The Inaugural PRODUCTION SALE at Moore Land & Cattle

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Welcome to Jerseyville, Illinois



Hannah, Sara, Dennis, Taylor and Morgan Moore



Cattlemen,

The journey has taken me to so many places, getting to meet so many people. Starting as a young 4-H kid. To leaving agricultural in the 1980's.

When those times were almost impossible at 25 years old. Getting out of cattle, and farming, starting over. Taking those basic principles, honesty, work ethic, commitment, to start my own business and then in 1996 getting back into agriculture. Shortly after taking up cattle business again.

Having my kids getting interested at later time in their lives in showing. So now this sale is another chapter in our book. We went out in my mind to the Elite Breeders of their programs. Not only purchasing genetics but getting to sit down and collect their knowledge what makes the industry grow. Gathering up and putting it together and making Moore Land and Cattle Program.

This sale is comprised of great phenotype quality that is necessary to improve your program, but look under the hood, the blood lines, the pedigree, the foundation of success is there. This sums up Moore Land & Cattle. We are proud to hear the stories and compliments from buyers and their satisfaction, of the cattle they purchased.

We strive to make cows to be show heifers. Not show heifers to make cows. We would love to invite you to appraise for yourself. Hope to see you.

Respectfully, Dennis Moore



Over the years in seedstock marketing, a lot of folks come and go. A lot of money gets spent, and very few have the fortitude, discipline, and futuristic thought process to take what has been invested and turn it into a program. Moore Land and Cattle showed up to the venture, invested, and took it to the level that necessitates this inaugural production sale as we enter 2021. What a privilege it is to welcome you to the offering brought forth by truly one of the greatest people in the business.

Dennis has invested in the best of the best and the elite of the elite in multiple breeds but has focused the most on his Simgenetics and Maine Influenced stock as he has built this program. He has tied into the industry's leading bulls and it's no secret what he has done on the female side. We all are aware that he tied into many elite programs and their genetics of the years and the offering is evident of his dedication and vision. He maintained cattle with substantial look and presence with many resulting champions and backdrop photos taken nationwide. The cattle are of unmatched foot and bone size, shear density of body and muscle shape with foremost skeletal integrity and build. These are the kind you can take home and concentrate on elite, high end show stock, or the physical type and kind can and will be instrumental in adding to any seedstock operation that is interested in making the next breed changing bulls or donor dams.

Dennis Moore is as good of a human being one finds in this world we live in. He cares and provides for his family and staff and desires that his customers are successful in their purchase endeavors just as he has been over the years. There will be zero to question on the level of customer service you will receive when you invest with Moore Land and Cattle the end of the initiating month of the New Year.

Ladies and Gentlemen, please consider this your personal invite to join us January 30, 2021 at the farm in Jerseyville, Illinois to witness and participate in one of the most anticipated inaugural Production Sales of the new decade. The guality and pedigree of stock will be incredible, and the hospitality and atmosphere will be like none that you have ever experienced.

Enjoy the cattle,



ale Jocation

At the brand new Moore Land & Cattle Sale Facility 30992 State Hwy 16 Jerseyville, IL 62052

Sale Schedule

Friday, January 29, 2021 Cattle available for inspection all day 5:00 pm - Hors d'oeuvres and hospitality Saturday, January 30, 2021 10:00 am - Cattle on display 4:00 pm - Dinner service 5:00 pm - The Inaugural Production Sale

SALE DAY CONTACTS

Dennis Moore: (618) 410-3325 Owen Macfarlane: (530) 949-8920

SALE MANAGEMENT

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

AUCTIONEER Col. Jered Shipman: (806) 983-7226

RING STAFF Austin Brandt, Lee AgriMedia: (712) 621-1829 Shane Ryan, special assignment: (309) 371-7490

SALE CONSULTANTS

John Boddicker: (816) 510-7009 Bob Dwyer: (309) 337-1404 Nick Dwyer: (309) 337-6404 Chris Effling: (605)769-0142 Dalton Lundy: (502)727-6898 Kurt Meyer: (217)273-1399 Miles Toenyes: (618) 420-9413 Kent Jaecke: (405) 408-2440 Jeramie Ruble: (406) 581-7940

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



Bid Live Online course "Gavel's Down, The Best in Online Marketing"





TNGL HOPES DESIRE A572 - Dam of Lot 1

	1		BD: 4/1		ORE		ELE : 38283	NA 37	95H		00: 95H			
	PUREBRED SIMMENTAL													
PI	ROFIT		N H182U NRAMA			TI	IGL HO	IDE TRA Pes de 5/mbcc	SIRE A	572				
	CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI			
	5.9	5.5	80.2	117.3	21.4	-0.42	0.11	-0.09	0.76	112.7	73			



AJE/HS/MBCC HOPE FLOATS Legendary Maternal Granddam of Lot 1

A wildly impressive show heifer and donor prospect comes out as lot 1, and is quite possibly one of the most unique females that will be offered anywhere. If her tremendous build, body shape, and extra power doesn't have you fired up, then her pedigree certainly will. Not only is she backed by the great Profit, but her dam, TNGL Hopes Desire A572 sired by Wide Track and the highlight of the Tingle Farms Dispersal, underlines the potential for maternal dominance in Lot 1's promising future. Don't miss out on a tremendous opportunity to capture the value of one of the most exciting females to sell from the 2020 calf crop.





OBCC CMFM DEPLORABULL D148 \$100,000 valuation Sire of Lots 2 and 3



RYAN QUEEN LUCY C796 Dam of Lots 2 - 4 pictured as a calf



A pair of stellar sisters sired by the \$100,000 Deplorabull, who have as much cow power as anyone could hope for. Their dam, Ryan Queen Lucy C796, purchased from Hudson Pines and sired by Wide Track definitely passed on her extra power to these massive ribbed, stout featured sisters who come packed with performance! Featured as lot 2, Moore Hallie 20H ET is the more refined version of these sisters, where lot 3, Moore Hope 15H ET is an absolute powerhouse! No matter which of these two females you end up with you should be excited to cash in on the donor power here!

2 MOORE HALLIE 20H ET BD: 2/15/20 REG: 3828338 TATTOO: 20H								3		BD: 1/2		00F		10P : 38283	E 15	5H I		00: 15H				
											-											
	PUREBRED SIMMENTAL									1/3	2	1000			PURE	BRE	DSIN	/MEI	NTAL			
OBCC CN	W/C EXECUTIVE ORDER 8543B OBCC CMFM DEPLORABULL D148 LAZYH/ADKINS BLKSTAR Z15 W/C WIDE TRACK 694Y RYAN QUEEN LUCY C796 HPF QUEENS LUCY N092							OBCC CM	NFM D	EPLOR	DER 854 A BULL I (STAR Z	D148	R	AN QU	IDE TRA EEN LU JEENS L	CY C7	96					
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI		CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
9.1	3.1	82.5	126.7	17.0	-0.46	0.14	-0.10	1.03	123.8	78.8		9.1	3.1	82.5	126.7	17.0	-0.46	0.14	-0.10	1.03	123.8	78.8

THE INAUGURAL PRODUCTION SALE - JANUARY 30, 2021







Much like her half-sisters, Lot 4 inherited her mother's stoutness, powerful rib shape, and big time value in production! So much comfort and correctness out of her rear wheels, while still having more than enough punch from behind and an awesome look! Ryan Queen Lucy C796 hit a home run when mated to Fortune to make this beast of a power cow!

MOORE HARLEE 32H REG: 3824159 BD: 3/10/20 **TATTOO: 32H** PUREBRED SIMMENTAL

MR TR HAMMER 308A ET	FBFS WHEEL MAN 649W

A cll fo Firei	RTUNE FLY 311				М	G/GSC OBCC S	SADIE 1 Adies (OX		
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI	
8.3	2.8	79.7	115.9	20.6	-0.44	-0.01	-0.10	0.9	105	73.3	

It's hard to find females who come packed with this much mass and power yet do it all with a set of feet and legs that have never deviated from hitting their mark! Her dam was one of the top females sold in the Buckles and Banners sale purchased from Gerdes Show Cattle, and has made guite an impact in our program. On top of Lot 5's tremendous look, build and so much body... this big haired Fortune daughter is ready to be in the hands of a showman at any experience level, and having Wheel Man on the bottom of her pedigree only adds to her value in your flush program!



Of all of the Fortune daughters featured in this lineup, lot 6 just has that look and build that so often comes with big time performance cattle. If you're into length of body, great builds, and plenty of thickness, Moore Holly 16H ET is a promising cow prospect that won't have a problem generating those elite purebreds. Her mother came from the famous Silver Towne program in Winchester, IN and her consistency in production has labeled a cornerstone for our program! Buy with confidence here!

6		BD: 2/1		00	REG)O: 16H					
PUREBRED SIMMENTAL												
ACLL FO			BA ET		51	F PRO	SY RIDE Miscua E-awt'	OUS XT	H1			
CED BW WW YW MILK YG MARB BF REA API												
9.2	1.6	68.55	99.6	16.1	-0.45	0.02	-0.11	0.77	112.2	68.6		



ACCL FORTUNE 393D \$185,000 sire of several lots throughout the offering





WAGR PLAYMATE 438A - Dam of Lots 7 - 9

MOORE HERA 61H ET													
(BD: 4/2	2/20		REG	: 38283	39		TATTO	00: 61H			
PUREBRED SIMMENTAL													
ACLL FO			8A ET		w	AGR PL	C BROK Ayma1 Lullab	E 438	4				
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI			
8.0	2.8	74.9	105.8	17.1	-0.46	-0.03	-0.10	0.86	105.6	69.5			



L0T 7

This one came to play. If you want that show heifer that makes the entire crowd do a double take, then don't pass up on this huge legged, massive ribbed, stunning powerhouse. With a pedigree completely stacked on both sides with the best Hartman Genetics you'll find anywhere, her sire, Fortune did an unreal job on several cows in this offering, not the least of which WAGR Playmate 438A, who not only brought a tremendous amount of success for Morgan Moore in the ring, but has made her mark in the donor pen for years to come, especially if she keeps generating elite ones like this...



8		BD: 4/4	-	0R	DRE HATTIE 63H ET REG: 3828334 TATTOO								
PUREBRED SIMMENTAL													
ACLL FO			8A ET		W	AGR PL	C BROK . Aymat Lullab	E 438/	-				
CED BW WW YW MILK YG MARB BF REA API TI													
8.0 2.8 74.9 105.8 17.1 -0.46 -0.03 -0.10 0.86 105.6 69.5													
The full sister to lot 7, has gained as much attention as her sister from early visitors.													

The full sister to lot 7, has gained as much attention as her sister from early visitors. This kind of natural thickness, rib shape and stoutness of feature is what makes Lot 8 just as intriguing as her sister, not to mention she's ready for any first year showmen to fall in love with her.

0			MO)0R	ΕH	AZE	EL 6	4H	ΕT				
)		BD: 3/1	8/20		REG	: 38283	31		TATTC	00: 64H			
	PUREBRED SIMMENTAL												
CARD UP	ROAR	GRADE (1 49y Ir Jade			W	AGR PL	C BROK . Ayma1 Lullab	E 438	-				
CED	CED BW WW YW MILK YG MARB BF REA API TI												
8.0	8.0 2.8 74.9 105.8 17.1 -0.46 -0.03 -0.10 0.86 105.6 69.5												
Just as much thickness and muscularity as her half sisters, Lot 9 also capitalized on the													

Just as much thickness and muscularity as her half sisters, Lot 9 also capitalized on the unique Uproar x Playmate mating to bring extra stoutness as well. The longest bodied and highest performing of the Playmate daughters and should be a powerhouse in production.





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GCF MISS CALIENTE Maternal Granddam of Lots 10 and 11



PUREBRED SIMMENTAL

SVF STEEL FORCE S701 MR HOC BROKER JM BF H25 STF DOMINANCE T171 STF RADIANT 02X GCF MISS CALIENTE

CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI	
6.4	4.6	66.7	92.7	16.7	-0.45	-0.18	-0.11	0.76	86.7	58.2	

Royalty in this pedigree! 02X was a full sister the Two-Time NAILE Champion and longstanding force in the donor battery at Moore Land & Cattle, and this daughter by the Triple Crown Winning Broker should tell you why. The length, extension up from and profile of this female, gets her noticed in a hurry... but then when she goes away, you'll find what may be the biggest hipped, stoutest pinned female in the whole set! Don't miss out on this unique cow prospect with a proven pedigree.

1 1 MOORE HARRIET 7H BD: 2/1/20 REG: 3828332											00: 7H			
	PUREBRED SIMMENTAL													
W	/C L0	ADED	ON LOCK Up 1119 Black Bi	γ	54U	ST	F RADI	MINAN I ANT 02 ISS CALI	X	1				
	CED BW WW YW MILK YG MARB BF REA API TI													
	10.1	3.1	64.1	94.1	19.4	-0.55	-0.08	-0.12	1.05	105.7	62.8			
If	you like an' moderate chunky newerful and good lookin' then you chould look													

If you like em' moderate, chunky, powerful, and good lookin'... then you should look in on this Loaded Up daughter. With this kind of pedigree and the look of a big time generator, you'll be proud to own this one in production! You can't make any mistake here!

1	16	•		Μ	00F	RE HANNAH 81H							
			BD: 4/2	8/20		REG	: 38244	27		TATTO)0:81H		
PUREBRED SIMMENTAL													
	ORE	STONE	HENGE R H enge /et 607:	35E		TI	PROFIT MISS S		OVE				
(CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI		
	9.0	3.1	69.8	104.9	21.4	-0.45	0.02	-0.09	0.77	113.3	68.2		

When a great set of feet and legs, comes with a big rib, length up front and an awesome profile, what's not to like?? This April is out of our herd bull, who goes back to Stonehenge on the topside and the infamous Moore Land and Cattle donor, Velvet, not to mention she's out of one of the most outstanding young Profit daughters in our program. The maternal granddam of this sleek made female is Miss Star Above, the dam of the \$300,000 Bottomline and \$250,000 Ledger. There's no question Lot 12 has a promising future in the show ring, and the maternal look that excels in production.







MISS STAR ABOVE Maternal Granddam of Lot 12



Power, Power, Power... Dale Duxbury from South Dakota, a long time family friend, mentioned he had an incredible Pilgrim son by the name of "Crusader" and he gave us this female who offers much thickness, body, and stoutness of feature, yet still handles it impressively well! Crusader worked like a charm on her Yardley Utah dam, and you'll be impressed with her potential both in the ring and when she goes to work in your herd.

	1 (0		N	1001	RE I	HAL	SE	137	Ή	
	L	\mathbf{O}	BD: 3/5	/20		REG	: 38283	28		TATTO	0: 37H
-											
1	OUX CRU	JSADE	M H182U B r Looking		θY	H	AINES (EY UTAI C ow Z6 S Cow X	7E		
I	CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
	10.5	2.4	70.8	96.6	17.3	-0.43	0.15	-0.09	0.73	120.7	72



DUX CRUSADER Sire of Lot 13



Are you into good lookin' redheads? This May heifer goes back to the matriarch of the Moore Land and Cattle program by the name of Shelby, and may be as exciting as any in the entire lineup!! Impeccable structured, long fronted, massive bodied and still skinny?? This one will be easy to manage, and we think she'll look the part to be a real contender in her division every time you have her out.

1	4	BD: 5/2		DOR	RE HAYDEN 131H REG: 3828340 TATTOO							
	PUREBRED SIMMENTAL											
SCHOOL	EY ELI	• • • • • • •	VE ZU19 6 434B	94	M	OOREN	ESTONE MIA 32E NS Shel	3	5			
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI		
8.1	3.1	78.2	112.1	16.5	-0.39	0.01	-0.09	0.72	114.4	71.9		



BPFC SHELBY 542Z - Maternal Sister to dam of Lot 14



Anyone who has stopped by has asked about this June heifer. It could be because she's awesome lookin'... maybe because she's huge bodied... or might be because she's so powerful from behind. Whatever it is that has you intrigued, you won't be disappointed when you've got this one in the ring. Lot 14 and 15 are sired by our herd bull "Eli" who goes back to Pays to Believe, and was purchased at the NWSS Simmental Sale from Roman Schooley.



LOT 15

10	5	BD: 2/2		/100	RE REG)0: 34H			
			PURE	BRE	D SIN	ЛМЕМ	ITAL			
DUX CRU	ISADE	M H182U E R Looking		γ	м	G/GSC	L IN 72/ MISS 2(NYS JOY)5D		
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
8.4	3.6	80	113.3	20.6	-0.48	0.04	-0.10	0.84	116.2	73.9
	-									

Obviously Crusader likes to throw some extra power, and lot 16 is no exception. Packed with a ton of real width and thickness on an awesome set of feet and legs, and completely loaded with performance. There's undoubtedly profit potential in this one!



LOT 16



Lock N' Load strikes again with this stout beast. She's absolutely massive ribbed, stout featured, and has power and performance to burn! Her dam Burning Hope 20S was one of the top females to ever come from JS Simmentals in Prairie City, Iowa. This female has the genetic foundation anyone would be lucky to own!



LOT 17



1	Q		M0	ORE	RE HEATHER 8H ET							
L	0	BD: 1/2	9/20		REG: 3828333 TATT							
			PURE	BRE	D SI	MMEN	ITAL					
W PROF		M H182U	I		м	SVF/NJ I SS CCF	C BUILT					
		IARAMA	204Z				EZA FA					
CEI	D BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI		
88	37	66 95	96 1	18.8	-0.4	-0.07	-0 10	0.53	105 3	627		

This Sheza Looker daughter gets better every day! Length of body, so much flex and comfort in motion and still a sharp look? You'll be happy to get this one home and witness her best days down the road.



MISS CCF SHEZA LOOKER - Powerful Donor Dam of Lot 18





HARMONY HILL VOGUE 09A NAILE Division Champion and Dam of Lot 19

-	1 (Μ	00	RE H	HAD	LEE	E 39	H	
-		9	BD: 3/1	0/20	REG: 3828343 TATTOO: .)0: 39H
				1/2	SM 1	/4 AN	1/4	MA			
М	RHOC	BROK	ORCE S ER	701		н	ARMON		VOGU		
	JW R	F H25					TTAP	RECISIO	UN 056 (JF 124	
	CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
	6.7	3.6	70.2	101.7	15.2	-0.37	-0.07	-0.08	0.71	79.3	60.1



HARMONY HILL VOGUE 09A Pictured as a calf

You couldn't ask for a more perfect structured and awesome footed female. This sharp looking, stout featured Broker daughter has been a favorite around the farm since day one and continues to excite us! Additionally, her mother 09A by the one and only Ali, who sells as Lot 53, should give you a really good idea of the generating potential of this female as a cow! We'll let you decide if you want to double register her, but your first year showmen will have a blast with this one!

90		MO)0R	RE HAVEN 18H ET						
20	BD: 1/2	26/20		REG	: 38283	44		TATT00: 18H		
WHO MADE WHO 411F CNS DREAM ON L186 ASHW WHO DA MAN SWAIN VELVET 607S										
ASHW C	A X MA X S	M 55			SWAIN	QUEEN	403P			
CED BV	V WW	YW	MILK	YG	MARB	BF	REA	API	TI	
9.3 2.	3 52.5	75.6	13.7	-0.3	0.23	-0.05	0.66	96.5	58.4	

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A really unique pedigree here! You could say her dam, Velvet, has made a couple great ones and her sire Who Da Man is certainly no stranger to the show heifer game. We knocked it out of the park with this mating when made Moore Haven 18H ET! Great footed, big time performance, and she's got the big hair!! Time only makes this one better and campaigning this awesome looking half-blood at AJSA events will sure keep the competition on their toes!



L0T 20



Great built and Cowy as they come! Past the fact she's a big time cow prospect, this 3/4 blood Hammer daughter nicknamed "Ham" was broke within 10 minutes of having a halter on and was washed her very first day. The kids will have a lot of fun with this one in the barn! Plus, you'll be proud to see her in your pasture.



L0T 21

9)		P	NO 0	ORE HALO 120H					
4		BD: 5/2	4/20		REG	: 38283		TATT00: 120H		
				3/4 S	SM 1/4	1 A N				
LLSF SCHOOL		O BELIE 434B	VE ZU19	94	М		E NED 0 Daisy 1			
SCHO	OLEY I	MISS 29	6 434B			MOORI	E DREAN	A GIRL	022X	
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
10.2	1.6	68.9	103.9	18.3	-0.22	0.22	-0.04	0.62	118.5	69.5

The running gear under this powerful 3/4 blood May heifer is built to last! She's got the look of a big time brood cow with enough length up front and stoutness to compete at any level! She goes back to the famous Angus donor 8143, who was no doubt the biggest profit generator in the Moore Land & Cattle program, and you can bet her lineage has generated the same kind of quality!



for making half-bloods, so we shot him at the 2012 Champion Red Angus female in Louisville, WEBR Ms Ellie 1024. Not only does she have a great look, but she's as wide built and massive bodied as any in the entire lineup! Using Fortune to make elite half-bloods works!

ANGUS BETZOLD DENVER B521 BETZOLD DENVER 7040 BETZOLD ELBA 5002 BETZOLD ELBA 5002 BETZOLD ELBA 5002	MOORE HUNTER 38H										
BETZOLD DENVER B521SILVEIRAS S SIS GQ 2353BETZOLD DENVER 7040MOORE PRINCESS FIONA 22F ETBETZOLD ELBA 5002EXAR PRINCESS 5468	2 4	BD: 3/22/20	REG: PEN	DING	TATTOO: 38H						
BETZOLD DENVER 7040 MOORE PRINCESS FIONA 22F ET BETZOLD ELBA 5002 EXAR PRINCESS 5468			ANGUS								
	BETZOLD DEN	VER 7040	MOOR	E PRINCESS F	IONA 22F ET						
CED BW WW YW MILK	CED	BW	WW	YW	MILK						
12 -0.5 48 85 35	12	-0.5	48	85	35						

We think all Angus females should come with this kind of maternal look, body shape and ultra sound foundation. Lot 24 has been a pleasant surprise coming with more quality every day. Out of a first calf heifer and by a cleanup sire we used a couple years ago purchased from a local breeder, Bruce Betzold, this one has a unique pedigree that you could mate so many ways!

N	MOC	RE HAR	LYN 88	HET
4 0	BD: 5/5/20	REG: PEN	DING	TATTOO: 88H
		ANGUS		
SMA WATCH Conley Expre DPL Sandy 1	SS 7211	MOOR	MERON FIRST CI E Forever Cl Y H Bar Forev	ASSY 106B
CED	BW	WW	YW	MILK
4	3.5	59	98	16

Conley Express 7211 did his job when he made Moore Harlyn 88H ET. This one has always had a killer look, being so long fronted, so good in her body shape, and so correct on her feet and legs. Her mother Moore Forever Classy 106B goes back to Lutton Forever lady 8143 and has been a tremendous generator of quality for MLC. We hope you reap the benefits of the genetic prowess in this outstanding May heifer when you lead her into the ring and get her in the donor pen.



"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 CCL 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 CCLlive. 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



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THOMAS MS IMPRESSIVE 0641 Legendary Maternal Granddam of Lot 26

96	МО	ORE HA	ISLEY 9	98H
20	3D: 4/24/20	REG: P12	89980	TATT00: 98H
	(HAROLAIS	6	
RBM TR RHIN Am the Natur Am Diamon	AL E58	TR MS	MR FIREWATER S 5 Brylor 4766 DMAS MS IMPRE	ET
CED	BW	WW	YW	MILK
-1.6	2.7	31	59.0	9.0



TR PZC MR TURTON 0794 ET - Full Brother to Dam



TR PZC NC FIRE FLY 1746 ET - 2013 National Western Stock Show Grand Champion Charolais Female - Full Sister to dam of Lot 26

The one and only white heifer in this lineup has been one of the most talked about females leading up to the production sale! Regardless of color or breed, this one is flat good. As sound as they come, massive ribbed, heavy muscled, and that look?? Wow! Her mother, Brylor who is a Firewater x 0641, has generated quality year after year and we think this could very well be the best calf she has thrown in her young career.



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The Females by Shelby



PUREBRED SIMMENTAL

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

CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI	
12.4	15	66.4	84 4	15.8	-0.48	0.05	-0 11	0.66	109 5	68	

If you've been around the Moore Land & Cattle program at all, you've heard of Shelby. Shelby was truly the cornerstone of the purebred Simmental herd and has generated quality for a decade, including a champion percentage female for the Prill Family in 2013 at the Junior National. Leading off the bred heifer division is an impressive Shelby daughter sired by Pilgrim who has big time donor written all over her! This big legged, great footed female is loaded with body, muscularity and look! Safe in calf to Ruby's Night Watch, due in early April, you won't have to wait long to cash in on her production value! PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE EARLY APRIL.



MOORE GRETCHEN 30G ET BD: 2/4/19 REG: 3828383 **TATTOO: 30G** PUREBRED SIMMENTAL MR NLC UPGRADE U8676 **CNS DREAM ON L186**

M		HAMMI HS EXP			М	W	ILE CNS BLL ZE	SHELB IS MISS			
	CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
	10.7	1.3	76.7	113.9	14.5	-0.5	0.04	-0.13	0.87	118.8	74.9

Another Shelby daughter sired by the extremely popular Hammer makes for a unique genetic opportunity! This sound, big bodied female already has the makings of a great udder, and should be an exciting addition to your herd! Safe to Ruby's Night Watch, due in February. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE FEBRUARY.



offering choice of LOTS 30 & 31

When you look at these four flushmate sisters you'll know there's cow power in this mating! Fortune has done a tremendous job making extra functional, powerful replacements like these and then the donor of this mating, HILB Miss Enchantress B527 made sure to mark them all with her elite purebred look! Stout, sound, huge bodied females like these never go out of style, lot 31 is due in late January bred to Deplorabull. Lots 30 and 33 are due in February to Ruby's Night Watch, while 32 is bred the same way and due in earl April.

2	30 MOORE GABBIE 3G ET												
\mathbf{O}	U	BD: 1/1	0/19		REG	i: 38283	72		TATI	ГОО: 3G			
			PURE	BRE	D SII	MMEN	ITAL						
ACLL FO	PUREBRED SIMMENTAL MR TR HAMMER 308A ET LLSF UPRISING Z925 ACLL FORTUNE 393D HILB MISS ENCHANTRESS												
FIKE	FLY 31'	IA				AJE GA	BBY R7				_		
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI			
7.0	3.0	81.85	121.7	20.1	-0.5	0.07	-0.13	0.89	106.4	76.6			

PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE FEBRUARY.

9	1			MO	ORE	GI/	4(g et	-	
J	L	BD: 1/1	2/19		REG	i: 38283	73		TATT	00: 4G
			PURE	BRE	D SI	MMEN	ITAL			
ACLL FO			8A ET		н	LLSF U IL B MIS Aje ga	S ENC		ESS	
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
7.0	3.0	81.85	121.7	20.1	-0.5	0.07	-0.13	0.89	106.4	76.6
AL RRED T		C CMEM		ARIIII	D1/18 (151.215	(122)	CONEID		

AI BRED TO OBCC CMFM DEPLORABULL D148 (ASA: 3150188). CONFIRMED SAFE AI BY VETERINARIAN, DUE LATE JANUARY.





OFFERING CHOICE OF LOTS 32 & 33

HILB MISS ENCHANTRESS \$40,000 Donor Dam of Lots 30 - 33

32 MOORE GWENEVERE 32G ET BD: 2/5/19 REG: 3828374 TATTOO: 32 TATT00: 32G

PUREBRED SIMMENTAL

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

.....

LLSF UPRISING Z925 **HILB MISS ENCHANTRESS** AJE GABBY R7

CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
7.0	3.0	81.85	121.7	20.1	-0.5	0.07	-0.13	0.89	106.4	76.6

PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE EARLY APRIL.

99	MOC	RE GINNY 370	GET
$\mathbf{J}\mathbf{J}$	BD: 2/5/19	REG: 3828375	TATTOO: 37G
	PUREBR	RED SIMMENTAL	
MR TR HAI Acll fortun	MMER 308A ET IE 393D	LLSF UPRISING Z9 HILB MISS ENCHAN	

FIREFLY 311A

AJE GABBY R7

CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
7.0	3.0	81.85	121.7	20.1	-0.5	0.07	-0.13	0.89	106.4	76.6

PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE FEBRUARY.





91		MO)0R	EG	RAC	CE 1	1G	ΕT	
J 4	BD: 1/1	19/19		REG	: 38283	76		TATTO	00: 11G
		PURE	BRE	D SIN	IME	NTAL			
MR TR HA Acll fortun)8A ET		w	MR HO Agr Pl	C BROK		A	
FIREFLY 3	11A				WAGR	LULLAE	SY 703T		
CED BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
8.0 2.8	74.9	105.8	17.1	-0.46	-0.03	-0.10	0.86	105.6	69.5

A full sister to lots 7 & 8 and this one sure has the same kind of look and stoutness as her younger sisters! Needless to say Playmate is doing her job especially when mated to Fortune! She is bred to Ruby's Night watch, due in early March. *PE* 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE EARLY MARCH.

35 MOORE GEORGINA 6G ET BD: 1/14/19 REG: 3828377 TATTOO: 6G PUREBRED SIMMENTAL

GW-WBF SUBSTANCE 820Y WBF SIGNIFICANT B132 WBF HEBE X376 CNS DREAM ON L186 SWAIN VELVET 607S SWAIN QUEEN 403P

CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
10.0	3.5	75.2	116.4	17.9	-0.47	0.13	-0.09	0.95	126.6	74.1

A really sharp lookin' bred here! Extremely good on her feet and legs, and has plenty of power and performance to match it! Significant worked extremely well generating replacement females for us and this one's mother known as Velvet has had years of success in the MLC program as a big part of our donor battery! Bred to Ruby's Night Watch, due in March! *PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA:*



2	6		M0	ORE	EGF	RAY	SEN	1 2 G	ET	-
\mathbf{J}	U	BD: 1/1	10/19		REG	: 38283	78		TAT	T00: 2G
			PURE	BRE	D SIN	/MEN	ITAL			
GW- WBF SIC		UBSTAN Cant B1		,	SI	SVF/N. /F She z	IC BUILT Za staf			
WBF	HEBE	X376				SVF SH	IEZA ST	AR N90	2	
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
9.2	4.4	78	122.0	21.5	-0.42	0.14	-0.09	0.9	124.9	75

......

Another female sired by Significant comes next and her mother S803 Sheza Star was the high seller at Hudson Pines a few years back. This one has been a favorite of many who have walked through the bred heifers, which might be because she is so stout and powerful but doesn't sacrifice an awesome look or a great set of feet and legs! Bred to Ruby's Night Watch, due in February! *PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.*



CONLEY GCC SHOCKER C19 \$50,000 Promotional AI sire from the S803 cow family

3'	7	N BD: 3/2		RE (RIE : 38283		۹ <u>95</u>	5GE TATTO	T 0: 95G
				3/4 S	M 1/4	4 A N				
W/C EXE	CUTIV	D 956Y 'e orde IING KP		В	JF	WSJ E LADY 8 ESM52	365U			
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
10.6	1.9	75.25	106.4	22.6	-0.31	0.03	-0.07	0.8	107.7	68

Executive Order made a huge impact when making powerful females and herd bulls! He strikes again here with lot 37 and look in on how much quality this one has! Undoubtably one of the most eye appealing breds in the entire lineup and she has the length, performance, and power to go with it! Her mother JF Lady 865U, sired by Encore, has done a tremendous job as a producer and we have no doubts this bred heifer will do the same for you! Due in May with a bull calf by Ruby's Night Watch. *PE* 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MAY.

38	8	BD: 2/4		1001		GEN : 38283		Y 28)0: 28G
			PURE	BRE	D SIN	AME	TAL			
DUX CRU	JSADE	N H182U R Ooking		θY	м	OORE V	ominan /elvet velvet	118Z	1	r
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
10.8	1.8	65.4	91.1	17.1	-0.49	0.06	-0.11	0.74	115.1	67.9
An awese ground u										

An awesome cow prospect here! This Crusader daughter is built so right from the ground up and still comes with a look of maternal quality and performance that is unmatched! Due in early March to Ruby's Night Watch. *PE* 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE EARLY MARCH.



L0T 37



L0T 38









MOORE NED 009X Maternal Brother to Lot 41

39 MOORE GALA 109G ET BD: 4/2/19 REG: 3828381 TATTOO: 109G

PUREBRED SIMMENTAL

	WS PILC			86		J	S BURNI	NG HO	TIVEPOV D PE 205 NING PO	5	
I	CFD	BW	WW	YW	MILK	YG	MARB	BF	RFA	API	TI

8.6 4.5 70.8 100.8 21.6 -0.47 0.02 -0.10 0.79 100 66.9 This Pilgrim Daughter has a great look! If you like elegant, big middle females, who travel with so much flex and comfort, be sure to check out this outstanding prospect! JS Burning Hope 20S continues to produce tremendous cow power with every mating she's had thrown at her, this one should excite you! Due in March to Ruby's Night Watch. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.

4	0	BD: 4/1		00R		ISE : 38283		12): 122G
				3/4 S	5M 1/	4 A N				
MOOR	E STON	EHENGE F I ehenge Lvet 607:	35E		м	OORE S	RON FIR S HEZA 1 IEZA ST/	115B		
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
10.8	16	66 1	07 N	20.6	-0.35	0 00	-0.07	0 7 2	108 /	65.2

Don't miss a stacked pedigree on this one. A shot of Velvet on the top side, then First Class X Sheza Star on the bottom might as well make Lot 40 royalty. This __Blood female has the power and body shape of a big time generator with an easy keeping look. Moderate, big legged, sound females like this will keep you in business and generate a big return year after year! Due in late April to Ruby's Night Watch. *PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE LATE APRIL.*

4	1	BD: 3/2		00R		L OR : 38283		88G)0: 88G
				1/2 S	M 1/2	2 A N				
MR HOC		ORCE ST	701		L	ZYHBA		EVERL	ADY814 R LADY 5	
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
7.0	3.2	76.45	114.5	16.3	-0.11	0.17	-0.03	0.48	100.8	68.8
This half is she so l life! One l value of t	ong ar heck of	d attrac a show l	tive thro heifer m	ough he Iaker in	er front (lot 41! [end but Due in M	she's ne arch to	ver mis Ruby's l	sed a ste Night Wa	ep in her atch. The

value of this _ blood calf she's got in her, with this kind of pedigree, could pay for your purchase here 10 times over! *PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.*



RUBYS NIGHT WATCH 978G - Service Sire to many of the Bred Females



125G is actually a 5/16 Simmental and registered as a half blood Maine, and has the elite look her paternal grandsire, Irish Whiskey continues to produce! This one gives you a tremendous amount of mating options that should all result in some big time show heifers for this outstanding female! Due in March to Ruby's Night Watch. Her calf could be double registered as a % Simmental or a Maintainer. *PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.*

19	Μ	OORE G	GINA 800	à
40	BD: 3/16/19	REG: 38	35019	TATT00: 80G
	7/16 SM 3/8	MA 5/32	AN 1/32 CA	
SCHOOLEY EL	TO BELIEVE ZU194 . I 434B / MISS 296 434B	MOOF	C UNSTOPPABLE Re Lady Luck 2 Lucky Lady 991	10C
CED	BW	WW	YW	MILK
8.3	2.7	75.3	108.7	17.3
	34B has done a perf			

cases his calf crop has matched the quality of our Al and ET calves. This red female is moderate, great structured and has a ton of quality about her head and neck. If generating high quality red ones is your game plan, look in on this half blood. Due in March to Ruby's Night Watch. *PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G* (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.



LLSF PAYS TO BELIEVE ZU194 - Paternal Grandsire of Lot 43



OFFERING CHOICE OF LOTS 44 & 45

This pair of elite Angus females is the result of a flush purchased out of the Betzold Angus production sale and we are incredibly satisfied with the level of quality we gained! We are so proud of these massive ribbed, great built, awesome looking females that you only get to pick one. Here is a great opportunity to dive into some genetics that should be seen on the bottom side of elite Angus pedigrees for years to come!



EXG SARAS DREAM S609 (deceased) Legendary Maternal Granddam of Lots 44 and 45



COLBURN PRIMO 5153 Popular AI Sire and Son of Full Sister to the Dam of Lot 44 and 45



11	MOG	DRE GEMN	1A 15	G ET
44	BD: 2/1/19	REG: PENDIN	IG	TATTOO: 15G
1.05	C. All	ANGUS	1 24	2
EXAR BLUE 5t Power Ch 5t Miss Wi		SILVEIRA	AS STYLE 9 S SARAS D RAS DREAM	REAM 1344
CED	BW	WW	YW	MILK
3.0	3.3	42	82.0	14.0
PE 4/25/20 TO	8/15/20 TO RUBY	"S NIGHT WATCH 9860	G (ASA: 359	4816) AND RUBYS

PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE FEBRUARY.



PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.



17	MOC)RE GE	NESIS 6	2G
	BD: 2/25/19	REG: 40	TATT00: 62G	
	10.33% CHI	77.62% AI	N 6.25% MA	4
SILVEIRAS TSSC HIGH ST	STYLE 9303 ' YLE 677D ET		GLE SCOUT 2CA Re scouting l /	ADY 50B
JSUL WHO	DAT LADY 2037Z	LAZ	ZY H BAR FOREVI	ER LADY 8143
CED	BW	WW	YW	MILK
10.0	1.8	60	95.0	17.0

One of the most talked about females in the entire offering, Moore Genesis 62G has the makings of an elite Chi donor. You couldn't ask for a higher quality look while still coming with so much body, excellent feet and udder quality, and plenty of power! Due in Late February to Ruby's Night Watch. *PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, LATE FEBRUARY.*

48	MO(BD: 9/1/18	ORE FELICITY 206F REG: 516783 TATTOO: 206F				
	75%	MAINE-AN	JOU			
IRISH WHISI Moore Blitz BNWZ BEAU	113D ET	MOOR	HARD DRIVE 1 E Lady 208B Yhbarforeve			
CED	BW	WW	YW	MILK		
6.0	2.2	55	80.0	14.0		

We held this 3/4 Maine over from the fall calving group and we think she only adds to the quality of our bred heifer lineup! Sired by an Irish Whiskey son we used as a cleanup and out of a Hard Drive cow, this stout, burly legged heifer, is unmatched with regards to power and still comes with an incredible look of quality. Due in February to Ruby's Night Watch. *PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE FEBRUARY.*



MOORE LAND & CATTLE - JERSEYVILLE, ILLINOIS

BOSS BEAUTY 84M





L0T 49

10	BI	WZ BE	AUTY 1	W
49	BD: 2/22/09	REG: 40	TATTOO: 1W	
	87.50%	% MAINE-A	NJOU	
DCC THE N GVC Statesn GVC JAZZI	AN 4R ET	BOSS	CC ALLIANCE 96 BEAUTY 84M DF SUGAR MAM <i>I</i>	
CED	BW	WW	YW	MILK
7.0	3.1	59	76.0	15.0

It was an incredibly difficult decision when the choice was made to disperse the Maine cow herd. These females were all incredible show heifers for my girls, but with a heavy heart, I'm letting them go in order to pass the torch to their new owners so they may be done the justice they deserve as elite Maine producers. *AI BRED TO SO REMEDY 7F* (ASA: 3419044). CONFIRMED SAFE AI BY VETERINARIAN, DUE LATE JANUARY.

IRISH WHISKEY X BEAUTY EMBRYOS

IRISH WHISKEY AMAA: 294939 | BNWZ BEAUTY 1W AMAA: 402230 LOT 49A | 3 EMBRYOS LOT 49B | 3 EMBRYOS LOT 49C | 3 EMBRYOS



SO REMEDY 7F - Popular Service Sire to Lot 49

50	C BD: 1/10/10	CCLT LADY DI 92X BD: 1/10/10 REG: 411521					
	87.50%	% MAINE-A	NJOU				
SLC SOONE Prototype Haa coun	ER 101M TESS 304N	SJKC P	/AN'S ALI 4M Assion 6s It Jazzie				
CED	BW	WW	YW	MILK			
13.0	0.4	48	64.0	8.0			

A many time class winner, a division winner at Jr. Nationals and Champion Maine-Anjou female at the Illinois State Fair in 2011. So long necked, smooth shouldered and there is no doubt with your mating decisions should raise some very competitive calves! *PE 4/25/20 TO 9/1/20 TO TSSC HIGH STYLE 677D ET (CIAUSA: 384643). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MAY.*

SOONER X BEAUTY EMBRYOS SLC SOONER 101M AMAA: 331256 | BNWZ BEAUTY 1W AMAA: 402230 LOT 49D | 3 EMBRYOS LOT 49E | 3 EMBRYOS LOT 49F | 3 EMBRYOS

L0T 52

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51	В	BR BON	ITA 469)B
JI	BD: 5/5/14	REG: 44	TATTOO: 469B	
	87.509	% MAINE-A	NJOU	
GVC STATESM BBBN X 483X BOSS BEAUT		BPS BPF E DCC		
CED	BW	WW	YW	MILK
13.0	0.1	36	47.0	18.0

Purchased from Blind Badger, and a great show heifer for Morgan Moore. The fact she back to Boss Beauty 84M makes this a big genetic opportunity you won't want to miss! *PE 4/25/20 TO 9/1/20 TO TSSC HIGH STYLE 677D ET (CIAUSA: 384643). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE LATE MARCH.*

5	DICE ALLIE UP							
$\mathbf{J}\mathbf{Z}$	BD: 2/10/13	REG: 43	TATTOO: 105A					
	75%	MAINE-AN	IJOU					
DCC HARD DRIVE 138R MINN HARD WHISKEY 591Y JSC KATIE 5S		DICE	B STRICTLY BUS A llie Gus	INESS				
CED	BW	WW	YW	MILK				
5.0	2.8	60	76.0	11.0				

The BIGGEST feet and legs you will find anywhere! A whale of a cow here in this Hard Whiskey daughter. So powerful, so stout and its not everyday you find one that can handle this much mass with so much comfort and an incredible look. *AI BRED TO MR HOC BROKER (ASA: 2531081)*. *PE 4/25/20 TO 8/15/20 TO MOORE STONEHENGE 35E (ASA: 3609072)*. *CONFIRMED SAFE IN CALF BY VETERINARIAN*. *DUE LATE JANUARY, TOO CLOSE TO CALL*.

DJANGO X DICE ALLIE EMBRYOS GTWY DJANGO 3A AMAA: 443487 | DICE ALLIE UP AMAA: 436585 Lot 52A | 4 Embryos





TT A PRECISION 056 OF 124 - Dam of Lot 53

53	HARMO BD: 1/10/10	NY HI REG: 43	LL VOG U 38088	JE 09A TATTOO: 09A
	50% N	IAINE-AI	VJOU	
NBH POLLEE Cowan's Ali 4 Fjh counte		TTA	APLE LANE PRECI Precision 056 A F Finks Erica 1	OF 124
CED	BW	WW	YW	MILK
0.0	-0.8	55	90.0	13.0



HARMONY HILL VOGUE 09A - NAILE Division Champion

09A has a reputation for generating quality year after year! If you need proof just check out Lot 19 who is a natural calf of this tremendous cow! The 056 line has a reputation across the industry of producing elite seedstock, regardless of breed. 056 has proven herself over the last decade as a tried-and-true producer, generating countless five-figure daughters that are sale features and National Champions within the SimAngus, Maintainer, and Angus arenas. Kinna Cattle Company of Maryland have based their entire operation around the influence and impact of 056. Vogue 9A was a past NAILE division champion. Hang your hat on cow family that consistently gets the job done! *PE 4/25/20 TO 8/15/20 TO MOORE STONEHENGE 35E (ASA: 3609072). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE EARLY MARCH.*



54 BD	MOOI 2/6/15	REBR	IDGET 4 7426	18C TATTOO: 48C	55	GCC BD: 4/8/13	SPELLE REG: 42		054Y TATTOO:
	50% M	AINE-AN	JOU			37.5%	% MAINE-A	NJOU	
NORTHERN IMPR Jm Just Bob SW GEM 180	OVEMENT 4480 GF	MOOR	N X 483X E Bridget 94 / Vz Beauty 1W	A ET	BK ICE PIC Irish whisk NTC 615 EV	EY	GCC N	C EMBLAZON 85 I S EMBLAZON C MISS CHILL 4/1	608 SUD
CED	BW	WW	YW	MILK	CED	BW	WW	YW	MILK
10.0	1.9	38	51.0	20.0	7.0	2.7	53	76.0	7.0
One that we raised	who has always	done a grea	t job as a produ	ucer! Your mating	This Irish Whis	ey x Emblazon pur	chased out of the	Griswold Cattle	Company Cla

decisions should pay for your purchase quickly! *AI BRED TO SVF STEEL FORCE S701 (ASA: 2340262). CONFIRMED SAFE AI BY VETERINARIAN, DUE FEBRUARY.*



TATT00: 054Y







5	7	BD: 1/2	MOORE HUDSON 14H ET 2/20 REG: 3828349 TATT						DO: 14H	
			PURE	BRE	d Sii	MME	NTAL			
WS PILGRIM H182U HTP/SVF DURACELL T52 PROFIT CAJS SWEET EMOTION 42Z WAGR PANARAMA 204Z JM STEEL MY HEART										
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
8.5	3.4	71.4	99.9	17.8	-0.4	-0.08	-0.08	0.69	97.3	65.2
TI ·				c .		11. 1				

This rugged built, huge footed Profit son has an elite look. Past the fact he's masculine, big bodied and heavy muscled, you'll be pleased with a calf crop that has this kind of look! He's a Rockstar!

50			MC	ORE	E H	IT N	1E 1	.2H	ΕT	
)(BD: 2/2	1/20		REG	: 38283	50		TATTO	0: 12H
PUREBRED SIMMENTAL										
WS PILGRIM H182U PROFIT WAGR PANARAMA 204Z					М	ISS CCF	C BUILT Sheza Eza fa	LOOK	ER	
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
8.8	3.7	66.95	96.1	18.8	-0.4	-0.07	-0.10	0.53	105.3	62.7
Big time p	oowe	r in this	manne	ed up Pr	ofit so	n. His n	nother S	Sheza L	ooker n	eeds no

Big time power in this manned up Profit son. His mother Sheza Looker needs no introduction, and he was certainly able to capitalize on her build and tremendous quality.



MOORE LAND & CATTLE - JERSEYVILLE, ILLINOIS



SWAIN VELVET 607S – Maternal Granddam of Lot 59 and Paternal Granddam of Lot 60



59 MOORE HARDWARE B BD: 3/1/20 REG: 3828351								00: 50H		
PUREBRED SIMMENTAL										
MR TR HAMMER 308A ET STF DOMINANCE T171 ACLL FORTUNE 393D FIREFLY 311A SWAIN VELVET 607S										
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
8.1	3.1	71.2	102.7	16.0	-0.49	-0.02	-0.12	0.83	100	67.2

This Fortune son has plenty of length, look and extra performance! If you're looking to inject quality, then this purebred will do the job right!

60	$\mathbf{)}$	BD: 3/1		M0(HA : 38283		71⊦		DO: 71H
PUREBRED SIMMENTAL										
SVF STONEHENGE R95LLSF PAYS TO BELIEVE ZU194MOORE STONEHENGE 35EMOORE PAYS TO KISS 87CSWAIN VELVET 607SMOORE 646Y										
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
8.7	3.1	69.3	103.8	21.7	-0.46	0.07	-0.10	0.83	110	69.1
This one h		e look of								

It is one has the look of a big-time performance sire that will make an impact for any cow herd whether purebred or commercial. As much muscle and stoutness as any sire prospects that are being offered, plus the kind of feet and legs that are built to travel!



LOT 61

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SULL STOCKMAN 8406 Famous Maternal Granddam of Lot 61





MR HOC BROKER Triple Crown Winning Sire of Lot 61

1/2 SM 1/2 AN					
SVF STEEL FORCE S701SAV BRILLIANCE 8077MR HOC BROKERMOORE BRIGHT 204DJM BF H25SULL STOCKMAN 8406					
CED BW WW YW MILK YG MARB BF REA API TI					
10.0 2.3 67.8 98.5 17.0 -0.15 0.11 -0.03 0.51 99 63.7					

This half blood broker son has as much quality as you could ever hope for! Massive feet and legs that work right and a ton of performance and power to go with it. We think he has a bright future in generating elite females and tremendous sons!

Triple Crown Winning Sire of Lot 61										
MOORE HOT STREAK 25H										
U.		BD: 2/2	20/20		REG	: 38283	52		TATTC	0: 25H
1/2 SM 1/2 AN										
EXAR BLUE CHIP 1877B RUBY SWC BATTLE CRY										
5T POWER CHIP 4790 RUBY NFF RHYTHM 810F										
5T MISS WIX 8002 RUBY NFF RHYTHM 2124Z										
CED	BW	WW	YW	MILK	YG	MARB	BF	REA	API	TI
16.8	-1.8	70.6	108.0	19.1	-0.09	0.23	-0.02	0.53	129.5	75.4
Calving e		•							•	

but that didn't stop him from still having a high performing, powerful look! You will have to search for a long time to find a heifer bull with this kind of look, performance, and muscularity. No doubt he's been a favorite from day one!

RUBY NFF RHYTHM 810F Dam of Lot 62





RUBY NFF RHYTHM 2124Z Maternal Granddam of Lot 62

MOORE LAND & CATTLE - JERSEYVILLE, ILLINOIS



Full Sister to Dam of Lot 63

63	MO BD: 2/28/20	ORE HA	30H TATTOO: 30H	
		ANGUS		
SMA WATO Conley Expi DPL Sand		SILV Hara ' Haf	RICA 6354	
CED	BW	WW	YW	MILK
2.0	2.6	40	67.0	14.0
	g bodied Conley Exp J testicled and still co			

64	MOO BD: 4/2/20	RE HIDEOUT 84H ET REG: PENDING TATTOO:				
ANGUS						
SMA WATC Conley Expr DPL Sandy	ESS 7211	SILVEIRAS STYLE 9303 Silveiras S Sis Sandy 3344 K n C Cabin Creek Sandy 804				
CED	BW	WW	YW	MILK		
1.0	3.0	52	95.0	9.0		

Another Conley Express son that's loaded with quality. Huge ribbed, tremendous on his feet and legs and still comes with plenty of performance. Here is an opportunity to get into an ET calf that is derived from the great Sandy cow family. His mother was a show heifer for Morgan, purchased from Silveira Bros, in Firebaugh, CA.



This Maine Angus bull is extremely unique! His Mother 1W featured as lot 49 has made a tremendous impact as a National Champion Female and elite donor for MLC! This Sound structured, great balanced Style son should be able to make some elite show heifers! Don't overlook this one!



CONLEY EXPRESS 7211 - Sire of Lots 63 and 64







K N C CABIN CREEK SANDY 804 Timeless Maternal Granddam of Lot 64

THE GENETIC LOTS



REBEL - \$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

THE GENETIC LOTS



Yetti obviously needs no introduction if you have followed the Ruby Cattle Company program. This list of herd sires working in different operations is long and distinguished, and her ability to produce true breeding AI sires are rivaled by few cows in the breed. Her daughters are finding their way into top programs across the country as well. Yetti has established herself as truly one of the elite matriarchs within the business. She is great looking, big bodied, stout made with great feet. Nate Ruby has mentioned that she may very well be one of the most complete daughter of Yetti to be born to date. A full brother will highlight the Ruby Cattle Company Bull Sale in February of 2021. Some of 9201G's most notable brothers would include the great Battle Cry and Gentleman's Jack, both sires that have experienced heavy use across the industry. Ladies and gentlemen, we are committed to offering only our best at Moore Land & Cattle. Here is the opportunity to flush 9201G to the sire of your choice... opportunity knocks on January 30th!



BATTI F CRY Maternal Brother to Lot 101 Donor

RUBY SWC YETTI E760 Lot 101 Donor



TERMS OF IVF CYCLE OR CONVENTIONAL FLUSH: Buyer will receive a minimum of six transferable embryos and two 60-day pregnancies. On all embryos produced above 10, buyer receives odd-numbered embryos, seller receives even-numbered embryos. Buyer pays IVF charges, semen cost and all freezing and/or transfer fees, with all costs over 10 embryos being split odd/even between the buyer and seller. Contact Dennis Moore for more details.

3/4 Sister in blood to



RUBY SWC GENTLEMEN'S JACK D666 Maternal Brother to Lot 101 Donor

RUBY SWC YETTI G957 Maternal Sister to Lot 101 Donor



THE GENETIC LOTS

The Embryo Offering

LOT	MATING	SIRE REG NUMBER	DONOR REG NUMBER
102A	3 EMBRYOS - DCC HARD DRIVE 138R X SILVEIRAS SIS SANDY 3344	AMAA 350469	AAA 17600454
102B	3 EMBRYOS - DCC HARD DRIVE 138R X SILVEIRAS SIS SANDY 3344	AMAA 350469	AAA 17600454
102C	3 EMBRYOS - DCC HARD DRIVE 138R X SILVEIRAS SIS SANDY 3344	AMAA 350469	AAA 17600454
103A	3 EMBRYOS - GOET I-80 X RUBY NFF RHYTHM Z214	AMAA 400082	ASA 2643894
103B	3 EMBRYOS - GOET I-80 X RUBY NFF RHYTHM Z214	AMAA 400082	ASA 2643894
104A	3 EMBRYOS - IRISH WHISKEY X CHAM HANNAH MONTANA	AMAA 294939	AMAA 408593
104B	3 EMBRYOS - IRISH WHISKEY X CHAM HANNAH MONTANA	AMAA 294939	AMAA 408593
104C	3 EMBRYOS - IRISH WHISKEY X CHAM HANNAH MONTANA	AMAA 294939	AMAA 408593
105	3 EMBRYOS - GCC TOTAL RECALL 806T X CHAM HANNAH MONTANA	AAA 15914543	AMAA 408593
106A	3 EMBRYOS - COWAN'S ALI 4M X CHAM HANNAH MONTANNA	AMAA 307184	AMAA 408593
106B	3 EMBRYOS - COWAN'S ALI 4M X CHAM HANNAH MONTANNA	AMAA 307184	AMAA 408593
107A	3 EMBRYOS - BBBN X 483X X JSC LUCKY LADY 99U	AMAA 410913	AMAA 387402
107B	3 EMBRYOS - BBBN X 483X X JSC LUCKY LADY 99U	AMAA 410913	AMAA 387402
108	4 EMBRYOS - IRISH WHISKEY X BBN BEAUTY 621X	AMAA 294939	AMAA 408713
109A	3 EMBRYOS - GVC STATESMAN 4R ET X BBN BEAUTY 621X	AMAA 351746	AMAA 408713
109B	3 EMBRYOS - GVC STATESMAN 4R ET X BBN BEAUTY 621X	AMAA 351746	AMAA 408713
109C	3 EMBRYOS - GVC STATESMAN 4R ET X BBN BEAUTY 621X	AMAA 351746	AMAA 408713
110	3 EMBRYOS - BBBN X 483X X BNZW CALYPSO 719Y	AMAA 410913	AMAA 423365
111A	3 EMBRYOS - GTWY DJANGO 3A X BNZW CALYPSO 719Y	AMAA 443487	AMAA 423365
111B	3 EMBRYOS - GTWY DJANGO 3A X BNZW CALYPSO 719Y	AMAA 443487	AMAA 423365
112	4 EMBRYOS - COWAN'S ALI 4M X CRMN PANORAMA 500X	AMAA 307184	AMAA 411998
113	2 EMBRYOS - GCC TOTAL RECALL 806T X KS ERICA 136U	AAA 15914543	AMAA 390719
114	3 EMBRYOS - WEBR STRIKER 201R X FJH COUNTESS 400L	AMAA 347402	AMAA 292570
115A	3 EMBRYOS - SILVEIRAS S SIS GQ 2353 X BNWZ BEAUTY 408W	AAA 17322546	AMAA 400145
115B	3 EMBRYOS - SILVEIRAS S SIS GQ 2353 X BNWZ BEAUTY 408W	AAA 17322546	AMAA 400145
116	3 EMBRYOS - MR NLC UPGRADE U8676 X JSC COUNTESS 37T	ASA 2474338	AMAA 375532

The Semen Offering

LOT	SIRE	SIRE REG NUMBER	UNITS
200	ASHW WHO DA MAN	CIAUSA 297815	1
201A	IRISH WHISKEY	AMAA 294939	3
201B	IRISH WHISKEY	AMAA 294939	3
2010	IRISH WHISKEY	AMAA 294939	3
201D	IRISH WHISKEY	AMAA 294939	3
202	GOET I-80	AMAA 400082	3
203A	SLC SOONER 101M	AMAA 331256	10
203B	SLC SOONER 101M	AMAA 331256	10
204	COWAN'S ALI 4M	AMAA 307184	2
205A	MONOPOLY	CIAUSA 334048	10
205B	MONOPOLY	CIAUSA 334048	10
206	BBBN X 483X	AMAA 410913	2
207	TSSC HIGH STYLE 677D ET	CIAUSA 384643	10
208	DCC HARD DRIVE 138R	AMAA 350469	3
209A	GVC STATESMAN 4R ET	AMAA 351746	10
209B	GVC STATESMAN 4R ET	AMAA 351746	5
210	WEBR STRIKER 201R	AMAA 347402	4
211	BKRI TRENDSETTER 501T	AMAA 377769	7
212	GTWY DJANGO 3A	AMAA 443487	8
213	DCC PREMIUM BLEND 47S	AMAA 365767	7
214	MORE BOURBON STREET	AMAA 464065	10
215A	PRV X-TRA SECURITY 0018X	AMAA 410440	10
215B	PRV X-TRA SECURITY 0018X	AMAA 410440	10
215C	PRV X-TRA SECURITY 0018X	AMAA 410440	5
216	HALL'S LEGACY PLUS 738G	AMAA 257903	25
217A	HAA CROSS ROADS 511S	MAF500603	10
217B	HAA CROSS ROADS 511S	MAF500603	10





OPEN & BRED HEFIERS | PRODUCTION AGE COWS | SERVICE AGE BULLS

