

The gates are open!



LONG SIMMENTALS

The Fourth

ANNUAL PRODUCTION SALE

FEBRUARY 5, 2024 | 1:00 PM | CRESTON, IA

SIMMENTAL, ANGUS & SIMANGUS™ BULLS | ELITE SIMMENTAL OPEN & BRED FEMALES



Sale Schedule

Sunday, February 4, 2024

Cattle on Display
(weather protected AccuSteel hoop building)

Monday, February 5, 2024

Cattle on display beginning at 9:00 am
(weather protected AccuSteel hoop building)
Lunch served at 11:00 am
The Gates Are Open Production Sale at 1:00 pm CST

Sale Location

Long's Simmentals - At the Farm

3272 320th Street | Creston, IA 50801

Sale Updates

WWW.LONGSIMMENTAL.COM

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



Welcome to our 4th Annual "The Gates Are Open" Production Sale! When we started this venture, we had a good friend and mentor tell us that when you make it to your Senior year (4th year), you will have passed the final exam and graduated into a prominent seedstock supplier for years to come. Although we already have a long history and successful track record being in the seedstock business, we feel we have definitely surpassed expectations in our first three years, thanks to YOU, OUR CUSTOMERS! This year's graduating senior class offering will set the bar as the best class yet! We are committed to a very long future of supplying seedstock to progressive cattlemen and dedicated to striving to raise the bar annually to meet the genetic demands of the future for the customers!

We feel that this year's offering will speak for itself when you study the catalog and the cattle in person! Our prolific and nationally recognized Carmen donor will again headline the offering with an outstanding set of bulls, open heifer choice lots, and genetic offerings. Carmen is quickly establishing herself as a breed-leading matriarch producing extremely high caliber and high revenue-generating cattle. The awesome choice lot offerings of open females this year will simply captivate anyone's interest!

We will also showcase progeny from a couple of our up-and-coming donors F12 & B28 as well as some past and proven donors. We have boldly stated before that our goal is to offer the most elite set of bred females you can find anywhere. We believe our past results have proven that fact already. This year's bred division is headlined by an absolutely stunning F12 x Epic daughter that we feel may be the best we have ever offered! We welcome everyone's appraisal of this truly elite female. The rest of the outstanding bred offering is as deep in quality as usual and is exactly what everyone has come to expect – I promise they are worth the trip!

It has been stated by several visitors so far that this year's bull offering is the deepest overall quality to date. It will be headlined by an outstanding set of KCC Countertime bulls by our Carmen and B28 donors. We feel one of them is possibly the most intriguing sire prospect we have raised! Rounding out the bull offering will be an outstanding group of Simmental, Sim-Angus, and purebred Angus bulls produced by our hard-working, real-world brood cow base that will offer balanced genetic EPD values across the board. Whether you are looking for scale-busting feeders to sell, maternal strengths for top-quality replacements, calving ease for heifers, or carcass traits we have a selection to fit your needs. The bull offering will be rugged, sound structured, balanced EPD trait bulls that simply "get the job done" and will add value for the most demanding commercial cowman!

THANK YOU FOR YOUR BUSINESS!

Sincerely,
The Long Family



Tyler, Abby, Quentin & Sutton Long



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



Cody Long and Kate

#bethereasonsomedonesmilestoday

February 5 . 2024 in Creston, Iowa

INNOVATION

— AgMarketing, LLC —

Friends, Simmental enthusiasts, and fellow cattlemen and cattlemen,

The 2024 bull sale season is in full swing, and the Long Family of southwest Iowa is excited about what they have to showcase in their annual production sale. A multi-generational operation that was started with a vision fueled by a love for both production and animal agriculture. Frugal business practices, personal sacrifice, relentless work ethic, and the mindset that they could always do better, laid the foundation for what we know today as Long's Simmentals. Rob, Gina, Cody, Tyler and his young family are no strangers to long hours before and after their day jobs as it is fueled by adrenalized passion to bring the best product, they can year in and year out for a loyal client base that builds with new faces each year.

Pursuit of the upper echelon comes first and foremost every year. This family is without question a student of the industry as they constantly ask the right questions in search of new sires that fit the criteria they wish to enhance for their loyal customer base. Making the best better is just a formality unless one takes the action and approach that this family makes each and every day.

Long's Carmen, the leading donor for the program, is no doubt generating the headlining kind for the program with more to come in the future. This cow is the cornerstone donor dam for the operation just as her maternal granddam was years ago. The amount of true power, performance, and undeniable phenotype that she can inject into a mating is certainly unrivaled. We think that the cattle in this offering are her best yet, but that can also be said for each lot in the sale too. The females that have built this program continue to produce the right kind and as this operation evolves the base will only get better.

Over the past five years this family operation has made big strides, and they attribute that to a different approach that was initiated in that time frame. The focus shifted from one or two elite individuals to improving the entire calf crop. They have significantly reduced the number in the cull pen post weaning and increased the number of male progeny placed on feed for bull development with added heifer retention as well. The genetics and quality are improving each year as the family continues to maintain the discipline needed to build a true breeding program and operation that evolves into a household name with dinner table reference.

Visitors are welcome anytime and if you should need any assistance with the offering feel free to reach out to any of the Innovation AgMarketing team. Please consider this your open ended, personal invitation to the 2024 edition of the Long's Simmental Production Sale on February 5, 2024.

Please enjoy the offering!

Graham Blagg Jared Shipman Tim Anderson

SALE HOST CONTACTS

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

AUCTIONEER

Col. Jered Shipman - (806) 983-7226

SALE MANAGED BY INNOVATION AGMARKETING, LLC

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

SALE CONSULTANTS

Brian England - (641) 344-5695
Gene Deardorff - (641) 757-0022
Greg Miller - (608) 778-8785
Al Vary - (712) 269-4330

MARKETING REPRESENTATIVES

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

ACCOMMODATIONS

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

HERD HEALTH

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

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

EPDS

All bulls have genomic-enhanced EPDs.

SEMEN INTEREST

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

RISK

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

TRUCKING

We will assist with arrangements as best we can.

TERMS

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

BULL GUARANTEE

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

INSURANCE

Insurance will be offered through the sale management.

FEED AND KEEP PROGRAM AND DELIVERY FOR BULLS ONLY

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

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

SALE FEMALES

Long's Simmentals reserves the right to one successful flush or a minimum of 6 transferable embryos on all females selling. No fertility or breeding guarantees on virgin heifers that have been IVF'd or ET procedures have been performed.

BRED FEMALES

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

ADVERTISING AND CATALOG PRODUCTION

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

PHOTOGRAPHY & VIDEOGRAPHY

Noll Ernst (641) 414-0404



Bid Live Online

www.CCI.live - Watch the Sale

(405) 400-9505 Text/Call - schedule@cci.live
Find us on the App Store and Google Play
Over 35 years in livestock marketing!

The gates are open!



LONG SIMMENTALS

Our Cattle

Rest assured our cattle are bred, raised and developed truly as “working stock”! They have to pay the bills around here so if they don’t get the job done, they are gone! They are raised & bred and not pampered in southern Iowa fescue pastures during summer months and fall grazed on corn stalks. In winter months they are fed a high roughage ground hay and silage mix to maintain body condition. We believe in self-maintaining, easy keeping, productive HARD-WORKING cows that raise productive calves. We are also very critical and analytical of the data, efficiency and profitability of every aspect of our operation, especially the cow herd, so we can hopefully set the stage for a successful, productive purchase of your future seedstock genetics from a reputable family seedstock operation!





LOT 1A LONG'S SAM L910

LONG'S J570
MATERNAL SISTER TO LOTS 1A-1CLONG'S CARMEN
PROLIFIC DAM OF LOTS 1A-1CLONG'S J319
MATERNAL SISTER TO LOTS 1A-1C

1A LONG'S SAM L910
Reg: 4265658 DOB: 2/2/23 Tattoo: L910 PB SM

W/C RELENTLESS 32C LLSF PAYS TO BELIEVE ZU194
JSUL SOMETHING ABOUT MARY 8421 x LONG'S CARMEN
JBSF PROUD MARY LONG'S LILA

Act. BW: 77 Adj. WW: 723 Homozygous Polled Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.4	2.8	86.5	131.1	0.28	4.5	24.4	9.6	67.4	9.6	42.2	-0.32	0.06	-0.07	0.86	114.8	80.7

In traditional form, we initiate the 2024 offering with choice and privilege in a trio of sisters from the Long's Carmen donor dam. The mating to the very popular JSUL Something About Mary 8421 is one of her very best to date. We know for certain that to find stock by the late Sullivan bred stud with the amount of power and substance that these future matriarchs have at their disposal would be more than challenging. These ladies are huge at the surface, significant in their substance of bone, wide based, big and open in their upper rib, wide and level in their pin set, with an overwhelming amount of genuine width all the way through. Sure there are subtle differences from one to the next but nothing significant that will make this decision any less challenging. The one thing that is for certain is that regardless of the one that meets your criteria, all three will make their way to a donor pen sooner than later.



LOT 1B LONG'S SAM L616



JSUL SOMETHING ABOUT MARY 8421
SIRE OF LOTS 1A-1C



LOT 1C LONG'S SAM L601



LONG'S/WBS HIRED GUN J100
MATERNAL BROTHER TO LOTS 1A-1C

1B

LONG'S SAM L616

Reg: 4265657

DOB: 2/4/23

Tattoo: L616

PB SM

W/C RELENTLESS 32C

LLSF PAYS TO BELIEVE ZU194

JSUL SOMETHING ABOUT MARY 8421 x LONG'S CARMEN

JBSF PROUD MARY

LONG'S LILA

Act. BW: 81

Adj. WW: 764

Homozygous Polled

Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.8	4.3	89.2	139.3	0.31	4.3	24.4	8.4	68.7	8.6	33.1	-0.31	0.09	-0.05	0.86	112.8	81.4

1C

LONG'S SAM L601

Reg: 4265660

DOB: 2/7/23

Tattoo: L601

PB SM

W/C RELENTLESS 32C

LLSF PAYS TO BELIEVE ZU194

JSUL SOMETHING ABOUT MARY 8421 x LONG'S CARMEN

JBSF PROUD MARY

LONG'S LILA

Act. BW: 79

Adj. WW: 627

Homozygous Polled

Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.8	3.2	86.2	130.2	0.27	3.8	24.4	7.9	67.2	11.7	34.4	-0.21	0.32	-0.03	0.74	130.9	85.9



LONG'S CARMEN
PROLIFIC DAM OF LOTS 2A-2D

Take advantage of the opportunity to have your own chance to raise females built with substance, shape, power, and look like the lot 1 females. A mating that is proven with a very ideal blend of power and performance with look and balance!



SO REMEDY 7F
\$530,000 SIRE OF LOT 2B

The \$530,000 SO Remedy 7F stud is certainly a wise choice for cows with more than enough power and dimension like Long's Carmen. SO Remedy 7F is siring cattle that have a winning look of balance, eye appeal, and skeletal integrity. This blend could certainly be some of the very best to date for both sides of the equation.

2A

3 IVF SEXED FEMALE EMBRYOS

PB SM

W/C RELENTLESS 32C LLSF PAYS TO BELIEVE ZU194
JSUL SOMETHING ABOUT MARY 8421 x **LONG'S CARMEN**
 JBSF PROUD MARY LONG'S LILA

2B

3 IVF SEXED FEMALE EMBRYOS

PB SM

HPF/HILL UPRISING C104 LLSF PAYS TO BELIEVE ZU194
SO REMEDY 7F x **LONG'S CARMEN**
 B&K CREAM SODA 8D LONG'S LILA

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.8	3.2	86.2	130.2	0.27	3.8	24.4	7.9	67.2	11.7	34.4	-0.21	0.32	-0.03	0.74	130.9	85.9

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.3	3.6	90.5	144.4	0.34	4.2	23.7	13.6	68.7	11.1	49.1	-0.33	0	-0.08	0.93	114.9	80



NEXT LEVEL
SIRE OF LOT 2C

The Boyert and Buck Creek Ranch herd sire, Next Level, has definitely left his mark on his freshman class of calves with countless high sellers and stock that are built right for the times. His semen has been removed from the open market, it is hard to find, and when you do find some it will cost around \$250 per unit. With that said, we expect this mating to be unrivaled for shape and width and expect the growth and performance to be significant in nature as well.



LCDR PATRIOT 8K
SIRE OF LOTS 2D

LCDR Patriot 8K could be one of the very best ever produced by the cowboy legends, Chris Nicholson and Luke Keller. "8K" offers an elite numerical profile that will help almost any cow in regard to carcass and index values. "Carmen" pulls her weight significantly in this genetic equation catapulting the growth expectations to the top 3% for WW and top 10% for YW. This planned mating will offer values for Marb in the top 15%, top 20% for REA, with index values in the top 10% for TI and top 25% API. This non sexed mating could yield the ideal herd sire that offers balance between phenotype, numbers, and industry indexes.

2C 3 IVF SEXED FEMALE EMBRYOS

PB SM

KRJ DAKOTA OUTLAW G974

LLSF PAYS TO BELIEVE ZU194

NEXT LEVEL x **LONG'S CARMEN**

KRDL CAEDENCE C37

LONG'S LILA

2D 3 IVF NON SEXED EMBRYOS

PB SM

HHS MR ENTOURAGE 867B

LLSF PAYS TO BELIEVE ZU194

LCDR PATRIOT 8K x **LONG'S CARMEN**

WS MISS SUGAR C4

LONG'S LILA

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.4	5.1	96.7	145.3	0.3	3.8	27.7	11	75.8	11.9	42.2	-0.41	0.03	-0.08	1.06	114.3	82.6

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.3	2.9	98.2	150.7	0.33	5.5	26.6	12.7	75.4	14.9	48.8	-0.31	0.44	-0.05	1.05	149.9	96.3



LOT 3A LONG'S PLAYER L784

3A

LONG'S PLAYER L784

Reg: 4265668 DOB: 2/18/23 Tattoo: L784 5/8 SM 5/16 AN 1/16 CS

TLLC ONE EYED JACK

JF FOUNDATION 8010U

LONGS THE PLAYER x LONG'S MISS PENNY

LONG'S DRIBBLE

LONGS COWGIRL

Act. BW: 71 Adj. WW: 592 Homozygous Polled Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.1	1.5	63.4	88.5	0.16	4	19.2	4.2	50.6	12.5	13.5	-0.31	0.04	-0.04	0.71	100.9	62.5

An absolutely stunning female sired by Long's The Player that is backed by the tried and true donor dam, Long's Miss Penny. Of Course, for those of you the follow the cow families at Long's Simmentals you will quickly realize that Long's Miss Penny is the granddam of the iconic Long's Carmen. This sharp featured baldy female has the look of quality and balance, skeletal design, and elite presence to be a pivotal member of any operation moving forward. This is a definite sale feature that deserves serious consideration!

LONG'S MISS PENNY
DAM OF LOTS 3A-3C



LOT 3B LONG'S PLAYER L148

Long's Miss Penny continues to shell out progeny that are built right from the ground up with moderation, body, and substance. Long's Player L148 is a baldy female with extra mass and capacity. We love this female from the side, yet well evaluated from the three-quarter angle you can't help but appreciate the extra dimension that she possesses. An elite female with a bright future. Bid with the utmost confidence!



LONGS THE PLAYER
\$30,000 SIRE OF LOTS 3A-3C



LONGS CAME TO PLAY
\$10,500 FULL BROTHER TO LOTS 3A-3C

3B

LONG'S PLAYER L148

Reg: 4265669 DOB: 2/15/23 Tattoo: L148 5/8 SM 5/16 AN 1/16 CS

TLLC ONE EYED JACK JF FOUNDATION 8010U
LONGS THE PLAYER x **LONG'S MISS PENNY**
LONG'S DRIBBLE LONGS COWGIRL

Act. BW: 70 Adj. WW: 507 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.5	2	65.6	90.4	0.15	4.7	19.2	5.4	51.7	14.8	15	-0.3	0.04	-0.04	0.67	105.9	63.3

3C

3 NON SEXED CONVENTIONAL EMBRYOS

5/8 SM 5/16 AN 1/16 CS

TLLC ONE EYED JACK JF FOUNDATION 8010U
LONGS THE PLAYER x **LONG'S MISS PENNY**
LONG'S DRIBBLE LONGS COWGIRL

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.5	2	65.6	90.4	0.15	4.7	19.2	5.4	51.7	14.8	15	-0.3	0.04	-0.04	0.67	105.9	63.3

February 5, 2024 in Creston, Iowa



LOT 4 LONG'S COUNTERTIME L670

This blaze faced son of KCC1 Countertime 872H is from a maternal sister to Long's The Player. L670 came to the weaning pen with over 800 pounds of dense, three dimensional pay weight and charts performance expectations in the top third of the breed with balance in multiple traits across the board. There is zero left to question about this prospect that offers true breeding value from end to end.

LONG'S SIMMENTALS RESERVES THE RIGHT TO 100 UNITS OF SEMEN FOR IN HERD USE.



LONG'S B28
DAM OF LOT 4



LOT 5 LONG'S COUNTERTIME L110

Here is the lead off stud representing a tandem of brothers by the \$230,000 KCC1 Countertime 872H from the program's leading donor dam. One would certainly be hard pressed to find a stud with any more direct performance than what L110 offers. He posted a moderate birth weight and a scale pounding 832 pound weaning weight. This trait leading prospect is in the top 1% of the breed for WW, YW, and ADG, top 5% for MWW, top 2% CW, top 20% Marb, with index values in the top 10% for TI and top third for API. There is no doubt this specimen is loaded with the power and goods that translates to pay weight on pay day.



LONG'S CARMEN
PROLIFIC DAM OF LOTS 4 & 5

4

LONG'S COUNTERTIME L670

Reg: 4265662 DOB: 1/21/23 Tattoo: L670 PB SM

ES RIGHT TIME FA110-4 LONG'S SHEAR ENVY
KCC1 COUNTERTIME 872H x LONG'S B28
KCC1 HAVANA 83E LONG'S DRIBBLE

Act. BW: 79 Adj. WW: 809 Homozygous Polled Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.8	3.6	84.2	123.1	0.24	5.7	17.2	15.5	59	14.1	31.6	-0.37	0.16	-0.06	0.99	128.1	80.4

5

LONG'S COUNTERTIME L110

Reg: 4265655 DOB: 2/7/23 Tattoo: L110 PB SM

ES RIGHT TIME FA110-4 LLSF PAYS TO BELIEVE ZU194
KCC1 COUNTERTIME 872H x LONG'S CARMEN
KCC1 HAVANA 83E LONG'S LILA

Act. BW: 82 Adj. WW: 832 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.3	5.9	103.3	165.5	0.39	4.5	23.9	12.3	75.3	14.9	55.7	-0.25	0.37	-0.05	0.96	143.5	94.9



LOT 6 LONG'S COUNTERTIME L934

Here is the smoother of the pair of full brothers by KCC1 Countertime 872H and Long's Carmen. L934 may not have been as aggressive from birth to weaning but he was also nursing a lesser recip dam that gave her all for him to wean off over 700 pounds at weaning time. This big ended scamp that is big and true at the surface still offers value on paper. He is in the top 4% for WW and YW, he ranks in the top 10% for ADG, MWW, DOC, and CW with top third values for both Marb and REA and a top 15% TI dollar value. Well rounded, more than qualified, and will always be a direct son of the queen of performance and shear power.



KCC1 COUNTERTIME 872H
\$230,000 SIRE OF LOTS 4-5



LOT 7 LONG'S HIRED GUN L13

A moderate birth weight prospect that offers enticing values for both BW and CE with top 10% and 15% rankings respectively. Long's Hired Gun L13 is sired by a past high seller and sale feature that was selected by the Williams Family of Missouri. The strong influence of "Carmen" and W/C Loaded Up 1119Y only enhances the S A V Final Answer 0035 contribution on the maternal side of this elite SimAngus prospect. We must also mention that he traces back to two of the stoutest lines for the Tim and Trudy Ohlde program of Kansas. Both O C C Mitchell 831M and O C C Emblazon 854E are maternal influencers on this individual only enhancing his value to any operation that is based solely on or grazes fescue pastures anywhere in the country. The future is certainly bright for this young stud.



LONG'S/WBS HIRED GUN J100
SIRE OF LOT 7

6

LONG'S COUNTERTIME L934

Reg: 4265654 DOB: 2/11/23 Tattoo: L934 PB SM

ES RIGHT TIME FA110-4 LLSF PAYS TO BELIEVE ZU194
KCC1 COUNTERTIME 872H x LONG'S CARMEN
KCC1 HAVANA 83E LONG'S LILA

Act. BW: 81 Adj. WW: 702 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.2	3.9	96.8	150	0.33	4.4	23.9	15.6	72.1	8.9	47	-0.28	0.29	-0.05	0.96	127.1	91.2

7

LONG'S HIRED GUN L13

Reg: 4265566 DOB: 2/17/23 Tattoo: L13 1/2 SM 1/2 AN

W/C LOADED UP 1119Y S A V FINAL ANSWER 0035
LONG'S/WBS HIRED GUN J100 x RCC MISS 539
LONG'S CARMEN RCC MISS MITCH 031

Act. BW: 80 Adj. WW: 632

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.3	0.2	66.5	100.7	0.21	4.6	25.8	11.2	57.6	14.5	29.5	-0.03	0.31	0.00	0.36	123.5	72.7



LOT 8 LONG'S MIC DROP L4

Here is the lead off individual in a trio of sons by the Schnabel Ranch stud MR SR Mic Drop G1534. L4 was the number one weaning weight stud of his contemporaries to ratio 118 at and charts WW and YW values in the top 2%, top 4% for ADG and MWW, top 3% for YG, and top 10% REA. If you're in search of a star headed, big outlined, growthy, high volume performance sire then set your satchel right down and own this one on February 5, 2024.



MR SR MIC DROP G1534
SIRE OF LOTS 8-10



LOT 9 LONG'S MIC DROP L58

Another paternal brother to OMF Journeyman J24 that topped the 2022 Oak Meadows Farms Production Sale. These cattle by MR SR Mic Drop G1534 are very uniform and consistent from one mating to the next. L58 ratios 110 at weaning and maintains very impressive balance from calving ease to growth while maintaining industry standard carcass and dollar index values.



LONG'S LOVERBOY H13
MATERNAL SISTER TO LOT 9

8

LONG'S MIC DROP L4

Reg: 4265597 DOB: 1/20/23 Tattoo: L4 3/4 SM 1/4 CS

MR SR 71 RIGHT NOW E1538 LONGS PAYTHE MAN
MR SR MIC DROP G1534 x 068H
MISS SR C1534 068D

Act. BW: 80 Adj. WW: 790 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.8	4	99.1	157.8	0.37	8.4	26.7	16.5	76	14	43.4	-0.45	-0.08	-0.10	1.09	121.5	84.9

9

LONG'S MIC DROP L58

Reg: 4265615 DOB: 2/17/23 Tattoo: L58 PB SM

MR SR 71 RIGHT NOW E1538 LONG'S PEPS PLAYBOY
MR SR MIC DROP G1534 x LONGS F54
MISS SR C1534 LONG'S ANNABELLA

Act. BW: 85 Adj. WW: 736 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12	2.2	83.7	125.8	0.26	7.2	24.1	16.8	65.7	14.6	30.7	-0.4	0.17	-0.08	0.9	133.1	83

**LOT 10 LONG'S MIC DROP L60****LOT 11 LONG'S ENVY L818**

These sons of MR SR Mic Drop G1534 challenged their contemporaries to raise the standard from birth to weaning as Long's Mic Drop L60 ratioed 107 at weaning time. This three-quarter blood stud is very loose hinged and built with longevity in mind. He is certainly growthy in his look with size and extension and should prove to sire top dollar earning feeder cattle with cutability as though it was his job. He is certainly a well-rounded herd sire candidate suitable for any operation with values in the top 3% for YG, top 10% REA, top 2% for DOC, and performance and maternal values in the top half of the breed.

**LONG'S SHEAR ENVY**
SIRE OF LOT 11

Common cowboy logic would tell you that a bull with length, scale, and mass that weighed over 770 at weaning time and had a 75 pound birth weight should fit any discriminating operations wishes. That's exactly what you get when you set eyes on this son of Long's Shear Envy that traces back to the legendary Mc Dermott program with the Angus influence of CA Future Direction 5321 and Alberda Traveler 416 on the very bottom side of his maternal pedigree. There is proof of the reason his dam is still in production at twelve years of age. Longevity is a great thing in the beef business especially when the brood matrons do as they are designed to.

10**LONG'S MIC DROP L60**

Reg: 4265618 DOB: 2/18/23 Tattoo: L60 3/4 SM 1/4 AN

MR SR 71 RIGHT NOW E1538 JF FOUNDATION 8010U
MR SR MIC DROP G1534 x X29
 MISS SR C1534 LONG'S U21

Act. BW: 89 Adj. WW: 715 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.5	1.5	78.7	121.2	0.27	6.6	25.4	19.6	64.5	17.8	27.4	-0.44	0.16	-0.08	1.04	126.2	76.7

11**LONG'S ENVY L818**

Reg: 4265672 DOB: 2/20/23 Tattoo: L818 3/4 SM 1/4 AN

HOOKS SHEAR FORCE 38K JF FOUNDATION 8010U
LONG'S SHEAR ENVY x LONG'S MISS BRIDGETT
 LONGS MISS SWEETS MCM 505R

Act. BW: 75 Adj. WW: 773 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.9	1.2	66.9	92.1	0.16	3.6	21.8	9.3	55	15.2	25	-0.26	0.35	-0.05	0.65	121.9	72.3



LOT 12 LONG'S PAY THE MAN L10

What a stout, wide based, big framed beef bull with mass and capacity. These sons of Long's Pay the Man are certainly standouts for a lot of physical characteristics and performance traits. L10 ratioed 110 at weaning with a scale pounding 734 pounds. He too ranks in the top 15% for YW and the top 20% for WW and ADG.



LONGS PAY THE MAN
SIRE OF LOTS 12-16

Yet another multi-dimensional son of "Pay the Man" that offers curve bending performance. Not only does he ratio 112 across the scales at weaning time but his too charts top 1% values for WW with a 101.8, top 1% for YW with 162.5, top 3% for ADG, top 10% for MWW, top 2% YG to 5% for REA, and top 20% for TI. What an impressive resume suitable for any progressive operation, especially those that declare a totally terminal approach to their marketing program.



LOT 13 LONG'S PAY THE MAN L7

12

LONG'S PAY THE MAN L10

Reg: 4265549 DOB: 1/20/23 Tattoo: L10 PB SM

LLSF PAYS TO BELIEVE ZU194

TLLC ONE EYED JACK

LONGS PAY THE MAN x LONGS C102

LONGS SURE CHARM

LONGS LITTLE DEBBIE

Act. BW: 79 Adj. WW: 734 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7.8	2.5	86.5	134.4	0.3	2.7	23.2	8.9	66.2	15.2	35.5	-0.26	-0.02	-0.04	0.83	118.9	78.4

13

LONG'S PAY THE MAN L7

Reg: 4265627 DOB: 2/10/23 Tattoo: L7 1/2 SM 1/2 CS

LLSF PAYS TO BELIEVE ZU194

LONGS PAY THE MAN x F53

LONGS SURE CHARM

Act. BW: 86 Adj. WW: 749 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.8	2.9	101.8	162.5	0.38	5.4	22.5	8.3	73.1	8.7	44.2	-0.47	0.15	-0.10	1.1	114.5	88.8



LOT 14 LONG'S PAY THE MAN L3

The dam, influenced by W/C Bullseye 3046A, does a tremendous job year after year and more than pays her way. She did the job again here as her son by Longs Pay the Man ratioed 110 at weaning and offers an actual birth weight of 78 pounds. Just those facts alone allow him for consideration from almost any type of operation in the industry. If you are in search of a bull with balanced figures that comes with the extra size, extension, substance, and beef business shape in a purebred option for British based cows, then look no further.



LOT 15 LONG'S PAY THE MAN L1

This dense built specimen has a lot to offer any program in terms of volume, capacity, and weight. L1 smashed the scales at weaning time with 751 pounds to ratio 112 among his contemporaries. He charts both WW and YW values in the top 10% with top 20% ADG, and top 15% MWW. He offers the complete performance package with incredible maternal presence from his dam's side.

14 LONG'S PAY THE MAN L3

Reg: 4265589 DOB: 2/2/23 Tattoo: L3 PB SM

LLSF PAYS TO BELIEVE ZU194 W/C BULLSEYE 3046A
LONGS PAY THE MAN x **RBS BULLSEYE E718**
 LONGS SURE CHARM RBS B402

Act. BW: 78 Adj. WW: 734 Homozygous Polled Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.7	-0.1	77.2	107.6	0.19	6.1	25.3	11.7	62.9	13.2	32.6	-0.41	-0.06	-0.07	1.06	118.8	75.9

15 LONG'S PAY THE MAN L1

Reg: 4265546 DOB: 2/2/23 Tattoo: L1 1/2 SM 1/2 AN

LLSF PAYS TO BELIEVE ZU194 O C C KIDDO 832K
LONGS PAY THE MAN x **FCC REVOLUTION ROSE 54X**
 LONGS SURE CHARM FCC REVOLUTION ROSE 858S

Act. BW: 88 Adj. WW: 751 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.5	5.9	91.9	143	0.32	2.2	25.3	11.1	71.4	10.7	38.7	-0.19	0.19	-0.03	0.72	108.3	78.7



Here is the performance outlier of the entire sire group that ranks in the top 3% for WW and top 10% for YW to spread from 96.1 to 144.6. He too is the blaze faced brother that has the extra length and extension to enhance any set of British base cows that have a maternal endpoint.

LOT 16 LONG'S PAYTHE MAN L4



What a good looking, high cutability, baldy sire with all the credentials to work for any outfit. His dam is a female that was selected from the progressive Royer program of Missouri. A commercially driven outfit that makes no exceptions in any aspect of production. The cattle must thrive with zero tolerance pressure placed on traits that impact an operation's bottom line.



LONGS PAY TO PLAY
SIRE OF LOTS 17-19

LOT 17 LONG'S PAY TO PLAY L13

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LONG'S PAYTHE MAN L4

Reg: 4265596 DOB: 2/3/23 Tattoo: L4 3/4 SM 1/4 AN

LLSF PAYS TO BELIEVE ZU194

LONGS IVE GOT JACK

LONGS PAYTHE MAN x **LONG'S GOT JACK H74**

LONGS SURE CHARM

FCC REVOLUTION ROSE 54X

Act. BW: 90 Adj. WW: 684 Homozygous Polled Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
5	6.6	96.1	144.6	0.3	0.3	23.6	11.5	71.6	10	39.7	-0.23	-0.01	-0.06	0.68	89.9	74.3

17

LONG'S PAY TO PLAY L13

Reg: 4265567 DOB: 1/25/23 Tattoo: L13 1/2 SM 1/2 CS

LLSF PAYS TO BELIEVE ZU194

LONGS PAY TO PLAY x **0093H**

LONG'S ELLIE

0093D

Act. BW: 84 Adj. WW: 590 Heterozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.8	1.7	67.9	103.7	0.22	3.7	19.2	8.7	52.9	10.1	7.9	-0.38	0.04	-0.08	0.53	93.9	65.1



LOT 18 LONG'S PAY TO PLAY L15

This direct son of Long's Pay To Play comes with the extras in terms of skeletal width, density, and center body shape. There is zero to question about what his contribution would be to any cow herd. He is the high cutability sire that should minimize the 4s and 5s for a conception to rail operation as well with a top 10% for YG and top 15% for REA.



LOT 19 LONG'S PAY TO PLAY L33

Another son of "Pay To Play" from a very productive female from the commercially focused Royer program of Missouri. This stud is extra big at the surface with extra volume and capacity to allow for ultimate conversion. He ranks among the top 20% for WW, top 25% for YW, and top 5% for YG as well.

18

LONG'S PAY TO PLAY L15

Reg: 4265571 DOB: 1/22/23 Tattoo: L15 1/2 SM 1/4 AN 1/4 CS

LLSF PAYS TO BELIEVE ZU194

KR SYNERGY

LONGS PAY TO PLAY x 04H

LONG'S ELLIE

04D

Act. BW: 81 Adj. WW: 652 Heterozygous Polled Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.5	2.7	82.6	124.2	0.26	5.5	20.6	11.4	62	9.3	36.9	-0.38	0.03	-0.07	0.99	99.4	73.3

19

LONG'S PAY TO PLAY L33

Reg: 4265593 DOB: 1/26/23 Tattoo: L33 1/2 SM 1/2 CS

LLSF PAYS TO BELIEVE ZU194

LONGS PAY TO PLAY x 0747H

LONG'S ELLIE

0747D

Act. BW: 85 Adj. WW: 617

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
5	4.6	84.8	129.5	0.28	1.9	18.5	6.8	60.7	6.1	17.7	-0.42	-0.15	-0.11	0.58	74.9	66.9

**LOT 20 LONG'S SAM L418****JSUL SOMETHING ABOUT MARY 8421**
SIRE OF LOTS 20 & 21**LOT 21 LONG'S SAM L971**

Little brother was certainly no slouch at weaning time as he measured over 716 pounds and posts numeric values in the top 10% for YW, top 15% for WW, and top 20% ADG and MWW. These sons of Long's Carmen will be valuable property regardless of your program's focus or goals. They are the real world kind of stock that will enhance any operation from a substance, product, and weight perspective. The daughters from bulls like L971 and L418 will contribute for years to come and will influence the better stock for generations. Tie in with confidence, tie into the Long Family program with confidence.

**LONG'S CARMEN**
PROLIFIC DAM OF LOTS 20 & 21**20****LONG'S SAM L418**

Reg: 4265666 DOB: 1/26/23 Tattoo: L418 PB SM

W/C RELENTLESS 32C LLSF PAYS TO BELIEVE ZU194

JSUL SOMETHING ABOUT MARY 8421 x LONG'S CARMEN

JBSF PROUD MARY LONG'S LILA

Act. BW: 80 Adj. WW: 804 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.4	4.5	94.8	147.7	0.33	3.7	24.4	6.9	71.5	12.2	36.7	-0.34	0.06	-0.07	0.87	120.2	84

21**LONG'S SAM L971**

Reg: 4265659 DOB: 1/29/23 Tattoo: L971 PB SM

W/C RELENTLESS 32C LLSF PAYS TO BELIEVE ZU194

JSUL SOMETHING ABOUT MARY 8421 x LONG'S CARMEN

JBSF PROUD MARY LONG'S LILA

Act. BW: 80 Adj. WW: 716 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9	3.8	90.4	139.1	0.3	3.6	24.4	10.6	69.3	9.9	50.7	-0.34	0.03	-0.08	0.95	112.1	81.1



LOT 22 LONG'S EAGLE L56



LOT 23 LONG'S EAGLE L1

This stud is from one of the very bright, rising stars in the donor lineup at Long's Simmentals referred to as "F12". Long's F12 has certainly made her mark the old school way, one calf at a time until the past year or so. She will have a near equal role to "Carmen" as this program continues to surge forward in the years to come. This son by Hook's Eagle 6E is a standout among his contemporaries and has made many friends since weaning day. Sound, big bodied, dense natured, and heavy across the scales to ratio 114 with over 760 pounds at weaning. Like most "Eagle" sons he does maintain a relative solid stand for his dollar index values with top 10% TI and top 20% API as well as a nice numeric profile with top 5 % for WW, top 10% YW, top 15% MWW and Doc, with a matching value for REA and top 30% for Marb. Another herd bull prospect for any operation, seedstock or commercial, that is supported by a big bodied, good looking, modern designed donor dam.



LONGS F12
DAM OF LOT 22

Another son of Hook's Eagle from the Long's Dribble cow family. Long's F214 is a maternal sister to Long's F12 and Long's The Player with the sire influence of one of the many past high sellers for the Werning Cattle Company program, W/C Bullseye 3046A. What a maternally driven pedigree this prospect has to his credit with certainly some of the breed's greatest cow families. "Eagle L1" ranks in the top 1% for REA and YG with CW and Marb values in the top half of the business.



HOOK'S EAGLE 6E
SIRE OF LOTS 22 & 23

22 **LONG'S EAGLE L56**
Reg: 4265612 DOB: 2/25/23 Tattoo: L56 3/4 SM 1/4 AN

HOOK'S BLACK HAWK 50B LLSF PAYS TO BELIEVE ZU194
HOOK'S EAGLE 6E x **LONGS F12**
HOOK'S CRYSTAL 1C LONG'S DRIBBLE

Act. BW: 79 Adj. WW: 766 Homozygous Polled Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.2	0	94.1	142.1	0.3	4.6	23	16.2	69.8	17.1	41.1	-0.22	0.49	-0.02	0.99	151.1	94.7

23 **LONG'S EAGLE L1**
Reg: 4265547 DOB: 1/19/23 Tattoo: L1 3/4 SM 1/4 AN

HOOK'S BLACK HAWK 50B W/C BULLSEYE 3046A
HOOK'S EAGLE 6E x **LONGS F214**
HOOK'S CRYSTAL 1C LONG'S DRIBBLE

Act. BW: 79 Adj. WW: 663 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.1	-0.8	79.1	117.8	0.24	3.2	18.2	12.8	57.5	15.5	34.2	-0.54	0.35	-0.07	1.45	138.3	84.3

**LOT 24 LONG'S BALD EAGLE L87****KSU BALD EAGLE 53G**
SIRE OF LOTS 24 & 25**LOT 25 LONG'S BALD EAGLE L57**

This son of KSU Bald Eagle 53G is just a bit more in front of his contemporaries when one discusses the numbers. This stud offers as much true balance numerically as anything in the offering. Top 15% CE, top 10% WW, top 25% YW, top 20% MCE, top 25% MWW and DOC, top 2% for YG, and top 20% for TI. A stud that was low to moderate at birth and still ratioed 101 at weaning time. It is simple, as good livestock will always be just that. This sire group will work on fescue and minimal input scenarios as well.

24**LONG'S BALD EAGLE L87**

Reg: 4265645 DOB: 3/24/23 Tattoo: L87 1/2 SM 1/2 CS

HOOK'S EAGLE 6E
KSU BALD EAGLE 53G x **22F**
 KSU MISS SHEAR FORCE 9Z

Act. BW: 75 Adj. WW: 635

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.1	-1	73.7	113.9	0.25	8	23	14.9	59.6	16.4	18.7	-0.45	0.41	-0.07	0.97	144.8	83.5

25**LONG'S BALD EAGLE L57**

Reg: 4265614 DOB: 2/16/23 Tattoo: L57 1/2 SM 1/2 CS

HOOK'S EAGLE 6E
KSU BALD EAGLE 53G x **109H**
 KSU MISS SHEAR FORCE 9Z

Act. BW: 74 Adj. WW: 678

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16	0.3	89.8	130.7	0.26	9.1	23	14.4	67.6	12.1	11.8	-0.48	0.32	-0.10	0.78	136.3	89.2



LOT 26 LONG'S ATOMIC COWBOY L31

The number one birth weight bull in the offering with a very light 63 pounds recorded that equates to a top 3% CE value and top 25% BW expectation. Besides his calving ease merit and suited use for heifers he's a square built, good looking, blaze faced bull of quality.



LOT 27 LONG'S ATOMIC COWBOY L28

A true curve bender for growth and substance as this son of TSB Atomic Cowboy H031 is in the top 2% for WW, top 3% YW, top 10% ADG, MWW, and top 15% for YG. He is a big outlined stud that will offer significant performance as he ratioed 109 across the scales at weaning with over 725 pounds of the pay weight.

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LONG'S ATOMIC COWBOY L31

Reg: 4265591 DOB: 1/23/23 Tattoo: L31 1/2 SM 7/16 CS 1/16 AN

SFG COWBOY LOGIC D627 LONGS THE PLAYER
TSB ATOMIC COWBOY H031 x 182H
 TSB STEPPING STONE E705

Act. BW: 63 Adj. WW: 643 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.2	-1.3	71.2	99.4	0.18	10.4	22.5	10.2	57.8	8.6	5.2	-0.33	0.36	-0.05	0.59	129.3	79.9

27

LONG'S ATOMIC COWBOY L28

Reg: 4265586 DOB: 1/23/23 Tattoo: L28 1/2 SM 1/2 CS

SFG COWBOY LOGIC D627
TSB ATOMIC COWBOY H031 x 106H
 TSB STEPPING STONE E705

Act. BW: 86 Adj. WW: 728 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.4	1.4	98.4	155.3	0.36	6.9	23.5	13.6	72.4	5	43.7	-0.37	0.16	-0.11	0.76	110.3	88.6



LOT 28 LONG'S PLAYER L96



LONGS THE PLAYER
SIRE OF LOTS 28 & 29



LOT 29 LONG'S PLAYER L69

Long's sure have the market cornered on the blady or blaze faced prospects as one will notice once again with Lot 29. This combination seems to work more often than not, Long's The Player on a direct daughter of CDI Authority 77X. The CDI Authority 77X sire group were blessed with incredible center dimension and beef business shape. This bull traces back to one of the operation's leading donors of past, Long's Reba. A dark cherry red head that produced the right kind year after year.

28

LONG'S PLAYER L96

Reg: 4265648 DOB: 4/1/23 Tattoo: L96 PB SM

TLLC ONE EYED JACK CDI AUTHORITY 77X
LONGS THE PLAYER x **LONGS D54**
LONG'S DRIBBLE LONG'S HOAKIE

Act. BW: 80 Adj. WW: 685 Homozygous Polled Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.4	2.2	60.1	74.1	0.09	2	17.1	4.9	46.9	10.1	23.6	-0.44	-0.23	-0.08	0.96	86.4	56.8

29

LONG'S PLAYER L69

Reg: 4265626 DOB: 3/5/23 Tattoo: L69 PB SM

TLLC ONE EYED JACK CDI AUTHORITY 77X
LONGS THE PLAYER x **LONGS E1**
LONG'S DRIBBLE LONG'S REBA

Act. BW: 78 Adj. WW: 582 Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.5	2.1	57.7	80.7	0.14	1.7	16	5.7	44.6	13.9	6.7	-0.42	-0.03	-0.07	0.72	106.4	61



LOT 30 LONG'S PLAYER L15

The Long Family, especially Tyler, have a craving for the big centered, dense built Angus females that make SimAngus stock like this son of Long's Player J38. He is from a direct daughter of the Woodhill Blueprint and so he comes with the added maternal advantage as he ranks in the top 10% for Milk and MWW. He too has the added bonuses of top 3% REA, top 15% CW, top 20% WW, and top 25% for YW as well. The Woodhill Angus program is no stranger to seedstock of quality and beef industry merit at all levels and phases of production just as the future tells for the Long Family.



LONG'S PLAYER H64
FULL SISTER TO SIRE OF LOTS 30 & 31



LOT 31 LONG'S PLAYER L18

A moderate birthweight stud that ratioed 104 at weaning time from a very prolific and productive daughter of SVF Steel Force S701 with the influence of O C C Emblazon 854E. This bull would mark his dam's eighth calf to the weaning pens of Creston. A herd bull prospect that should transmit growth and cutability into any calf crop.



MMR/LONG'S ENTITLED K41
SON OF FULL SISTER TO SIRE OF LOTS 30 & 31
THE RESULT OF A BRED HEIFER PURCHASE MADE BY
MARK MORIONDO AT LONG'S SIMMENTALS!

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LONG'S PLAYER L15

Reg: 4265570 DOB: 3/10/23 Tattoo: L15 1/2 SM 1/2 AN

LONGS THE PLAYER WOODHILL BLUEPRINT
LONG'S PLAYER J38 x MENSING EVENINGTINGE 013 611
LONGS D40 MENSING EVENINGTINGE 611 315

Act. BW: 81 Adj. WW: 786

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.8	2.6	85.1	130.1	0.28	4	30.2	8.9	72.2	12	49.1	-0.25	0.41	-0.02	1.17	128.1	85.1

31

LONG'S PLAYER L18

Reg: 4265573 DOB: 3/30/23 Tattoo: L18 3/4 SM 3/16 AN 1/16 BF

LONGS THE PLAYER SVF STEEL FORCE S701
LONG'S PLAYER J38 x MS RWA HAILEY
LONGS D40 O C C MISS EMBLAZON 306N

Act. BW: 82 Adj. WW: 699

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.4	-0.6	60.4	84.9	0.15	3.5	22.3	4.5	52.3	11.8	12.5	-0.24	0.11	-0.02	0.63	108.7	65.4



LOT 32 LONG'S EPIC L43

The cattle by OMF Epic E27 have been consistent in quality and good in kind for a long, long time. He is certainly a sire that is proven and will only continue that path from here on. Long's Epic L43 is very stout from end to end with a dense look and build. He is a bull that ratioed 105 at the weaning pen with over 700 pounds of scale weight and a moderate 80 pounds at birth. Consistent solid performance that is suitable for most any operation in the nation. This stud ranks in the top 20% for Milk, top 25% for BW, top 30% for Stay and Marb with indexes remaining in the top half of the business.



LONGS ROLEX H28
\$14,000 MATERNAL SISTER TO LOT 32



LOT 33 LONG'S EPIC L5

One of the sire group trademarks besides sensible calving ease would be that consistent build, cattle that are generally moderate, dense, three dimensional, with a certain look of quality and balance, much like L5. This 68 pound birth weight stud met the pen average of his contemporaries at weaning time. He will be suitable for any scenario associated with use on heifers or two year old females coming with their second calf. He charts performance in the top 10% for WW, top 15% for YW, top 15% for both Stay and DOC. His BW value is in the top 25% with top 35% CE with a 14.1 actual value, and he maintains dollar values in the top 10% for TI and top 15% for API. We certainly deem this stud suitable for any reproductive scenario and regard him to be a low input sire with upside results.



OMF EPIC E27
SIRE OF LOTS 32-35

32

LONG'S EPIC L43

Reg: 4265600 DOB: 2/9/23 Tattoo: L43 PB SM

WS ALL-AROUND Z35 LONG'S STEEL SHOT
OMF EPIC E27 x **LONG'S ABBEY**
OMF TIME LESS B100 LONG'S STAR GIRL

Act. BW: 80 Adj. WW: 704 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10	-0.3	73.9	106.5	0.2	5	27	8.3	63.7	17.2	25.7	-0.32	0.29	-0.05	0.85	141.5	82.4

33

LONG'S EPIC L5

Reg: 4265605 DOB: 2/5/23 Tattoo: L5 3/4 SM 1/4 CS

WS ALL-AROUND Z35 LONGS PAYTHE MAN
OMF EPIC E27 x **LONG'S J12**
OMF TIME LESS B100 F53

Act. BW: 68 Adj. WW: 666

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.1	-1.4	91.7	136.4	0.28	8.3	22	16.1	67.5	18.2	33	-0.29	0.26	-0.05	0.8	156.9	94



LOT 34 LONG'S EPIC L41

When we noticed OMF Epic E 27 and Hooks Shear Force 38K intertwined in a pedigree we instantly assume that calving merit will be relatively high with Stay and Doc in the mix as well. Assumption would be correct upon analyzing the data put forward on the ASA website. L41 ranks in the top 10% for CE, BW, and DOC, top 15% for MCE and Stay, top 25% for Marb, and top 20% for API and a value for TI in the top 30%. This son of OMF Epic E27 comes with the "extras" in terms of size and length as he is the biggest and longest among his like sire contemporaries without reservation. He should prove to be the calving ease sire with a high daughter retention rate but maintain the growth necessary if one desires the terminal approach at weaning. Whether you sell at weaning or retain ownership, we think that the new owner will be rewarded for their investment in this one.



LOT 35 LONG'S EPIC L20

This good bodied, big ended son of OMF Epic E27 was moderate at birth with just 77 pounds. He is one that is suitable at both WW and YW with an ADG value that remains in the upper third of his contemporaries. His dam is from a long line of proven and predictable dams that lay it all on the line each and every production cycle as indicative by his value for Stay.



LONG'S EPIC K56
FULL BROTHER TO LOT 35

34

LONG'S EPIC L41

Reg: 4265598 DOB: 2/1/23 Tattoo: L41 PB SM

WS ALL-AROUND Z35 LONG'S SHEAR ENVY
OMF EPIC E27 x LONGS D5
OMF TIME LESS B100 LONG'S MISS BRIDGETT

Act. BW: 72 Adj. WW: 646 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.4	-1.3	77.4	112.2	0.22	8.7	22.3	16.4	60.7	18.7	34	-0.21	0.3	-0.02	0.79	154.7	85.6

35

LONG'S EPIC L20

Reg: 4265577 DOB: 1/20/23 Tattoo: L20 PB SM

WS ALL-AROUND Z35 LONG'S SOLID STEEL
OMF EPIC E27 x LONGS F41
OMF TIME LESS B100 ELM-MOUND LUCKY MAN Y157

Act. BW: 77 Adj. WW: 558

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.6	0.7	77.5	121.4	0.27	4.6	13.7	12.4	52.2	17.9	31	-0.26	0.06	-0.04	0.79	129.7	76.4



LOT 36 LONG'S OUTLAW L571

The maternal sib to Long's Carmen sired by the Windy Creek herd sire, WINC Outlaw 015H. This natural calf from Long's Lila weighed in over 730 pounds at weaning. He is a great option for those in search of a calving ease option that won't sacrifice true, measured performance. He is a negative birth weight prospect with over a 14.2 CE value. Study up and pay attention to the opportunity to invest in a maternal brother to the "Carmen" donor.



WINC OUTLAW 015H
SIRE OF LOT 36



LOT 37 LONG'S SKY HIGH L10

Musgrave Sky High 1535 is a proven stud that has had several successful progeny that have gone on to produce or sire cattle with industry presence and merit. The SimAngus stock that have carried his service have always been towards the top end of their contemporaries for phenotype everywhere is influence exists. This SimAngus stud is certainly balanced across the board and will not disappoint when it comes down to shear quality and weight per day of age.



MUSGRAVE SKY HIGH 1535
SIRE OF LOT 37

36

LONG'S OUTLAW L571

Reg: 4265671 DOB: 2/13/23 Tattoo: L571 3/4 SM 7/32 AN 1/32 CS

TJ FRANCHISE 451D HTP SVF IN DEW TIME
WINC OUTLAW 015H x **LONG'S LILA**
WINC 801F LONG'S MISS PENNY

Act. BW: 71 Adj. WW: 734 Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.2	-1.2	59	89.3	0.19	6.1	21.1	10.6	50.4	19.4	11.3	-0.23	0.2	-0.02	0.64	131.6	67.9

37

LONG'S SKY HIGH L10

Reg: 4265548 DOB: 2/13/23 Tattoo: L10 1/2 SM 1/2 AN

MUSGRAVE BIG SKY LONGS IVE GOT JACK
MUSGRAVE SKY HIGH 1535 x **LONG'S J97**
FLAG QUEEN W 00649 LONG'S LILA

Act. BW: 89 Adj. WW: 674

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13	2.9	70.4	103.4	0.21	5.7	23.6	9.8	57.7	12.6	22.8	-0.16	0.26	-0.02	0.52	116	70.9



LOT 38 LONG'S REDWOOD L27

The lone son of the high selling Long's Redwood H8 with the influence of SVF Steel Force S701 on the maternal side. What an impressive, dark red bull that will turn heads on sale day. He is a product-oriented sire with top 1% values for YG and a REA value in the top third of the breed. Finding the really good red studs in today's business can be a tough task so one needs to pay attention to this guy right here as he fits nearly any mold.



LONG'S REDWOOD H8
SIRE OF LOT 38



LOT 39 LONG'S STUNNER L16

The first of a great offering of Angus bulls is the son of Musgrave 316 Stunner that is from a very productive daughter of Musgrave Sky High 1535. L16 ranks in the top 2% for SC, top 10% \$W, top 15% for WW, RE, top 20% \$F, CW, and YW, and the top third for \$C, \$B, and \$G. The sons of "Stunner" have been well received for years and have been proven to sire like they read.



MUSGRAVE 316 STUNNER
SIRE OF LOT 39

38

LONG'S REDWOOD L27

Reg: 4265584 DOB: 1/21/23 Tattoo: L27 3/4 SM 1/4 CS

W/C HOC HCC RED ANSWER 33B LONG'S SOLID STEEL
LONG'S REDWOOD H8 x LONGS E75
LONGS CRIMSON 152

Act. BW: 79 Adj. WW: 622 Homozygous Polled

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.6	-0.2	73	105.2	0.2	6.8	16.9	7.8	53.2	11.7	4.8	-0.51	-0.02	-0.10	0.79	118.8	74.4

39

LONG'S STUNNER L16

Reg: 20770980 DOB: 1/17/23 Tattoo: L16 ANGUS

LD CAPITALIST 316 MUSGRAVE SKY HIGH 1535
MUSGRAVE 316 STUNNER x LONG'S SKY HIGH H39
MCATL BLACKBIRD 831-1378 VOSS BLACKBIRD 7423

Act. BW: 77 Adj. WW: 721 Homozygous Polled Homozygous Black

CED	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	SEN	\$F	\$B	\$C
6	2.3	79	132	0.25	0	29	65	66	0.73	0.98	-19	105	164	271



LOT 40 LONG'S SKY HIGH L11

This son of Musgrave Sky High is very good in his center body with added shape and expression. He should prove to be one that will strengthen the maternal value of a set of females as he ranks in the top 10% for both Claw and Angle, the top 20% for Milk and \$M with a top 15% for \$W. Invest with confidence.



LONG'S SKY HIGH K24
FULL BROTHER TO LOT 40



LOT 41 LONG'S SKY HIGH L53

Another son of Musgrave Sky High 1535 from a very productive daughter of the proven S A V West River 2066 that will transmit balance across the board for most traits like WW, YW, RADG, DMI, and MW.

40 LONG'S SKY HIGH L11

Reg: 20770977 DOB: 1/29/23 Tattoo: L11 ANGUS

MUSGRAVE BIG SKY CONNEALY EARL MARSHALL
MUSGRAVE SKY HIGH 1535 x **VOSS MISS FOREVER 7463**
FLAG QUEEN W 00649 WK MISS FOREVER 9228

Act. BW: 73 Adj. WW: 661 Homozygous Polled Homozygous Black

CED	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$F	\$B	\$C
5	1.7	69	117	0.26	8	31	41	44	0.62	0.53	-8	80	129	245

41 LONG'S SKY HIGH L53

Reg: 20770979 DOB: 2/15/23 Tattoo: L53 ANGUS

MUSGRAVE BIG SKY S A V WEST RIVER 2066
MUSGRAVE SKY HIGH 1535 x **VOSS BARBARA 7620**
FLAG QUEEN W 00649 PAR BARBARA RP 0613

Act. BW: 72 Adj. WW: 626 Homozygous Polled Homozygous Black

CED	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$F	\$B	\$C
4	3.3	75	126	0.28	7	23	112	56	0.69	0.5	-40	99	153	239



LOT 42 LONG'S SKY HIGH L7

Length and extension consume this high volume son of Musgrave Sky High 1535. Some of the Angus breed most proven fundamental elites are included in this stud's direct pedigree. He is very trendy in his numeric expectations with above average growth and reasonable expectations for Milk and \$W.



LOT 43 LONG'S TURNING POINT L37

Stevenson Turning Point was selected by a joint venture of Conley Cattle and Genex that has proven profitable for both entities. He is the go-to for proven calving ease and industry merit as far as phenotype and performance are concerned. His daughters are productive on all playing fields within the Angus business, and they consistently number up nicely as well. Set your satchel down and pay close attention to this calving ease herd sire prospect. L37 ranks in the top 3% for \$W, top 10% for Milk, the top 20% for BW, WW, YW, and DMI, and the top 25% for RADG.

42

LONG'S SKY HIGH L7

Reg: 20770976 DOB: 1/30/23 Tattoo: L7 ANGUS

MUSGRAVE BIG SKY S A V MILESTONE 2312
MUSGRAVE SKY HIGH 1535 x **VOSS BLACKBIRD 7331**
 FLAG QUEEN W 00649 BHC BLACKBIRD 862

Act. BW: 71 Adj. WW: 600 Homozygous Polled Homozygous Black

CED	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$F	\$B	\$C
4	3.5	74	120	0.26	8	28	84	41	0.59	0.77	-28	78	130	227

43

LONG'S TURNING POINT L37

Reg: 20770978 DOB: 2/2/23 Tattoo: L37 ANGUS

PLATTEMERE WEIGH UP K360 S A V GOVERNOR 6844
STEVENSON TURNING POINT x **LONG'S J12**
 STEVENSON PRIDE I167X VOSS PRIMROSE 7623

Act. BW: 71 Adj. WW: 690 Homozygous Polled Homozygous Black

CED	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$F	\$B	\$C
8	-0.3	76	131	0.29	6	35	74	50	0.63	0.61	-27	90	139	250

**LOT 44 LONG'S EPIC K49**

Long's Simmental is very excited to offer one of the absolute best they have ever offered in lot 44. This ultimate SimGenetic breeding piece is simply as good as it gets. She is a direct daughter of OMF Epic E27 from the rising star in the donor pen referred to as "F12". Her dam is blazing a trail before her and her story will be easy to continue along the path brought forth by her donor dam. Long's Epic K49 hails from the productive Dribble female. Dribble has produced 2 donors (F12 & B28) which are currently making an impact on our program along with selling a \$30,000 Ai sire, Long's The Player. K49 is without question the biggest bodied coming two year old on the ranch. This brood cow prospect is blessed with skeletal width and integrity from end to end. She is the kind that offers significant breeding flexibility both genetically and phenotypically, so the potential is unlimited. She is mated to SFI In Charge, whom Long's purchased from Schaake's 2023 NWSS Reserve Grand Champion Pen of Three for a new herd sire. The Long family strongly believes in the future of this legend in the making, invest with confidence.

SELLING 50% INTEREST WITH THE OPTION TO DOUBLE DOWN. IF THE WINNING BIDDER DOUBLES THE FINAL BID PRICE TO ACQUIRE 100% INTEREST, LONG'S SIMMENTAL RESERVES THE RIGHT TO (2) SUCCESSFUL FLUSHES OR A MINIMUM OF 15 TRANSFERABLE EMBRYOS AT THE SELLER'S EXPENSE AND BUYER'S CONVENIENCE.

**OMF EPIC E27**
SIRE OF LOT 44 & 44A**LONGS F12**
DAM OF LOTS 44 & 44A

These embryos will result in a full sister to Long's Epic K49. Imagine the opportunity and the potential to have one better than K49 herself. If you buy the lot 44 bred female, then you may as well consider investing in the insurance of keeping the monopoly on what could be the only females offered from the Long's F12 donor dam.

44**LONG'S EPIC K49**

Reg: 4112840 DOB: 2/26/22 Tattoo: K49 PB SM

WS ALL-AROUND Z35 LLSF PAYS TO BELIEVE ZU194

OMF EPIC E27 x LONGS F12

OMF TIME LESS B100 LONG'S DRIBBLE

Act. BW: 72 Adj. WW: 616

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.6	0.4	80.3	118.4	0.24	7.2	23.6	13.1	63.5	15.9	34.1	-0.23	0.23	-0.04	0.74	139.2	83.7

AI Bred 5/24/23 to SFI In Charge K28 (ASA: 4113347). PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Likely Safe AI. Estimated Due 3/1/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.7	0.7	78.3	120.9	0.27	7.7	24	11.2	62.8	11.5	40.2	-0.33	-0.02	-0.06	0.92	119.7	75.9

44A**3 SEXED FEMALE EMBRYOS**

PB SM

WS ALL-AROUND Z35 LLSF PAYS TO BELIEVE ZU194

OMF EPIC E27 x LONGS F12

OMF TIME LESS B100 LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.6	0.4	80.3	118.4	0.24	7.2	23.6	13.1	63.5	15.9	34.1	-0.23	0.23	-0.04	0.74	139.2	83.7



LOT 45 LONG'S BLACKLIST K88

Here is the maternal sister to the lot 28 herd sire that stems from an ultra-productive daughter of CDI Authority 77X. This good footed, soft made baldy bred is loaded with center body and structural flexibility. We believe that this female will undoubtedly make several short lists for sale day.



LOT 46 LONG'S PLAYER K93

This daughter of Longs The Player is loaded with performance and substance. She is so good at the surface with flexibility and longevity in her design. Another long sided, big ribbed bred female that will most definitely generate wherever she goes. K93 is a moderate birthweight female that ratioed 111 at weaning.



LONGS THE PLAYER
SIRE OF LOT 46

45

LONG'S BLACKLIST K88

Reg: 4112874 DOB: 3/23/22 Tattoo: K88 PB SM

LLSF PAYS TO BELIEVE ZU194 CDI AUTHORITY 77X
LONGS BLACKLIST x **LONGS D54**
MCM 505R LONGS HOAKIE

Act. BW: 69 Adj. WW: 591 Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.6	1.6	58.9	84.2	0.16	4.3	24.4	9.1	53.6	15.2	17	-0.34	0.14	-0.07	0.65	118	66.8

AI Bred 5/6/23 to OMF Epic E27 (ASA: 3317371). PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Likely Safe AI. Estimated Due 2/12/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.3	0.3	74.6	108.8	0.22	6.6	23.4	12	60.4	17	24.6	-0.3	0.19	-0.06	0.7	135.5	78.3

46

LONG'S PLAYER K93

Reg: 4112879 DOB: 4/3/22 Tattoo: K93 PB SM

TLLC ONE EYED JACK LONG'S COWBOYS AMIGO
LONGS THE PLAYER x **LONG'S A27**
LONG'S DRIBBLE LONGS HOAKIE

Act. BW: 69 Adj. WW: 648 Heterozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.5	1.1	66.6	87.1	0.13	5.1	18.1	5.6	51.1	15	13.3	-0.33	0.08	-0.06	0.61	111	65.9

AI Bred 5/5/23 to OMF Epic E27 (ASA: 3317371). PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Likely Safe AI. Estimated Due 2/11/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.2	0.1	78.4	110.3	0.2	7	20.2	10.3	59.2	16.9	22.8	-0.3	0.16	-0.05	0.68	137.2	79.7

February 5, 2024 in Creston, Iowa

**LOT 47** LONG'S K303**LONGS JERRIN**
SIRE OF LOT 47**LOT 48** LONG'S SALEM K95**LONG'S J83**
\$31,000 PATERNAL SISTER TO LOT 47

Here is the first of a trio of daughters by the Eichacker Simmental herd sire acquired a couple of years ago, ES / Longs Salem HW46-1. This is a maternal granddaughter of Long's Carmen that posted a weaning ratio of 103. She is definitely a big boned, huge footed, incredibly sound made female with body and shape throughout! Safe in calf to the new and exciting herd sire at Long's Simmentals, SFI In Charge K28!

47**LONG'S K303**

Reg: 4281906 DOB: 2/7/22 Tattoo: K303 1/2 SM 1/2 AN

TLLC ONE EYED JACK KM COMPLETE BEEF 007
LONGS JERRIN x **A K C QUEEN MAY 303**
 LONGS MISS SWEETS K M KRUGERRAND QUEEN 925

Act. BW: 71 Adj. WW: 648 Homozygous Polled

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.4	1.7	59.7	90.2	0.19	2.7	20.4	10.9	50	7.5	26.1	-0.14	0.36	-0.02	0.48	105.1	67.7

PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Estimated due 3/14/24.

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

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.6	1.3	68	106.8	0.24	5.5	22.4	10.1	56.1	7.3	36.2	-0.28	0.05	-0.06	0.79	102.6	67.8

48**LONG'S SALEM K95**

Reg: 4112881 DOB: 4/13/22 Tattoo: K95 PB SM

MR NLC UPGRADE U8676 JF AMERICAN PRIDE 0987X
ES/LONGS SALEM HW46-1 x **LONGS F22**
 ES W46 LONG'S CARMEN

Act. BW: 71 Adj. WW: 599

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.8	1.3	69.9	100.4	0.19	6.6	23.2	8.3	57.9	10.9	21.2	-0.43	0.18	-0.08	0.92	124.1	76

PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Estimated due 3/24/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.8	1.1	73.1	111.9	0.24	7.4	23.8	8.8	60	9	33.7	-0.43	-0.04	-0.08	1.01	112.5	72.3



LOT 49 LONG'S SALEM K69



LOT 50 LONG'S SALEM K81

These daughters of ES / Longs Salem HW46-1 are good in their kind as they should be with the MR NLC Upgrade u8676 influence blended with S A V Net Worth 4200. So, hence the look of maternal prowess from this "Salem" daughter that is also very good in her kind with the blessing of elegance in her front third, plenty of depth, and the great running gear expected from her genetic blend.



ES/LONGS SALEM HW46-1
SIRE OF LOTS 48-50

This is the third of the daughters of the three dimensional herdsire referred to as "Salem". She is certainly true to form with extra substance of bone, extra body shape, and moderation in size with the appearance of the low input kind.

49

LONG'S SALEM K69

Reg: 4112855 DOB: 3/9/22 Tattoo: K69 PB SM

MR NLC UPGRADE U8676 W/C ROLEX 0135E
ES/LONGS SALEM HW46-1 x LONGS G26
ES W46 LONGS PENELOPE

Act. BW: 73 Adj. WW: 583

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.2	1.8	70.7	98.6	0.17	6	18.8	9.4	53.9	9.2	18.3	-0.41	0.14	-0.07	0.9	116.1	74

AI Bred 5/5/23 to W/C Rest Easy 752G (ASA: 3644912). PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Likely Safe AI. Estimated Due 2/11/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.9	0.9	77.3	117.2	0.25	7.3	22.1	11.2	60.4	11	36.2	-0.4	-0.04	-0.08	0.98	117	74.6

50

LONG'S SALEM K81

Reg: 4112868 DOB: 3/20/22 Tattoo: K81 3/4 SM 1/4 AN

MR NLC UPGRADE U8676 LONG'S MY PLEASURE
ES/LONGS SALEM HW46-1 x LONGS F39
ES W46 LONGS D3

Act. BW: 70 Adj. WW: 554

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.5	0.6	63.8	92.4	0.18	5.9	19.3	10.5	51	11	13	-0.37	0.16	-0.06	0.73	110.2	67.7

AI Bred 5/5/23 to W/C Rest Easy 752G (ASA: 3644912). PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Likely Safe AI. Estimated Due 2/11/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.4	-0.5	73.2	110.6	0.24	6.5	20.8	13.6	57.2	12.5	20.9	-0.42	0.13	-0.07	0.92	128.3	77.8



LOT 51 RW MAYA K254



LOT 52 LONG'S EPIC K39

This baldy female is impressive in her size and length. She is a big footed, ground pounder, with all the parts and pieces to make the ultimate brood cow. This female posted a weaning ratio of 106 and keeps her growth indicators in the top half of the business with better than breed average carcass.



LONG'S SHEAR ENVY SIRE OF LOT 51



LONG'S SHEAR PLEASURE
MATERNAL GRANDSIRE OF LOT 51

Long's Epic K39 is a daughter of the great OMF Epic E27. A stout featured, bold bodied female that offers tremendous shape and capacity. She boasts a balanced number profile to accompany her extra look and quality phenotypically. She is safe in calf to SFI In Charge K28 for a BIG return on investment!

51

RW MAYA K254

Reg: 4154041 DOB: 2/15/22 Tattoo: K254 PB SM

HOOKS SHEAR FORCE 38K LONG'S SHEAR PLEASURE
LONG'S SHEAR ENVY x **RW MARLEY 559C**
LONGS MISS SWEETS RWREPLAY718T

Act. BW: 74 Adj. WW: 673

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
7	4.3	79.7	114.4	0.22	2.9	21.7	10.5	61.3	15.3	26.8	-0.42	0.14	-0.07	0.99	119.9	75.9

AI Bred 5/22/23 to Holtkamp CLAC Change Is Coming (ASA: 3832373). PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Likely Safe AI. Estimated Due 2/28/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.5	3.1	79	114.7	0.23	4.7	19.8	4.7	59	11.2	20.6	-0.49	0.01	-0.1	0.92	109.4	73.3

52

LONG'S EPIC K39

Reg: 4112833 DOB: 2/8/22 Tattoo: K39 PB SM

WS ALL-AROUND Z35 W/C ROLEX 0135E
OMF EPIC E27 x **LONG'S ROLEX H29**
OMF TIME LESS B100 LONG'S CARMEN

Act. BW: 79 Adj. WW: 559

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.9	0.9	78.2	110.9	0.2	6.4	19.8	13.2	58.7	14.9	26.2	-0.38	0.19	-0.07	0.87	133.2	80.7

PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Estimated due 3/24/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.9	0.9	77.3	117.2	0.25	7.3	22.1	11.2	60.4	11	36.2	-0.4	-0.04	-0.08	0.98	117	74.6



LOT 53 LONG'S OUTLAW K64

This daughter of the resident herd sire, WINC Outlaw 015H, offers the goods with top third values for CE and BW accompanied with a top 25% for Marb. If you like them moderate, dense, easy fleshing, and square built, you will love K64.



WINC OUTLAW 015H
SIRE OF LOT 53 & 54



LOT 54 LONG'S OUTLAW K47

The daughters of the Windy Creek bred herd sire are certainly the kind that are admired in the industry. The low input females maintain the right shape, build, and balance from end to end. They are simply no nonsense stock that can contribute on a positive level for any operation regardless of size or scope.



LONG'S MISS PENNY
MATERNAL GRANDDAM OF LOT 54

53

LONG'S OUTLAW K64

Reg: 4112850 DOB: 3/3/22 Tattoo: K64 PB SM

TJ FRANCHISE 451D W/C ROLEX 0135E
WINC OUTLAW 015H x **LONG'S ROLEX H25**
WINC 801F LONGS PENELOPE

Act. BW: 76 Adj. WW: 498

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.1	0.5	56.9	83.9	0.17	5.3	16.8	11	45	12.6	12.5	-0.28	0.3	-0.04	0.61	129.2	70.9

AI Bred 5/6/23 to W/C Rest Easy 752G (ASA: 3644912). PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Likely Safe AI. Estimated Due 2/12/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.2	-0.6	69.7	106.3	0.23	6.2	19.6	13.8	54.2	13.3	20.7	-0.38	0.2	-0.06	0.86	132.3	77.3

54

LONG'S OUTLAW K47

Reg: 4112838 DOB: 2/15/22 Tattoo: K47 3/4 SM 7/32 AN 1/32 CS

TJ FRANCHISE 451D HTP SVF IN DEW TIME
WINC OUTLAW 015H x **LONGS GENEVIEVE**
WINC 801F LONG'S MISS PENNY

Act. BW: 75 Adj. WW: 523

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13	0.9	60.1	91.2	0.19	5.4	19.8	11.6	49.6	15.4	13.7	-0.22	0.3	-0.03	0.51	135.3	72.4

AI Bred 5/26/23 to W/C Rest Easy 752G (ASA: 3644912). PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Likely Safe AI. Estimated Due 3/3/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.1	-0.4	71.3	110	0.24	6.3	21.1	14.1	56.5	14.7	21.3	-0.35	0.2	-0.06	0.81	135.3	78.1



LOT 55 LONG'S PLAYER K57

This daughter of Long's The Player is very attractive and ideal her build and design. Her dam is very productive, prolific, and loaded with longevity as she remains in the program yet today at the age of 17. Very impressive to say the least. Invest in the females bearing the family name for generations.



LONGS THE PLAYER
SIRE OF LOT 55 & 56

What an interesting pedigree and genetic blend from TLLC One Eyed Jack and the likes of Nichols Manifest T79 right up close. The old school genetic twist contributes to her large outlined, growth oriented, high volume phenotype.



LOT 56 LONG'S PLAYER K31

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LONG'S PLAYER K57

Reg: 4112847 DOB: 2/21/22 Tattoo: K57 3/4 SM 3/16 AN 1/16 CS

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

Act. BW: 68 Adj. WW: 543

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.2	0.4	53.4	71	0.11	5.8	20.5	4.8	47	13.5	10.5	-0.31	0.1	-0.05	0.58	106.8	59.8

AI Bred 5/5/23 to W/C Rest Easy 752G (ASA: 3644912). PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Likely Safe AI. Estimated Due 2/11/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.2	-0.6	68	99.9	0.2	6.5	21.4	10.7	55.2	13.7	19.7	-0.39	0.1	-0.07	0.84	126.2	73.7

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LONG'S PLAYER K31

Reg: 4112825 DOB: 2/5/22 Tattoo: K31 PB SM

TLLC ONE EYED JACK NICHOLS MANIFEST T79
LONGS THE PLAYER x **LONG'S MOCHA**
LONG'S DRIBBLE LONGS COWGIRL

Act. BW: 69 Adj. WW: 701

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11	2.8	77.3	110.9	0.21	4.9	22.5	5.1	60.9	14.8	28.8	-0.26	0.08	-0.05	0.72	121.8	74.9

PE 5/30/23-7/16/23 to SFI In Charge K28 (ASA: 4113347). Estimated due 3/19/24.

Calf Breed: PB SM | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.4	1.9	76.8	117.2	0.25	6.6	23.4	7.2	61.5	11	37.5	-0.34	-0.09	-0.07	0.91	111.4	71.7





DONOR LONG'S CARMEN

LONG'S CARMEN

Reg: 3455868

PB SM

CNS PAYS TO DREAM T759 HTP SVF IN DEW TIME
LLSF PAYS TO BELIEVE ZU194 x **LONG'S LILA**
 LLSF URABABYDOLL U194 LONG'S MISS PENNY

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.8	6	103.3	156.8	0.33	3.4	32.7	10.9	84.1	11.6	50.9	-0.22	0.15	-0.05	0.85	119.4	89

LONG'S MISS PENNY

Reg: 2654737

5/8 SM 5/16 AN 1/16 CS

WSJ ENCORE KENCO/MF POWERLINE 204L
JF FOUNDATION 8010U x **LONGS COWGIRL**
 TRIPLE C EMPRESS N3063L BAURS L925

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.8	4.7	69.8	107.9	0.24	3.5	25.4	7.9	60.1	15.9	23.2	-0.33	0.03	-0.05	0.85	100.8	63.1



DONOR LONG'S MISS PENNY

LONG'S F12

Reg: 3472590

3/4 SM 1/4 AN

CNS PAYS TO DREAM T759 WSJ ENCORE
LLSF PAYS TO BELIEVE ZU194 x **LONG'S DRIBBLE**
 LLSF URABABYDOLL U194 MCM 505R

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.9	1.7	71.1	104.6	0.21	5.2	24.9	11.2	60.2	12.9	36.8	-0.2	0.23	-0.03	0.74	112.2	71.7

**DONOR** LONG'S F12**LONG'S B28**

Reg: 2911530

3/4 SM 1/4 AN

HOOKS SHEAR FORCE 38K WSJ ENCORE
LONG'S SHEAR ENVY x **LONG'S DRIBBLE**
 LONGS MISS SWEETS MCM 505R

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.3	2.6	76.8	107.9	0.19	4.9	19.3	12.1	57.4	15.9	25.5	-0.34	0.06	-0.04	0.96	111.2	69.9

**DONOR** LONG'S B28**LONG'S LILA**

Reg: 2911541

3/4 SM 3/16 AN 1/16 CS

CNS DREAM ON L186 JF FOUNDATION 8010U
HTP SVF IN DEW TIME x **LONG'S MISS PENNY**
 HTP SVF HONEYDEW LONGS COWGIRL

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.3	2.6	72.5	103	0.19	4.9	20.7	5.5	56.7	14.4	19.2	-0.2	0.06	-0.03	0.53	118	71.1

**DONOR** LONG'S LILA



HERD SIRE SFI IN CHARGE K38

SFI IN CHARGE K28

Reg: 4113347

PB SM

HPF/HILL UPRISING C104

JM OL STEEL Y50

SO REMEDY 7F x **SFI MISS ME O MY**

B&K CREAM SODA 8D

HANELS MISS AMERICA U814

Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.8	0.9	76.3	123.4	0.29	8.2	24.3	9.2	62.1	7.1	46.2	-0.42	-0.26	-0.09	1.09	103	70.8

W/C INTIMIDATOR 533K

Reg: 4121154

PB SM

CDI INNOVATOR 325D

MR SR 71 RIGHT NOW E1538

W/C INNOVATOR 533H x **W/C MISS WERNING 978G**

WS MISS SUGAR C4

W/C MISS WERNING 704E

Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.9	2.7	99.6	163.4	0.4	6.8	24.4	13.5	74	12.6	58.3	-0.4	0.3	-0.09	1.19	144.2	96.3



HERD SIRE W/C INTIMIDATOR 533K



HERD SIRE WINC OUTLAW 015H

WINC OUTLAW 015H

Reg: 3796899

3/4 SM 1/4 AN

CCR COWBOY CUT 5048Z

CDI OUTLAW 292C

TJ FRANCHISE 451D x **WINC 801F**

TJ MISS NET WORTH U11

WINC MISS 539C

Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.4	0.1	62.5	100.6	0.24	6.2	21.5	13.4	52.5	15.8	19.4	-0.14	0.51	-0.01	0.48	142.6	76.3

ES/LONGS SALEM HW46-1

Reg: 3758406

3/4 SM 1/4 AN

ELLINGSON LEGACY M229

S A V NET WORTH 4200

MR NLC UPGRADE U8676 x **ES W46**

MS NLC MOJO S6119 B

ESS63

Homozygous Polled Homozygous Black

CE	BW	WW	YW	ADG	MCE	Milk	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.2	0	67.9	98.2	0.19	8	23.2	10.1	56.9	8.5	17.9	-0.4	0.18	-0.06	0.89	113	72.5



HERD SIRE ES/LONG SALEM HW46-1

February 5, 2024 in Creston, Iowa



REG: 3784798 LONG'/BF ENTITLED H15



REG: 3784793 LONG'S REDWOOD H8



REG: 3960011 LONG'S/WBS HIRED GUN J100



REG: 2668223 TLLC ONE EYED JACK

The Gates are Open at Long's Simmentals



REG: 3472591 LONG'S PAY TO PLAY



REG: 3030191 LONG'S THE PLAYER



REG: 3327014 LONG'S PAY THE MAN



REG: 3638252 LONG'S CAME TO PLAY

February 5, 2024 in Creston, Iowa

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