

A close-up photograph of a cow's face, showing its eye and part of its snout. The cow has white fur with some brown patches. The background is blurred, showing a person's hand near the cow's head.

Schu-Lar Herefords & MM Herefords present:

Focus On
Efficiency

**Thursday, March 27,
2025, 5:30 p.m.**
Overbrook Livestock Commission
in Overbrook, KS.

Schu-Lar Herefords & MM Herefords present: *Focus On Efficiency*

On behalf of Schu-Lar Herefords we want to say THANK YOU to our customers and to the community for making last year's bull sale a huge success. This success has made us confident in our decision to move the bull sale in Kansas and are excited to see its future. Without your support we could not do what we love to do, raising genetically superior Hereford seedstock.

As we usher in a new era with the "Focus on Efficiency" sale our values remain the same. Over the past 17 years at Schu-Lar we have been collecting individual feed intakes on every bull we offer for sale. MM Herefords has a similar story, testing their bulls and heifers at the Green Springs Facility near Nevada, Mo.

Together we have become the premier source for feed efficient Hereford seedstock. Selecting for feed efficiency allows us to offer cattle to you that will cut cost of gain and lower cow forage intake/cow carrying cost. Our goal is to produce genetics that improve your bottom-line profit!

We are proud to be partnered on this sale with MM Herefords as we share a common goal of selecting efficient cattle with add emphasis on economically relevant traits. This sale offering highlights genetics that balance Calving Ease with Growth, Fertility and Longevity and still create premiums on the rail.

We look forward to seeing you on sale day, **Thursday, March 27th at 5:30 p.m.** If you can't be here in person, we invite you to join us on www.cattleusa.com. Please contact Overbrook Livestock 2 to 3 days before the sale to get approved to bid online. Please reach out if we can assist you in making your selections.

Bryce Schumann
Schu-Lar Herefords
785-424-0360

Lots 1-17



Bryce & Gina Schumann
785-424-0360 or 785-331-5719
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www.schu-larherefords.com



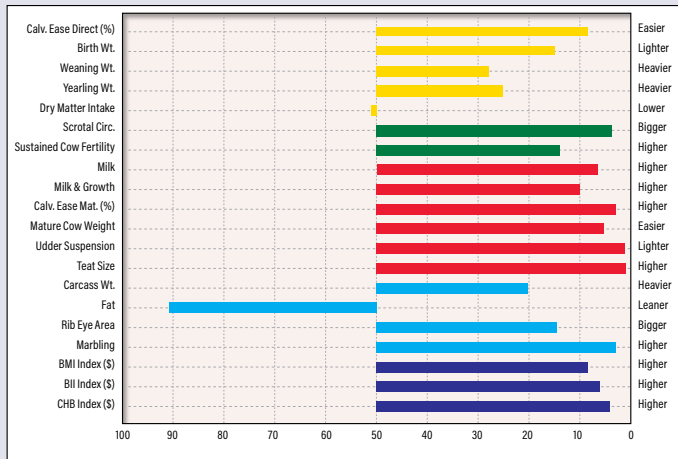
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Hereford Breed Avg. EPDs for 2023 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.5	2.6	56	90	0.2	1.1	17.3	27	55	1.6	89	1.26	1.28	71	0.022	0.46	0.15	370	446	122

Schu-Lar Herefords

Bryce and Gina Schuman · Annette Larson · Lawrence, KS 66049
785-424-0360 · schumannb@hotmail.com · 785-843-5986 · scholar@aol.com



Lot 1 – SCHU-LAR 319 OF 30F 00049 ET – EPD Graph



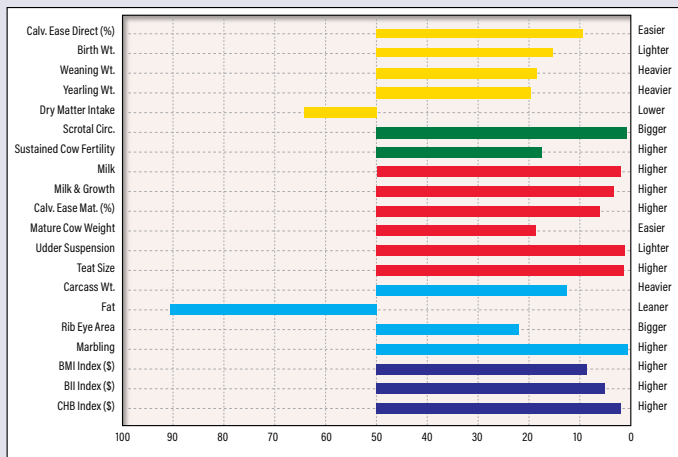
Lot 1 – SCHU-LAR 319 OF 30F 00049 ET

LOT 1	SCHU-LAR 319 OF 30F 00049 ET {DLF,HYF,IEF,MSUDF}									
	Calved: 10/21/23		P44560756				H/P/S/D: P			
BMIS	NJW 160B 028X HISTORIC 81E ET {DLF,HYF,IEF,MSUDF,MDF,DBF}									
469 / 8%	H B DISTINCT {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}									
BIIS	P44184682 H DS MISS SPICE 8082 {DLF,HYF,IEF,MSUDF,MDF,DBF}									
577 / 6%	GENOA FOREMOST 12180 {SOD}{CHB}{DLF,HYF,IEF}									
CHBS	SCHU-LAR 30F KATE W484 12180ET {DLF,HYF,IEF,MSUDF}									
170 / 4%	P43910826 EFBEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}									
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G		
10.0 / 8%	0.8 / 15%	62 / 28%	101 / 25%	0.3 / 56%	1.7 / 4%	21.9 / 14%	36 / 8%	67 / 10%		
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB			
7.8 / 3%	56 / 5%	1.60 / 1%	1.70 / 1%	81 / 21%	0.062 / 91%	0.69 / 14%	0.50 / 3%			
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production						
0.29 / 141	9.59 / 102	3.36 / 89	6	BWR	WWR	YWR				
				6 / 98	5 / 104	3 / 104				

• An exciting bull to begin our offering. Truly the complete package. Elite EPD profile, pedigree and performance. Sired by the \$75,000 H B Distinct out of 30F the maternal sister to Tested A250 and Resolute CEO. High Gaining bull on test at 4.20 while eating 1.3 pounds less feed per day than the group average. Best in class cost of gain with a 4.32 Adjusted F/G (Top 10 All time Adj. F/G over 17 yrs of data). RADG .23 (#3 rank) RFI -0.49 (#7 rank). Elite EPD Profile – Double Digit Calving Ease with Breed improving Growth and Carcass Wt. with a Mature Cow Wt. in the smallest 5% of the breed. He is the only animal in the Breed with his Level of CEZ, YW, DMI and MCW. Homo Polled

LOT 2	SCHU-LAR 307 OF 30F 00049 ET {DLF,HYF,IEF,MSUDF}									
	Calved: 9/21/23		P44560737				H/P/S/D: P			
BMIS	NJW 160B 028X HISTORIC 81E ET {DLF,HYF,IEF,MSUDF,MDF,DBF}									
469 / 8%	H B DISTINCT {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}									
BIIS	P44184682 H DS MISS SPICE 8082 {DLF,HYF,IEF,MSUDF,MDF,DBF}									
586 / 5%	GENOA FOREMOST 12180 {SOD}{CHB}{DLF,HYF,IEF}									
CHBS	SCHU-LAR 30F KATE W484 12180ET {DLF,HYF,IEF,MSUDF}									
182 / 2%	P43910826 EFBEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}									
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G		
9.8 / 9%	0.8 / 15%	65 / 21%	104 / 20%	0.4 / 73%	2.0 / 1%	21.3 / 17%	41 / 2%	73 / 3%		
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB			
6.7 / 6%	74 / 19%	1.60 / 1%	1.70 / 1%	85 / 13%	0.062 / 91%	0.62 / 22%	0.61 / 1%			
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production						
0.21 / 102	10.43 / 111	4.16 / 110	6	BWR	WWR	YWR				
				6 / 98	5 / 104	3 / 104				

• Flush Brother to Lot 1. Same elite pedigree with elite Phenotype. Unique Growth Curve-Bending EPDs. High Calving Ease with Big Growth, Elite Carcass traits and a lowered Mature Cow Weight. Efficient Performance on test – RADG of 0.35 (#1 Rank) and a ADG of 3.96 (#3 Rank). His RADG means he gains .35 more pounds per day on the same amount of feed compared to his pen mates. Elite ultrasound ratio 102 Fat, 111 REA and 110 IMF%. He is the only animal in the breed with his level of CEZ, YW, DMI, Teat and MCW. Homo Polled



Lot 2 – SCHU-LAR 307 OF 30F 00049 ET – EPD Graph



Lot 2 – SCHU-LAR 307 OF 30F 00049 ET

Hereford Breed Avg. EPDs for 2023 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.5	2.6	56	90	0.2	1.1	17.3	27	55	1.6	89	1.26	1.28	71	0.022	0.46	0.15	370	446	122

SCHU-LAR HEREFORDS



INNISFAIL TRADEMARK 1939 ET — Sire of Lot 3

Lot	3	SCHU-LAR 316 OF 30F 1939 ET {DLF,HYF,IEF,MSUDF}						
		Calved: 10/15/23	P44560745 H/P/S/D: P					
BMS	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
440 / 16%	INNISFAIL TRADEMARK 1939 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44097651 INNISFAIL P230 T723 {DLF,HYF,IEF,MSUDF}							
574 / 7%	GENOA FOREMOST 12180 {SOD}{CHB}{DLF,HYF,IEF}							
CHBS	SCHU-LAR 30F KATE W484 12180ET {DLF,HYF,IEF,MSUDF}							
195 / 1%	P43910826 EFBEEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
4.7 / 38%	1.0 / 18%	63 / 25%	106 / 16%	0.6 / 91%	1.3 / 23%	19.4 / 31%	24 / 73%	56 / 55%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
5.7 / 10%	75 / 20%	1.40 / 9%	1.30 / 32%	76 / 34%	0.052 / 84%	0.53 / 37%	0.90 / 1%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.20 / 97	9.20 / 98	5.09 / 134	6	BWR	WWR	YWR		
				6 / 98	5 / 104	3 / 104		

- Another 30F son out of the Innisfail and ABS Herd sire Trademark. This bull is stout made and dense with Elite Marbling. Only 21 Bulls in the breed born in 2023 carry this elite level of Marbling, Stacked for Marbling Unique Ultrasound 5.09% Adj. IMF (134 Ratio) and .20 Adj Back Fat (97 Ratio). Added growth with reduced mature cow size a highlight that his dam 30F passes to her progeny.
- Ranks in the Top 1% for MARB and CHBS; Top 18% for BW; Top 16% for YW; Top 10% for MCE; Top 20% for MCW; Top 9% for Udder; Top 16% for BMS. Homo Polled



SCHU-LAR 30F KATE W484 12180ET — Dam of Lot 4

Lot	4	SCHU-LAR 313 OF 30F 1939 ET {DLF,HYF,IEF,MSUDF}						
		Calved: 9/26/23	P44560741 H/P/S/D: P					
BMS	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
430 / 20%	INNISFAIL TRADEMARK 1939 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44097651 INNISFAIL P230 T723 {DLF,HYF,IEF,MSUDF}							
560 / 9%	GENOA FOREMOST 12180 {SOD}{CHB}{DLF,HYF,IEF}							
CHBS	SCHU-LAR 30F KATE W484 12180ET {DLF,HYF,IEF,MSUDF}							
198 / 1%	P43910826 EFBEEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
6.5 / 24%	0.6 / 13%	61 / 34%	102 / 24%	0.7 / 96%	1.6 / 7%	18.6 / 38%	25 / 71%	55 / 58%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
5.1 / 14%	72 / 16%	1.40 / 9%	1.40 / 12%	78 / 28%	0.042 / 75%	0.66 / 17%	0.91 / 1%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.23 / 112	10.71 / 114	3.76 / 99	6	BWR	WWR	YWR		
				6 / 98	5 / 104	3 / 104		

- Flush Brother to Lot 3. A short marked son of 30F with a growth curve bending EPD profile that includes a unique and favorable lower mature cow size. Like his brother, he is an elite marbling bull. He combines his .91 Marbling EPD with a 116 REA ratio. He was the best of his contemporaries for REA and REA/100 #s. He has the building blocks for making high quality feeder cattle that will grow and get carcass premiums on the rail.
- Ranks in the Top 1% for MARB and CHBS; Top 24% for CEZ; Top 13% BW, Top 24% for YW; Top 7% for Scrotal; Top 14% for MCE; Top 16% for MCW; Top 9% for Udder; Top 12% for Teat; Top 20% for BMS. Homo Polled



Lot 5 — SCHU-LAR 306 OF 18F 915S ET

Lot	5	SCHU-LAR 306 OF 18F 915S ET {DLF,HYF,IEF,MSUDF,MDF,DBF}						
		Calved: 9/20/23	P44560736 H/P/S/D: P					
BMS	FTF PRIME PRODUCT 226Z {SOD}{CHB}{DLF,HYF,IEF}							
447 / 14%	3S G MAN SULLIVAN 226Z 915S {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44024323 3S LADY CHURCHILLENATION423S {SOD}{DLF,HYF,IEF,MSUDF}							
556 / 10%	EFBEEF X651 TESTED A250 {CHB}{DLF,HYF,IEF,MSUDF}							
CHBS	SCHU-LAR 18F SOCIETY 11Z A250 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
164 / 5%	P43910817 SCHU-LAR 11Z SOCIETY 13U 4R {DLF,HYF,IEF,DBF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
8.4 / 14%	0.2 / 9%	55 / 61%	92 / 50%	0.0 / 18%	1.5 / 11%	21.1 / 18%	27 / 55%	55 / 60%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
5.1 / 14%	72 / 15%	1.40 / 9%	1.40 / 12%	59 / 91%	-0.008 / 7%	0.29 / 83%	0.63 / 1%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.15 / 73	8.02 / 86	3.95 / 104	6	BWR	WWR	YWR		
				3 / 101	3 / 108	2 / 108		

- A calving ease son of G Man. 69# actual BW. We calved our first G Man daughters this Fall and Spring; we are impressed with their Udder quality and mothering abilities. 306 should follow in his Sires and Maternal Grandires footsteps as an elite cow maker. With 27 Dry Mater Intakes in 3 Herds G Man is proven to cut DMI with an -0.2 DMI EPD (Top 6% of the Breed). 306 is no exception as he ate 1.7# less per day than his pen mates and tied for the 4th highest ADG at 3.86# per day. \$0.565 Cost of Gain; 4.91 Adj F/G and .18 RADG all 4th Best in Pen. -.23 RFI
- Ranks in the Top 1% for MARB; Top 14% for CEZ; Top 9% for BW, Top 18% for DMI; Top 14% for MCE; Top 15% for MCW; Top 9% for Udder; Top 12% for Teat; Top 7% for Fat; Top 14% for BMS; Top 5% for CHBS. Homo Polled

Hereford Breed Avg. EPDs for 2023 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
3.5	2.6	56	90	0.2	1.1	17.3	27	55	1.6	89	1.26	1.28	71	0.022	0.46	0.15	370	446	122

SCHU-LAR HEREFORDS

LOT	6	SCHU-LAR 24L OF 2D 915S {DLF,HYF,IEF,MSUDF}						
		Calved: 9/18/23	P44533151 H/P/S/D: P					
BMSIS	FTF PRIME PRODUCT 226Z {SOD}{CHB}{DLF,HYF,IEF}							
455 / 12%	3S G MAN SULLIVAN 226Z 915S {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44024323 3S LADY CHURCHILLS ENATION 423S {DOD}{DLF,HYF,IEF,MSUDF}							
561 / 9%	EFBEEF TFL U208 TESTED X651 ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF}							
CHBS	SCHU-LAR 2D SOCIETY 8Z X651 {DLF,HYF,IEF,MSUDF}							
143 / 17%	P43691674 SCHU-LAR 8Z SOCIETY 016 N093 {DLF,HYF,IEF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
10.8 / 6%	-0.8 / 5%	55 / 62%	76 / 87%	0.1 / 26%	1.8 / 3%	22.5 / 11%	29 / 40%	57 / 50%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
5.6 / 11%	79 / 27%	1.50 / 2%	1.60 / 1%	62 / 86%	0.042 / 75%	0.24 / 89%	0.55 / 2%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.17 / 106	8.18 / 102	2.95 / 85	8	BWR	WWR	YWR		
				5 / 87	4 / 95	4 / 97		



Lot 6 – SCHU-LAR 24L OF 2D 915S

- Another calving ease G Man son. 65# actual BW (79% ratio). His mother is an Elite Udder Tested Daughter with 1.60 Udder and 1.70 Teat EPDs (Both Top 1%). On test 24L earned a -1.54 RFI meaning he at 1.54# less per day than expected for his weight and level of gain. 24L have all the building blocks for creating efficient productive females in a heifer safe package.
- Ranks in the Top 1% for Teat; Top 6% for CEZ; Top 5% for BW; Top 26% for DMI; Top 3% SC; Top 11% for SCF and MCE; Top 27% for MCW; Top 2% Udder and MARB, Top 12% for BMSIS; Top 17% for CHBS. Homo Polled

LOT	7	SCHU-LAR 28L OF 66H ET 26J {DLF,HYF,IEF,MSUDF}						
		Calved: 10/21/23	P44533155 H/P/S/D: P					
BMSIS	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
418 / 25%	SCHU-LAR 26J VALUE 2F B413 {CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	P44256259 SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}							
528 / 16%	NJW 33TB 100W TRUST 167Y {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF}							
CHBS	SCHU-LAR 66H SOCIETY 8Z 167Y {DLF,HYF,IEF,MSUDF}							
180 / 2%	P44206735 SCHU-LAR 8Z SOCIETY 016 N093 {DLF,HYF,IEF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
5.7 / 30%	2.9 / 55%	64 / 22%	108 / 13%	0.3 / 51%	1.3 / 23%	17.6 / 48%	27 / 53%	59 / 38%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
1.0 / 59%	119 / 95%	1.40 / 9%	1.40 / 12%	77 / 32%	0.002 / 14%	0.61 / 24%	0.57 / 2%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.13 / 81	8.39 / 105	3.55 / 102	3	BWR	WWR	YWR		
				3 / 110	2 / 105	1 / 106		

LOT	8	SCHU-LAR 16L OF 52G 101 {DLF,HYF,IEF,MSUDF}						
		Calved: 8/24/23	P44533144 H/P/S/D: P					
BMSIS	EFBEEF C609 RESOLUTE E158 ET {CHB}{DLF,HYF,IEF,MDF,DBF}							
480 / 7%	SCHU-LAR SUSTAINABLE 101 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44293703 SCHU-LAR 15G VIVIAN 6Z 16C {DLF,HYF,IEF,MSUDF}							
616 / 3%	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
CHBS	SCHU-LAR 52G SOCIETY 8Z B413ET {DLF,HYF,IEF,MSUDF}							
190 / 1%	P44074488 SCHU-LAR 8Z SOCIETY 016 N093 {DLF,HYF,IEF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
-0.8 / 84%	4.3 / 83%	73 / 5%	111 / 10%	0.6 / 91%	1.0 / 53%	21.6 / 15%	29 / 43%	65 / 16%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
-1.5 / 85%	111 / 88%	1.30 / 27%	1.30 / 32%	81 / 21%	0.022 / 43%	0.61 / 24%	0.79 / 1%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.12 / 75	7.50 / 94	3.50 / 101	4	BWR	WWR	YWR		
				3 / 111	3 / 112	3 / 108		

- Sired by Schu-Lar Sustainable current herd sire for Chain Ranch and ABS Global. Expect this bull to add scale crushing pounds and add some stretch to your calf crop while maintaining feed and reproductive efficiency. One of the highest WW and YW EPDs in our offering (Top 5% and Top 10% respectively). 16L recorded a 122 WW ratio and a 108 YW ratio. On efficiency test he earned a -1.73 RFI. The good news doesn't stop there, his dam records 3 calved at 112 WW with a 364 day calving interval. Eating less than expected while improving pay weights and fertility is a recipe for profitability. Het Polled
- Ranks in the Top 1% for MARB and CHBS; Top 5% for WW; Top 10% for YW; Top 15% for SC; Top 16% for MG; Top 21% for CW; Top 24% for REA; Top 7% for BMI.

LOT	9	SCHU-LAR 18L OF 1J 36F {DLF,HYF,IEF,MSUDF}						
		Calved: 8/25/23	P44533139 H/P/S/D: S					
BMSIS	NJW 98S R117 RIBEYE 88X ET {SOD}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
451 / 13%	SCHU-LAR ASSET 36F {CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	P43910830 SCHU-LAR 9Z VIVIAN 001 22S {DLF,HYF,IEF,MSUDF}							
552 / 10%	EFBEEF C609 RESOLUTE E158 ET {CHB}{DLF,HYF,IEF,MDF,DBF}							
CHBS	SCHU-LAR 1J SOCIETY 10G E158 {DLF,HYF,IEF,MSUDF}							
181 / 2%	P44256164 SCHU-LAR 10G SOCIETY 36E 226Z {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
-0.3 / 81%	3.4 / 67%	68 / 12%	109 / 12%	-0.4 / 4%	1.1 / 42%	19.2 / 33%	28 / 49%	62 / 27%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
-3.9 / 97%	93 / 58%	1.30 / 27%	1.30 / 32%	81 / 21%	-0.008 / 7%	0.69 / 14%	0.38 / 8%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.09 / 56	7.72 / 97	3.42 / 99	3	BWR	WWR	YWR		
				1 / 101	1 / 75	1 / 89		



Lot 9 – SCHU-LAR 18L OF 1J 36F

- One of the most unique Bulls we have raised from an Efficiency Standpoint. He is the only bull in the breed that is -0.4 for DMI, 109 YW and 180 CHBS. On intake test he was just as unique as he ate 4.2 # less per day and gained .33# more per day than his pen mates. Overall, he Ranked 2nd in the pen for the following traits: Cost of Gain (\$0.512) - RADG (0.34) - ADG (3.99# per day) - DMI (16.0# per day) and Adj. F/G of 4.46. His Sire, Asset is a proven breed improver for DMI recording 45 Dry Mater Intakes in the AHA database with a -0.2 DMI EPD (Rank Top 6%). In the 2019 Performance Unlimited Sale, Asset was our high selling bull at \$20,000 to Texas Stance Cattle, Five J's Cattle Company and the University of West Virginia.
- Ranks in the Top 2% for CHBS; Top 4% for DMI; Top 12% for WW and YW; Top 21% for CW; Top 7% for Fat; Top 14% for REA; Top 8% for MARB; Top 13% for BMSIS. Het Polled

Hereford Breed Avg. EPDs for 2023 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMSIS	BIIS	CHBS
3.5	2.6	56	90	0.2	1.1	17.3	27	55	1.6	89	1.26	1.28	71	0.022	0.46	0.15	370	446	122

SCHU-LAR HEREFORDS



SCHU-LAR SIGNIFICANT 43H — Sire of Lot 10

LOT 10	SCHU-LAR 13L OF 49G 43H {DLF,HYF,IEF,MSUDF}							
	Calved: 8/24/23 P44533140 H/P/S/D: P							
BMS	SCHU-LAR ASSET 36F {CHB}{DLF,HYF,IEF,MSUDF}							
416 / 26%	SCHU-LAR SIGNIFICANT 43H {CHB}{DLF,HYF,IEF,MSUDF,MDF}							
BIIS	P44159459 SCHU-LAR 2E SOCIETY 27X 10Y {DLF,HYF,IEF,MSUDF,MDF}							
533 / 15%	EFBEEF X651 TESTED A250 {CHB}{DLF,HYF,IEF,MSUDF}							
CHBS	SCHU-LAR KS49G SOCIETY 46EA250 {DLF,HYF,IEF,MSUDF}							
154 / 9%	P44074469 SCHU-LAR 46E SOCIETY 10XC609ET {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
1.3 / 70%	3.9 / 77%	75 / 3%	113 / 7%	0.6 / 89%	1.8 / 3%	19.1 / 34%	25 / 67%	63 / 23%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
-5.1 / 99%	78 / 25%	1.40 / 9%	1.30 / 32%	83 / 16%	0.092 / 99%	0.57 / 30%	0.46 / 4%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.29 / 181	9.30 / 117	3.74 / 108	4	BWR	WWR	YWR		
				3 / 109	2 / 110	2 / 106		

- This is a dense, pounds heavy, easy fleshing son of Schu-Lar Significant. Big time performance ratios: WW 119 - YW 112 - REA 117 and IMF 108. Will add pounds and keep cow size in check: 75 WW (Top 3%), 113 YW (Top 7%) with a 78 MCW (Top 25% of the breed which equal smaller cow wt.). Maintained Efficient performance on Test with a -1.17 RFI. 13L's Dam records - 2 Weaning at 110 ratio and a 357 day calving interval.
- Ranks in the Top 3% for WW and SC; Top 7% for YW; Top 25% MCW; Top 9% Udder; Top 16% CW; Top 4% MARB; Top 26% BMS and Top 9% CHBS.



Lot 11 — KMS SCHU-LAR 27L OF 1097J 2296

LOT 11	KMS SCHU-LAR 27L OF 1097J 2296 {DLF,HYF,IEF,MSUDF,MDF,DBC}							
	Calved: 10/9/23 P44533154 H/P/S/D: P							
BMS	CHURCHILL SENSATION 028X {SOD}{DLF,HYF,IEF,MDF,DFB}							
312 / 85%	UPS SENSATION 2296 ET {SOD}{DLF,HYF,IEF,MSUDF,MDF,DBC}							
BIIS	43311175 UPS JT MISS NEON 7811 1ET {DLF,HYF,IEF,DFB}							
376 / 86%	H THE PROFIT 8426 ET {DLF,HYF,IEF,MSUDF,MDF,DFB}							
CHBS	BKJUMPY LADY 1097J {DLF,HYF,IEF,MSUDF,MDF,DFB}							
133 / 29%	P44337705 C 88X RIBEYE LADY 4019 {DLF,HYF,IEF,DFB}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
5.4 / 32%	3.2 / 63%	54 / 67%	91 / 53%	-0.3 / 4%	0.6 / 89%	11.8 / 93%	28 / 52%	55 / 62%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
3.4 / 29%	116 / 93%	1.10 / 84%	1.20 / 60%	74 / 45%	0.042 / 75%	0.72 / 11%	0.07 / 69%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.16 / 100	6.80 / 85	3.64 / 105	3	BWR	WWR	YWR		
				1 / 100	1 / 88	1 / 91		

- This is a stout made dude raised by my daughter Kassidy. He is an outcross pedigree from our traditional genetics. His high phenotype was not a surprise but his performance on intake test was a surprise to me. His -0.3 DMI EPD puts him in the Top 4% of the breed. His intake was the lowest in pen where he consumed 5.5# per less than the group average. His Adjusted F/G was 4.98 to 1 and his cost of gain was 10.4% less than the group average. If you want to reduce cost of production this bulls progeny will get the job done.
- Ranks in the Top 4% for DMI; Top 11% for REA and the Top 29% for CHBS. DDC Het Polled



SCHU-LAR 31F VIVIAN 7B C609 — Dam of Lot 12

LOT 12	SCHU-LAR 301 OF 31F 504C ET {DLF,HYF,IEF,MSUDF}							
	Calved: 9/3/23 P44567076 H/P/S/D: P							
BMS	NJW 73S M326 TRUST 100W ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DFB}							
280 / 94%	BEHM 100W CUDA 504C {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DFB}							
BIIS	P43636764 BEHM R294 JASMAN102Y {DOD}{DLF,HYF,IEF,MSUDF}							
381 / 84%	EFBEEF RESOLUTE CEO {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DFB}							
CHBS	SCHU-LAR 31F VIVIAN 7B C609 {DLF,HYF,IEF,MSUDF}							
152 / 10%	P4391804 SCHU-LAR 7B VIVIAN 205 11051 {DOD}{DLF,HYF,IEF,MDF,DFB}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
2.2 / 62%	1.1 / 19%	69 / 10%	107 / 15%	0.4 / 71%	1.5 / 11%	9.5 / 98%	35 / 11%	69 / 7%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
2.9 / 35%	114 / 91%	1.20 / 57%	1.10 / 83%	76 / 35%	0.022 / 43%	0.43 / 58%	0.42 / 6%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.19 / 92	8.86 / 95	2.88 / 76	6	BWR	WWR	YWR		
				4 / 94	4 / 103	4 / 102		

- Sired by Cuda out of a nice uddered CEO daughter. This bull has a wide spread of Birth to Yearling. 301 was the best bull in the pen for RFI at -2.00. Let's summarize short marked, spread EPDs, great cow family with efficiency; sounds like a recipe for success.
- Ranks in the Top 10% for WW; Top 15% for YW; Top 11% for SC and MM; Top 7% MG; Top 6% for MARB; Top 10% for CHBS. Homo Polled by Pedigree

Hereford Breed Avg. EPDs for 2023 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
3.5	2.6	56	90	0.2	1.1	17.3	27	55	1.6	89	1.26	1.28	71	0.022	0.46	0.15	370	446	122

SCHU-LAR HEREFORDS

Lot 13	SCHU-LAR 302 OF A 230 C609 ET {DLF,HYF,IEF,MSUDF}							
	Calved: 9/14/23	P44560714 H/P/S/D: P						
BMI\$	KCF BENNETT REVOLUTION X51 {SOD}{CHB}{DLF,HYF,IEF,MDF,DBF}							
431 / 20%	EFBEEF RESOLUTE CEO {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P43591829 EFBEEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}							
527 / 16%	SD SPARTAN 8045 {SOD}{CHB}{DBP}							
CHBS	MM MISS SPARTAN 8045 A 230 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
212 / 1%	P43374961 MM MISS GERBER RAVE U 023 {DOD}{HYP}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
1.4 / 69%	2.5 / 46%	57 / 53%	95 / 41%	0.2 / 38%	1.5 / 11%	16.5 / 59%	26 / 63%	55 / 62%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
-0.5 / 76%	88 / 45%	1.20 / 57%	1.10 / 83%	115 / 1%	0.072 / 96%	0.97 / 2%	0.48 / 4%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
NA / NA	NA / NA	NA / NA	11	BWR	WWR	YWR		
				5 / 100	5 / 99	3 / 99		



Lot 13 – SCHU-LAR 302 OF A 230 C609 ET

- Lot 13 is the result of an embryo purchase from our Friends and Sale Partners at MM Herefords. Proven pedigree: CEO out of the A 230 Donor who is one of the elite efficiency cows in the breed. No other animal matches her -0.3 DMI and 117 CW EPDs. The Genomics indicated this bull in pretty special as well. Massive CW with below breed average DMI and MCW. 302 is the only animal in the Breed possessing his rank for DMI, CW, MCW and CHBS! Unfortunately we did not get to Intake test this bull.
- Ranks in the Top 1% for CW and CHBS; Top 2% for REA; Top 4% for MARB; Top 20% for BMI\$. Homo Polled

Lot 14	SCHU-LAR 312 OF A 230 C609 ET {DLF,HYF,IEF,MSUDF}							
	Calved: 9/25/23	P44560740 H/P/S/D: P						
BMI\$	KCF BENNETT REVOLUTION X51 {SOD}{CHB}{DLF,HYF,IEF,MDF,DBF}							
462 / 10%	EFBEEF RESOLUTE CEO {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P43591829 EFBEEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}							
570 / 7%	SD SPARTAN 8045 {SOD}{CHB}{DBP}							
CHBS	MM MISS SPARTAN 8045 A 230 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
211 / 1%	P43374961 MM MISS GERBER RAVE U 023 {DOD}{HYP}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
1.2 / 70%	2.4 / 44%	54 / 67%	96 / 39%	0.1 / 29%	1.9 / 2%	19.4 / 31%	27 / 59%	53 / 66%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
0.2 / 69%	75 / 19%	1.10 / 84%	1.10 / 83%	99 / 2%	0.072 / 96%	0.66 / 17%	0.65 / 1%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.17 / 83	8.79 / 94	3.32 / 88	11	BWR	WWR	YWR		
				5 / 100	5 / 99	3 / 99		

- Another CEO / A 230 Flushmate. Stout made and efficient. 312 was the 3rd best bull in the pen for COG with an ADJ F/G of 4.68 to 1. He ate 2.3# less than the group average per day and had an ADG 5.5% higher than the group average. This combination of reduced intake and improved growth resulted in a 15.9% improvement in cost of gain! RFI -1.37 (Rank 4th). His combination for BMI\$ and CHB\$ with breed improving CW, DMI, MCW and SCF means he can produce steers that gain efficiently and gather premiums on the rail while making daughters that have a lower maintenance cost. Kinda like having your cake and eating it too.
- Ranks in the Top 1% for MARB and CHBS; Top 29% DMI; Top 2% for SC; Top 31% for SCF; Top 19% for MCW; Top 2% for CW; Top 17% for REA; Top 10% for BMI\$.

Lot 15	SCHU-LAR EFBEEF 5M OF 30F 26J {DLF,HYF,IEF,MSUDF}							
	Calved: 2/18/24	P44588382 H/P/S/D: P						
BMI\$	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
511 / 3%	SCHU-LAR 26J VALUE 2F B413 {CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	P44256259 SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}							
628 / 2%	GENOA FOREMOST 12180 {SOD}{CHB}{DLF,HYF,IEF}							
CHBS	SCHU-LAR 30F KATE W484 12180ET {DLF,HYF,IEF,MSUDF}							
188 / 1%	P43910826 EFBEEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
11.9 / 4%	-1.5 / 3%	53 / 69%	89 / 58%	0.5 / 83%	1.9 / 2%	24.4 / 5%	30 / 37%	56 / 53%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
9.4 / 1%	70 / 14%	1.50 / 2%	1.40 / 12%	80 / 23%	0.042 / 75%	0.58 / 28%	0.76 / 1%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.35 / 121	13.08 / 108	3.97 / 107	6	BWR	WWR	YWR		
				6 / 98	5 / 104	3 / 104		



SCHU-LAR 2F VIVIAN 2B C609 – Paternal Grandam of Lot 15

- A natural calf out of our 30F donor. Double Digit calving ease should be a really good heifer bull. Big time performer – 89 BW Ratio and 112 WW Ratio as well as being the high gaining bull on test. Backed by one of our favorite cows with genomic EPDs that point to Calving Ease, Carcass and Cows.
- Ranks in the Top 1% for MCE, MARB and CHBS; Top 4% for CED; Top 3% for BW and BMI\$; Top 2% for SC and Udder; Top 5% for SCF; Top 14% for MCW; Top 12% for Teat; Top 23% for CW; Top 28% REA. Homo Polled by Pedigree

Hereford Breed Avg. EPDs for 2023 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
3.5	2.6	56	90	0.2	1.1	17.3	27	55	1.6	89	1.26	1.28	71	0.022	0.46	0.15	370	446	122

SCHU-LAR HEREFORDS

16	SCHU-LAR 4M OF 8Z 15D {DLF,HYF,IEF,MSUDF}									
	Calved: 2/8/24		P44588381			H/P/S/D: P				
BMIS	KCF BENNETT REVOLUTION X51 {SOD}{CHB}{DLF,HYF,IEF,MDF,DBF}									
392 / 38%	SCHU-LAR 15D OF 913 X51 {CHB}{DLF,HYF,IEF,MSUDF}									
BIIS	P43691675 SCHU-LAR 913 OF 208 M326 ET {DLF,HYF,IEF,MSUDF}									
479 / 34%	EFBEEF SCHU-LAR PROFICIENT N093 {SOD}{DLF,HYF,IEF,MSUDF}									
CHBS	SCHU-LAR 8Z SOCIETY 016 N093 {DLF,HYF,IEF}									
129 / 36%	P43271532 SCHU-LAR 016 SOCIETY 7282013ET {DOD}									
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G		
6.0 / 28%	1.0 / 18%	59 / 43%	92 / 49%	0.2 / 42%	1.2 / 32%	18.4 / 40%	33 / 19%	63 / 25%		
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	GE-EPD		
3.8 / 25%	85 / 39%	1.40 / 9%	1.60 / 1%	70 / 61%	0.052 / 84%	0.46 / 51%	0.26 / 19%			
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production						
0.31 / 107	11.73 / 97	3.99 / 107	12	BWR	WWR	YWR				
				14 / 108	13 / 101	8 / 102				

- There should be excellent longevity here. Dam will calve this spring at 13 years of age. This is the first 15D son to offer. We were excited to get some semen to add to our herd. At the Rausch Herefords 15D proved himself to be a Breed Trait Leader for CEZ, BW, MCE, CW, REA, MARB, BIIS and CHBS.
- Ranks in the Top 1% for Teat; Top 28% for CED; Top 18% for BW; Top 19% for MM; Top 25% for MG and MCE; Top 9% for Udder; Top 19% MARB. DNA tested Homo Polled

17	SCHU-LAR KMS 8M OF 26J 712H {DLF,HYF,IEF,MSUDF,MDF,DBF}									
	Calved: 4/7/24		P44588386			H/P/S/D: P				
BMIS	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}									
462 / 10%	SCHU-LAR 26J VALUE 2F B413 {CHB}{DLF,HYF,IEF,MSUDF}									
BIIS	P44256259 SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}									
566 / 8%	BR BELLE AIR 6011 {CHB}{DLF,HYF,IEF,MSUDF,DBF}									
CHBS	MCC FLIRTATIOUS 712H ET {MDF,DBF}									
175 / 3%	44179515 BF 322 SCARLETT 7010 ET {DLF,HYF,IEF,MSUDF,DBF}									
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G		
1.6 / 67%	3.5 / 69%	59 / 46%	92 / 51%	0.3 / 52%	1.4 / 16%	20.7 / 21%	29 / 45%	58 / 45%		
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	GE-EPD		
0.9 / 61%	96 / 64%	1.10 / 84%	1.10 / 83%	82 / 18%	0.022 / 43%	0.76 / 8%	0.54 / 2%			
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production						
0.21 / 72	11.53 / 95	3.19 / 86	4	BWR	WWR	YWR				
				3 / 101	1 / 97	1 / 100				

- Dam's sire by Belle Air is an outcross pedigree for our herd. Lot 17 was our best bull in the Pen for RFI at -3.20 and the Number 2 bull for ADG. His genomic enhancements point to fertile cows and steer mates that have high carcass weights with improved Quality Grades. Cows and Carcass.
- Ranks in the Top 2% for MARB; Top 16% for SC; Top 21% for SCF; Top 18% for CW; Top 8% for REA; Top 10% for BMIS; Top 3% for CHBS. Het Polled

FEED EFFICIENCY DEFINED

RFI: residual feed intake, RFI is a measure of feed efficiency calculated as the difference between an animal's actual feed intake and its predicted feed intake, for a given level of production. When RFI is used as a genetic selection tool, the resulting progeny will consume less feed for the same level of production. RFI is independent of growth, body size and other performance traits (Koch et al., 1963), selection for animals with low RFI will lead to reduced feed intake and improved feed efficiency without compromising body size, carcass quality or growth. Lower RFI values are more favorable, cattle with low RFI values are more efficient than cattle with high RFI values.

RADG: residual average daily gain, the difference between an animal's actual weight gain and its predicted gain based on its dry matter intake, body weight maintenance and fat cover. Residual average daily gain puts each animal's feed intake on the same playing field and looks at differences in average daily gain while RFI puts each animal's growth and body size on the same playing field and looks at differences in feed intake. When selecting for RADG, cattle with higher values are more desirable than those with lower values, meaning that they had greater ADG for the same amount of feed.

DMI: dry matter intake, an animal's average daily dry matter intake during test. DMI is dependent on the dry matter content of the ration fed during the trial period.

Raw F:G: feed to gain ratio, also referred to as feed conversion ratio (FCR). F:G ratio refers to the amount of feed consumed per unit of weight gain on a dry matter basis. A lower ratio is considered more favorable. While selection for F:G (FCR) results in animals that grow faster it is also associated with cattle that have a larger mature size.

Adj. F:G: adjusted feed to gain ratio, accounts for differences in animal age and size during test. This currently is the standard of feed conversion efficiency used by the Beef Improvement Federation. This value is the base F:G value multiplied by the contemporary group's metabolic mid weight divided by the individual's metabolic mid weight. A lower adjusted F:G ratio is more favorable.

Hereford Breed Avg. EPDs for 2023 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.5	2.6	56	90	0.2	1.1	17.3	27	55	1.6	89	1.26	1.28	71	0.022	0.46	0.15	370	446	122

MM Ranch Polled Herefords

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18	MM BEN 467F L 944 {DLF,HYF,IEF,MSUDF,MDF,DBF}	Calved: 8/20/23	P44504927	H/P/S/D: P				
BMS\$	JDH VICTOR 719T 33Z ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,DBF}							
449 / 13%	KCF BENNETT 33Z F467 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P43983784 KCF MISS 10Y C527 {DLF,HYF,IEF,MSUDF,MDF,DBP}							
556 / 10%	GERBER BISHOP 077B {DLF,HYF,IEF,MSUDC,DBP}							
CHBS	MM MISS GERBER 77B G 913 {DLF,HYF,IEF,MSUDF,DBP}							
156 / 8%	P44071734 MM MISS DOMINO 9807W Z 612 {DOD}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
8.4 / 14%	1.2 / 20%	68 / 11%	107 / 15%	0.3 / 53%	1.1 / 42%	21.0 / 19%	39 / 3%	73 / 3%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
4.6 / 18%	87 / 44%	1.30 / 27%	1.30 / 32%	80 / 24%	0.052 / 84%	0.42 / 60%	0.39 / 7%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.17 / 96	9.55 / 89	2.49 / 84	4	BWR	WWR	YWR		
				4 / 108	3 / 106	2 / 102		

- What a stud to headline the MM Bulls. This bull will catch you eye in the pen. 91 BW Ratio with a 119 WW ratio. His eye-popping performance didn't stop there. He posted a -1.50 RFI (#3 in the pen) and a .46 RADG (#4 Rank) and a 3.74 ADJ F/G (#3 Rank) while gaining 4.23# per day which was .40# per day more than the group average. A heifer friendly EPD package with growth and CW and breed improving SCF and BMS\$.
- Ranking in the Top 3% for MM and MG; Top 14% for CEZ; Top 20% for BW; Top 11% for WW; Top 15% for YW; Top 19% for SCF; Top 18% for MCE; Top 24% for CW; Top for 7% MARB; Top 13% BMS\$; Top 8% for CHBS. Hete Polled

19	MM BEN D124 H541 L 920 {DLF,HYF,IEF,MSUDF,MDF,DBC}	Calved: 8/16/23	P44505005	H/P/S/D: P				
BMS\$	MM BENNETT 2312 D 124 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
323 / 79%	MM BEN 2312 D124 H 541 {CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	P44133852 MM MISS FAITH 207 C 558 {DOD}{HYP,IEP}							
415 / 68%	MM BENNETT Y111 D 156 {DLF,HYF,IEF,MSUDF,DBP}							
CHBS	MM MISS BEN Y111 D156 H 769 {DBP}							
129 / 36%	P44188326 MM MISS TESTED C623 F 951							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
6.6 / 23%	2.3 / 41%	73 / 5%	113 / 7%	0.8 / 98%	1.4 / 16%	13.6 / 84%	25 / 70%	61 / 30%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
7.0 / 5%	102 / 77%	1.30 / 27%	1.30 / 32%	77 / 33%	0.012 / 28%	0.79 / 7%	0.21 / 29%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.13 / 73	11.41 / 106	3.29 / 110	3	BWR	WWR	YWR		
				3 / 97	2 / 134	1 / 110		

- Stacked for Growth and Scale crushing performance. Impressive Ratios 87 for BW, 134 for WW and 110 for YW. Talk about performance born small with explosive growth. Unique Ultrasound Ratios - Low Back Fat (73%), Improved Ribeye (106%) and High Marbling (110%). Dam records a lifetime average of 97 BW ratio, 134 WW ratio with a 346 day calving interval on her first 3 calves.
- Ranking in the Top 4% for MCE; Top 5% for WW, Top 7% for YW, Top 16% for SC; Top 25% for Udder; Top 33% for CW; Top 28% for Fat; Top 7% for REA; Top 29% for MARB; Top 36% for CHBS. DBC and Homo Polled

20	MM BEN H377 L 622 {DLF,HYF,IEF,MSUDF,MDF,DBF}	Calved: 7/26/23	P44504972	H/P/S/D: P				
BMS\$	6D NEVADA 713 {CHB}{DLF,HYF,IEF}							
402 / 33%	KCF BENNETT NEVADA H377 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44249814 KCF MISS RED BULL C771 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}							
479 / 34%	KCF BENNETT Z80 D440 {DLF,HYF,IEF,MSUDF}							
CHBS	MM MISS BEN Z80 D440 H 484 {DBP}							
128 / 37%	P44188256 MM MISS GERBER 021Y E 976 {DLF,HYF,IEF,MSUDF,DBP}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
9.1 / 11%	-0.7 / 5%	48 / 86%	75 / 89%	0.2 / 42%	1.1 / 42%	19.1 / 34%	21 / 88%	45 / 91%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
4.7 / 17%	91 / 53%	1.20 / 57%	1.40 / 12%	62 / 86%	0.012 / 28%	0.73 / 10%	0.31 / 13%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.16 / 90	9.92 / 92	2.70 / 91	3	BWR	WWR	YWR		
				2 / 93	2 / 108	2 / 98		

- If you need a Calving Ease bull, take a look here. 9.1 CEZ (Top 11%) and a -0.7 BW EPD (Top 5%) Spread Ratios 83% BW and 105% WW Ratio. On test he gained 3.92# / day, ate 16.98# of Dry Matter and earned an ADJ F/G of 4.57 to 1 all 3 figures best the pen averages. In addition, his Vytelle Efficiency EPDs place him in the Top 11% of that Database for ADG across 29 different breeds of efficiency tested cattle.
- Ranks in the Top 5% BW; Top 11% for CEZ; Top 34% for SCF; Top 17% for MCE; Top 12% for Teat; Top 10% for REA; Top 13% for MARB; Top 33% for BMS\$. Homo Polled

PREMIUM RED BALDY



This logo identifies bulls that rank in the top 50% of the breed for the Baldy Maternal Index

(BMS\$). Commercial Hereford x Red Angus replacement females sired by these bulls are eligible to be enrolled in the Premium Red Baldy program.

HEREFORD ADVANTAGE



This logo identifies bulls that rank in the top 50% of the breed for the Certified Hereford Beef Index (CHB\$). Feeder cattle sired by these

bulls are eligible to be enrolled in the Hereford Advantage program through IMI Global.

21	MM GERBER 43A F113 L 909 {DLF,HYF,IEF,MSUDF,MDF,DBF}	Calved: 8/14/23	P44504995	H/P/S/D: P				
BMS\$	GERBER AMBASSADOR 043A {SOD}{DLF,HYF,IEF,MSUDF,DBP}							
307 / 87%	MM GERBER 43A F 113 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P43903748 MM MISS SPARTAN 8045 A 228 {DOD}{DLF,HYF,IEF,MSUDF,DBP}							
391 / 80%	KCF BENNETT REVOLUTION X339 ET {SOD}{DLF,HYF,IEF,MSUDF,MDF,DBC}							
CHBS	MM MISS BENNETT X339 A 935 {HYP,MSUDP,DBP}							
162 / 6%	P43434254 MM MISS BENNETT T395 Y 674 {HYP,MSUDP}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
5.0 / 36%	1.3 / 22%	58 / 51%	99 / 32%	0.4 / 70%	1.2 / 32%	10.6 / 97%	20 / 90%	49 / 82%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
3.4 / 29%	105 / 80%	1.30 / 27%	1.30 / 32%	87 / 9%	0.082 / 98%	1.01 / 1%	0.35 / 10%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.16 / 85	9.49 / 93	2.77 / 89	10	BWR	WWR	YWR		
				9 / 100	8 / 111	5 / 102		

- Lot 21 is backed by a dam with an impressive track record. She has already produced one son who was used heavily at MM Hereford and has been recognized as a CHB Sire. She records 9 Births at 100 Ratio and 8 Weanings at 111Ratio, this a big-time production! Impressive GE EPDs for Carcass. REA of over!! Could be another CHB Sire in the making.
- Ranks in the Top 1% for REA; Top 22% for BW; Top 32% for YW; Top 29% for MCE; Top 27% for Udder; Top 9% for CW; Top 10% for MARB; Top 6% for CHBS. Homo Polled

Hereford Breed Avg. EPDs for 2023 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS\$	BIIS	CHBS
3.5	2.6	56	90	0.2	1.1	17.3	27	55	1.6	89	1.26	1.28	71	0.022	0.46	0.15	370	446	122

MM RANCH POLLED HEREFORDS

22 **MM BEN Z312 F786 L 699** {DLF,HYF,IEF,MSUDF,MDF,DBF}
Calved: 9/12/23 P44501904 H/P/S/D: P

BMSIS KCF BENNETT REDEEM Z312 ET {SOD}{DLF,HYF,IEF,MSUDF}

329 / 76% **MM BENNETT Z312 F 786** {DLF,HYF,IEF,MSUDF} **MA**

BIIS P43961281 **MM MISS BENNETT U246 A 738** {DLF,HYF,IEF} **PREMIUM REDBALDY**

416 / 67% **LJR MSU 837S AFFIRM 40A** {DLF,HYF,IEF,MSUDF}

CHBS **MM MISS AFFIRM 40A J 547** {DBP} **SCHB**

159 / 7% P44240288 **MM MISS BENNETT Y111 D 309** {DLF,HYF,IEF,MSUDF,DBP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
-1.7 / 89%	4.1 / 80%	54 / 67%	91 / 52%	0.1 / 30%	1.3 / 23%	13.0 / 88%	12 / 98%	39 / 96%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
-3.8 / 96%	78 / 25%	1.10 / 84%	1.10 / 83%	74 / 44%	0.002 / 14%	0.55 / 33%	0.42 / 6%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.22 / 117	12.18 / 120	3.16 / 101	3	BWR	WWR	YWR		
				2 / 105	1 / 117	1 / 103		

- If you are looking for a bull that sires efficient growth with added muscle and marbling, look no further. He was the number 2 bull in his group for RFI at -1.74. Standout Ultrasound with 120 REA Ratio and a 101 Ratio for MARB. Top 30% for the breed for DMI. His Vytelle Efficiency EPDs place him in the Top 7% of the database for RFI, Top 15% for ADG and Top 11% for DMI. This database contains EPDs on over 320,000 animals and contains 29 Breeds of Efficiency Test Cattle.
- Ranks in the Top 6% for MARB; Top 30% for DMI; Top 23% for SC; Top 25% for MCW; Top 14% for Fat; Top 33% for REA; Top 7% for CHBS. Hete Polled

23 **MM BEN Z97 G949 L 576** {DLF,HYF,IEF,MSUDF,MDF,DBF}
Calved: 8/1/23 P44504973 H/P/S/D: P

BMSIS KCF BENNETT X51 297 {CHB}

580 / 1% **MM BENNETT Z97 G 949** {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF} **MA**

BIIS P44071440 **MM MISS BENNETT X339 C 752** {DOD}{DLF,HYP,DBP} **PREMIUM REDBALDY**

683 / 1% **MM FRANKIE X646 C 127** {DLF,HYF,IEF,MSUDF}

CHBS **MM MISS FRANCIS C127 H 493** {DBP} **SCHB**

144 / 17% P44188311 **MM MISS FOUNDATION 34 X Z 608** {DLF,HYF,IEF,DBP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
7.8 / 16%	0.6 / 13%	61 / 36%	90 / 56%	0.6 / 91%	1.1 / 42%	30.8 / 1%	27 / 56%	57 / 48%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
3.3 / 30%	68 / 12%	1.40 / 9%	1.50 / 4%	81 / 22%	0.042 / 75%	0.71 / 12%	0.37 / 8%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.18 / 101	11.64 / 108	2.74 / 92	3	BWR	WWR	YWR		
				3 / 92	2 / 130	2 / 106		

- The bulls MM Herefords have brought to the sale backed by some superior performing cows. This Bull is just one example of that. He started life with a 94 BW Ratio and a Scale crushing 123 WW ratio. His dam should be on track to make Dam of Distinction. At \$580 for Baldy Maternal Index he ranks in the Top 1% of the breed. The data says he will make productive daughters with improved udder quality and moderate mature size.
- Ranks in the Top 1% for SCF, BIIS and BMSI; Top 14% for CED; Top 13% for BW; Top 8% MCW and Udder; Top 4% for Teat; Top 22% for CW; Top 11% for REA; Top 8% for MARB; Top 15% for CHBS. Homo Polled

24 **MM FRANKIE X646 C127 L 997** {DLF,HYF,IEF,MSUDF,MDF,DBF}
Calved: 8/13/23 P44504930 H/P/S/D: P

BMSIS **MM FRANKIE T099 X646** {DLF,HYF,IEF}

326 / 78% **MM FRANKIE X646 C 127** {DLF,HYF,IEF,MSUDF} **MA**

BIIS P43578220 **MM MISS SQUIRE STAR375U Z 655** {DOD}{HYP,MSUDP} **PREMIUM REDBALDY**

407 / 72% **GERBER REVOLUTION 021Y** {MSUDF,DBP}

CHBS **MM MISS GERBER 021Y G 447** {HYP,DBP} **SCHB**

120 / 52% P44009480 **MM MISS BENNETT KCF Z79 C 189** {HYP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
2.6 / 58%	2.1 / 37%	57 / 53%	80 / 81%	0.3 / 56%	1.2 / 32%	14.5 / 78%	17 / 95%	45 / 90%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
-0.1 / 72%	85 / 38%	1.40 / 9%	1.30 / 32%	70 / 58%	0.032 / 59%	0.47 / 49%	0.24 / 23%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.09 / 51	11.01 / 102	2.37 / 80	5	BWR	WWR	YWR		
				4 / 103	3 / 112	3 / 103		

- This bull expressed a very favorable Adj Feed Conversion (4.16 to 1) and Gain (4.25# per day) on Intake Test. He earned a RADG of .36 with a cost of gain 10.15% less than the pen average. His ADG EPD in the Vytelle Efficiency Database places him in the Top 2% population compared with animals from 29 different Breeds.
- Ranks in the Top 23% for MARB; Top 32% for SC; 9% for Udder; 32% for Teat; 23% for MARB. Homo Polled

25 **MM FRANKIE C127 J716 L 688** {DLF,HYF,IEF,MSUDF,MDF,DBF}
Calved: 8/29/23 P44501929 H/P/S/D: P

BMSIS **MM FRANKIE X646 C 127** {DLF,HYF,IEF,MSUDF}

256 / 98% **MM FRANKIE C127 J 716** {DLF,HYF,IEF,MSUDF,MDF} **MA**

BIIS P44240144 **MM MISS SQUIRE 375U A 246** {DLP,HYP,MSUDP} **PREMIUM REDBALDY**

343 / 95% **MM FELTON 433 E 271** {CHB}{DLF,HYF,IEF,MSUDF}

CHBS **MM MISS FELTON 433 E 271 J 778** {DLF,HYF,IEF,MSUDF,DBP} **SCHB**

124 / 44% P44292247 **MM MISS GERBER 43A D 794** {DOD}{HYP,MSUDP,DBP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
-1.4 / 87%	0.9 / 16%	54 / 65%	78 / 84%	0.5 / 83%	0.9 / 65%	9.9 / 98%	20 / 90%	47 / 86%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
-4.3 / 98%	83 / 35%	1.10 / 84%	1.00 / 95%	70 / 57%	0.082 / 98%	0.38 / 68%	0.40 / 6%	
Adj. BF Ratio	Adj. REA Ratio	Adj. MARB Ratio	Age of Dam	Dam's Production				
0.17 / 90	9.37 / 92	2.93 / 94	3	BWR	WWR	YWR		
				2 / 106	1 / 115	1 / 94		

- The Dam of this bull was a 1st Calf Heifer and posted a 115 Weaning Ratio with Lot 25. Not only did his dam get off to a good start, His maternal grandam (D 974) and maternal great grandam (Z 632) are both Dams of Distinction. The bottom side of this pedigree is stacked with productive females.
- Ranks in the Top 6% for MARB; Top 16% for BW; Top 35% for MCW. Homo Polled



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Hereford Breed Avg. EPDs for 2023 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMSI	BIIS	CHBS
3.5	2.6	56	90	0.2	1.1	17.3	27	55	1.6	89	1.26	1.28	71	0.022	0.46	0.15	370	446	122

Terms and Conditions

Schu-Lar Polled Herefords – MM Ranch Polled Herefords

Performance Unlimited Bull Sale – Thursday, March 27, 2025 – 5:30 p.m.

Location: Overbrook Livestock Commission, 305 1st St., Overbrook, KS 66524 • Sale Day Phone: 785-665-7181

Sale Personnel Phones

Cody Lowderman, Auctioneer	309-313-2171
Bryce Schumann	785-424-0360
Scott Bronoski	785-424-0525
Kassidy Schumann	785-318-0049
Alex Mih	620-212-3250
Alison Mih	620-212-4774
Wyatt Schumann	785-318-2266
Kane Aegerter, AHA	402-641-8699
Joe Rickabaugh	785-633-3188

Sale Location: Overbrook Livestock Commission, 305 1st St., Overbrook, KS 66524

Terms: Terms of the sale are cash unless prior credit arrangements are made between buyer and seller. Settlements are to be made with the clerk following the conclusion of the auction. All bulls will be at the buyer's risk as soon as the animals are declared sold. Sale personnel will assist in loading or boarding of bulls in compliance with the wishes of the new owner.

Catalog Material: Statements made at the sale take precedence over material printed in this catalog.

Supplemental Sheet: A supplemental sheet will be available with any updates on the bulls. These updates will be posted on the websites prior to the sale.

Liability: Any people attending the sale do so at their own risk. Neither Overbrook Livestock Commission, Schu-Lar Polled Herefords or MM Ranch Polled Herefords assume any liability, legal or otherwise.



Online Bidding: How to get approved to bid?

Each auction approves its own buyers, no buyers are approved by CattleUSA. This is done for your privacy and security. Your buyer's information is kept private and is only released to the auctions you choose. To obtain approval to buy, at an auction, you will need to submit your contact information to Overbrook Livestock Commission at 785-665-7181.

- 1) Log in to CattleUSA.
- 2) Push the Buyer Approval button next to the auction you wish to be approved at. The first time you do this, a form will pop-up for you to fill out your contact information. Fill out your information then push the button at the bottom of the form to continue.
- 3) You have now sent your information to that auction. The auction will now be able to find you in their database and approve you to buy. If you would like to be approved at other auctions push the 'Buyer Approval' button next to each auction you wish to be approved at. Your information will be forwarded to those auctions only.

Auctions do not have access to your information until you send it to them.

To watch a help video, please visit: <https://auctions.cattleusa.com/#/app/helpcenter/faqs>

Phone Bids: Phone bids will be handled in a most confidential manner if you are unable to attend the sale. Contact any sale personnel to assist you or Overbrook Livestock Commission.

Registration Certificates: An American Hereford Association certificate of registration will be transferred to the new owner at the seller's expense.

Air Travel: Commercial air travel is available to Kansas City, Omaha or Des Moines. All these airports are around two hours from the sale.

Accommodations: There are a number of motels in the Overbrook area. Contact Bryce or Wyatt Schumann for a motel reservation.

EPDs: All bulls have been DNA tested with their profile on record at the American Hereford Association. The EPDs stated in the catalog are GE-EPDs. (Genetically enhanced-expected progeny differences). This gives the highest accuracy available for young bulls. EPDs in the catalog as of **February 19, 2025**.

Health of Bulls: Proper health certificates will be available to take these bulls anywhere. The bulls have been tested free of BVD-PI. The bulls were preconditioned under a vac-45 program. All bulls will have a breeding soundness exam (BSE) done before the sale. Any bulls deferred because of age will be noted.

Genetic Defects: All beef breeds have genetic defects. It is to the best of our knowledge that all bulls being offered are free of known genetic defects. All bulls have been DNA tested free of known genetic defects.

Boarding of bulls: If you cannot pick up the bull on sale day, the sellers will board your bull for a reasonable time. Please contact the sellers to make arrangements.

Delivery: The sellers will work with you to get your bull delivered to your operation as efficiently as possible. If you need delivery, please contact any of the sellers.

First Breeding Season Guarantee: All bulls selling are fertile to the best of our knowledge and have a Breeding Soundness Exam. All Bulls for \$3,000 or more will be covered 50% by Schu-Lar Herefords, LLC and MM Ranch. If they are injured during their first breeding season. The Breeding season is defined as the 90-day period following the first turnout of the bulls. 50% of the value of the injured bull, minus one-half salvage value, will be given as credit in a future sale or towards a replacement bull if one is available. Salvage value, if any, will be split equally between by Schu-Lar Herefords, LLC or MM Ranch and the buyer. All injured bulls must be diagnosed injured by a veterinarian. Please notify us as soon as possible should injury occur and prior to the injured bull being sold for salvage or terminated. All claims must be made by October 1, 2025.

Example 1: A \$5,000 bull is injured and will not heal. A credit of \$2,500 minus one-half any salvage value will be given to the buyer.

Example 2: A \$3,000 bull is injured and will not heal. A credit of \$1,500 minus one-half any salvage value will be given to the buyer.

Example 3: A \$2,750 bull is injured and will not heal. No credit is given. Buyer retains all salvage value.

Contemporary Groups: The bulls in this sale were raised in two different herds with two different environments. Each herd is its own contemporary group with data submitted to the American Hereford Association Whole Herd Total Performance Records (TPR) Program. The statistical analysis is used for the EPD calculation accounts for the effects of environment (nutrition, climate, geographical locations, etc.) that exist between herds. EPDs are the best indicator of the differences between the bulls genetic potential.

Hereford Breed Avg. EPDs for 2023 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.5	2.6	56	90	0.2	1.1	17.3	27	55	1.6	89	1.26	1.28	71	0.022	0.46	0.15	370	446	122



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Efficiency



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Schu-Lar and MM Herefords have been gathering data and selecting feed efficient cattle for generations. Together they have become the premier source for feed efficient Hereford seedstock.

Individual Feed Intake Data Available On Fall 2023 Bulls
Find a complete list of bulls and videos at
<https://www.schu-larherefords.com> or <https://mmherefords.com>