maternal sister topped the Simmental division in 2019 at \$12,500 to Wade Humphrey of Ventura, Iowa. J208 is the \$33,000 maternal sister that was a many times champion during her show career for Lincoln Lunning. She was also selected as the 2021 MN State Fair Calf Champion and Reserve Grand Champion Purebred Simmental Female as a calf! We love the quality of build and elite presence that this daughter of the \$620,000 STCC Tecumseh 058J offers. She is one of the best that we have ever offered!



NFF *Wicked* L180

LOT 4

PB SM 3/4/23 ASA# 4215050 L180

SIRE **ES Right Time FA110-4** DAM **NFF Wicked Z194**
 Welsh Dew It Right 067T RCC Smoldering Virtuoso
 ES A110 RCC-NFF Wicked

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.5	2	79.1	123.5	3.4	16.3	55.7	18.6	35.9	-0.34	0.19	-0.082	0.77	140.2	78.9

NFF Wicked L180 is one of the youngest females in this year's offering, but don't let her youth detour you from the elite pedigree and quality that she possesses. She is sired by the iconic ES Right Time FA110-4 and further supported by the RCC Smoldering Virtuoso sired daughter of RCC-NFF Wicked. Z194 is a tried and true producing female that has put several females back into production here at Nelson Family Farms. She is also the dam of NFF Notorious F036, a resident herd sire here in Mabel. A maternal brother to L180, sired by our JBSF Berwick 41F son, is one of the standouts in the bull pen this year. A high quality March born prospect that is destined to be a productive female when her show career comes to an end.



ES Right Time FA110-4 – Sire of Lot 4



NFF Wicked K238
 Maternal Sister to Lot 4 – She Sells at Lot 22

Wicked Family



NFF Wicked L105



FRKG CKCC Platinum 009H ET
\$175,000 Sire of Lot 5



RCC-NFF Wicked
Matriarch of the "Wicked" cow family!



NFF Wicked L056



NFF Wicked J097
3/4 Sister in Blood to Dam of Lot 6

NFF *Wicked* L105

NFF *Wicked* L056

LOT 5

LOT 6

PB SM **2/10/23** **ASA# 4215001** **L105**
 MR CCF 20-20 WLE Big Deal A617
 SIRE **FRKG CKCC Platinum 009H ET** DAM **NFF Wicked F239**
 WAGR Ms Profit 7054E RCC-NFF Wicked

PB SM **1/26/23** **ASA# 4214974** **L056**
 JBSF Berwick 41F Yardley High Regard W242
 SIRE **SWC NFFS Hoo-Rah 547H** DAM **NFF Wicked H186**
 WAGR Chanel 5073C NFF Wicked A154

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
8.8	2.7	75.2	102.7	1.6	16.1	53.7	17.5	17.6	-0.46	0.05	-0.086	0.86	122.1	71.5

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
9.9	1.7	65.5	97.4	2.8	22.1	54.9	15.6	23.3	-0.33	0	-0.072	0.66	115.7	66.3

This perfect blaze faced female is sired by the \$175,000 FRKG CKCC Platinum 009H ET, one of the most talked about AI sire prospects from the 2021 spring bull sale season. L105 is backed by the influential Wicked cow family that is supported by the WLE Big Deal A617 influence. Her maternal granddam, RCC-NFF Wicked, was the 2009 NAILE Grand Champion Percentage Simmental Heifer. She offers a feminine and refined look about her front third yet transitions into a bold forerib and center body shape. She is big hipped, long strided, and sets to the surface with superior skeletal quality.

NFF Wicked L056 is sired by one of the newest members of the herd sire battery at Nelson Family Farms, SWC NFFS Hoo-Rah 547H, the son of the now deceased JBSF Berwick 41F. 547H is a direct son of WAGR Chanel 5073C, the full sister to WAGR Panarama 204Z, more commonly known as the dam of the \$400,000 Profit! Her dam is supported by the Yardley High Regard W242 x NFF Wicked A154 genetic combination. We love her extra stoutness, heaviness of structure, and overall design. A high quality January Purebred that offers a pedigree saturated with industry icons!



NFF *Snowball* L045

LOT 9

PB SM

1/23/23

ASA# **4214967**

L045

WS All-Around Z35

SO Remedy 7F

SIRE **OMF Epic E27**

DAM **NFF Snowball J187**

OMF Time Less B100

NFF Snowball Y062

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
14	0.3	83.5	126.5	8.5	22.9	64.6	15.5	36.3	-0.31	0.23	-0.077	0.71	143.6	85.4

NFF Snowball L045 is sired by the calving ease specialist and multi-trait industry leader, OMF Epic E27. She was raised by a beautiful first calf heifer that is sired by the \$530,000 SO Remedy 7F and backed by the influence of NFF Snowball Y062. NFF Snowball J187 is an ET flushmate sister to NFF Snowball J158 and NFF Snowball J009, females that were both purchased in the 2021 DreamWorks sale by Bryar Yelinek of Livingston, Wisconsin. Much like the females that line her pedigree, L045 is a dense made female that offers superior skeletal quality and longevity built in. She is also accompanied by a balanced number profile to further solidify her genetic relevance. A unique female with unlimited upside!



NFF Snowball J158
Full Sister to the Dams of Lots 8 & 9



OMF Epic E27 – Sire of Lot 9

Snowball Family



JBSF Breckyn 6F
 2019 NAILE Grand Champion Purebred
 Simmental Heifer
 Daughter of the iconic Brooks Steel Magnolia X57



Rhythm 418P
 Iconic Maternal Granddam of Lot 11

NFF *Steel Magnolia* L085

NFF *Rhythm* L049

LOT 10		NFF <i>Steel Magnolia</i> L085	
PB SM	2/6/23	ASA# 4266018	L085
SIRE VCL Foresight		Rocking P Legendary C918	
STCC Tecumseh 058J		DAM NFF Steel Magnolia G108	
HF Serena		JBSF C Mag 124B	

LOT 11		NFF <i>Rhythm</i> L049	
PB SM	1/24/23	ASA# 4214968	L049
SIRE Welsh Dew It Right 067T		PVFS Ruby Madden 126Y	
ES Right Time FA110-4		DAM Ruby NFF Rhythm C532	
ESA110		Rhythm 418P	

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
9.3	3.1	73.4	106.9	4.1	18.8	55.4	15.5	21.1	-0.44	-0.01	-0.087	0.84	115	69

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.6	2	77.8	127.5	4.5	22.4	61.2	19.2	35.6	-0.41	0.12	-0.09	0.92	139	77.8

NFF Steel Magnolia L085 is destined to catch your attention on sale day! A perfect blaze faced daughter of the \$620,000 STCC Tecumseh 058J that is backed by the influence of a young and productive daughter of Rocking P Legendary C918. Her maternal granddam, JBSF C Mag 124B, is a maternal sister to JBSF Breckyn 6F, the 2019 AJSA National Classic Grand Champion Owned Heifer and 2019 NAILE Grand Champion Purebred Simmental Heifer for the Guyer family of Illinois. JBSF Breckyn 6F is now a leading donor in the Ferree-Fitzgerald program of Indiana. Here is your chance to tie to a female that is supported by the premier cow families in the Simmental breed!

Here is another sale feature by the iconic ES Right Time FA110-4, one of the greatest breeding bulls of the last decade when it comes to siring cattle with unmatched quality and real world application. The dam of L049 is sired by the influential PVFS Ruby Madden 126Y and backed by the famed Rhythm 418P, a cornerstone donor in the Ruby Cattle Company breeding program. A maternal sister to L049, CF/HLC Rhythm E317, is employed in the Pleasant Ridge Cattle Company program of Waseca, Minnesota. We love the length and extension that this female offers. The ES Right Time FA110-4 cattle have a tendency to be later maturing, setting them up to be dominant as spring yearling females during the winter show season. Pay attention to the unique features that L049 brings to the equation. A very high quality female that is loaded with pedigree and future!



FRKG CKCC Platinum 009H ET
\$175,000 Sire of Lot 12



NFF Miss Bell L084



Wheatland Bull 954G – Sire of Lot 13



NFF Centerfold L107

NFF *Miss Bell* L084

LOT 12

PB SM **2/6/23** **ASA# 4214989** **L084**
 MR CCF 20-20 W/C Relentless 32C
 SIRE **FRKG CKCC Platinum 009H ET** DAM **NFF Miss Bell G056**
 WAGR Ms Profit 7054E NFF Miss Bell A035

NFF *Centerfold* L107

LOT 13

3/4 SM 1/4 AN **2/11/23** **ASA# 4215004** **L107**
 CCLT Alliance 91C FELT Trump 318D
 SIRE **Wheatland Bull 954G** DAM **NFF Centerfold G210**
 Wheatland Lady 659D NFF Centerfold E169

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
8.3	3.5	82.4	114.4	2.9	14.7	55.8	13.4	17.4	-0.53	0.1	-0.096	0.99	117.9	76.2

NFF Miss Bell L084 is an ultra-attractive and eye appealing female that is sired by the \$175,000 FRKG CKCC Platinum 009H ET. Her dam is a young daughter of W/C Relentless 32C from the Bell cow family that has done a tremendous job for us at Nelson Family Farms. We admire her extra extension, length of body, and structural correctness. Study this female on sale day and you will quickly realize that she is a fault free female that has the quality to compete!

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
10.3	2.2	69.3	94.6	3.1	20.3	54.9	13.7	20.6	-0.36	0.07	-0.074	0.68	104.4	64.6

L107 is a dense made, bold ribbed, easy keeping type female that is sired by our selection from the Wheatland Cattle Company Bull Sale in 2020, 954G. NFF Centerfold L107 is a three-quarter blood female that is backed by the influence of several pivotal members of the cowherd at Nelson Family Farms. Her dam is by Felt Trump 318D and backed by a daughter of WLE Big Deal A617. A February born prospect with the credentials of a productive brood cow!



NFF *Ellen* L008

LOT 14

1/2 SM 1/2 AN **1/11/23** **ASA# 4214942** **L008**
 VCL Foresight PVF Radiance 0126
 SIRE **STCC Tecumseh 058J** DAM **PVF Ellen 405**
 HF Serena PVF Ellen 2122

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
9.2	1.5	68.4	99.6	4.3	17.6	51.7	12.7	29.5	-0.22	0.24	-0.032	0.71	111.7	68.5

The lone half-blood female in the open division is supported by an elite pedigree to say the very least! NFF Ellen L008 is sired by the \$620,000 world record high selling STCC Tecumseh 058J and backed the cornerstone female in our donor pen, PVF Ellen 405. This January show heifer prospect has the basic build, phenotype, and genetic power to be an absolute dominant force in the show ring and in production! Her dam is one of the highest dollar generating females in our program, only rivaled by a maternal sister to L008, NFF T/R Ellen F181! F181 is the 2019 NJAS Division V Junior Champion for the Mayer family. She has followed in her mother's footsteps, producing countless high sellers and show ring champions. It has always been our goal to incorporate genetics from PVF Ellen 405 into our SimGenetic breeding program to add another dimension to the genetic consistency and quality of the females that we produce. We truly believe that the influence of 405 will be everlasting as we continue to breed these SimGenetic females toward Purebred status. Here is your chance to get in on the ground floor of the future of Nelson Family Farms!



NFF T/R Ellen F181 – Dam of Lots 15 – 17



NFF T/R Ellen F181
 2019 NJAS Division V Junior Champion Angus Heifer & Dam of Lots 15 – 17

Angus

OPEN HEIFERS





NFF Ellen K025
2023 Aksarben Res. Grand Champion Angus Heifer



NFF Ellen K017 – \$11,000 Full Sister to Lot 15



NFF Ellen K002 – \$10,000 Full Sister to Lot 15

NFF *Ellen* L013

LOT 15

ANGUS

1/12/23

AAA# 20681111

L013

SCC Tradition Of 24

PVF Insight 0129

SIRE **SCC SCH 24 Karat 838**

DAM **NFF T/R Ellen F181**

FCF Proven Queen 419

PVF Ellen 405

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
3	3.4	56	94	6	27	55	42	0.04	0.72	0.025	125	207

We proudly initiate the Angus division of the 2023 DreamWorks Elite Female Sale with a daughter of the famed NFF T/R Ellen F181, a cornerstone matriarch within our breeding program. F181 was a division champion at the 2019 NJAS for Caroline Mayer. Since then, her track record in production has been nothing short of incredible...In fact this mating sired by SCC SCH 24 Karat 838 has averaged north of \$10,000 per head when offered! In last year's sale Willie Weis selected NFF Ellen K025, she went on to be a many times champion for the Curtin family of Iowa. She was most recently selected as the 2023 Aksarben Reserve Grand Champion Angus Heifer. K017 was selected by Adriana Tiedt of Iowa and Taylor Olson of Oregon purchased K002. L013 is a prime example of what F181 is capable of producing and we feel very fortunate to offer another sister from this mating of this caliber on December 1! Bid with confidence... she's the real deal!



NFF *Ellen* L148

LOT 17

ANGUS **2/22/23** **AAA# 20681127** **L148**
 C&C McKinley 3000 Exar PVF Insight 0129
 SIRE **Gateway Follow Me F163** DAM **NFF T/R Ellen F181**
 DUNK-W Maxine HR 505C PVF Ellen 405

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
4	3.2	53	85	6	17	45	31	0.22	0.81	0.019	117	190

NFF Ellen L148 is the younger sister from the Gateway Follow Me F163 x NFF T/R Ellen F181 mating. This February born show heifer prospect has been blessed with a captivating presence from the side. She is so sleek and elegant about her front third as she ties high at the topside of her blade and remains bold and three-dimensional from that point back. She is long and square hipped, wide pinned, and stout featured. There is no doubt that this female will have many fans on sale day. She reminds us as much of her dam as possibly any other daughter we have ever offered to date. Study the angles, her joints, and the way that this female is designed... she will be an absolute force when it counts the most!



NFF Ellen J132 - \$37,500 Full Sister to Lots 16 & 17



NFF AN Frontier Gal L012



NFF WB Frontier Gal G244
Dam of Lots 19 & 20



EXAR Frontier Gal 4865
2016 NWSS Reserve Grand Champion
Angus Heifer & Full Sib to Maternal
Granddam of Lots 19 & 20



NFF AN Frontier Gal L119



WB Frontier Gal 009
2022 Cattleman's Congress Res.
Division Champion & Maternal Sister to
Dam of Lots 19 & 20



EXAR Frontier Gal 1405
Famous 3rd Generation Maternal Dam
of Lots 19 & 20

NFF AN *Frontier Gal* L012

LOT 19

ANGUS 1/12/23 AAA# Pending L012
C&C McKinley 3000 Exar S&R Roundtable J328
SIRE **Gateway Follow Me F163** DAM **NFF WB Frontier Gal G244**
DUNK-W Maxine HR 505C EXAR Frontier Gal 4872

SIRE EPDs

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
-3	5.1	56	87	4	7	51	19	0.35	0.69	0.007	104	159

The next pair of Angus females are supported by the influential NFF WB Frontier Gal G244 donor that is quickly securing her place in the donor pen here at Nelson Family Farms. L012 is the Gateway Follow Me F163 sired female that offers tremendous stoutness of foot and bone, is big hipped, and offers a high quality look from the profile. Her dam traces to the multi-million dollar producing EXAR Frontier Gal 1405, one of the most important cows in the Express Ranches donor arsenal. A maternal sister highlighted the bred division in last year's sale. Her maternal granddam, EXAR Frontier Gal 4872, was a many times champion for Carter Ward. 4872 is the dam of WB Frontier Gal 009, the 2022 Cattleman's Congress Reserve Division Champion. Cow families of significance take the guesswork out of the equation... invest with confidence!

NFF AN *Frontier Gal* L119

LOT 20

ANGUS 2/14/23 AAA# Pending L119
BAR-E-L Natural Law 52Y S&R Roundtable J328
SIRE **STAG Independence 110 ET** DAM **NFF WB Frontier Gal G244**
NORDS Lucy 8022 EXAR Frontier Gal 4872

SIRE EPDs

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
-2	4.8	66	101	4	15	73	38	-0.03	0.83	0.005	103	169

L119 is another daughter of NFF WB Frontier Gal G244. She is sired by STAG Independence 110 ET, the Bar-E-L Natural Law 52Y son that is backed by the 2019 NJAS Reserve Grand Champion Angus Heifer and 2019 American Royal Supreme Champion, Nords Lucy 8022. She went on to be selected as the 2020 NWSS ROV Reserve Grand Champion Angus Heifer for the Stagemeyer family of Nebraska before becoming one of the most elite Angus donors in the business. He is now a member of the herd sire battery at Buck Creek Ranch and Rosebud Cattle Company. A very unique pedigree that aligns some of the Angus breeds most popular champions!

Simmental

B R E D H E I F E R S





NFF *Miss & Design* K182

LOT 21

PB SM 3/1/22 ASA# 4076377 K182

Rocking P Legendary C918 Ruby NFF PTD 4B54

SIRE **JBSF Berwick 41F** DAM **NFF Miss Design F103**
 JBSF 402B NFF Miss Design B112

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.9	2.5	74.1	116.9	6.2	17.9	54.9	16.6	31.7	-0.33	0.02	-0.075	0.71	125.1	71.5

We know there are lots of paths you can go down when breeding them in this business, but If you like them the way we do then you need to put a few stars by this blaze faced, purebred JBSF Berwick 41F daughter. She is one of the biggest footed, biggest legged, biggest bodied ones in the bunch! JBSF Berwick 41F is a past Embryos on Snow feature and is one of the most impressive mature bulls you could lay your eyes on, and for those that have used him, understand that he generates that same massive physic that is breathtaking about his own stature. This is exactly what we had hoped for when using Berwick on NFF Miss Design F103. F103 goes back to the maternal power of the Ruby Rhythm cow family on the bottom side too, taking any guesswork out of the longevity she will mature with. The ideal proportions here are hard to make, but we think NFF Miss Design K182 ties them together incredibly well. She's set to enter her profit-sharing career by the middle of February with a bull calf by CKCC MR Right Time 0674H our exciting new calving ease stud from the Effling program.

• **DUE TO CALVE 2/12/24 WITH A BULL CALF BY CKCC MR RIGHT TIME 0674H (ASA: 3791593)**



JBSF Berwick 41F – Sire of Lot 21



NFF *Wicked* K238

LOT 22

PB SM **5/5/22** **ASA# 4076402** **K238**
 CCLT Alliance 91C RCC Smoldering Virtuoso
SIRE Wheatland Bull 954G **DAM NFF Wicked Z194**
 Wheatland Lady 659D RCC-NFF Wicked



RCC-NFF Wicked – Matriarch of the “Wicked” cow family!

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.5	2.1	71.3	97.4	2.5	17.6	53.2	14.7	24.5	-0.41	0	-0.089	0.78	116.6	69

It should be of no surprise that these Wicked females are headlining the bred heifer section of this year’s offering. They have been an integral part of building our Simmental division, and they are proving to be a cow family that is right for the times, as they continue to forge their position towards the top of the business. NFF Wicked K238 is an outlier phenotypically, there aren’t many built like her that regardless of what angle you look at her she is set it impress. She is so smooth in her muscle shape, transitioning between her pieces with ease, and so symmetrical from the side. Her mother, the NFF Wicked Z194 cow is a maternal goddess, she goes back to generations of cow power via the RCC Smoldering Virtuoso stud back on the one that started it all, RCC-NFF Wicked. This is what the result of stacking maternal cow families upon each other looks like. This is absolutely the kind that needs to see the donor pen, and one you can build a cow family or program around. We like the fact that she remains completely outcross to a large majority of the trendy sires that would be obvious choices to use on her. We know we will be hearing from this one down the road.

• **DUE TO CALVE 4/20/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)**



NFF Wicked K230

*Wicked
Family*



NFF Wicked K171



WHF/JS/CCS Double Up G365 – Sire of Lot 24

NFF *Wicked* K230

NFF *Wicked* K171

LOT 23		NFF <i>Wicked</i> K230	
PB SM	4/15/22	ASA# 4076407	K230
CCLT Alliance 91C		RCC Smoldering Virtuoso	
SIRE	Wheatland Bull 954G	DAM	NFF Wicked A151
Wheatland Lady 659D		RCC-NFF Wicked	

LOT 24		NFF <i>Wicked</i> K171	
PB SM	2/21/22	ASA# 4076396	K171
W/C Double Down 5014E		WLE Big Deal A617	
SIRE	WHF/JS/CCS Double Up G365	DAM	NFF Wicked G182
WHF Summer 365C		NFF Wicked A154	

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
12.9	0.2	63.4	85.2	3.1	15.4	47	15.5	21	-0.38	-0.02	-0.083	0.69	118.6	65.6

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
12.2	1	75.0	101.6	3.9	17.9	55.4	16.3	13.7	-0.41	-0.05	-0.073	0.76	120.9	71.2

NFF Wicked K230 is a direct daughter of NFF Wicked A151, who would be the maternal granddam of Lot 25. It is easy to tell that phenotypic quality runs thick in the veins of this lineage of the Wicked cow family, because these are cattle that are consistently bold and massive in their shape, with an ideal structural build and appear to have an ideal udder coming. We love the swoop and wedge design of this blaze face purebred. She is the perfect combination of power and poise in our opinion.

A daughter of the Reserve Champion Simmental bull at the 2021 Cattleman's Congress, WHF/JS/CCS Double Up G365. Double Up is a son of the esteemed WHF Summer 365C, a female that is unmatched in her ability to combine genomic and phenotypic excellence. We see a lot of similarities in the look and body shape of NFF Wicked K171 to her paternal granddam that was the Supreme Champion Female at the American Royal. We struggle to find how we would change the phenotype of this purebred, and rest assured she stems from a genetic lineage of high producing, cow power.

• DUE TO CALVE 4/8/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)

• DUE TO CALVE 4/8/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)



ZKCC Easy Rider 601D
Paternal Grandsire of Lot 25



NFF Wicked K169



NFF Wicked B125
Famous member of the "Wicked" cow family!



NFF Wicked K050

NFF *Wicked* K169

LOT 25

PB SM **2/21/22** **ASA# 4076421** **K169**
 ZKCC Easy Rider 601D W/C Bankroll 811D
 SIRE **NFF Notorious F036** DAM **NFF Wicked G252**
 NFF Wicked Z194 NFF Wicked A154

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
12.2	1.5	68.2	95.3	3.4	15.6	49.6	14	24.3	-0.43	0.05	-0.091	0.82	119.2	69.2

NFF Wicked K169 is a big outlined beauty, that shakes the ground she stomps on. She has more than enough circumference of foot and bone, combine that with the swoopy belly and soft hairs and we think her chances to raise cattle worth a premium is inevitable. She is a chip off the old block, because her W/C Bankroll 811D mother has the same menacing dimension and volume. The Wicked cow family is close to our heart, they just prove themselves in every possible fashion, if you don't have a Wicked female in your cowherd yet, then this is the year.

• **DUE TO CALVE 3/1/24 WITH A HEIFER CALF BY OMF EPIC E27 (ASA: 3317371)**

NFF *Wicked* K050

LOT 26

PB SM **1/28/22** **ASA# 4267348** **K050**
 GSC GCCO Dew North 102C W/C Relentless 32C
 SIRE **NFF Northstar G125** DAM **NFF Wicked H134**
 NFF She Is It E020 NFF Wicked A154

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
12.9	1.1	72.2	99.8	4.9	19.4	55.4	15.6	18.1	-0.36	0.13	-0.067	0.75	128.2	73.9

NFF Wicked K050 is a purebred daughter of NFF Northstar G125 that is super broody and has cow power written all over her, she comes carrying a bull calf by OMF Epic E27 due the beginning of March. Maternally you will find a W/C Relentless 32C daughter of the NFF Wicked A154 donor dam.

• **DUE TO CALVE 3/1/24 WITH A BULL CALF BY OMF EPIC E27 (ASA: 3317371)**



NFF *Princess* K033

LOT 27

3/4 SM 1/4 AN 1/19/22 ASA# 4076365 K033

SIRE **Yardley Utah Y361** MR HOC Broker
W/C Relentless 32C DAM **JSN Ms Princess 201B**
 MISS Werning KP 8543U 414 Princess

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
8.9	3	73.0	102.5	4	17.6	54.1	11.5	16.2	-0.3	0.13	-0.055	0.59	101.9	66.8

• **DUE TO CALVE 3/1/24 WITH A BULL CALF BY OMF EPIC E27 (ASA: 3317371)**

*Princess
Family*



W/C Relentless 32C – Sire of Lots 27 & 28



NFF Princess H189
 2021 WI State Fair 5th Overall Junior Breeding Heifer
 Maternal Sister to Lots 27 & 28



NFF *Ms Princess* K019

LOT 28

3/4 SM 1/4 AN 1/15/22 ASA# 4076360 K019

SIRE **Yardley Utah Y361** MR HOC Broker
W/C Relentless 32C DAM **JSN Ms Princess 201B**
 MISS Werning KP 8543U 414 Princess

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
8.9	3	73.0	102.5	4	17.6	54.1	11.5	16.2	-0.3	0.13	-0.055	0.59	101.9	66.8

• **DUE TO CALVE 5/5/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)**

K033 & K019 – JSN Ms Princess 201B was the Grand Champion Percentage Female at the Fort Worth Stock Show in 2015. This Broker female is a daughter of 414 Princess, the full sister to the legendary J&J Queen 414 that would be one of the Angus breeds most decorated and recognizable females. She has been on the bottom side of several breed influencing females and bulls that work across the nation both in a Simmental and Angus setting. We love the look of these bred heifers, they catch your gaze because of the feminine features, length of neck, extra curvature to their underline and big proportions. We think these purebred females brings a very versatile opportunity for raising livestock that work in various settings, they has the look and type to raise show cattle, yet the backing of high production genetics to raise herd bulls that fit just as easily in the commercial setting.



NFF *Snowball* K196

LOT 29	PB SM	3/3/22	ASA# 4076395	K196
	Profit		3C Macho M450 BZ	
SIRE	EC Rebel 156F	DAM	NFF Snowball Y062	
	DSFF Countess 357D		FALCK Miss Snowball N901	



EC Rebel 156F – \$200,000 Sire of Lot 29

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
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8.4 3.2 78.1 115.3 5.2 22.4 61.4 61.4 30.7 -0.34 0.14 -0.093 0.61 120.8 75.5

We think this Simmental lineup is as high quality as we have ever had, and NFF Snowball K196 is a purebred that raises the roof off. There is more than one reason that she stands out above the crowd! Phenotypically we think she resets the ideals in regard to turn of rib, overwhelming depth of body, unrealistic flexibility and yet still balances with incredible look from the side. Rebel is the \$200,000 son of Profit that is making waves in the business, he injects everything we strive for in a quick fashion and here you have the backing of the Snowball tribe on the bottom side, this is as good of a red hided one as we have ever raised!

- DUE TO CALVE 3/24/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)

Snowball Family



NFF Snowball K062



NFF Snowball Y062 – Dam of Lot 29



NFF Snowball K178



NFF *Snowball* K062

LOT 30

PB SM **1/30/22** **ASA# 4076372** **K062**
 CNS Dream On L186 Yardley High Regard W242
 SIRE **WLE Uno Mas X549** DAM **NFF Snowball H123**
 Shawnee Miss 770P NFF Snowball Y062

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.5	0.3	67.5	96	3.9	23.7	57.4	12.7	12.4	-0.41	0.28	-0.102	0.54	130.4	76.7

NFF Snowball K062 stems back to a Yardley High Regard daughter out of the cornerstone donor NFF Snowball Y062 who has close to 50 progeny registered to her name. If you have followed our program then you will recognize the Snowball name because they have been a longstanding matriarchal family in our Simmental program. We think you will find that in production she will 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.

- **DUE TO CALVE 3/1/24 WITH A BULL CALF BY OMF EPIC E27 (ASA: 3317371)**

NFF *Snowball* K178

LOT 31

1/2 SM 1/2 AN **2/24/22** **ASA# 4076336** **K178**
 ZKCC Easy Rider 601D NFF Angus
 SIRE **NFF Notorious F036** DAM **NFF Snowball G242**
 NFF Wicked Z194 NFF Miss Snowball C143

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
10.1	2.8	69.7	102.2	3.4	19.4	54.2	11.4	28	-0.33	0.17	-0.08	0.64	105.3	66.9

NFF Snowball K178 is a descendent of the Snowball cow family that offers femininity and maternal. Snowball genetics have built our Simmental breeding program over the years into the diversified cowherd that it is today. Here is one 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.

- **DUE TO CALVE 1/18/24 WITH A HEIFER CALF BY OMF EPIC E27 (ASA: 3317371)**



NFF Lady Lin K008

NFF *Lady Lin* K008

LOT 32

PB SM **1/13/22** **ASA# 4076349** **K008**
 HPF/HILL Uprising C104 3C Macho M450 BZ
SIRE SO Remedy 7F **DAM NFF Lady Lin X113**
 B&K Cream Soda 8D FALCK Miss Snowball N901

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.7	1.8	70.9	110.6	6	17.7	53	13.2	32.2	-0.36	0.06	-0.097	0.67	119.6	71.2

• **DUE TO CALVE 3/1/24 WITH A HEIFER CALF BY OMF EPIC E27 (ASA: 3317371)**



NFF Lady Lin K015

NFF *Lady Lin* K015

LOT 33

PB SM **1/14/22** **ASA# 4076355** **K015**
 HPF/HILL Uprising C104 3C Macho M450 BZ
SIRE SO Remedy 7F **DAM NFF Lady Lin X113**
 B&K Cream Soda 8D FALCK Miss Snowball N901

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.7	1.8	70.9	110.6	6	17.7	53	13.2	32.2	-0.36	0.06	-0.097	0.67	119.6	71.2

• **DUE TO CALVE 1/18/24 TO OMF EPIC E27 (ASA: 3317371)**



NFF Lady Lin K044

NFF *Lady Lin* K044

LOT 34

PB SM **1/27/22** **ASA# 4076348** **K044**
 SVF Steel Force S701 3C Macho M450 BZ
SIRE WLE Big Deal A617 **DAM NFF Lady Lin X113**
 Shawnee Miss 770P FALCK Miss Snowball N901

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.3	1	63.1	83.4	5.1	20.4	51.8	16	14.1	-0.36	0.19	-0.085	0.52	127	69.9

• **DUE TO CALVE 1/18/24 TO OMF EPIC E27 (ASA: 3317371)**



SO Remedy 7F – \$530,000 Sire of Lots 32 & 33

The maternal base you will find of Lots 32-34 is a female who proved herself the old-fashioned way, through consistently raising stock that floated to the top. NFF Lady Lin X113 is a maternal sister to NFF Snowball Y062 being out of FALCK Miss Snowball N901 but is sired by 3C Macho M450 BZ. Collectively these females are stacked with cow power and shape, we love how burly they are in their rib shape, dense they are in their muscle pattern and how genuine they are. All three purebred females are the kind that turn a profit, regardless of whether they are in a commercial or seedstock operation, they will be producers for a long time and come with the backing of a cow family that we have built around for two decades.



NFF Primrose K223

Primrose Family



NFF Primrose K188



Wheatland Bull 954G
Sire of Lots 35 – 38

NFF Primrose K223

LOT 35

1/2 SM 1/2 AN 3/7/22 ASA# 4267350 K223
 CCLT Alliance 91C NFF Angus
 SIRE **Wheatland Bull 954G** DAM **NFF Primrose B039**
 Wheatland Lady 659D NFF Primrose X046

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
12.3	1.4	72.8	109.2	6.6	24	60.3	9.1	29.4	-0.21	0.15	-0.048	0.57	104.7	70.2

• DUE TO CALVE 3/29/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)

NFF Primrose K188

LOT 36

1/2 SM 1/2 AN 3/2/22 ASA# 4267349 K188
 CCLT Alliance 91C Connealy Final Product
 SIRE **Wheatland Bull 954G** DAM **NFF Primrose C030**
 Wheatland Lady 659D NFF Primrose X046

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
12.7	0.6	73.6	110.8	7.7	21.9	58.6	11.9	33.3	-0.14	0.18	-0.03	0.54	114	71.9

• DUE TO CALVE 3/1/24 WITH A HEIFER CALF BY OMF EPIC E27 (ASA: 3317371)

K223, K188, K200, & K158 – We purchased Wheatland Bull 954G in the 2020 Wheatland Cattle Company Bull Sale when looking for something a little different to complement the cowherd, we wanted a pedigree that was outcross to what we had been using, but something that wasn't going to compromise the look and phenotype we have been working towards. We were blown away the first time we saw the picture of this purebred, CCLT Alliance 91C son. Not only did he have the power and shape we had been implementing but still has a great look and presence, with a perfect white marking on his face. We knew this was the kind that was going to work, not just in the purebred scenario but on our Angus cows to make half-blood replacements. We think these four bred heifers demonstrate exactly what we like about these 954G daughters, they are broody, easy fleshing and rugged built but still have a feminine look and balance.



NFF Blackstar K200



CCLT Alliance 91C
Paternal Grandsire of Lots 35 – 38



NFF Annie K158

NFF *Blackstar* K200

NFF *Annie* K158

LOT 37	PB SM	3/4/22	ASA# 4076382	K200
	SIRE	CCLT Alliance 91C Wheatland Bull 954G	DAM	Ruby NFF Excalibur 002X NFF Black Star A005
		Wheatland Lady 659D		NFF Black Star R5003

LOT 38	1/2 SM 1/2 AN	2/19/22	ASA# 4267346	K158
	SIRE	CCLT Alliance 91C Wheatland Bull 954G	DAM	Connealy Final Product NFF Annie C043
		Wheatland Lady 659D		NFF Annie X096

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
6.1	5.9	77.8	108.3	1.3	20.7	59.5	14.5	25.2	-0.39	-0.01	-0.078	0.82	104.2	67.3

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.9	0.4	68.1	98.2	5.9	19.8	53.8	13.1	30.4	-0.13	0.19	-0.028	0.47	112.7	68.2

• DUE TO CALVE 3/1/24 WITH A BULL CALF BY OMF EPIC E27 (ASA: 3317371)

• DUE TO CALVE 3/1/24 WITH A BULL CALF BY OMF EPIC E27 (ASA: 3317371)



NFF/ EBA Blackclass K111



Mr CCF 20-20 – \$100,000 Sire of Lot 39



Mindemann Blackclass A24 – Dam of Lot 39

NFF/EBA *Blackclass* K111

LOT 39

3/4 SM 1/4 AN 2/10/22 ASA# ASA Pending K111

SIRE **MR CCF 20-20** MR CCF Vision ZKCC Chopper 844U
 DAM **Mindemann Blackclass A24** HTP SVF Dew The Stroke Mindemann Blackclass 417

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.5	0.36	69.2	97.25	3.5	12.6	47.1	13.3	20.95	0.09	0.93	-0.06	0.93	116.9	70

NFF/EBA Blackclass K111 is a high percentage daughter of the highly acclaimed, MR CCF 20-20 sire that is dominantly asserting his real world phenotypic value into cow herds around America. The now deceased maternal legend has only ever had limited semen released, but those who have turned to his service have been met with structural integrity, ideal maturity, added maternal value and fool proof breeding capabilities. Her dam is the past Lot 1 DreamWorks female, Mindemann Blackclass A24. She is the Mayer Families division winning ZKCC Chopper 844U daughter at the National Western who has out generated herself on more than one occasion for our program.

• **DUE TO CALVE 3/1/24 WITH A HEIFER CALF BY OMF EPIC E27 (ASA: 3317371)**





NFF Lucy K160

Lucy Family



NFF Lucy K077



WHF/JS/CCS Double Up G365
Sire of Lots 42 – 44

NFF Lucy K160

LOT 41

1/2 SM 1/2 AN **2/19/22** **ASA# 4267351** **K160**
 CDI Innovator 325D GW Premium Beef 021TS
 SIRE **CCS/WHF OI'Son 48F** DAM **NFF Lucy C006**
 WHF Summer 365C NFF Lucy A071

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
10.1	0.4	80.3	119.9	4.5	22.9	63	13.6	30.7	-0.34	0.23	-0.068	0.82	126.6	80.5

NFF Lucy K160 is a half-blood female that stems from the CCS/WHF OI'Son 48F sire and is backed by the maternal power of the XCR Primetime Lucy R311 cow family. R311 is a big time maternal influence for our Angus program, raising females with impeccable maternal quality, longevity and mothering ability. She is coming with a heifer calf by our exciting new calving ease herd bull, Ruby NFF Incentive 307A.

• **DUE TO CALVE 3/1/24 WITH A HEIFER CALF BY RUBY NFF INCENTIVE 307A (ASA: 2765084)**

NFF Lucy K077

LOT 42

3/4 SM 1/4 AN **2/2/22** **ASA# 4076419** **K077**
 W/C Double Down 5014E W/C Lock Down 206Z
 SIRE **WHF/JS/CCS Double Up G365** DAM **NFF Lucy G067**
 WHF Summer 365C NFF Lucy E036

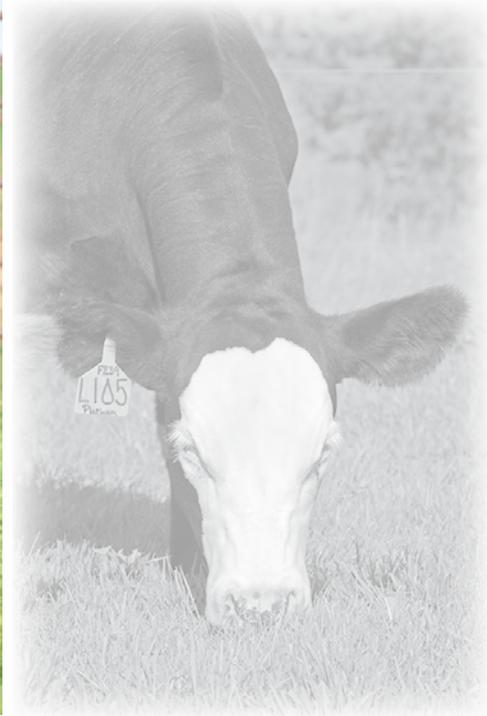
CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
12.7	0.1	79.1	114.8	6.1	21.8	61.3	15.3	27.5	-0.29	0.07	-0.051	0.75	119	73.6

NFF Lucy K077 leads of the set of WHF/JS/CCS Double Up G365 daughters that combine real world shape and power in a maternal package. This _ blood female is good and square at the ground, coming with great udder quality and shows an easy fleshing ability meaning that she is working every day towards making a profit. The stage is set for a successful breeding career lead off by her Heifer Calf by OMF Epic E27 due in March.

• **DUE TO CALVE 3/1/24 WITH A HEIFER CALF BY OMF EPIC E27 (ASA: 3317371)**



NFF Payton K090



NFF Double Up K152



OMF Epic E27 – Service sire to countless females throughout the offering!

NFF *Payton* K090

NFF *Double Up* K152

LOT 43

LOT 44

1/2 SM 1/2 AN **2/5/22** **ASA# 4076334** **K090**
 W/C Double Down 5014E WLE Big Deal A617
 SIRE **WHF/JS/CCS Double Up G365** DAM **NFF Payton G060**
 WHF Summer 365C NFF Payton E090

PB SM **2/17/22** **ASA# 4076344** **K152**
 W/C Double Down 5014E ZKCC Easy Rider 601D
 SIRE **WHF/JS/CCS Double Up G365** DAM **NFF Martina G110**
 WHF Summer 365C NFF Martina C050

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
12.4	-0.2	72.1	101.1	5.3	19.4	55.3	14.9	16.3	-0.39	0.01	-0.07	0.75	112	68.1

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
9.3	2.6	81.3	114.8	3.4	17.9	58.5	13.2	22.6	-0.38	0.02	-0.074	0.77	115.2	74.6

These WHF/JS/CCS Double Up G365 daughters are incredibly built, with a perfect outline, square pin set, swoopy underline, and A+ grading for maternal and generating potential. The power is deeply embedded in the blood here. Payton K090 is super balanced and symmetrical, she is functionally built, sound structured, and the kind to get it done in the real world.

NFF Double Up K152 is a purebred female that stems from the influence of one of the best ZKCC Easy Rider 601D daughters we have retained over the years. This WHF/JS/CCS Double Up G365 daughter is extra-long and extended on either side of her skeleton. We love her look and feature, and think you would struggle to find a more angular and refined necked one than K152.

• **DUE TO CALVE 1/18/24 TO OMF EPIC E27 (ASA: 3317371)**

• **DUE TO CALVE 3/1/24 WITH A BULL CALF BY OMF EPIC E27 (ASA: 3317371)**

NFF *Centerfold* K067

LOT 45

PB SM 1/30/22 ASA# 4076434 K067

CNS Dream On L186 WLE Big Deal A617
 SIRE **WLE Uno Mas X549** DAM **NFF Centerfold H029**
 Shawnee Miss 770P NFF Built Right W082

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
14.3	-0.7	63.5	84	4.3	20	51.6	15.3	3.5	-0.47	0.21	-0.105	0.57	135	73.7

NFF Centerfold K067 is the bull raising kind, this WLE Uno Mas X549 daughter will not only make her presence felt in the short term from raising high growth stock, but one that that have a long breeding career because of the added ruggedness and functionality of her build. She is wide at her base, bold up high, and explosive in her stifle.

• **DUE TO CALVE 4/8/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)**



NFF Centerfold K067

NFF *She Is It* K092

LOT 46

PB SM 2/5/22 ASA# 4076442 K092

CCLT Alliance 91C CNS Pays To Dream T759
 SIRE **Wheatland Bull 954G** DAM **NFF She Is It E020**
 Wheatland Lady 659D NFF She Is It C073

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.7	1.5	66.4	91.6	5.3	21.5	54.6	13.7	21	-0.41	0.14	-0.085	0.76	121.8	70.7

NFF She Is It K092 is a purebred female that would be a direct daughter of the CCLT Alliance 91C son that we purchased from Wheatland Cattle Company of Canada. We like her density and volume, and her dam has been a force in production raising our NFF Northstar G125.

• **DUE TO CALVE 3/1/24 WITH A BULL CALF BY OMF EPIC E27 (ASA: 3317371)**



NFF She Is It K092

NFF *Steel Magnolia* K132

LOT 47

PB SM 2/14/22 ASA# 4267347 K132

GSC GCCO Dew North 102C Rocking P Legendary C918
 SIRE **NFF Northstar G125** DAM **NFF Steel Magnolia G108**
 NFF She Is It E020 JBSF C Mag 124B

CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
11.5	1.7	72.4	104.7	5.5	21.1	57.3	15.3	20.6	-0.39	0	-0.078	0.76	119.3	70.8

Many will recognize the family name associated with this NFF Northstar G125 daughter. NFF Steel Magnolia G108 dates back to the Brooks Steel Magnolia X57 female that has built the Bloomberg Program of Illinois. Brooks Steel Magnolia X57 would be the mother of the Sullivan families, JBSF Proud Mary that would have been Supreme Champion Female at the Iowa State Fair, and raised the JSUL Something About Mary 8421 sire that is in heavy demand!

• **DUE TO CALVE 3/29/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)**



NFF Steel Magnolia K132



MR HOC Broker
Triple Crown Winning Sire of Lot 48



NFF Ellen J005
\$19,000 Maternal Sister to Lot 48



NFF Ellen K070 – Maternal Sister to Lot 48

NFF *Ellen* K203

LOT 48

1/2 SM 1/2 AN	3/4/22	ASA# 4076431	K203											
SIRE MR HOC Broker	SVF Steel Force S701	DAM PVF Ellen 405	PVF Radiance 0126											
	JM BF H25		PVF Ellen 2122											
CE	BW	WW	YW	MCE	MLK	MWW	STY	CW	YG	MRB	BF	REA	API	TI
6.5	2.4	68.7	100.6	2.9	17.7	52	10.7	27.2	-0.18	0.03	-0.034	0.55	90.9	61.7

We may never witness another breeding bull that has stamped the business in such a significant way as MR HOC Broker. He has to be one of the most versatile and potent breeding forces across the industry, regardless of breed. His daughters have won plenty of banners, but in production are leading the way for programs across the country, and not just in the Simmental business, but the show cattle industry as a whole. NFF Ellen K203 would be a direct daughter of MR HOC Broker, and out of the PVF Ellen 405 matron that we hold in the highest regard. Not often will you find these direct daughters of 405

selling anymore, and realize she is the dam of NFF T/R Ellen F181. This is a breeding piece that has no right to be leaving our breeding program, but as to offer our best, she sells. She blends together an eloquent front third, big sweeping rib cage and long yet defined muscle pattern. This is one you need to come and see in person to realize the presence she has been gifted, big things could come in the short term future of this future breed influencer.

• DUE TO CALVE 4/8/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)



Angus

B R E D H E I F E R S



NFF Ellen K026



NFF T/R Ellen F181
Dam of Lots 49 & 50



NFF Ellen K021



NFF Ellen J242
\$22,000 Full Sister to Lots 49 & 50



NFF Ellen K091



Gateway Follow Me F163
Sire of Lots 51 & 52

NFF *Ellen* K026

LOT 49

ANGUS 1/12/22 AAA# 20407109 K026
 SCC Tradition Of 24 PVF Insight 0129
 SIRE **SCC SCH 24 Karat 838** DAM **NFF T/R Ellen F181**
 FCF Proven Queen 419 PVF Ellen 405

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
3	3.4	56	94	6	27	55	42	0.04	0.72	0.025	125	207

- DUE TO CALVE 2/22/24 WITH A HEIFER CALF BY CKCC MR RIGHT TIME 0674H (ASA: 3791593)

NFF *Ellen* K021

LOT 50

ANGUS 1/15/22 AAA# 20407125 K021
 SCC Tradition Of 24 PVF Insight 0129
 SIRE **SCC SCH 24 Karat 838** DAM **NFF T/R Ellen F181**
 FCF Proven Queen 419 PVF Ellen 405

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
3	3.4	56	94	6	27	55	42	0.04	0.72	0.025	125	207

- DUE TO CALVE 1/18/24 TO CENTURY HEADLINER 89 (AAA: 19730713)

K026 & K021 – A pair of full sisters to the high selling flush of open heifers that led off the sale in 2022. The 24 Karat x NFF T/R Ellen F181 combination has been one of the most exciting mating's in program history, and has yielded multiple sale highlighting females, last year's open heifers only added to the exciting story that is surrounding this young but productive matron. These two bred heifers are extra bold sprung and wide based, yet have the elegant head and neck feature of their mother and maternal swoop to their underline. Opt for K026 if you like the added features, hair quality and show heifer generating look, if brood cow shape and extra density are at the top of your list then K021 would be the obvious answer of the pair.

NFF *Ellen* K091

LOT 51

ANGUS 2/5/22 AAA# 20771670 K091
 C&C McKinley 3000 EXAR S&R Roundtable J328
 SIRE **Gateway Follow Me F163** DAM **NFF Ellen H138**
 Dunk-W Maxine HR 505C PVF Ellen 405

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
7	1.9	45	80	8	24	47	32	0.44	0.58	0.021	137	212

This daughter of Gateway Follow Me F163 has the cool looks and intrigue that surrounds the sire group, she is extra chiseled in her front third, square in her pin set and flexible on the move. Her dam is a maternal sister to NFF T/R Ellen F181 that is sired by S&R Roundtable J328. Her pedigree leaves the door open to several of the heavy hitters in the Angus show heifer generating game.

- DUE TO CALVE 5/10/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)



NFF Royal Pride K069



NFF Jenny Pride K129



Century Headliner 89 – Sire of Lots 53 & 54

LOT 52

NFF *Royal Pride* K069

ANGUS 1/30/22 AAA# 20771669 K069
 C&C McKinley 3000 EXAR Colburn Primo 5153
 SIRE **Gateway Follow Me F163** DAM **NFF Royal Pride G190**
 Dunk-W Maxine HR 505C NFF Royal Pride Y086

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
0	4.1	57	91	5	13	57	44	0.58	0.72	0.027	161	245

A Gateway Follow Me F163 daughter that strikes a pose every chance she gets. We love the combination of power and poise that the silhouette of NFF Royal Pride K069 paints when she stops at attention. She is deep sided, with an extra curvy midsection, round ribcage, high tying neck attachment and perfect wedge shape to her body cavity. Her dam NFF Royal Pride G190 stems back to the BT Royal Pride 277R donor that would be a cornerstone of our Angus cowherd.

• **DUE TO CALVE 4/12/24 TO CKCC MR RIGHT TIME 0674H (ASA: 3791593)**

LOT 53

NFF *Jenny Pride* K129

ANGUS 2/13/22 AAA# 20771657 K129
 KR Casino 6243 G A R Progress
 SIRE **Century Headliner 89** DAM **OA Jenny Pride 101**
 Century Sara 276 V A R Jenny Pride 0A3-301

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
7	1.5	44	83	8	32	29	37	0.65	0.56	0.029	146	239

We were pretty excited to sample the Century Headliner 89 stud that would be the sire of both lots 53 & 54, he is a KR Casino 6243 son that is backed by the influential Sara cow family. We think he offers all the mass and bone that Casino is known for with some added maternal body shape and hair quality. NFF Jenny Pride K129 is headed for a great beginning to her breeding career with her Ruby NFF Incentive 307A heifer calf due the beginning of March.

• **DUE TO CALVE 3/1/24 WITH A HEIFER CALF BY RUBY NFF INCENTIVE 307A (ASA: 2765084)**



NFF Perfection K157

NFF *Perfection* K157

LOT 54

ANGUS **2/19/22** **AAA# 20771655** **K157**
 KR Casino 6243 EXAR Insight 9654B
 SIRE **Century Headliner 89** DAM **NFF Perfection F118**
 Century Sara 276 AB-LVS Net Perfection 053

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
1	4.0	60	107	8	27	27	47	0.42	0.70	0.053	143	232

NFF Perfection K157 is exactly what we were hoping for when we added Century Headliner 89 to the breeding roster. She has extra cow power from the tip of her nose to the end of her tail. We love how bold and massive she is, yet she still maintains a feminine look about her front third, and eye appealing outline from the side. She appears to be coming with an ideal udder setup, and looks to be the kind of cow that will be easy keeping and low maintenance. We would take a cowherd of them looking like this.

• **DUE TO CALVE 3/1/24 WITH A BULL CALF BY RUBY NFF INCENTIVE 307A (ASA: 2765084)**





NFF Primrose K139



PVF Insight 0129 – Sire of Lot 55



NFF Charlotte K014



Stevenson Turning Point – Sire of Lot 56

NFF *Primrose* K139

LOT 55

ANGUS 2/15/22 AAA# Pending K139
 Sire S A V Brilliance 8077 Connealy Final Product
 Sire PVF Insight 0129 DAM NFF Primrose C030
 PVE Missie 790 NFF Primrose X046

SIRE EPDs

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
4	2.1	61	107	7	23	64	56	-0.12	1.39	-0.018	143	231

It is hard to beat the versatility and consistency of these good PVF Insight 0129 daughters in production. They are time tested and always outproduce themselves, we think they work awesome in breeding Percentage Simmentals just as well as they do making purebred Angus cattle. We love the maternal build, easy fleshing ability and structural integrity of NFF Primrose K139.

• **DUE TO CALVE 3/1/24 WITH A HEIFER CALF BY RUBY NFF INCENTIVE 307A (ASA: 2765084)**

NFF *Charlotte* K014

LOT 56

ANGUS 1/13/22 AAA# 20772527 K014
 Sire Plattermere Weigh Up K360 Eathington Sub-Zero
 Sire Stevenson Turning Point DAM NFF Charolette H032
 Stevenson Pride I167X NFF Charlotte F042

CED	BW	WW	YW	CEM	MLK	MW	CW	MARB	RE	FAT	\$B	\$C
-3	4.9	63	116	2	34	60	46	0.41	0.35	0.032	134	217

NFF Charlotte K014 is a long spined, wide based, big pinned daughter of the outcross to the majority of Angus show pedigree's, Stevenson Turning Point. She is super genuine in her muscle shape, and will mature into a cow with plenty of power.

• **DUE TO CALVE 3/1/24 WITH A BULL CALF BY RUBY NFF INCENTIVE 307A (ASA: 2765084)**

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