

*The Fourth Annual*  
**MOORE** LAND &  
CATTLE  
PRODUCTION SALE

*December 16, 2023 | 6:00 pm*



*Jerseyville, Illinois*



# Welcome to Jerseyville, Illinois



HALEY, ROBERT, NOLAN, RAELYN, TAYLOR, DENNIS, SARA, HANNAH, BRETT AND MORGAN

## *Cattlemen,*

Welcome, everyone to Jerseyville, IL where Moore Land and Cattle is located. This year's offering is something we're very excited about, we have a wide variety of breeds and options. We have opens, bred heifers, bred cows, semen and even an Angus steer!

I want to recognize Ben Trygar and the staff for their hard work and effort throughout the year and getting everything ready. Ben got married this year to his wife Sara.

My Sara, Taylor, Hannah, and Morgan are doing well. Better than expected for having to put up with me. Granddaughter Raelyn is something else. There is so much I could tell you about Raelyn. Everything goes on hold when she comes over, it's Raelyn time, and that gets your mind off other things you could be worried about.

Taylor, Robert, and the kids bought a new home, and they are excited about all the things that come with that. Hannah is getting married next year to Brett. Hannah started her veterinary career at the local veterinary hospital. Oh Yeah, she loves it! The baby of the family Morgan has finished her college career and is studying for the bar exam. Sara is busy balancing all the schedules of the girls to ensure that they succeed. So, it's busy as hell around this place.

This sale is about the cattle and the different offerings. But for me there is so much more to it than that. It's the great relationships, friendships you make along the way that outweigh the cattle part. The dedication and passion for the industry is unbelievable. Seeing all the youth putting in the effort, and work speaks volumes.

In the past year, the outreach of calls, cards, and running into someone and them taking the time to ask how Red's family is doing is unbelievable. Wonderful people that sincerely care has been very, very humbling to me.

Respectfully,

*Dennis Moore*



*Special thanks to our herdsman Ben Trygar, his wife Sara, and cattle dog Leroy!*

# INNOVATION

— AgMarketing, LLC —

Welcome to the 2023 offering of Moore Land and Cattle! What a humbling opportunity to represent a very elite set of cattle and work for one of the business' best, Dennis Moore. The Ag industry is loaded with the salt of the earth from a people perspective. Everyone that is a member of the Ag community represents a relentless work ethic, high end integrity, deep passion, and a level of grit that is unknown in many other career and lifestyle choices. Agriculturalists inspire, influence, and embrace the opportunity to positively impact and assist friends and neighbors in cooperation and when in need. People, like the man behind this set of cattle, are of another level of good stuff and those that know him will attest to his character and humanity.

Dennis has built this program for over three decades. He has always set out to acquire the absolute best in the Angus, Simmental, and Maine Anjou breeds, as evident in this offering. Besides acquiring some of the very elite females over the years, he has also established a bull battery that would represent an additional arsenal of cow families that highlight the very best of the best in the industry. Between the covers of this sale book, we believe that you will find the cattle to be the very best that he has offered in some time. The build, the shape, the pedigrees, and the shear quality is evidence of his passion for the business.

Dennis Moore is certainly one of the good people that has made the investment in the seedstock business. His love and appreciation for production agriculture and its community is certainly strong. Above all else, his integrity and word are as good as gold and so the customer service will be second to none. If you should have any questions about the offering, please feel free to contact any of the Innovation Ag Marketing Team for assistance. Also, please consider this your personal invitation to enjoy a great set of cattle, awesome hospitality, and the beautiful sale facility at Moore Land and Cattle.

Enjoy the cattle,

*Graham Blagg*

*Jerrod Shipman*

*Tim Anderson*



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# Sale Location

## Moore Land & Cattle Sale Facility

30992 State Hwy 16  
Jerseyville, IL 62052

# Sale Schedule

## Friday, December 15, 2023

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

## Saturday, December 16, 2023

10:00 am - Cattle on display  
4:00 pm - Dinner service  
6:00 pm - The 4th 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

### RING STAFF

Austin Brandt, Lee AgriMedia: (712) 621-1829  
Mitchell Armitage, Special Assignment: (405) 641-9438  
Jesse Bolin, Special Assignment: (417) 830-2835

### SALE CONSULTANTS

John Boddicker: (816) 510-7009  
Bob Dwyer: (309) 337-1404  
Nick Dwyer: (309) 337-6404  
Chris Effling: (605) 769-0142  
Dalton Lundy: (502) 727-6898  
Kurt Meyer: (217) 273-1399  
Miles Toenyas: (618) 420-9413  
Thomas Lundy: (502) 471-0354  
Jeremie Ruble: (406) 581-7940

### ACCOMMODATIONS

- Baymont by Wyndham: (217) 718-5526  
1405 West Hudson Dr. - Litchfield IL 62056  
- Quality Inn: (217) 324-9260  
1010 East Columbian N Blvd. - Litchfield, IL 62056  
- Best Western Premier (618) 462-1220  
3559 College Ave - Alton, IL 62002  
- Hampton Inn: (618) 433-8999  
1904 Homer Adams Pkwy. - Alton, IL 62002  
- Super 8: (618) 208-4111  
1800 Homer Adams Pkwy. - Alton, IL 62002

### 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

Hannah Moore: (618) 977-7108  
Jake Johnson: (618) 526-0427

### INSURANCE

Jame Secondino Krieger: (812) 208-0956

### 4-H BENEFIT

Prior to the sale, there will be a 4-H Bake Sale with all proceeds going to benefit the Jerseyville 4-H program!



LOT 1 MOORE LUNA 98L



MG/GSC MISS 205D  
Dam of Lot 1 - She Sells as Lot 36



W/C MISS WERNING 4770B  
Paternal Granddam of Lot 1



SOSF EBONY'S JOY L-123  
Legendary 4th Generation Dam of Lot 1

# 1 MOORE LUNA 98L

BD: 6/15/23 REG: 4277667 TATTOO: 98L

## PUREBRED SIMMENTAL

W/C DOUBLE DOWN 5014E  
**MOORE JOKER 4J ET**  
W/C MISS WERNING 4770B

GSC ALL IN 72A  
**MG/GSC MISS 205D**  
JF EBONY'S JOY 205Z

CE	BW	WW	YW	MILK	API	TI
11.3	1	71.7	102.3	22	117.6	71.2

Moore Luna 98L would carry the lineage of some of the Simmental breed's most elite and noted donor families throughout her pedigree. The inhouse sire, Moore Joker 4J ET, is under the influence of Miss Werning KP 8543U and KS Miss Sequoia Y770 and on the maternal side she would have an additional shot of the great Werning matriarch "8543" in harmony with SOSF Ebony's Joy L-123. 98L comes saturated with the maternal greats and the undeniable look of quality with balance and earning potential.



LOT 2 MOORE LIBERTY L341

We know that those who come to view the offering in person will be drawn to this solid red donor candidate! One that is loaded with the goods in terms of donor dam look and the competitive edge of shape and substance. She is big at the surface, fluid in motion, deep in her side with a big back, and pin set. This young prospect is a direct daughter of the resident donor dam that has spotlighted the Moore Land and Cattle marketing events of years past, STF Radiant 02X. 02X is the full sister to the two-time North American International Livestock Exposition Champion Purebred Simmental female, STF Onyx 451W. The dam of both 02X and 451W, GCF Miss Caliente, records well with over 240 progeny to her credit. Prolific longevity is all inclusive with this direct daughter of W/C Loaded Up 1119Y that comes with the right build and look to impact any program of any discipline.



W/C LOADED UP 1119Y | Sire of Lot 2

## 2 MOORE LIBERTY L341

BD: 4/19/23 REG: 4278424 TATTOO: L341

### PUREBRED SIMMENTAL

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

STF DOMINANCE T171  
STF RADIANT 02X  
GCF MISS CALIENTE



GCF CALIENTE | Maternal Granddam of Lot 2

CE	BW	WW	YW	MILK	API	TI
9.7	3.1	64.4	93.5	20.7	97	62.1



LOT 3 MOORE LYLA 1L

Introducing a pair of full sisters sired by the \$300,000 Embryos on Snow sale feature, TRCC Pandemic from the maternal sister to the \$202,000 W/C Bank On It 273H, W/C Miss Werning 6026D. Although different marked, we think these sisters are tough to sort on quality differences as they should be. Both are extremely long and deep in their side with very crisp lines of symmetry and balance. These cattle are elegant about their head and neck and in motion as well. Flexibility, correctness of skeletal design, and that desired presence are certainly included.

### 3 MOORE LYLA 1L

BD: 2/21/23 REG: 4174577 TATTOO: 1L

PUREBRED SIMMENTAL

W/C BANKROLL 811D  
**TRCC PANDEMIC**  
 RF 29E

W/C BULLSEYE 3046A  
**W/C MISS WERNING 6026D**  
 KS MISS SEQUOIA Y770

CE	BW	WW	YW	MILK	API	TI
12.4	-0.5	66.6	99.1	24.6	126.9	74.3

**CHOICE LOT**  
**OFFERING THE CHOICE OF LOT 3 OR 4**



TRCC PANDEMIC | \$300,000 Sire of Lots 3-5





OFFERING THE CHOICE OF LOT 3 OR 4

LOT 4 MOORE LORRETA 2L



KS MISS SEQUOIA Y770  
 Legendary Maternal Granddam of Lot 4



W C BANK ON IT 273H  
 \$202,000 Maternal Brother to Dam of Lot 4



LOT 5 MOORE LEAH 74L



TNGL HOPES DESIRE A572  
 Dam of Lot 5

Sired by the \$300,000 TRCC Pandemic with a different maternal twist is found in this ebony-colored centerfold. Moore Leah 74L is from the TNGL Hopes Desire A572 donor dam that was produced in the historic Tingle Farms program. That program turned several high-quality females over the years with outcross genetics and true power and shape as one notices in evaluating this female. Based on physical appraisal one assumes that her sire will make cattle that are extended with look and appeal, it's evident that those traits are only magnified when you analyze 74L.

**4 MOORE LORRETA 2L**

BD: 2/23/23 REG: 4174578 TATTOO: 2L

PUREBRED SIMMENTAL

W/C BANKROLL 811D  
**TRCC PANDEMIC**  
 RF 29E

W/C BULLSEYE 3046A  
**W/C MISS WERNING 6026D**  
 KS MISS SEQUOIA Y770

CE	BW	WW	YW	MILK	API	TI
12.4	-0.5	66.6	99.1	24.6	126.9	74.3

**5 MOORE LEAH 74L**

BD: 5/15/23 REG: 4277668 TATTOO: 74L

PUREBRED SIMMENTAL

W/C BANKROLL 811D  
**TRCC PANDEMIC**  
 RF 29E

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

CE	BW	WW	YW	MILK	API	TI
10.1	2.2	73.5	113.9	22.7	117.2	74.3



LOT 6 MOORE LAYLA 8L



SCHOOLEY JUDGMENT 68J  
Sire of Lots 6-8



RUBY NFF RHYTHM 810F  
Dam of Lot 6



RUBY NFF RHYTHM 2124Z  
Maternal Granddam of Lot 6

**6 MOORE LAYLA 8L**  
BD: 2/20/23 REG: 4174580 TATTOO: 8L

PUREBRED SIMMENTAL

LCDR FAVOR 149F  
**SCHOOLEY JUDGMENT 68J**  
HOOK'S GABRIELLA 30G

RUBY SWC BATTLE CRY 431B  
**RUBY NFF RHYTHM 810F**  
RUBY NFF RHYTHM 2124Z

CE	BW	WW	YW	MILK	API	TI
11.3	1	87.8	140.6	19.7	139	84.7

A female that represents the goods on both sides of the cattle mating spectrum regarding the differing disciplines. The sire of this female would have been mated solely on paper and the dam would have been mated by a cowboy that can evaluate livestock and match the right phenotypes to improve the next generation. Pedigrees are dense with proven cow families on both sides, but the maternal side comes with the extras in terms of look and presence. The cattle with the influence of both RUBY SWC Battle Cry 431B and Ruby NFF Rhythm 2124Z have been well received over the years in the Ruby program with many backdrop opportunities to their claim. Ruby NFF Rhythm 810F is a past sale feature and high seller of the "Livin' the Dream" sale series at Ruby Cattle Company. Dennis is a huge, longtime fan of the family operation in Murray, Iowa and believes in the program, the cattle, and the people that stand behind them. If the Simmental breed ever implements a show division that includes phenotype and the paper evaluation like the PGS division of the Angus breed, this is the kind that one will need to own to pursue success in that endeavor.



LOT 7 MOORE LILAC 13L

This Purebred baldy daughter of the resident herdsire, Schooley Judgement 68J, should certainly find plenty of friends on the 16th of December. What a breeding piece with the added influence of SVF Steel Force S701 and Swain Velvet 607S. This thing is loaded with the good stuff in terms of cow power once again. The paternal grandsire, LCDR Favor 149F, is proving to be one of few sires that can directly and significantly impact a number profile in one generation. This granddaughter offers growth, carcass, and index values in the top third of the business that actually matches her wide skeletoned, big bodied kind. Another breeding piece to take advantage of to get to the next level in seedstock production.



LOT 8 MOORE LAUREL 79L

This is the final daughter of the resident herd sire, Schooley Judgement 68J. A youthful, May born female with promise. Again, a daughter of 68J that corrects her maternal side on paper as she posts top 4% for YG, top 15% for REA with top 25% WW and top 30% YW values. On the maternal side she carries the influence of stringent phenotype with the influence of the Maine sire of look, build, and presence, SLC Sooner 101M along with the reliability of the proven CNS Dream On L186. Great phenotype presence and cow family once again and only from Moore Land and Cattle!



BPFC SHELBY 542Z  
Full Sister to Dam of Lot 8

**7 MOORE LILAC 13L**  
BD: 2/20/23 REG: 4174582 TATTOO: 13L

PUREBRED SIMMENTAL

LCDR FAVOR 149F  
SCHOOLEY JUDGMENT 68J  
HOOK'S GABRIELLA 30G

MOORE OLYMPUS 119Z  
MOORE KISS 62D  
MOORE KISS ME 110B

CE	BW	WW	YW	MILK	API	TI
10.9	1.3	82.2	128.5	19	141.6	84.3

**8 MOORE LAUREL 79L**  
BD: 5/5/23 REG: 4277669 TATTOO: 79L

3/4 SM 7/32 MA 1/32 AN

LCDR FAVOR 149F  
SCHOOLEY JUDGMENT 68J  
HOOK'S GABRIELLA 30G

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

CE	BW	WW	YW	MILK	API	TI
9.9	1.4	82.4	125.8	15.1	111.7	77.4



LOT 9 MOORE LIA 30L

The cattle by OMF Epic E27 are very consistent in nature. Center body shape, natural base width, and the presence exhibited by this female on picture day is very synonymous from one to the next. The dam of E27, OMF Time Less B100, is certainly leaving her mark not only on the Oak Meadows Farm program but the breed as well, through her consistent production of herdsires that offer ideal physical presence with merit to their measurements and numeric profiles. Dennis has definitely assembled a very intriguing set of next generation females that blend the best the breed has to offer.

# 9 MOORE LIA 30L

BD: 2/22/23 REG: 4174592 TATTOO: 30L

PUREBRED SIMMENTAL

WS ALL-AROUND Z35  
OMF EPIC E27  
OMF TIME LESS B100

PROFIT  
CAG MS SATANA 278F ET  
HCCO COUNTESS 32D

CE	BW	WW	YW	MILK	API	TI
11	0.65	83.8	120.35	17.9	130.2	81.7



OMF EPIC E27 | Sire of Lots 9-11

# Open Simmental Females



LOT 10 MOORE LARISSA 31L



LOT 11 MOORE LIBBY 39L

Here is the second in a trio of females from the most proven cow line in the Hartman Cattle Company breeding program. The "Countess" cow family is largely responsible for a long line of show winners, influential herdsires, and high sellers within the Tecumseh, Nebraska program. The "Countess" line is very consistent in fertility, udder quality, and the ability to adapt to almost any environment post tan bark, much like the donor dam CAG MS Satana 278F ET. Moore Larissa 31L offers so much in terms of length, balance, and overall eye appeal and shear quality. Take advantage of the opportunity to tie into one of the best in the offering.



CAG MS SATANA 278F ET  
Dam of Lots 9-12

The final in the trio of full sisters by OMF Epic E27 from the rising star of the Moore Land and Cattle program, CAG MS Satana 278F ET. This sister breaks into a different class and division for those that exhibit stock, and she offers a slightly sharper and more refined look at this stage in comparison to her older siblings. She strongly favors the moderation and proportional balance of her proven sire with a pinch more punch to her overall body and muscle shape. Seldom does one have the opportunity to either select or gather a trio of sisters like these. Pay attention, study up, and be sure to engage in one or all of these full sisters.

## 10 MOORE LARISSA 31L

BD: 2/23/23 REG: 4174593 TATTOO: 31L

PUREBRED SIMMENTAL

WS ALL-AROUND Z35  
OMF EPIC E27  
OMF TIME LESS B100

PROFIT  
CAG MS SATANA 278F ET  
HCCO COUNTLESS 32D

CE	BW	WW	YW	MILK	API	TI
11	0.65	83.8	120.35	17.9	130.2	81.7

## 11 MOORE LIBBY 39L

BD: 3/27/23 REG: 4277670 TATTOO: 39L

PUREBRED SIMMENTAL

WS ALL-AROUND Z35  
OMF EPIC E27  
OMF TIME LESS B100

PROFIT  
CAG MS SATANA 278F ET  
HCCO COUNTLESS 32D

CE	BW	WW	YW	MILK	API	TI
11	0.65	83.8	120.35	17.9	130.2	81.7



LOT 12 MOORE LISA 77L

Here is a definite contender in the Summer Division at the 2024 AJSA Summer Classic in Tulsa, Oklahoma! What a young female that is certainly bred for the high-speed chase to top backdrop spot anywhere she goes. She is sired by the \$530,000 SO Remedy 7F from the young Profit sired dam that has simply knocked out of the park within this sale offering without question. Moore Lisa 77L is stunning from every angle with all the bells and whistles necessary to succeed at any level of competition.



SO REMEDY 7F | \$530,000 Sire of Lot 12



LOT 13 MOORE LOTUS 95L



OMF DKSM DENSITY J34 | Sire of Lot 13

The resident herdsires at Moore Land and Cattle are without a doubt leaving their mark on the program and this offering. Moore Lotus 95L is by Dennis's selection a couple years ago from Oak Meadows Farm's Production Sale. He is the son of MR SR Mic Drop G1534 and from the dominant OMF/DK Cheers C88 donor dam that produces the top end for the program year after year. The dam of this female is somewhat of an outcross bred female that traces back to a maternal sister to MR HOC Broker and "Cleo" cow family within the Ruby Cattle Company program. Besides the prolific and proven pedigree, this young prospect is certainly alluring in her kind. One that is high tying, elevated in her chest, with a flawless underline transition, a very nice hind leg, ideal pin set, and has the natural width and spinal integrity to carry the load. Another female in the offering that will be competitive in that summer lineup in Tulsa.

**12 MOORE LISA 77L**  
BD: 6/17/23 REG: 4277665 TATTOO: 77L

PUREBRED SIMMENTAL

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

PROFIT  
**CAG MS SATANA 278F ET**  
HCCO COUNTESS 32D

CE	BW	WW	YW	MILK	API	TI
10.8	1.85	78	120.1	13.85	109	72.1

**13 MOORE LOTUS 95L**  
BD: 6/1/23 REG: 4277666 TATTOO: 95L

PUREBRED SIMMENTAL

MR SR MIC DROP G1534  
**OMF/DKSM DENSITY J34**  
OMF/DK CHEERS C88

RUBY/SWC GENTLEMAN'S JACK  
**RUBYS ISABELLA 001H**  
RAH 316C

CE	BW	WW	YW	MILK	API	TI
12	2.4	80.6	123.4	21.6	123	76.6



LOT 14 MOORE LAINEY 45L

Overall general shape of muscle and body should not ever be a concern with the influence of LLSF Pays To Believe ZU194 and MR TR Hammer 308A included in the genetic blend of Moore Lainey 45L. This April born female is certainly cowy in her kind with loads of width and center body. She is also influenced by one of the time-honored cow families here at Moore Land and Cattle, the WLE CNS Shelby T335 donor dam.



SCHOOLEY ELI 434B  
Sire of Lots 14 & 15



LOT 15 MOORE LUA 81L

Predictability and production merit will be inclusive in this daughter of Schooley Eli 434B as she is backed by the Swain Velvet 607S donor dam. 81L comes very practical and complete in terms of look, body, and kind. Her proportions are balanced with a spectacular pattern enhanced by a seamless underline transition, as she grabs the surface with flex and authority off both ends. These Schooley Eli 434B daughters are very good in production so take advantage of opportunity when it's offered.



SWAIN VELVET 607S  
Maternal Granddam of Lot 15

**14 MOORE LAINEY 45L**  
BD: 4/15/23 REG: 4277671 TATTOO: 45L

PUREBRED SIMMENTAL

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

MR TR HAMMER 308A ET  
**MOORE SHINE 6D**  
WLE CNS SHELBY T335

CE	BW	WW	YW	MILK	API	TI
11.3	1.5	72.7	105.7	15.1	116.6	71.2

**15 MOORE LUA 81L**  
BD: 5/15/23 REG: 4277672 TATTOO: 81L

PUREBRED SIMMENTAL

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

SVF STONEHEDGE R95  
**MOORE BLACK VELVET 9E**  
SWAIN VELVET 607S

CE	BW	WW	YW	MILK	API	TI
11.3	2	67.8	99.8	19.7	117.2	67.7



LOT 16 MOORE LOCKLYN L332

This genetic blend is the same as some of the highlights of the upcoming Grand Event at Buck Creek Ranch in Oklahoma. Moore Locklyn L332 is a full sister in blood to the MR HOC Broker x STF Onyx 451W females that are the dams of some of the top shelf stock offered the day before this event. Why would any discriminating breeder have any reservations about owning the genetic package this female brings to the table. She is certainly an attractive individual that is very good in her design with a captivating presence. A breeding piece worthy of any investment level that will withstand the competition from her contemporaries in exhibition or production.



MR HOC BROKER | Triple Crown Winning Sire of Lot 16

**16 MOORE LOCKLYN L332**  
 BD: 3/23/23 REG: 4278425 TATTOO: L332

PUREBRED SIMMENTAL

SVF STEEL FORCE S701  
**MR HOC BROKER**  
 JM BF H25

STF DOMINANCE T171  
**STF RADIANT 02X**  
 GCF MISS CALIENTE

CE	BW	WW	YW	MILK	API	TI
6.1	4.3	66.3	94.1	19	79.7	56.7



GCF MISS CALIENTE | Maternal Granddam of Lot 16





LOT 17 MOORE LIVIE L21

We absolutely dig this direct daughter of the Cody Cattle Company and Wright Charolais bred stud, CCC WC Redemption 7143 PLD ET. Her maternal lineup is quite conducive to the trail of success that is in this darling's future as well. History does repeat itself and it will again with great rewards for the family that chooses to make the investment in Lot 17. Moore Livie L21 comes with the necessary and desired running gear to go next level. She is high tying, flat shouldered, exhibits great spinal integrity, with a near ideal pin set, and an impeccable underline. This white hided creature is so unique in terms of the depth and shape she offers to her rear rib and flank as well. Dennis is very proud of what he has here, as he should be. She is an incredible beast with limitless possibilities.

## 17 MOORE LIVIE L21

BD: 3/27/23 REG: EF1345483 TATTOO: L21

### 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

CE	BW	WW	YW	MILK
7.6	0.5	65	117	22



CCC WC REDEMPTION 7143 PLD ET | Sire of Lot 17

## 17A TR MS BRYLOR 4766 ET IVF CYCLE

REG: EF1186563 CHAROLAIS

Sire

**TR MR FIRE WATER 5729R ET**

Dam

**THOMAS MS IMPRESSIVE 0641**

**TERMS OF IF CYCLE:** Buyer will receive a minimum of six transferable embryos and two 60-day pregnancies. On all embryos produced above six, buyer receives odd-numbered embryos, seller receives even-numbered embryos. Buyer pays IVF charges, semen cost and all freezing and/or transfer fees, with all freezing costs over six embryos being split odd/even between the buyer and seller. Buyer may choose to put embryos in their own recip cows or Trans Ova recip cows, at the buyer's expense.



TR MS BRYLOR 4766 ET | Dam of Lot 17



LOT 18 MOORE LYNN 5L

A February Angus female wrapped in a very fashionable look and design. She's very chiseled and refined in one's initial evaluation of this leading, royally bred darling. Her pedigree offers a double shot of the phenotype and hair king, EXAR Lutton 1831, but blends the most fundamental cow family in the business, Lazy H Bar Forever Lady 5001, on the maternal side. Moore Lynn 5L is bred in the purple and will produce the kind that are in demand post show career.

# 18 MOORE LYNN 5L

BD: 2/28/23 REG: 20792315 TATTOO: 5L

## ANGUS

PLAINVIEW LUTTON E102  
**S&R ROUNDTABLE J328**  
 PVF PROVEN QUEEN 786

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

CE	BW	WW	YW	MILK	\$B	\$C
3	4.1	59	95	21	160	244



S/R ROUNDTABLE J328 | Sire of Lot 18



LOT 19 MOORE BLUEBLOOD LADY 202L

The daughters of Chestnut United will prove to be priceless in production but will also maintain a very appealing design with body and shape to compete at any level. Dennis is very excited about this female's future. She is very profound and alluring, from her high tying neck set to her elevated chest, with ideal shape to her rib, and the natural skeletal width to set her apart from her contemporaries. Chestnut Knock Out 204 influences the maternal side for a "seal the deal" perspective on this good looking female.

# 19 MOORE LAURA 202L

BD: 9/9/22 REG: 20789574 TATTOO: 202L

## ANGUS

CHESTNUT REDEMPTION 38  
**CHESTNUT UNITED**  
 NSF SCOTCH LADY E34

CHESTNUT KNOCK OUT 204  
**NFF AN BLUEBLOOD LADY 812**  
 NFF AN BLUEBLOOD LADY 406

CE	BW	WW	YW	MILK	\$B	\$C
9	-0.8	69	126	21	132	231



CHESTNUT UNITED | Sire of Lot 19



LOT 20 MOORE LOTUS 56L

X and Whiskey can be highly intoxicating when mixed, and there is no question about the potency of this genetic cocktail, it is one that will result in a much greater return than the initial check written for Lot 20. Exotic featured from every angle with size notable paws, tremendous substance of bone and significant shape throughout. Her front third elevation is incredible and very competitive in nature. The high Maines with quality and structural integrity can be tough to find, so invest when found in one like this.



BBN X 483X | Sire of Lot 20



LOT 21 MOORE LEXI 67L

Moore Lexi 67L is another high Maine female that doesn't fall short on the quality for show merit. This female will prove to be highly competitive in the Summer Division of the Maine Junior National to be held in June 2024 in Springfield, MO. Not only does she have the arrogant look, but she too is also loaded with center body and shear dimension throughout her entire design. This thing will undoubtedly have short term success in her exhibition career but the long-term impact she could have for any program should prove to be significant as well.

**20** MOORE LOTUS 56L  
BD: 4/15/23 REG: 545839 TATTOO: 56L

HIGH MAINE

GVC STATESMAN 4R ET  
BBN X 483X  
BOSS BEAUTY 84M

IRISH WHISKEY  
MOORE HEATHER 21D ET  
CHAM HANNAH MONTANA

**21** MOORE LEXI 67L  
BD: 5/15/23 REG: 545840 TATTOO: 67L

HIGH MAINE

DMCC LIMITED EDITION 4F  
SLC SOONER 101M  
PANNELL MISS 015

LFCC UNSTOPPABLE 727X  
MOORE LADY LUCK 210C  
JSC LUCKY LADY 99U

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





LOT 22 MOORE KYLIE 66K

MR HOC Broker has blended with many different genetic combinations over the years, but there's probably not one that works any better than the one that this creature carries with the influence of LLSF Pays To Believe ZU194. This female also traces back to the foundation donor at JS Simmentals of Prairie City, Iowa known as Triple C Burning Power L3. Length, elegance, and presence with good center body shape is what one finds with Moore Kylie 66K.

## 22 MOORE KYLIE 66K

BD: 3/17/22 REG: 4132620 TATTOO: 66K

PUREBRED SIMMENTAL

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

MR HOC BROKER  
**MOORE BURNING UP 32D**  
 JS BURNING HOPE 20S

CE	BW	WW	YW	MILK	API	TI
8.5	3	70.6	103.5	18.8	104.2	65.5

PE 6/1/23-7/5/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079) & MOORE JACK OF ALL TRADES 48J (ASA: 3972905)

**Estimated Due 2/28/24.**



SCHOOLEY ELI 434B | Sire of Lots 22-26



LOT 23 MOORE KENDALL 20K

Schooley Eli 434B sires' stock that are consistently conservative in their overall frame and size but are very fault free and efficient in production. We think the cross with the Yardley Utah Y361 influence could not have worked out much more desirable than this. Moore Kendall 20K is very sharp and crisp in her pattern and features with depth and spring to her center body. She too is very fault free in her running gear as she is correct and flexible when in motion.



LOT 24 MOORE ELI'S VELVET 58K

Another daughter of the resident, senior herdsire Schooley Eli 434B from another proven and potent cow family in the Moore program. Her maternal granddam is the Swain Velvet 607S that is from the one of the longest living donor dams in the breed known as SSS-SCF Mindy 187H. Longevity and proven production stacked deep.



RUBY NFF SRIRACHA K212

Service sire to several females throughout the offering!

## 23 MOORE KENDALL 20K

BD: 1/30/22 REG: 4132629 TATTOO: 20K

PUREBRED SIMMENTAL

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

YARDLEY UTAH Y361  
**HAINES COW Z67E**  
HAINES COW X67Z

CE	BW	WW	YW	MILK	API	TI
12.7	0.7	65.3	91.3	14.8	122.3	68.5

AI Bred 4/20/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079).  
PE 4/21/23-7/5/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079) & MOORE JACK OF ALL TRADES 48J (ASA: 3972905).

Likely Safe AI. Estimated Due 1/27/23.

## 24 MOORE ELI'S VELVET 58K

BD: 3/15/22 REG: 4132628 TATTOO: 58K

PUREBRED SIMMENTAL

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

STF DOMINANCE T171  
**MOORE VELVET 118Z**  
SWAIN VELVET 607S

CE	BW	WW	YW	MILK	API	TI
12.2	1.6	63.5	91.1	16.9	115.5	65.3

PE 6/1/23-7/5/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079) & MOORE JACK OF ALL TRADES 48J (ASA: 3972905)

Estimated Due 2/28/24.



LOT 25 MOORE MS ELI 86J

# 25 MOORE MS ELI 86J

BD: 3/15/21 REG: 4014763 TATTOO: 86J

3/4 SM 1/4 AN

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

GCC TOTAL RECALL 806T  
**MOORE TOTAL RADIANT 132E**  
 STF RADIANT 02X

CE	BW	WW	YW	MILK	API	TI
15.2	-0.8	57.2	80	17.5	110.7	60.4

AI Bred 4/21/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079).  
 PE 4/21/23-7/5/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079) &  
 MOORE JACK OF ALL TRADES 48J (ASA: 3972905).  
**Likely Safe AI. Estimated Due 1/28/23.**

The impact of the great GCC Total Recall 806T Angus stud is certainly significant industry wide. His cattle are admired for their fleshing ability, look, presence, and overall utility in production. This daughter of "Eli" is supported by the STF Radiant 02X donor dam that has generated many sale features over the past few years. This three-quarter female won't have any problem gathering the attention of the good stockmen and women in the business. She is dense, deep, square, and better than awesome in her design. Certainly, a legit matron in the making, we love what this female offers maternally. She comes with a double shot of the legend, HC Power Drive 88H. The 88H cattle were the perfect match with the "Dream On" sire group in the era of turning this breed black with a revolution on phenotype. The influence of Black Max led the much needed charge and they worked well in production as well. The daughters of "Eli" are loved by those that have them, so take advantage of opportunity when it's presented.







LOT 26 MOORE JASPER 133J



LOT 27 MOORE KINGSLEY 18K

A big bodied, stout featured female that offers tremendous shape, depth, and fleshing ease. She is sired by the popular Schooley Eli 434B sire that has become a true maternal icon within our program!

18K comes with the best of both black hided continental breeds that graze the pastures of Moore Land and Cattle. She is a direct daughter of the senior herdsire, ACLL Fortune 393D and from the WLE CNS Shelby T335 cow family that offers the service of the Maine stud for phenotype SLC Sooner 101M. Stout in her skeleton, square and wide in her shape, and stylish in her kind is what you will find in Lot 27.



ACLL FORTUNE 393D  
\$185,000 Sire of Lots 27-29

## 26 MOORE JASPER 133J

BD: 4/14/21 REG: 4020381 TATTOO: 133J

PUREBRED SIMMENTAL

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

HC POWER DRIVE 88H  
**MOORE VALARIE 25C**  
SWAIN VELVET 607S

CE	BW	WW	YW	MILK	API	TI
11	2.3	65.4	97.5	19.2	116.6	65

AI Bred 4/21/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079).  
PE 4/21/23-7/5/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079) &  
MOORE JACK OF ALL TRADES 48J (ASA: 3972905).  
**Likely Safe AI. Estimated Due 1/28/23.**

## 27 MOORE KINGSLEY 18K

BD: 3/21/22 REG: 4277879 TATTOO: 18K

3/4 SM 7/32 MA 1/32 AN

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

SLC SOONER 101M  
**MOORE SCARLETT 46B**  
WLE CNS SHELBY T335

CE	BW	WW	YW	MILK	API	TI
10.9	1	65.5	88	13.2	75.9	59

PE 4/21/23-7/5/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079) &  
MOORE JACK OF ALL TRADES 48J (ASA: 3972905).  
**Estimated Due 2/5/24.**



LOT 28 MOORE KARA 8K



LOT 29 MOORE KENDRA 21K



ACLL FORTUNE 393D | \$185,000 Sire of Lots 27-29

CHOICE LOT

OFFERING THE CHOICE OF LOT 28 OR 29

What a pair of flush sisters that are very similar in their markings. Both are star-headed with incredible build and balance. The daughters of ACLL Fortune 393D are very desirable in production in terms of fertility, udder quality, volume of milk, and the ability to breed back while nursing a big calf. The influence of the donor dam responsible for this pair is certainly of noble descent as well. WAGR Playmate 438A is not only sired by the King of the Ring (MR HOC Broker) but is from the most famous and proven full sister to WAGR Driver 706T and WAGR Dream Catcher 03R known as WAGR Lullaby 703T. It's no secret what influence the 3C Melody M668 BZ donor dam has had on the Wager and CK Cattle programs of South Dakota and the level it influences the entire lineup at Hartman Cattle Company as well. These ladies are not only bred to be the generating and competitive kind, but they are very complete and exquisite in their build and presence. Both are as high tying as anyone could prefer, recessed in their chest yet maternal and feminine in their front third. The balance and symmetry of their lines is as flawless as they are when asked to go. Depth, shape, substance, and awesome in their running gear makes this duo very tough to pass up on December 16, 2023. Buy with confidence and invest in the program.



WAGR LULLABY 703T  
Maternal Granddam of Lots 28 & 29

# 28 MOORE KARA 8K

BD: 1/20/22 REG: 4132637 TATTOO: 8K

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
8.7	2.7	71.8	97.9	17.5	86.5	63

AI Bred 4/20/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079).  
PE 4/21/23-7/5/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079) &  
MOORE JACK OF ALL TRADES 48J (ASA: 3972905).  
**Likely Safe AI. Estimated Due 1/27/23.**

# 29 MOORE KENDRA 21K

BD: 1/31/22 REG: 4132639 TATTOO: 21K

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
8.7	2.7	71.8	97.9	17.5	86.5	63

AI Bred 4/19/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079).  
PE 4/21/23-7/5/23 to MOORE JOKER 4J ET (ASA: 4012608) &  
MOORE JOKER 5J (ASA: 4125698).  
**Likely Safe AI. Estimated Due 1/26/23.**



LOT 30 MOORE CURRENCYS BEAUTY 28K



LOT 31 MOORE RED CURRENCY 61K

Here is one sired by the \$435,000 Ruby's Currency 7143E from the old school GWS Ebonys Trademark 6N sire group. A big bodied, three-dimensional, slick hided female that's ready to go to work on fescue.



RUBY S CURRENCY 7134E  
\$435,000 Sire of Lots 30 & 31

61K comes with a few more extras! Not only is she a daughter of Ruby's Currency 7143E but she is also a close descendant of the EKHCC Red Jewel 760 donor dam that remained productive and profitable for so many years. "Red Jewel" not only had the longevity to go the distance, but she too worked with nearly every sire that was introduced to her as well. The cow family definitely needs no introduction and when they come built like this female one better put the ink pen to check and get them acquired sooner than later. Whoa, this thing is good and so good she could be legendary in just a few short years. Very refined and attractive up front with bad ass running gear to support her sophisticated and distinguished build and kind. Tie in and go along for the ride that this female has the potential to gather up for her new ownership.



ERHCC RED JEWEL 760  
Dam of Lot 31

## 30 MOORE CURRENCYS BEAUTY 28K

BD: 2/3/22 REG: 4132636 TATTOO: 28K

### PUREBRED SIMMENTAL

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

GWS EBONYS TRADEMARK 6N  
**LBS BEAUTY Y102**  
LBS MS G3

CE	BW	WW	YW	MILK	API	TI
7.5	3.7	77.7	115.9	27.4	109.2	75.3

AI Bred 4/20/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079).  
PE 4/21/23-7/5/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079) &  
MOORE JACK OF ALL TRADES 48J (ASA: 3972905).  
**Likely Safe AI. Estimated Due 1/27/23.**

## 31 MOORE RED CURRENCY 61K

BD: 3/16/22 REG: 4132627 TATTOO: 61K

### PUREBRED SIMMENTAL

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

SVF/NJC BUILT RIGHT N48  
**EKHCC RED JEWEL 760**  
EKHCC CROWN JEWEL 523

CE	BW	WW	YW	MILK	API	TI
7.3	3.65	81.25	124.55	28.4	110.7	75.3

AI Bred 4/20/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079).  
PE 4/21/23-7/5/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079) &  
MOORE JACK OF ALL TRADES 48J (ASA: 3972905).  
**Likely Safe AI. Estimated Due 1/27/23.**



A maternal sister to the \$230,000 KCC1 Countertime 872H that also has a full sister that commanded \$39,000 in the 2023 edition of The Black Label as she sold to the DeBerry Family of Olton, Texas. Expect nothing but return upon investment in this very awesome female. The look, the build, the kind, that has the genetics to go next level. She will impact any program she enters in a very positive way with zero rearview mirror activity. If cow family matters, the look no further as she has as much if not more to offer from that perspective, her maternal sister by ES Right Time FA110-4 has her spot in Embryos on Snow and there's no question that this one will merit the same opportunity once in production. Bid and get business done with lot 32.

LOT 32 MOORE REMEDYS HAVANA 7K



KCC1 HAVANA 83E  
Dam of Lot 32



KCC1 COUNTERTIME 872H  
\$230,000 Maternal Brother to Lot 32



KCC1 SWC HARMONY 847H  
\$60,000 Maternal Sister to Lot 32

# 32 MOORE REMEDYS HAVANA 7K

BD: 1/2/22 REG: 4132631 TATTOO: 4K

PUREBRED SIMMENTAL

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

MR TR HAMMER 308A ET  
**KCC1 HAVANA 83E**  
TKCC VICTORIA 57A

CE	BW	WW	YW	MILK	API	TI
14.2	0.8	80.2	127.3	14.15	123.6	77.3

AI Bred 4/20/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079).  
PE 4/21/23-7/5/23 to MOORE JOKER 4J ET (ASA: 4012608), &  
MOORE JOKER 5J (ASA: 4125698).  
**Likely Safe AI. Estimated Due 1/27/23.**



SO REMEDY 7F | \$530,000 Sire of Lot 32



LOT 33 MOORE KELSEY 12K

Here is a very wild necked, eccentric constructed, big centered baldy female ready to take on any test in production. She is supported by the resident donor family that needs little introduction to this offering, STF Radiant 02X.



W C NIGHT WATCH 84E  
Paternal Grand sire of Lot 33



LOT 34 MOORE KAYLA 91K

A female bred with the influence of some of the most timeless greats throughout her lineage. The maternal prowess is undoubtedly on board, so reap the benefits of another opportunity offered by Dennis Moore and family.



SWAIN VELVET 607S  
Dam of Lot 34

## 33 MOORE KELSEY 12K

BD: 1/24/22 REG: 4132634 TATTOO: 12K

PUREBRED SIMMENTAL

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

W/C LOADED UP 1119Y  
**MOORE RUBY 2H**  
STF RADIANT 02X

CE	BW	WW	YW	MILK	API	TI
4.6	4.6	79.4	114.2	20.9	108.2	70.7

PE 6/1/23-7/5/23 to MOORE JOKER 4J ET (ASA: 4012608) & MOORE JOKER 5J (ASA: 4125698).

Estimated Due 2/28/24.

## 34 MOORE KAYLA 91K

BD: 3/24/22 REG: 4132622 TATTOO: 91K

PUREBRED SIMMENTAL

HC HUMMER 12M  
**SVF STONEHEDGE R95**  
LF KANDY KISSES

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

CE	BW	WW	YW	MILK	API	TI
10.5	2.8	65.6	98.9	22	113.9	65.2

AI Bred 4/20/23 to RUBY NFF SRIRACHA K212 (ASA: 4136079).

PE 4/21/23-7/5/23 to MOORE JOKER 4J ET (ASA: 4012608), & MOORE JOKER 5J (ASA: 4125698).

Estimated Due 2/28/24.



LOT 35 MOORE BURNING UP 32D

MR HOC Broker left a lot of good daughters and granddaughters throughout the land, and rightfully so. The haters of the timeless and priceless sire had no clue that his mother remained in production up to 15 plus years in age and that his maternal great granddam YC Miss BIK B80 lived to be on the other side of 20. MR HOC Broker has had countless sisters carry on the same longevity in production and full sisters that generated significantly during their tenure in the donor pens across the nation as well. JM Steel My Heart, the only flush mate sister, would record 130 plus progeny that includes the likes of CAJS Sweet Emotion 42Z. As most know, 42Z has worked in the Ferguson program of Ohio for a number of years and has been a very good generator for their top shelf organization. We all know that the popularity of the bull remains very healthy yet today relative to his age and the short supply of available semen. Buying proven direct daughters that are in the prime of their productive lives is not a poor investment especially when they represent another cow family saturated in longevity like Triple C Burning Power L3. No hesitation or thought needed. If you are in the market for cattle that will produce, that have the genetics that are proven to generate with staying power, look no further.

# 35 MOORE BURNING UP 32D

BD: 1/14/16 REG: 3197083 TATTOO: 32D

PUREBRED SIMMENTAL

SVF STEEL FORCE S701  
**MR HOC BROKER**  
 JM BF H25

TRIPLEPOSITIVEPOWERN785  
**JS BURNING HOPE 20S**  
 TRIPLEC BURNING POWER L3

CE	BW	WW	YW	MILK	API	TI
5.4	4.4	70.5	105.1	20.2	88.8	60.7

AI Bred 4/21/23 to SCHOOLEY ELI 434B (ASA: 3272930).  
 PE 4/21/23-7/24/23 to OMF/DKSM DENSITY J34 (ASA: 3953537) &  
 SCHOOLEY ELI 434B (ASA: 3272930).  
**Likely Safe AI. Estimated Due 1/28/23.**



BEJV MARGIN D9040 | Son of Full Sister to Lot 35



LOT 36 MG GSC MISS 205D

What a phenomenal, proven producer! She is long sided, maternal, and attractive in her type and kind. One that is deep and powerful with authority at the surface. This cow represents a pedigree of production, pounds weaned, with maternal value unrivaled by anything else in this offering. She is certainly one of the top end proven producers of the Moore Land and Cattle marketing event of 2023 and may be one of the better proven matrons of the fall sale season as well. Proven pedigree, proven productive, now is the time to invest.



SOSF EBONY'S JOY L 123 | Legendary 3rd Generation Dam of Lot 36

# 36 MG/GSC MISS 205D

BD: 3/11/16 REG: 3250989 TATTOO: 205D

## PUREBRED SIMMENTAL

JS SURE BET 4T  
**GSC ALL IN 72A**  
 MISS WERNING KP 8543U

R&R CHAMBERLAIN X744  
**JF EBONY'S JOY 205Z**  
 JF EBONY'S JOY 901W

CE	BW	WW	YW	MILK	API	TI
9.4	2.5	76.8	112.3	21.4	115.1	72.1

PE 6/15/23-7/5/23 to RUBY TLLC TURN IT UP 1114J (ASA: 3993485).  
 Likely Safe AI. Estimated Due 1/27/23.



MOORE LUNA 98L | Daughter of Lot 36 - She Sells as Lot 1



LOT 37 MOORE TOUCHED 218C

On the hunt for a proven, predictable, and productive baldy female? Moore Touched 218C should fit the bill! A direct daughter of WAGR Driver 706T and from the very proven combination of yesteryear, G&L Avalanche 149F on the legendary Drake Miss P36D. The maternal side of her genetic equation is THE one that built the successful track record for the Drake Family over 2 decades ago. That mating won countless back drop opportunities and generated as many high sellers through their annual production sales back in those days. Keep in mind that one straw of semen can catapult a female like this to another level. 218C is big and extended with all the necessities on board to be investment worthy.



WAGR DRIVER 706T  
Sire of Lot 37



LOT 38 HAINES COW Z67E

One can tell that this female was bred by the preferred method of mating stock, by studying phenotypes and matching them to compliment strengths and compensate for weaknesses. Some would consider it "old school", but most would consider it still common practice for those that are passionate about breeding any livestock. David Haines is a good stockman and a student of the industry and breed. This cow maintains a presence that would be second to none in the offering. She dominates her contemporaries with substance, body, and dimension at every angle of evaluation with basic cowboy intuition on board. Loads of productive life included here with breeding flexibility in mind. The potential is endless; breed her Simmental, club calf, or breed of choice and we bet she will generate.

## 37 MOORE TOUCHED 218C

BD: 2/5/15 REG: 3197113 TATTOO: 218C

PUREBRED SIMMENTAL

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

G&L AVALANCHE 149F  
**LAZY H TOUCH ME NOT R12**  
DRAKE MISS P36D

CE	BW	WW	YW	MILK	API	TI
7.6	4	72.6	104.7	20.7	116.6	70.2

AI Bred 5/7/23 to RUBY TLLC TURN IT UP 1114J (ASA: 3993485).  
PE 5/8/23-7/5/23 to RUBY TLLC TURN IT UP 1114J (ASA: 3993485).  
**Likely Safe AI. Estimated Due 2/13/23.**

## 38 HAINES COW Z67E

BD: 2/23/17 REG: 3322525 TATTOO: Z67E

PUREBRED SIMMENTAL

GCC HARD AS STEEL 144W  
**YARDLEY UTAH Y361**  
MISS YARDLEY T170

JSF JAMES BULL W2  
**HAINES COW X67Z**  
HAINES COW S67X

CE	BW	WW	YW	MILK	API	TI
12	1.2	63.4	86.1	12.2	121.8	67.1

AI Bred 5/7/23 to SCHOOLEY JUDGMENT 68J (ASA: 3908626).  
PE 5/8/23-7/5/23 to SCHOOLEY JUDGMENT 68J (ASA: 3908626).  
**Likely Safe AI. Estimated Due 2/13/23.**





LOT 39 MOORE MIA 59F

Another awesome maternal driven female from the proven full sister to STF Onyx 451W, we refer to as STF Radiant 02X. This one comes with the proven influence of the great Remington Lock N Load 54U. She is a proven baldy maker of quality stock with a great supporting cast on both sides.



RUBY NFF EXCALIBUR 002X  
Sire of Lot 40



LOT 40 MOORE TOUCH ME 30F

Oh my! What a cow! Big backed, big pinned, long and level in her hip design, stellar rear wheels, commanding size, and presence at the surface, with a big, long rib design, and a bad to the bone presence about her front third! She's impressive to say the least and a rare find as well. She is a direct daughter of the past high seller in "The One" at the National Western Stock Show of years past that was selected by Lee's Cattle Company of Colorado known as Ruby NFF Excalibur 002X.

## 39 MOORE MIA 59F

BD: 2/2/18 REG: 3553876 TATTOO: 59F

### PUREBRED SIMMENTAL

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

JF MILESTONE 999W  
**MOORE MIA 32B**  
WLE CNS SHELBY T335

CE	BW	WW	YW	MILK	API	TI
8.9	2.2	68	100	16.5	100.8	64.7

PE 5/8/23-7/5/23 to RUBY TLLC TURN IT UP 1114J (ASA: 3993485).  
**Estimated Due 2/15/24.**

## 40 MOORE TOUCH ME 30F

BD: 3/10/18 REG: 3553872 TATTOO: 30F

### PUREBRED SIMMENTAL

LBS THE FOREMAN 702T  
**RUBY NFF EXCALIBUR 002X**  
RHYTHM 418P

WAGR DRIVER 706T  
**MOORE TOUCH ME 231C**  
LAZY H TOUCH ME NOT R12

CE	BW	WW	YW	MILK	API	TI
6.3	4.9	75.7	112.8	18.8	107.3	66.4

AI Bred 4/20/23 to RUBY TLLC TURN IT UP 1114J (ASA: 3993485).  
PE 4/21/23-7/5/23 to RUBY TLLC TURN IT UP 1114J (ASA: 3993485).  
**Likely Safe AI. Estimated Due 1/27/23.**



LOT 41 MOORE SCARLETT 46B

For an experienced producer Moore Scarlett 46B is definitely youthful in her appearance. 46B is a perfect blend of the Simmental and Maine breeding programs here at Moore Land and Cattle. Long bodied, big in her outline, with circumference of bone, depth, and shape of body, with skeletal dimension to withstand the demands of the industry.

# 41 MOORE SCARLETT 46B

BD: 3/15/14 REG: 4263217 TATTOO: 46B

1/2 SM 7/16 MA 1/16 AN

DMCC LIMITED EDITION 4F  
**SLC SOONER 101M**  
 PANNELL MISS 015

CNS DREAM ON L186  
**WLE CNS SHELBY T335**  
 BLL ZEIS MISS BREAK R335

CE	BW	WW	YW	MILK	API	TI
12	0.4	58.2	82.6	9.9	74.8	55.8

AI Bred 5/4/23 to RUBY TLLC TURN IT UP 1114J (ASA: 3993485).  
 PE 5/5/23-7/5/23 to RUBY TLLC TURN IT UP 1114J (ASA: 3993485).  
**Likely Safe AI. Estimated Due 2/10/23.**



BPFc SHELBY 542Z | Full Sister to Lot 41



LOT 42 MOORE KISS ME 110B

A Simgenetic matron with the influence of the great Lazy H Bar Forever Lady 5001 and the maternal power from STF Dominique R170. Scale, volume, and capacity in a very productive package.

**42 MOORE KISS ME 110B**  
 BD: 4/4/14 REG: 3226909 TATTOO: 110B

1/2 SM 1/2 AN

LIMESTONE DARKHORSE U322 STF DOMINIQUE R170  
**MOORE NED 009X** **MOORE 646Y**  
 LAZYHBAR FOREVERLADY8143 MMP KISS THIS 37L

CE	BW	WW	YW	MILK	API	TI
9.7	2.9	65.3	105.7	21.1	115.2	67.9

AI Bred 5/4/23 to **SCHOOLEY JUDGMENT 68J** (ASA: 3908626).  
 PE 5/5/23-7/5/23 to **SCHOOLEY JUDGMENT 68J** (ASA: 3908626).  
**Likely Safe AI. Estimated Due 2/10/23.**



MOORE NED 009X | Sire of Lot 42



**SCHOOLEY JUDGMENT 68J**

Service sire to several females throughout the offering!



LOT 43 MOORE BRIGHT 204D

This Angus female offers a dominating look and build. One that is so deep and wide, with seamless transitions, and a pedigree worthy of interest. The cattle by S A V Brilliance 8077 are more than proven and the bottom side is for sure loaded with the fundamental basics that equate to profit.

## 43 MOORE BRIGHT 204D

BD: 1/4/16 REG: 18726016 TATTOO: 204D

ANGUS

S A V BISMARCK 5682  
**S A V BRILLIANCE 8077**  
 S A V BLACKCAP MAY 570

TC STOCKMAN 365  
**SULL STOCKMAN 8406**  
 PRIDE 886 S D G

CE	BW	WW	YW	MILK	\$B	\$C
6	1.8	39	65	24	113	211

AI Bred 4/21/23 to CHESTNUT HAUS 231 (AAA: 20096139).  
 PE 4/21/23-7/3/23 to CHESTNUT HAUS 231 (AAA: 20096139) &  
 DDA SUNDANCE 2019 (AAA: 19837958).  
**Likely Safe AI. Estimated Due 1/28/23.**



SULL STOCKMAN 8406 | Dam of Lot 43



CHESTNUT HAUS 231 | Service Sire to Lot 43



LOT 44 MOORE LUXURY 3L

If you are in search of an Angus steer for the Illinois State Fair or the Junior Nationals, then you might as well set that satchel down here and end your search with this stud! Big time look with the extra shape, dimension, quality, and elite presence. He is Land of Lincoln eligible.

**44** MOORE LUXURY 3L  
BD: 3/6/23 REG: 20787293 TATTOO: 3L

ANGUS STEER

LAZY JB SUNDANCE 6428  
**DDA SUNDANCE 2019**  
DDA NORTHERN MISS 1343

DAMERON FIRST CLASS  
**MOORE FIRST CLASS SANDY 163H**  
SILVEIRAS S SIS SANDY 3344



SILVEIRAS S SIS SANDY 2355  
Full Sister to Maternal Granddam of Lot 44





LOT 45 MOORE RED DOG 44K



SCHOOLEY ELI 434B  
Sire of Lot 45



TNGL HOPES DESIRE A572  
Dam of Lot 45

When this bull was born, I said "wow, I wish he was black."

This summer Ben and I would be checking calves in the pasture, and he always stood out. This fall Ben asked, "What do you want to name him?". I quickly responded with, "name him Red Dog, after my brother."

They both have the same characteristics; consistent, reliable, trustworthy, and just go out put your work pants on and do your job!!!

Diane and the girls started a Bred and Owned division at the Illinois State Fair Junior Breeding Heifer Show in honor of Red. Funds from first 100 units of semen will go towards the event.

## 45 MOORE RED DOG 44K

BD: 2/23/22 REG: 4174024 TATT00: 44K

PUREBRED SIMMENTAL

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

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

CE	BW	WW	YW	MILK	API	TI
11	2.1	72.5	108.3	20.5	120.2	72.6

5 Packages of 10 Units - Total of 50 Units



LOT 46 OMF/DKSM DENSITY J34

## 46 OMF/DKSM DENSITY J34

BD: 2/13/21 REG: 3953537 TATT00: J34

PUREBRED SIMMENTAL

MR SR 71 RIGHT NOW E1538  
**MR SR MIC DROP G1534**  
MISS SR C1534

MR NLC UPGRADE U8676  
**OMF/DK CHEERS C88**  
OMF/KB FINESSE Y4

CE	BW	WW	YW	MILK	API	TI
12.4	2.9	98.1	156.2	26.8	126.5	84.9

2 Packages of 5 Units - Total of 10 Units

OMF/DKSM Density J34 was the \$52,000 sale feature of the 2022 Oak Meadow Farms Bull Sale and was a member of their 2022 National Western Stock Show Grand Champion Pen of Three Purebred Bulls. He stems back to the prolific OMF/DK Cheers C88 donor dam that also produced the high selling bull in the 2020 Oak Meadow Farms Production Sale. In their 2021 sale, a maternal sister sired by WS All Aboard B80 topped the bred heifer division at \$14,500 to Ronnie Smith of Texas. Yet, J34 may be the most complete son of C88 to be born to date. He sports a set of EPDs that rank him absolutely elite for growth and performance, and he himself impressively recorded a 974 pound adjusted weaning weight. This homozygous polled stud is one that will add serious performance and pay weight in the first generation.

# 47 SCHOOLEY JUDGMENT 68J

BD: 2/5/21 REG: 3908626 TATTOO: 68J

PUREBRED SIMMENTAL

LCDR WITNESS 541C  
**LCDR FAVOR 149F**  
 WS MISS SUGAR C4

CLRS DIVIDEND 405D  
**HOOK'S GABRIELLA 30G**  
 HOOK'S CRYSTAL 1C

CE	BW	WW	YW	MILK	API	TI
9.5	1.3	104.6	165.4	20.1	168.1	103.8



LOT 47 SCHOOLEY JUDGMENT 68J

2 Packages of 5 Units - Total of 10 Units

Schooley Judgment 68J is a past Lot 1 and high seller of the Roman Schooley program. This LCDR Favor 149F son is out of a maternal sister to Hook's Eagle, and was our selection out of their 2022 Spring Bull Sale. This homozygous polled and homozygous black stud stood out from the crowd, not just with his impressive masculine feature, but incredible set of EPD predictions that place him on the cutting edge of the Simmental breed when it comes to growth and profitability. A check into his rankings will reveal top 1% leadership for Weaning Weight, Yearling Weight, and API traits. Little semen has been ever made available to the public on this high caliber, production driven sire, so take the opportunity when available.

# 48 RUBY TLLC TURN IT UP 1114J

BD: 2/19/21 REG: 3993485 TATTOO: 1114J

PUREBRED SIMMENTAL

WBF SIGNIFICANT B132  
**RUBYS TURNPIKE 771E**  
 RUBYS MISS CLEO 240Z

JF RANCHER 222Z  
**RUBYS KIMBERLY 6D25**  
 RUBYS KIMBERLY 3176A

CE	BW	WW	YW	MILK	API	TI
9.4	5.2	98.6	164.3	27.8	125.1	86.5



LOT 48 RUBY TLLC TURN IT UP 1114J

2 Packages of 5 Units - Total of 10 Units

Ruby TLLC Turn It Up 1114J was a bull we knew we needed to add to the battery after hearing reports from the sale pens before the 2022 Ruby Bull Sale. It took \$50,000 to secure him a ride back to Jerseyville but that all seems worth it now that we have the pleasure of him standing in the herd bull pasture. I think that this beast is one of the most unique creatures to step foot on our property. If you like high performing cattle and want your bulls to look like bulls, then he is your kind. He is a herd bull that pictures don't do justice, and the first thing you will notice when you step in the pen with him is his easy going demeanor. He is as wide based and bold sprung as any, with unmatched center dimension and barrel. He's near perfect in his foot shape and size, and is as sound and free moving as you can make one. His outcross pedigree also allows for added mating flexibility as well. His numbers only continue to improve, as he now ranks among the elite 1% of the registry for YW & ADG, and ranks top 5% or better for WW, MWW CW. The kind of bull that crosses the boundaries of phenotype and genomic excellence.

# 49 CHESTNUT HAUS 231

BD: 1/6/21 REG: 20096139 TATTOO: 231

ANGUS

S A V RAINFALL 6846  
**SQUARE B ATLANTIS 8060**  
 ELBANNA OF CONANGA 1209

CHESTNUT UNDISPUTED GLM  
**CHESTNUT BEAUTY 920**  
 CN PF BEAUTY 668

CE	BW	WW	YW	MILK	\$B	\$C
-1	3.3	74	136	35	168	275



LOT 49 CHESTNUT HAUS 231

2 Packages of 5 Units - Total of 10 Units

We have become good friends with the crew at Chestnut Angus over in Western Minnesota, they are salt of the earth kind of people that share our love of high quality, maternally driven, power cattle. In their 2022 Bull Sale they offered a son of Square B Atlantis 8060 that we just knew we had to be a part of. Chestnut Haus 231 made the trip to Denver and was a member of their historical Champion Pen of Three Angus Bulls. In our mind this is an Angus bull that is leading the charge to put muscle and shape back into the breed. He ties together high-performance growth traits and breed leading maternal value. We admire the foot quality, muscle shape and width of base that he is built with, and we predict that beyond the incredible growth he brings to the table, he will sire females that sort themselves to the replacement pen. If you dive into his pedigree you will find several generations of maternal power from the Beauty cow family that has been an integral part of building the Chestnut cowherd. Add this stud to your breeding list if you are serious about adding scale and power to your cowherd.

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