The Second Annual

# **NOORE** LAND & CATTLE PRODUCTION SALE December 18, 2021 6:00 pm

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Welcome to Jerseyville, Illinois



HANNAH, MORGAN, DENNIS, SARA AND TAYLOR MOORE



# Tattlemen,

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

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

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

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

# Respectfully,

Dennis Moore



Welcome to the 2nd production sale for Moore Land and Cattle. What a great time to invest and take advantage of animal agriculture in the U.S. Sure, the beef cattle business is in an upward swing, but that swing is just beginning. These cattle will get higher over the next several months, so if numbers are needed now is the ideal time to tie into some great seedstock offered by the great people in the business.

Dennis Moore is passionate about the registered cattle business and has been since he began the venture many years ago. Dennis has always affiliated himself with the very best, top-shelf stock that money can buy, and the program is representative of exactly that. The genetics throughout all breeds are stacked with generations of proven cow families and predictable genetics with known track records. Sure, that doesn't mean that the cattle are "trendy" by today's extreme standards, but GOOD CATTLE never go out of style. Cattle with substance, shape, body, and skeletal integrity are always accepted and mostly profitable in their lifetime are always considered the right kind by common sense. This sale book is filled with all that and more without question.

One has the opportunity to invest in a program with distinct and known integrity and quality on December 18. The chance to do business with one of the industry's best presents itself for the taking. Angus, Charolais, Maine, and SimGenetics alike, represent a lifelong investment that has no intent on leaving the seedstock circle, Moore Land and Cattle will be here today and into the very distant future. So, consider this your open-ended invitation to come take part in one of the most extravagant and tasteful sale venues in the business. Indulge and enjoy spectacular hospitality and great cattle the Saturday prior to the Christmas Holiday weekend.

Enjoy the cattle, *Traham Blagg* 

(Jered Ohipman

Tim Anderson



Vale Location

Moore Land & Cattle Sale Facility 30992 State Hwy 16 Jerseyville, IL 62052

Vale Vchedule

Friday, December 17, 2021 Cattle available for inspection all day 5:00 pm - Hors d'oeuvres and hospitality

Saturday, December 18, 2021 10:00 am - Cattle on display 4:00 pm - Dinner service 6:00 pm - The 2nd Annual Production Sale

# 

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

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# **RING STAFF**

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# SALE CONSULTANTS

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# **ACCOMMODATIONS**

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

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

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

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



# **GUARANTEE**

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

# TERMS AND CONDITIONS

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

# RISK

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

# **UPDATES AND SALE ORDER**

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

# **RETAINED FLUSH**

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

# **ANNOUNCEMENTS**

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

# LIABILITY

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

**GRAPHIC DESIGN AND CATALOG PRODUCTION** 

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

VETERINARIAN Matt Mettenburg: (217) 368-2182



Donors





THOMAS MS IMPRESSIVE 0641 | Dam of Lot 1

| 1 TR   | TR MS BRYLOR 4766 E1 |                |  |  |  |  |  |  |  |
|--|----------------------|----------------|--|--|--|--|--|--|--|
| BD:  | 5/10/14              | REG: EF1186563 | TATTOO: 4766                           |  |  |  |  |  |  |
|  | CHA                  | ROLAIS         |  |  |  |  |  |  |  |
| THOMAS OAHE WIND 072<br>TR MR FIRE WATER 5792R |                      | ·····          | SSIVE D040 ET<br><b>MPRESSIVE 0641</b> |  |  |  |  |  |  |

| THOMAS SW | /ISSER SWEET 17 | 64 ET BCI | MISS VERYLIMIT | 6033P |
|-----------|-----------------|-----------|----------------|-------|
| CE        | BW              | WW        | YW             | MILK  |
| -2.7      | 2.1             | 49        | 95             | 20    |

Al Bred on 5/27/21 to CCC WC Redemption 7143 ET Pld (AICA: EM745516). Estimated Due 3/5/22.

TR Ms Brylor 4766 ET represents the most proven mating in the Charolais breed when it comes to generating elite show heifers that consistently find their way to the backdrop. Ladies and gentlemen, we begin the December 2021 Production Sale at Moore Land & Cattle with a direct daughter of the legendary 0641 matron that is sired by the time-tested TR MR Fire Water 5792R ET. She sells safe in calf to the highly popular Redemption stud, which should make for a quick and profitable return on investment!



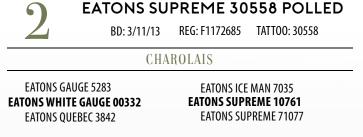


TR PZC MS IVORY ANGEL 0711 Full Sister to Lot 1

| TR PZC               |  |  |  |  |  |  |  |  |
|----------------------|--|--|--|--|--|--|--|--|
| NC FIREFLY           |  |  |  |  |  |  |  |  |
| 1746 ET              |  |  |  |  |  |  |  |  |
| Full Sister to Lot 1 |  |  |  |  |  |  |  |  |

Donors





| CE | BW  | WW | YW | MILK |
|----|-----|----|----|------|
| 4  | 0.9 | 52 | 91 | 34   |

OUTCROSS pedigree alert! Here is a powerful, good looking, sound-built daughter of White Gauge that is backed by an Ice Man daughter on her maternal side. With the absence of Fire Water, Resource, and Outsider in her pedigree the mating flexibility that is offered in 30558 is simply unparalleled. She is due the end of January to Keys All State 149X, an elite outcross sire option that should result in an interesting Charolais breeding piece. *AI Bred on 4/20/21 to Keys All State 149X (AICA: M792787). Estimated Due 1/27/22.* 



KEYS ALL STATE 149X | Service Sire to Lot 2



Donors



# LOT 3

HPF Queens Lucy N092 is a sale feature straight from the heart of the donor pen at Moore Land & Cattle. Queens Lucy was a mainstay in the historic Hudson Pines program producing several daughters of influence that are working in top programs across North America. She has been a role model in production, offering exceptional fleshing ease, udder quality, and foot design. We love the power, mass, and density that Queens Lucy consistently injects into her progeny. A true sale feature that is a name brand matriarch within the business! *Sells Open & Ready for Embryo Production.* 

|       | 3 RYAN<br>BD: 2/2/15   | <b>QUEEN LUCY C796</b><br>5 REG: 3049452 TATTOO: C796  |    |
|-------|--|--|----|
|       | PUREBF<br>3C W/C RIGHT TRACK W9462<br>W/C WIDE TRACK 694Y<br>MISS WERNING 694S | RED SIMMENTAL<br>HPF MR BOTTOMLINE 808K<br>HPF QUEENS LUCY N092<br>BCS QUEEN OF HEARTS   |    |
| 14000 | CE         BW         WW           8         4.8         75.8                  | YW         MILK         API         TI           121.2         17.1         103.6         66.8   |    |
| 7     |  | The Part of States of Stat | MM |

Simmental Influcence Open Heifers



LOT 5

Red hided Simmental continue to rise in popularity! Moore Reba 24J is a stunning Purebred daughter of the widely popular JSUL Something About Mary 8421 herd sire. We love the density, body mass, and basic build that this female exemplifies. The dam of this female is sired by the Triple Crown winning MR HOC Broker, backed by the foundation matriarch known as JS Burning Hope 20S. Pay attention here!



JSUL SOMETHING Sire of Lots 4 & 5

**ABOUT MARY 842** 

Another beautiful, bold made, broody daughter of JSUL Something About Mary 8421. The dam of this moderate framed, stout made female is backed by the Trademark x Shotgun influence maternally. Dark cherry red, loose built, and easy fleshing. She has the credentials to be a foundation breeding piece.

| 4   | <b>MO</b><br>BD: 2/17/21 | ORE REBA                                      | <b>A 24J</b><br>TATTOO: 24 | J          | 5  | <b>MC</b><br>BD: 2/9/21 | <b>ORE LU</b><br>REG: 3969600            |    | 9J         |
|---|--------------------------|---|----------------------------|------------|--|-------------------------|--|----|------------|
|   | PUREBRED SIMMENTAL       |   |                            |            |  | PUREBRE                 | ED SIMMENT.                              | AL |            |
| W/C RELENTLESS 32C<br>JSUL SOMETHING ABOUT MARY 8421<br>JBSF PROUD MARY |                          | MR HOC BRI<br><b>Moore Burn</b><br>Js Burning | IING UP 32D                |            | W/C RELENTI<br><b>JSUL SOMETHING</b><br>JBSF PROUD | ABOUT MARY 8421         | GWS EB(<br><b>LBS BEAU</b> )<br>LBS MS ( |    | RK 6N      |
| CE BW<br>10.1 2.5   |                          | YWMILK10120.2                                 | API<br>107.6               | TI<br>67.8 |  | W WW<br>.8 65.5         | YW MILE<br>91 20.6                       |    | TI<br>69.1 |

THE SECOND ANNUAL PRODUCTION SALE - DECEMBER 18, 2021

Vimmental Influcence Open Heifers







| WS PILGRIM H182U   |  |  |  |  |  |  |  |  |
|--------------------|--|--|--|--|--|--|--|--|
| PROFIT             |  |  |  |  |  |  |  |  |
| WAGR PANARAMA 204Z |  |  |  |  |  |  |  |  |

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

| CE | BW  | WW   | YW   | MILK | API   | TI   |
|----|-----|------|------|------|-------|------|
| 9  | 2.7 | 69.8 | 94.9 | 14.9 | 112.6 | 68.8 |

Moore Lady Profit 6J is the stunning baldy daughter of the \$400,000 Profit and backed by the legendary WLE CNS Shelby T335 influence, one of the most notable donors in the history of the Simmental breed. Shelby has been influential not just in the Simmental business, but across breed lines she has made a substantial impact in the Maine-Anjou business. Some would argue the most famous daughter of WLE CNS Shelby T335 is BPFC Shelby 542Z, the 2013 AJSA National Classic Grand Champion Percentage Simmental. Power in the blood would be an understatement! **Retaining 50% Interest** 



BPFC SHELBY 542Z | Maternal Sister to Lot 6



**PROFIT** | \$400,000 Sire of Lots 6 & 7



RYAN QUEEN LUCY C796 | Dam of Lot 7

MOORE PROFITS QUEEN 85J

REG: 3969608 TATTOO: 85J

PUREBRED SIMMENTAL

BD: 4/20/21

WS PILGRIM H182U PROFIT WAGR PANARAMA 204Z

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

| CE  | BW  | WW   | YW    | MILK | API   | TI   |
|-----|-----|------|-------|------|-------|------|
| 6.4 | 5.3 | 77.8 | 116.4 | 17.9 | 104.6 | 68.9 |

This Profit daughter is packed with pedigree and breeder merit top and bottom. She is a descendant of the legendary and many-time Champion Queen of Hearts with the influence of Wide Track. This cow family was very instrumental in the Hudson Pines program for contributing shape and power. Like those that precede her, she has the substance advantage with the trademark length and femininity through the front third of her skeleton. Definitely an interesting creature.

Iimmental Influcence Open Heifers





 CL
 DW
 WW
 TW
 MILK
 Art
 Ti

 10.1
 2.6
 76
 113
 21.3
 100.7
 67.8

The Remedy sire group is generating commotion industry wide. Many are amazed with the amount of shear substance and balanced power that the cattle have to offer to the eye. This one would be no different than the rest of her paternal siblings. She is from the famed Melody cow family with the supporting cast of Lullaby 703T (the most famous full sister to WAGR Driver, WAGR Dreamcatcher, and many others by Dream On from the Wager Cattle & CK Cattle donor, Melody. Cow family, genetics, and look, in one complete package.



SO REMEDY 7F | \$530,000 Sire of Lot 8



WAGR PLAYMATE 438A | Dam of Lot 8

Simmental Influcence Open Heifers



LOT 9



RUBY S CURRENCY 7134E \$435,000 Sire of Lots 9 - 11





LOT 10



LOT 11

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

MR HOC BROKER WAGR PLAYMATE 438A WAGR LULLABY 703T

| CE  | BW | WW   | YW    | MILK | API   | TI   |
|-----|----|------|-------|------|-------|------|
| 9.1 | 3  | 81.9 | 125.1 | 19.3 | 114.9 | 74.6 |

Here would be the Currency sired maternal sister to Lot 8. She comes with the same awesome cow family and a neat EPD profile focused on growth and REA. She blends a productive look with body and sound running gear. A breeding piece for the most discriminating stockman.



**MOORE JADYNN 45J** 

BD: 2/11/21

REG: 3969602 **TATTOO: 45J** 

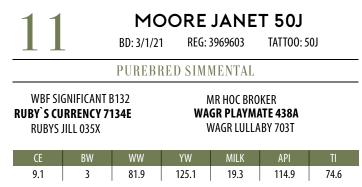
PUREBRED SIMMENTAL

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

MR HOC BROKER WAGR PLAYMATE 438A WAGR LULLABY 703T

| CE  | BW | WW   | YW    | MILK | API   | TI   |
|-----|----|------|-------|------|-------|------|
| 9.1 | 3  | 81.9 | 125.1 | 19.3 | 114.9 | 74.6 |

Here's a stellar looking full-face baldy with shape, look, and build from Playmate and by Currency. She has the features to contribute to any junior exhibitor's future and should most definitely generate in production.



Quite possibly one of the absolute best from the 438A donor dam. The female has all the look, shape, and correctness of build that one can ask for. She most definitely represents one of the very best flushes done at Moore Land and Cattle.

**Simmental Influcence Open Heifers** 





RUBY NFF RHYTHM 975G | Dam of Lot 12



RUBY NFF RHYTHM 2124Z | Maternal Grandam of Lot 12



LOT 13

**MOORE NIGH** 

12

12

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

1.5



W/C NIGHT WATCH 84E | Paternal Grandsire of Lots 12-13



HILB MISS ENCHANTRESS | Maternal Grandam of Lot 13

| OORE NIGHT WATCHS RHYTHM   |                             |      |     |     | 1       | 19  |      | MOO        | RE EN  | CHAN.   | TED 52    | J  |
|--|-----------------------------|------|-----|-----|---------|---|------|------------|--|---------|-----------|----|
| BD: 2/16/2   | 21 REG: 3969601 TATTOO: 36J |      |     |     |         |   |      | BD: 3/5/21 | REG:   | 3969604 | TATTOO: 5 | 2J |
| PUREBRED SIMMENTAL   |                             |      |     |     |         |   |      | PUREB      | RED SIM  | MENTAL  |           |    |
| 84E         RUBYS TURNPIKE 771E           1 986G         RUBY NFF RHYTHM 975G           A E061         RUBY NFF RHYTHM 2124Z |                             |      |     | RUE | BYS NIC | GHT WATCH :<br>G <b>HT WATCH</b><br>FF RHYTHM | 978G | MO         | ICLL FORTU<br><b>ORE GINNY</b><br>IILB MISS EI |         | S         |    |
| WW   | YW                          | MILK | API | TI  |         | CE  | BW   | WW         | YW   | MILK    | API       |    |
| 80.6   | 122.9                       | 24.6 | 137 | 78  |         | 11.2  | 1.3  | 79.7       | 114  | 22.9    | 126.1     |    |

This female offers an EPD profile with a top third ranking for 8 traits of important value. She too is one with extra skeletal width, center body shape, and one the leaves wide at the ground. The gene pool is stacked deep in this high-quality female.

| MO | CLL FORTUI<br><b>DRE GINNY</b><br>IILB MISS EN |     | S |
|----|--|-----|---|
| YW | MILK   | API |   |

79.8

The Night Watch influence has been gaining ground and we believe his using stage is only halfway there. This female is ultra-complete with look and balance. She's from a youthful productive female with the influence of the late and great Hillbrands donor Gabby. Study her look, balance, and kind and one can say it's truly representative of what's good when genetics work.

# LOT 12

Vimmental Influcence Open Heifers



LOT 14



AKP-RP ERICA B079 Dam of Lot 14



OBCC CMFM DEPLORABULL D148 \$100,000 Sire of Lot 14



B C R ERICA H110 2021 2021 CATTLEMEN'S CONGRESS DIVISON I CHAMPION PUREBRED SIMMENTAL HEIFER Maternal Sister of Lot 14

| 1 /             | MOO         | MOORE REGINA 53J |             |  |  |  |  |
|-----------------|-------------|------------------|-------------|--|--|--|--|
|                 | BD: 3/15/21 | REG: 3969605     | TATT00: 53J |  |  |  |  |
|                 | PUREBREI    | ) SIMMENTAL      |             |  |  |  |  |
| W/C EXECUTIVE C | ORDER 8543B | SS EBONYS        | GRANDMASTER |  |  |  |  |
| OBCC CMFM DEPLO | RABULL D148 | AKP-RP ERIC      | A B079      |  |  |  |  |
| LAZYH/ADKINS B  | LKSTAR Z15  | CBAR ERICA       | 960W        |  |  |  |  |

The Deplorabull stock have been good built and good in their kind. They tend to be a bit more moderate in kind but always have plenty of body shape and base width. This female is awesome in her hind leg with plenty of presence as she moves around the pen.

| CE   | BW  | WW    | YW     | MILK | API   | TI |
|------|-----|-------|--------|------|-------|----|
| 11.7 | 1.8 | 78.45 | 121.35 | 22.7 | 116.9 | 73 |

Simmental Influcence Open Heifers



LOT 15



# PUREBRED SIMMENTAL

W/C BANKROLL 811D W/C FORT KNOX 609F K-LER DOLLY`S QUEEN 609D MR HOC BROKER WAGR PLAYMATE 438A WAGR LULLABY 703T

| CE   | BW  | WW   | YW    | MILK | API | TI   |
|------|-----|------|-------|------|-----|------|
| 10.1 | 2.1 | 76.3 | 111.1 | 24.3 | 121 | 76.2 |
|      |     |      |       |      |     |      |

Here's another member of the Playmate donor family. Very intriguing look and kind. She is very nice haired with a near ideal build. Playmate just simply does not miss.



W/C FORT KNOX 609F | \$180,000 Sire of Lot 15



Simmental Influcence Open Heifers



Swain Velvet, High Calibre, Pilgrim, Driver, and the foundation Thomas Ranch Angus donor Katinka 3208N all tied together in a very youthful and attractive female. There's significant, true performance, and maternal value in the lineage.



KNA BEYONCE F814 Dam of Lot 16

A very green but fresh, high caliber May born three quarter SimGenetic female. She blends the influence of the Velvet donor with the influence of Built Right and the most potent Angus genetics that have generated highly competitive show cattle for generations. As Simmental enthusiasts, you would be familiar with that side of the equation, but a true, legendary cowboy bred the bottom side for the ranch he managed and continued those same genetics for his own program, and folks that is why Bill Couch will live on forever even though he is no longer with us, his presence is very strong.

LOT 16



**MOORE JUNE 74J MOORE SARA 127J** 16BD: 4/15/21 REG: 3969607 **TATTOO: 74J** BD: 5/11/21 REG: 3969611 TATT00: 127J PUREBRED SIMMENTAL 3/4 SM 1/4 AN **SVF STONEHENGE R95 SVF STONEHENGE R95** TJ HIGH CALIBRE 556B **SVF/NJC BUILT RIGHT N48 MOORE STONEHENGE 35E KNA BEYONCE F814 MOORE STONEHENGE 35E SCHWINDY MISS Y132 SWAIN VELVET 607S** KCC1 BEYONCE 4032B **SWAIN VELVET 607S** 74-51 EXG BLACKCAP 7016 Т 78.6 120.1 23.1 97.1 113 9.3 130.7 77.4 11.6 1.3 65 19.85 64.9 3.5

Simmental Influcence Open Heifers



LOT 18



ACLL FORTUNE 393D | \$185,000 Sire of Lot 18

| 10 M  | OORE F     | ORTUNES  | 5 HOPE 96J  |
|---|------------|--|-------------|
| 10  | BD: 4/1/21 | REG: 3969609                                   | TATTOO: 96J |
|   | PUREBRE    | D SIMMENTAL                                    |             |
| MR TR HAMMER 3<br>Acll Fortune 393D<br>Firefly 311A |            | W/C WIDE T<br><b>TNGL HOPES</b>  <br>AJE/HS/MB |             |

| CE | BW  | WW | YW  | MILK | API   | TI   |
|----|-----|----|-----|------|-------|------|
| 8  | 3.1 | 78 | 113 | 19.6 | 108.2 | 73.4 |



TNGL HOPES DESIRE A572 | Dam of Lot 18

This female sired by the \$185,000 Fortune is from the Hopes Desire donor dam. This April born female is loaded with the goods! She would be substantial and true to cow family for the extra bone, pin width, build, and kind. She is one to strongly consider when you make the trip the awesome facility at Moore Land & Cattle.

Simmental Influcence Open Heifers



LOT 19

Wrapped in the nold schoolî gene pool of the proven Pays To Believe, Grandmaster, United, and S803, but yet modern in look and kind. This strip faced female is incredible in terms of her head, neck, and leg set. She has the look of power and body dimension throughout with a distinct feminine flare.



Sire of Lots 19 - 20

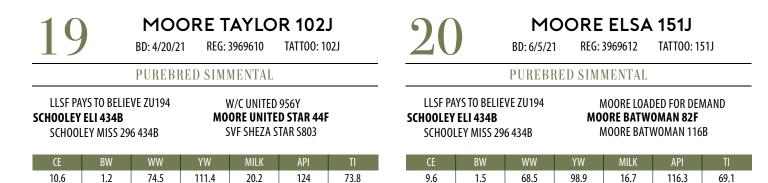
SCHOOLEY ELI 434B

Wrapped in the "old school" gene pool of the proven Pays To Believe, Grandmaster, United, and S803, but yet modern in look and kind. This white flanked Eli daughter is incredible in terms of her head, neck, and leg set. She has the look of power and body dimension throughout with a distinct feminine flare.

16.7

LOT 20

124



9.6

1.5

1.2

Simmental Influcence Open Heifers



LOT 21





W/C LOADED UP 1119Y Sire of Lot 21

STF ONYX 451W Famous Full Sister to Dam of Lot 21

GCF MISS CALIENTE Maternal Grandam of Lot 21

| 21         | MOORE       | E FOXY L     | ADY 95J     |
|------------|-------------|--------------|-------------|
| <b>4</b> 1 | BD: 4/21/21 | REG: 3969942 | TATT00: 95J |

# PUREBRED SIMMENTAL

| REMINGTON LOCK N LOAD54U<br><b>W/C Loaded up 1119y</b><br>Aubreys Black Blaze III |    |      | STF | STF DOMINANCE T171<br><b>STF RADIANT 02X</b><br>GCF MISS CALIENTE |       |      |
|---|----|------|-----|---|-------|------|
| CE  | BW | WW   | YW  | MILK  | API   | TI   |
| 9.7   | 3  | 63.7 | 93  | 21.6  | 107.5 | 62.8 |

What a very nice red head we have brought to you! She is a direct daughter of Loaded Up from the same cow family that's responsible for the very influential STF Onyx as well. She's most definitely loaded up with the body, substance, and popular color and should most definitely be in demand on December 18.

Angus Open Heifers



LOT 22

# MOORE DREAMY LADY 9J

BD: 2/8/21 REG: 20199507 TATTOO: 9J

ANGUS

DAMERON FIRST CLASS COLBURN PRIMO 5153 SILVEIRAS SARAS DREAM 1339 EXAR LUTTON 1831 LAZY H BAR FOREVER LADY 8143 LAZY H BAR FOREVER LADY 5001

| CE | BW  | WW | YW | MILK |
|----|-----|----|----|------|
| 5  | 3.5 | 58 | 97 | 18   |

This Primo daughter is represented by royalty like no other on the bottom side as she is from the Lazy H Bar Forever Lady 8143 that would be a Lutton direct daughter of the legendary Lazy H Bar Forever Lady 5001. The aforementioned is definitely noted by photo evaluation! A big, soft bodied donor prospect that offers undeniable structural integrity and high-end quality throughout her entire design. Take notice and take advantage of the significant opportunity to add the best of the best to your road crew or the front pasture either way ROI will be recognized in the future.



LOT 23



LOT 24

| 23  | MOORE JULIET 15J           BD: 3/28/21         REG: 20199511         TATTOO: 15J |   |   |                                    |  |  |
|---|--|---|---|------------------------------------|--|--|
|   |  | ANGUS                                       |   |                                    |  |  |
| PVF INSIGHT 0129<br><b>PVF Blacklist 7077</b><br>PVF Blackbird 3070 |  | MOOR  | DAMERON FIRST CLASS<br><b>Moore Forever Classy 106B</b><br>Lazy H bar Forever Lady 8143 |                                    |  |  |
| CE  | BW   | WW  | YW  | MILK                               |  |  |
| 3   | 3.9  | 64  | 106   | 22                                 |  |  |
|   |  |   |   |                                    |  |  |
| 24  | <b>B</b> D: 3/5,   | IOORE J<br>/21 REG: 201                     |   | <b>1J</b><br>100: 21J              |  |  |
| 24  |  |   |   |                                    |  |  |
| 24<br>PVF INSIGH<br>PVF BLACKLIST<br>PVF BLACKE                     | BD: 3/5,<br>T 0129<br><b>T 7077</b>  | /21 REG: 201<br>ANGUS<br>DAI<br>MOOR        |   | LASS<br>ASSY 106B                  |  |  |
| PVF BLACKLIS  | BD: 3/5,<br>T 0129<br><b>T 7077</b>  | /21 REG: 201<br>ANGUS<br>DAI<br>MOOR        | 99512 TAT<br>MERON FIRST CI   | LASS<br>ASSY 106B                  |  |  |
| PVF BLACKLIST<br>PVF BLACKE   | BD: 3/5,<br>T 0129<br><b>T 7077</b><br>BIRD 3070                                 | /21 REG: 201<br>ANGUS<br>DAI<br>MOOR<br>LAZ | 99512 TAT<br>MERON FIRST CI<br>RE FOREVER CL<br>ZY H BAR FOREV                          | LASS<br>ASSY 106B<br>VER LADY 8143 |  |  |

This Angus offering is definitely saturated in the "good stuff"! The 5001 influence continues with this sisterly duo by the popular PVF Blacklist 7077. The extra dimension, style, and body is the added advantage of the great First Class influence on the maternal side. This pair of March females are a cycle apart from one another in terms of age, but the quality and kind doesn't differ. Dennis has initiated his Angus program just as he has done the other breeds over the years, only the best kind and best genetics that money can buy. Donor power with show ring presence!



#### **MOORE SANDYS EXPRESS 23J** BD: 2/11/21 REG: 20199513 **TATTOO: 23J** ANGUS SMA WATCHOUT 482 **SILVEIRAS STYLE 9303 SILVEIRAS S SIS SANDY 3344 CONLEY EXPRESS 7211 DPL SANDY 3040**

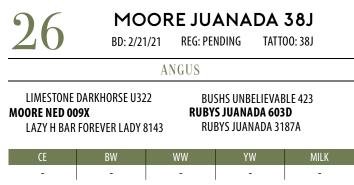
**K N C CABIN CREEK SANDY 804** 

| CE | BW  | WW | YW | MILK |
|----|-----|----|----|------|
| -4 | 3.6 | 57 | 99 | 13   |
|    |     |    |    |      |

An early February prospect by Conley Express with a killer look and presence in person. She too would have that extra shape from the profile that is stamped by express in every scenario. This female comes with a double shot of the Cabin Creek Sandy 804 as she is a direct daughter of the resident donor, Silveiras S Sis Sandy 3344.



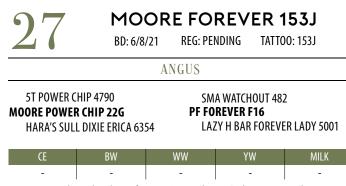
**LOT 25** 



38J is a stylish daughter of the resident herd sire at Moore Land & Cattle, Moore Ned 009X. Moore Ned 009X is backed by the influence of the great Lazy H Bar Forever Lady 8143, an own daughter of the legendary 5001 matriarch. We love her balance, her body, and her added dimension.



**LOT 26** 



Here is a June born daughter of Moore Power Chip 22G, the 5T Power Chip 4790 son that is from the famed Dixie Erica cow family. The dam of this striking Summer born female is an own daughter of F16, the Watchout sired daughter of the legendary Lazy H Bar Forever Lady 5001. A great show heifer prospect that will be a generator in production!



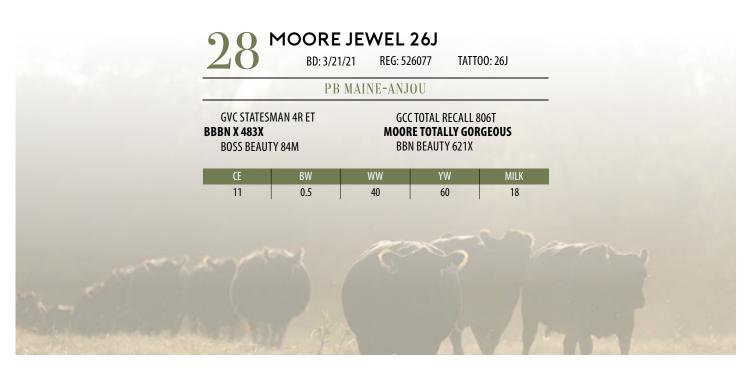
LOT 27

Maine Anjou Influence Open Heifers



# **LOT 28**

The "X" cattle continue to rise to the top shelf with their trademarked kind. Here is a big haired darling suitable for any avenue, tan bark or donor pen. She is from one of the very productive Statesman daughters with the needed features to deem her of certain quality! Ideal through the front third of her build with good body shape, pin set and width, with a deep tying quarter, and very very good undercarriage. Good cattle enthusiasts should be drawn to attention on this one.



The Bred Females .....

Bred Heifers



Selling CHOICE in Lot 29A & 29B. Whichever female is not selected will be retained in herd at Moore Land & Cattle.





W/C LOADED UP 1119Y | Sire of Lots 29A & 29B



STF ONYX 451W Famous Full Sister to Dam of Lots 29A & 29B



GCF MISS CALIENTE Maternal Grandam of Lots 29A & 29B

Red has been in high demand as of late. As a breed we nearly depleted the red gene pool, but with the surge of popularity better red hided stock appears to be surfacing. This pair of full sisters by Loaded up are from the Radiant donor dam that would be the maternal sister to the dominant STF Onyx. The type, kind, and overall body shape this sisterly duo offers is more than trendy, it's simply valuable.

| 29                          | A  | MOORE RUBY 2H<br>BD: 1/8/20 REG: 3972003 TATTOO: 2H |             |  |            |          |
|-----------------------------|--|---|-------------|--|------------|----------|
|                             |  | PUREB   | RED SIMI    | MENTAL                                 |            |          |
| W/C LOADE                   | GTON LOCK N<br>E <b>d up 1119</b><br>(S Black Bl | Y   | STF         | STF DOMINA<br>RADIANT (<br>SCF MISS CA | 02X        |          |
| CE                          | BW   | WW  | YW          | MILK                                   | API        | TI       |
| 9.7                         | 3  | 63.7  | 93          | 21.6                                   | 107.5      | 62.8     |
| $DE from \Lambda/1^{\circ}$ | 7/21 to 8/15                                     | /21 to Ruhy's                                       | Night Watel | 6 0866 (ASA.                           | 2501816) 8 | Ruhv'c N |

PE from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).

### 29B moore dream maker 3h REG: 3972004 TATTOO: 3H

BD: 1/9/20

PUREBRED SIMMENTAL

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

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

| CE  | BW | WW   | YW | MILK | API   | TI   |
|-----|----|------|----|------|-------|------|
| 9.7 | 3  | 63.7 | 93 | 21.6 | 107.5 | 62.8 |
| 9.7 | 3  | 63.7 | 93 | 21.6 | 107.5 | 62.  |

PE from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).

Bred Heifers



LOT 30



KCC1 BEYONCE 4032B Maternal Grandam of Lot 30



**KNA BEYONCE F814** Dam of Lot 30

|             |              | 'EN 19H     |  |  |
|-------------|--------------|-------------|--|--|
| BD: 1/26/20 | REG: 3972005 | TATTOO: 19H |  |  |

# PUREBRED SIMMENTAL

| CNS DREAM ON L186<br>WLE UNO MAS X549<br>SHAWNEE MISS 770P |      |     | KN | TJ HIGH CALI<br><b>A Beyonce</b><br>(CC1 Beyon | F814 |     |      |
|--|------|-----|----|--|------|-----|------|
|  | CE   | BW  | WW | YW   | MILK | API | TI   |
|  | 12.9 | 0.3 | 75 | 108.2  | 21.4 | 148 | 84.9 |

Here's an Uno Mas sired purebred with some numerical values that are notable. She ranks in the top 10% for Marb, 15% API, and the top 25% for CE and BW. She is elegant in her build with suitable rib shape and width. Value in the pedigree and on the hoof with the power of the Beyonce female backing her all the way. *PE from* 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).

Bred Heifers

31



LOT 31

# MOORE HARMONY 89H

TATT00: 89H BD: 4/6/20 REG: 3918278

PUREBRED SIMMENTAL

| SVF STONEHENGE R95<br>MOORE STONEHENGE 35E<br>SWAIN VELVET 607S |     |     | MO   | MOORE LOAE<br><b>Ore Roxi 5</b><br>Akf Roxi 221 |      | MAND  |      |
|---|-----|-----|------|---|------|-------|------|
|   | CE  | BW  | WW   | YW  | MILK | API   | TI   |
|   | 9.8 | 1.8 | 62.4 | 92.7  | 22.8 | 110.7 | 65.3 |

Here's a broody, stout boned female influenced by Lock N Load and a very nice dam. These are the kind that get the job done. PE from 6/6/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).

3/4 SM 1/4 AN

MOORE HOLLY 62H

REG: 3918277

**TATTOO: 62H** 

102.8

58.8

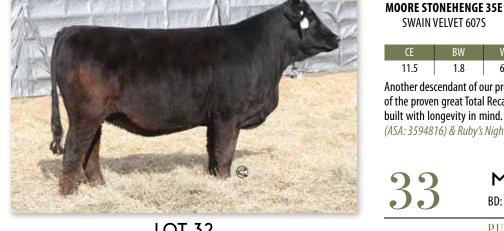
GCC TOTAL RECALL 806T

**STF RADIANT 02X** 

**MOORE TOTAL RADIANT 132E** 

| F | Â    | No. |
|---|------|-----|
|   | 46   |     |
|   | . le |     |

LOT 32





BD: 3/6/20

built with longevity in mind. PE from 6/6/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).

# 33

# **MOORE HANNAH 81H**

**SVF STONEHENGE R95** 

BD: 4/28/20 REG: 3824427 **TATTOO: 81H** 

# PUREBRED SIMMENTAL

**SVF STONEHENGE R95 MOORE STONEHENGE 35E** SWAIN VELVET 607S

PROFIT **TL MISS STAR 5** MISS STAR ABOVE

| CE  | BW  | WW   | YW    | MILK | API   | TI   |
|-----|-----|------|-------|------|-------|------|
| 8.9 | 3.1 | 70.1 | 105.1 | 21.6 | 110.3 | 68.2 |

This female is from a full sister to TL Ledger. Ledger would have been the volume sire of choice for the Bruhn Program of Iowa. Many direct daughters were high sellers and sale features of the recent Bruhn Dispersal. This is a deep sided female with the desired bone and shape with an all-inclusive strip face. PE from 6/6/21 to 8/15/21 to *Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).* 



TL LEDGER \$250,000 Full Brother to Dam of Lot 33

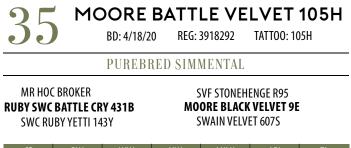


LOT 33

Bred Heifers

| 91  |     | MO     | IOORE HOPE 82H |  |       |      |  |
|---|-----|--------|----------------|--|-------|------|--|
| <b>BD:</b> 3/26/20  |     |        | REG:           | REG: 3972006 TATTOO: 82H                       |       |      |  |
|   |     | PUREBR | ED SIMI        | MENTAL   |       |      |  |
| SVF STONEHENGE R95<br>MOORE STONEHENGE 19E<br>SWAIN VELVET 607S |     |        | МО             | SVF STEEL F(<br><b>ORE NARN</b><br>IRIPLE C NO |       | I    |  |
| CE  | BW  | ww     | YW             | MILK   | API   | TI   |  |
| 8.8   | 3.3 | 66.8   | 99.8           | 19.6   | 105.9 | 63.2 |  |

Another proven old school genetic blend, they are nearly like the right aged Scotch. The Velvet donor dam tied to the FC No Joke female that was campaigned by the Tarr family years ago. She's deep, sound, and maternal in her kind. *PE from 6/6/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).* 



| CE   | BW  | WW   | YW    | MILK | API   | TI   |  |  |  |
|--|-----|------|-------|------|-------|------|--|--|--|
| 9.6  | 2.5 | 78.8 | 119.4 | 22.4 | 102.6 | 70.4 |  |  |  |
| This bund formals time two wealths care families into any Donnis has always been a fam |     |      |       |      |       |      |  |  |  |

This bred female ties two prolific cow families into one. Dennis has always been a fan of the Ruby program of Iowa and therefore puts a lot of stock into what Nate has done over the years. This daughter of Battle Cry is from the sister to our resident herdsire tracing back to Swain Velvet. Brood cow power and maternal prowess exudes here. *PE from 6/6/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).* 



ACLL FORTUNE 393D MOORE FORTUNES PLAYER 39F WAGR PLAYMATE 438A TJ HIGH CALIBRE 556B SWEETNESS 2E MECC SWEETNESS 353B

| CE  | BW  | WW   | YW    | MILK | API   | TI   |
|-----|-----|------|-------|------|-------|------|
| 9.1 | 2.6 | 78.9 | 116.9 | 20.9 | 117.2 | 75.5 |

Here is one of the nicest bred females that Dennis has to offer. She encompasses our Playmate donor with the added sire advantages of Fortune, High Calibre, Pilgrim, and Driver. The length, look, design, and kind built for the production of excellence. *PE from 6/6/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).* 







RUBY SWC BATTLE CRY 431B | Sire of Lot 35



Bred Heifers





SWAIN VELVET 607S | Dam of Lot 37





# MOORE GEORGINA 6G ET

**TATTOO: 6G** 

BD: 1/14/19 REG: 3828377

# PUREBRED SIMMENTAL

| GW-WBF SUBSTANCE 820Y<br>WBF SIGNIFICANT B132<br>WBF HEBE X376 |    |     | SW   | ENS DREAM<br><b>Ain Velvet</b><br>Swain Quee | 607S |       |    |
|--|----|-----|------|--|------|-------|----|
|  | CE | BW  | WW   | YW   | MILK | API   | TI |
|  | 10 | 3.4 | 73.9 | 114.6  | 20.8 | 125.8 | 74 |

A gorgeous blaze faced female from the prolific Velvet. This paternal sister to the \$71,000 Turnpike is exceptionally big bodied with extra junk in the trunk. Simple brood cow prospect loaded with quality. *PE from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).* 



# MOORE ELI`S KISS 145G

BD: 10/3/19 REG: 3918293 TATTOO: 145G

# PUREBRED SIMMENTAL

| SCHOOLEY | YS TO BELIE<br><b>ELI 434B</b><br>EY MISS 29 |    | MO | MOORE OLYN<br><b>ORE KISS 6</b><br>MOORE KISS | 2D  |    |
|----------|--|----|----|---|-----|----|
| CE       | BW   | WW | YW | MILK  | API | TI |

| 9.2         | 2.4         | 68.9        | 101.4       | 17.5        | 113.6        | 68.4     |    |
|-------------|-------------|-------------|-------------|-------------|--------------|----------|----|
| A super big | bodied bald | y with subs | tantial cow | power in he | r look and p | edigree. | PE |

A super big bodied baldy with substantial cow power in her look and pedigree. *PE* from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).



# **MOORE GRACE 151G**

BD: 10/16/19

REG: 3918294 TATTOO: 151G

# PUREBRED SIMMENTAL

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

CSCX BANDWAGON 513A IRENE CS D1 IRENE CS 4648B

| CE  | BW  | WW   | YW    | MILK | API | TI   |
|-----|-----|------|-------|------|-----|------|
| 9.9 | 1.9 | 71.1 | 101.8 | 17.9 | 122 | 73.2 |

It's evident that Dennis likes what the Eli herdsire is doing for the program. A solid black female with the body width and dimension to thrive in production. Proven genetics top and bottom with bottom-line merit. *PE from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).* 

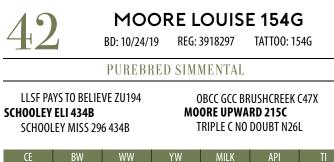
Bred Heifers

| 16  |               | MOOF        | RE GR  | ACIO    | US 152     | 2G   |  |  |
|---|---------------|-------------|--------|---------|------------|------|--|--|
| 41  | )             | BD: 10/22/1 | 9 REG: | 3918295 | TATTOO: 15 | 52G  |  |  |
|   | 1/2 SM 1/2 AN |             |        |         |            |      |  |  |
| LLSF PAYS TO BELIEVE ZU194BC EAGLE EYE 110-7SCHOOLEY ELI 434BBC BARBARA EE 1-902SCHOOLEY MISS 296 434BGIBBET HILL BARBARA A89 |               |             |        |         |            |      |  |  |
| CE  | BW            | WW          | YW     | MILK    | API        | TI   |  |  |
| 9.4   | 1.2           | 64.1        | 90     | 18      | 112.3      | 67.1 |  |  |

This giant bodied SimGenetic female would be supported by some of the absolute best the Angus business offers. The Bill and Donna Conley program is built on simple, basic fundamentals and true cowman logic. The approach is simple and proven and has been for years in Clarksdale, Mo. *PE from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).* 

| L   | 41 | -   | <b>MOC</b><br>BD: 10/24/ |          | <b>HELM</b><br>3918296 | <b>A 153</b><br>TATTOO: 15 | -    |
|---|----|-----|--------------------------|----------|------------------------|----------------------------|------|
|   |    |     | PUREBI                   | RED SIMI | MENTAL                 |                            |      |
| LLSF PAYS TO BELIEVE ZU194     OBCC GCC BRUSHCREEK C47X       SCHOOLEY ELI 434B     MOORE UPWARD 215C       SCHOOLEY MISS 296 434B     TRIPLE C NO DOUBT N26L |    |     |                          |          |                        |                            |      |
|   | CE | BW  | WW                       | YW       | MILK                   | API                        | TI   |
|   | 9  | 2.3 | 65.2                     | 95.2     | 20.9                   | 113.4                      | 65.5 |

The density of the Eli cattle in terms of their overall build is by the design of his pedigree. The extra center and overall width in this sister duo stems from nold schooln Simmental cows on the bottom side. She has a shot of the foundation Owen Brothers donor Wicked Sister with the blend of the No Doubt cow line that influenced the Fox Creek and Triple C programs years ago. Tie in with confidence, it's the good stuff. *PE from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822)*.



 9
 2.3
 65.2
 95.2
 20.9
 113.4
 65.5

 PE from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night

PE from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).





SCHOOLEY ELI 434B | Sire of Lots 38 - 44



Bred Heifers





BPFC SHELBY 542Z | Maternal Sister to Lot 43





# **MOORE SHINING STAR 158G** TATT00: 158G

REG: 3918298 BD: 11/6/19

# PUREBRED SIMMENTAL

| SCHOOLEY | LLSF PAYS TO BELIEVE ZU194<br>H <b>OOLEY ELI 434B</b><br>Schooley Miss 296 434B |      |                       | MR TR HAMMER 308A ET<br><b>Moore Shine 6D</b><br>Wle CNS Shelby T335 |     |    |  |  |
|----------|---|------|-----------------------|--|-----|----|--|--|
| CE       | BW  | WW   | YW                    | MILK   | API | TI |  |  |
| 10.5     | 1.3   | 74.2 | 74.2 107.8 16.2 119.3 |  |     |    |  |  |

Bold built, with substance and production orientation commands one's attention, always. The Eli supported by the Shelby cow family. PE from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).



# **MOORE GRETA 163G**

BD: 12/14/19 REG: 3918299 TATT00: 163G

# 5/8 SM 3/8 AN

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

MOORE NED 009X **MOORE SALLY 122B** MLJM MISS SOPHIE

| CE | BW  | WW   | YW  | MILK | API   | TI   |
|----|-----|------|-----|------|-------|------|
| 9  | 2.8 | 72.4 | 108 | 17.8 | 111.8 | 70.1 |

One of the more attractive females in the bred division with the extra good body and undercarriage. Smooth, balanced, and right for the times without hesitation. PE from 4/17/21 to 8/15/21 to Ruby's Night Watch 986G (ASA: 3594816) & Ruby's Night Watch 978G (ASA: 3594822).



**MOORE SNOW 35H** 

BD: 2/20/20

REG: F1312790 TATT00: 35H

CHAROLAIS

M&M OUTSIDER 4003 PLD TR MR OUTKAST 6605D TR MS DIABLO 3631A

EATONS WHITE GAUGE 00332 **EATONS SUPREME 30558 POLLED** EATONS SUPREME 10761

| CE | BW | WW | YW  | MILK |
|----|----|----|-----|------|
| 9  | -2 | 61 | 101 | 16   |

Here is a sharp featured, smooth made daughter of TR MR Outkast 6605D that is sure to turn heads on sale day. Her dam is the outcross donor option that is among the featured lots in this sale. Her build, style, and presence should make for an interesting breeding piece.

PE From 4/17/21 to 8/15/21 to RF SC Huckleberry 0810 (AICA: M950755).

Fall Lairs





LOT 46A

ITC CDIICU 97D

| OBCC LOLA 910E  |             |               |            |              |             |           |  |  |
|---|-------------|---------------|------------|--------------|-------------|-----------|--|--|
| 40  |             | BD: 2/1/17    | 7 REG:     | 3276181      | TATTOO: 97  | IOE       |  |  |
| 3/4 SM 1/4 AN   |             |               |            |              |             |           |  |  |
| LLSF PAYS TO BELIEVE ZU194R&R CHAMBERLAIN X744OBCC BLACKLIST 915BOBCC LOLA 910AFBFS WAKANDA 620WLIMESTONE LOLA W232 |             |               |            |              |             |           |  |  |
| CE  | BW          | WW            | YW         | MILK         | API         | TI        |  |  |
| 12.2  | 1.2         | 78.6          | 113.1      | 20.8         | 120.5       | 75.7      |  |  |
| Saturated w   | ith cow fam | nily that has | influenced | great progra | ams like Ow | en Brothe |  |  |

Saturated with cow family that has influenced great programs like Owen Brothers, Circle M, Red River, and Shoal Creek. The Lola line has always contributed body, doability, power, and performance with no exceptions here. S600 built the foundation for the Foster Brothers program of Texas and has been employed in the donor pen for Kyle Hotz and family, she is the maternal granddam of Blacklist. Her daughter 620W influenced both Circle M and the Red River establishments in positive fashion as well. Certainly a pair of consideration. *Sells unexposed*.

# LOT 46A: HEIFER CALF SIRED BY SCHOOLEY ELI 434B

|                                      | /   | L          | I 2 CK | 0210      | ט/ט   |      |
|--------------------------------------|-----|------------|--------|-----------|---|------|
| 4                                    |     | BD: 3/14/1 | 6 REG: | 3292482   | TATTOO: 8                                   | 7D   |
|                                      |     |            | PB SM  |           |   |      |
| LLSF UF<br><b>WS REVIV</b><br>SS NOR |     | 5          | LTS    | MAID TO O | 6 BLACK JOK<br>G <b>iggle</b><br>D to order | ER   |
| CE                                   | BW  | WW         | YW     | MILK      | API   | TI   |
| 6.9                                  | 3.1 | 67.9       | 100.1  | 27.5      | 93  | 62.4 |

What a nice beast. Very high-quality stock with look, balance, and high end udder type and kind. These Revival cattle always had look and balance with cool features like this female. She would go right back to some of the best lowa has to offer. The Maid to Order cow family dominated the Drake program for many years. A very awesome pair with a high rate of return possible. *Sells unexposed*.

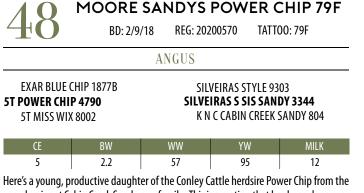
LOT 47A: HEIFER CALF SIRED BY SCHOOLEY ELI 434B





LOT 47A

Ipring Pairs



very dominant Cabin Creek Sandy cow family. This is a mating that has been done over and over and the power of the maternal genetics on this one are undeniable. Profit generating, productive kind with value in this pair of Angus seedstock. *Sells unexposed.* **LOT 48A: BULL CALF SIRED BY SCHOOLEY ELI 434B** 



LOT 48



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



# How to Bid Online

Tips and Tricks to Master Online Bidding

STEP 1. Use Chrome or Safari, a newer broswer or download the CCI.live app at Google Play or Apple App store.

**STEP 2.** Open your app or go to the address of www.CCl.live in your broswer. CCl.live can be used on a cell phone, tablet, laptop or desktop. Some older models may not be compatible and will show a yellow caution symbol if so.

**STEP 3.** Create an account and then request bidding credentials through CCI.live. Use the bank information listed on your check. Please use a correct phone and email address.

**STEP 4.** Once you are accepted for bidding credentials you will receive a text message and/or email notification. Proceed to "Get Buyer Number" on the actual sale page of your interest. Some sales may also require a passcode to obtain a buyer number. On these auctions, you will obtain passcodes from the sale office phone number for the specific auction you are interested in. Please closely read the terms!

STEP 5. You are ready to go! Make sure you understand, once you are logged in, have a buyer number and are watching the sale that you are on a highly sensitive web page. Be careful when scrolling that you do not accidently hit the bid button and watch children closely as they tend to grab cell phones and accidentaly bid.

## TIPS FOR SUCCESSFUL BIDDING

- Make sure you have good service. Bidding and driving is not recommended. You should have two - three bars on your cellular devices. At home you should have an UPLOAD speed of 2 mg or more UP. Use this site to test your internet: www.speedtest.net.

# REFRESH YOUR SCREEN AT SALE TIME

If you have logged in over an hour prior to sale time, you may need to login again. DO NOT let the computer set idol and then return and try to bid, the website may have logged you out.

CCI.live does not accept payment, you will pay the sale management, farm or ranch direct.

Help videos can be found at www.CCI.live

Herd Vire Prospect



# LOT 49

An intriguing herd sire prospect with expected body depth, squareness of build, with the right angles, and desired athleticism at all necessary points. He's a herd sire with dominant cows supporting his merit as such. The likes of Gabby and Rhythm are undeniable in the contribution they have made to the Simmental breed and the programs that produced them. The one added advantage from the Angus breed is the influence of Bismarck. Trendy or not, one cannot deny the good that Bismarck can do for any program, it's not perfect, but what is? The positives darn sure outweigh the downside without question. Opportunity knocks... don't pass on these good bulls that are offered early in the season. With the drought in the northern plains and pacific northwest this year, any snowfall or measurable precipitation will only instill confidence in the optimistic minds of ranchers and bull demand will soar in the spring, so tie in when cattle like this stud are offered. **TERMS ANNOUNCED SALE DAY** 

| 49  | мс    | DORE J<br>BD: 2/19/2 |       | <b>F ALL</b> 3972905 | TRADE<br>TATTOO: 4 |      |  |
|---|-------|----------------------|-------|----------------------|--------------------|------|--|
|   | PB SM |                      |       |                      |                    |      |  |
| W/C NIGHT WATCH 84EACLL FORTUNE 393DRUBYS NIGHT WATCH 986GMOORE GWENEVERE 32G ETRUBY NFF RHYTHM E061HILB MISS ENCHANTRESS |       |                      |       |                      |                    |      |  |
| CE  | BW    | WW                   | YW    | MILK                 | API                | TI   |  |
| 11.4  | 0.7   | 77.9                 | 109.9 | 20.5                 | 129.8              | 78.6 |  |



HILB ENCHANTRESS | Maternal Grandam of Lot 49

Genetics



EC REBEL 156F \$200,000 Full Brother to Lot 11 Donor EC COUNTESS 283F \$35,000 Maternal Sister to Lot 100 Donor RENEGADE \$120,000 Full Brother Lot 100 Donor

EC Reba 6H is the March born full sister to the \$200,000 EC Rebel 156F and the \$120,000 Renegade. EC Reba 6H is the \$50,000 sale feature from the 2020 Hartman Cattle Company Customer Appreciation Female Sale. EC Reba 6H was our selection to add to our donor pen from one of the deepest offerings of Simmental cattle we have sorted through in recent time. A maternal sister to EC Reba 6H, EC Countess 283F, was the first natural calf of DSFF Countess 357D. She commanded \$35,000 to Tree Lane Farms in the 2018 HCC Customer Appreciation Sale. With over \$350,000 in life-time earnings, the four-year old DSFF Countess 357D has positioned herself as one of the most consistent and highest dollar generating females in the Eagles Crest Cattle program. EC Reba 6H offers a stunning phenotype that is supported by a proven producer. She is as proud headed, sleek necked and clean chested as any female in the offering. An elegant presence, bold rib design, and flawless set to her hip and hind leg combined with a highly decorated lineage makes 6H a truly unique breeding piece. The fact is, EC Reba 6H has the opportunity to add true genetic value and revenue generating capabilities to any program. Here is the opportunity to tap into the proven genetic line that backs Reba, by purchasing 3 or 6 embryos sired by Remedy and this young star. We are committed to offering up our very best, take advantage!



PUREBRED SIMMENTAL

HPF/HILL UPRISING C104 **SO REMEDY 7F** B&K CREAM SODA 8D SIRE REG: 3419044 PROFIT EC REBA 6H DSFF COUNTESS 357D REBA REG: 3777971

Selling 1 Package of 3 or 6 Embryos sired by SO Remedy 7F Guaranteeing one 60-day pregnancies per three embryos.



SO REMEDY 7F - Sire of Lot 100 Embryos





# **ACLL FORTUNE 393D SEMEN**

REG: 3190116 TATT00: 393D BD: 4/1/16

# PUREBRED SIMMENTAL

| MR TR HAM | UPGRADE L<br><b>MMER 308A</b><br>EXPECTING | ET   | FIR   | VS PILGRIM<br><b>EFLY 311A</b><br>BF MISS CRY: |      | 0    |
|-----------|--|------|-------|--|------|------|
| CE        | BW   | WW   | YW    | MILK   | API  | TI   |
| 9.2       | 1.7  | 75.6 | 104.4 | 16.1   | 95.1 | 70.6 |

Fortune is one of the most exciting genetic packages that is new to the public in 2020! He was a fantastic high seller at \$185,000 in the 2017 Hartman Cattle Company Bull Sale. He is a prized Hammer son out of the former Effling Champion, Firefly. Firefly is the \$100,000 donor dam of Fortune that is an own daughter of the \$114,000 BF Miss Crysteel Tango. Power in the blood!

101A - 3 Units of Conventional Semen

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

# SCHOOLEY ELI 434B

REG: 3272930 TATT00: 434B BD: 3/6/17

# PUREBRED SIMMENTAL

| CNS PAYS TO DREAM T759<br>LLSF PAYS TO BELIEVE ZU194<br>LLSF URABABYDOLL U194 |                       |      | SS EBONYS GRANDMASTER<br>SCHOOLEY MISS 296 434B<br>SCHOOLEY MISS Z2964 |      |     |    |  |
|---|-----------------------|------|--|------|-----|----|--|
|   | LLSF URABABYDOLL U194 |      |  |      |     |    |  |
| CE  | BW                    | WW   | YW   | MILK | API | TI |  |
| 8.4   | 2.5                   | 74.2 | 105.9 17.9 118.0   |      |     |    |  |

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

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







