

Schu-Lar Herefords & MM Herefords present:

Focus On
Efficiency



Thursday, March 26, 2026, 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 and MM Herefords, we want to extend a BIG THANK YOU to all of our customers for the trust you've placed in our genetics. If you're new to our programs, welcome, we encourage you to reach out with any questions. We have the data, the history, and the commitment to help you make confident, profitable decisions.

For both the Schumann Family and the Mih Family, this partnership is built on shared values and a unified vision; providing genetically superior Hereford seedstock that drive customer profitability. Feed efficiency has been at the core of our programs and partnership for nearly two decades, MM beginning intake testing in 2007 and SchuLar in 2008. Together, our offering emphasizes a balanced approach to calving ease, growth, fertility, longevity, and end product merit.

We are especially proud of MM Herefords' extraordinary dedication to data collection. MM Ranch Polled Herefords has been the #1 breeder in the American Hereford Association's Dams of Distinction program for two consecutive years, with more than 80 qualifying females last year alone. Since 2015, they have collected over 3,000 ultrasound records on bulls and heifers and more than 1,800 individual carcass records through retained ownership. Every bull raised and every female retained by MM has been tested for feed efficiency since 2007, totaling well over 5,000 animals. Feed efficiency isn't just a metric for us; it's part of both of our herds collective DNA.

At Schu-Lar we are proud to be a genetic supplier of elite Sires to many of the Major Artificial Insemination (AI) Genetics Companies placing 8 Sires in Stud over our history. Semen from Schu-Lar genetics have reached outside the US to Canada, South American, Australia, Zealand and the EU. In our past sales we have sold genetics to many nationally recognized herds with more than 900 head of Schu-Lar bulls and females finding residence in 33 States across the continental United States.

We look forward to seeing you on Sale Day, **Thursday, March 26th at 5:30 PM CST.** If you can't attend in person, please join us online at www.cattleusa.com. Be sure to contact Overbrook Livestock 2-3 days prior to the sale for online bidding approval. Please reach out to us for assistance in making your next genetic selections.

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Lots 1-20, 29-33

Lots 21-28

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

Feed Efficiency Defined

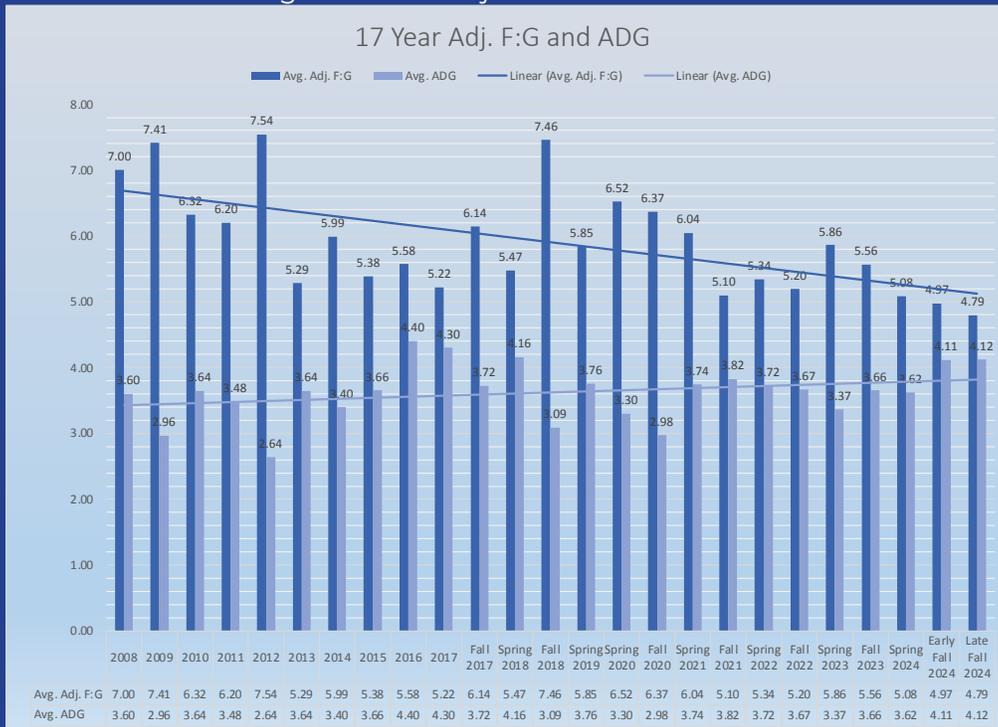
RFI: residual feed intake, RFI is a measure of feed efficiency calculated as the difference between an animal's actual feed intake and its predicted feed intake, for a given level of production. When RFI is used as a genetic selection tool, the resulting progeny will consume less feed for the same level 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.

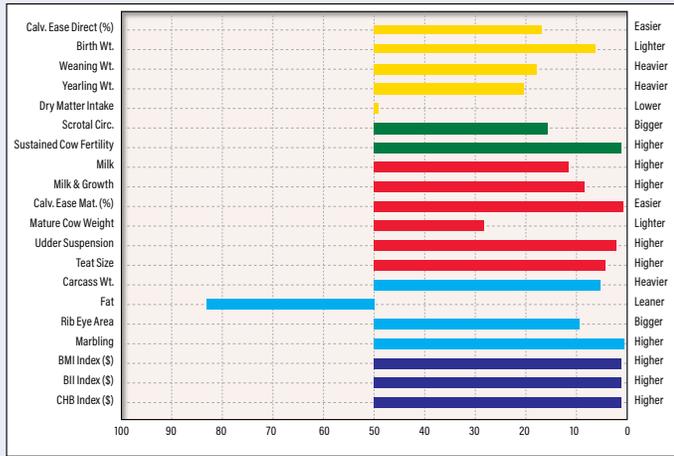
Adj. F:G: adjusted feed to gain ratio, accounts for differences in animal age and size during test. This currently is the standard of feed conversion efficiency used by the Beef Improvement Federation. This value is the base F:G value multiplied by the contemporary group's metabolic mid weight divided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



Over the past 17 years we have worked hard to increase our ADG while improving our F:G conversion. As you can see our continuous effort has been worth while. We encourage you to Focus on Efficiency data, as over time it will make a difference in your herd and your checking account.

Schu-Lar Herefords

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Lot 1 – SCHU-LAR 17M OF 213 J338 – EPD Graph



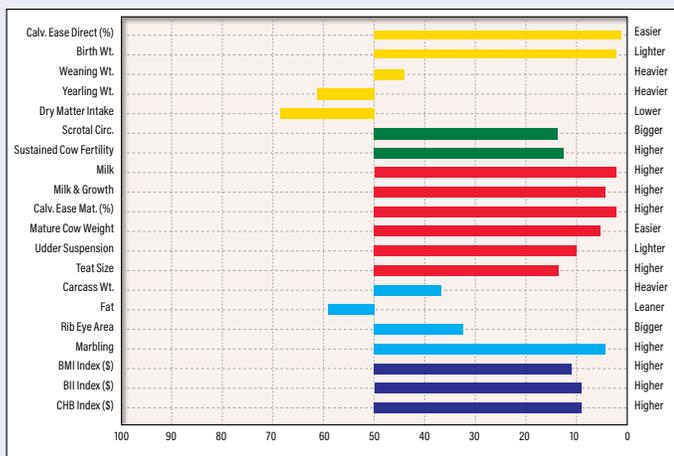
Lot 1 – SCHU-LAR 17M OF 213 J338

LOT 1	SCHU-LAR 17M OF 213 J338 {DLF,HYF,IEF,MSUDF}							
Calved: 8/28/24	P44594732 H/P/S/D: P							
BMIS	KCF BENNETT B716 F597 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
617 / 1%	KCF BENNETT MONUMENT J338 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44320126 KCF MISS LANDMARK G301 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
745 / 1%	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
CHBS	SCHU-LAR 213 VIVIAN 2F B413 ET {DLF,HYF,IEF,MSUDF}							
210 / 1%	P44454576 SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
7.8 / 17%	-0.7 / 6%	66 / 18%	104 / 21%	0.3 / 49%	1.4 / 16%	29.6 / 1%	35 / 11%	68 / 8%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
9.3 / 1%	80 / 28%	1.50 / 2%	1.50 / 4%	97 / 5%	0.054 / 83%	0.82 / 9%	0.69 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		67 lb.	2	BWR	WWR	YWR		
				2 / 96	1 / 90	1 / 99		

Statistically speaking our lead lot will be one of the best Monument sons to sell this year, and one of the few with measured feed efficiency. Lot 1 has a unique genetic profile, featuring top 1% SCF, MCE, MARB, BMI, BII and CHB and 19 of 20 EPDs over breed average. On test this bull continued to stun, ranking as our second highest bull for ADG at 4.53 #/day and F/G at 4.361. He was also third in the pen for RADG at 0.29 and had a slightly negative RFI. Raised by a future donor out of our Vivian cow family this bull is not one to miss!

LOT 2	SCHU-LAR 10M OF 205 J338 {DLF,HYF,IEF,MSUDF}							
Calved: 8/20/24	P44594712 H/P/S/D: S							
BMIS	KCF BENNETT B716 F597 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
466 / 11%	KCF BENNETT MONUMENT J338 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44320126 KCF MISS LANDMARK G301 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
572 / 9%	EFBEEF X651 TESTED A250 {SOD}{CHB}{DLF,HYF,IEF,MSUDF}							
CHBS	SCHU-LAR 205 SOCIETY 2E A250ET {DLF,HYF,IEF,MSUDF}							
162 / 9%	P44454558 SCHU-LAR 2E SOCIETY 27X 10Y {DLF,HYF,IEF,MSUDF,MDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
16.4 / 1%	-2.6 / 2%	59 / 44%	89 / 61%	0.4 / 68%	1.3 / 24%	22.2 / 13%	42 / 2%	71 / 4%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
9.0 / 2%	54 / 5%	1.40 / 10%	1.40 / 14%	78 / 37%	0.034 / 59%	0.60 / 32%	0.51 / 4%	
Heterozygous Polled		Act. BW	Age of Dam	Dam's Production				
		64 lb.	2	BWR	WWR	YWR		
				2 / 88	1 / 95	1 / 98		

The second Monument son in our offering is a sleep-at-night kind of bull with numbers in the top 1% and 2% for CE and BW respectively. Furthermore, his genetic profile highlights 11 EPD's in the top 10% and 17 EPD's besting the breed average. On test this lot ranked third for ADG at 4.43 #/day and Adj. F/G at a ratio of 4.50:1. Out of a full sister to Schu-Lar Rock Solid - the high seller in our 2024 bull sale, this bull is red to ground and has big time pigment.



Lot 2 – SCHU-LAR 10M OF 205 J338 – EPD Graph



Lot 2 – SCHU-LAR 10M OF 205 J338

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

SCHU-LAR HEREFORDS

LOT	3	SCHU-LAR N7R 13M OF 65J 21134 {DLF,HYF,IEF,MSUDF}						
		Calved: 8/23/24	P44594717 H/P/S/D: P					
BMI\$	JW X651 TESTED 1857 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF}							
476 / 9%	JW 1857 MERIT 21134 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44212986 JW 33Z VICTORIA 19027 {DLF,HYF,IEF,MSUDF}							
613 / 4%	EFBEEF A250 TESTED F225 {CHB}{DLF,HYF,IEF,MSUDF}							
CHBS	SCHU-LAR N7R GABRIELLE 65J							
211 / 1%	P44346617 SCHU-LAR N7R GABRIELLE 90G							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
10.0 / 9%	0.9 / 18%	76 / 3%	121 / 3%	0.7 / 94%	0.9 / 66%	20.6 / 23%	20 / 91%	58 / 49%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
3.1 / 33%	106 / 81%	1.60 / 1%	1.40 / 14%	95 / 6%	0.014 / 30%	0.63 / 28%	0.77 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		70 lb.	3	BWR	WWR	YWR		
				3 / 104	2 / 109	2 / 102		



Lot 3 – SCHU-LAR N7R 13M OF 65J 21134

If you're here for growth look no further, the Merit sons pack a punch. Lot 3's explosive statistics include top 2% WW, top 3% YW, top 6% CW and top 10% CE balanced by 1% MARB and CHB, and top 9% BMI. This bull was a high performer on test as well, ranking 2nd in his pen for RADG at 0.19 and 3rd for ADG 4.45lbs/day and F/G 4.84:1. The F225 daughter who raised him is on track for Dam of Distinction with a calving interval of 363 days and average nursing ratio of 108.5 over 2 calves. The bull's individual ratios include 98 for BW, 112 for WW and 104 for YW.

LOT	4	SCHU-LAR 18M OF 2D 21134 {DLF,HYF,IEF,MSUDF}						
		Calved: 8/30/24	P44594740 H/P/S/D: P					
BMI\$	JW X651 TESTED 1857 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF}							
565 / 1%	JW 1857 MERIT 21134 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44212986 JW 33Z VICTORIA 19027 {DLF,HYF,IEF,MSUDF}							
693 / 1%	EFBEEF TFL U208 TESTED X651 ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF}							
CHBS	SCHU-LAR 2D SOCIETY 8Z X651 {DLF,HYF,IEF,MSUDF}							
177 / 4%	P43691674 SCHU-LAR 8Z SOCIETY 016 N093 {DLF,HYF,IEF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
8.4 / 14%	0.2 / 11%	65 / 22%	95 / 45%	0.6 / 88%	1.3 / 24%	28.6 / 1%	35 / 10%	68 / 9%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
5.1 / 14%	59 / 6%	1.60 / 1%	1.70 / 1%	84 / 21%	0.054 / 83%	0.44 / 60%	0.69 / 1%	
Heterozygous Polled		Act. BW	Age of Dam	Dam's Production				
		71 lb.	9	BWR	WWR	YWR		
				6 / 87	5 / 97	5 / 97		



Lot 4 – SCHU-LAR 18M OF 2D 21134

This bull has the 3 C's: calving ease, cows and carcass. Lot 4 is backed by longevity and fertility as shown by his 10-year-old dam and 14-year-old grandam (both of which still producing today). His EPDs continue to support his maternal superiority as he ranks in the top 1% for SCF, UDDR, TEAT and BMI, top 6% MCW (making smaller cows) top 10% MM, and top 15% MCE. This "cow creator" didn't disappoint on test either. Lot 4 was the 3rd high gaining bull in his pen at 4.27# while eating less than the group average and sporting a best-in-class RADG at 0.21.

MATERNAL ADVANTAGE



This logo identifies bulls that rank in the top 50% of the breed for the Baldy Maternal Index (BMI\$), or top 50% of the breed for Brahman Influence Index (BII\$).

Commercial Hereford x British cross or Hereford x Brahman cross replacement females sired by these bulls are eligible to be enrolled in the Maternal Advantage program.

LOT	5	SCHU-LAR 25M OF 52G 21134 {DLF,HYF,IEF,MSUDF}						
		Calved: 9/6/24	P44594760 H/P/S/D: P					
BMI\$	JW X651 TESTED 1857 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF}							
516 / 3%	JW 1857 MERIT 21134 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44212986 JW 33Z VICTORIA 19027 {DLF,HYF,IEF,MSUDF}							
645 / 2%	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
CHBS	SCHU-LAR 52G SOCIETY 8Z B413ET {DOD}{DLF,HYF,IEF,MSUDF}							
178 / 4%	P44074488 SCHU-LAR 8Z SOCIETY 016 N093 {DLF,HYF,IEF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
4.0 / 46%	1.7 / 30%	68 / 12%	101 / 29%	0.7 / 90%	1.6 / 7%	24.9 / 5%	34 / 15%	68 / 8%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	ANHA GE-EPD
3.7 / 26%	67 / 11%	1.60 / 1%	1.60 / 1%	81 / 28%	0.034 / 59%	0.61 / 30%	0.71 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		88 lb.	5	BWR	WWR	YWR		
				4 / 106	4 / 111	4 / 106		

The last Merit son of our offering will bring your herd maternal excellence and more pounds at weaning. Lot 5 is backed by the same 14-year-old granddam as lot 4 and is also out of a Dam of Distinction who records an average WW of 111 on 4 calves, with a 361-day calving interval. His curve bending numbers are exciting, ranking in the top 1% for UDDR, TEAT and MARB, top 3% BMI, Top 4% CHB 4% SCF, Top 8% M&G and MCW (making smaller cows), top 12% WW and top 13% MM. Additionally, on test this lot topped the pen for RFI at -1.07. Don't sleep on these Merit sons!

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

SCHU-LAR HEREFORDS



Lot 6 – SCHU-LAR 401 OF 30F 00049 ET

LOT	6	SCHU-LAR 401 OF 30F 00049 ET {DLF,HYF,IEF,MSUDF}						
		Calved: 8/26/24	P44594725 H/P/S/D: P					
BMIS	NJW 160B 028X HISTORIC 81E ET {SOD}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
600 / 1%	H B DISTINCT {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44184682 H DS MISS SPICE 8082 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
726 / 1%	GENOA FOREMOST 12180 {SOD}{CHB}{DLF,HYF,IEF}							
CHBS	SCHU-LAR 30F KATE W484 12180ET {DLF,HYF,IEF,MSUDF}							
167 / 7%	P43910826 EFBEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
12.2 / 4%	-1.5 / 4%	58 / 51%	87 / 66%	0.5 / 75%	1.6 / 7%	31.6 / 1%	37 / 7%	66 / 14%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
7.3 / 4%	52 / 4%	1.70 / 1%	1.90 / 1%	74 / 53%	0.094 / 99%	0.46 / 56%	0.72 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		IVF ET	7	BWR	WWR	YWR		
				7 / 101	6 / 106	4 / 106		

Lot 6 brings you cow-maker and sleep-at-night heifer bull in a powerfully made package backed by our valued 30F donor. This bull has the best numbers in the sale for UDDR and TEAT, ranking in the top 1% along with SCF, BMI and MARB. His other EPDs are also noteworthy, ranking in the top 4% CE, BW, MCE and MCW, top 5% MM and top 7% CHB. Additionally, the bull exceeded expectations on test ranking first in his group for ADG at 4.58#/day and ADJ F/G at 4.65:1.



H B DISTINCT – Sire of Lot 7

LOT	7	SCHU-LAR 405 OF 30F 00049 ET {DLF,HYF,IEF,MSUDF}						
		Calved: 8/29/24	P44594737 H/P/S/D: P					
BMIS	NJW 160B 028X HISTORIC 81E ET {SOD}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
507 / 4%	H B DISTINCT {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44184682 H DS MISS SPICE 8082 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
623 / 3%	GENOA FOREMOST 12180 {SOD}{CHB}{DLF,HYF,IEF}							
CHBS	SCHU-LAR 30F KATE W484 12180ET {DLF,HYF,IEF,MSUDF}							
162 / 9%	P43910826 EFBEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
11.8 / 5%	-1.6 / 3%	53 / 73%	86 / 68%	0.3 / 53%	1.2 / 33%	25.6 / 3%	31 / 28%	58 / 48%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
9.0 / 2%	59 / 6%	1.50 / 2%	1.60 / 1%	66 / 77%	0.084 / 98%	0.35 / 74%	0.70 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		71 lb.	7	BWR	WWR	YWR		
				7 / 101	6 / 106	4 / 106		

A second HB Distinct 30F son for your consideration, Lot 7 matches his brother's heifer-safe-calving-ease and impressive intake data! Tested in a separate group this bull also topped the pen for ADG at 4.76#/day and ADJ F/G at 4.06:1. The similarities don't stop there, Lot 7 packs a genetic punch, ranking in the top 1% MARB and UDDR, top 2% TEAT and MCE, top 4% BMI, top 6% MCW and top 9% CHB. These 30F sons are built to make donor-pen-worthy daughters, don't miss your chance to own one!



Lot 8 – SCHU-LAR 407 OF 30F 1939 ET

LOT	8	SCHU-LAR 407 OF 30F 1939 ET {DLF,HYF,IEF,MSUDF}						
		Calved: 9/4/24	P44594758 H/P/S/D: P					
BMIS	EFBEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
409 / 33%	INNISFAIL TRADEMARK 1939 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44097651 INNISFAIL P230 T723 {DLF,HYF,IEF,MSUDF}							
538 / 16%	GENOA FOREMOST 12180 {SOD}{CHB}{DLF,HYF,IEF}							
CHBS	SCHU-LAR 30F KATE W484 12180ET {DLF,HYF,IEF,MSUDF}							
209 / 1%	P43910826 EFBEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
4.5 / 42%	0.9 / 18%	60 / 42%	101 / 29%	0.6 / 82%	1.0 / 55%	16.4 / 62%	26 / 61%	56 / 55%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
4.4 / 19%	73 / 18%	1.40 / 10%	1.30 / 34%	81 / 30%	0.034 / 59%	0.67 / 22%	0.94 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		IVF ET	7	BWR	WWR	YWR		
				7 / 101	6 / 106	4 / 106		

Finishing off our offering from the 30F donor and kicking off a powerful set of Trademark sons is lot 8. This bull lit up the screen at ultrasound time with ratios of 82 Fat, 127 REA and 144 IMF! Additionally, his growth curve bending EPD profile pairs growth and carcass weight with reduced cow size. Lot 8 doesn't stop there, as he proved to be an efficient gainer on test with a -0.45 RFI, 4.19# ADG and 4.76:1 ADJ F/G. Don't forget his elite marbling EPD at 0.94 and a 209 for CHB. Looking power and carcass quality? This is your bull.

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

SCHU-LAR HEREFORDS

Lot	9	SCHU-LAR WARD 412 OF 2F 1939ET {DLF,HYF,IEF,MSUDF}						
		Calved: 10/10/24	P44638893 H/P/S/D: P					
BMIS	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
429 / 23%	INNISFAIL TRADEMARK 1939 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44097651 INNISFAIL P230 T723 {DLF,HYF,IEF,MSUDF}							
546 / 14%	EFBEEF RESOLUTE CEO {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
CHBS	SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}							
214 / 1%	P43910805 SCHU-LAR 2B VIVIAN 9Z 3027 {DLF,HYF,IEF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
-0.9 / 86%	3.0 / 58%	70 / 10%	114 / 8%	0.3 / 54%	1.8 / 3%	16.1 / 65%	21 / 88%	56 / 59%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
-0.6 / 77%	139 / 100%	1.50 / 2%	1.30 / 34%	100 / 3%	0.004 / 17%	0.91 / 5%	0.63 / 2%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		IVF ET	7	BWR	WWR	YWR		
				1 / 82	1 / 96	1 / 88		



Lot 9 – SCHU-LAR WARD 412 OF 2F 1939ET

Lot 9 brings power to the sale ring and promises to transmit that quality and more to your next calf crop. The big-time growth bull with pounds to add shows a top 2% IMF, top 3% CW, top 5% REA, top 7% WW, top 8% YW and top 17% Fat. His progeny are destined for high performance, on the rail or in the pasture.

Lot	10	SCHU-LAR WARD 413 OF 2F 1939ET {DLF,HYF,IEF,MSUDF}						
		Calved: 10/13/24	P44638896 H/P/S/D: P					
BMIS	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
535 / 2%	INNISFAIL TRADEMARK 1939 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44097651 INNISFAIL P230 T723 {DLF,HYF,IEF,MSUDF}							
659 / 1%	EFBEEF RESOLUTE CEO {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
CHBS	SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}							
199 / 1%	P43910805 SCHU-LAR 2B VIVIAN 9Z 3027 {DLF,HYF,IEF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
4.3 / 43%	1.3 / 23%	61 / 36%	97 / 37%	0.5 / 77%	1.5 / 11%	24.9 / 5%	18 / 93%	49 / 84%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
1.5 / 53%	120 / 95%	1.50 / 2%	1.40 / 14%	91 / 10%	0.054 / 83%	0.68 / 21%	0.75 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		IVF ET	7	BWR	WWR	YWR		
				1 / 82	1 / 96	1 / 88		



INNISFAIL TRADEMARK 1939 ET – Sire of Lots 9-12

Another flashy son of our Trademark/2F flush comes next in our offering. This is a true cows and carcass type of bull, and his value to the breed is reflected in his high index values, landing in the top 1% for BI and CHB, as well as top 2% for BMI. His genetic quality doesn't end there. Lot 10 sports breed improving CE, BW, WW and YW while ranking in top 1% MARB, top 2% UDDR, top 4% SCF, top 9% CW, top 14% TEAT and top 20% REA. On test he had an ADG of 4.18# and an Adj. F/G of 4.81:1, proving his ability to add value.

Lot	11	SCHU-LAR WARD 414 OF 2F 1939ET {DLF,HYF,IEF,MSUDF}						
		Calved: 10/16/24	P44638898 H/P/S/D: P					
BMIS	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
380 / 48%	INNISFAIL TRADEMARK 1939 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44097651 INNISFAIL P230 T723 {DLF,HYF,IEF,MSUDF}							
498 / 30%	EFBEEF RESOLUTE CEO {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
CHBS	SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}							
187 / 2%	P43910805 SCHU-LAR 2B VIVIAN 9Z 3027 {DLF,HYF,IEF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
1.3 / 71%	2.9 / 56%	75 / 4%	121 / 3%	0.6 / 82%	1.8 / 3%	14.5 / 79%	10 / 99%	48 / 87%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
3.5 / 28%	155 / 100%	1.50 / 2%	1.30 / 34%	87 / 16%	0.004 / 17%	0.73 / 16%	0.57 / 3%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		IVF ET	7	BWR	WWR	YWR		
				1 / 82	1 / 96	1 / 88		



SCHU-LAR 2F VIVIAN 2B C609 – Dam of Lot 11

Lot 11 is the final brother in a trio of dynamic Trademark/2F sons. As one of the highest growth bulls in our offering he shows marks in the top 3% for WW and YW, while also exhibiting unique carcass EPDs that project leanness and improved quality grade. He puts together a rare combination of top 3% MARB and CHB, top 15% CW and Top17% Fat and REA while also proving to be a high performer on intake test. In his pen he ranked 4th for RADG at 0.23 and had an ADG of 4.43#/day and an Adj. F/G of 4.75:1.

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

SCHU-LAR HEREFORDS



Lot 13 – SCHU-LAR 28M OF 68J 101

Lot 12	SCHU-LAR 24M OF 16E 1939 {DLF,HYF,IEF,MSUDF}							
Calved: 9/5/24	P44594759 H/P/S/D: P							
BMIS	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
432 / 22%	INNISFAIL TRADEMARK 1939 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44097651 INNISFAIL P230 T723 {DLF,HYF,IEF,MSUDF}							
556 / 12%	EFBEEF X651 TESTED A250 {SOD}{CHB}{DLF,HYF,IEF,MSUDF}							
CHBS	SCHU-LARJS 16E SOCIETY 12XA250 {DLF,HYF,IEF}							
191 / 2%	P43779811 SCHU-LAR 12X OF 813 N093 {DOD}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
2.0 / 65%	2.4 / 45%	66 / 18%	99 / 33%	0.1 / 23%	1.2 / 33%	18.1 / 45%	11 / 98%	44 / 92%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	GE-EPD
1.4 / 55%	100 / 70%	1.40 / 10%	1.20 / 61%	78 / 39%	0.044 / 74%	0.71 / 18%	0.74 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		77 lb.	8	BWR	WWR	YWR		
				5 / 106	4 / 90	4 / 94		

The final Trademark son in our offering packs numbers meant to improve and will create heavier progeny on payday without higher feed costs to get there. His DMI of 0.1 is notable and lands in the top 21% of the breed, paired with above average YW and top 17% WW. The quality continues in his top 1% MARB, top 2% CHB and top 21% BMI EPDs, and in his reliable cow family. Lot 12 is out of a 9-year-old A250 daughter that continues to produce for us today. Longevity and quality runs deep in this bull!

Lot 13	SCHU-LAR 28M OF 68J 101 {DLF,HYF,IEF,MSUDF}							
Calved: 10/5/24	P44601972 H/P/S/D: P							
BMIS	EFBEEF C609 RESOLUTE E158 ET {CHB}{DLF,HYF,IEF,MDF,DBF}							
509 / 4%	SCHU-LAR SUSTAINABLE 101 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44293703 SCHU-LAR 15G VIVIAN 6Z 16C {DLF,HYF,IEF,MSUDF}							
647 / 2%	NJW 33TB 100W TRUST 167Y {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF}							
CHBS	SCHU-LAR 68J SOCIETY 15C167YET {MDF,DBF}							
237 / 1%	P44342455 SCHU-LAR 15C SOCIETY 10X108 {DLF,HYF,IEF,DBF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
6.3 / 27%	2.0 / 36%	63 / 27%	101 / 27%	0.0 / 14%	0.7 / 83%	21.2 / 19%	26 / 62%	58 / 47%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	GE-EPD
5.8 / 10%	93 / 55%	1.40 / 10%	1.40 / 14%	96 / 5%	0.064 / 91%	0.60 / 32%	0.94 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		71 lb.	3	BWR	WWR	YWR		
				2 / 103	1 / 93	1 / 100		

Lucky lot 13 is arguably our offering's most feed efficient bull. His ADG on test was 4.10#/day, just 0.02# less than his group's average while eating 1.9# less dry matter per day. Those figures show a competitive gain while eating significantly less. Additionally, this Sustainable son was the 2nd best bull in his Group for RFI and RADG (0.86 and 0.33 respectively), not to mention his adj. F/G was 4.65:1. His genomic EPD profile is equally as impressive with breed improving MCE, BW, WW, YW, reduced mature cow size and end product projections in top 1% for MARB and CHB as well as top 5% CW. If that's not enough to get you excited about this bull please note he is the ONLY active animal in the breed with a combination of low intake and high CHB like this!

Lot 14	SCHU-LAR 31M OF 14D 101 {DLF,HYF,IEF,MSUDF}							
Calved: 11/20/24	P44638886 H/P/S/D: P							
BMIS	EFBEEF C609 RESOLUTE E158 ET {CHB}{DLF,HYF,IEF,MDF,DBF}							
438 / 19%	SCHU-LAR SUSTAINABLE 101 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44293703 SCHU-LAR 15G VIVIAN 6Z 16C {DLF,HYF,IEF,MSUDF}							
542 / 15%	SCHU-LAR RED BULL 18X {SOD}{DLF,HYF,IEF}							
CHBS	SCHU-LAR 14D VIVIAN 7B 18X {DOD}{DLF,HYF,IEF,MSUDF}							
156 / 13%	P43691673 SCHU-LAR 7B VIVIAN 205 11051 {DOD}{DLF,HYF,IEF,MDF,DBF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
8.9 / 12%	0.2 / 11%	52 / 77%	78 / 85%	0.4 / 63%	1.6 / 7%	21.3 / 19%	24 / 74%	50 / 81%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	GE-EPD
1.2 / 57%	47 / 3%	1.50 / 2%	1.50 / 4%	74 / 50%	0.064 / 91%	0.31 / 80%	0.58 / 2%	
Heterozygous Polled		Act. BW	Age of Dam	Dam's Production				
		89 lb.	9	BWR	WWR	YWR		
				8 / 99	6 / 104	5 / 98		

A half-brother to the remarkable lot 13 bull comes next in the catalog. This bull was raised by a pretty uddered 10-year-old Dam of Distinction and although he was in his own contemporary group the dam's 4 previous sons averaged a -1.67 RFI on intake test. The bull's sire, Schu-Lar Sustainable 101 was a highlight in last year's AHA National Reference Sire Program, recording a 106 ratio for carcass weight and a 111 ratio for marbling. Overall, the Sustainable progeny were 100% Choice or higher with 42% Grading Prime. Lot 14 flaunts several significant marks in his EPDs including top 2% IMF and UDDR, top 3% MCW, 4% TEAT, top 11% BW and SC, top 13% CED and CHB, top 21% SCF and top 22% BMI.

International Influence



Last year we were honored to share our program with Jose (Pepe) Bonica of Puebla del Rio from Uruguay. We discussed the ideal Hereford in South America and are grateful to of had to opportunity to learn more about animal agriculture across continents and cultures! Jose picked out our 2F donor from the herd, noting her attractive style and pigment.

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

SCHU-LAR HEREFORDS

Lot 15	SCHU-LAR WARD 22M OF 3K 133J {DLF,HYF,IEF,MSUDF}							
	Calved: 9/4/24	P44594755 H/P/S/D: P						
BMIS	DM ALL AROUND 904G ET {DLF,HYF,IEF,MSUDF,MDF}							
552 / 1%	CHURCHILL RED THUNDER 133J ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44267942 BR VALIDATED B413 6035 7098 {DLF,HYF,IEF,MDF,DBF}							
665 / 1%	INNISFAIL WHR X651/723 4013 ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF}							
CHBS	SCHU-LAR WR 3K SOCIETY 38E4013							
182 / 3%	P44381382 SCHU-LAR 38E SOCIETY 22C 16C {DLF,HYF,IEF,MDF,DBF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
5.5 / 33%	0.8 / 16%	59 / 45%	90 / 57%	0.3 / 57%	0.8 / 75%	27.0 / 2%	34 / 13%	64 / 19%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
1.4 / 55%	45 / 3%	1.60 / 1%	1.50 / 4%	86 / 18%	0.024 / 43%	0.75 / 14%	0.59 / 2%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		76 lb.	3	BWR	WWR	YWR		
				2 / 106	1 / 94	1 / 96		

Red Thunder is building a reputation as an udder improver and a sire of productive females, with a 105.9 nursing ratio on his first daughters. On the other side of this bull's pedigree is a cow family is stacked with pretty uddered, productive females. As far as the data goes, lot 15 puts the rivalry between carcass weight and cow size to bed, sporting a CW in the top 17% and a MCW in the smallest 3% of the breed. Additionally, this bull is the only animal in the breed with his unique combination of MCW, CW, (Leaner) Fat, Marbling and BMI. Don't forget about over ranks like top 1% BMI and BI, top 2% SCF and MARB. And top 3% CHB. With his pedigree and data set, lot 15 is bound to be a cow maker and a carcass improver.



Lot 15 – SCHU-LAR WARD 22M OF 3K 133J

Lot 16	SCHU-LAR 9M OF 17K 15D {DLF,HYF,IEF,MSUDF}							
	Calved: 8/18/24	P44594709 H/P/S/D: P						
BMIS	KCF BENNETT REVOLUTION X51 {SOD}{CHB}{DLF,HYF,IEF,MDF,DBF}							
499 / 5%	SCHU-LAR 15D OF 913 X51 {CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	P43691675 SCHU-LAR 913 OF 208 M326 ET {DLF,HYF,IEF,MSUDF}							
615 / 3%	3S G MAN SULLIVAN 2262 915S {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
CHBS	SCHU-LAR 17K VIVIAN 43D G MAN							
166 / 8%	P44395532 SCHU-LAR KS 43D VIVIAN A250ET {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
9.3 / 11%	0.0 / 9%	59 / 45%	89 / 62%	0.5 / 77%	1.7 / 4%	24.1 / 6%	24 / 77%	53 / 69%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
8.7 / 2%	99 / 68%	1.40 / 10%	1.50 / 4%	70 / 66%	0.034 / 59%	0.74 / 15%	0.68 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		68 lb.	2	BWR	WWR	YWR		
				2 / 96	1 / 112	1 / 110		

We sold this bull's sire to Rausch Herefords in South Dakota and for several years he was their go to heifer bull. When they collected semen on 15D we jumped at the chance to use him. Like his sire, lot 16 combines calving ease and muscle shape. He is a higher performer with ratios of 112 for WW, 110 for YW, 111 for REA and 103 for IMF and was impressive performance on test gaining 4.20#/day and ranking 4th best in his group on Adj. F/G at 4.63:1. Additionally, his Genomic EPDs highlight top 1% MARB, top 2% MCE, top 3% BI, top 4% SC and TEAT, top 5% BMI, top 6% SCF, top 8% CHB, top 9% BW, Top 10% UDDR, top 11% CE and top 16% REA.

Lot 17	SCHU-LAR 29M OF 26K 26J {DLF,HYF,IEF,MSUDF}							
	Calved: 10/6/24	P44601973 H/P/S/D: P						
BMIS	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
366 / 57%	SCHU-LAR 26J VALUE 2F B413 {CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	P44256259 SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}							
467 / 44%	SCHU-LAR EFBEEF CONVERTER 40E {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
CHBS	SCHU-LAR 26K SOCIETY 2D 40E							
156 / 12%	P44395539 SCHU-LAR 2D SOCIETY 8Z X651 {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
7.6 / 18%	1.2 / 22%	62 / 31%	102 / 27%	0.3 / 54%	1.9 / 2%	15.6 / 70%	23 / 78%	55 / 63%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
-1.0 / 81%	98 / 66%	1.50 / 2%	1.40 / 14%	75 / 47%	0.044 / 74%	0.44 / 60%	0.45 / 6%	
Heterozygous Polled		Act. BW	Age of Dam	Dam's Production				
		68 lb.	2	BWR	WWR	YWR		
				2 / 105	1 / 108	1 / 107		

This lot is a Value son out a Converter daughter and he is a deep red, short-marked kind of bull. Notice his attractive spread from birth to yearling coupled with breed improving calving ease and a below breed average DMI. Additionally, lot 17's performance on test indicated his ability to sire efficient progeny. In his group he ranked 4th for RFI at -0.55 and had an Adj. F/G of 4.95:1. If you're looking for more indicators of this bull's future success we're excited to share that 7 Converter daughters at the J&N Ranch raised sons who averaged \$12,000 in the sale this spring.

Lot 18	SCHU-LAR 408 OF A 230 C609 ET {DLF,HYF,IEF,MSUDF}							
	Calved: 9/7/24	P44594761 H/P/S/D: P						
BMIS	KCF BENNETT REVOLUTION X51 {SOD}{CHB}{DLF,HYF,IEF,MDF,DBF}							
401 / 37%	EFBEEF RESOLUTE CEO {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P43591829 EFBEEF 6378 KATE W484 {DLF,HYF,IEF,MSUDF}							
504 / 27%	SD SPARTAN 8045 {SOD}{CHB}{DBP}							
CHBS	MM MISS SPARTAN 8045 A 230 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
203 / 1%	P43374961 MM MISS GERBER RAVE U 023 {SOD}{HYF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
-5.0 / 98%	5.6 / 95%	59 / 45%	106 / 18%	0.2 / 42%	2.1 / 1%	15.4 / 71%	19 / 92%	49 / 84%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
-4.2 / 97%	97 / 64%	1.00 / 96%	1.00 / 96%	102 / 2%	0.064 / 91%	0.70 / 19%	0.54 / 3%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		89 lb.	12	BWR	WWR	YWR		
				5 / 100	5 / 99	3 / 99		

Lot 18's dam was raised by our partner, MM Herefords and is one of the most unique cows in the breed! MM MISS SPARTAN 8045 A 230 is the only animal in the breed that is -0.2 DMI and 120 CW, backed by 7 dry matter intakes and 3 carcass data records from her progeny in the AHA Database. Lot 18 is sure to follow in his mother's footsteps with the highest carcass weight in our offering (top 2%) and a below breed average DMI (top 33%). He has other considerable statistics, like top 1% SC and CHB, top 3% MARB, top 17% WW and top 19% REA, combined with ratios of 106 Fat, 110 REA and 106 IMF at ultrasound time, an 88# Adj BW to a large black recipient dam and a -0.21 RFI on test (3rd in his pen). Additionally, in last year's Hereford Feedout his full brothers both graded prime with an average carcass weight of 1058#. The data is clear, if you want to add pounds and power to your herd this is the bull for you.



EFBEEF RESOLUTE CEO – Sire of Lot 18

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

SCHU-LAR HEREFORDS



BR CSF GABRIELLE 8051 ET – Maternal Grandam of Lot 19

Lot	19	SCHU-LAR N7R 9764W DOM 402 ET {DLF,HYF,IEF,MSUDF}						
		Calved: 8/27/24	44594729 H/P/S/D: H					
BMIS	UPS DOMINO 3027 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF}							
351 / 66%	/S 3027 DOMINO 9764W {SOD}{CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	43052934 /S LADY ADVANCE 7202 {DLF,HYF,IEF}							
436 / 60%	NJW 73S 980 HUTTON 109Z ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF}							
CHBS	HUTSON GABRIELLE DHI ET {DLF,HYF,IEF,MSUDF}							
143 / 24%	43771041 BR CSF GABRIELLE 8051 ET {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
9.3 / 11%	2.3 / 43%	54 / 70%	89 / 61%	-0.1 / 9%	1.3 / 24%	14.9 / 76%	32 / 25%	59 / 43%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	GE-EPD
5.2 / 13%	90 / 49%	1.40 / 10%	1.30 / 34%	61 / 88%	-0.006 / 9%	0.41 / 65%	0.36 / 11%	
Horned		Act. BW	Age of Dam	Dam's Production				
		90 lb.	9	BWR	WWR	YWR		
				4 / 98	2 / 101	0 / -		

Although Lot 19 is the only horned bull in our offering, the value he brings to the table is not to be ignored. His grandam is the great GABRIELLE 8051 donor, a power cow with a remarkable 149 progeny in the AHA registry. On the top side on his pedigree 9764W, a proven sire and previously MM Herefords' herd sire reduces intake, while adding marbling and improving udder quality. The data is not sparse on this pairing as 9764W has 49 dry matter intakes, 22 carcass records and 68 teat and udder scores from his progeny in the AHA database. With a power pedigree like this Lot 19 can't help but be a performer! The bull had a -.53 RFI on Intake test and is the only bull in our offering with a negative Dry Matter EPD. Additionally, he packs a punch genomically displaying top 8% DMI, top 9% Fat, top 10% UDDR, top 11% CE and MARB, top 12% CEM, top 21% MM and top 23% CHB. We have 3 full sisters to lot 19 in our herd, and they are proving to be the kind that lower production costs, the kind this bull will make more of.

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.

Lot	20	SCHU-LAR 11N OF 29J 26J {DLF,HYF,IEF,MSUDF,MDF,DBF}						
		Calved: 3/16/25	P44663064 H/P/S/D: P					
BMIS	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
469 / 10%	SCHU-LAR 26J VALUE 2F B413 {CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	P44256259 SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}							
600 / 5%	EFBEEF C609 RESOLUTE E158 ET {CHB}{DLF,HYF,IEF,MDF,DBF}							
CHBS	SCHU-LAR EFBEEF E158 LASS 29J {DLF,HYF,IEF,MSUDF}							
209 / 1%	P44256262 APH D876 LASS G352 {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
1.3 / 71%	3.4 / 67%	70 / 9%	107 / 16%	0.6 / 84%	1.5 / 11%	19.8 / 30%	23 / 82%	58 / 48%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	GE-EPD
-1.3 / 84%	86 / 40%	1.40 / 10%	1.30 / 34%	89 / 12%	0.004 / 17%	0.96 / 3%	0.81 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		95 lb.	5	BWR	WWR	YWR		
				3 / 101	2 / 115	1 / 106		

Lot 20 is the only yearling bull in the sale, out of a Schu-Lar donor with an impeccable udder. He comes with a dynamic pedigree linked to many of the famous EFBEEF cows such as EFBEEF P606 MABEL R415 (the dam of Tested and E158), EFBEEF 4R THYRA Y865 (the dam of Validated and D876) and EFBEEF 6378 KATE W484 (the dam of CEO, A250 and our 30F donor). Expect this bull to add growth and stoutness with outstanding carcass traits and leave you with front pasture daughters. His genomic quality is easy to see with top 1% MARB and CHB, top 3% REA, top 4% BII, top 7% WW, top 8% BMI, top 10% UDDR, top 11% CW, top 14% YW, top 17% fat and top 24% SCF.

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Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

MM Ranch Polled Herefords

Alex and Alison Mih • 620-431-3917 • Cell 620-212-3250
amih@mmherefords.com • www.mmherefords.com



LOT 21	MM BEEF F255 J554 M 566 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
	Calved: 8/20/24		P44603331		H/P/S/D: P			
BMIS	EFBEEF D876 COST CUTTER F255 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
381 / 48%	EF BEEF D876 F255 J 554 {CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	P44240167 MM MISS DOMINO 9764W C 029 {DLF,HYF,IEF,MSUDF}							
488 / 34%	MM GERBER D373 H 598 {DLF,HYF,IEF,MSUDF}							
CHBS	MM MISS GERBER D373 H598 K400 {DBP}							
154 / 14%	P44005310 MM MISS FOUNDATION Z119 H 976 {DLF,HYF,IEF,MSUDF,DBP}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
10.4 / 7%	-0.4 / 7%	65 / 22%	91 / 57%	0.3 / 53%	1.3 / 24%	16.8 / 58%	30 / 36%	62 / 26%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
4.3 / 20%	62 / 7%	1.10 / 85%	1.10 / 84%	76 / 46%	0.044 / 74%	0.45 / 58%	0.49 / 5%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		76 lb.	2	BWR	WWR	YWR		
				2 / 88	1 / 114	1 / 97		



Lot 21 – MM BEEF F255 J554 M 566

The lot 21 bull is a great prospect to lead off MM Herefords' offering. His sire combines the best of Cost Cutter and 9764W while offering a strong data profile which includes a 0.0 DMI EPD and a 185 CHB Index backed by 7 dry matter records and 6 harvest data points from progeny. Lot 21 is sure to follow the trend these sires set with double digit calving ease, big time weaning performance (114 WW ratio) and a top 20% Rank for WW EPD. On test the bull continues to shine, finishing 2nd in his pen for RADG at 0.66 (out gaining his contemporaries by 0.43 pounds per day), 3rd for Adj. F/G of 4.70:1 and 4th for RFI at -0.94. The intake data and pedigree are complimented by EPDs such as top 5% MARB, top 7% CE, BW and MCW, top 14% CHB and top 19% CEM. If you are looking for calving ease and efficient, cost-cutting growth see this bull.

LOT 22	MM BEEF 255 M 862 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
	Calved: 9/23/24		P44603156		H/P/S/D: P			
BMIS	EFBEEF X651 TESTED D876 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
272 / 96%	EFBEEF D876 COST CUTTER F255 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P43898290 EFBEEF N014 PHREDA W489 {DLF,HYF,IEF,MSUDF}							
377 / 86%	GERBER AMBASSADOR 043A {SOD}{DLF,HYF,IEF,MSUDF,DBP}							
CHBS	MM MISS GERBER 43A G 884 {HYP,DBP}							
155 / 14%	P44071711 MM MISS HARLAND L008 Z 166 {HYP}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
-2.2 / 91%	4.3 / 83%	72 / 6%	119 / 4%	0.2 / 43%	1.8 / 3%	9.3 / 99%	18 / 93%	54 / 66%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
2.1 / 45%	107 / 83%	1.30 / 29%	1.10 / 84%	71 / 60%	0.014 / 30%	0.25 / 87%	0.42 / 7%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		86 lb.	5	BWR	WWR	YWR		
				5 / 107	4 / 101	1 / 95		



Lot 22 – MM BEEF 255 M 862

Lot 22 is another Cost Cutter progeny, a proven leader for reducing dry matter intake while improving weaning and yearling performance. Expect him to add growth at weaning and yearling with efficiency, displaying the highest WW and YW EPDs in MM Herefords' part of the offering (top 6% and top 4% respectively). Other notable EPDs include top 3% SC, top 7% MARB, top 13% CHB and top 33% DMI (Lower intake!) Additionally, the bull is competitive in the Vytelle database, a network including more than 342,000 animals across 30 breeds of cattle. For RFI, lot 22 placed in the top 6% of the database. His Sire, Cost Cutter is the #4 proven bull in the same database for RFI EPD and is the highest-ranking Hereford.

LOT 23	MM AFFIRM 40A J649 M 840 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
	Calved: 9/1/24		P44603290		H/P/S/D: P			
BMIS	LJR MSU 837S AFFIRM 40A {CHB}{DLF,HYF,IEF,MSUDF}							
341 / 72%	MM AFFIRM 40A J 649 {DLF,HYF,IEF,MSUDF}							
BIIS	P44240697 MM MISS GRETCHEN W 444 Z 081 {HYP}							
423 / 66%	KCF BENNETT REDEEM Z312 ET {SOD}{DLF,HYF,IEF,MSUDF}							
CHBS	MM MISS BENNETT Z312 K 423							
127 / 46%	P44344905 MM MISS BEN X198 A 931 {DLF,HYF,IEF,MSUDF}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
0.3 / 78%	3.6 / 71%	62 / 34%	91 / 55%	0.3 / 57%	0.9 / 66%	15.1 / 74%	18 / 93%	49 / 83%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
-2.3 / 90%	83 / 34%	1.20 / 58%	1.20 / 61%	78 / 38%	0.024 / 43%	0.45 / 58%	0.18 / 40%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		71 lb.	3	BWR	WWR	YWR		
				2 / 92	1 / 122	1 / 107		



Lot 23 – MM AFFIRM 40A J649 M 840

This lot is an impressive performer! He recorded a 90 BW ratio, 122 WW ratio and a 107 YW ratio and ultrasounded with ratios of 89 Fat, and 112 for both REA and IMF. The wow-factor doesn't stop there. On test lot 23 ranked 1st first in his group for RFI at -2.37, 3rd for RADG at 0.66 and out gained his contemporaries by .033# per day while eating 1.6#s less dry matter daily. He also has an Adj. F/G of 4.41:1 and a -0.4564 Vytelle RFI EPD, ranking in the top 2% of the world's largest efficiency evaluation. Now, that is a focus on efficiency!

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

MM RANCH POLLED HEREFORDS

PREMIUM RED BALDY



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

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

LOT 24	MM AFFIRM 40A J649 M 792 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
	Calved: 8/20/24	P44603271 H/P/S/D: P						
BMI\$	LJR MSU 837S AFFIRM 40A {CHB}{DLF,HYF,IEF,MSUDF}							
268 / 97%	MM AFFIRM 40A J 649 {DLF,HYF,IEF,MSUDF}							
BIIS	P44240697 MM MISS GRETCHEN W 444 Z 081 {HYP}							
353 / 93%	MM BENNETT X339 E 963 {CHB}{DLF,HYF,IEF,MSUDF}							
CHBS	MM MISS BEN X339 E963 J 886 {DLF,HYF,IEF,MSUDF}							
128 / 45%	P44292132 MM MISS GISELLE T472 B 751 {OOD}{DLP,HYP}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
4.8 / 39%	3.1 / 61%	62 / 34%	95 / 44%	0.5 / 75%	0.6 / 89%	10.7 / 97%	18 / 93%	49 / 84%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	CEEP
4.3 / 20%	65 / 10%	1.30 / 29%	1.20 / 61%	70 / 65%	-0.006 / 9%	0.34 / 76%	0.27 / 22%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		72 lb.	3	BWR	WWR	YWR		
				3 / 96	2 / 131	1 / 106		

Another bull who focuses on efficiency is lot 24. The second Affirm son in the offering mirrors his brother's outstanding performance marks with a 90 BW ratio, 130 WW ratio, 106 YW ratio and a 106 REA ratio. On test he was the 3rd bull in his pen for RFI at -1.37 and has a Vytelle RFI EPD of -0.3704 (top 4%). Additionally, his gain was .06# less than his 20 contemporaries but he ate .48# less per day, showing a competitive gain while eating significantly less. He also trumps the group with his favorable Adj. F:G at 5.09:1 vs the Group Avg for 5.45:1. This pair of Affirm sons promise to be efficiency improvers.



Lot 25 – MM GERBER 43A F113 M 539

LOT 25	MM GERBER 43A F113 M 539 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
	Calved: 8/15/24	P44603183 H/P/S/D: P						
BMI\$	GERBER AMBASSADOR 043A {SOD}{DLF,HYF,IEF,MSUDF,DBP}							
357 / 62%	MM GERBER 43A F 113 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P43903748 MM MISS SPARTAN 8045 A 228 {OOD}{DLF,HYF,IEF,MSUDF,DBP}							
464 / 45%	MM GERBER T472 X034 {SOD}{DLF,HYF,IEF,MSUDF}							
CHBS	MM MISS GERBER X034 H 497 {DLF,HYF,IEF,MSUDF,DBP}							
186 / 2%	P44188113 MM MISS BENNETT X339 A 421 {DLP,HYP,DBP}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
0.1 / 80%	4.3 / 83%	70 / 10%	115 / 6%	0.5 / 80%	1.9 / 2%	13.4 / 86%	16 / 96%	50 / 80%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	CEEP
1.9 / 48%	100 / 71%	1.30 / 29%	1.30 / 34%	99 / 4%	0.044 / 74%	0.66 / 24%	0.46 / 6%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		89 lb.	4	BWR	WWR	YWR		
				4 / 115	3 / 114	1 / 97		

The lot 25 bull shares many common ancestors to MM Hereford's A 230 cow with SD SPARTAN 8045 and GERBER RAVE 504R prominent in his pedigree. As you might expect this is a recipe for growth and carcass weight with quality grade. Lot 25 proved to be an efficient gainer on test, with a favorable RFI and a higher-than-average ADG. In the pen he ranked 3rd in RFI at -0.84, posted at a 5.04:1 Adj. F:G and gained 0.10#s more than the group average while eating 1.01#s less feed per day. This efficiency is coupled with impressive traits such as top 2% CHB, top 3% CW, top 6% YW and MARB and top 8% WW. Lot 25 pairs pounds and efficiency with a sound package, be sure to study his data.



Lot 26 – MM 64J M 601

LOT 26	MM 64J M 601 {DLF,HYF,IEF,MSUDF,MDF,DBF}							
	Calved: 9/3/24	P44603333 H/P/S/D: P						
BMI\$	SCHU-LAR SELECTION 16C {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
351 / 66%	SCHU-LAR JS 64J OF 43F 16C {DLF,HYF,IEF,MSUDF}							
BIIS	P44342461 SCHU-LAR JS 43F SOCIETY12XC609 {DLF,HYF,IEF,MSUDF}							
444 / 55%	MM BEN Z312 D124 H 541 {CHB}{DLF,HYF,IEF,MSUDF}							
CHBS	MM MISS BEN D124 H541 K 878							
122 / 55%	P44403413 MM MISS FRANKIE D1143 H 767							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
1.0 / 73%	3.9 / 77%	67 / 16%	106 / 18%	0.6 / 84%	1.6 / 7%	15.9 / 67%	22 / 84%	55 / 60%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	CEEP
-1.5 / 85%	124 / 97%	1.30 / 29%	1.30 / 34%	64 / 80%	0.014 / 30%	0.55 / 40%	0.28 / 20%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		74 lb.	2	BWR	WWR	YWR		
				3 / 89	1 / 120	1 / 109		

An eye-appealing son of 64J, a Schu-Lar Selection son out of a CEO daughter comes next in the offering. Lot 26 was raised by a 2-year-old and has been a high performer at the ranch and on intake test. Some exciting ratios include a 97 BW ratio, 120 WW ratio and 109 at YW and scan time ratios of 95 Fat, 106 REA and 106 IMF. On test he had a 5% advantage in ADG and an Adj. F:G slight better than his contemporaries. His 14% Rank for WW and 17% Rank for YW combined with his 20% rank for MARB also tell us this young bull will add pay-weight at sale time without sacrificing quality.

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

MM RANCH POLLED HEREFORDS

Lot 27 **MM BENNETT 467F M 551** {DLF,HYF,IEF,MSUDF,MDF,DBF}
Calved: 8/17/24 P44603116 H/P/S/D: P

BMSIS JDH VICTOR 719T 33Z ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,DBF}

433 / 21% KCF BENNETT 33Z F467 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

BIIS P43983784 KCF MISS 10Y C527 {DLF,HYF,IEF,MSUDF,MDF,DBP}

545 / 14% L III A250 SUREFIRE 1514 {CHB}{DLF,HYF,IEF,MSUDF}

CHBS MM MISS SUREFIRE 1514 F 588 {DOD}{DBP}

166 / 7% P43961326 MM MISS GERBER 021Y D 764 {DBP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
2.7 / 58%	3.2 / 63%	71 / 7%	116 / 6%	0.3 / 57%	0.8 / 75%	19.3 / 34%	30 / 34%	66 / 13%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
3.0 / 34%	113 / 90%	1.00 / 96%	1.10 / 84%	78 / 39%	0.004 / 17%	0.51 / 47%	0.45 / 6%	

Heterozygous Polled	Act. BW	Age of Dam	Dam's Production		
	94 lb.	6	BWR	WWR	YWR
			6 / 109	5 / 126	5 / 108

• This 33Z grandson is backed by a power cow, his Dam of Distinction mother has an average nursing ratio of 126.4 on 5 calves! Lot 27 himself posted a 125 WW ratio. The quality continues from there, on intake test he was tied for the 3rd high gainer and posted an average daily gain that was 15% higher than his pen mates. The bull's EPDs read like a recipe for success: top 7% for WW and Top 5% YW for more pounds on sale day, top 6% MARB for improved quality grade and top 21% BMI, top 14% BI and top 7% CHB for a balance of both maternal and terminal traits.

Lot 28 **MM BENNETT Z312 F786 M 724** {DLF,HYF,IEF,MSUDF,MDF,DBF}
Calved: 8/10/24 P44603144 H/P/S/D: P

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

397 / 38% MM BENNETT Z312 F 786 {CHB}{DLF,HYF,IEF,MSUDF}

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

480 / 38% KCF BENNETT X51 Z97

CHBS MM MISS BENNETT Z97 G 851 {HYP}

150 / 17% P44071600 MM MISS BENNETT T 296 Z 092 {HYP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
7.7 / 18%	1.9 / 34%	50 / 82%	80 / 83%	0.3 / 50%	1.3 / 24%	18.0 / 46%	12 / 98%	37 / 97%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
0.4 / 67%	78 / 26%	1.10 / 85%	1.10 / 84%	76 / 44%	0.014 / 30%	0.77 / 12%	0.36 / 11%	

Homozygous Polled	Act. BW	Age of Dam	Dam's Production		
	78 lb.	5	BWR	WWR	YWR
			5 / 105	3 / 103	1 / 93

• Lot 28 is the last bull in our offering, but not the least. Look at his intake results: A favorable RFI (-.78) with a 107 ADG Ratio, and the ability to out gain his contemporaries he did so while eating 0.6# less per day. His RADG of 0.30 was the 5th best in the pen and he posted an impressive 4.97 Adj F:G as well. This bull also has an EPD profile that shows 13 of 20 traits above breed average and carcass EPDs that lower fat with top 12% and top 11% ranks for REA and MARB respectively. He finishes his profile with a top 17% Rank for CHB.

SCHU-LAR HEREFORD HEIFERS

Lot 29 **SCHU-LARWARD 1939 VIVIAN 503ET** {DLF,HYF,IEF,MSUDF,MDF,DBF}
Calved: 2/23/25 P44663071 H/P/S/D: P

BMSIS EFBEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

397 / 39% INNISFAIL TRADEMARK 1939 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

BIIS P44097651 INNISFAIL P230 T723 {DLF,HYF,IEF,MSUDF}

501 / 28% EFBEF RESOLUTE CEO {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

CHBS SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}

161 / 10% P43910805 SCHU-LAR 2B VIVIAN 92 3027 {DLF,HYF,IEF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
1.3 / 71%	2.5 / 47%	64 / 23%	101 / 28%	0.4 / 69%	1.1 / 43%	17.3 / 53%	9 / 99%	41 / 95%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
-2.3 / 90%	120 / 94%	1.50 / 2%	1.30 / 34%	77 / 43%	-0.006 / 9%	0.57 / 37%	0.48 / 5%	

Homozygous Polled	Act. BW	Age of Dam	Dam's Production		
	95 lb.	7	BWR	WWR	YWR
			1 / 82	1 / 96	1 / 88

• We are excited to offer heifer lots in this year's Focus on Efficiency sale. As we pondered who to start this section with a striking Trademark female out of our 2F donor rose to the top. She is big bodied, marked right and brings extra power to the table. Expect this female to add growth at weaning and yearling (top 23% and top 27% ranks respectfully) while utilizing unique carcass EPDs like CW, Fat, (Top 9%) REA and MARB (Top 5%) with Top 10% CHB. With her style and genomic profile this heifer belongs in your front pasture.



Lot 29 – SCHU-LARWARD 1939 VIVIAN 503ET

Lot 30 **SCHU-LAR 12N KATE 251 26J** {DLF,HYF,IEF,MSUDF,MDF,DBF}
Calved: 3/21/25 P44663069 H/P/S/D: P

BMSIS EFBEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

515 / 3% SCHU-LAR 26J VALUE 2F B413 {CHB}{DLF,HYF,IEF,MSUDF}

BIIS P44256259 SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}

629 / 3% JDH AH BENTON 8G ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

CHBS SCHU-LAR 251 KATE 30F 8G ET {DLF,HYF,IEF,MSUDF}

212 / 1% P44454594 SCHU-LAR 30F KATE W484 12180ET {DLF,HYF,IEF,MSUDF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
7.9 / 17%	1.5 / 26%	69 / 12%	117 / 5%	0.5 / 78%	2.0 / 1%	22.4 / 13%	26 / 63%	60 / 35%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
3.3 / 30%	117 / 93%	1.40 / 10%	1.20 / 61%	107 / 1%	0.024 / 43%	0.95 / 3%	0.53 / 3%	

Homozygous Polled	Act. BW	Age of Dam	Dam's Production		
	72 lb.	3	BWR	WWR	YWR
			1 / 98	1 / 100	0 / -

• Second in our offering is a first look at what one of our newest donors can do. This heifer combines the best of 2F and 30F donors you've seen throughout our bull lot pedigrees and is raised by a 1st calf heifer who will be in the donor pen this year. Lot 30 has elite carcass EPDs marking top 1% CW, top 3% Ranks for REA and MARB with below breed avg. Fat and top 1% CHB and top 3% BMI and BI. She also has noteworthy numbers from CE to YW and is ready to be your next investment.



SCHU-LAR 251 KATE 30F 8G ET – Maternal Grandam of Lot 30

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMSIS	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

SCHU-LAR HEREFORD HEIFERS



WHOA.

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And Hereford genetics bring unrivaled hybrid vigor, longevity and disposition.

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LOT	31	SCHU-LAR 9N VIVIAN 7L 26J {DLF,HYF,IEF,MSUDF,MDF,DBF}						
		Calved: 3/8/25	P44663059 H/P/S/D: P					
BMI\$	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
524 / 3%	SCHU-LAR 26J VALUE 2F B413 {CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	P44256259 SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}							
659 / 1%	EFBEEF C609 RESOLUTE E158 ET {CHB}{DLF,HYF,IEF,MDF,DBF}							
CHBS	SCHU-LAR KS 7L VIVIAN E158 44H							
209 / 1%	P44447590 SCHU-LAR KS 44H VIVIAN 010226Z							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
5.3 / 35%	3.2 / 63%	77 / 2%	117 / 5%	0.6 / 86%	1.9 / 2%	23.2 / 9%	22 / 84%	61 / 33%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
4.2 / 21%	115 / 91%	1.30 / 29%	1.30 / 34%	95 / 6%	0.004 / 17%	0.94 / 4%	0.72 / 1%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		79 lb.	2	BWR	WWR	YWR		
				1 / 111	1 / 106	0 / -		

This heifer is a half-sister to lot 30 and 32 and is backed by our trusted Vivian cow family. She has the potential to add growth carcass and maternal traits to your herd and last for a lifetime. Her EPDs reflect her value, top 1% MARB, BI and BMI, top 2% WW, top 3% BMI, top 4% REA, top 5% YW, top 6% CW, top 9% SCF.



SCHU-LAR 8Z SOCIETY 016 N093 — Dam of Lot 32

LOT	32	SCHU-LAR 13N SOCIETY 8Z 26J {DLF,HYF,IEF,MSUDF,MDF,DBF}						
		Calved: 3/22/25	P44663061 H/P/S/D: P					
BMI\$	EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
429 / 23%	SCHU-LAR 26J VALUE 2F B413 {CHB}{DLF,HYF,IEF,MSUDF}							
BIIS	P44256259 SCHU-LAR 2F VIVIAN 2B C609 {DLF,HYF,IEF,MSUDF}							
517 / 22%	EFBEEF SCHU-LAR PROFICIENT N093 {SOD}{DLF,HYF,IEF,MSUDF}							
CHBS	SCHU-LAR 8Z SOCIETY 016 N093 {DLF,HYF,IEF}							
130 / 42%	P43271532 SCHU-LAR 016 SOCIETY 7282013ET {DOD}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
7.3 / 20%	-0.1 / 9%	55 / 66%	83 / 76%	0.4 / 64%	1.2 / 33%	21.3 / 19%	24 / 74%	52 / 76%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
-0.7 / 78%	76 / 21%	1.30 / 29%	1.40 / 14%	66 / 76%	0.004 / 17%	0.52 / 45%	0.33 / 14%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		77 lb.	13	BWR	WWR	YWR		
				15 / 107	15 / 101	9 / 101		

If you are searching for longevity and productivity this is a lot to consider. The Dam of lot 32 calved this spring at 14-years-old and still has a nice udder, you can find her in the pedigrees of lots 4 and 5 as she is the kind that produces quality progeny who continue to turn a profit. This heifer is bound to pay for herself with what she will produce for you. In terms of data, lot 32 marks 10 EPDs and Indexes in the Top 30% of the Breed and a low BW EPD profile that indicates unassisted success.



C GKB GUARDIAN 1015 ET — Sire of Lot 33

LOT	33	SCHU-LAR WARD 1015 SOCIETY 4N {DLF,HYF,IEF,MSUDF,MDF,DBF}						
		Calved: 1/31/25	P44663066 H/P/S/D: P					
BMI\$	LOEWEN GENESIS G16 ET {CHB}{DLF,HYF,IEF,MDF,DBF}							
399 / 38%	C GKB GUARDIAN 1015 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
BIIS	P44257548 C CJC BELLE AIR LASS 8037 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}							
493 / 32%	SCHU-LAR SELECTION 16C {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}							
CHBS	SCHU-LAR 38E SOCIETY 22C 16C {DLF,HYF,IEF,MDF,DBF}							
171 / 6%	P43779857 SCHU-LAR 22C SOCIETY 11Z 108 {DLF,HYF,IEF,MSUDF,DBP}							
CE	BW	WW	YW	DMI	SC	SCF	MM	M&G
5.7 / 31%	2.4 / 45%	59 / 44%	97 / 38%	0.0 / 18%	1.7 / 4%	16.9 / 57%	27 / 55%	57 / 52%
MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	
3.9 / 24%	72 / 16%	1.50 / 2%	1.40 / 14%	82 / 26%	0.014 / 30%	0.55 / 40%	0.40 / 9%	
Homozygous Polled		Act. BW	Age of Dam	Dam's Production				
		81 lb.	8	BWR	WWR	YWR		
				14 / 96	14 / 96	8 / 101		

The last opportunity to consider for our sale, and a great one to end on. This dark red Guardian daughter is sure to make a productive cow, and if she's anything like her dam, she'll have a sweet, small-teated udder. Lot 33 is no slouch on the EPD side of things either, she puts together a very balanced set of figures and Index values. 17 of her 20 Genomic predictions are improvements on the breed average. Don't miss this rare opportunity to own a female from our herd!

Hereford Breed Avg. EPDs for 2024 Born Calves

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
3.7	2.5	57	90	0.2	1.1	17.5	27	55	1.5	89	1.28	1.29	73	0.023	0.48	0.16	376	452	125

Terms and Conditions

Schu-Lar Polled Herefords – MM Ranch Polled Herefords

Performance Unlimited Bull Sale – Thursday, March 26, 2026 – 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
Austin Brandt, AHA.....	712-621-1829
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.

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.



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>

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 in Kansas City, roughly 1.5 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 17, 2026**.

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 \$3,500 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, 2026.

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 \$3,500 bull is injured and will not heal. A credit of \$1,750 minus one-half any salvage value will be given to the buyer.

Example 3: A \$3,000 bull is injured and will not heal. No credit is given. Buyer retains all salvage value.

Insurance is encouraged, please contact Schu-Lar Herefords, LLC and MM Ranch for insurance coverage options.

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.

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.

*Find individual feed intake data on the 2024 Fall bulls,
lot videos and sale day resources at
<https://www.schu-larherefords.com> or <https://mmherefords.com>*



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