



**2026 SPRING
HEREFORD SALE
SATURDAY
MARCH 21, 2026
NOON**

DUTCH VALLEY AUCTION
1877 COUNTY ROAD A&D, PLATTEVILLE, WI 53818

WHA members are selling hand selected elite Hereford genetics from across the upper Midwest. Selling cow-calf pairs, bred heifer and cows, open heifers, herd bull prospects, pregnancies, embryos and semen.



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DUTCH VALLEY AUCTION • 1877 COUNTY ROAD A&D • PLATTEVILLE, WI 53818

Sale Day Phones

Auctioneer:

Will Epperly 712-269-5677

Sale Manager:

Melissa Berggren 414-550-5114

Sale Representatives:

Kane Aegerter 402-641-8699

Noah Benedict 217-372-8009

Greg Miller, GEM Consulting 608-778-8785

Trucking:

GEM Consulting 608-778-8785

Insurance:

Hugh F. Miller Insurance Agency Inc. 815-626-1300

Online Bidding:

WATCH THE SALE LIVE

www.CCI.live - Broadcasting Live

405-400-9505 schedule@cci.live

Over 35 years in livestock marketing!



Brooklyn Graham 812-530-0748

Veterinarian Services by:

Matt Adams 608-412-4352

Lunch Stand by:

Mennonite Church Ladies

Catalog by:

Creative Services

Hotels:

Sleep Inn / Lancaster 608-723-3337
special rate \$89

Country Inn and Suites / Platteville 608-315-9495

Super 8 / Platteville 608-502-7128

Please check the Wisconsin Hereford Association's
website at wisconsinherefords.org
for updates as they become available.

Click QR code



PRESALE BANQUET AND FUND AUCTION

MARCH 20, 2026

Crossroads Supper Club

9315 WI 80, Platteville, WI 53818

Social At 6 pm * Dinner at 7 pm

Everyone is invited.

RSVP by March 10 to Lisa Davis via email secretarywiherefords@gmail.com
or phone/text 608-697-9633



2026 SPRING HEREFORD
SATURDAY, MARCH 21, 2026 • NOON
DUTCH VALLEY AUCTION • 1877 COUNTY ROAD A&D • PLATTEVILLE, WI 53818

TERMS AND CONDITIONS

Terms and Conditions

Good check only. Each animal is to be sold to the highest bidder. The auctioneer shall settle any dispute as to bids. All cattle are to be paid for by the purchasers during or immediately after the sale and will not be released until settlement has been made. In the case of online buyers, arrangements are to be made with the Sale Manager immediately following the sale. Each animal will be at the purchaser's risk immediately after the animal is sold. Insurance may be purchased at the time of sale.

Announcements at the sale ring by the manager or auctioneer shall take precedence over statements in the sale catalog. The owner is responsible for any statements or announcements regarding his consignments in the sale.

Health certificates will be delivered to the purchaser at time of settlement.

Registration certificates will be transferred through the AHA to the buyer at the seller's expense by the Sale Manager. Buyers should advise the clerk of the WHA of proper names and addresses in making transfer of the certificates. All certificates will not be furnished by the seller on females carrying the service of non-owned AI sires.

Breeding Guarantee: All bulls and females are guaranteed to be breeders if given proper care. Heifers pronounced safe in calf by the veterinarian shall be considered breeders without any further guarantee. All bulls will be semen tested. A copy of the semen test will accompany the health papers.

All claims for adjustments must be in writing within six months of sale. Any animal returned to the seller because it does not comply with the guarantee will be at the buyer's cost of transportation. Animals of breeding age that fail to breed after a six-month trial may be returned to the seller's farm in good condition. The seller reserves the right to try said animals for six months and if it proves to be a breeder, return it to the farm of the buyer. If the animal proves to be a non-breeder, the purchase price will be refunded or another animal will be furnished at the buyer's request.

The WHA is only acting as an Agent for the sale and is not responsible for any disputes between the buyer and seller.

Liability: All persons who attend the sale do so at their own risk. Neither the management nor the WHA assume liability, legal or otherwise, for accidents which may occur.

EPDs: All EPDs reflected in the catalog are current as of January 27, 2026.

Note on Bangs Vaccination: Bangs vaccination is no longer required for most states in the U.S. However, a few may require blood testing if not vaccinated to enter the state. If that is the case, the female will need to return to the seller to be tested and trucking will need to be worked out between the buyer and seller. All females are deemed Bangs vaccinated (OCV) or not in the footnotes. Updates will be available sale day.

Please check the Wisconsin Hereford Association's website at wisconsinherefords.org for updates as they become available.





WHA FEMALE GRANT PROGRAM

The purpose of the grants is to assist WJHA youth members in purchasing a Hereford female to start building their own herd. The grants are funded by the Wisconsin Hereford Association, and the consignors of the Wisconsin Hereford Association Spring Sale. Of the two grants, the consignor-sponsored grant can be used only at the Wisconsin Spring Sale. The WHA-sponsored grant may be used to purchase a Hereford female from any WHA member in good standing, and may be used at any date before December 31. Two additional grants are available from the WHA in 2026, sponsored through memorial donations by the family and friends of Gary Reinke. Gary was a long-time member of the Wisconsin Hereford Association and very supportive of Youth Programs.

For more information on the WHA Female Grant Program, please contact Kelly Oleson, at oleson.kelly@gmail.com or 608-547-8101.

TWO WJHA MEMBERS WERE NAMED AS 2025 WINNERS FOR THE WHA FEMALE GRANT PROGRAM:



Vincent Wetenkamp received the \$500 grant sponsored by the Wisconsin Hereford Association. Vincent purchased Lot 35 at the 2025 WHA Spring Sale, PAW 601D JEWEL 415, consigned by PAW Livestock, LLC, Pleasantville, Iowa.



Chloe Wynn received the \$500 grant sponsored by the Consignors of the Wisconsin Hereford Association Spring Sale. Chloe purchased Lot 25, FCCH DIRECTION MILLIE, consigned by Crooked Creek Herefords, Wonewoc, Wis., at the 2025 WHA Spring Sale.

*The Wisconsin Hereford Association congratulates Vincent and Chloe
on their heifer purchases to build their own Hereford Herd!*

Past WHA Female Grant Program Winners:

2024: Sloan Averbek, Mya Bevan

2023: Heidi Maahs, Lily Mitchell

2022: Landen Knuth

9th Annual Junior Donation Heifer

This year will feature a special Lot 1. All proceeds will go directly to the Wisconsin Junior Hereford Association. We would like to thank Bergman Farms of Augusta, Wis., for their gracious donation.



1

911G BERGMAN FARMS 24N NAVAJO

REG
P44706129
DOB
2/14/25
TATTOO
RE 24N

LOEWEN GENESIS G16 ET (CHB) (DLF, HYF, JEF, MDF, DBF)
WILDCAT PRINCIPLE 220 ET (DLF, HYF, JEF, MSUDF, MDF, DBF)
WILDCAT OC PATIENCE 21Z ET (DLF, HYF, JEF, MDF, DBF)
H FHF ADVANCE 624 ET (CHB) (DLF, HYF, JEF, MSUDF)
SF 367A 624 ET GODDESS 911G (DLF, HYF, JEF, MSUDF, MDF, DBF)
LHF 3T GODDESS 367A (HYP)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-2.9	4.4	63	105	0.3	0.6	13.9	25	57	-0.4
93%	84%	28%	20%	46%	90%	83%	69%	53%	76%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
117	1.10	1.10	93	0.054	0.68	0.21	354	438	157
93%	84%	84%	8%	83%	21%	33%	63%	58%	12%

We are honored to donate 911G Bergman Farms 24N, Navajo, to the WJHA. The organization has done so much for the youth of Wisconsin and the Hereford breed. We wanted to keep the tradition going for the youth & support locally. 24N Navajo is an amazing heifer. She is small fronted, long necked and big bellied. She moves like a cat. She is very gentle and she has great hair. She will make a great show heifer and an even better cow. Polled, OCV, fully vaccinated.

Consigned by: Bergman Farms, Augusta, WI
(Dusty) 715-577-7340 / (Dennis) 715-292-2691

Selling Lottery Style

The final amount bid will denote the amount of the bidder's donation.
Example Round 1 — Final bid is \$300 to John Doe. John Doe will get 30 chances on the final drawing (each ticket represents one chance). At the end of the auction, one ticket per \$10 donated will be put into the drawing and the winner will be drawn and awarded the heifer.

Please contact B.J. Jones for more information or questions.

608-482-2961

Thank you to our past donors —

- 2018 — Steiny's Herefords, New Lisbon, Wis.
- 2019 — Windyhill Herefords, Roberts, Wis.
- 2020 — SNL Farm, Menomonie, Wis.
- 2021 — Owego Stock Farm, Argle, Wis.
- 2022 — Bacon Branch Beef, Platteville, Wis.
- 2023 — Wildcat Cattle Company, Darlington, Wis.
- 2024 — C&B Farms, Cheryl and Bill "Uncle Bill" Graber family, Mineral Point, Wis.
- 2025 — MGM Herefords, Dr. Steve and Jann Merry family, in memory of Gordon Merry of Hartford, Wis.

GENETIC LOTS



Dam of Lot 2A Pregnancy – JDH MS 21Z VICTOR 3Y 11B



Sire of Lot 2A Pregnancy – STELLPFLUG GUNSMOKE 222



CMA 824A PRIMROSE 1704 – Dam of Lot 3



KJ TWJ 907E LIBERTY 159H ET – Sire of Lot 3

2A

PREGNANCY

JDH AH BENTON 8G ET (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
STELLPFLUG GUNSMOKE 222 ET (DLF,HYF,IEF,MSUDF,MDF,DBF)
 NJW 202C 4013 HOMEMAKER 90H ET (DLF,HYF,IEF,MSUDF,MDF,DBF)
 JDH AH 719T 3Y ET (DLF,HYF,IEF)
JDH MS 21Z VICTOR 3Y 11B (DOB)(DLF,HYF,IEF)
 JDH MS DURANGO 4037 21Z (DLF,HYF,IEF)

	CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
Sire:	1.4	2.2	69	122	0.2	1.1	17.1	28	62	1.5
Dam:	3.1	4.3	64	93	-0.1	0.5	16.0	19	51	2.0
	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
Sire:	147	1.50	1.50	103	0.054	0.97	0.41	440	544	202
Dam:	108	1.30	1.20	68	0.014	0.22	0.06	349	427	114

Due in mid-February, we are offering a pregnancy by the 2025 National Western Champion Polled Bull, Stellpflug Gunsmoke 222, out of proven donor cow from JDH Delaney Herefords, JDH MS 21Z Victor 3Y 11B. She is the mother and grandmother of proven sires such as JDH Stud 63E, JDH Benton 86, JDH AH Prominent 21G, JDH AH Standout 16 G. Her natural calf this year was 2025 Reserve Calf Champion at the Wisconsin State Fair and World Beef expo. This is an excellent opportunity to tap into some proven genetics. The recip is a registered Hereford cow with an outstanding pedigree of her own, that is show broke and a great mother. We are proud to offer these two individuals. She has an outstanding bull calf at her side. Video available of the pair.

Consigned by: Weber Livestock, Sullivan, WI
 (Tony) 414-702-6580 / (Charlene) 262-490-2501

2B

WLC SHE'S A JERRY 15E 223

REG P44388873
 DOB 4/4/22
 TATTOO BE 223
 JDH VICTOR 719T 33Z ET (SOD)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
AH JDH MUNSON 15E ET (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
 AH JDH MS 25L WRANGLER 34X ET (DOB)(DLF,HYF,IEF)
 LCC 44573 LEONARD WOOD 48F ET (DLF,HYF,IEF,MDP)
MKL LCC MISS FOREVER GIRL 2145 (MDP,DBP)
 MKL LCC FOREVER MINE 677 (DBP)



	CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
Sire:	-2.1	3.4	66	104	0.2	0.3	18.1	25	58	-5.2
Dam:	91%	67%	17%	21%	33%	97%	45%	67%	45%	99%
	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
Sire:	101	1.30	1.30	77	-0.016	0.33	-0.01	382	458	118
Dam:	72%	29%	34%	40%	5%	77%	86%	47%	48%	61%

Recip dam info

Consigned by: Weber Livestock, Sullivan, WI
 (Tony) 414-702-6580 / (Charlene) 262-490-2501

3

PREGNANCY

KJ BJ 309C LEADER 182F (DLF,HYF,IEF,MSUDF,MDF,DBF)
KJ TWJ 907E LIBERTY 159H ET (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
 KJ BJ 339A CHARDONNAY 907E ET (DLF,HYF,IEF,MSUDF,MDF,DBF)
 KJ DWE 968R PIONEER 824A ET (DLF,HYF,IEF)
CMA 824A PRIMROSE 1704 (DLF,HYF,IEF,MSUDF)
 CMA 118T ORCHID 1209 (DLF,HYF,IEF)

	CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
Sire:	3.2	1.7	61	103	0.0	1.3	19.3	44	74	0.0
Dam:	-2.6	5.2	55	90	0.3	1.3	13.7	20	47	-0.3
	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
Sire:	67	1.40	1.30	76	0.054	0.69	0.24	425	512	148
Dam:	124	1.30	1.20	65	-0.006	0.43	0.05	307	372	104

We are proud and excited to offer this fall HEIFER calf pregnancy. 1704 is a cow we are building our program around. She catches every visitor's eye instantly. A couple years ago she had a natural calf sired by Liberty that every visitor noticed and admired, so we decided to flush her back the same way. She has clicked with just about everything she has been mated to and we feel this will be no different. Bulls have done well at nationally recognized bull test stations, and her daughters have been top producers for us that continue to get better with age. 1704 is sired by Jensen's Pioneer bull from a few years back that was a flushmate to Perez's Sheila donor that was a crowd favorite and champion at both NWSS and Canada's Agribition. 1704 offers tons of mass and shape while still having look and elegance about her. She is perfect uddered and low maintenance. We will have many calves out of this mating this spring. Expect these to be soft middled, easy doing cattle that will have do-ability and still maternal enough to raise the next generation exceptionally down the road. We wanted to offer a fall pregnancy because it offers a junior exhibitor the chance to show it 2 years if they wish. Note: Recip cow will not be onsite sale day, we will coordinate shipping arrangements following the sale. Recip cow is a 5-year-old solid black commercial cow that is good tempered. Due 09/13/2026.

½ payment due sale day, ½ payment due once recip cow is delivered.

Consigned by: CMA Herefords, Monroe, WI
 (Caleb) 608-346-9261

DUTCH VALLEY AUCTION - PLATTEVILLE, WIS.

4

THREE (3) FEMALE SEXED IVF EMBRYOS

— NJW 79Z Z311 ENDURE 173D ET (SOD)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
HL STIMULUS 2108 ET (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
 — H JSS KELLY 6719 ET (DLF,HYF,IEF)

— H MONTGOMERY 7437 ET (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
PSC SCC DIAMOND 1027 ET (DLF,HYF,IEF,MSUDF,MDF,DBF)
 — DELHAWK SCOUT 1603 ET (DLF,HYF,IEF,MSUDF)

	CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
Sire:	5.4	3.5	55	100	0.1	0.5	20.0	24	51	2.2
Dam:	-3.2	5.4	54	86	-0.1	1.0	8.3	34	61	-4.1
	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
Sire:	87	1.20	1.20	105	0.044	1.06	0.27	468	550	191
Dam:	106	1.00	0.90	93	-0.026	0.94	-0.10	272	319	140

The Donor Dam 1027 "Scout" was Division Champion or Reserve Division Champion at 5 National Hereford Shows (JNHE, OKC Cattleman's Congress, National Western Stock Show) in her 2022-2023 show career. Scout completed her show career as the Champion Hereford female at the 2023 Wisconsin State Fair Junior show. The service sire HL Stimulus 2108 ET has sired Champions at all levels. Stimulus complements his elite phenotype with strong Carcass EPDs.

Selling three (3) embryos will guarantee one (1) pregnancy.

Consigned by: Next Generation Genetics, Endeavor, WI
Tod, Sondra, Blake and Bryce Brancel 608-697-9026

GENETIC LOTS



Dam of Lot 5A Embryos – PRR MRK STORMARA 181F



Full sib to Lot 5A Embryos



PRR EK SEQUIN 623L ET – Dam of Lot 5B Pregnancy



EKS DWK B26 FINAL CHAPTER J10 – Sire of Lot 5B Pregnancy

5A

THREE (3) CONVENTIONAL EMBRYOS

— BR BELLE AIR 6011 (SOD)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
GKB CONAIR K102 ET (DLF,HYF,IEF,MSUDF,MDF,DBF)
 — MCKY MONROE 8688 ET (DLF,HYF,IEF,MSUDF,MDF)

— LCC FBF TIME TRAVELER 480 (DLF,HYF,IEF,MSUDF,DBP)
PRR MRK STORMARA 181F (DLF,HYF,IEF,MSUDF,MDF,DBF)
 — PRR RMK STORM 432B (DOD)(DLF,HYF,IEF,MSUDF,MDF,DBP)

	CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
Sire:	-4.9	5.2	74	124	0.5	2.2	20.1	38	75	0.8
Dam:	-4.3	3.5	59	91	0.3	0.5	10.3	24	54	0.4
	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
Sire:	117	1.20	1.00	94	0.044	0.47	0.39	453	565	174
Dam:	111	1.10	1.00	62	-0.046	0.46	-0.23	243	291	77

We are campaigning a full sib bull PRR Sinister N181 ET this year and when you see him you will understand why we needed to recreate more of this mating. Conair was a 5-time National Division Champion, along with siring a Div Champ Pen of Bulls and Res. Div. Champ Pen of Heifers in OKC 2025. Conair semen is not available on the open market. Stormara has proven herself as a super donor and dam of many champions.

We will guarantee 1 (one) 90-day pregnancy if implanted within 1 year by a certified embryologist. Embryos are stored at Boviteq, Madison, WI. Shipping available at buyers' expense. For more information visit our website at www.plumrivranch.com, follow us on Facebook, or contact Eric.

Consigned by: Plum River Ranch Monroe, WI
(Eric) 608-214-1154

5B

PREGNANCY

— CRR 719 CATAPULT 109 (SOD)(DLF,HYF,IEF,MDF)
EKS DWK B26 FINAL CHAPTER J10 (DLF,HYF,IEF,MSUDF,MDF,DBF)
 — EKS DWK 10Y LADYSPORT B26 (DLF,HYF,IEF,MSUDF,MDF)

— KLD RW MARKSMAN D87 ET (DLF,HYF,IEF,MSUDF,MDF,DBF)
PRR EK SEQUIN 623L ET (DLF,HYF,IEF,MSUDF)
 — PRR MRK STORMARA 181F (DLF,HYF,IEF,MSUDF,MDF,DBF)

	CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
Sire:	1.1	4.6	66	107	0.4	0.6	10.1	31	64	-3.6
Dam:	-8.1	6.7	57	91	0.1	1.2	13.5	23	52	-5.1
	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
Sire:	105	1.20	1.20	81	-0.026	0.48	0.00	272	341	125
Dam:	78	1.20	1.20	52	-0.016	0.26	-0.14	278	333	72

The donor of this mating, Sequin (Marksmen x Stormara), is a maternal sister to Sinister, as well as several other high quality champion offspring. The sire of this mating is Final Chapter who was crowned Champion Bull at NAILE and is now owned by GKB with semen valued at \$250/unit. The recip of this embryo is a registered Hereford heifer that unfortunately came into heat on a day that I could not breed her, so she got an embryo. Due approximately 10/05/2026. A very nice Copper Candi daughter that is calm and halter broke. Our loss, your gain on a very nice genetic package.

Consigned by: Plum River Ranch Monroe, WI
(Eric) 608-214-1154

GENETIC LOTS



Sire of Lot 6A and Lot 6B Embryos – NJW 79Z 22Z MIGHTY 49C

6A

6B

THREE (3) CONVENTIONAL EMBRYOS

— NJW 67U 28M BIG MAX 22Z (DLF,HYF,IEF,MDF)
NJW 79Z 22Z MIGHTY 49C ET (SOD)(DLF,HYF,IEF,MSUDF,MDF)
 — BW 91H 100W RITA 79Z ET (DLF,HYF,IEF,MSUDF,MDF)

— HH HUNTER K849
STAR 8063 HEIDI 349P ET (DLF,HYF,IEF)
 — RB L1 DOMINETTE 8063 (DLF,HYF,IEC)

	CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
Sire:	7.0	1.4	56	90	0.5	1.1	27.3	29	57	-2.4
Dam:	5.9	2.5	33	60	-0.1	0.4	17.3	21	38	3.4
	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
Sire:	90	1.20	1.10	79	-0.006	0.81	-0.05	515	582	112
Dam:	56	1.70	1.70	47	-0.016	0.13	0.28	347	409	109

Offering two (2) packages of three (3) conventional embryos, NJW 79Z 22Z MIGHTY 49C ET x Star 8063 Heidi 349P ET. Impressive would be the best way to describe Mighty 49C calves. We will guarantee 1 (one) pregnancy if implanted within 1 year by a certified embryologist. Embryos stored at Trans Ova Oklahoma. Will be released to buyer after sale.

Consigned by: **Narrows Creek Farm, Loganville, WI**
Isaac & Stephanie Knuth (Isaac) 608-415-1850

SEMEN LOT



7A

7B

REG
 P44268839
 DOB
 8/21/20

PCC 5102 173D FREEDOM 0307 ET (CHB,DLF,HYF,IEF,MSUDF,MDF)

— KCF BENNETT ENCORE Z311 ET (SOD)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
NJW 79Z 2311 ENDURE 173D ET (SOD)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
 — BW 91H 100W RITA 79Z ET (DLF,HYF,IEF,MSUDF,MDF)

— KTP C&M LEGACY 2002 (DLF,HYF,IEF)
PCC NEW MEXICO LADY 5102 (DLF,HYF,IEF)
 — C&M NEW MEXICO LADY 3063 ET (DLF,HYF,IEF,MDF)

GE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
4.3	3.5	74	121	0.7	1.2	27.4	31	67	6.2
43%	69%	4%	3%	91%	34%	2%	32%	9%	8%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
95	1.40	1.50	120	0.034	0.90	0.15	570	669	183
61%	10%	4%	1%	59%	5%	47%	1%	1%	3%

SEMEN LOT

OKC Cattleman's Congress Reserve National Champion. He has done a tremendous things for our herd. EPD trait leader with 7 traits in the top 5% (CW, BMI top 1%).

Look for one of his sons, Lot 53, in the sale.

Selling two (2) packages of five (5) straws in each package. Semen stored at Western Sire Services.

Consigned by: **Narrows Creek Farm, Loganville, WI**
Isaac & Stephanie Knuth (Isaac) 608-415-1850

8

PRR ERIN'S MONEY 51L ET (DLF,HYF,IEF,MSUDF,MDF,DBF)

REG
44711752
DOB
4/2/23
TATTOO
BE 51L

- STAR BRIGHT FUTURE 533P ET (SOD)(DLF,HYF,IEF,MSUDF,MDF,DBF)
- STAR MONEYMAKER 63U ET (DLF,HYF,IEF,DBP)
- NJW 29M INVESTOR GAL 129R (DLF,HYF,IEF)
- PW VICTOR BOOMER P606 (SOD)(DLF,HYF,IEF,MDF)
- DCC P606 ERIN 5040 ET (DLF,IEF)
- RU 20X ERIN 54E



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
0.9	3.1	38	66	-0.2	0.4	5.2	23	42	3.3
74%	61%	97%	96%	7%	96%	100%	79%	94%	30%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
75	1.2	1.2	69	-0.006	0.51	0.03	192	233	117
20%	58%	61%	67%	9%	47%	80%	100%	100%	63%

Erin's Money 51L ET is a time-tested ET mating going back on the top side to the Star Lake genetic pool and matriarchs like Investor Gal and Dominette 8116. I don't think one could find a cow this young showing HOF sires P606, Keynote 20X, Online, and Boomer 46B all within the past 3 generations.

To add even more excitement ... Erin was bred May 30, 2025 to TFR KU Roll the Dice and is due on March 13, 2026.

Follow us on Facebook or visit our website www.plumriverranch.com for updated pictures and videos

Consigned by: Plum River Ranch, Pearl City, IL

(Aaron Katzenberger) 815-291-8866

COW/CALF PAIRS



TFR KU ROLL THE DICE – Service Sire for Lot 8

9

JMP RJ HEARTLAND N15L (DLF,HYF,IEF,MSUDF,MDF,DBF)

REG
P44510676
DOB
9/5/23
TATTOO
LE N15L

- NJW 34S 38W BEEF 10Z (DLF,HYF,IEF,MSUDF,MDF)
- NJW 197B 10Z BEEF 172F (DLF,HYF,IEF)
- NJW 137X 156T FAITH 197B (DLF,HYF,IEF,MSUDF)
- CHURCHILL SENSATION 028X (SOD)(DLF,HYF,IEF,MDF,DBF)
- MGM GRAND 39F ET (DLF,HYF,IEF,MSUDF,MDF)
- MGM BOOMETE 730 (DLF,HYF,IEF,MDF,DBF)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
6.9	1.4	39	60	0.0	1.1	18.6	33	53	2.5
23%	25%	97%	97%	18%	45%	40%	17%	71%	40%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
55	1.40	1.40	49	0.024	0.41	0.37	376	450	113
5%	10%	14%	97%	43%	65%	11%	50%	52%	70%

Heartland is a long, deep brood cow prospect. She is out of a Sensation 028X cow that has done a great job for us. Heartland will work for you.

Due after February 7, 2026 with a calf sired by DOSS 1015 Quintero DHM14, a Guardian son.

Polled, MD and DB free.

Check FB page "JonDor Herefords" for updates.

Consigned by: JonDor Herefords & Rockn J Genetics; Rushford, MN

Jonathan, Dorothy & Josef Pettit 507-864-2851, (Jon) 507-429-3108, (Joe) 507-722-6318



Lot
9

10

05H BERGMAN FARMS 03M MOLLY

REG
P44595276
DOB
1/5/24
TATTOO
RE 03M

- NJW 98S DURANGO 44U (SOD)(DLF,HYF,IEF)
- KT BUILT TUFF 1010 (SOD)(DLF,HYF,IEF,MSUDF,MDF,DBF)
- KT MS R117 RIB EYE 9177 (DLF,HYF,IEF,DBP)
- BOYD FT KNOX 17Y XZ5 4040 (DLF,HYF,IEF,MSUDF,MDF,DBF)
- DOUBLE D FARMS - HAZEL 05H (DLF,HYF,IEF,MSUDF,MDF,DBF)
- BROOKVIEW 40W GOLD EMBER 08E (HYF,DBP)

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
5.8	1.2	57	85	0.1	1.1	17.1	21	50	0.6
31%	22%	53%	72%	24%	45%	55%	87%	81%	65%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
60	1.40	1.50	54	-0.006	0.09	0.17	344	424	103
7%	10%	4%	95%	9%	96%	42%	69%	65%	84%

03M Molly is homozygous polled, OCV, and fully vaccinated.

03M Molly is going to be a great broody cow. She has great disposition. We decided to try some old school genetics on a few cows in 2023 and 03M Molly is the result of this gene pool.

Her sire, the popular KT Built Tough 1010 bull has produced some of the greatest maternal cows in the breed, and 03M Molly demonstrates those traits perfectly.

Bull calf born on 1/10/25, sired by Huth J014 Distinctive M008.

Consigned by: Bergman Farms, Augusta, WI

(Dusty) 715-577-7340 / (Dennis) 715-292-2691



Lot
10



COW/CALF PAIRS



11

NEXT GEN 156J MS UNIQUE 44 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44578358
DOB
1/25/24
TATTOO
BE 44

— NJW 79Z Z311 ENDURE 173D ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
— NJW 202C173DSTEADFAST 156J ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
— NJW 160Z 8Y HOME MAKER 202C {DLF,HYF,IEF,MSUDF,MDF,DBF}



— HARVIE OVHF EMPOWER ET 5F {DLF,HYF,IEF,MSUDF,MDF}
— HARVIE MS UNIQUE ET 116H {HYP,MDP}
— HARVIE MS UNIQUE ET 26D {HYP,MDP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
9.8	1.3	61	98	0.4	1.2	29.3	34	65	2.8
9%	23%	35%	36%	68%	34%	1%	13%	16%	37%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
100	1.50	1.60	75	0.014	0.73	0.06	551	632	120
71%	2%	1%	48%	30%	16%	72%	1%	2%	58%

Dark Red, square built, right at the ground and built for the long haul.

Ranks in top 1% for SCF, BMIS top 5% for Udder and Teat.

The Unique cow family is known for big capacity females with beautiful udders, Unique 44 has the look to continue that tradition.

Due on February 26, 2026, will have calf on side at sale time sired by /S Profound 44041. Smooth polled.

Consigned by: Next Generation Genetics, Endeavor, WI
Tod, Sondra, Blake and Bryce Brancel 608-697-9026



BEHM 100W CUDA 504C – Sire of Lot 12

12

J&J 504C MONICA M404 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44611677
DOB
2/11/24
TATTOO
RE JJ/
LE M404

— NJW 73S M326 TRUST 100W ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
— BEHM 100W CUDA 504C {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
— BEHM R294 JASMAN102Y {DOD}{DLF,HYF,IEF,MSUDF}

— J&J 8Y HOMEGROWN C502 {DLF,HYF,IEF,MDP}
— J&J 502 MONICA H022 {HYP,MDP}
— J&J 743 MONICA A304 {HYP}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
8.9	0.3	58	93	0.2	1.1	10.8	33	62	3.0
12%	11%	49%	48%	32%	44%	96%	17%	25%	34%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
79	1.30	1.30	72	-0.006	0.49	0.21	286	362	137
26%	28%	34%	57%	9%	51%	32%	94%	90%	31%

We love these productive Cuda daughters!

M404 is a very attractive bred heifer and has an excellent set of EPDs.

She was bred to the trait leader KCF Monument J338 on May 7, 2025 and will calve before the sale.

Consigned by: J&J Polled Herefords, Hartford, WI
(Kim) 262-573-4019

SPRING BRED HEIFERS

13

HGF H162 PRAIRIE L21 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44526884
DOB
7/20/23
TATTOO
LE L21

JTH SC PLAYMAKER 22C ET {DLF,HYF,IEF,MSUDF,DBP}
PRR MRK PLAYBOY H162 {DLF,HYF,IEF,MSUDF,DBP}
PRR MRK KISSES 162D ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

THM DURANGO 4037 {SOD}{DLF,HYF,IEF}
HGF 4037 NEVERS PRAIRIE A09ET
NJW 30N 63P NEVER MISS 28S {DLF,HYF,IEF}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
1.0	2.5	52	82	0.2	0.2	12.7	24	50	0.5
73%	47%	76%	78%	32%	99%	90%	78%	82%	66%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
89	1.20	1.20	73	0.054	0.62	0.19	309	380	126
48%	58%	61%	54%	83%	29%	37%	87%	85%	48%

Prairie L21 is a quiet, google-eyed dark cherry red heifer. She is Greg's pick of the herd and is the granddaughter of our NJW donor cow.
Her dam is still producing at the age of 13 and her grandam produced to 17. We have several daughters in production.
Her sire, Playboy is out of Plum River Ranch's donor Kisses and sired the Champion Hereford steer at the WI State Fair for the Smiths.

Bred AI on June 18, 2025 to NJW 160B 028X Historic 81E ET and due March 27, 2026. Retaining the right to 2 future flushes at the buyers convenience. Homozygous Polled.

Consigned by: Hickory Grove Farms, Juneau, WI

Melissa, Michael and Madelyn Berggren (Melissa) 414-550-5114



14

PRR PRIS 34M ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44617719
DOB
3/3/24
TATTOO
BE 34M

JSF 37 271 DEVO 23C {SOD}{HYP}
NS LAKES KILO 002 {SOD}{HYP}
GK APOLLONIA 834Z {HYP}

DUNWALKE PRECISE 2310B
DUNWALKE PRIS E114
PRL 26 MODEL ET 631P



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
4.8	1.1	37	59	-0.5	0.9	8.9	27	45	6.8
39%	20%	97%	97%	2%	66%	99%	60%	91%	6%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
103	0.9	0.6	46	0.004	0.05	-0.15	214	248	71
77%	99%	100%	98%	17%	97%	99%	100%	100%	99%

Pris 34M ET is a very unique "old soul." Frozen for 20 years as an ET, this bred heifer goes back more than 54 years, in just 3 generations, with all donor dams, and the result of several years of delayed embryo transplants. You will be hard pressed to find any current pedigree with the likes of Glenkirk, ACE, and Dunwalke in them.

Bred AI on July 12, 2025 to H FHF Authority 6026 ET and is confirmed due on April 23, 2026. Follow us on Facebook or visit our website www.plumriversranch.com for updated pictures and videos.

Consigned by: Plum River Ranch, Pearl City, IL

(Aaron Katzenberger) 815-291-8866



H FHF AUTHORITY 6026 ET – Service Sire for Lot 14

SPRING BRED HEIFERS



Selling Choice on Two of our Top Bred Heifers: M15 and M24!

15A

ESS E088 CELESTE 15E M15 (MDF,DBF)

REG
P44574899
DOB
4/7/24
TATTOO
REES/
LE M15

JDH VICTOR 719T 33Z ET (SOD)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
AH JDH MUNSON 15E ET (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
AH JDH MS 25L WRANGLER 34X ET (DOB)(DLF,HYF,IEF)
KT BUILT TUFF 1010 (SOD)(DLF,HYF,IEF,MSUDF,MDF,DBF)
HUTH ESS 522 CHICA E088 (MDF,DBF)
SSF 320 4R BONITA 522 (DLF,HYF,IEF,MSUDF,DBF)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
2.8	1.0	60	94	0.1	0.7	18.5	22	52	-3.0
57%	19%	43%	48%	28%	84%	40%	82%	73%	94%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
91	1.40	1.40	79	-0.026	0.36	0.35	412	505	159
52%	10%	14%	35%	2%	73%	12%	30%	26%	11%

M15 is a 3/4 sib to the high selling lot in the 2023 WHA sale. I'm committed to offering my best and I believe this is it.

M15 is a homozygous polled female that is so smooth and angular in her design. She offers so much shape and dimension when you step in behind her while still remaining fresh and feminine. I have full confidence in her as a brood cow with many half sisters working for me right now.

She really offers a nice EPD profile being in the top 10% of the breed in 4 different traits including UDDR, TEAT and CHB.

As an added bonus, she is bred to Huth LHF Badger K021 for an April 29 calf that is believed to be a heifer. Don't miss out on an opportunity like this right now.

Consigned by: Emily Schulz, Iron Ridge, WI
262-397-5275



15B

DBS K04 MYSTIC 201K M24 (DLF,HYF,IEF,MSUDF,MDF,DBF)

REG
P44571329
DOB
4/14/24
TATTOO
RE DBS/
LE M24

PYRAMID DJF INFLUENCE 9156 (DLF,HYF,IEF,MSUDF,MDF)
LFF 22H KADE 201K (DLF,HYF,IEF,MSUDF,MDF,DBF)
MF HAWK 025 HAYLEY 22H ET (DBP)
HARVIE SMOKE STACK ET 195B (CHB)(DLF,HYF,IEF,MSUDF,MDF)
SCHULZ 195B MISS SMOKE D20 K04 (DBP)
AMS A20 MEGARA D20 (DBP)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
0.6	3.0	67	99	0.4	0.7	9.9	26	60	-1.8
76%	58%	17%	33%	65%	84%	98%	61%	38%	87%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
81	1.20	1.30	88	0.024	0.65	0.26	285	373	150
30%	58%	34%	14%	43%	25%	23%	94%	87%	17%

M24 puts together a lot of interesting pieces in a powerful package. Attractive through her front third, but still being wide made in her construction with a bold sweep to her rib cage.

This homozygous polled female offers a balanced set of EPDs with growth numbers in the upper 20% of the breed.

Her sire is a Pyramid Influence son that we purchased from Doug Lind. We have really liked the daughters we have and can't wait to see them in production.

Bred to Huth LHF Badger K021 and called safe with a heifer calf due May 12, 2026. Both heifers sell.

Consigned by: Schulz Polled Herefords, Iron Ridge, WI
(Doug) 262-224-7185

16

RF 8K CANDY PAINT 10M (DLF,HYF,IEF,MSUDF,MDF,DBF)

REG
P44601327
DOB
6/4/24
TATTOO
BE 10M

BR BELLE AIR 6011 (SOD)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
RAMSEY SHOWTIME COMPASS 977 (DLF,HYF,IEF,MSUDF,MDF)
CSF RAMSEY TEVA 7E ET (DLF,HYF,IEF)
RF MIDNIGHT GAMBLER 6H (DLF,HYF,IEF,MSUDF)
RF 7G LADY ROULETTE (HYP,DBP)
RF LADY TORO 7G (HYP,DBP)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
0.8	3.5	59	87	0.2	1.0	20.9	24	54	0.2
75%	69%	47%	65%	42%	56%	20%	74%	68%	69%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
72	1.50	1.50	64	0.024	0.68	0.07	413	488	104
16%	2%	4%	81%	43%	21%	70%	29%	33%	83%

Let's just say this one is hard for us to let go of. Dark red, pigmented, and ultra feminine 10M has always been a favorite around our place.

This one is so well constructed from the ground up and so maternal, we are convinced she'll be a great fit for any operation.

Ranks in the top 5% for teat and udder.

Bred AI to TCW Reno 81E 201K, checked safe with calf, due on April 19, 2026.

Consigned by: Richardson Farms, Capron, IL
815-509-7345

FALL BRED HEIFERS

17

MGM VANGUARD SENSATION 13M {DLF,HYF,IEF,MSUDF}

REG
P44595924
DOB
8/14/24
TATTOO
BE 13M

EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
BIRDWELL VANGUARD 5022 9337 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
BR SENSATION 028X 3335 5022 {DLF,HYF,IEF,MSUDF}



UPS SENSATION 2504 ET {SOD}{DLF,HYF,IEF,MSUDF,MDF}
MGM SENSATIONAL 17E {DLF,HYF,IEF}
LW 55S LAURA 32A ET {DLF,HYF,IEF,MSUDF}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
6.7	0.7	61	100	0.0	1.4	17.4	30	61	6.3
24%	15%	35%	31%	18%	17%	51%	37%	34%	7%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
77	1.50	1.40	76	0.004	1.09	0.22	405	486	152
24%	2%	14%	45%	17%	1%	30%	34%	34%	16%

The sire, Vanguard, was in the top 5 carcass bulls in the 2024 NSRP and two Vanguard sons are in the top 5 carcass and feed divisions in the 2025 NSRP.

Dam has progeny in 5 herds.

Full sib to high selling bull 2025 WHA sale going to Bergman Farms.

Very well-balanced GE-EPDs with all traits to the right on EPD bar graph REA is in top 1%. REA on ultrasound ratio 109 against Vanguard sibs and Merit calves (tough competition).

Act. BW 68 lbs. Smooth polled.

Bred on Nov. 11, 2025 to Huth Monumental Distinction, who sells in the Iowa Beef Expo. Confirmed safe with heifer calf. Due on Aug. 20, 2026

See video @ mgmpolledherefords.com

Consigned by: Steve Merry, Hartford, WI

414-881-5274



18

TLA PATSY HH HUNTER PATTY 829M {HYP,DBP}

REG
P44595757
DOB
8/29/24
TATTOO
RE 829M

MOHICAN HUNTER 57H {SOD}
HH HUNTER 567P {HYP}
RJ MSTRADITION 53F {HYP}

ECR REDEMPTION 5575 ET {SOD}{DLF,HYF,IEF,MSUDF,MDF,DBF}
OC PATIEN 21Z RED PATTY 3H ET {DBP}
WILDCAT OC PATIENCE 21Z ET {DLF,HYF,IEF,MDF,DBF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-0.8	5.0	55	93	0.1	0.7	9.0	17	45	2.1
85%	91%	65%	51%	25%	84%	99%	94%	91%	46%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
116	1.20	1.10	72	-0.006	0.76	-0.11	250	300	108
92%	58%	84%	58%	9%	13%	98%	99%	99%	77%

Patsy is a sound practical type heifer. Long spined and deep bodied.

Sired by HH Hunter, known for his balanced EPD profile with strong maternal traits and performance. Her actual birth weight was 66 lbs.

Grandam on the maternal side is the well renowned WILDCAT OC Patience 21Z ET.

Bred AI on Dec. 27, 2025 to VCR 711E Convoy 41H a calving ease sire that maintains growth and performance with bone and muscle. Breeding will be confirmed by sale day.

Polled and bangs vaccinated.

Consigned by: Lawin-Girls Livestock, Mineral Point, WI

608-482-4290



VCR 711E CONVOY 41H – Service Sire for Lot 18

FALL BRED HEIFERS



19

HUTH K031 MS ADVANCE J006 M103 (DLF,HYF,IEF,MSUDF)

REG
P44594207
DOB
9/4/24
TATTOO
RE HUTH/LE
M103

— HUTH 502 ADVANCE D006 F083 (CHB)(DLF,HYF,IEF)
— **HUTH C049 ADVANCE F083 J006** (DLF,HYF,IEF,MSUDF)
— HUTH X903 MISS FOREMOST C049 (DLF,HYF,IEF)

— H B DISTINCT (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
— **HUTH F010 DESTINI K031** (DLF,HYF,IEF,MSUDF)
— HUTH T002 COLLEEN F010 (DLF,HYF,IEF,MSUDF)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
11.6	-0.4	63	98	0.5	1.0	11.4	35	67	6.2
5%	7%	28%	35%	79%	56%	95%	10%	10%	8%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
107	1.30	1.30	92	0.054	0.47	0.50	321	423	174
83%	28%	34%	9%	83%	54%	4%	82%	65%	5%

Homozygous Polled.

M103 is an impressive individual that offers all the pieces to build a cow family from.

Selected at the Huth dispersal alongside her dam K031, a highly productive Distinct daughter, M103 offers calving ease, and carcass merit in a highly productive performance package. Add M103 with confidence!

Top 4% CE MARB CHB Top 7% BW MM Top 8% MCE CW Top 9% MG.

Bred to Lowen Sandhill will be confirmed by sale day.

Consigned by: **C&L Hereford Ranch, Ixonia, WI**

Nicky & Maisy Folkman (Nicky) 262-622-3756



20

HHF MS TRADEMARK 1939 E35 M62 (DLF,HYF,IEF,MSUDF,MDF,DBF)

REG
P44690719
DOB
10/24/24
TATTOO
LE M62

— EFBEEF BR VALIDATED B413 (SOD)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
— **INNISFAIL TRADEMARK 1939 ET** (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
— INNISFAIL P230 T723 (DLF,HYF,IEF,MSUDF)

— NJW 73S M326 TRUST 100W ET (SOD)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
— **HHF LIBBY B95 100W F46** (HYP,DBP)
— HHF LIBBY Y124 S167 B95 (HYP,DBP)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
3.5	0.9	60	94	0.3	0.9	18.9	16	46	1.4
51%	18%	42%	48%	57%	67%	37%	95%	90%	55%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
91	1.40	1.20	60	-0.036	0.42	0.59	409	517	154
52%	10%	61%	89%	1%	63%	2%	32%	22%	14%

Her mother F46 is a very good Trust 100W daughter that has always done a good job.

Bred on 02/05/2026 and will be confirmed by sale day. She will be bred to our Final Print son who is out of Pete Atkins' 19Z cow. This package is about as good as it gets.

Lot 32, HHF MS Printer L18 E30 N66, is also a daughter of the bull this heifer will be bred to.

Consigned by: **Holler Hereford Farm, Union Grove, WI**

(Robin) 262-939-4286 / (Scott) 262-210-4816

INNISFAIL TRADEMARK 1939 ET – Sire of Lot 20



21

MKP HONEY BEE 028

REG
P44668969
DOB
11/7/24
TATTOO
BE HA028

— BOYD 31Z BLUEPRINT 6153 (SOD)(DLF,HYF,IEF,MSUDF,MDF,DBF)
— **BROOKVIEW 6153 JUDGE 25J** (DLF,HYF,IEF,MSUDF)
— BROOKVIEW 27X MISS BELLE 70B (DLF,HYF,IEF,MSUDF)

— PHH PCC 812 TRUE GRIT 002 (DLF,HYF,IEF)
— **MKP BONNIE 013**
— SMS RUTH 702

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
4.7	2.0	49	77	-0.1	0.7	17.7	29	54	4.2
40%	36%	84%	86%	9%	84%	48%	42%	67%	21%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
67	1.30	1.20	65	-0.006	0.39	-0.05	364	420	103
11%	28%	61%	78%	9%	68%	93%	57%	67%	84%

Talk about a female to get excited about! This heifer is a deep-bodied, feminine female with plenty of eye appeal. She is structurally correct on a sound set of feet and legs, travels freely and maintains her condition with ease.

This heifer comes from a productive, dependable cow family and shows the kind of balance and quality that will work well in a variety of programs. A great opportunity for anyone looking to add a functional, attractive female to their herd.

Polled and Bangs Vaccinated.

Sells open.

Consigned by: **MKP Cattle Company, Algoma, WI**

Marie Prodell 920-255-3993

22**STEINY'S 289F MACEY M272** {DLF,HYF,IEF,MSUDF,MDF,DBF}REG
P44611900
DOB
9/29/24
TATTOO
LEM272

BAR STAR FRESH PRINCE 018 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

PHH 836 FRESH PRINCE 207 {DLF,HYF,IEF,MSUDF,MDF,DBF}

PHH 815 MARLEE 836 {DOD}{DLF,HYF,IEF,MSUDF,MDF,DBF}

NJW 73S W18 HOMETOWN 10Y ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF}

STEINY'S 10Y HOPE 289F {MDF}

KF APRIL 183A ET



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
8.6	-0.6	39	63	0.1	1.4	28.3	43	62	1.0
14%	6%	97%	97%	21%	17%	1%	1%	25%	60%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
54	1.40	1.40	68	0.034	0.55	0.15	526	592	116
4%	10%	14%	70%	59%	40%	47%	2%	6%	64%

Bred AI on Dec. 1, 2025 to KCF Monument, then pasture exposure to DOSS 1015 Quintero DHM14, son of C GKB Guardian 1015 ET. Will be confirmed by sale day.

Polled and DNA'd free of all defects, including MD and DB.

Check FB page "JonDor Herefords" for updates.

Consigned by: JonDor Herefords & Rockn J Genetics; Rushford, MN

Jonathan, Dorothy & Josef Pettit 507-864-2851, (Jon) 507-429-3108, (Joe) 507-722-6318

FALL BRED HEIFERlot
22**SPRING OPEN HEIFERS****23****WLC RIDGE 254G PEARL JAM 501** {DLF,HYF,IEF,MSUDF,MDF,DBF}REG
P44676365
DOB
1/7/25
TATTOO
BE 501

NJW 73S 38W RIDGE 103C ET {SOD}{DLF,HYF,IEF,MSUDF,MDF}

NJW 139C 103C RIDGE 254G {DLF,HYF,IEF,MSUDF,MDF,DBF}

NJW 149Z 88X LEXY 139C ET {DOD}{DLF,HYF,IEF,MSUDF,MDF}

GV CMR 351 PROOF Y459 ET {SOD}{DLF,HYF,IEF,MDF,DBF}

JDH MS 42X PROOF Y459 82C ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

AH JDH MS 25L WRANGLER 42X ET {DLF,HYF,IEF}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
0.5	2.2	59	86	0.4	0.9	26.0	34	64	0.5
77%	40%	45%	70%	65%	67%	3%	14%	20%	66%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
50	1.50	1.60	64	0.044	0.23	0.18	476	564	102
4%	2%	1%	82%	74%	89%	40%	8%	9%	85%

With outstanding maternal strength, Pearl Jam will be a valuable addition to any cow herd. She offers a proven, problem-free pedigree highlighted with low birth weight and strong milk EPDs. Pearl Jam is quiet, halter broke, and easy-going, making her a pleasure to work with.

Her sire, NJW Ridge 254G, was used extensively at NJW Polled Herefords on both cows and heifers, with numerous progeny featured in their sales.

Take her home with confidence—she's the kind that won't disappoint. She is polled and bangs vaccinated.

Sells open.

Consigned by: Weber Livestock, Sullivan, WI

(Tony) 414-702-6580 / (Charlene) 262-490-2501

lot
23**24****SPAETH 2116 BROADWAY 502**REG
P44630188
DOB
1/7/25
TATTOO
LE 502

SHF YORK 19H Y02 {SOD}{CHB}{DLF,HYF,IEF}

CHURCHILL BROADWAY 858F {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

CHURCHILL LADY 640D {DLF,HYF,IEF}

CHURCHILL MAJESTIC 903G ET {DLF,HYF,IEF,MSUDF,MDF}

CHURCHILL LADY 2116K {DLF,HYF,IEF,MSUDF}

CHURCHILL LADY 8326F {DOD}{DLF,HYF,IEF,MSUDF}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
6.3	1.2	65	104	0.5	1.2	22.9	29	61	9.4
27%	22%	21%	22%	73%	34%	10%	44%	31%	1%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
102	1.40	1.40	81	0.064	0.43	0.22	461	555	134
76%	10%	14%	30%	91%	61%	30%	12%	11%	35%

This one has been a standout since she was born.

She brings top udder scores from her sire Churchill Broadway and outstanding growth numbers from her dam.

Built correctly with all the maternal pieces to make an exceptional breeding tool.

Consigned by: Spaeth Farms, Cadott, WI

Josh and Amy Spaeth 715-313-0075

lot
24

SPRING OPEN HEIFERS



25

SNL NATALIE 10N {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
44706232
DOB
1/11/25
TATTOO
RE 10N

SHF RIB EYE M326 R117 {SOD}{DLF,HYF,IEF}
NCF ALL ABOUT THE RIBEYE {DLF,HYF,IEF,MSUDF,MDF,DBF}
PHH PCC 202 MAXIM 951 {HYP,DBP}
CKP MASTER 4042 {SOD}{DLF,HYF,IEF,MSUDF,DBP}
LHF 4042 GODDESS 734E {HYP,DBP}
LHF 20T GODDESS 139Y {HYP}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
2.5	2.1	47	70	-0.1	0.7	10.7	22	46	0.0
60%	38%	90%	94%	13%	84%	97%	83%	90%	72%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
89	1.10	1.00	47	-0.026	0.31	-0.09	239	285	72
49%	84%	95%	98%	2%	80%	96%	99%	100%	99%

We think this little girl will fit in well anyplace. She is a complete package – nice feet, sweet head, thick bodied, gentle disposition. She gets up and moves well.

Her dam served us well with good calves. Her sire gave us thick well bodied calves.

She is horned (they were removed).

Give her an extra look.

Consigned by: Steve & Loxi Smythe, Menomonie, WI
715-505-6510



26

SPH ASES 207 CINNAMON 201K N01 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44652601
DOB
1/16/25
TATTOO
RE DBS/
LE N01

PYRAMID DJF INFLUENCE 9156 {DLF,HYF,IEF,MSUDF,MDF}
LFF 22H KADE 201K {DLF,HYF,IEF,MSUDF,MDF,DBF}
MF HAWK 025 HAYLEY 22H ET {DBP}
BAR STAR FRESH PRINCE 018 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
WILDCAT CAYENNE 207 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
MF 308N CAITLIN 13C ET {DLF,HYF,IEF,MSUDF,MDF,DBF}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
6.8	1.5	63	102	0.2	0.5	19.1	37	68	2.8
23%	26%	28%	25%	40%	94%	35%	7%	8%	37%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
103	1.40	1.50	75	0.004	0.41	0.15	409	492	134
77%	10%	4%	46%	17%	65%	47%	32%	31%	36%

Cinnamon is the second natural calf out of our donor cow from Wildcat. She's only being offered because her mother froze 19 reverse sort embryos this past spring.

N01 is a polled female that screams brood cow, moderate in her build but offers a tremendous amount of power when you study her down her top and from behind.

If she's anything like her mother, she's going to have a picture perfect udder once in production.

Consigned by: Schulz Polled Herefords, Iron Ridge, WI
(Doug) 262-224-7185



27

J&J 216J MONICA N507 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44717949
DOB
1/23/25
TATTOO
RE JJ/
LEN507

NJW 133A 6589 MANIFEST 87G ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
NJW 119E 87G ENDORSEMENT 216J {DLF,HYF,IEF,MSUDF,MDF,DBF}
NJW 8B 164C LEXY 119E {DLF,HYF,IEF,MSUDF,MDF}
J&J 8Y HOMEGROWN C502 {DLF,HYF,IEF,MDP}
J&J 502 MONICA H022 {HYP,MDP}
J&J 743 MONICA A304 {HYP}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
11.4	-0.3	57	87	0.3	1.1	18.9	29	57	3.9
5%	7%	53%	65%	46%	44%	37%	40%	50%	24%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
81	1.40	1.40	72	0.024	0.54	0.13	393	469	121
29%	10%	14%	57%	43%	42%	53%	40%	42%	55%

Beautiful heifer sired by the great NJW Endorsement, a 10 trait leader in the Hereford breed. This attractive heifer is dark red and deep bodied and comes from a long line of very productive cows! Her EPD profile is excellent.

She is the kind that will give you a good return on your investment.

Don't miss her at sale time!!

Consigned by: J&J Polled Herefords, Hartford, WI
(Kim) 262-573-4019

NJW 119E 87G ENDORSEMENT 216J – Sire of Lot 27

SPRING OPEN HEIFERS

28

06K BERGMAN FARMS 21N NADINE

REG
P44706127
DOB
1/30/25
TATTOO
RE 21N

- LOEWEN GENESIS G16 ET (CHB) (DLF, HYF, IEF, MDF, DBF)
- WILDCAT PRINCIPLE 220 ET (DLF, HYF, IEF, MSUDF, MDF, DBF)
- WILDCAT OC PATIENCE 21Z ET (DLF, HYF, IEF, MDF, DBF)
- BROOKVIEW 15E HOTSHOT 30H (DLF, HYF, IEF, MSUDF)
- 52H BERGMAN FARMS 06K KHOLE (MDF, DBF)
- BROOKVIEW 11E HOSHI 52H (MDF, DBF)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-1.0	3.7	64	105	0.1	0.9	20.8	30	62	-1.9
86%	73%	24%	19%	28%	67%	21%	36%	27%	88%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
108	1.20	1.20	87	0.044	0.57	0.23	452	543	155
84%	58%	61%	16%	74%	37%	29%	14%	14%	14%

21N Nadine is homozygous polled, OCV and fully vaccinated.

This female is going to be a tremendous cow prospect. Super gentle and would make a show prospect for the upcoming junior nationals in Madison, WI.

She is backed by power, her sire was purchased from the 2024 Iowa Beef Expo from Wildcat Cattle Company.

This female would be a great asset to any herd.

Consigned by: Bergman Farms, Augusta, WI

(Dusty) 715-577-7340 / (Dennis) 715-292-2691



29

FCCH BENTON 10L ELIZA 0301N (DLF, HYF, IEF, MSUDF, MDF, DBF)

REG
P44689383
DOB
2/15/25
TATTOO
LE 0301N

- JDH AH BENTON 8G ET (CHB) (DLF, HYF, IEF, MSUDF, MDF, DBF)
- JDH 118C 8G BENTON 10L (DLF, HYF, IEF, MSUDF)
- JDH MS 2035 VICTOR 3Y 118C
- PRR MRK MAESTRO J167 ET (DLF, HYF, IEF, MSUDF, DBP)
- FCCH MAESTRO EC 0411L (DBP)
- FCCH SIOUX EMPIRE EMMA 0324H (DBP)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-6.4	6.6	67	107	0.0	0.8	9.3	22	55	-9.5
99%	99%	15%	17%	17%	76%	99%	85%	60%	100%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
132	1.30	1.30	86	-0.016	0.60	-0.03	277	345	134
99%	28%	34%	19%	5%	32%	90%	95%	94%	35%

Good doing practical females that have been the base of Crooked Creek Herefords for the last 50 years.

This female exemplifies this trait perfectly, deep sided, big ribbed, square footed and good built. Her extra shot of look and genetic relevance are what we are after to push the next generation of cattle and cattlemen to be better.

Bid with confidence on a female that will never put you out of business.

Consigned by: Crooked Creek Herefords, Wonewoc, WI

608-350-9661 / 608-847-3530



JDH 118C 8G BENTON 10L – Sire of Lot 29

30

NCF DREAM CATCHER 126N

REG
P44694444
DOB
2/22/25
TATTOO
LE 126N

- CRR ABOUT TIME 743 (SOD) (DLF, HYF, IEF, MDF)
- NCF ABOUT THE MILES (DLF, HYF, IEF, MSUDF, MDF, DBF)
- LJR MS SHELBY MCKEE 2685G ET (DLF, HYF, IEF, MSUDF, MDF, DBF)
- KR QR ENDURE 18072 (CHB) (DLF, HYF, IEF, MSUDF, MDF, DBF)
- PCC NEW MEXICO LADY 3141 ET (DLF, HYF, IEF, MSUDF)
- PCC NEW MEXICO LADY 7009 ET (DLF, HYF, IEF, MSUDF, MDF, DBF)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
1.3	3.2	54	83	0.2	0.7	19.5	29	56	1.3
71%	63%	68%	76%	43%	84%	31%	41%	55%	56%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
69	1.30	1.30	75	0.014	0.59	0.08	402	472	118
13%	28%	34%	48%	30%	33%	67%	35%	41%	61%

This February polled heifer is an exciting offering that was hard to let go.

She is a CCR About Time granddaughter.

She has a sweet temperament and show ring potential.

Don't let this one pass you up.

Consigned by: Narrows Creek Farm, Loganville, WI

Isaac & Stephanie Knuth (Isaac) 608-415-1850



SPRING OPEN HEIFERS



Selling Choice of Open Heifers: 31A and 31B

31A

BROOKVIEW 0036 NESTLE 83N

REG
P44663406
DOB
2/22/25
TATTOO
LE 83N

— /S MANDATE 66589 ET (SOD) (DLF,HVF,IEF,MSUDF,MDF,DBF)
— PERKS 802 HERO 0036 (DLF,HVF,IEF,MSUDF,MDF)
— PERKS 4Z VICTORIA 802 ET

— NJW FHF 9710 TANK 45P (SOD) (DLF,HVF,IEF,MDF)
— BROOKVIEW 45P GENTLE 24G (DLF,HVF,IEF,MSUDF)
— BROOKVIEW 27X MISS BELLE 70B (DLF,HVF,IEF,MSUDF)

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
2.7	2.4	59	90	0.2	0.8	17.9	21	51	0.8
58%	45%	47%	57%	35%	76%	46%	87%	79%	62%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
97	1.30	1.30	70	0.014	0.41	0.08	374	449	114
65%	28%	34%	66%	30%	65%	67%	51%	52%	69%

Nestle 83N is a fancy Perks Hero daughter out of a very productive Tank daughter from a great longevity cow family.

You won't miss this long, straight topped heifer with an attractive goggle eye and smooth front end. This heifer's balanced EPDs and act. BW of 84 lbs., make her a breeding tool for progressive Hereford programs.

Polled. OVC

Consigned by: Boettcher's Brookview Acres, Fairchild, WI
715-533-2470

31B

BROOKVIEW 0036 NOVA 87N (MDF,DBF)

REG
P44646093
DOB
2/24/25
TATTOO
LE 87N

— /S MANDATE 66589 ET (SOD) (DLF,HVF,IEF,MSUDF,MDF,DBF)
— PERKS 802 HERO 0036 (DLF,HVF,IEF,MSUDF,MDF)
— PERKS 4Z VICTORIA 802 ET

— BROOKVIEW 4R GOLIATH 39G (DLF,HVF,IEF,MSUDF,MDF,DBF)
— BROOKVIEW 39G JET 82J (DLF,HVF,IEF,MSUDF,MDF,DBF)
— BROOKVIEW 78A EXPRESS 05E

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
2.2	3.6	68	108	0.4	1.5	19.4	22	56	-0.2
63%	71%	13%	15%	62%	11%	32%	86%	58%	74%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
111	1.30	1.20	77	0.034	0.62	0.04	404	486	118
88%	28%	61%	42%	59%	29%	77%	34%	34%	61%

Nova 87N is a stout, bold ribbed, deep bodied female with an excellent feminine front end that makes her a great show prospect.

She is a high performance heifer backed by a 107 Yearling Weight EPD, but with only an 89 lb. actual birth weight.

The Perks Hero daughters are rapidly becoming the sought after type heifers for building future Hereford herds. Polled. OCV. Both heifers sell.

Consigned by: Boettcher's Brookview Acres, Fairchild, WI
715-533-2470



32

HHF MS PRINTER L18 E30 N66 (DLF,HVF,IEF,MSUDF,MDF,DBF)

REG
P44710295
DOB
2/23/25
TATTOO
LE N66

— RST FINAL PRINT 0016 (CHB) (DLF,HVF,IEF,MSUDF,MDF)
— HHF PRINTER 0016 19Z L18 ET (DLF,HVF,IEF,MSUDF,MDF,DBF)
— AH MS 25L RUMBLER 19Z (DD) (DLF,HVF,IEF,MSUDF,DBF)

— LHF 20T DRIFTER A309 (DLF,HVF,IEF,DBP)
— HHF MISS GOLDIE A309 E30 (HVF,DBP)
— HHF GOLDIE 902 Z52 (HVF)

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
2.5	-0.1	52	77	0.0	0.9	16.8	29	55	-2.9
60%	8%	78%	86%	20%	67%	58%	42%	62%	93%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
78	1.50	1.50	61	-0.016	0.54	0.09	356	422	108
26%	2%	4%	88%	5%	42%	64%	62%	66%	78%

Polled, OCV. Greg's pick!

Her Sire is a Final Print son out of 19Z which is about as good as it can get. She could be a nice junior project and should be an excellent cow.

Consigned by: Holler Hereford Farm, Union Grove, WI
(Robin) 262-939-4286 / (Scott) 262-210-4816

33**4LEAF ROSIE 01N** {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
44705572
DOB
2/28/25
TATTOO
BE 01N

BR BELLE AIR 6011 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,DBF}
SR RIO BRAVO 8029 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
HH MISS ADVANCE 5139R ET {DLF,HYF,IEF}



PURPLE SLEEPY JOE 80H ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
PURPLE ROXANNE 61L {DBP}
PURPLE ARIA 106D ET



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
4.0	3.5	57	89	-0.1	1.6	12.2	26	54	6.5
46%	69%	55%	62%	12%	7%	92%	66%	65%	7%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
112	1.30	1.30	69	0.034	0.54	0.20	309	386	130
89%	28%	34%	67%	59%	42%	35%	86%	82%	41%

This pretty marked heifer was incredibly green when she was pictured. She has since continued to grow and bloom.

She has a good disposition, giving you the option to show her or add her to your cow herd.

She is horned, sells open.

Consigned by: Four Leaf Cattle, Hubertus, WI
(Eric) 262-719-6902

SPRING OPEN HEIFERS

lot
33

34**OFF SALSA SPECIAL 364J ROJO ET**

REG
P44728644
DOB
3/15/25
TATTOO
REN33/
LE OFF

UPS SENSATION 2296 ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
KLD RW MARKSMAN D87 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
RW MINDY 3078 6096 {DLF,HYF,IEF,MSUDF}

KJ 482Y DOMINO 833A {CHB}{DLF,HYF,IEF,MSUDF}
KJ 364C SALSA SPECIAL 364J ET {DLF,HYF,IEF,MSUDF}
KJ BJ DWE 686Z SALSA 364C ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
3.0	3.6	57	90	0.2	0.9	13.7	32	61	1.9
55%	71%	53%	57%	33%	66%	84%	22%	30%	48%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
83	1.30	1.30	74	0.014	0.64	0.02	319	384	116
33%	29%	34%	50%	30%	26%	82%	82%	83%	64%

Oleson Family Farm is proud to be consigning this dark red March polled heifer out of one of the most prominent Hereford bulls in recent years, Marksman.

Her dam, KJ 364C Salsa Special 364J ET was quite profitable during her time at C&L Hereford Ranch and Jensen Ranch. A heifer we had trouble letting go knowing the kind of return investment someone could make on her!

This heifer is sound, stout, deep bodied and flashy enough to be successful in the show ring while also having the maternal capabilities to be a profitable cow.

This is one we appreciate for how she is on the move and on the stand still.

Consigned by: Oleson Family Farm, Arkdale, WI
608-547-0430



lot
34

35**FCCH THOMAS COUNTRY RIVER** {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44690005
DOB
3/17/25
TATTOO
LE 0317N

EFBEEF RESOLUTE CEO {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
H WMS THOMAS COUNTY 1443 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
H MS EXCEL 7945 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}



SULL TCC MR CUSTOM MADE 340 ET {DLF,HYF,IEF,MSUDF,DBP}
FCCH CUSTOM RACHEL {DLF,HYF,IEF,MSUDF,DBP}
FCCH FIREMAN REBA 0301D {DLF,HYF,IEF,MSUDF,DBP}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-3.5	5.3	75	125	-0.1	1.4	15.3	28	65	-4.9
95%	93%	3%	2%	10%	17%	72%	52%	15%	98%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
129	1.30	1.30	96	0.014	0.72	0.23	400	497	181
98%	28%	34%	5%	30%	17%	29%	37%	29%	3%

Show heifer with EPDs to boot!

Not only is she top 3% in CHB, WW, and YW while charting above breed average across the \$ indexes but folks she will show and she WILL compete.

Big bodied, feminine, awesome built, and the temperament that will give an exhibitor of any age a new best friend.

If you've looked for a heifer this year you've heard that the Jr National is back in Madison in July and we truly believe that this representative of our program is one that could make for a fun summer.

Consigned by: Crooked Creek Herefords, Wonewoc, WI
608-350-9661 / 608-847-3530



lot
35

SPRING OPEN HEIFERS



36

HGF H162 NIKI PHOEBE N05 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44709130
DOB
4/23/25
TATTOO
LE N05

JTH SC PLAYMAKER 22C ET {DLF,HYF,IEF,MSUDF,DBP}
PRR MRK PLAYBOY H162 {DLF,HYF,IEF,MSUDF,DBP}
PRR MRK KISSES 162D ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
C&L PHOENIX 173D 3H {CHB}{DLF,HYF,IEF,MSUDF,DBP}
HGF MD 3H NIKI'S PHOEBEK17 {HYP,DBP}
SH P20 NICOLE PROGRESS 11U {HYP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
1.7	3.0	63	103	0.5	1.1	14.8	30	62	0.5
67%	58%	27%	22%	72%	44%	76%	33%	25%	66%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
94	1.30	1.30	76	0.004	0.70	0.19	345	427	134
57%	28%	34%	43%	17%	19%	37%	69%	64%	35%

Homozygous Polled.

Phoebe is a dark cherry red, google-eyed heifer.

She is a deep bodied heifer out of a great producing 3-year old with an excellent udder.

She is sired by PRR Playboy out of Plum River Ranch's Kisses cow. We are retaining her full sister.

Phoebe will make an excellent addition to your herd.

Retaining the right to two (2) future flushes at the buyers convenience.

OCV.

Consigned by: Hickory Grove Farms, Juneau, WI

Melissa, Michael and Madelyn Berggren (Melissa) 414-550-5114



37

GCCF LADY PENNY 557N {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44718676
DOB
5/2/25
TATTOO
BE 557N

BAR STAR FRESH PRINCE 018 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
PHH MF 031 FRSH PRINCE 215 {DLF,HYF,IEF,MSUDF}
ECR CANDI 031 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
CHURCHILL MAJESTIC 903G ET {DLF,HYF,IEF,MSUDF,MDF}
PCH K7 PENNY 4 YOUR THOUGHTS {DLP,HYP}
GG 15E MUNNY PENNY 007H {DLP,HYP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
2.9	3.1	68	103	0.3	1.9	20.7	31	64	-0.6
56%	61%	12%	23%	46%	2%	23%	27%	18%	77%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
90	1.50	1.40	75	0.004	0.44	0.17	426	517	129
48%	2%	14%	46%	17%	60%	42%	24%	22%	42%

557N comes from a past state sale purchase that we could not be happier with. She is a Fresh Prince son backed by a full sister to Copper Candi from Pierce Hereford Haven we purchased a few years ago. Well balanced set of EPDs combined with a cool look we all want.

Her mother is a moderate built perfect udder cow that with her first calf raised an awesome bull that sold in the state sale last year.

Take her home and run her in the May division then let her make you money as a great cow prospect.

Consigned by: Gerlach Cattle Co., Winslow, IL

(Trent) 608-426-4633



Selling Choice of our Two May Heifers

38A

WLC 88X SETTLER CAROLINE 506 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44676370
DOB
5/7/25
TATTOO
BE 506

— NJW 98S R117 RIBEYE 88X ET {SOD}{DLF,HYF,IEF,MSUDF,MDF,DBF}

— NJW 11B 88X SETTLER 34F ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

— NJW 79Z 10W RITA 11B {DLF,HYF,IEF,MSUDF,MDF}

— C DOUBLE YOUR MILES 6077 ET {SOD}{DLF,HYF,IEF,MSUDF}

— WLC DOUBLE MILES CALLIE 102 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

— CKP DELLA 4124 {DOD}{DLF,HYF,IEF,MSUDF,MDF,DBF}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
9.9	0.4	52	74	-0.1	0.3	21.6	23	49	-2.4
9%	12%	78%	91%	12%	98%	16%	80%	84%	91%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
46	1.40	1.50	60	0.004	0.37	0.16	421	496	113
3%	10%	4%	88%	17%	71%	45%	26%	30%	70%

This polled heifer combines rib shape, width, and depth into an attractive, functional package. She is googled eyed, wide based, yet very soft made. Caroline has that easy going attitude. She is broke and ready to go show.

Sired by an NJW 88X son, she offers proven genetics with strong brood cow potential.

Polled, bangs vaccinated and sells open.

Consigned by: Weber Livestock, Sullivan, WI

(Tony) 414-702-6580 / (Charlene) 262-490-2501

38B

WLC DESPERADO BUNNY TRIPP 507 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44676371
DOB
5/21/25
TATTOO
BE 7507

— CHURCHILL BROADWAY 858F {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

— CHURCHILL DESPERADO 029H {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

— CHURCHILL LADY 8251F ET {DLF,HYF,IEF,MSUDF}

— NJW LONG HAUL 36E ET {SOD}{DLF,HYF,IEF,MSUDF,MDF,DBF}

— WLC LONG HAUL 36E TRIPP 306 {DLF,HYF,IEF,MSUDF,MDF,DBF}

— JDH MS 20R VICTOR 33Z 50D ET {DLF,HYF,IEF,MSUDF,MDF,DBF}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-2.1	3.2	71	121	0.2	1.3	21.5	37	73	4.2
91%	63%	8%	3%	36%	24%	17%	5%	3%	21%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
125	1.30	1.40	76	-0.006	0.60	0.20	461	555	147
97%	28%	14%	45%	9%	32%	35%	12%	11%	19%

This Desperado May heifer is an outstanding show prospect with a gentle disposition, excellent depth of body, ample bone, and a clean, feminine front end.

Her strong EPD profile positions her to become a highly productive brood cow and a valuable addition to any herd.

Bunny is heavily pigmented and out of a first calf heifer that was shown by Max Klussendorf from Medford, WI who had a very successful show career herself.

She is polled, bangs vaccinated and sells open. Both heifers sell.

Consigned by: Weber Livestock, Sullivan, WI

(Tony) 414-702-6580 / (Charlene) 262-490-2501

SUMMER OPEN HEIFER



39

RF 12L HADDIE 12N {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44711777
DOB
6/15/25
TATTOO
BE 12N

— MYO 559 ON TIME 927 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

— KJ 746D TIMELINE 976L ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

— KJ BJ 339A COCO CREME 746D ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

— 2TK PERKS 5101 CADILLAC 8039ET {DLF,HYF,IEF,MDF}

— RF 217 CADDY 12L ET {DBP}

— WILDCAT QUILT BABYDOLL 217 {DLF,HYF,IEF,MSUDF,DBP}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-4.2	3.7	59	96	0.4	1.0	7.5	27	56	-3.5
97%	73%	46%	41%	60%	56%	100%	58%	55%	95%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
103	1.30	1.40	65	-0.016	0.53	0.02	217	279	103
77%	28%	14%	80%	5%	43%	82%	100%	100%	84%

Beautiful polled show heifer prospect here!

We purchased this one's grandam from Wildcat Cattle Company and have had many successes with her daughters and granddaughters. 12N's sire comes from a successful line of the Jensen Brothers' genetics.

If you want to be competitive in that summer division she's got the look, build, and body shape that won't disappoint!

Consigned by: Richardson Farms, Capron, IL

815-509-7345

FALL OPEN HEIFER



40

WILDCAT SALVO 513

REG
44725504
DOB
9/7/25
TATTOO
REWCC/
LE 513

BR CSF COPPER ET (DLF,HYF,IEF,MSUDF)
ECR COPPER CANDI 1333ET (DLF,HYF,IEF,MSUDF,MDF,DBF)
ECR CANDI 5451 ET (DLF,HYF,IEF,MSUDF,MDF,DBF)

CHURCHILL SENSATION 028X (SOD)(DLF,HYF,IEF,MDF,DBF)
PURPLE HB SAWYER 44K (DLF,HYF,IEF,MSUDF,MDF,DBF)
PURPLE IVANKA 64H ET (DLF,HYF,IEF,MSUDF)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-1.3	3.7	67	107	0.2	1.0	17.8	35	68	0.1
88%	73%	15%	15%	38%	56%	47%	12%	8%	70%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
100	1.30	1.30	73	0.004	0.58	0.08	388	469	125
71%	28%	34%	54%	17%	35%	67%	43%	42%	50%

Wildcat Salvo 513 is a horned fall-born heifer calf by the popular ECR Copper Candi 1333ET and out of Purple HB Sawyer 44K, one of our most outstanding young cows.

Her dam is an exciting, up-and-coming female known for her excellent udder quality, offering the kind of maternal strength, longevity, and production value we strive to build into every generation.

We love the build, style and look this calf brings to the table and believe she has the pieces to be an excellent show heifer, with the potential to compete at the Junior National in Madison this summer.

Updated pictures and video will be available at www.wildcatcattle.com closer to the sale date.

Consigned by: Wildcat Cattle Company, Darlington, WI

(BJ) 608-482-2961 / (Lauren) 608-482-3525

BULLS



41

MGM VANGUARD LAD 17M (DLF,HYF,IEF,MSUDF,MDF,DBF)

REG
P44595935
DOB
8/29/24
TATTOO
BE 17M

NJW 79Z Z311 ENDURE 173D ET (SOD)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
LOEWEN GRADY B42 G15 ET (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
LOEWEN 77 48 MISS 344N 4RB42ET (DLF,HYF,DBP)



BIRDWELL VANGUARD 5022 9337 (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
MGM VANGUARD LEADER 25K (DLF,HYF,IEF,MSUDF)
MGM LEADER GIRL 36G (DLF,HYF,IEF,MSUDF,MDF)

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
7.1	0.5	70	109	0.6	1.0	22.8	38	73	6.8
22%	13%	9%	13%	88%	56%	10%	4%	2%	6%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
50	1.40	1.40	85	0.064	0.85	0.43	477	587	160
3%	10%	14%	21%	91%	7%	7%	8%	6%	10%

Sire is CHB sire of Distinction. Dam is Vanguard daughter with beautiful udder.

Fabulous EPDs with 12 traits in top 10% with big spread between BW and WW.

Actual BW 78 lbs. Adj. 205 day WW ratio 113.

Deep red with red neck and eye pigment. Very pleasing phenotype. Polled with flat thumbnail sized scurs.

See video at mgmpolledherefords.com.

Consigned by: Steve Merry, Hartford, WI

414-881-5274



42

JMP RJ WINNER S15M (DLF,HYF,IEF,MSUDF,MDF,DBF)

REG
P44606848
DOB
10/10/24
TATTOO
LE S15M

NJW 73S W18 HOMETOWN 10Y ET (SOD)(CHB)(DLF,HYF,IEF,MSUDF,MDC)
HARVIE SMOKE STACK ET 195B (CHB)(DLF,HYF,IEF,MSUDF,MDF)
HARVIE OVHF MS UNIQUE 80W (HYF)



AH JDH MUNSON 15E ET (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
MGM JMP 15E LIBERTY TRUST 23G (DLF,HYF,IEF,MSUDF)
MGM LIBERTY TRUST 28D (DLF,HYF,IEF,MSUDF,MDF,DBF)

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
10.0	0.1	54	77	0.4	1.1	22.5	27	54	0.5
9%	10%	69%	87%	66%	45%	12%	59%	68%	66%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
77	1.50	1.50	79	0.044	0.34	0.41	456	551	145
24%	2%	4%	34%	74%	76%	8%	13%	12%	21%

This Smoke Stack son is a stud, with a royal pedigree from top to bottom. His Trust dam is one of our best cows, producing excellent offspring each year.

Winner ranks in the top 10% for CE; BW, and Marb; top 5% for teat and udder.

He is wide, thick, attractive and sound. He will work in any program from show to commercial.

Homozygous polled, plus MD and DB free.

Check FB page "JonDor Herefords" for additional information.

Consigned by: JonDor Herefords & Rockn J Genetics; Rushford, MN

Jonathan, Dorothy & Josef Pettit 507-864-2851, (Jon) 507-429-3108, (Joe) 507-722-6318

FALL YEARLING BULLS



EF MF LONGEST YARD 19Z 228J ET- Sire of Lot 44

43 MGM 634 SPECIAL VANGUARD 27MET {DLF,HYF,IEF,MSUDF}

REG
P44612486
DOB
10/24/24
TATTOO
BE 27M

- EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
- BIRDWELL VANGUARD 5022 9337 {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
- BR SENSATION 028X 3335 5022 {DLF,HYF,IEF,MSUDF}
- KCF BENNETT ENCORE Z311 ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
- SLAYTON 634 BOOM Z311/730 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
- MGM BOOMETE 730 {DLF,HYF,IEF,MDF,DBF}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
5.9	1.8	63	102	0.1	0.7	25.6	30	61	8.1
30%	32%	28%	26%	26%	84%	3%	38%	30%	3%
MCW	UDDR	TEAT	CVF	FAT	REA	MARB	BMIS	BIIS	CHBS
123	1.50	1.50	67	0.044	0.73	0.81	544	674	188
96%	2%	4%	74%	74%	16%	1%	2%	1%	2%

Sire, Vanguard, was in top 5 carcass bulls in the 2024 NSRP. Two Vanguard sons are in the top 5 carcass and feed divisions in the 2025 NSRP. Dam has been flushed extensively with 13 females in the MGM and Slayton herds. Full brother to high selling bull at the 2023 Iowa Beef Expo. Homozygous polled. BW 79 lbs.

Eight traits in top 10% with superb maternal and carcass traits with SCF, MCE, udder, and teat in top 2 to 6%. Marbling, REA, and CHB in the top 1 - 2%. BMI is in the top 1%.

Visit mgmpolledherefords.com for video of 27M and picture of dam.

Consigned by: Steve Merry, Hartford, WI

414-881-5274

44 PRR MADDEN M31 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44645060
DOB
11/8/24
TATTOO
BE M31

- NJW LONG HAUL 36E ET {SOD}{DLF,HYF,IEF,MSUDF,MDF,DBF}
- EF MF LONGEST YARD 19Z 228J ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
- AH MS 25L RUMBLER 19Z {DOD}{DLF,HYF,IEF,MSUDF,DBF}
- BG LCC 11B PERFECTO 84F {DLF,HYF,IEF,MSUDF,MDF,DBF}
- NEXT GEN 84F MISS LOEWEN 702 {DLF,HYF,IEF,MSUDF,DBP}
- NEXT GEN MISS LOEWEN 460 ET {DLF,HYF,IEF,MSUDF,DBP}



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
8.8	-1.3	61	95	0.5	0.8	18.9	34	65	4.7
13%	4%	36%	45%	73%	75%	37%	13%	16%	17%
MCW	UDDR	TEAT	CVF	FAT	REA	MARB	BMIS	BIIS	CHBS
81	1.4	1.5	65	0.044	0.46	0.19	384	469	111
31%	10%	4%	79%	74%	56%	37%	46%	43%	73%

Homozygous polled.

Madden is like his sire in so many ways, dark red, full body pigmentation, including double eye shadow, free of all known defects, solid, and wide based, with an extremely desirable EPD profile and a great spread of -0.4 BW to 101 YW.

If you are needing a more mature bull for heavy service, you will be hard pressed to find one better than Madden.

Pictures and videos will be posted on our website at www.plumriverranch.com or follow us on Facebook.

Consigned by: Plum River Ranch, Monroe, WI

(Eric) 608-214-1154

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SPRING YEARLING BULLS



45

SPAETH 1806 33Z 505 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44630191
DOB
1/12/25
TATTOO
LE 505

TH 122 711 VICTOR 719T (SOD){DLF,HYF,IEF,MSUDF,MDF,DBF}
JDH VICTOR 719T 33Z ET (SOD){CHB}{DLF,HYF,IEF,MSUDF,DBF}
JDH MS YANKEE 11U ET (DLF,HYF,IEF,DBP)

BR BELLE AIR 6011 (SOD){CHB}{DLF,HYF,IEF,MSUDF,DBF}
HAPP 9T LADY VIOLA 1806 ET
JSF 12N LADY VAL 9T (DLF,HYF,IEF)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
6.6	0.2	61	93	0.4	1.4	26.8	31	61	1.2
25%	11%	35%	48%	60%	16%	2%	27%	30%	57%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
93	1.40	1.50	84	0.034	0.41	0.27	524	619	144
55%	10%	4%	21%	59%	65%	22%	3%	3%	22%

This 33Z son out of a Belle Air daughter, who has been consistent with producing stout progeny, is a phenotypical freak.

He has all the pieces for a herd sire.

Moderate frame with lots of muscle and growth.

Consigned by: Spaeth Farms, Cadott, WI

Josh and Amy Spaeth 715-313-0075



CHURCHILL RED BARON 8300F ET – Paternal Grand sire of Lot 46



47

FCCH DIRECTION PAXTON 0120N {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44688934
DOB
1/20/25
TATTOO
LE 0120N

BOYD 31Z BLUEPRINT 6153 (SOD){DLF,HYF,IEF,MSUDF,MDF,DBF}
C&L DIRECTION 6153 30J (DLF,HYF,IEF,MSUDF,MDF)
MOHICAN PEGGY SUE 35H (DLF,HYF,IEF,MSUDF,MDF,DBF)

H FRONT RUNNER 1495 ET (DLF,HYF,IEF,MSUDF,MDF,DBF)
H BL TB PIXIE L291 ET (DLF,HYF,IEF,MSUDF,DBP)
RG 551 PIXIE ET 707E ET (DLF,HYF,IEF,MSUDF)



CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
6.0	2.0	60	85	0.2	0.8	13.1	29	59	0.3
29%	36%	44%	71%	45%	76%	88%	42%	42%	68%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
83	1.10	1.20	67	0.014	0.78	0.31	321	406	132
35%	84%	61%	73%	30%	11%	16%	81%	74%	38%

Calving ease herd sire look in here!

Paxton is the inaugural prodigy of the hot new donor here in Wonewoc. A big hipped thick made bull that's packed full of muscle and product.

Built right at the ground to make daughters that will last in production while still top in carcass traits to make cattle that will hang profitable! Not to mention low birth and calving ease to help reduce stress come calving!

We're awfully high on this sire and believe he can take any program to the next level!

Consigned by: Crooked Creek Herefords, Wonewoc, WI

608-350-9661 / 608-847-3530

46

2028 BERGMAN FARMS 13N NITRO (HYP)

REG
P44706103
DOB
1/20/25
TATTOO
RE 13N

CHURCHILL RED BARON 8300F ET (DLF,HYF,IEF,MSUDF,MDF,DBF)
SF 244 RED BARON HARVEY 2206 (DLF,HYF,IEF,MSUDF,MDF)
NEXT GEN 719T BURGUNDY 244 ET (DLF,HYF,IEF)

CHURCHILL PILGRIM 632D ET (SOD){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
SF 243 PILGRIM SHIRLEY 2028 (HYP)
LHF 3T JASMINE 243Z (HYP)

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
0.0	2.4	61	99	0.2	1.3	15.0	22	53	-0.1
80%	45%	36%	33%	43%	24%	75%	84%	72%	73%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
104	1.20	1.30	70	0.014	0.40	-0.03	327	395	105
78%	58%	34%	65%	30%	66%	90%	79%	79%	82%

Bergman Farms 13N Nitro is a beautiful deep red cherry-colored bull.

He has great disposition and excellent demeanor.

Polled and fully vaccinated.

Deep-chested with plenty of rib, big-footed and has great length in his body.

13N Nitro would be a great breeding asset for any herd, whether you have a commercial or registered herd, he's your sire!

Consigned by: Bergman Farms, Augusta, WI

(Dusty) 715-577-7340 / (Dennis) 715-292-2691

SPRING YEARLING BULLS



48 BB DALLAS 303N {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG P44639982
DOB 1/20/25
TATTOO RE BB/LE 303N

MYO 559 ON TIME 927 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
KJ 746D TIMELINE 976L ET {DLF,HYF,IEF,MSUDF,MDF,DBF}
KJ BJ 339A COCO CREME 746D ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

DCF 02X PAY PAL 011H ET {DLF,HYF,IEF,MSUDF,MDF}
BSC GDF 918G DIXIE 303 {DLF,HYF,IEF,MSUDF}
GG AA DOUBLE UP 918G ET {DLF,HYF,IEF,MSUDF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
2.8	0.2	53	76	0.3	0.3	14.7	31	58	-1.2
57%	11%	72%	89%	53%	98%	77%	27%	47%	83%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
74	1.30	1.40	64	0.024	0.37	-0.03	306	366	85
19%	28%	14%	82%	43%	71%	90%	88%	89%	97%

49 CMA 159H RENEGADE 2503 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG P44695014
DOB 1/26/25
TATTOO BE 2503

KJ BJ 309C LEADER 182F {DLF,HYF,IEF,MSUDF,MDF,DBF}
KJ TWJ 907E LIBERTY 159H ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
KJ BJ 339A CHARDONNAY 907E ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

BOYD POWER SURGE 9024 {DLF,HYF,IEF,MSUDF,MDF,DBF}
CMA 9024 MADONNA 2204 {HYP}
CMA 485T RIHANNA 1301 {HYP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
3.3	3.5	67	109	0.2	1.8	18.3	37	70	-1.3
53%	69%	14%	13%	40%	3%	42%	6%	5%	84%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
93	1.30	1.20	95	0.054	0.90	-0.08	410	481	136
57%	28%	61%	6%	83%	5%	96%	31%	37%	33%

Your next great herd sire is right here.

Dallas is big footed & as calm as can be. Dallas is dark cherry red.

His dam was a first calf heifer who laid down & got the job done all on her own.

Homozygous Polled. He would be a great addition to any herd adding look & power.

Consigned by: Bacon Branch Beef LLC, Platteville, WI

The Bevan Family (Jackie) 608-732-4251

Renegade is a bull we feel puts a ton of useful qualities together extremely well; homozygous polled, excellent EPDs, pigment, tons of mass, tons of performance and is backed by a pedigree that will add incredible value to not only the purebred producer but the commercial producer as well.

He is big bodied, wide topped and stands on a good foot while continuing to be flexible and sound. His pedigree is littered with highly maternal genetics that have longevity, do-ability and functionality.

On the top side, Liberty is widely known for producing top quality seedstock that have been widely accepted by all aspects of the breed. On the bottom side, his dam is an ideal beef cow. She breeds back 1st service every year, calves unassisted and weans a heavy calf every year. His grandam has raised 11 calves (10 AI sired) at 12 years old and still going strong.

I cannot say enough about this cow family. If we didn't have so many maternal sibs to his dam, Liberty daughters and plan to flush his mother in the future, we would be keeping him ourselves.

We feel he is the most exciting animal we have ever raised regardless of sex. This is a bull that will move the needle for even the most progressive breeding programs. We are all in on this bull.

Consigned by: CMA Herefords, Monroe, WI

(Caleb) 608-346-9261

50 J&J 9139 CANDOR N511 {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG P44717946
DOB 1/27/25
TATTOO RE JJ/LE N511

SHF DAYBREAK Y02 D287 ET {CHB}{DLF,HYF,IEF,MSUDF}
PYRAMID CANDOR 9139 {DLF,HYF,IEF,MSUDF,MDF}
FHF 38Y RITA 197C {OOD}{DLF,HYF,IEF,MSUDF}

R LEADER 6964 {SOD}{DLF,HYF,IEF,MSUDF,DBF}
J&J 6964 BELLA H012
J&J 44U BELLA A305

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
9.0	0.6	58	95	0.5	1.2	18.2	30	59	2.8
12%	14%	49%	43%	72%	34%	44%	33%	39%	36%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
104	1.20	1.20	67	0.044	0.46	0.11	372	449	108
77%	58%	61%	73%	74%	56%	58%	53%	53%	77%

This young bull sired by Frederickson Ranch's Pyramid Candor bull is heavy muscled, dark red, and perfectly structured. 511 brings with him an impressive EPD profile. This stud would be an asset to any herd and boasts a low BW EPD making him safe to use on your heifers!

Consigned by: J&J Polled Herefords, Hartford, WI

(Kim) 262-573-4019



PYRAMID CANDOR 9139 – Sire of Lot 50

SPRING YEARLING BULLS



Selling Choice of These Two Bulls: 51A and 51B

51A

REG
P44693233
DOB
1/29/25
TATTOO
BE 518

NEXT GEN 8G BENTON 518 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

JDH 11B STUD 3134 63E {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

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

JDH AH MS 34X VICTOR 33245C ET {DLF,HYF,IEF,MSUDF}

CHURCHILL RED THUNDER 133J ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

NEXT GEN 133J GRAND LADY 113 {DLF,HYF,IEF,MSUDF,MDF,DBF}

NEXT GEN 2296 GRND LADY 381 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-1.3	3.1	76	123	0.5	1.5	21.9	33	71	3.6
88%	61%	3%	2%	74%	11%	14%	17%	4%	27%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
108	1.40	1.40	104	0.014	0.90	0.34	496	605	188
84%	10%	14%	2%	30%	5%	13%	5%	4%	2%

This bull is the longer, stretcher of two full brothers being offer for sale. Sired by the deceased JDH AH Benton 8G that has sired many top selling individuals across the country. Dam is a powerful Churchill Red Thunder 133J with a great udder. The 133J progeny have been in high demand. This bull Ranks in top 1%-CW top 2%-WW, YW, CHB\$ Top 3%- MG BIIS Top 4%- REA, BMIS Top 10%-SC, Udder, Top 15% Marb., Teat and SCF. If you are looking to add a Herd sire for a purebred or crossbreeding herd this bull and his full brother have the combination to add value. Smooth polled. Please reach out with additional questions, appreciate your consideration.

Consigned by: Next Generation Genetics, Endeavor, WI
Tod, Sondra, Blake and Bryce Brancel 608-697-9026

51B

REG
P44693234
DOB
2/3/25
TATTOO
BE 523

NEXT GEN 8G BENTON 523 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

JDH 11B STUD 3134 63E {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

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

JDH AH MS 34X VICTOR 33245C ET {DLF,HYF,IEF,MSUDF}

CHURCHILL RED THUNDER 133J ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

NEXT GEN 133J GRAND LADY 113 {DLF,HYF,IEF,MSUDF,MDF,DBF}

NEXT GEN 2296 GRND LADY 381 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
1.2	2.5	67	106	0.5	1.0	22.8	34	68	4.5
71%	47%	15%	17%	74%	56%	10%	13%	8%	19%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
106	1.30	1.40	92	0.004	1.06	0.35	499	599	172
82%	28%	14%	8%	17%	2%	12%	5%	5%	5%

Sired by the deceased JDH AH Benton 8G that has sired many top selling individuals across the country. Dam is a powerful Churchill Red Thunder 133J with a great udder. The 133J progeny have been in high demand. Full brother to 518 ET.

This bull Ranks in top 5% - REA, BMI, CHB\$; top 10% - MG, CW; top 15% - WW, YW, SCF, MM, Teat, Marb. If you are looking to add a Herd sire or pair of full brothers for a purebred or crossbreeding herd this bull and his full brother have the combination to add value.

Homozygous polled.
Please reach out with additional questions, appreciate your consideration. Both bulls will sell.

Consigned by: Next Generation Genetics, Endeavor, WI
Tod, Sondra, Blake and Bryce Brancel 608-697-9026



52

REG
P44689900
DOB
2/19/25
TATTOO
RE CCR/LE
6825

CCR MILES 6825 {DLF,HYF,IEF,MSUDF,MDF,DBF}

C DOUBLE YOUR MILES 6077 ET {SOD}{DLF,HYF,IEF,MSUDF}

JDH AH MILES AHEAD 35F ET {CHB}{DLF,HYF,IEF,MSUDF}

JDH AH MS 34X VICTOR 33245C ET {DLF,HYF,IEF,MSUDF}

HSR RED NECK BELLE RINGER 204 {DLF,HYF,IEF,MSUDF,DBP}

COVENANT CATTLE RANCH LINDY {DBP}

NP X904 MERLIND 508C {DLF,HYF,IEF,MSUDF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-2.4	5.2	56	84	0.2	1.1	10.3	29	57	-3.4
92%	93%	61%	74%	32%	45%	97%	42%	52%	95%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMS	BIIS	CHBS
76	1.30	1.30	70	-0.036	0.48	0.10	269	335	120
23%	28%	34%	63%	1%	52%	61%	97%	96%	58%

Scurred.
DNA tested and is defect free.
This bull has a neat look. He's up headed and square hipped. He carries himself on a great set of feet and legs. He has a large scrotal and good maternal EPDs. His dam traces back to the BR Belle Air 6011. She's a small, easy keeping cow with a beautiful little udder. Feel free to reach out with any questions.

Consigned by: Covenant Cattle Ranch, Pardeeville, WI
Josiah & Sarah, Titus, Aubrey, Chloe, Levi & Creed Wynn 608-697-5863

SPRING YEARLING BULLS

53

NCF CURLY 108N {HYP,DBP}

REG
P44720774
DOB
3/23/25
TATTOO
LE 108N

— NJW 79Z Z311 ENDURE 173D ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
PCC 5102 173D FREEDOM 0307 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF}
— PCC NEW MEXICO LADY 5102 {DLF,HYF,IEF}



— CRR 719 CATAPULT 109 {SOD}{DLF,HYF,IEF,MDF}
PHH PCC 202 MAXIM 951 {HYP,DBP}
— PHH PCC 008 MAXIM 202 {HYP,DBP}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
4.3	2.9	62	99	0.3	1.0	19.9	25	56	3.1
43%	56%	32%	34%	56%	56%	28%	70%	57%	33%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
85	1.40	1.30	85	0.014	0.57	0.02	416	491	129
39%	10%	34%	19%	30%	37%	82%	28%	32%	44%

This bull has it all. He's been a standout since day one.

Smooth polled and heavy muscled.

He has herd sire written all over him, we can't wait to see his future!

Consigned by: Narrows Creek Farm, Loganville, WI

Isaac & Stephanie Knuth (Isaac) 608-415-1850



PCC 5102 173D FREEDOM 0307 ET – Sire of Lot 53

54

SPH ES 45C DODGE 1939 N02 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

REG
P44687315
DOB
3/24/25
TATTOO
REES/LE
N02

— EFBEEF BR VALIDATED B413 {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
INNISFAIL TRADEMARK 1939 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
— INNISFAIL P230 T723 {DLF,HYF,IEF,MSUDF}



— JDH VICTOR 719T 33Z ET {SOD}{CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
JDH AH MS 34X VICTOR 33Z45C ET {DLF,HYF,IEF,MSUDF}
— AH JDH MS 25L WRANGLER 34X ET {DOD}{DLF,HYF,IEF}

CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
-1.1	4.4	79	123	0.4	1.3	16.3	9	49	-1.8
87%	84%	1%	2%	61%	24%	63%	99%	85%	87%
MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMIS	BIIS	CHBS
145	1.50	1.30	102	-0.026	0.83	0.78	442	578	233
100%	2%	34%	2%	2%	8%	1%	17%	7%	1%

How often do you have the opportunity to own a direct son of the great 45C cow. Let alone a full sib to a \$50K heifer sold by the Jensen family of KS. A full sib brother and sister are also being used extensively by the Jensen family. These genetics speak for themselves.

He may be young, but think of the ROI on this young sire. Homozygous polled by pedigree with an EPD chart that can be utilized by any progressive breeder.

He has 3 traits in the top 1% of the breed including his CHB numbers. And when you are done looking at him on paper, there is truly a lot to appreciate about this bull. Bold construction that is still built right from the ground up.

This is a chance you can't afford to miss.

Consigned by: Emily Schulz, Iron Ridge, WI

262-397-5275



**Thank you to
KEVIN HALL of
Dutch Valley Facility
for allowing us to host
our sale at this facility**

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Gem Consulting and
Miller Trucking
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Doc Adams
Veterinary Service
608-413-4352**

**SLEEP INN LANCASTER
608-723-3337**

**Crossroads Supper Club
608-348-7899**

PRESALE BANQUET AND FUND AUCTION

MARCH 20, 2026

Crossroads Supper Club
9315 WI 80, Platteville, WI 53818

Social At 6 pm • Dinner at 7 pm

Everyone is invited.

RSVP by March 10 to Lisa Davis
via email secretarywiherefords@gmail.com
or phone/text 608-697-9633

**Will Epperly, Auctioneer
713-269-5677**



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Understanding Hereford EPDs

The American Hereford Association (AHA) currently produces expected progeny differences (EPDs) for 17 traits and calculates three profit (\$) indexes. AHA's genetic evaluation makes use of a Marker Effects Model that allows the calculation of EPDs by incorporating the pedigree, phenotypic and genomic profile of an animal. Animals that have a genomic profile will be denoted with a GE-EPD logo.

The current suite of Hereford EPDs and \$ indexes includes:

Calving Ease — Direct (CE)

CE EPD is based on calving ease scores and birth weights and is measured on a percentage. CE EPD indicates the influence of the sire on calving ease in females calving at 2 years of age. For example, if sire A has a CE EPD of 6 and sire B has a CE EPD of -2, then you would expect on average if comparably mated, sire A's calves would be born with an 8% more likely chance of being unassisted when compared to sire B's calves.

Birth Weight (BW)

BW EPD is an indicator trait for calving ease and is measured in pounds. For example, if sire A has a BW EPD of 3.6 and sire B has a BW EPD of 0.6, then you would expect on average if comparably mated, sire A's calves would come 3 lb. heavier at birth when compared to sire B's calves. Larger BW EPDs usually, but not always, indicate more calving difficulty. The figure in parentheses found after each EPD is an accuracy value or reliability of the EPD.

Weaning Weight (WW)

WW EPD is an estimate of pre-weaning growth that is measured in pounds. For example, if sire A has a WW EPD of 60 and sire B has a WW EPD of 40, then you would expect on average if comparably mated, sire A's calves would weigh 20 lb. heavier at weaning when compared to sire B's calves.

Yearling Weight (YW)

YW EPD is an estimate of post-weaning growth that is measured in pounds. For example, if sire A has a YW EPD of 100 and sire B has a YW EPD of 70, then you would expect on average if comparably mated, sire A's calves would weigh 30 lb. heavier at a year of age when compared to sire B's calves.

Dry Matter Intake (DMI)

The Dry Matter Intake EPD predicts the daily consumption of pounds of feed. For example, if sire A has a DMI EPD of 1.1 and sire B has a DMI EPD of 0.1, you would expect sire B's progeny, if comparably mated, to consume on average 1 pound of feed less per day.

Scrotal Circumference (SC)

Measured in centimeters and adjusted to 365 days of age, SC EPD is the best estimate of fertility. It is related to the bull's own semen quantity and quality, and is also associated with age at puberty of sons and daughters. Larger SC EPDs suggest younger age at puberty. Yearling sons of a sire with a .7 SC EPD should have yearling scrotal circumference measurements that average 0.7 centimeters (cm) larger than progeny by a bull with an EPD of 0.0 cm.

Sustained Cow Fertility (SCF)

The AHA's new Sustained Cow Fertility EPD (SCF) is a prediction of a cow's ability to continue to calve from three years of age through twelve years of age, given she calved as a two-year-old. The EPD is expressed as a deviation in the proportion of the ten-possible calving's to twelve years old expressed as a probability. For example, the daughters of a bull with a 30 EPD would have the genetic potential to have one more calf by age twelve than the daughters from a bull with a 20 EPD. In other words, the daughters from the 30 EPD bull would have a 10% greater probability of having one more calf than the bull with a 20 EPD. This is equivalent to saying that the daughters are 10% more likely to remain in the herd to age 12.

Maternal Milk (MM)

The milking ability of a sire's daughters is expressed in pounds of calf weaned. It predicts the difference in average weaning weights of sires' daughters' progeny due to milking ability. Daughters of the sire with a +14 MM EPD should produce progeny with 205-day weights averaging 24 lb. more (as a result of greater milk production) than daughters of a bull with a MM EPD of -10 lb. (14 minus -10.0 = 24 lb.). This difference in weaning weight is due to total milk production during the entire lactation.

Maternal Milk & Growth (M&G)

Maternal Milk & Growth reflects what the sire is expected to transmit to his daughters for a combination of growth genetics through weaning and genetics for milking ability. It is an estimate of daughters' progeny weaning weight. A bull with a 29 lb. M&G EPD should sire daughters with progeny weaning weights averaging 19 lb. heavier than progeny of a bull's daughters with a M&G EPD of 10 lb. (29 minus 10 = 19 lb.). It is equal to one-half the sire's weaning weight EPD, plus all of his MM EPD. No accuracy is associated with this since it is simply a mathematical combination of two other EPDs. It is sometimes referred to as "total maternal" or "combined maternal."

Maternal Calving Ease (MCE)

MCE EPD predicts how easily a sire's daughters will calve at 2 years of age and is measured on a percentage. For example, if sire A has a MCE EPD of 7 and sire B has a CE EPD of -3, then you would expect on average if comparably mated, sire A's daughters would calve with a 10% more likely chance of being unassisted when compared to sire B's daughters.

Mature Cow Weight (MCW)

The MCW EPD was designed to help breeders select sires that will either increase or decrease mature size of cows in the herd. The trait was developed after years of cow weight data collection and the EPD relates directly to the maintenance requirements of a cow herd. For example, if sire A has a MCW EPD of 100 and sire B has an EPD of 85, then you would expect the females of sire A, if mated to similar cows, to be 15 lb. heavier at mature size.

Udder Suspension (UDDR)

UDDR EPDs are reported on a 9 (very tight) to 1 (very pendulous) scoring scale. Differences in sire EPDs predict the

difference expected in the sires' daughters' udder characteristics when managed in the same environment. For example, if sire A has a UDDR EPD of 0.4, and sire B has a UDDR EPD of -0.1, the difference in the values is 0.5, or one-half of a score. If daughters of sires A and B are raised and managed in the same environment, you would expect half a score better udder suspension in daughters of sire A, compared to sire B.

Teat Size (TEAT)

TEAT EPDs are reported on a 9 (very small) to 1 (very large, balloon shaped) scoring scale. Differences in sire EPDs predict the difference expected in the sires' daughters' udder characteristics when managed in the same environment. For example, if sire A has a teat size EPD of 0.4, and sire B has a teat size EPD of -0.1, the difference in the values is 0.5, or one-half of a score. If daughters of sires A and B are raised and managed in the same environment, you would expect half a score smaller teat size in daughters of sire A, compared to sire B.

Carcass Weight (CW)

Carcass weight is a beneficial trait when considering the impact that pounds have relative to end product value. At the same age constant endpoint, sires with higher values for carcass weight will add more pounds of hot carcass weight compared to sires with lower values for carcass weight. For example, if sire A has a CW EPD of 84 and sire B has a CW EPD 64, then you would expect the progeny of sire A, if harvested at the same age constant endpoint, to have a 20-lb. advantage in terms of hot carcass weight.

Rib Fat (FAT)

The FAT EPD reflects differences in adjusted 365-day, 12th-rib fat thickness based on carcass measurements of harvested cattle. Sires with low, or negative FAT EPDs are expected to produce leaner progeny than sires with higher EPDs. Ultrasound measures are also incorporated into this trait and have been shown to be highly correlated with the performance of slaughter progeny. All data is expressed on a carcass scale.

Ribeye Area (REA)

REA EPDs reflect differences in an adjusted 365-day ribeye area measurement based on carcass measurements of harvested cattle. Sires with relatively higher REA EPDs are expected to produce better-muscled and higher percentage yielding slaughter progeny than will sires with lower REA EPDs. Ultrasound measurements are also incorporated into this trait and have been shown to be highly correlated with the performance of slaughter progeny. All data is expressed on a carcass scale.

Marbling (MARB)

MARB EPDs reflect differences in an adjusted 365-day marbling score (intramuscular fat, [IMF]) based on carcass measurements of harvested cattle. Breeding cattle with higher MARB EPDs should produce slaughter progeny with a higher degree of IMF and therefore higher quality grades. Ultrasound measurements are also incorporated into this trait and have been shown to be highly correlated with the performance of slaughter progeny. All data is expressed on a carcass scale.

Baldie Maternal Index (BMIS)

The Baldie Maternal Index is a maternally focused index that is based on a production system that uses Hereford x Angus cross cows. Progeny of these cows are directed towards Certified Hereford Beef. This index has significant weight on Sustained Cow Fertility, which predicts fertility and longevity of females. There is a slightly positive weight on Weaning Weight, Mature Cow Weight and Milk which accounts for enough growth but ensures females do not increase inputs. There is some negative emphasis on Dry Matter Intake, but a positive weighting on Carcass Weight which is anticipated to provide profitability from finishing of non-replacement females and castrated males. Marbling and Rib-eye Area are also positively weighted to keep the harvested progeny successful for CHB. This index is geared to identify Hereford bulls that will be profitable when used in a rotational cross with mature commercial Angus cows.

Brahman Influence Index (BIIS)

The Brahman Influence Index is a maternally focused index that is based on a production system that uses Brahman x Hereford cross cows. Progeny of these cows are directed towards a commodity beef market since Certified Hereford Beef does not accept Brahman influenced cattle. This index has significant weight on Sustained Cow Fertility, which predicts fertility and longevity of females. There is a slightly positive weight on Weaning Weight, Mature Cow Weight and Milk which accounts for enough growth but ensures females do not increase inputs. There is some negative emphasis on Dry Matter Intake, but a positive weighting on Carcass Weight which is anticipated to provide profitability in finishing non-replacement females and castrated males. Marbling and Rib-eye Area are also positively weighted to keep harvested progeny successful for a variety of commodity based programs. This index targets producers that use Hereford bulls on Brahman influenced cows.

Certified Hereford Beef Index (CHBS)

The Certified Hereford Beef Index is a terminal sire index that is built on a production system where Hereford bulls are mated to mature commercial Angus cows and all progeny will be targeted for Certified Hereford Beef after the finishing phase. This index has significant weight on Carcass Weight to ensure profit on the rail. As well there is a positive weighting for Average Daily Gain along with a negative weighting on Dry Matter Intake to ensure efficient pounds of growth in the finishing phase. Keep in mind, this production system takes advantage of complimentary breeding with the commercial Angus cow. Although Marbling is weighted positively in this index, a positive weighting for Rib-eye Area and a negative weighting for Back Fat are a greater priority in this index to allow for optimum end-product merit. This is the only index that has no emphasis on fertility. Remember that no replacement heifers are being retained.

2026 CONSIGNORS



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Next Generation Genetics 4, 11, 51A, 51B
608-697-9026

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Steve Merry 17, 41, 43
414-881-5274

Weber Livestock 2A, 2B, 23, 38A, 38B
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Wildcat Cattle Company 40
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