

The gates are open!



LONG SIMMENTALS

The Fifth

ANNUAL PRODUCTION SALE

FEBRUARY 3, 2025 | 1:00 PM | AT THE FARM, CRESTON, IA

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



Sale Schedule

Sunday, February 2, 2025

Cattle on Display

(weather protected AccuSteel hoop building)

Monday, February 3, 2025

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 5th annual "The Gates Are Open" Production Sale! Wow, where does the time go? Like I have stated before we have spent our entire lives in the seedstock business so in reality these 5 production sales are a culmination of years of breeding and genetic progress.

Our operation continues to grow in both land base and cattle. As a result of that, I officially retired from my day job after 30 years working for Purina as an Area Beef Account Manager serving western IA. Gina is continuing her career yet as a business professor at SWCC and now will be the sole bread winner of a paycheck for the household, LOL! Now, I will focus all my time and effort on management and the day to day tasks of the operation and continuing to expand to secure and position our operation for the long haul and for our family's future generations. All this can't be done without the countless hours each family member contributes to this operation. It is TRULY a family partnership!!

Our family's lives continue to be fast and furious with everything on our plates including chasing two active grandkids! Grandpa and grandma love every minute spent with them! The exciting family news is that Cody and Kate officially tied the knot and got married this past November! It was a spectacular wedding event and enjoyed by everyone. We wish them a lifetime of love and happiness together!

The sale offering, like I stated earlier we are continuing to build the operation bigger and better. We retained over 110 head of replacement females this fall to breed next spring to expand both our herd and breed female offering next year. Our breed leading donor Carmen will again headline an outstanding offering throughout the lineup of powerful bulls, fabulous open females, elite caliber bred and exclusive genetic offerings! Carmen has quickly established herself as a breed leading matriarch in the entire Simmental breed with gross valuation sales of progeny and genetics in excess of \$518,000 already in her short but highly successful career!

Our real world, non-pampered, hard-working, forage based cow herd produces the balance of the offering that will work just as hard generating production and profitability for you, our customers, as they do keeping our operation profitable and productive.

We cherish all our past customer's relationships and business, we THANK YOU!! We invite anyone new to contact us for any help that we can assist you with and to come view the offering in person.

THANK YOU FOR YOUR BUSINESS!

Sincerely,

The Long Family



Tyler, Abby, Quentin & Sutton Long



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



Cody & Kate Long

#bethereasonsomedonesmilestoday



Friends, Simmental enthusiasts, and fellow cattlemen and cattlegirls,

With the election and the holidays in the past, we embark on the New Year. The enthusiasm within the circles of production agriculture is high with a very bright and positive outlook for 2025. Sure, per usual, we are all at Mother Nature's mercy, but we don't remember when the general vibe for Ag and our nation has been more forward looking and positive. There's no question that the U.S. cow/calf operator has experienced one of the more bullish markets in terms of capturing price points for their feeder cattle that they have never achieved before and the quest to acquire the best of the best in terms of genetics has the potential to be of an all time high.

One of the perks of the agricultural lifestyle is the freedom and pleasure of living it as a family unit. The Rob Long Family has done exactly that for decades and they have no intention of doing it any other way. Each family member has a role and responsibilities to tend to every day, and when one member needs assistance completing a task, the rest of the team is there to lend a hand. It's a well-run outfit that has made huge strides in terms of land acquisition and adding numbers to the cow herd. As they continue to forge ahead, the annual offering will grow but quality will never be sacrificed.

We know that you will find this year's offering to be much improved and loaded with talent regardless of sex. The program is beginning to take shape and identity as the guys continue to hone in on the dams that get the goods to the weaning pen each year. Cows Like Long's Carmen, her dam Long's Lila, Longs F12, and Long's B28, full and maternal sisters of each and their daughters continue to gain more recognition and responsibility for the stock being offered in the annual production sale. As one flips through pages of this sale book, one will take notice of the dominating influence of these females throughout the entire offering.

The bulls are as good as they have ever been with talent suitable for any operation and the entire female offering is saturated with quality and donor cow potential from the opens to the breds. Both bulls and females are rich in pedigree, with better than ever numeric profiles, and quality like they have not ever offered. There is an opportunity for any program or outfit to do business with the Long family in 2025. Those who have conducted business with the family know that customer service is second to none as they will become your entity's biggest supporter and promoter for what you do with their genetics.

We know that there are plenty of options in the industry that have the stock of quality that your respective operation needs, and those seed stock firms are of all different sizes and models. However, we invite you back if you have been a customer of the family name before and welcome any new interest to take part in the annual event of one of the rising stars in the business. They are a reputation firm with the stock that built that reputation, and the product continues to get better with each breeding season. We strongly encourage you to reach out to any of the family members or any of the Innovation AgMarketing team for information regarding the cattle being offered. Best of luck to you and yours in 2025 and please enjoy the cattle.

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

RING STAFF

Mike Sorensen, American Cattlemen - (641) 745-7949
Austin Brandt, Lee AgriMedia - (712) 621-1829

SPECIAL ASSIGNMENT

Joel Edge - (319) 331-3667
Austin Sorensen - (712) 310-3788
Colby Taber, SC Online Sales - (309) 335-1939

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

J.Maree Designs - Jeana Hurlbut - (605) 880-7601
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!



We introduce the quintessential lot that the followers of the program patiently wait for year after year. The opportunity to invest in the very best produce of the program from a namesake donor such as Long's Carmen presents itself again. Long's Carmen has passed the \$500,000 mark for progeny and genetic sales! Those who know the cattle, would agree that her stock comes with the absolute extras. Extra quality, extra punch, extra shape, extra substance, extra performance, and extra look and presence. The mating to the \$530,000 SO Remedy 7F offers not only physical quality, but some improved numeric advantages after the genomics. All three are more than suited for progressive seedstock production as all three are certainly worthy of serious donor consideration. All three offer big feet with depth of heel, plenty of body and muscle shape, with the ideal plus framework.



LOT 1A - LONG'S REMEDY M418

• Lot 1A would be considered the complete phenotypic standout with the utmost look and presence with balance and symmetry. She is also the most ideal in her numeric profile as she ranks in the top 5% for CW, the top 10% for WW, YW, and ADG, top 20% for MWW, and the top 25% for Doc.



SO REMEDY 7F
\$530,000 Sire of Lots 1A-C



LOT 1B - LONG'S REMEDY M807

• Lot 1B does come with the advantage in terms of having the most center body. She is the cowy, broody designed one that ranks in the top third for growth drivers and calving merit expectations competitive with the upper half of the business. She measures "big spread" from birth to weaning with a 75-pound birthweight and then comes to the weaning pen to pound the scales at 782 pounds.



LONG'S/WBS HIRED GUN J100
Maternal Brother to Lots 1A-C & 2

1a

LONG'S REMEDY M418

Reg: 4429858 DOB: 2/13/24 Tattoo: M418 PB SM

Act. BW: 74 • Adj. WW: 689 • Homozygous Polled • Homozygous Black

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
9.9	4.4	93.5	146.3	0.33	3	23	14.2	69.6	10.2	48.5	-0.32	0.12	-0.091	0.79	118.3	84

1b

LONG'S REMEDY M807

Reg: 4429859 DOB: 2/15/24 Tattoo: M807 PB SM

Act. BW: 75 • Adj. WW: 782 • Homozygous Polled • Homozygous Black

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
12.2	1.5	82.1	125.3	0.27	4.5	23	11.1	64	13.1	30.7	-0.32	-0.09	-0.068	0.74	116	75.7



LOT 1C - LONG'S REMEDY M753

1c

LONG'S REMEDY M753

Reg: 4429857 DOB: 2/12/24 Tattoo: M753 PB SM

Act. BW: 73 • Adj. WW: 799 • Homozygous Polled • Homozygous Black

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	4.2	92.4	142.5	0.31	2.9	23	10.6	69.1	12	41.6	-0.37	0.11	-0.098	0.81	121.2	83.5

- Lot 1C would have a slight size advantage while reading more similar to 1A for growth, posting a top 10% value for WW and YW, the top 15% for ADG and CW, and the top 20% for MWW.
- No matter what choice the winning bidder makes from this trio of sisters, the respective program will be rewarded for generations. "Carmen" is the cow that keeps giving, and as the program continues to evolve, her presence in the production phase is noticed as well.

**LONG'S CARMEN**

Dominant Dam of Lots 1A-C & 2

Carmen



LOT 2 - LONG'S SAM M632

- Up until the mating to SO Remedy 7F, the mating to the now-deceased JSUL Something About Mary 8421 would have the most documented success. Lindskov's LT Ranches of Isabel, SD made the selection of Long's Sam L910 as they chased her to the final gavel price of \$70,000.
- It is of our opinion that this full sister has multiple phenotypic advantages to her older sister. She does come with the huge, soft center, the big legs and feet, but we feel that the "M-model" is smoother, sharper, and crisper in her overall build and design.
- Lot 2 offers some intriguing measurements as well as she posted just a 75 pound birth weight and came across the scales at weaning to measure with 734 pounds. She does not fall short on impressing any potential interest especially when evaluated in person.



LONG'S SAM L910

\$70,000 Full Sister to Lot 2



LOT 3 - LONG'S RESOURCE M19

- There is no doubt that the "Carmen" donor will be a headliner for as long as she remains productive and alive on the homeplace. However, cattle like lot three get Rob's heart rate up as well, and as the program continues to forge their way into being more disciplined in their seed stock production endeavors, females like Long's Resource M19 will become more valuable to the program and the business.
- This maternal granddam of Long's Carmen with the influence of the Werning Cattle Company patriarch, W/C Loaded Up 1119Y, is a paternal sister to the CK and Wager Cattle Company stud, the \$100,000 Bridle Bit Recharge K256.
- A true genetic outlier to the offering as she reads very impressively in her numeric profile. She keeps her profit index values in range to be considered an improver, but she truly stands out for performance drivers. M19 ranks in the top 2% for CW and MWW, the top 3% for WW, the top 5% for YW, and the top 10% for ADG and Milk.



LONG'S J117

Dam of Lot 3

2

LONG'S SAM M632

Reg: 4429855 DOB: 2/17/24 Tattoo: M632 PB SM

Act. BW: 76 • Adj. WW: 734 • Homozygous Polled • Homozygous Black

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

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.5	4.3	93.7	139.6	0.29	2.6	25.1	11.7	71.9	12.6	57.2	-0.23	0.02	-0.045	0.98	115.9	81.1

3

LONG'S RESOURCE M19

Reg: 4428966 DOB: 2/5/24 Tattoo: M19 PB SM

Act. BW: 72 • Adj. WW: 686 • Homozygous Polled

HOOK'S ENCORE 65E W/C LOADED UP 1119Y
BRIDLE BIT RESOURCE G9117 x LONG'S J117
BRIDLE BIT MISS B452 LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.7	3.4	98.7	149.3	0.32	7.3	29.4	13	78.6	18.6	56.2	-0.31	0.18	-0.075	0.99	144.5	90.7



LOT 4 - LONG'S CARMEN - DAM OF LOTS 1A-C, 2, & 5A-5D



LONG'S J63
\$26,000 Daughter of Lot 4



LONG'S SAM L910
\$70,000 Daughter of Lot 4



LONG'S J570
Daughter of Lot 4

4

LONG'S CARMEN FLUSH

Reg: 3455868 DOB: 2/10/18 Tattoo: F6 PB SM

Act. BW: 79 • Adj. WW: 685

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
7.3	5.9	103.9	158.3	0.34	3.5	32.2	11.2	84.1	14.1	47.2	-0.21	0.16	-0.047	0.77	125.5	89.4



LONG'S/WBS HIRED GUN J100
Son of Lot 4



LONG'S COUNTERTIME M30
Son of Lot 4, Sells as Lot 6

- We believe this to be one of the very elite genetic opportunities of any genetic offering the breed! The right to one IVF cycle on the great Long's Carmen!
- This female has already generated over a half million dollars in progeny and genetic sales in her short six year career in production. Not many donor females in the industry have that on their resume, but when they consistently produce quality and do so in volume like F6 has done so many times through her production cycle, that feat is easily accomplished.
- Just last year, in 2024, six head sold from this donor at public auction to average just a little more than \$19,250 per head, and that's the trend every year with the progeny from this monumental matriarch.
- She is a legit matriarch as the family has retained over twenty daughters in production to carry the torch beyond F6's life span. Daughters like Long's J117, the dam of lot three would be one of the main reasons why they will continue to build the program around the dominant donor.
- "Carmen" will be similar to breed dominating females such as Miss Werning 534R, 3C Melody M668 BZ, and countless others, so invest with confidence in this opportunity to better your program as this female does average 16 embryos per cycle.
- **Selling the right to one successful IVF aspiration.** Buyer is responsible for all costs associated with the said procedure which will include drug therapy, oocyte collection, embryo production, freezing costs, semen, and any and all shipping or freight charges. Long Simmentals will guarantee a minimum of six transferrable embryos and two 60-day pregnancies, with all embryos over ten being split between buyer and seller, with the buyer retaining the odd numbered embryos and the seller receiving the even numbered embryos.
- Contact any member of the Long Family or the Innovation AgMarketing squad for any additional insight.



KCC1 COUNTERTIME 872H
Sire of Lot 5A

- The mating to the \$230,000 KCC1 Countertime 872H has been met with much praise. Not only are the cattle big outlined and high performing, but come with plenty of balance, look, and beef industry power.
- In the 2024 offering two sons have a combined average of just over \$7100 and quite possibly the best bred heifer in the keeper pen is a direct daughter of this mating as well.
- Cattle carrying the influence of the Kearns Cattle Company bred stud have been the highest averaging sire group in the annual bull sale at Rushville, NE, and his daughters in production nationwide will assume responsibility for producing sons and daughters that will be sale toppers with high retention on the female side. A year ago, in this event, one of the high selling featured bulls was a son of 872H, Long's Countertime L670 was the selection of Moore Land and Cattle.
- Buy with confidence in a mating that has never been offered in Creston, Iowa.
- **Guaranteeing 160-day pregnancy if transferred by a certified technician.**



LONG'S COUNTERTIME L794
Full sister to Lot 5A Embryos

- Here's your opportunity to raise females like last year's \$70,000 high selling sale feature, the full the sister to the very elite Lot 2.
- The overall quality in build and body shape is worthy of your investment consideration and these come with proven marketability and built in R.O.I.!
- It's an exclusive opportunity, only offered at the annual production sale in Creston, Iowa.
- **Guaranteeing 160-day pregnancy if transferred by a certified technician.**



JSUL SOMETHING ABOUT MARY 8421
Sire of Lot 5B



LONG'S SAM L910
\$70,000 Full Sister to Lot 5B Embryos

5a 3 IVF SEXED FEMALE EMBRYOS

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

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.4	5	102.4	157.2	0.34	5.7	24.8	16.2	75.9	17.1	39.2	-0.23	0.38	-0.049	0.72	150.4	95.2

5b 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

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.5	4.3	93.7	139.6	0.29	2.6	25.1	11.7	71.9	12.6	57.2	-0.23	0.02	-0.045	0.98	115.9	81.1

- Next Level continues to cause quite a stir across the industry! The sire group had a very good outing in its Rookie Season with countless champions and back drops photos shot of progeny across the nation.
- This mating should generate stock with the overall size, body mass, substance and skeletal flexibility it takes to get to the finish line.
- The semen is not on the open market and it's hard to acquire, so why not invest in a near finished product backed by the "no miss" donor female?
- **Guaranteeing 160-day pregnancy if transferred by a certified technician.**



NEXT LEVEL
Sire of Lot 5C

- Conley High Rise F3 is a moderate frame, dense built animal, with substance of bone, hoof quality, and skeletal integrity. He is the direct son of the \$120,000 Conley Sheza Star D3, the elite daughter of Mr HOC Broker that was selected by LT Ranches and Aces Wild Ranch in the 2023 Conley Cattle Company Production Sale.
- "High Rise" runs the pastures within the barbed wire for Schmidt Investments of Oklahoma. He is the sire of the \$85,000 SWC Red Wave 386J that was selected by the "Red Wave Group" and One Eleven Cattle Company in the 2021 edition of The Black Label.
- With the overall size, scale, and surface area consumed by "Carmen", we know that this mating will work with utmost consistency and certainty.
- **Guaranteeing 160-day pregnancy if transferred by a certified technician.**



CONLEY HIGH RISE F3
Sire of Lot 5D

5c 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

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.6	5	93.4	139.9	0.29	4	27.7	11.6	74.3	12.8	37	-0.41	0.03	-0.08	1.01	115.1	80.7

5d 3 IVF SEXED FEMALE EMBRYOS

PB SM

TJ HIGH CALIBRE 556B

LLSF PAYS TO BELIEVE ZU194

CONLEY HIGH RISE F3 x LONG'S CARMEN

CONLEY SHEZA STAR D3

LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.2	3.3	86.6	131.7	0.28	4.7	26.4	8.9	69.6	16.1	35.8	-0.26	0.18	-0.05	0.74	130.6	81.8



LOT 6 - LONG'S COUNTERTIME M30

- What an incredible duo of full sib brothers, sired by the \$230,000 KCC1 Countertime 872H from the annual highlighted donor dam, Long's Carmen.
- Lot 6 comes with the added advantages of length, extension, and frame size that will propel him towards the top end of many sale day shortlists.
- Let's not deny him of the quality in sheer width, shape, bone, and overall balance and eye appeal.
- The perfect marked baldy is quite possibly one of the best that family has ever offered at for sale.
- M30 ranks in the top 2% for both WW and YW, the top 5% for MWW, the top 10% for TI, ADG, and Doc, the top 20% for Marb and CW, and the top 25% for API. He's a herd sire candidate with the credentials for the finished product.
- Retaining 100 units of semen for in herd use.



LONG'S J63

Maternal Sister to Lots 6 & 7



LOT 7 - LONG'S COUNTERTIME M31



LONG'S J019

Maternal Sister to Lots 6 & 7

- Lot 7 generates a significant amount of look and balance. He is the second baldy brother by "Countertime" from the prolific "Carmen" donor dam. As you make your final buying selections, keep in mind that one of the very elite bred heifers in the bred division of this sale is a full sister to this pair of elite herd bull candidates.
- KCC1 Countertime 872H has been used on heifers with no calving issues. Sure, they are not the 50-60 pound calves from multi-generation calving ease sires, but they are long, smooth, and shaped right to calve relatively easy.
- "Countertime" has probably been underutilized, but we believe that he is an extended use sire with several more years of service in front of him. He is one that is strong for growth drivers in combination with marbling as well.
- M31 ranks in the top 3% for WW and YW, the top 4% for ADG, the top 10% for MWW, CW, and TI, the top 15% for Marb, the top 20% for Stay, and the top 25% for API.

6

LONG'S COUNTERTIME M30

Reg: 4428975 DOB: 1/26/24 Tattoo: M30 PB SM

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

ES RIGHT TIME FA110-4 LLSF PAYS TO BELIEVE ZUI94
KCC1 COUNTERTIME 872H x LONG'S CARMEN
KCC1 HAVANA 83E LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.4	5	102.4	157.2	0.34	5.7	24.8	16.2	75.9	17.1	39.2	-0.23	0.38	-0.049	0.72	150.4	95.2

7

LONG'S COUNTERTIME M31

Reg: 4428976 DOB: 1/29/24 Tattoo: M31 PB SM

Act. BW: 81 • Adj. WW: 648 • Homozygous Polled • Homozygous Black

ES RIGHT TIME FA110-4 LLSF PAYS TO BELIEVE ZUI94
KCC1 COUNTERTIME 872H x LONG'S CARMEN
KCC1 HAVANA 83E LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9	5.4	99.1	155.2	0.35	4.2	24.8	12.5	74.3	18.2	44.5	-0.23	0.44	-0.062	0.7	150.9	93.9



LONGS F12
Dam of Lot 8

- As we stay with the KCC1 Countertime 872H sire group, we introduce the next in line of the Long Simmental donor pen, the intoxicating Longs F12. We should use a word like mesmerized rather than intoxicating however both would be used in the positive sense when describing this modern built, moderate framed, eye-catching donor dam that has as much rib cage to body length ratio as any on the ranch. Two progeny sold in the 2024 Production sale to average \$22,000, so it's fitting to state that she is paying her way.
- F12 worked phenomenally well with the ES Right Time FA110-4 stud in a true complementary fashion and did so as well on paper even after genomics.
- Carcass value and potential premiums should be on board when those feedlot bound progeny hit the rail at harvest as both studs rank in the top 10% to 15% of the breed for Marb.
- Lot 8 is solid black in color, huge in his bone work, stout and good in his foot build and shape, with more than enough body shape and skeletal width.
- He is in the top 25% for API and CE with a top 30% advantage for is TI.
- Lot 9 is marked as a star headed prospect that has the resume and build to be used on a set of heifers. He was moderate at birth and reads in the top 10% for BW, the top 15% for API, and the top 20% for CE.
- This stud is smooth, flexible in his build, and great looking.



LOT 8 - LONG'S COUNTERTIME M038



LOT 9 - LONG'S COUNTERTIME M317



LONG'S PLAYER H32
Maternal Bother to Lot 9

8

LONG'S COUNTERTIME M038

Reg: 4429840 DOB: 2/12/24 Tattoo: M038 PB SM

Act. BW: 76 • Adj. WW: 626 • Homozygous Polled • Homozygous Black

ES RIGHT TIME FA110-4 LLSF PAYS TO BELIEVE ZU194
KCC1 COUNTERTIME 872H x LONGS F12
KCC1 HAVANA 83E LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.5	1.7	75.5	113.8	0.24	7.4	20.8	12.6	58.5	14.4	25	-0.26	0.51	-0.067	0.5	149.3	85.9

9

LONG'S COUNTERTIME M317

Reg: 4429843 DOB: 2/17/24 Tattoo: M317 PB SM

Act. BW: 77 • Adj. WW: 658

ES RIGHT TIME FA110-4 W/C EXECUTIVE ORDER 8543B
KCC1 COUNTERTIME 872H x LONGS E12
KCC1 HAVANA 83E HS/DSS CANDY LOVE C1130

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14.1	-1.9	68.9	102.7	0.21	6.1	17.9	12.5	52.2	17.6	11.8	-0.28	0.47	-0.046	0.55	158.3	85.2



LOT 10 - LONG'S IN CHARGE M5

- SFI Longs In Charge K28 will no doubt be a huge part of the breeding program moving forward. He is a direct son of SO Remedy 7F with a 172 CE value, placing him in the top 4% of parent sires in the ASA data base and he combines that with a top 15% value for REA. Calving ease and end product yield can be a rare combination.
- Long's In Charge M5 is quite the representative for the freshman class by the Schaafe Farms bred stud. There is not another bull in the offering with as much genuine center body and rib cage area. In fact, we would challenge the entire class of 2024-born bulls nationwide and say it would be more than a challenge to find a higher percent SimGenetic bull with the body and center this cat has to offer to a breeding program.
- In combination with that huge body shape, this herd sire prospect is plenty big in his back shape, wide in his pin set, deep through his twist and lower quarter, with the near ideal base width.
- He is hinged loose but yet square from his hock to the surface with a very nice foot.
- This stud ranks in the top 10% for WW, the top 15% for YW and CW, and the top 25% for ADG, MWW, YG, and REA. He's well-rounded and certainly breeder bull qualified.



LONG'S MIC DROP L4
Maternal Brother to Lot 10



LOT 11 - LONG'S IN CHARGE M58

- M58 would be more like his sire in terms of look and build. High tying, nice necked, great headed, flexible in motion, with the right amount of shape and substance to read as he does on paper and across the scales.
- If an outfit is in search of a calving ease sire prospect with the look to burn, he's definitely one worthy of consideration for the spring bull run.
- He ranks among the top 2% of the breed for YG, top 15% of the breed for CE and REA. He ratios 92 at birth and gets over the hump at weaning to ratio 104.



LONG'S LOVER BOY H50
Maternal Sister to Lot 11

10

LONG'S IN CHARGE M5

Reg: 4428990 DOB: 1/10/24 Tattoo: M5 3/4 SM 1/4 CS

Act. BW: 71 • Adj. WW: 689 • Homozygous Polled • Homozygous Black

SO REMEDY 7F LONGS PAY THE MAN
SFI LONGS IN CHARGE K28 x 068H
SFI MISS ME O MY 068D

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.9	3.1	90.3	140.6	0.31	6.6	24.7	9.4	69.7	5.8	47.9	-0.33	-0.09	-0.084	0.86	104.7	79.4

11

LONG'S IN CHARGE M58

Reg: 4428996 DOB: 2/18/24 Tattoo: M58 PB SM

Act. BW: 72 • Adj. WW: 724 • Homozygous Polled • Homozygous Black

SO REMEDY 7F JF AMERICAN PRIDE 0987X
SFI LONGS IN CHARGE K28 x LONGS F22
SFI MISS ME O MY LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14.7	1.8	76.7	114.8	0.24	6.3	22.8	8.5	61	8.8	35.9	-0.55	-0.13	-0.122	1.1	106.8	72.4

- Another deep sided, masculine, high performing, rugged constructed son of K28!
- "In Charge" complemented this daughter of the calving ease Angus stud, KR Synergy, very well. KR Synergy himself, reads with big spread data in the Simmental data base ranking in the top 4% for BW and MCE, with top 10% WW, and top 15% YW. So, M50, comes with calving ease merit and explosive growth on both sides of his genetic blend.
- Based on expected data and measurements, this SimAngus herd sire prospect should sire a mouth watering set of feeder cattle that should be tied to grid premiums with the expected end product yield and the daughters retained should hit the mark dead center for production goals and pounds of calf weaned.
- Like his sire, he charts over a 173 for CE placing him in the top 10% for SimAngus, nonparent sires. He entered the world at 73 pounds and then gets it on at weaning time pounding the scale with 795 pounds to ratio 114.



SFI LONGS IN CHARGE K28

Sire of Lots 10-12

- This son of the past high-selling sale feature of the inaugural Longs Production Sale series is one of the Spring 2025 red-hided standouts amongst his contemporaries nationwide! Long's/BF Entitled H15, is the son of THSF Lover Boy B33 selected by Bill Fulton of BF Simmentals of Auburn, NE. H15 has sire countless bulls and females alike that have topped the sales in Creston over the past 3 years and we expect nothing short of that from lot 13.
- A purebred red bull that hits the surface big and true. He is masculine and athletic but smooth and seamless in his transitions and build. M616 has the shape and dimension to seal the deal and qualify himself as a player, especially for those programs that prefer the color red.
- He hits the mark for growth and maternal drivers with red meat yield on board as well, so invest with confidence.



LONG'S Z3

Maternal Sister to Dam of Lot 13



LOT 12 - LONG'S IN CHARGE M50



LOT 13 - LONG'S ENTITLED M616

12

LONG'S IN CHARGE M50

Reg: 4428991 DOB: 2/9/24 Tattoo: M50 1/2 SM 1/4 AN 1/4 CS

Act. BW: 73 • Adj. WW: 795

SO REMEDY 7F

KR SYNERGY

SFI LONGS IN CHARGE K28 x 07H

SFI MISS ME O MY

07D

13

LONG'S ENTITLED M616

Reg: 4429854 DOB: 2/19/24 Tattoo: M616 PB SM

Act. BW: 77 • Adj. WW: 773 • Homozygous Polled

THSF LOVER BOY B33

CDI AUTHORITY 77X

LONG'S/BF ENTITLED H15 x LONGS DELILAH

LONGS F7

LONG'S REBA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
17.3	-0.5	74.6	111.7	0.23	8.9	23.9	10.2	61.9	10.8	22.1	-0.28	-0.12	-0.057	0.58	104.3	68.7

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.5	3.2	81.3	119.3	0.24	3.5	26.6	11.2	67.2	16	24.7	-0.48	0	-0.083	1.06	119.7	75.7



LOT 14 - LONG'S TRUSTEE M4

- CDI Trustee 387F is a sire known for his ability to transmit ruggedness, superior growth, incredible density, and genuine power.
- M4 should qualify nothing short of any of the characteristics of his sire as he is from a very tanky, three-dimensional daughter of the proven W/C Night Watch 84E.
- Pounds and substance are certainly on board as he came to the weaning pen with 739 pounds to ratio 106.
- He ranks in the top 10% for REA, the top 20% WW, the top 25% TI, MWW and CW, and the top third for YW, YG, Marb, and API.



CDI TRUSTEE 387F
Sire of Lots 14 & 15



LOT 15 - LONG'S TRUSTEE M10

- What kept the consistent building of this family breeding program was the simple and documented fact that they never set out to grab the extremes. Everything they have done over the years has been with balance in mind and what is proven. That is why these cattle hit the mean and above for so many traits physically and on paper.
- This son of "Trustee" certainly represents the founding principles. Sensible at birth and profitable at weaning time in terms of real measurements, but on paper he's better than most for CE, Stay, YG, REA, API and TI, with a top 20% mark for Marb.
- He's good bodied with plenty of shape and skeletal quality to sire a set of calves that should keep any program in the black.
- His dam maternal granddam is one of Rob's favorite cows that he named after his favorite snack!

14

LONG'S TRUSTEE M4

Reg: 4428981 DOB: 1/10/24 Tattoo: M4 PB SM

Act. BW: 82 • Adj. WW: 739

CDI REVIVAL 370D

W/C NIGHT WATCH 84E

CDI TRUSTEE 387F x LONG'S J9

CDI MISS HOMETOWN 163C

LONGS GLORIA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.2	2.2	87.2	128.2	0.26	3.2	24.6	10	68.2	16.3	35.3	-0.43	0.31	-0.07	1.12	142	87.8

15

LONG'S TRUSTEE M10

Reg: 4429051 DOB: 1/14/24 Tattoo: 10M PB SM

Act. BW: 73 • Adj. WW: 634

CDI REVIVAL 370D

WLE BIG DEAL A617

CDI TRUSTEE 387F x LONGS E3

CDI MISS HOMETOWN 163C

LONGS LITTLE DEBBIE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.2	1.2	77.2	105.7	0.18	3.9	21.5	8.1	60	16.1	28.3	-0.41	0.37	-0.069	0.98	144	84

- For those in search of a rounder that is suited for almost any job you throw at him, this near outcross to the program may fit the bill. If you're a long time customer of the brand, this herd sire prospect offers a different genetic twist with the tools to enhance almost any trait.
- Moderate at birth with 74 pounds which translates to a curve bender at weaning with 773 pounds to ratio 111.
- Long's Resource M60 charts in the top 15% for CW, the top 25% for YW, MCE, and REA, and the top third for TI, CE, BW, WW, ADG, and MWW.



LOT 16 - LONG'S RESOURCE M60

- We continue with the stock that will keep a program centered on the basic essentials in terms of calving merit, growth, and balance between phenotype and genetic drivers.
- W/C Intimidator 533K was selected by the firm two years ago from the storied home of the W/C brand. They appreciated his length, frame, depth, and shape, and thought that in combination with his lineage and type, he was what they were after. He stacks CDI Innovator 325D and MR SR 71 Right Now E1538 blending suitable calving with real-world, observed growth and size.
- M42 has some very appealing ratios with 97 at birth and 104 at weaning.



W/C INTIMIDATOR 533K
Sire of Lot 17



LOT 17 - LONG'S INTIMIDATOR M42

16

LONG'S RESOURCE M60

Reg: 4428999 DOB: 2/21/24 Tattoo: M60 PB SM
Act. BW: 75 • Adj. WW: 773 • Homozygous Polled • Homozygous Black

HOOK'S ENCORE 65E LONGS THE PLAYER
BRIDLE BIT RESOURCE G9117 x HALEYS SPEECHLESS F490
BRIDLE BIT MISS B452 LONGS MISS TOSHIA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.5	0.2	84.5	129.1	0.28	7.5	23.9	12	66	14.6	40.3	-0.34	0.19	-0.054	1.04	138	85.8

17

LONG'S INTIMIDATOR M42

Reg: 4428983 DOB: 2/4/24 Tattoo: M42 3/4 SM 1/4 AN
Act. BW: 76 • Adj. WW: 723

W/C INNOVATOR 533H JF FOUNDATION 8010U
W/C INTIMIDATOR 533K x X29
W/C MISS WERNING 978G LONG'S U21

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14.4	-0.3	66.7	103.7	0.23	6.8	23.6	12.6	56.9	15.2	26.3	-0.17	0.42	-0.02	0.59	135.5	76.5



LOT 18 - LONG'S PATRIOT M039

**LONG'S CARMEN**
Dam of Lots 18 & 19

- Most everyone can appreciate a baldy, but everybody admires a baldy from a donor like Long's Carmen!
- The mating to LCDR Patriot 8K was done to "let's see" what this proven matriarch of success and profit can do with a sire from the North Dakota Simmental Breeders. It worked and worked very well with a desirable blend of look and performance suitable for those breeders that need a boost in one direction or another. Either of these studs is suitable for commercial operations, especially those who are progressive enough to retain daughters to sell as bred females or keep in the herd. Either way, imagine what those beautiful blaze-faced females will look like and the value they should have.
- Without a doubt, the feeder cattle would be laced with premiums from a payweight and carcass standpoint as well! Either brother should fit the bill for anyone who wishes to advance their respective program with industry merit supported by one of the very best matrons of the breed.
- Lot 18 nearly weighed 700 across the scale at weaning time and ranks in the top 3% for both WW and YW, the top 10% for TI, CW, MWW, and ADG, the top 15% for Doc, and the top 30% for API, Marb, and Milk.
- Lot 19 dominates the duo on paper as he is in the top 1% for WW, the top 2% for YW, MWW, CW, and REA, the top 10% for TI and ADG, and the top 30% for Marb.



LOT 19 - LONG'S PATRIOT M794

18

LONG'S PATRIOT M039

Reg: 4429841 DOB: 2/15/24 Tattoo: M039 PB SM

Act. BW: 73 • Adj. WW: 693 • Homozygous Polled • Homozygous Black

HHS MR ENTOURAGE 867B LLSF PAYS TO BELIEVE ZUI94

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
10.2	3.4	99.7	152.5	0.33	5	25.4	15.5	75.2	16.8	46.7	-0.4	0.31	-0.07	1.18	147.3	94.5

19

LONG'S PATRIOT M794

Reg: 4429847 DOB: 2/11/24 Tattoo: M794 PB SM

Act. BW: 75 • Adj. WW: 660 • Homozygous Polled • Homozygous Black

HHS MR ENTOURAGE 867B LLSF PAYS TO BELIEVE ZUI94

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
8.6	3.9	106.8	160.9	0.34	4.1	25.4	11.8	78.7	13.6	54.2	-0.39	0.31	-0.063	1.3	139.7	97.5

- Now hold on, you still can tie into the Long's Lila cow family, the dam of Long's Carmen, with a prospect from the full sister to "Carmen", Long's E7.
- A full face baldy that stands out in the pen with a long, high tying neck, bold in his upper rib with back shape, wide in his pin set, shape and turn to his quarter and stifle, and plants at the surface with authority.
- He's not as maternally driven as his full brothers in blood, but he is competitive for his profit indexes and growth expectations. We would expect his cattle to grow and convert on feed and meet the criteria for those premiums that are tied to quality grade.
- This herd sire prospect ranks in the top 10% for Marb, the top 15% for TI and WW, the top 20% for YW, and the top 25% for API and Doc.



LCDR PATRIOT 8K
Sire of Lots 18-21



LOT 20 - LONG'S PATRIOT M46

- The family tied in hard on the Lazy C Diamond bred stud on their very best females as we introduce this son of the rising star, Long's F12. In the 2024 version of the Long Production Sale, the lead off bred female was a direct daughter of OMF Epic E27. Long's Epic K49 commanded a final gavel price of \$35,000 for half interest, earning her a total valuation of \$70,000, and was selected by the Carey Family or TSC Livestock.
- The solid black stud of the four sons of LCDR Patriot 8K could qualify for use on heifers as he recorded a modest 76 pound actual birthweight and gained very well to weigh just over 700 at weaning.
- On paper, he reads of low birth merit recording in the top 10% for BW EPD and Marb as well. His profit index values are in the top 20% for API and top 30% for TI.



LONGS F12
Dam of Lot 21



LOT 21 - LONG'S PATRIOT M148

20

LONG'S PATRIOT M46

Reg: 4428987 DOB: 2/6/24 Tattoo: M46 PB SM

Act. BW: 89 - Adj. WW: 658 - Homozygous Polled - Homozygous Black

HHS MR ENTOURAGE 867B

LLSF PAYS TO BELIEVE ZU194

LCDR PATRIOT 8K x LONGS E7

WS MISS SUGAR C4

LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
7.9	3.3	89.8	132.5	0.27	3.3	17.9	14.2	62.7	16.2	34.5	-0.22	0.53	-0.024	0.81	149.2	91.7

21

LONG'S PATRIOT M148

Reg: 4429853 DOB: 2/19/24 Tattoo: M148 PB SM

Act. BW: 76 - Adj. WW: 703

HHS MR ENTOURAGE 867B

LLSF PAYS TO BELIEVE ZU194

LCDR PATRIOT 8K x LONGS F12

WS MISS SUGAR C4

LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.8	-1.6	71.1	99.3	0.18	6.4	21.4	11.8	56.9	16.2	15.3	-0.33	0.48	-0.044	0.75	152.1	86.1



LOT 22 - LONG'S SRIRACHA M13

- Many of the early visitors to the farm gravitated towards the loose build, and rugged design of this blaze faced herd sire prospect.
- KBHR Sriracha H127 has made his place in the SimGenetic business as a red hided calving ease stud of certainty. He also can inject moderate growth, improve carcass traits, balance profit indexes, and keep phenotype in line as well. He has proved his worth in the Ruby Program and this paternal grandson should carry on the genetic bar set by his sire and grandsire.
- He carries the influence of some very potent donor dams and headlining sires as well. Cows such as Ruby NFF Rhythm 2124Z, Rhythm 418P, and STF Radiant 02X and sires like LLSF Pays To Believe ZU194 and GCC Total Recall 806T. Bound for success with those that succeeded before him.

MOORE MS ELI 86J
Dam of Lot 22

LOT 23 - LONG'S HIRED GUN M18

- As stated before, the family strongly believes in what they have done and continue to do as far as breeding stock with look, shape, and balance. They know what has kept the wheels rolling and what doesn't work for them and so these cattle are built and have been selected on those principles.
- In the inaugural production sale, they offered sons of W/C Loaded Up 1119Y from the "Carmen" donor. The sire of this stud and the two that follow him in this book are sired by the high selling herd sire prospect that year that was selected by Williams Brothers Simmental of Missouri. The Long family thought enough of the bull to go back and sample him in the program.
- This red son of J100 will not disappoint from a look and build perspective. He has the shape and flexibility to withstand the tests and challenges of covering a set of cows and adverse terrain.

22

LONG'S SRIRACHA M13

Reg: 4429049 DOB: 2/4/24 Tattoo: M13 PB SM

Act. BW: 88 • Adj. WW: 637 • Homozygous Polled • Homozygous Black

KBHR SRIRACHA H127

SCHOOLEY ELI 434B

RUBY NFF SRIRACHA K212 x MOORE MS ELI 86J

RUBY NFF RHYTHM 2124Z

MOORE TOTAL RADIANT 132E

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.4	2.5	71.7	109.2	0.23	5.1	21.3	14.4	57.1	14.5	19.6	-0.38	0.21	-0.05	0.92	128.7	75.7

23

LONG'S HIRED GUN M18

Reg: 4429042 DOB: 1/16/24 Tattoo: M18 1/2 SM 1/2 CS

Act. BW: 81 • Adj. WW: 736

W/C LOADED UP 1119Y

LONG'S LOADED UP J100 x 69H

LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.4	6.2	92.3	139.1	0.29	5.9	23.1	8.9	69.2	4.3	38.2	-0.43	-0.07	-0.115	0.8	81.3	72.5

- This might be one of the very best SimAngus bulls in the offering based on phenotype. He is so deep in his rib design, bold in terms of shape, wide at the surface, big in his upper rib, and square from behind.
- W/C Loaded Up 1119Y influences the overall look and balance of any cow that he was introduced to and this son of "Carmen" will only do it better.
- He is definitely worthy of use on any set of cows. The winning bidder will be more than happy when they see that he should be a changer and an improver!
- This stud was moderate at birth, impressive at weaning, and ranks in the top 15% for WW, the top 20% for Doc, and the top 25% for YW.



LONG'S/WBS HIRED GUN J100
Sire of Lots 23-25



LOT 24 - LONG'S HIRED GUN M16

- Smooth and balanced in his overall look and presence. A solid black son of the J100 sire that is elevated out of his front third and as smooth as glass through his transitions.
- He should be a sire of look and leave a set of feeder cattle that they will talk about when they get the harvest data.
- These genetics are proven and timeless as the cattle have been good all along.



LOT 25 - LONG'S HIRED GUN M1

24

LONG'S HIRED GUN M16

Reg: 4428964 DOB: 1/14/24 Tattoo: M16 1/2 SM 1/2 CS
Act. BW: 80 • Adj. WW: 682

W/C LOADED UP 1119Y
LONG'S LOADED UP J100 x 70H
LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.8	4.6	86.7	131.1	0.28	4.9	21	15.5	64.2	4.9	39.1	-0.38	-0.13	-0.104	0.76	77.6	68.8

25

LONG'S HIRED GUN M1

Reg: 4428952 DOB: 1/9/24 Tattoo: M1 1/2 SM 1/2 CS
Act. BW: 80 • Adj. WW: 679

W/C LOADED UP 1119Y
LONG'S LOADED UP J100 x 0093H
LONG'S CARMEN 0093D

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.4	2.9	88	136	0.3	4.4	22.9	9.4	66.8	14.5	24.1	-0.36	0.09	-0.09	0.62	112.2	77.2



LOT 26 - LONG'S SALEM M107

- ES/Long's Salem HW46-1 is a sire that has over delivered on the family's initial expectations. A year ago, his first daughters were offered at public auction; they collectively averaged just a little over \$6700. The cattle are very good and very consistent from one to the next.
- This blaze faced herd sire prospect comes with the phenotypic advantages of power, substance, depth, and genuine shape. He was modest at birth and powerful at weaning time as he pounded the scale down with 710 pounds to ratio 102.
- He should leave a set of productive females that have the credentials to remain in any program for several years and with his calving expectations, every live calf born will add to an outfit's bottom line upon weaning.



LONG'S BLACKLIST K88
Maternal Sister to Lot 26



LOT 27 - LONG'S SALEM M12

- We expect many progressive cattlemen of seed stock or commercial discipline to find the value in this solid black son of ES/Long's Salem HW46-1.
- His dam was Tyler's selection from Reck Brothers. She blends a balance of calving ease, look, and quality.
- There has never been a time when every calf born alive had more value than they do today. This herd sire prospect is very worthy of use on a set of heifers or young cows as he charts in the top 10% for CE and top 15% for BW.

26

LONG'S SALEM M107

Reg: 4428959 DOB: 3/18/24 Tattoo: M107 PB SM

Act. BW: 78 • Adj. WW: 710 • Heterozygous Black

MR NLC UPGRADE U8676 CDI AUTHORITY 77X
ES/LONGS SALEM HW46-1 x LONGS D54
ES W46 LONGS HOAKIE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.6	1.5	60.5	84.9	0.15	5.9	22.2	7.2	52.4	17	19.8	-0.47	-0.06	-0.1	0.82	118.1	63.7

27

LONG'S SALEM M12

Reg: 4428934 DOB: 2/3/24 Tattoo: M12 3/4 SM 1/4 AN

Act. BW: 76 • Adj. WW: 651

MR NLC UPGRADE U8676 W/C BULLSEYE 3046A
ES/LONGS SALEM HW46-1 x RBS BULLSEYE E718
ES W46 RBS B402

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
17.3	-2.7	60.3	85	0.15	8.2	26.4	11.2	55.7	14.4	6.7	-0.29	0.1	-0.038	0.59	120.6	68

- This son of "Salem" is very dense, rugged, and durable in his construction. He too is deep sided with enough width and shape to deem him beef bull.
- With the influence of CDI Authority 77X on the maternal side, it adds to the summation of total power and true skeletal width when combined with the influence of the legendary sire, Mr NLC Upgrade U8676. U8676 never seems to go out of style in the commercial sector as it not only supplies growth and end product yield, but the daughters have proved themselves productive when mated to a British cow base.



LONG'S PLAYER H64
Maternal Sister to Lot 28



LOT 28 - LONG'S SALEM M99

- We think this is one of the better designed sons of the Mr NLC Upgrade U8676 sire that graces the summer pastures for the Long Family. M10 is very long sided with added depth. He is set higher out of his shoulder, strong in his spine, and set wide in his pins.
- The cattle from these direct daughters of the Lee Family bred LLSF Pays To Believe ZU194 are a bar above when phenotype and pounds of calf weaned are considered.
- This beef bull has the credentials to be considered for use on heifers as he ranks in the top 3% for CE and the top 10% for BW.



ES/LONGS SALEM HW46-1
Sire of Lots 26-29



LOT 29 - LONG'S SALEM M10

28

LONG'S SALEM M99

Reg: 4429028 DOB: 3/12/24 Tattoo: M99 PB SM

Act. BW: 78 • Adj. WW: 683 • Heterozygous Black

MR NLC UPGRADE U8676 CDI AUTHORITY 77X
ES/LONGS SALEM HW46-1 x LONGS D40
 ES W46 LONG'S U30

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12	0.5	68.9	103.6	0.22	5.5	27.3	7.1	61.7	12.6	13.1	-0.4	0.02	-0.054	0.89	117	72.1

29

LONG'S SALEM M10

Reg: 4428932 DOB: 1/30/24 Tattoo: M10 PB SM

Act. BW: 80 • Adj. WW: 634

MR NLC UPGRADE U8676 LLSF PAYS TO BELIEVE ZU194
ES/LONGS SALEM HW46-1 x RRCC LILAC 25G
 ES W46 RRCC JASMINE 28D

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
17.8	-1.8	63.3	87	0.15	8.8	20.9	8.2	52.5	13.1	20	-0.2	0.1	-0.028	0.53	129.5	72.3



LOT 30 - LONG'S HIGH RISE M21

- The strength in a cow family can carry any operation to the finish line or set an operation on the top of the heap and keep them there for many years to come. Long's Lila is one of those strong, contributing members of the foundation lineup at 3272 320th Street in Creston, Iowa.
- She is the dam of the great Long's Carmen and others as well as the maternal granddam of several matrons that are within the barbed wire fences for the Long Family.
- This son of Conley High Rise F3 is the maternal brother to "Carmen". One must note the similarities expressed by M21 and those sons of "Carmen" regarding the set and design of the hind leg, the pin set, the spinal integrity and back shape, the extension, the head and neck placement, and carriage, it's evident that there is significant power in the blood!
- He's an impressive prospect for any and all operations and posted a 740 pound weaning weight, to ratio 104.

LONG'S LILA
Dam of Lot 30

- The lone son of Long's The Player in this year's offering that demands your attention.
- This strikingly built baldy is ultra chiseled but masculine in his look. He's commanding in his front third, sharp and crisp in his lines, smooth by design, and big to the surface.
- He measured just 70 at birth and has a CE value of 14.0 putting him in the 20% of the breed.

LONGS THE PLAYER
Sire of Lot 31

LOT 31 - LONG'S PLAYER M19

30 LONG'S HIGH RISE M21
Reg: 4428939 DOB: 2/24/24 Tattoo: M21 PB SM
Act. BW: 92 • Adj. WW: 740 • Homozygous Polled • Homozygous Black

TJ HIGH CALIBRE 556B HTP SVF IN DEW TIME
CONLEY HIGH RISE F3 x LONG'S LILA
CONLEY SHEZA STAR D3 LONG'S MISS PENNY

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.5	2.4	77.2	114.9	0.24	3.6	20.6	9.8	59.1	18.1	27	-0.19	0.25	-0.031	0.58	134.6	78.3

31 LONG'S PLAYER M19
Reg: 4428937 DOB: 2/22/24 Tattoo: M19 PB SM
Act. BW: 70 • Adj. WW: 653

TLLC ONE EYED JACK LONGS PAY THE MAN
LONGS THE PLAYER x LONG'S PAY THE MAN K414
LONG'S DRIBBLE LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14	2.5	72.6	104.9	0.2	5.6	15.2	4.3	51.5	10.4	24.3	-0.19	-0.12	-0.03	0.54	103.7	66.4

- TJ Gold 274G would be one of the more popular sire groups stemming from the historic Triangle J program of Taylor, Nebraska. Of course, they differ from ranch to ranch depending on the make-up of the cow herd, but they seem to surface by beating the challenges and pass the tests that are thrown in their direction.
- The cattle by "Gold" seem to be somewhat low input while offering gains and profit potential and the endpoint wherever that may be.
- M11 is an excellent built three-quarter blood herd sire prospect that would leave a killer set of replacements or a set of feedlot bound progeny that had the quality and genetics to capture the top end of the marketplace. If they are built and if they perform half of this scamp, big premiums should be on the way.



TJ GOLD 274G
Sire of Lots 32 & 33



LOT 32 - LONG'S GOLD M11

- This son of TJ Gold 274G is one of the bulletproof, heifer-safe options in the offering. He's a purebred that could work on any set of SimGenetic, Angus, or British-type commercial heifers. Not saying that he wouldn't work on cattle of other breed compositions, just stating that those cattle would have significant value carrying this stud's service and that those resulting progeny would have more premium potential if they qualified for programs like CAB on the rail.
- He's deep sided, flexible in his skeleton, smooth and refined about his front third.
- M3 was 58 pounds at birth and ranks in the top 1% for CE, the top 2% for BW, the top 10% for MCE and Stay, and the top 15% for API.
- One more added incentive is that he is from a maternal sister to Long's Carmen!



LOT 33 - LONG'S GOLD M3

32

LONG'S GOLD M11

Reg: 4428933 DOB: 2/1/24 Tattoo: M11 3/4 SM 1/4 AN
Act. BW: 82 • Adj. WW: 661

HOOK'S EAGLE 6E LONGS IVE GOT JACK
TJ GOLD 274G x LONG'S GOT JACK K13
TJ 12C RCC MISS EMBLAZON 355

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.6	-1.5	68.8	103.9	0.22	3.7	22.5	10.8	56.8	15.7	7.9	-0.23	0.23	-0.03	0.48	125.3	74

33

LONG'S GOLD M3

Reg: 4428945 DOB: 1/25/24 Tattoo: M3 PB SM
Act. BW: 58 • Adj. WW: 633

HOOK'S EAGLE 6E LONGS IVE GOT JACK
TJ GOLD 274G x LONG'S J97
TJ 12C LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
19.2	-3.4	60.2	85.2	0.16	9.7	20.6	6.6	50.6	20.1	-7.6	-0.29	0.3	-0.038	0.41	158.7	77.9



LOT 34 - LONG'S BALD EAGLE M62

- These cattle sired by the Kansas State University stud, KSU Bald Eagle 53G, have a ton of industry merit and have been very popular when sold through this production sale series.
- Long's Bald Eagle M62 is a full face baldy that is loose in his construction, big and soft in his middle, bold in his upper rib cage, with the wedge shape that gets greater from front to rear.
- He's a scale pounding meat and potatoes critter with the credentials to enhance any operation as he weighed 724 pounds at weaning after starting at 66.
- He ranks in the top 3% for YG, the top 10% for REA, the top 15% for CE and MCE, and the top 25% for BW with dollar index values for TI and API that stay in the upper half of the business.



KSU BALD EAGLE 53G

Sire of Lots 34-37



LOT 35 - LONG'S BALD EAGLE M65

- An ultra smooth, solid black son of the industry specialist.
- This herd sire prospect is a definite heifer bull candidate as he weighed 69 pounds at birth and charts in the top 10% for BW and top 25% for CE.
- We expect this stud to sire cattle that are live at birth, in normal circumstances, with vigor, that will grow and perform on any productive female and have the premium potential by the grace of genetics. M65 ranks in the top 10% for Doc and YG, the top 20% for MCE, the top 25% for CE, and the top 30% for REA.

34 LONG'S BALD EAGLE M62
Reg: 4429001 DOB: 2/21/24 Tattoo: M62 1/2 SM 1/2 CS
Act. BW: 66 • Adj. WW: 724

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

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
16.1	-1.4	78.5	118.4	0.25	9.5	21.7	13.8	60.8	14.4	23.7	-0.45	0.39	-0.08	0.97	142.4	85.4

35 LONG'S BALD EAGLE M65
Reg: 4429004 DOB: 2/22/24 Tattoo: M65 1/2 SM 1/2 CS
Act. BW: 69 • Adj. WW: 695

HOOK'S EAGLE 6E
KSU BALD EAGLE 53G x 546F
KSU MISS SHEAR FORCE 9Z

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14.9	-3.2	71.2	106.6	0.22	8.9	23.6	17.2	59.1	14.2	24.5	-0.38	0.35	-0.071	0.82	137.8	81.7

- Density and body shape in a solid colored package will get heads to turn in this prospect's direction when visitors come before or on sale day. This is one of the very best options for herd improvement with significant commercial value.
- He's a big spread performer that started out at 67 pounds and converted to a weaning weight of 790 pounds to ratio and impressive 114.
- His performance drivers are accepted by the industry with strength in calving merit and carcass. He ranks in the top 3% for YG, the top 15% for BW, the top 25% for API, DOC, and MCE, and the top 30% for TI, and CE.



LOT 36 - LONG'S BALD EAGLE M87

- The genetic quality and industry advantages these "Bald Eagle" sons maintain across the board make them second to none!
- This blaze faced, heifer acceptable stud is just another example of the consistency in build and type from one to the next. He's certainly not the heaviest or most robust in his design, but he should work very well to improve calves on young females.
- M93 ranks in the top 1% for YG, the top 15% for CE and MCE, the top 20% for Doc, the top 25% for BW, and the top third for TI, API, and WW.



LOT 37 - LONG'S BALD EAGLE M93

36

LONG'S BALD EAGLE M87

Reg: 4429021 DOB: 3/6/24 Tattoo: M87 1/2 SM 1/2 CS

Act. BW: 68 • Adj. WW: 790

HOOK'S EAGLE 6E

KSU BALD EAGLE 53G x 396F

KSU MISS SHEAR FORCE 9Z

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14.7	-2.8	77.9	114	0.23	8.5	19.3	14.4	58.1	16.3	17.9	-0.44	0.46	-0.088	0.81	149.5	87.8

37

LONG'S BALD EAGLE M93

Reg: 4429026 DOB: 3/8/24 Tattoo: M93 1/2 SM 1/2 CS

Act. BW: 66 • Adj. WW: 703

HOOK'S EAGLE 6E

KSU BALD EAGLE 53G x 648F

KSU MISS SHEAR FORCE 9Z

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
16.5	-1.4	79.6	120	0.25	9.9	23.4	15.2	63.1	13	29.8	-0.5	0.43	-0.101	1.03	142.8	87.5



LOT 38 - LONG'S MIC DROP M53

- OMF Journeyman J24 would be one the more popular sons of the Schnabel Ranch bred sire Mr SR Mic Drop G1534. OMF Journeyman J24 is the \$110,000 Oak Meadows Farm High seller of the 2023 edition of their production sale. He is siring the right kind, the kind with value and industry merit.
- We would expect nothing short of that with M53. This big boned, deep loose made herd sire prospect comes with the beef business look and all of the tangible assets needed to sire a high quality, high performing set of calves suitable for topping any progressive marketing option.
- You will want to keep the daughters back in the program as well as he records one of the best values for Stay in the entire offering in the top 2 percentile.



MR SR MIC DROP G1534

Sire of Lot 38



LOT 39 - LONG'S OUTLAW M22

- The cattle by WINC Outlaw 015H have been well received since the firm invested the son of TJ Franchise from Windy Creek Cattle Company of Spencer, SD. The progeny are consistent for length, scale, and payweight. A year ago, the cattle by 015H averaged just shy of \$6000.
- M22 raises the bar a bit higher this year for overall general quality as the lone son of the Windy Creek bred stud.
- He is elevated in his neck attachment as it ties high into his smooth blade that transitions into a square, genuine loin edge with a width advantage to his pin set as he ties deep into the base of his quarter. He is as true as any from his hock to the ground and moves with utmost skeletal quality. He is quite the lad and stands a good chance to only stimulate your neighbor's envy for what's on your side of the fence.

38 LONG'S MIC DROP M53

Reg: 4428994 DOB: 2/12/24 Tattoo: M53 PB SM

Act. BW: 82 • Adj. WW: 686 • Homozygous Polled • Heterozygous Black

MR SR 71 RIGHT NOW E1538 HTP SVF IN DEW TIME

MR SR MIC DROP G1534 x LONGS GIA

MISS SR C1534

LONGS ELLY

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.7	1.7	77.8	119.2	0.26	8.4	21.8	11.5	60.6	22.4	16.5	-0.34	0.06	-0.066	0.64	141.6	76.7

39 LONG'S OUTLAW M22

Reg: 4428968 DOB: 1/20/24 Tattoo: M22 PB SM

Act. BW: 77 • Adj. WW: 663

TJ FRANCHISE 451D

LONG'S SOLID STEEL

WINC OUTLAW 015H x LONGS F41

WINC 801F

ELM-MOUND LUCKY MAN Y157

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.6	0	51.1	74.7	0.15	3.8	13.4	11.9	38.9	14.1	13.7	-0.28	0.23	-0.031	0.7	122.8	65



LOT 40 - WINC OUTLAW 015H



LONG'S OUTLAW L571
Son of Lot 40



LONG'S OUTLAW K64
Daughter of Lot 40



LONG'S OUTLAW K47
Daughter of Lot 40

40

WINC OUTLAW 015H

Reg: 3796899 DOB: 2/23/20 Tattoo: 015H 3/4 SM 1/4 AN

Act. BW: 82 • Adj. WW: 784 • Homozygous Polled • Homozygous Black

CCR COWBOY CUT 5048Z

CDI OUTLAW 292C

TJ FRANCHISE 451D x WINC 801F

TJ MISS NET WORTH U11

WINC MISS 539C

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14.8	-0.2	61.8	101.4	0.25	5.8	21.5	12.4	52.3	11.7	18.9	-0.12	0.53	-0.005	0.47	133.8	76.2

- It's not often that you have the opportunity at public auction to tie into a proven herd sire like the TJ Franchise 451D son, WINC Outlaw 015H.
- When the firm made the investment, he was a true standout among his contemporaries as he ratioed 97 at birth, 105 at weaning, 106 at a year, 104 for REA, but he set the bar for IMF as he ratioed 178! He was a physical specimen in every single evaluation point, and he has left a set of daughters that will be utilized in the program for the years ahead.
- **Selling 100% Semen Interest & Possession.**



LOT 41 - LONG'S BADLANDS M12

- We initiate the Angus bull division with the lead off son of Ellingson Badlands 0285, the top-selling bull of the 2021 Ellingson Angus Production Sale.
- M12 is from a young daughter of S A V Governor 6844 back to a daughter of S A V Resource 1441 selected from the Voss Angus program.
- This well-built, competitively made, deep sided, athletic beast is one of the best Angus prospects ever raised within the program.
- His numeric profile deems him an acceptable female producer with longevity on board. He ranks in the top 1% for both Claw and Angle, the top 2% for \$M, the top 10% for Milk and \$W, and the top 15% for RE as well.



ELLINGSON BADLANDS 0285

Sire of Lots 41 & 42



LOT 42 - LONG'S BADLANDS M13

- Another son of Ellingson Badlands 0285 from another daughter of S A V Governor 6844 but this time tracing back to a daughter of S A V Milestone 2312.
- This bold built, square made Angus prospect could be useful on any heifer project as he recorded a 69 pound actual birth weight.
- This scamp ranks in the top 2% for \$M, Milk and Angle, the top 10% for Claw and HP, the top 15% \$W, and top 20% for \$EN.
- You will love the steer and cull heifer progeny when you receive the check from your livestock marketing option of choice, but your program will benefit the most from the daughters retained by this herd sire.

41 LONG'S BADLANDS M12

Reg: 21128568 DOB: 1/14/24 Tattoo: M12 ANGUS

Act. BW: 70 • Adj. WW: 688 • Homozygous Polled • Homozygous Black

ELLINGSON RIDER PRIDE 7282 S A V GOVERNOR 6844
ELLINGSON BADLANDS 0285 x LONG'S GOVERNOR J20
EA BELLS GIRL 7617 VOSS ANNE 7309

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
5	2.1	74	121	0.22	2	33	44	51	0.17	1.02	-11	97	81	81	116	247

42 LONG'S BADLANDS M13

Reg: 21128570 DOB: 1/14/24 Tattoo: M13 ANGUS

Act. BW: 69 • Adj. WW: 678 • Homozygous Polled • Homozygous Black

ELLINGSON RIDER PRIDE 7282 S A V GOVERNOR 6844
ELLINGSON BADLANDS 0285 x LONG'S J2
EA BELLS GIRL 7617 VOSS BLACKBIRD 7331

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
10	0.2	62	105	0.22	9	38	21	53	0.41	0.65	-2	97	78	96	137	275

- Here's an attractive built, maternally driven, calving ease prospect.
- This son of PVF TCF Frozen 6078 is from a very productive daughter of Musgrave Sky High 1535 back to one of the very best EXAR Blue Chip 1877B daughters.
- He charts in the top 10% for Milk and DMI, the top 25% for CED and RE, and the top third for \$F, \$W, \$M, Angle, Doc, HS, and HP.



PVF TCF FROZEN 6078
Sire of Lots 43 & 44



LOT 43 - LONG'S FROZEN M70

- This is a certified heifer safe option for any set of heifers. He's doubled up with the calving merit with the influence of Eathington Sub-Zero and Stevenson Turning Point.
- M54 ranks in the top 2% for DMI, the top 10% for CED, the top 15% BW and CEM, and the top 25% for Milk, \$W, and \$F.



STEVENSON TURNING POINT
Maternal Grandsire of Lot 44



LOT 44 - LONG'S FROZEN M54

43

LONG'S FROZEN M70

Reg: 21142729 DOB: 2/25/24 Tattoo: M70 ANGUS
Act. BW: 80 • Adj. WW: 749 • Homozygous Polled • Homozygous Black

EATHINGTON SUB-ZERO MUSGRAVE SKY HIGH 1535
PVF TCF FROZEN 6078 x LONG'S SKY HIGH H58
PVF PROVEN QUEEN 4032 VOSS MISS 9223

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
10	1	60	106	0.26	7	35	51	49	0.37	0.92	-16	72	67	100	144	259

44

LONG'S FROZEN M54

Reg: 21142728 DOB: 2/13/24 Tattoo: M54 ANGUS
Act. BW: 70 • Adj. WW: 671 • Homozygous Polled • Homozygous Black

EATHINGTON SUB-ZERO STEVENSON TURNING POINT
PVF TCF FROZEN 6078 x LONG'S TURNING POINT K10
PVF PROVEN QUEEN 4032 LONG'S SKY HIGH H58

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
13	-0.9	62	102	0.24	12	30	40	50	0.13	0.61	-7	71	72	107	132	242



LOT 45 - LONG'S TIDAL WAVE M35

- There's a very impressive group of herd sire prospects in the offering by the exciting Square B Tidal Wave 9033. 9033 is a direct son of S A V Rainfall 6846 from a very awesome S A V Bismarck 5682 sired dam. The combination offers the perfect blend for any breeding program.
- The sire's resume' in combination with the power of Connealy Earnan 076E, there is no going back.
- This huge centered, big outlined, sturdy built stud ranks in the top 3% for \$M, \$EN and DMI, the top 10% for BW, the top 20% for HP, PAP, and HS.



LONG'S SKY HIGH L11
Maternal Brother to Lot 45



LOT 46 - LONG'S TIDAL WAVE M20

- This is the most complete of the sons of 9033. From a physical perspective, he is built flawlessly in terms of movement and general build. He spreads true shape throughout with a big center body with top shape and pin width as well.
- He's not a curve bender or an extreme outlier, but he is very good livestock that centers his genetic expectations with a very balanced profile.
- His progeny could be suited for high elevations and fescue as well as he ranks in the top 15% for PAP and HS with the top 25% \$F and DMI.



SQUARE B TIDAL WAVE 9033
Sire of Lots 45-47

45

LONG'S TIDAL WAVE M35

Reg: 21128274 DOB: 1/31/24 Tattoo: M35 ANGUS
Act. BW: 71 • Adj. WW: 668 • Homozygous Polled • Homozygous Black

S A V RAINFALL 6846 CONNEALY EARL MARSHALL
SQUARE B TIDAL WAVE 9033 x VOSS MISS FOREVER 7463
EURA ELGA OF CONANGA 9109 WK MISS FOREVER 9228

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
5	-1.1	53	87	0.21	9	26	-4	28	0.57	0.38	15	93	66	73	118	246

46

LONG'S TIDAL WAVE M20

Reg: 21128261 DOB: 1/17/24 Tattoo: M20 ANGUS
Act. BW: 70 • Adj. WW: 654 • Homozygous Polled • Homozygous Black

S A V RAINFALL 6846 S A V MILESTONE 2312
SQUARE B TIDAL WAVE 9033 x VOSS IDA 7310
EURA ELGA OF CONANGA 9109 BHC IDA 8179

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
6	2.2	72	120	0.25	5	20	79	57	0.43	0.74	-21	54	62	40	145	242

- The Angus offering at Long's is loaded with calving ease options that are all backed by dams of noteworthy cow families. This stud traces back to one of the very influential and proven cow families that built and ran the historic Ratcliff Ranches program of Vinita, Oklahoma. "RR Idessa" will forever be noted as one of the maternal strongholds the Angus business knew of before the famed program dispersed.
- Long's Tidal Wave M29 is a card-carrying, and certified heifer bull! He entered the world at 69 pounds and then ranks in the top 1% for BW and top 2% for CED, the top 5% for CEW, and the top 10% for DMI and PAP.



S A V RESOURCE 1441
Maternal Grandsire of Lot 47



LOT 47 - LONG'S TIDAL WAVE M29

- This Angus prospect is bred with as much beef business merit and capacity known to the Angus breed.
- M41 is smooth by design but robust in pedigree as he aligns some of the very popular sires and donor dams throughout his lineage.
- The son of S A V Governor 6844 offers it all; length, depth, width, and body shape while setting to the surface with authority and substance.
- He ranks in the top 15% for both Milk and Claw.



S A V GOVERNOR 6844
Sire of Lot 48



LOT 48 - LONG'S GOVERNOR M41

47

LONG'S TIDAL WAVE M29

Reg: 21128276 DOB: 1/25/24 Tattoo: M29 ANGUS
Act. BW: 69 • Adj. WW: 636 • Homozygous Polled • Homozygous Black

S A V RAINFALL 6846 S A V RESOURCE 1441
SQUARE B TIDAL WAVE 9033 x VOSS IDESSA 7426
EURA ELGA OF CONANGA 9109 WK IDESSA 9321

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	SEN	SM	\$W	\$F	\$B	\$C
16	-3.2	48	89	0.24	14	26	42	23	0.52	-0.02	-6	53	53	70	105	189

48

LONG'S GOVERNOR M41

Reg: 21128305 DOB: 2/4/24 Tattoo: M41 ANGUS
Act. BW: 82 • Adj. WW: 603 • Homozygous Polled • Homozygous Black

COLEMAN CHARLO 0256 S A V INTERNATIONAL 2020
S A V GOVERNOR 6844 x VOSS BLACKBIRD 7423
S A V BLACKCAP MAY 4136 WK BLACKBIRD 8150

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	SEN	SM	\$W	\$F	\$B	\$C
4	1.8	63	115	0.25	6	32	53	46	0.29	0.35	-15	64	65	84	116	214



LOT 49 - LONG'S COUNTERTIME L613



LOT 50 - LONG'S COUNTERTIME L656

- What a way to initiate this dominant set of bred females!
- This is a flush mate sister to the high selling sire prospect a year ago. Long's Countertime L670 commanded a \$20,000 hammer price and works for Moore Land and Cattle in Illinois.
- The star headed diva is huge at the surface, stout in her bone work, flexible in motion, huge in her center body, with added length, and genuine base width.
- She could be the very best bred female the family has offered. She is the kind that can take any program to the next level and is worthy of any and all attention for investment consideration.



LONG'S COUNTERTIME L670
Full Brother to Lots 49 & 50



W/C INTIMIDATOR 533K
Service Sire to Lots 49 & 50



KCC1 COUNTERTIME 872H
\$230,000 Sire of Lots 49 & 50

- Whoa! The full sister to lot 49 might light the fire!
- This incredible purebred Simmental female will gather attention as she is built like no other!
- Her neck is attached high out of the top of her blade that is laid smooth while tying into her forerib and spine with glass like transition. She is bold in her center body, impeccable in her underline, big in her back shape and pin set while being square and true on the go.
- She's the kind that will mate with any bull that you introduce to her and remain profitable for the years ahead.

49

LONG'S COUNTERTIME L613

Reg: 4265664 DOB: 1/22/23 Tattoo: L613 PB SM

Act. BW: 81 • Adj. WW: 609

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

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
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11.4	2.8	85	126.3	0.26	5.5	18.1	14.1	60.5	14.6	33.4	-0.32	0.31	-0.058	0.85	138.1	85
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AI BRED 5/4/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). PE 5/27/24-7/19/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). LIKELY SAFE AI. EST. DUE 2/13/25.

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
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12.9	2.2	87.9	138.6	0.32	6.6	20.9	13.8	64.8	13.8	40.8	-0.36	0.31	-0.07	0.96	142	88
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50

LONG'S COUNTERTIME L656

Reg: 4265665 DOB: 1/25/23 Tattoo: L656 PB SM

Act. BW: 78 • Adj. WW: 639

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

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
----	----	----	----	-----	-----	------	-----	-----	------	----	----	------	----	-----	-----	----

11.4	2.8	85	126.3	0.26	5.5	18.1	14.1	60.5	14.6	33.4	-0.32	0.31	-0.058	0.85	138.1	85
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AI BRED 5/5/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). PE 5/27/24-7/19/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). LIKELY SAFE AI. EST. DUE 2/14/25.

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
----	----	----	----	-----	-----	------	-----	-----	------	----	----	------	----	-----	-----	----

12.9	2.2	87.9	138.6	0.32	6.6	20.9	13.8	64.8	13.8	40.8	-0.36	0.31	-0.07	0.96	142	88
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**LOT 51 - LONG'S EPIC L19****LONG'S B28**
Dam of Lots 49-51**LONG'S ROLEX H17**
Maternal Sister to Lots 49-51**ES/LONGS SALEM HW46-1**
Service Sire to Lot 51**51****LONG'S EPIC L19**

Reg: 4265575 DOB: 1/20/23 Tattoo: L19 PB SM

Act. BW: 80 • Adj. WW: 552

WS ALL-AROUND Z35 LONG'S SHEAR ENVY
OMF EPIC E27 x **LONG'S B28**
 OMF TIME LESS B100 LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.4	1.1	82.7	118	0.22	5.8	21.8	13.1	63.1	15.9	26.6	-0.31	0.14	-0.047	0.82	133.7	81.5

AI BRED 5/4/24 TO ES/LONGS SALEM HW46-1 (ASA: 3758406). PE 5/27/24-7/19/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). LIKELY SAFE AI. EST. DUE 2/13/25.

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
14.6	0.5	74.9	107.6	0.21	7	22.7	11.5	60.1	12.3	22.2	-0.35	0.15	-0.05	0.84	127.5	77.5

- This maternal sister to lots 49 and 50 is sired by the popular, long time use sire, OMF Epic E27.
- She comes with the true width, dimension, and center body that are trademark to the sire group.
- L19 offers a very balanced EPD profile and hits the mark for nearly every economically important trait at breed average or better.
- At the end of the day, one needs to own some piece of this trademark donor! Either way you're gonna make money.



LOT 52 - LONG'S SAM L601

- Long's Sam L601 is the full sister to last year's high selling lot that was selected by LT Ranches of South Dakota at a record \$70,000.
- This one is moderate, dense, square, and very high quality!
- She is huge at the ground, sturdy in her construction, big from behind, wide backed, cool in her front third features, and simply complete!
- We expect her to enter a donor pen and contribute to the program that owns her and back to the business through her sons and daughters.
- Stacked with predictable and documented earning potential as a daughter of the matriarch known as Long's Carmen.



LONG'S SAM L910
\$70,000 Full Sister to Lot 52



LOT 53 - LONG'S COUNTERTIME L930

- KCC1 Countertime 872H worked very well on the "Carmen" donor, it's a known fact.
- This solid black daughter of the matriarch is long, attractive, balanced in her build, level pinned, with an awesome rear wheel.
- She sets the bar from an EPD profile perspective as she charts in the top 3% for WW, the top 4% for YW, the top 10% for ADG, MWW, and CW, the top 15% for TI, and the top 20% for Marb.
- With her genomics and phenotype, she's worthy of consideration by any breeder or operation.



LONG'S COUNTERTIME L930
Lot 53

52

LONG'S SAM L601

Reg: 4265660 DOB: 2/7/23 Tattoo: L601 PB SM
Act. BW: 80 • Adj. WW: 627 • Homozygous Polled • Homozygous Black

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

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.5	3	87.1	129.5	0.27	3	25.1	8.8	68.6	11.2	35.4	-0.2	0.28	-0.033	0.71	127.9	85.1

AI BRED 5/24/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). PE 5/27/24-7/19/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). SAFE TO PE SIRE. EST. DUE 3/18/25.

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
14.8	0.9	78.3	117.2	0.25	6.4	22.5	10.8	61.5	10.9	36.5	-0.36	-0.06	-0.07	0.95	115.5	74.4

53

LONG'S COUNTERTIME L930

Reg: 4265653 DOB: 2/11/23 Tattoo: L930 PB SM
Act. BW: 80 • Adj. WW: 538

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

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.9	4.4	98.5	151.5	0.33	4.9	24.8	13.7	74	14.6	45.1	-0.24	0.36	-0.058	0.76	141.7	92.8

AI BRED 5/23/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). PE 5/27/24-7/19/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). LIKELY SAFE AI. EST. DUE 3/4/25.

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
13.6	2.6	86.2	133.9	0.3	5.9	24	11.1	66.9	10.3	45.8	-0.33	0.06	-0.07	0.92	120.2	80.4

- This is a maternal sister to the Long's Lila donor female which is the dam of Long's Carmen.
- A very uniquely constructed female that is exotic necked, big centered, long hiped, level pinned, with an awesome and functional hind leg.
- She has the resume' to enter any donor pen and will have the earning potential for which the cow family is known for.
- A maternal sister brought \$5,800 a year ago and sold to Moore Land and Cattle of Illinois.



LONG'S MISS PENNY
Dam of Lots 54 & 55



LOT 54 - LONG'S EO L47

- Another important member of the Long's Miss Penny donor family sells as lot 55.
- An exquisite but broody designed powerhouse of a donor prospect.
- She is so clean and lifted in her throat line, extra-long necked, extended and bold in her body type, big in her pin set, and very stout in her framework.
- This baldy will always be a member of an elite tribe with established documentation of quality production and on board earning potential!



LONGS THE PLAYER
Sire of Lot 55



LOT 55 - LONG'S PLAYER L784

54

LONG'S EO L47

Reg: 4265602 DOB: 2/9/23 Tattoo: L47 5/8 SM 11/32 AN 1/32 CS
Act. BW: 79 • Adj. WW: 509

W/C UNITED 956Y JF FOUNDATION 8010U
W/C EXECUTIVE ORDER 8543B x LONG'S MISS PENNY
MISS WERNING KP 8543U LONGS COWGIRL

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.8	1.5	75.9	118.3	0.26	3.9	23.1	8.6	60.9	14.8	20.1	-0.33	0.1	-0.048	0.78	112.8	72

AI BRED 5/4/24 TO ES/LONGS SALEM HW46-1 (ASA: 3758406). PE 5/27/24-7/19/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). LIKELY SAFE AI. EST. DUE 2/13/25.

Calf Breed: 5/8 SM 3/8 AN | EPD's for pregnancy

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.3	0.7	71.5	107.8	0.23	6.1	23.4	9.3	59	11.7	19	-0.36	0.13	-0.06	0.82	121.5	74.5

55

LONG'S PLAYER L784

Reg: 4265668 DOB: 2/18/23 Tattoo: L784 5/8 SM 11/32 AN 1/32 CS
Act. BW: 72 • Adj. WW: 592 • Homozygous Polled • Heterozygous Black

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
11.6	1.6	62.9	88.6	0.16	4.6	17.5	5	48.9	13.2	13.3	-0.3	0.01	-0.037	0.69	99.4	60.7

AI BRED 5/5/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). PE 5/27/24-7/19/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). LIKELY SAFE AI. EST. DUE 2/14/25.

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	1.6	76.9	119.8	0.27	6.2	20.6	9.3	59	13.1	30.7	-0.35	0.16	-0.06	0.88	126.8	77.3



LOT 56 - LONG'S RIGHT NOW L50

- We will stay with the same cow family and bring to center stage a daughter of the Werning owned herd sire Mr SR 71 Right Now E1538 from a W/C Loaded Up 1119Y daughter of "Carmen".
- Long's Right Now L50 is built like no other daughter of E1538; you simply will not find any daughters of this sire group built as exotic and out there as this one is! Fact!
- A gorgeous, goggle-eyed baldy, that is built like perfection. She is sharp in her lines, and elegant in her transitions, with a near-perfect hip and hind leg.
- She has the right genetic blend to have the ability to raise scale-pounding herd bulls or high-rent open and bred females that replicate her build and phenotypic advantages.

LONG'S J319
Dam of Lot 56

LOT 57 - LONG'S OUTLAW L67

- A very stout, wide based baldy with added substance and power from end to end.
- She outperformed her contemporaries from birth to weaning and offers the top 25% Marb, and CE and BW values in the top third of the industry.

WINC OUTLAW 015H
Sire of Lot 57 - He Sells as Lot 40

56

LONG'S RIGHT NOW L50

Reg: 4265606 DOB: 2/10/23 Tattoo: L50 PB SM

Act. BW: 65 • Adj. WW: 531

HOOK'S BOZEMAN 8B W/C LOADED UP 1119Y
MR SR 71 RIGHT NOW E1538 x LONG'S J319
MISS SR C1538 LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13	0.4	87.2	134.1	0.29	8	24.5	14.2	68	13.9	29.6	-0.48	0.11	-0.095	1.01	134.9	86.2

AI BRED 5/4/24 TO OMF EPIC E27 (ASA: 3317371). PE 5/27/24-7/19/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). LIKELY SAFE AI. EST. DUE 2/14/25.

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
14.1	-0.4	87	129.8	0.27	7.6	24.7	14.2	68.1	15.8	29.6	-0.37	0.16	-0.07	0.86	142.2	86.9

57

LONG'S OUTLAW L67

Reg: 4265624 DOB: 3/1/23 Tattoo: L67 PB SM

Act. BW: 71 • Adj. WW: 519

TJ FRANCHISE 451D LONGS PAY THE MAN
WINC OUTLAW 015H x LONG'S PAY THE MAN H11
WINC 801F LONGS C102

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.4	0.6	68	107	0.24	4.7	20.1	11.2	54.1	12.9	21.8	-0.19	0.34	-0.027	0.55	135	78.2

AI BRED 5/5/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). PE 5/27/24-7/19/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). SAFE TO PE SIRE. EST. DUE 4/17/25.

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
14.8	0.7	70.9	111.7	0.26	5.8	21.6	9.8	57	9.4	34.1	-0.3	0.05	-0.06	0.81	116.2	72.7

- This female is laced with calving ease and maternal strength while tracing back to a full sister to Long's Lila from the Long's Miss Penny foundation donor dam.
- She is solid black and dense in her overall build with utmost skeletal quality and integrity.
- L44 should have the phenotype and the genomics suited for herd sire production.
- She ranks in the top 20% for Milk and the top 25% MWW with other traits besting the industry mean, where you want to be to remain profitable with longevity.



SFI LONGS IN CHARGE K28
Service Sire to Lot 58



LOT 58 - LONG'S ENTITLED L44

- If you want to make an animal dense and three-dimensional, one should strongly consider sampling Longs/BF Entitled H15.
- L49 has an incredible set of paws and running gear matched with an abundance of body shape and center density.
- She comes with the tools and credentials to produce herd sires and leave a set of daughters that should match or beat her overall quality.



LONG'S/BF ENTITLED H15
Sire of Lots 58 & 59



LOT 59 - LONG'S ENTITLED L49

58

LONG'S ENTITLED L44

Reg: 4265601 DOB: 2/8/23 Tattoo: L44 PB SM

Act. BW: 69 • Adj. WW: 575

THSF LOVER BOY B33 W/C NIGHT WATCH 84E
LONG'S/BF ENTITLED H15 x **LONG'S J9**
LONGS F7 LONGS GLORIA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.1	1.2	80.3	114.3	0.21	6	27.5	11.8	67.5	14.5	23	-0.36	0.2	-0.049	0.92	132.8	82.1

AI BRED 5/25/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). PE 5/27/24-7/19/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). LIKELY SAFE AI. EST. DUE 3/6/25.

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	1	77.1	115.3	0.24	6.5	25.3	10.1	63.7	10.2	34.7	-0.39	-0.03	-0.07	1	115.1	74.7

59

LONG'S ENTITLED L49

Reg: 4265604 DOB: 2/10/23 Tattoo: L49 PB SM

Act. BW: 68 • Adj. WW: 529

THSF LOVER BOY B33 LONGS THE PLAYER
LONG'S/BF ENTITLED H15 x **CC MS PLAYER 10F**
LONGS F7 CC MISS Z ABOVE PAR 11Z

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.2	0.2	66.5	95.9	0.18	5.7	22.8	11.1	55.9	14.9	25.7	-0.32	0.16	-0.055	0.78	127.8	73.4

AI BRED 5/4/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). PE 5/27/24-7/19/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). LIKELY SAFE AI. EST. DUE 2/13/25.

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	0.5	70.2	106.1	0.23	6.3	23	9.8	57.9	10.4	36.1	-0.37	-0.05	-0.07	0.93	112.6	70.4



LOT 60 - LONG'S GOT JACK L63



LOT 61 - LONG'S GOT JACK L78

- Finding a baldy of notable quality supported by a great cow family won't be an issue this year if you make the trip to Long's Simmental for the sale on the first Monday of February because there are plenty of them!
- This SimAngus treasure is by the proven son of TLLC One Eyed Jack and from a very elite daughter of Musgrave Sky High from the Angus program. Further down the line on the maternal side, she also traces back to one of the potent, female sires of the famed Schaff Angus Valley program, S A V Resource 1441.
- She doesn't look like a trademark built SimAngus female as she offers quite a bit more punch from a shape standpoint. Regardless, she is the right kind for that R.O.I. with the tools to do something even bigger and better on the second one.



TLLC ONE EYED JACK
Paternal Grand sire of Lots 60-63

- The next in line would be bred nearly identical to the one that sells at Lot 60. Quality seemingly runs deep within the cow base of the organization regardless of breed affiliation.
- A motley faced, SimAngus female from one of the very best Angus cows that the outfit is very partial to.
- Invest with confidence, it's going to get better yet and if you don't own them, there's no money to be made.

60

LONG'S GOT JACK L63

Reg: 4265622 DOB: 2/25/23 Tattoo: L63 1/2 SM 1/2 AN

Act. BW: 77 • Adj. WW: 514 • Homozygous Polled

TLLC ONE EYED JACK MUSGRAVE SKY HIGH 1535
LONGS IVE GOT JACK x LONG'S SKY HIGH H23
 LONG'S TOMGIRL VOSS LADY 7434

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.8	1.5	69.6	107.3	0.24	3.8	22.2	11.2	56.8	9.1	25.6	-0.15	0.26	-0.01	0.6	108.8	71.4

AI BRED 5/4/24 TO OMF EPIC E27 (ASA: 3317371). PE 5/27/24-7/19/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). LIKELY SAFE AI. EST. DUE 2/13/25.

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
13.5	0.2	78.2	116.4	0.24	5.5	23.5	12.7	62.5	13.4	27.6	-0.21	0.24	-0.03	0.65	130.9	80

61

LONG'S GOT JACK L78

Reg: 4265636 DOB: 3/8/23 Tattoo: L78 1/2 SM 1/2 AN

Act. BW: 69 • Adj. WW: 519 • Homozygous Polled

TLLC ONE EYED JACK MUSGRAVE SKY HIGH 1535
LONGS IVE GOT JACK x LONG'S SKY HIGH H35
 LONG'S TOMGIRL VOSS MISS FOREVER 7463

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.4	0	67	105.4	0.24	4.9	22.1	10.8	56.2	9.4	26.4	-0.14	0.3	-0.014	0.57	114.3	72.8

AI BRED 5/5/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). PE 5/27/24-7/19/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). LIKELY SAFE AI. EST. DUE 2/14/25.

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
13.4	0.8	78.9	128.2	0.31	6.3	22.9	12.2	62.6	11.2	37.3	-0.27	0.3	-0.05	0.82	128.7	81.1

- This daughter of Long's I've Got Jack is a performance leader not only among the sire group but for the entire pen as well as she ratios 115 at the weaning pen.
- A broody built, powerful constructed female from an Angus dam sired by S A V Resource 1441.
- We would expect her to influence and add to a program's bottom line.

**W/C INTIMIDATOR 533K**

Service sire to several females
throughout the offering!

**LOT 62 - LONG'S GOT JACK L94**

- Long's The Player has been a mainstay sire group for the program for many years. His daughters continue to produce, and his sons have been very effective for those who own them. They are well rounded stock that can generate.
- L25 is so deep, so sound, and so functional. She should be a maternal powerhouse in production as well.

**LONG'S PLAYER H64**

Full Sister to Lot 63

**LOT 63 - LONG'S PLAYER L25****62****LONG'S GOT JACK L94**

Reg: 4265646 DOB: 3/30/23 Tattoo: L94 1/2 SM 1/2 AN

Act. BW: 76 • Adj. WW: 627 • Homozygous Polled

TLLC ONE EYED JACK S A V RESOURCE 1441
LONGS IVE GOT JACK x VOSS ANNE 7309
LONG'S TOMGIRL JVC JUANADA ANNE 5403 8014

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.5	0.8	65.3	103.4	0.24	4.2	21.3	10.7	53.9	9.5	26.5	-0.14	0.21	-0.013	0.57	107.7	68.5

AI BRED 5/5/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). PE 5/27/24-7/19/24 TO W/C INTIMIDATOR 533K (ASA: 4121154). LIKELY SAFE AI. EST. DUE 2/14/25.

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
13.5	1.2	78.1	127.2	0.31	6	22.5	12.1	61.5	11.3	37.3	-0.27	0.26	-0.05	0.82	127.2	79.6

63**LONG'S PLAYER L25**

Reg: 4265583 DOB: 1/20/23 Tattoo: L25 PB SM

Act. BW: 78 • Adj. WW: 566 • Heterozygous Black

TLLC ONE EYED JACK CDI AUTHORITY 77X
LONGS THE PLAYER x LONGS D40
LONG'S DRIBBLE LONG'S U30

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.3	1.8	67.5	95.5	0.18	3.7	20.3	5.4	54	14.8	16.4	-0.36	-0.04	-0.057	0.76	113.2	66.9

AI BRED 5/4/24 TO OMF EPIC E27 (ASA: 3317371). PE 5/27/24-7/19/24 TO SFI LONGS IN CHARGE K28 (ASA: 4113347). SAFE TO PE SIRE. EST. DUE 3/10/25.

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
14.3	1.3	70.7	105.9	0.23	5.3	21.7	6.9	56.9	10.4	31.4	-0.39	-0.15	-0.07	0.92	105.3	67.1



LOT 64 - LONG'S LOVERBOY H5



LONGS F12

Dam of Lots 64 & 65



LONG'S EPIC K49

\$70,000 Valued Full Sister to Lot 65



OMF EPIC E27

Sire of Lot 65

64

LONG'S LOVERBOY H5

Reg: 3784791 DOB: 2/3/20 Tattoo: H5 PB SM

Act. BW: 80 • Adj. WW: 656

HTP/SVF DURACELL T52

LLSF PAYS TO BELIEVE ZU194

THSF LOVER BOY B33 x LONGS F12

RP/MP RIGHT TO LOVE 015U

LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.5	0.7	78.3	111.9	0.21	6	26.9	13.8	66	14	30.3	-0.27	0.38	-0.05	0.72	139.5	85.4

AI BRED 5/9/24 TO W/C BET ON RED 481H (ASA: 3808091). PE 5/27/24-7/19/24 TO ES/LONGS SALEM HW46-1 (ASA: 3758406). LIKELY SAFE AI. EST. DUE 2/18/25.

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
11.8	0.9	76.4	113.1	0.23	6	24.6	15.4	62.7	12	29.7	-0.32	0.3	-0.05	0.88	132.3	81.8

- For those who love a redhead or for those who just enjoy quality stock, we have an absolute great, mature female for you to invest in on the first Monday of February.
- Sired by THSF Lover Boy B33 and from the proven Longs F12, this perfect-colored redhead is long sided, deep ribbed, strong backed, level hiped, and extended and elegant about her neck.
- She is incredible in terms of her bone, big in her foot size, and fault free on the go.
- We know that she is one of the rare finds in the business, just as her dam is a standout producer as this is the first natural calf from Long's F12.

65

3 IVF 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
12.7	-0.2	76.5	110.2	0.21	6.5	24.6	11.9	62.7	15.9	32.8	-0.24	0.29	-0.04	0.73	141.2	82.2

- Long's Epic K49 commanded a \$35,000 half interest hammer price for a \$70,000 valuation a year ago as the high selling bred heifer. She was selected by the Tate Carey family of TSC Livestock.
- F12 is the impressive built maternal sister to Long's B28, so it is safe to say that she is more than predictable and has been profitable every step of the way.
- Physically, she is as impressive as any cow on the place and the family has a short term plan to ramp up embryo production on the F12 donor simply due to the quality she so consistently produces.
- Tying into these full sib, reverse sorted female embryos to last year's sale feature may be the easiest thing you do for the entire year of 2025.





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	-0.049	0.85	119.4	89



DONOR - LONG'S F12

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	-0.031	0.74	112.2	71.7



DONOR - LONG'S B28

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 LILA

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	-0.029	0.53	118	71.1

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	-0.046	0.85	100.8	63.1



DONOR - LONG'S MISS PENNY

LONG'S EPIC K49

Reg: 4112840 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
12.7	-0.3	76.2	109.7	0.21	6.2	24.7	11.9	62.8	15.9	30.2	-0.25	0.29	-0.042	0.71	142.1	83.1

Owned with Tate Carey of TSC Livestock



DONOR - LONG'S EPIC K49

LONG'S COUNTERTIME L794

Reg: 4265656 PB SM

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

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.5	4.5	94.6	144.2	0.31	6.1	24.6	15.1	71.8	15.1	39	-0.26	0.45	-0.051	0.79	148	92.9



DONOR - LONG'S COUNTERTIME L794



HERD SIRE - CONLEY GLACIER 295

CONLEY GLACIER 295

Reg: 20743809

ANGUS

S A V RENOWN 3439

MUSGRAVE 316 STUNNER

COLEMAN GLACIER 041 x **WALLACE FRONTIER GAL 987**

COLEMAN DONNA 439

WALLCER FRONTIER GAL 716

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
13	0	74	122	0.12	8	32	39	55	0.25	1.05	-8	96	85	93	134	270



HERD SIRE - SFI IN CHARGE K28

SFI IN CHARGE K28

Reg: 4113347

PB SM

Homozygous Polled • Homozygous Black

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

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	-0.088	1.09	103	70.8



HERD SIRE - W/C INTIMIDATOR 533K

W/C INTIMIDATOR 533K

Reg: 4121154

PB SM

Homozygous Polled • Homozygous Black

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

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	-0.088	1.19	144.2	96.3



HERD SIRE - WINC OUTLAW 015H

WINC OUTLAW 015H

Reg: 3796899

3/4 SM 1/4 AN

Homozygous Polled • Homozygous Black

CCR COWBOY CUT 5048Z

CDI OUTLAW 292C

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

TJ MISS NET WORTH U11

WINC MISS 539C

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

Homozygous Polled • Homozygous Black

ELLINGSON LEGACY M229

S A V NET WORTH 4200

MR NLC UPGRADE U8676 x **ES W46**

MS NLC MOJO S6119 B

ESS63

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	-0.062	0.89	113	72.5



HERD SIRE - ES/LONGS SALEM HW46-1



REG. 3784798 - LONG'S/BF ENTITLED H15



REG. 3784793 - LONG'S REDWOOD H8



REG. 3960011 - LONG'S LOADED UP J100



REG. 2668223 - TLLC ONE EYED JACK



REG. 3472591 - LONG'S PAY TO PLAY



REG. 3030191 - LONG'S THE PLAYER



REG. 3327014 - LONG'S PAY THE MAN



REG. 4265662 - LONG'S COUNTERTIME L670



PO BOX Z
DE SOTO, KS 66018

The gates are open!



LONG SIMMENTALS

The Fifth

ANNUAL PRODUCTION SALE

FEBRUARY 3, 2025 | 1:00 PM | AT THE FARM, CRESTON, IA