

15th Annual

BULL SALE

GENOA
LIVESTOCK, LLC

2 PM | MONDAY, SEPTEMBER 8, 2025

at the Ranch in Minden, Nevada



Selling **52**  **HEREFORD BULLS**

Both Horned and Polled



GENOA LIVESTOCK BULL SALE at the Ranch in Minden, Nevada

SALE LOCATION

The sale will be held at Genoa Livestock's home ranch,
640 Genoa Lane, Minden, NV; in Carson Valley, about 1 hour
south of Reno and 30 minutes from South Lake Tahoe.

SALE DAY SCHEDULE

Monday, September 8, 2025

NOON: Review sale cattle in the pens; **Light Lunch Buffet**

2 PM: Sale — Rick Machado, Auctioneer

2 PM: Video Sale streamed live on CCI.Live
and Western Video Market

4:30: Catered dinner and entertainment

*Note: All cattle will be available for inspection prior to sale day and
the auction will be streamed on CCI.Live and Western Video Market*



ACCOMMODATIONS

There are several nearby motels in Minden, Gardnerville or
Carson City, Nevada.

Here are a few to try:

Carson Valley Inn, Minden	775-782-9711
Holiday Inn Express, Minden	775-782-7500
Courtyard by Marriot, Carson City	775-887-9900
Gold Dust West, Carson City	775-885-9000
David Walley's Resort, Genoa	775-782-8155

TRANSPORTATION

With sufficient notice, planes will be met at Reno-Tahoe
International Airport or Minden-Tahoe Airport.

FREE DELIVERY and 60 DAYS FREE BOARD

Sale cattle will be delivered free of charge within 500 miles of
the ranch. Seller will equally split delivery expenses beyond
500 miles with Buyer. Sale Bulls may be boarded at the ranch
for 60 days at no charge.

BULL HEALTH and TESTING

All bulls will have passed a satisfactory semen test and rigid
fertility evaluation prior to the sale. They have been Anaplas
vaccinated, BVD tested and have a negative Trich test result.

Genoa Livestock also maintains a rigorous vaccination
protocol. See inside back cover.

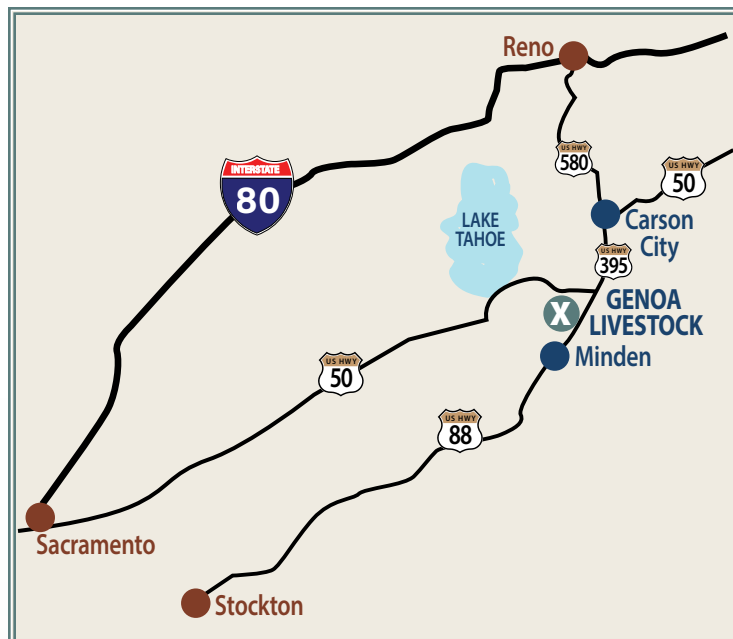
SALE TERMS

Retained Semen Interest: Genoa Livestock is selling full
possession and retaining 50% semen interest on all bulls.

Lot numbers will correspond to this sale catalog. The sale is
being conducted under the suggested sales terms and conditions
adopted by the American Hereford Association. Except for
those stated in the terms and conditions there are no warranties
either expressed or implied, as to the merchantability or fitness
for a particular purpose with respect to the cattle being sold
in this auction. The warranties and guaranties set forth in the
"Terms and Conditions" are in lieu of all other warranties either
expressed or implied, and the remedies provided therein shall
be the sole and exclusive remedy of the buyer (or any claiming
through the buyer) for any breach of warranty of guarantee
therein provided and all other obligations available at the clerk's
desk on sale day.

All persons who attend this sale do so at their own risk.
Genoa Livestock assumes no responsibility, legal or otherwise,
for accidents which may occur.

LOCATION



640 Genoa Lane, Minden, NV is located just off Highway 395
which can be reached via 580 South from Reno; Highway 50
or Highway 88 from California



All Genoa sale bulls are DNA parentage and GE-EPD tested

Please join us for the

15th Annual

GENOA LIVESTOCK BULL SALE

Monday, September 8, 2025
at the Ranch – 640 Genoa Lane – Minden, Nevada

Selling **52**  **HEREFORD BULLS**
Both Horned and Polled



SALE DAY SCHEDULE

Monday, September 8th, 2025

NOON: Sale cattle will be available for inspection on-site (or prior to by arrangement)
Light Buffet Lunch

2 PM: Live Auction Video Sale.
Rick Machado, Auctioneer



4:30 PM: Catered dinner and entertainment

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NOTE:

All cattle will be available for inspection prior to sale day and the auction will be streamed on CCI.Live and Western Video Market

SALE REPRESENTATIVES

Rick Machado — Auctioneer 805-501-3210
Matt MacFarlane — California Cattleman 916-803-3113
Jared Patterson — Western Livestock Journal 208-312-2386
Emilee Holt — American Hereford Association 208-965-3130
Rod Wesselman, Special Assignment 509-750-2185

GENOA LIVESTOCK REPRESENTATIVES

Bob Coker 916-539-1987
Chris Beck 618-367-5397
Bill Seals, DVM (Veterinarian) 408-472-8195
Photography by Jared Patterson — Caldwell, ID 208-312-2386
Videos by Tacee Shaw — Gooding, ID 208-358-6323



Bob Coker 916-539-1987 | Chris Beck 618-367-5397

640 Genoa Lane
Minden, Nevada

775-782-3336

www.genoalivestock.com

View Sale Bull Videos at
www.genoalivestock.com
If you can't join us in person, join in on



Find us on Facebook

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123

Welcome!



Welcome to our 15th Annual Sale!

Preparing our sale catalog each year is a mental recap of our crew's effort over the preceding two years to successfully bring these sale lots to you. As you all know, this isn't easy work – but we live it and love it! And we thank you in advance for your interest in our program.

We stringently research and select only proven AI sires to ensure reliability of the genetics we offer each year. We recently expanded our ET program to 80 recipis allowing us to be even more selective. Additionally, all registered cows are initially bred with industry leading AI sires, then turned out with our top herd sires. So we are pleased to bring you this year's offering and believe the genetics represented here will solidly support your bottom line production objectives. We have selected 52 outstanding bulls – both horned and polled – for your consideration.

Our breeding objectives are straight forward: to produce quality Hereford genetics focused on a balanced approach of enhanced EPD profiles, breed-leading pedigrees, structural integrity, performance, phenotype, end product value – all which make for good complete cattle. Simply put, it's our mission to provide you with the best Hereford genetics available in the western region.

For the 15th consecutive year, Genoa Livestock's Bulls and Heifers – our 2024 spring calf crop of 222 calves – ranked in the Top 20% of the Hereford Breed in 10 of 12 traits measured by the American Hereford Association, and in the Top 5% in all 3 indexes. See our Sale Bulls' Percentile EPD Ranking graph on the inside back cover.

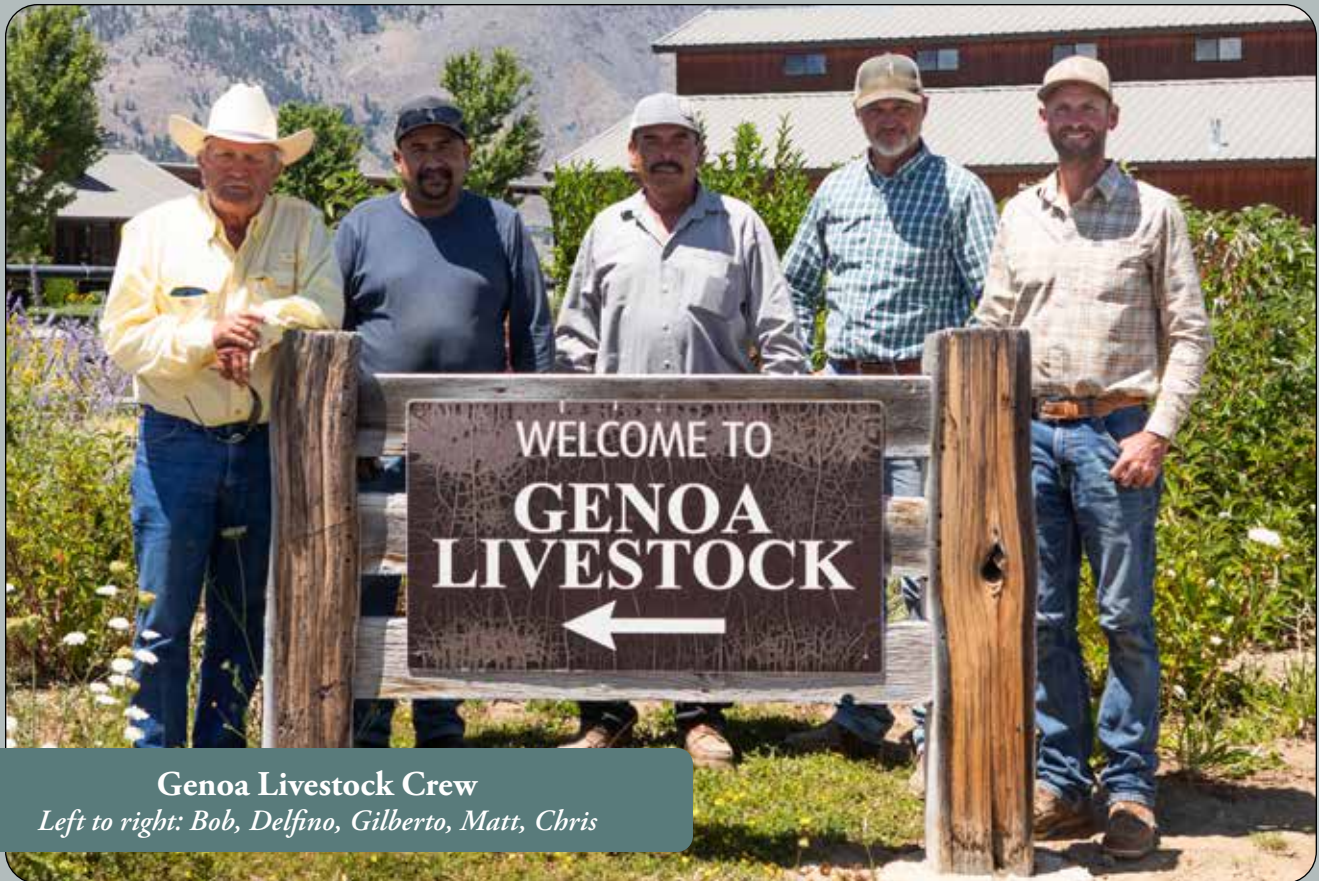
We begin development of our bulls a few months after weaning in large dry lots that allow for plenty of travel and exercise. They are developed sensibly, to ensure that at turn-out time these bulls will hold up, work, and get the job done. This has served as a valuable developmental program for our customers. All Genoa Livestock bulls are 100% guaranteed as sound and healthy breeders.

We hope you will find something within our offering today that suits your breeding objectives.

News from the Crew: We welcome the Olsen Family to the ranch! Matt, Kyleen, and their children Shaw and Carlyn, joined us recently from a ranch in Montana. Matt will assist Chris in all aspects of herd management and we are delighted to have them here!

Thank You!

*Bob & Carol, Chris & Lydia, Matt & Kyleen, Michelle & Scott,
Gilberto & Susana, Delfino & Yessenia and their families*



Genoa Livestock Crew

Left to right: Bob, Delfino, Gilberto, Matt, Chris

Welcome!

WELCOME OLSON FAMILY!

Genoa Livestock is pleased to welcome the Olson family from Montana. Matt will be working with our ranch manager, Chris Beck, on all aspects of herd management. Kyleen is an elementary school teacher; Carlyn will enter 6th grade and Shaw will be a sophomore at Douglas High. We are delighted to have them here!



Olson Family

Matt, Carlyn, Kyleen & Shaw Olson

Virginia City's 66th Annual Camel & Ostrich Races! September 5th-7th



No kidding! The Camel and Ostrich races — even zebras — have been held in Virginia City for 65 years. If you come to our area the weekend before the Genoa

Livestock sale and are looking for a unique experience — check out the **Annual Camel & Ostrich Races** in Virginia City. A ton of fun and memorable!

www.visitvirginiacitynv.com

Other Nearby Fun:

Douglas County Rodeo

September 5th-7th

Gardnerville, NV

www.douglascountynvrodeo.com

And check out these sites for fun, beautiful vistas, all kinds of activities. There's something here for everyone!

visitcarsoncity.com

visitlaketahoe.com

We'll see you on Monday the 8th!

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123



SHF HOUSTON D287 H086

A **SHF HOUSTON D287 H086** {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

Reg. 44123641 DOB: 2/8/20 POLLED

SHF YORK 19H Y02 (S00){CHB}{DLF,HYF,IEF} MSU MF HUDSON 19H (S00){DLF,HYF,IEF}

SHF DAYBREAK Y02 D287 ET (CHB){DLF,HYF,IEF,MSUDF} LOEWEN MISS P20 10W (DLF,HYF,IEF)

P43676330 SHF MISS M326 T08 ET (DLF,HYF,IEF) KCF BENNETT 3008 M326 (S00){DLF,HYF,IEF,MDF,DBF}

AHA SHF POSTIVE MISS 73C M15 (DLF,HYF,IEF)

LOEWEN 44X 6X 20Z (DBP) LOEWEN DURANGO 344N 44X ET (DBP)

SHF MISS 14 20Z D223 (DLF,HYF,IEF,DBP) LOEWEN MISS 33T 5S 6X (DLF,HYF,IEF,DBP)

P43676273 SHF RADAR R125 T75 (DLF,HYF,IEF,DBP) SHF RADAR M326 R125 (S00){DLF,HYF,IEF}

SHF DOMINETTE 2C L42 (D00){HYF,DBP}

CED	BW	WW	YW	MK	M&G	CEM
1.1	3.4	85	139	28	71	0.7
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.9	0.032	1.33	0.29	472	582	203

BIRTH
90
205 Adj.
772
365 Adj.
1373



CHURCHILL HIGH NOON 8339F ET

B **CHURCHILL HIGH NOON 8339F ET** {CHB}{DLF,HYF,IEF,MSUDF}

Reg. 44000066 DOB: 8/12/18 HORNED

C ETF WILDCAT 4248 ET (S00){CHB}{DLF,HYF,IEF} NJW 73S M326 TRUST 100W ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF) RPH MAIDEN 95T (DLF,HYF,IEF)

P43715316 SR CCC LADYSPORT 2205 Z ET (DLF,HYF,IEF) THM DURANGO 4037 (S00){DLF,HYF,IEF}

AHA NJW BW LADYSPORT DEW 78P ET (DLF,HYF,IEF)

PYRAMID 16W 110T 9116 (S00){DLF,HYF,IEF,MSUDF} FHF M33 STARBUCK 110T ET

H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF) FHF 51M ACHIEVA 70T (DLF,HYF,IEF)

P43720812 FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF) CH HARLAND 408 (S00){DLF,HYF,IEF,MSUDF,MDF}

FHF 45P RITA 101T (HYF)

CED	BW	WW	YW	MK	M&G	CEM
-0.8	4.0	71	113	32	67	3.4
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.2	-0.008	1.15	0.04	458	539	152

BIRTH
79
205 Adj.
768
365 Adj.
1161



CHURCHILL LONG HAUL 234K ET

C **CHURCHILL LONG HAUL 234K ET** {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

Reg. 44378132 DOB: 1/11/22 POLLED

CHURCHILL SENSATION 028X (S00){DLF,HYF,IEF,MDF,DBF} UPS DOMINO 3027 (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF}

NJW LONG HAUL 36E ET (S00){DLF,HYF,IEF,MSUDF,MDF,DBF} CHURCHILL LADY 7202T ET (DLF,HYF,IEF)

P43829326 NJW 75Z 10W RITA 11B (DLF,HYF,IEF,MSUDF,MDF) LIR 023R WHITMORE 10W (S00){DLF,HYF,IEF,MSUDF,MDF,DBF}

AHA BW 91H 100W RITA 79Z ET (DLF,HYF,IEF,MSUDF,MDF)

EFBEEF BR VALIDATED B413 (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF} EFBEEF TFL 0208 TESTED X651 ET (S00){CHB}{DLF,HYF,IEF,MSUDF}

BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MDF,DBF) EFBEEF 4R THYRA Y865 (DLF,HYF,IEF,MDF,DBF)

P43857421 BR BENNETT 4R Y428 2101 6035 (HYF,DBP) KCF BENNETT REVOLUTION Y428 (DLF,HYF,IEF,DBP)

BR BENNETT OF 4070 2101 (HYF)

CED	BW	WW	YW	MK	M&G	CEM
14.6	-3.6	53	76	38	64	7.2
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.7	0.022	0.62	0.65	531	641	176

BIRTH
72
205 Adj.
653
365 Adj.
1207



C KEY WEST 0065

D **C KEY WEST 0065** {CHB}{DLF,HYF,IEF,MSUDF,MDF}

Reg. 44122894 DOB: 1/5/20 POLLED

BR BELLE AIR 601T (S00){CHB}{DLF,HYF,IEF,MSUDF,DBF} BAR SLHF 028 240 (S00){CHB}{DLF,HYF,IEF}

C CJC BELLE HEIR ET (CHB){DLF,HYF,IEF} BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)

43889959 C CJC 89T MISS MILES 4264 ET (DLF,HYF,IEF) C MILES MCKEE 2103 ET (S00){DLF,HYF,IEF,MSUDF,MDF}

AHA TH 16G 20N GEMINI 89T (DLF,HYF,IEF)

C BLACK HAWK DOWN ET (S00){DLF,HYF,IEF,MSUDF,MDF,DBF} WLB WINCHESTER POWERBALL 27A (S00){HYF,DBP}

C BLACK HAWK LASS 8019 (DLF,HYF,IEF,MSUDF,MDF) BR BAILEE 1066 ET (DLF,HYF,IEF)

P43889890 C 88X RIBEYE LADY 6245 (DLF,HYF,IEF,MSUDF,MDF) NJW 98S R117 RIBEYE 88X ET (S00){DLF,HYF,IEF,MSUDF,MDF,DBF}

C 10Y 440 LADY DOM 4067 ET (DLF,HYF,IEF,MDF)

CED	BW	WW	YW	MK	M&G	CEM
6.8	4.3	68	106	30	64	4
SC	FAT	REA	MB	BMIS	BIIS	CHBS
0.9	-0.018	0.86	0.26	595	695	174

BIRTH
69
205 Adj.
796
365 Adj.
1264

E H WMS THOMAS COUNTY 1443 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

Reg. 44257454

DOB: 1/27/21

POLLED

KCF BENNETT REVOLUTION X51 (S00){CHB}{DLF,HYF,IEF,MDF,DBF} MSU TCF REVOLUTION 4R (S00){CHB}{DLF,HYF,IEF,MDF,DBF}
 EFBEEF RESOLUTE CEO (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF} KCF MISS PROFICIENT U201 (DLF,HYF,IEF,MSUDF,MDF)
 P43551829 EFBEEF 6378 KATE W484 (DLF,HYF,IEF,MSUDF) R&R PRIME CUT 6378 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}



EFBEEF 6825 KATE R428

BEHM 100W CUD4 504C (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF} NIW 73S M326 TRUST 100W ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
 H MS EXCEL 7945 ET (DLF,HYF,IEF,MSUDF,MDF,DBF) BEHM R294 JASMANIO2Y (D000){DLF,HYF,IEF,MSUDF,MDF,DBF}
 P43557338 H MS 824 EXCEL 4146 ET (DLF,HYF,IEF,MSUDF,MDF,DBF) NIW 73S W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

CED	BW	WW	YW	MK	M&G	CEM
0.6	4.1	79	131	34	73	-2.6
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.8	0.072	0.81	0.38	458	573	165



BIRTH
93
205 Adj.
744
365 Adj.
1479



H WMS THOMAS COUNTY 1443 ET

F GENOA 7934 COMSTOCK 21009 {DLF,HYF,IEF,MSUDF,MDF}

Reg. 44223692

DOB: 2/6/21

SCURRED

BEHM 100W CUD4 504C (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF} NIW 73S M326 TRUST 100W ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
 H GENOA COMSTOCK 7934 ET (DLF,HYF,IEF,MSUDF,MDF,DBF) BEHM R294 JASMANIO2Y (D000){DLF,HYF,IEF,MSUDF,MDF,DBF}
 P43857527 H MS 5139 ADVANCE 4006 ET (DLF,HYF,IEF,MSUDF,MDF,DBF) NIW 98S R117 RIBEYE 88X ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}



HH MISS ADVANCE 5139R ET (DLF,HYF,IEF)

NIW 135U 10Y HOMETOWN 27A (S00){DLF,HYF,IEF,MSUDF,MDF,DBF} NIW 73S W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
 GENOA MISS 27AHOMETOWN 19076 ET (D000){DLF,HYF,IEF,MSUDF,MDF,DBF} NIW 4037 34S DURANGO VACA 135U (D000){DLF,HYF,IEF,MSUDF,MDF,DBF}
 44012563 R&R 6378 LEANNE 6003 8003 (D000){DLF,HYF,IEF,MSUDF,MDF,DBF} R&R PRIME CUT 6378 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}

CED	BW	WW	YW	MK	M&G	CEM
4.4	3.3	77	114	29	68	-1.6
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.5	0.032	0.89	0.38	372	479	176



BIRTH
80
205 Adj.
900
365 Adj.
1165



GENOA 7934 COMSTOCK 21009

G GENOA 6011 BELLE AIR 19073 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF}

Reg. 44011928

DOB: 2/23/19

HORNED

BAS LHF 028 240 (S00){CHB}{DLF,HYF,IEF} CHURCHILL SENSATION 028X (S00){DLF,HYF,IEF,MDF,DBF}
 BR BELLE AIR 6011 (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF} CHURCHILL LADY 078X (DLF,HYF,IEF)
 43724674 BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF) GOLDEN OAK OUTCROSS 18U (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}



BR CSF BRIELLE 8052 ET (DLF,HYF,IEF)

UPS DOMINO 3027 (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF} CL1 DOMINO 91261 1ET (S00){DLF,HYF,IEF}
 GENOA MISS 3027 DOMINO 14003 (D000){DLF,HYF,IEF,MSUDF,MDF,DBF} UPS MISS DIAMOND 1353 (DLF,HYF,IEF,MSUDF,MDF,DBF)
 43748712 GENOA MISS HARLAND 408 12039 CH HARLAND 408 (S00){DLF,HYF,IEF,MSUDF,MDF,DBF}

CED	BW	WW	YW	MK	M&G	CEM
12.1	-0.5	62	92	36	67	5.4
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.8	0.032	0.61	0.49	494	602	170



BIRTH
89
205 Adj.
778
365 Adj.
1229



GENOA 6011 BELLE AIR 19073 ET

H GENOA 27A HOMETOWN 19263 ET {CHB}{DLF,HYF,IEF,MSUDF,MDF}

Reg. 44096834

DOB: 10/10/19

POLLED

NIW 73S W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF} SHF WONDER M326 W18 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
 NIW 135U 10Y HOMETOWN 27A (S00){DLF,HYF,IEF,MSUDF,MDF,DBF} NIW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDF,DBF)
 P43385145 NIW 4037 34S DURANGO VACA 135U (D000){DLF,HYF,IEF,MSUDF,MDF,DBF} THM DURANGO 4037 (S00){DLF,HYF,IEF,MSUDF,MDF,DBF}



NIW P606 BOL DAYDREAM 34S ET (DLF,HYF,IEF)

R&R PRIME CUT 6378 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF} FELTONS 517 (S00){DLF,HYF,IEF,MSUDF,MDF,DBF}
 R&R 6378 LEANNE 6003 8003 (D000){DLF,HYF,IEF,MSUDF,MDF,DBF} FELTONS KATE P62 (DLF,HYF,IEF)
 P42928365 R&R SILVEIRAS LILY LEANNE 6003ET (DBP) BR DM CHANNING ET (S00){DLF,HYF,IEF,MSUDF,MDF,DBF}

CED	BW	WW	YW	MK	M&G	CEM
13.7	-0.5	59	78	29	58	4.6
SC	FAT	REA	MB	BMIS	BIIS	CHBS
0.9	0.052	0.48	0.27	455	545	145



BIRTH
85
205 Adj.
-
365 Adj.
1210



GENOA 27A HOMETOWN 19263 ET

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123



Lot 1 — GENOA 9985 HARVESTER 23259 ET

Lot 1



Lot 1 — GENOA 9985 HARVESTER 23259 ET

1

GENOA 9985 HARVESTER 23259 ET {DLF,HYF,IEF,MSUDF}

Reg. P44499660 DOB: 8/20/23 POLLED

NIW 792 Z311 ENDURE 1730 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF) ... KCF BENNETT ENCORE Z311 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
 UPS HARVESTER 9985 (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF) ... BW 91H 100W RITA 792 ET (DLF,HYF,IEF,MSUDF,MDF,DBF)
 P4136010 UPS MISS SENSATION 2895 (D00)(DLF,HYF,IEF,MSUDF) ... CHURCHILL SENSATION 028X (S00)(DLF,HYF,IEF,MSUDF,MDF,DBF)
 UPS MISS TUG 0669 (D00)(HYF,IEF)

NIW 735 W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF) ... SHF WONDER M326 W18 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ... NIW P06 72N DAYDREAM 735 (DLF,HYF,IEF,MSUDF,MDF,DBF)
 P43685109 HYALITE TS LASS 547 (DLF,HYF) ... KT TOP SECRET 1030 (S00)(DLF,HYF,IEF,MSUDF)

HYALITE 233 LASS 205 (DLF,HYF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.9	1.8	63	109	37	69	2.5	1.5	33.9
FAT	REA	MB	BMIS	BIS	CHBS	Age of Dam	PIGMENT	
0.052	0.94	0.39	526	627	169	9	L: GOGGLE R: GOGGLE	

BIRTH

74

205 Adj.

705

365 Adj.

1000

- 3259 was the perfect bull to plug into our cow herd via AI and to walk this summer. He was out with cows for 55 days and held flesh exceptionally well. He froze 325 units of semen on his first jump.
- He has two flush sisters as bred heifers in the pasture this summer that, at this stage of the game, show potential to be the replacement for their donor dam 5047, which is 10 years old and by sale time will have over 60 progeny on the ground. His sire, Harvester, has garnered a lot of attention and has produced several well-known herd bulls across the country.
- This rascal started with a low birth weight, weaned off the cow at over 700 pounds! He is smooth and extended through his front 1/3 to validate high Calving Ease without sacrificing shape and performance. He has goggles over both his eyes, is red to the ground, and has red testicles. He is high quality on the hoof and exceptional and balanced on paper, with a time-tested pedigree and a 10-year-old donor to back him.
- RATIOS: REA 110%, IMF 122%
- EPDS: Top 5% SCF, MILK, M&G, TEAT, REA, BMIS, CHBS, BIS; Top 10% YW, SC, CW, MARB; Top 15% CE; Top 25% WW, UDDER

View Sale Bull Videos at www.genoalivestock.com

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2

GENOA 19263 HOMETOWN 24004 {DLF,HYF,IEF,MSUDF}

Reg. P44539486

DOB: 2/12/24

POLLED



N1W 135U 10Y HOMETOWN 27A (S00){DLF,HYF,IEF,MSUDF,MDC} N1W 73S W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDC}
 GENOA 27A HOMETOWN 19263 ET (CHB){DLF,HYF,IEF,MSUDF,MDC} N1W 4037 34S DURANGO VACA 135U (D00){DLF,HYF,IEF,MSUDF}
 P44096834 R&R 6378 LEANNE 6003 8003 (D00){DLF,HYF,IEF,MSUDF,MDC,DBF} R&R PRIME CUT 6378 ET (S00){CHB}{DLF,HYF,IEF,MSUDF}
 AHA GE-EPD R&R SILVEIRAS LILY LEANNE 6003ET (DBP)



JDH AH PROMINENT 21G ET (CHB){DLF,HYF,IEF,MSUDF,MDC,DBF} JDH 11B STUD 3134 63E (CHB){DLF,HYF,IEF,MSUDF,MDC,DBF}
 GENOA MISS 21G PROMINENT 22077 (DLF,HYF,IEF,MSUDF) JDH AH MS 34X VICTOR 33245C ET (DLF,HYF,IEF,MSUDF)
 P44331425 GENOA MISS 10Y HOMETOWN 16085 (D00){DLF,HYF,IEF,MSUDF,MDC} N1W 73S W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDC}
 GENOA MISS U38 VISION 13077 (DLF,HYF,IEF,MSUDF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
10.5	-0.8	53	72	24	51	2.4	0.8	32.57
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.082	0.29	0.36	495	590	124	2	L: 100%	R: 100%

- A short-marked, moderately framed 19263 son out of a feminine and beautiful uddered Prominent 2-year-old.
- 4004 would be an excellent choice for heifers, focusing on traits that ensure good udder quality, longevity, low maintenance, and fertility in replacement females. He carries some of the best cow families on both sides of his pedigree that have walked the ranch.
- RATIOS: BW 94%, FAT 87%
- EPDS: TOP 5% BW, SCF, MCW, UDDER, BMI\$, Top 10% CE, MARB; Top 20% TEAT; Top 25% DMI



GENOA MISS 10Y HOMETOWN 16085 — Grandam of Lot 2

3

GENOA 234K LONG HAUL 24008 {DLF,HYF,IEF,MSUDF}

Reg. P44539493

DOB: 2/15/24

POLLED



N1W LONG HAUL 36E ET (S00){DLF,HYF,IEF,MSUDF,MDC,DBF} CHURCHILL SENSATION 028X (S00){DLF,HYF,IEF,MSUDF,MDC,DBF}
 CHURCHILL LONG HAUL 234K ET (CHB){DLF,HYF,IEF,MSUDF,MDC,DBF} N1W 79Z 10W RITA 11B (DLF,HYF,IEF,MSUDF,MDC,DBF)
 P44378132 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MSUDF,MDC,DBF) EFBEF BR VALIDATED B413 (S00){CHB}{DLF,HYF,IEF,MSUDF,MDC,DBF}
 AHA GE-EPD BR BENNETT 4R Y428 2101 6035 (HYF,DPB)



DCF 642Z DILLY 002H (DLF,HYF,IEF,MSUDF,MDC) BR DUNCAN 414Z (DLF,HYF,IEF,MSUDF)
 GENOA MISS 002H DILLY 22114 (DLF,HYF,IEF,MSUDF) WHR RMB109 BEEFMAID 642Z (DLF,HYF,IEF,MSUDF)
 P44331528 GENOA MISS 6964 LEADER 18027 (DLF,HYF,IEF,MSUDF) R LEADER 6964 (S00){DLF,HYF,IEF,MSUDF,MDC,DBF}
 GENOA MISS HOMETOWN 10Y 16054 (DLF,HYF,IEF,MSUDF,MDC)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
3.4	1.8	62	98	28	59	-0.7	1.3	35.61
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
-0.018	0.56	0.36	388	481	154	1	L: 20%	R: 100%

- Masculine and rugged made Long Haul 234k son, that is complete and balanced with a great muscle pattern, soft flank, and square hip.
- A heifer's first calf with a modest birth weight, large REA, and CHB\$ and marbling in the top 10% of the breed.
- RATIOS: REA 109%
- EPDS: Top 5% FAT; Top 10% MARB, CHB\$; Top 25% WW, SC, UDDER



Lot 3 — GENOA 234K LONG HAUL 24008

4

GENOA 234K LONG HAUL 24009 {DLF,HYF,IEF,MSUDF}

Reg. P44539488

DOB: 2/16/24

POLLED



N1W LONG HAUL 36E ET (S00){DLF,HYF,IEF,MSUDF,MDC,DBF} CHURCHILL SENSATION 028X (S00){DLF,HYF,IEF,MSUDF,MDC,DBF}
 CHURCHILL LONG HAUL 234K ET (CHB){DLF,HYF,IEF,MSUDF,MDC,DBF} N1W 79Z 10W RITA 11B (DLF,HYF,IEF,MSUDF,MDC,DBF)
 P44378132 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MSUDF,MDC,DBF) EFBEF BR VALIDATED B413 (S00){CHB}{DLF,HYF,IEF,MSUDF,MDC,DBF}
 AHA GE-EPD BR BENNETT 4R Y428 2101 6035 (HYF,DPB)



INNISFAIL WHR X651/723 4013 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDC} EFBEF TFL U208 TESTED X651 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDC}
 GENOA MISS 4013 WHR 22093 (DLF,HYF,IEF,MSUDF,MDC) INNISFAIL P230 1723 (DLF,HYF,IEF,MSUDF)
 P44331441 GENOA MISS 27AHOMETOWN 19076ET (D00){DLF,HYF,IEF,MSUDF,MDC} N1W 135U 10Y HOMETOWN 27A (S00){DLF,HYF,IEF,MSUDF,MDC}
 R&R 6378 LEANNE 6003 8003 (D00){DLF,HYF,IEF,MSUDF,MDC,DBF}

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.5	1.5	75	104	36	73	3.0	1.2	35.63
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.022	0.90	0.48	446	561	171	2	L: 100%	R: 100%

- High performance, 234K son out of a moderate frame deep bodied 2-year-old that had a nursing ratio of 116% on her first calf 4009.
- A really nice medium frame bull that is smoothly put together with plenty of length and an EPD profile that excels for growth and carcass traits.
- RATIOS: WW 116%, FAT 64%, REA 104%
- EPDS: Top 5% WW, M&G, REA, MARB, CHB\$; Top 10% MILK, UDDER; Top 15% CW; Top 20% CE, YW, BMI\$



GENOA MISS 27AHOMETOWN 19076ET — Grandam of Lot 4

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI\$	BI\$	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123



GENOA MS 0065 KEY WEST 22150 ET
— Dam of Lot 5, pictured at 9 months

5

GENOA 234K LONG HAUL 24013 {DLF,HYF,IEF,MSUDF}

Reg. P44539497
DOB: 2/18/24
POLLED

N/W LONG HAUL 36E ET (SOD) (DLF,HYF,IEF,MSUDF,DBF) CHURCHILL SENSATION 028X (SOD) (DLF,HYF,IEF,MSUDF,DBF)

CHURCHILL LONG HAUL 234K ET (CHB) (DLF,HYF,IEF,MSUDF,MDC,DBF) N/W 792 10W RITA 11B (DLF,HYF,IEF,MSUDF,MDC)

P44378132 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MSUDF,MDC,DBF) EFBEFF BR VALIDATED B413 (SOD) (CHB) (DLF,HYF,IEF,MSUDF,MDC,DBF)

BR BENNETT 4R Y428 2101 6035 (HYF,DBF)

C KEY WEST 0065 (CHB) (DLF,HYF,IEF,MSUDF,MDC) C/CIC BELLE HEIR ET (CHB) (DLF,HYF,IEF)

GENOA MS 0065 KEY WEST 22150 ET (DLF,HYF,IEF,MSUDF) C BLACK HAWK LASS 8019 (DLF,HYF,IEF,MSUDF,MDC)

P44337604 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDC) N/W 73S W18 HOMETOWN 10Y ET (SOD) (CHB) (DLF,HYF,IEF,MSUDF,MDC)

HYALITE TS LASS 547 (DLF,HYF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
6.1	0.9	64	105	37	69	-0.3	1.6	36.7
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.002	0.73	0.43	512	617	179	2	L: 60%	R: 100%

BIRTH

71

205 Adj.

567

365 Adj.

1016

- True balanced-trait heifer bull that leaves no box unchecked. 16 EPD traits in the top 25% percent of the breed.
- Dam 22150 will have an important role as a future donor here. She was a member of the first pen of heifers we took to the National Western Stock Show in Denver and is a direct daughter of the 5047 donor.
- EPDS: Top 5% SC, MILK, M&G, UDDER, MARB, BMI\$, CHBS; Top 10% SCF, MCW, REA; Top 15% BW, YW, TEAT, CW, FAT; Top 25% WW



Lot 6 — GENOA 66589 MANDATE 24015

6

GENOA 66589 MANDATE 24015 {DLF,HYF,IEF,MSUDF}

Reg. 44539489
DOB: 2/19/24
HORNED

R LEADER 6964 (SOD) (DLF,HYF,IEF,MSUDF,DBF) HYALITE ON TARGET 936 (SOD) (DLF,HYF,IEF,MSUDC)

/S MANDATE 66589 ET (SOD) (DLF,HYF,IEF,MSUDF,MDC,DBF) R MISS REVOLUTION 1009 (DOD) (DLF,HYF,IEF,DBF)

P43834732 /S LADY DOMINO 0158X (DLF,HYF,IEF) SHF RIB EYE M326 R117 (SOD) (DLF,HYF,IEF)

/S LADY DOMINO 652S (DLF,IEF)

GENOA 6011 BELLE AIR 19091 (CHB) (DLF,HYF,IEF,MSUDF) BR BELLE AIR 6011 (SOD) (CHB) (DLF,HYF,IEF,MSUDF,DBF)

GENOA MS 19091 BELLE AIR 22100 (DLF,HYF,IEF,MSUDF) GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDC)

44331457 GENOA MISS 215Z DOMINO 19156 (DLF,HYF,IEF,MSUDF) CL 1 DOMINO 215Z (SOD) (CHB) (DLF,HYF,IEF,MSUDF,MDC)

GENOA MISS YANKEE 14015

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
6.9	0.2	63	96	30	61	3.5	1.6	35.72
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.092	-0.04	0.51	490	605	131	2	L: GOGGLE	R: 100%

BIRTH

66

205 Adj.

641

365 Adj.

1015

- Low birth weight, smooth-made, and dark red short-marked goggle-eyed Mandate son out of a hard-working Belle Air 19091, 2-year-old.
- Ratio of 95% at birth to 104% at weaning. Top 5% of the breed for Sustain Cow Fertility, Marbling and Baldie Making Index.
- RATIOS: BW 95%, WW 104%, IMF 115%
- EPDS: Top 5% SCF, MARB, BMI\$, Top 10% BW, SC, UDDER; Top 25% CE, WW, MCE



Lot 7 — GENOA 66589 MANDATE 24018

7

GENOA 66589 MANDATE 24018 {DLF,HYF,IEF,MSUDF,DBP}

Reg. 44539495
DOB: 2/19/24
POLLED

R LEADER 6964 (SOD) (DLF,HYF,IEF,MSUDF,DBF) HYALITE ON TARGET 936 (SOD) (DLF,HYF,IEF,MSUDC)

/S MANDATE 66589 ET (SOD) (DLF,HYF,IEF,MSUDF,MDC,DBP) R MISS REVOLUTION 1009 (DOD) (DLF,HYF,IEF,DBP)

P43834732 /S LADY DOMINO 0158X (DLF,HYF,IEF) SHF RIB EYE M326 R117 (SOD) (DLF,HYF,IEF)

/S LADY DOMINO 652S (DLF,IEF)

GENOA 6011 BELLE AIR 19091 (CHB) (DLF,HYF,IEF,MSUDF) BR BELLE AIR 6011 (SOD) (CHB) (DLF,HYF,IEF,MSUDF,DBF)

GENOA MS 19091 BELLE AIR 22134 (DLF,HYF,IEF,MSUDF,DBP) GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDC)

44336160 GENOA MS 4200 VISIONARY 14010 (DOD) (DBP) R VISIONARY 4200 (SOD) (DLF,HYF,IEF)

GENOA MISS REVOLUTION 12092 (DBP)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
5.1	-0.2	60	99	28	58	-1.6	1.7	38.71
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.062	0.57	0.38	502	601	151	2	L: GOGGLE	R: 40%

BIRTH

62

205 Adj.

612

365 Adj.

1042

- Heifer bull prospect.
- Out of a 2-year-old. Started with a low birth weight but pushed down the scale at both weaning and yearling.
- This bull will be easy to find in the pen. He is packed full of meat and muscle, with a big, expressive hip and hindquarters, and a lot of shape over his top.
- Top 5% for Sustained Cow fertility and Baldie Making Index. EPDS-10 traits in the top 25% of the breed.
- RATIOS: REA 111%, BW 90%
- EPDS: Top 5% SC, SCF, BMI\$, Top 10% BW, UDDER, MARB, CHBS; Top 15% TEAT; Top 25% YW, DMI

8

GENOA 19263 HOMETOWN 24023 {DLF,HYF,IEF,MSUDF}

Reg. 44544111

DOB: 2/23/24

SCURRED



N1W 135U 10Y HOMETOWN 27A (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC) N1W 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)
GENOA 27A HOMETOWN 19263 ET (CHB)(DLF,HYF,IEF,MSUDF,MDC) N1W 4037 34S DURANGO VACA 135U (D000)(DLF,HYF,IEF,MSUDF)
P44096834 R&R 6378 LEANNE 6003 8003 (D000)(DLF,HYF,IEF,MSUDF,MDC,DBF) R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)
R&R SILVERAS LILY LEANNE 6003 ET (DBF)



H FH ADVANCE 628 ET (CHB)(DLF,HYF,IEF,MSUDF,MDC,DBF) HH ADVANCE 4075B ET (DLF,HYF,IEF,MSUDF,MDC)
GENOA MISS 628 ADVANCE 22068 (DLF,HYF,IEF,MSUDF) FH 408 RITA 21W (DLF,HYF,IEF,MSUDF)
44331422 GENOA MS 028X SENSATION 16038 (D000) CHURCHILL SENSATION 028X (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)
GENOA ROSETTA 11029 ET (D000)

BIRTH
70
205 Adj.
605
365 Adj.
955

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
8.4	1.3	57	81	20	48	-1.2	0.8	33.83
FAT	REA	MB	BMI	BI	CHBS	Age of Dam	PIGMENT	
-0.018	0.55	0.17	339	414	126	2	L: 20%	R: 100%

- A really nice medium framed 9263 sired bull that is dark and short marked, smooth through his shoulder, masculine in his neck and head, with a lot of length of spine.
- 24023 out of a two-year-old, started out with a low birth weight and still weaned off really well.
- Top 5% of the breed for both udder and teats.
- EPDS: Top 5% UDDER, TEATS, FAT%; Top 10% DMI; Top 15% CE; Top 20% BW



GENOA MISS HOMETOWN 10Y 15047
— Dam of Lots 1, 9, 13 & 14, Grandam of Lots 10 & 12

9

GENOA THOMAS COUNTY 24024 ET {DLF,HYF,IEF,MSUDF}

Reg. P44539456

DOB: 2/23/24

POLLED



EFBEEF RESOLUTE CEO (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC,DBF) KCF BENNETT REVOLUTION XST (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC,DBF)
H WMS THOMAS COUNTY 1443 ET (CHB)(DLF,HYF,IEF,MSUDF,MDC,DBF) EFBEEF 6378 KATE W484 (DLF,HYF,IEF,MSUDF)
P44257454 H MS EXCEL 7945 ET (DLF,HYF,IEF,MSUDF,MDC,DBF) BEHM 100W CUD4 504C (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC,DBF)
H MS 824 EXCEL 4146 ET (DLF,HYF,IEF,MSUDF,MDC)



N1W 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC) SHF WONDER M326 W18 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC,DBF)
GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDC) N1W P006 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDC)
P43585109 HYALITE TS LASS 547 (DLF,HYF) KT TOP SECRET 1030 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)
HYALITE 233 LASS 205 (DLF,HYF)

BIRTH
74
205 Adj.
630
365 Adj.
1033

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
3.5	2.2	63	101	33	65	-5.3	1.2	33.09
FAT	REA	MB	BMI	BI	CHBS	Age of Dam	PIGMENT	
0.052	0.50	0.35	371	468	140	9	L: 10%	R: 100%

- Flush brother to Lot 13.
- Thomas County son out of the 5047 Donor, that is made good through his front one-third, extra length of body and great on the move.
- Not a hole in his EPD profile with a balance of maternal traits and top end carcass traits.
- EPDS: Top 10% MCW, UDDER, MARB; Top 15% MILK, M&G; Top 20% CHBS; Top 25% WW, YW, CW, MARB

10

GENOA 0065 KEY WEST 24026 ET {DLF,HYF,IEF,MSUDF}

Reg. P44539469

DOB: 2/24/24

POLLED



C CJC BELLE HEIR ET (CHB)(DLF,HYF,IEF) BR BELLE AIR 6011 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC,DBF)
C KEY WEST 0065 (CHB)(DLF,HYF,IEF,MSUDF,MDC) C CJC 89T MISS MILES 4264 ET (DLF,HYF,IEF)
P44122894 C BLACK HAWK LASS 8019 (DLF,HYF,IEF,MSUDF,MDC) C BLACK HAWK DOWN ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC,DBF)
C 88X RIBEYE LADY 6245 (DLF,HYF,IEF,MSUDF,MDC)



SNOWSHOE X51 BANNACK Y2719C (CHB)(DLF,HYF,IEF,MSUDF,MDC) KCF BENNETT REVOLUTION XST (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC,DBF)
GENOA MISS 19C BANNACK 19259 ET (DLF,HYF,IEF,MSUDF,MDC) SNOWSHOE 719T KATIE Y27 (DLF,HYF,IEF,MSUDF)
P44096818 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDC) N1W 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)
HYALITE TS LASS 547 (DLF,HYF)

BIRTH
83
205 Adj.
662
365 Adj.
1110

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.5	2.8	64	106	25	57	-1.3	1.0	36.04
FAT	REA	MB	BMI	BI	CHBS	Age of Dam	PIGMENT	
0.022	0.71	0.37	594	700	160	5	L: 100%	R: 50%

- Conservatively marked Herd Bull prospect.
- 4026 is bold through his rib cage, exceptionally long bodied, square hipped, athletic on excellent feet, deep eye set and has large testicles.
- Maternal grandam is the 5047 Donor, which has placed numerous herd bulls in multiple purebred herds across the country. The dam was the top-selling female in our 2021 sale, and we retained a flush on her, resulting in Lots 10 and 12.
- There isn't a hole in his EPD profile, as he combines maternal traits with top-end carcass qualities.
- RATIOS: REA 104%, IMF 119%
- EPDS: Top 1% SCF, BMI; Top 5% UDDER, TEAT, CW; Top 10% MARB; Top 15% YW, REA, SC, CHBS; Top 20% CED, WW



Lot 10 — GENOA 0065 KEY WEST 24026 ET

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI	BI	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123



Lot 11 — GENOA H086 HOUSTON 24030 ET

11

GENOA H086 HOUSTON 24030 ET {DLF,HYF,IEF,MSUDF}

Reg. P44539465 DOB: 2/25/24 POLLED

SHF DAYBREAK Y02 D287 ET (CHB)(DLF,HYF,IEF,MSUDF)

SHF HOUSTON D287 H086 (CHB)(DLF,HYF,IEF,MSUDF,MODF,DBF)

P4123641 SHF MISS 14 20Z D223 (DLF,HYF,IEF,DBF)

SHF YORK 19H Y02 (S00)(CHB)(DLF,HYF,IEF)

SHF MISS M326 T08 ET (DLF,HYF,IEF)

LOEWEN 44X 6X 20Z (DBF)

SHF RADAR R125 T75 (DLF,HYF,IEF,DBF)

NW 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MODF)

GENOA MISS 27AHOMETOWN 19077ET (DLF,HYF,IEF,MSUDF,MODF)

P4012564 R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,MODF,DBF)

NW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF)

NW 4037 34S DURANGO VACA 135U (000)(DLF,HYF,IEF,MSUDF)

R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)

R&R SILVEIRAS LILY LEANNE 6003ET (DBF)

BIRTH	85
205 Adj.	205
690	690
365 Adj.	365
1080	1080

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
4.8	2.9	69	108	18	53	1.2	1.4	38.99
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.052	0.77	0.33	460	561	169	5	L: GOGGLE	R: GOGGLE

- This bull will catch your attention in the pen, with his dark red color and goggle eyes.
- 4030 is athletic with great structure, plus extra length and style combined with a balanced and useful set of EPDs and ultrasound data.
- Grandam is the Leanne 8003 cow.
- RATIOS: FAT 96%, REA 102%, IMF 113%
- EPDS: Top 5% UDDER, CW, CHBS; Top 10% WW, REA, MARB; Top 15% YW, SC, TEAT, BMI%; Top 25% SCF



Lot 12 — GENOA 0065 KEY WEST 24034 ET

12

GENOA 0065 KEY WEST 24034 ET {DLF,HYF,IEF,MSUDF}

Reg. P44539470 DOB: 2/26/24 POLLED

C/CIC BELLE HEIR ET (CHB)(DLF,HYF,IEF)

C KEY WEST 0065 (CHB)(DLF,HYF,IEF,MSUDF,MODF)

P44122894 C BLACK HAWK LASS 8019 (DLF,HYF,IEF,MSUDF,MODF)

BR BELLE AIR 6011 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)

C/CIC 89T MISS MILES 4264 ET (DLF,HYF,IEF)

C BLACK HAWK DOWN ET (S00)(DLF,HYF,IEF,MSUDF,MODF,DBF)

C 88X RIBEYE LADY 6245 (DLF,HYF,IEF,MSUDF,MODF)

SNOWSHOE X51 BANNACK Y2719C (CHB)(DLF,HYF,IEF,MSUDF)

GENOA MISS 19C BANNACK 19259ET (DLF,HYF,IEF,MSUDF,MODF,DBF)

P44096818 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MODF)

KCF BENNETT REVOLUTION X51 (S00)(CHB)(DLF,HYF,IEF,MODF,DBF)

SNOWSHOE 719T KATIE Y27 (DLF,HYF,IEF,MSUDF)

NW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF)

HYALITE TS LASS 547 (DLF,HYF)

BIRTH	86
205 Adj.	205
648	648
365 Adj.	365
1078	1078

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-0.2	4.7	59	93	19	49	-1.7	1.4	40
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.032	0.77	0.22	456	542	136	5	L: GOGGLE	R: 100%

- Flush brother to Lot 10.
- If you like them stout and soggy, take a look here.
- A lot of shape and dimension in this heavy structured Key West son.
- 4034 is bold in his rib cage, tight in his sheath, short marked, with a good eye set and dark red large testicles.
- Key West has been a bull that has been very useful in building the next up and coming set of problem free females for us. They are moderate frame, fertile, milk just right with awesome udders, and pass on consistent carcass quality.
- RATIOS: IMF 104%
- EPDS: Top 10% UDDER, REA, BMI\$; Top 15% SCF, TEAT, CW; Top 25% MARB CHBS



GENOA THOMAS COUNTY 23129 — Flush brother to Lots 9 & 13

13

GENOA THOMAS COUNTY 24036 ET {DLF,HYF,IEF,MSUDF}

Reg. P44539458 DOB: 2/27/24 POLLED

EFBEEF RESOLUTE CEO (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF,DBF)

H WMS THOMAS COUNTY 1443 ET (CHB)(DLF,HYF,IEF,MSUDF,MODF,DBF)

P44257454 H MS EXCEL 7945 ET (DLF,HYF,IEF,MSUDF,MODF,DBF)

KCF BENNETT REVOLUTION X51 (S00)(CHB)(DLF,HYF,IEF,MODF,DBF)

EFBEEF 6378 KATE W484 (DLF,HYF,IEF,MSUDF)

BEHM 100W CUD 504C (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF,DBF)

H MS 824 EXCEL 4146 ET (DLF,HYF,IEF,MSUDF,MODF)

NW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF)

GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MODF)

P43685109 HYALITE TS LASS 547 (DLF,HYF)

SHF WONDER M326 W18 ET (S00)(CHB)(DLF,HYF,IEF,MODF,DBF)

NW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MODF)

KT TOP SECRET 1030 (S00)(DLF,HYF,IEF,MSUDF)

HYALITE 233 LASS 205 (DLF,HYF)

BIRTH	93
205 Adj.	205
741	741
365 Adj.	365
1161	1161

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
3.6	1.1	61	96	36	67	-1.2	1.6	37.1
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.042	0.62	0.30	497	593	137	9	L: 100%	R: 100%

- Flush brother to Lot 9
- 4036 is gentle and really easy going.
- Complete and balanced is what comes to mind when you see him.
- A bull that fits the demands of the beef industry. Excels with longevity with his dams proven track record; add pounds and produce premium heavy carcasses while maintaining fleshing ability in a sensible frame size.
- RATIOS: REA 117%
- EPDS: Top 5% UDDER, TEAT, BMI\$; Top 10% SC, SCF, MILK, M&G; Top 15% MARB CW; Top 25% REA, CHBS

14

GENOA H086 HOUSTON 24037 ET {DLF,HYF,IEF,MSUDF}

Reg. P44539459

DOB: 2/27/24

POLLED



SHF DAYBREAK Y02 D287 ET (CHB)(DLF,HYF,IEF,MSUDF) SHF YORK 19H Y02 (S00)(CHB)(DLF,HYF,IEF)
SHF HOUSTON D287 H086 (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF) SHF MISS M326 T08 ET (DLF,HYF,IEF)
P44123641 SHF MISS 14 20Z D223 (DLF,HYF,IEF,DBF) LOEWEN 44X 6X 20Z (DBF)
SHF RADAR R125 T75 (DLF,HYF,IEF,DBF)

N1W 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF) SHF WONDER M326 W18 ET (S00)(CHB)(DLF,HYF,IEF,MDF,DC,DBF)
GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) N1W P06G 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)
P43685109 HYALITE TS LASS 547 (DLF,HYF) KT TOP SECRET 1030 (S00)(DLF,HYF,IEF,MSUDF)
HYALITE 233 LASS 205 (DLF,HYF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-3.4	4.7	76	132	31	69	-2.5	2.0	37.1
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.052	0.86	0.45	482	598	188	9	L: 40%	R: 70%

- Massive, deep bodied, soft flanked, extra soggy, big boned, good footed - just a true beef bull.
- 4037 takes after his dam 5047, in that he is really easy fleshing, easy going. He is 3 dimensional with a ton of width at the ground and over his top.
- Packed with performance with both WW, YW in the top 1% of the breed and ratioed above his contemporaries for both REA and IMF.
- 8 traits in the top 5% of the breed!
- RATIOS: REA 110%, IMF 105%
- EPDS: Top 1% WW, YW, SC, CHBS; Top 5% M&G, CW, REA, MARB; Top 10% BMIS; Top 20% SCF



Lot 14 — GENOA H086 HOUSTON 24037 ET

15

GENOA H086 HOUSTON 24040 ET {DLF,HYF,IEF,MSUDF}

Reg. P44539468

DOB: 2/28/24

POLLED



SHF DAYBREAK Y02 D287 ET (CHB)(DLF,HYF,IEF,MSUDF) SHF YORK 19H Y02 (S00)(CHB)(DLF,HYF,IEF)
SHF HOUSTON D287 H086 (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF) SHF MISS M326 T08 ET (DLF,HYF,IEF)
P44123641 SHF MISS 14 20Z D223 (DLF,HYF,IEF,DBF) LOEWEN 44X 6X 20Z (DBF)
SHF RADAR R125 T75 (DLF,HYF,IEF,DBF)

N1W 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MDF) N1W 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DC,DBF)
GENOA MISS 27AHOMETOWN 19077ET (DLF,HYF,IEF,MSUDF,MDF) N1W 4037 34S DURANGO VACA 135U (S00)(DLF,HYF,IEF,MSUDF)
P44012564 R&R 6378 LEANNE 6003 8003 (S00)(DLF,HYF,IEF,MSUDF,MDF,DBF) R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)
R&R SILVERAS LILY LEANNE 6003ET (DBF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
4.5	1.7	68	107	23	57	1.8	1.3	38.11
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.052	0.93	0.24	450	544	169	5	L: 100%	R: 100%

- If you're looking to assemble a set of full brothers to add consistency to your next calf crop, then check out 24040 and his full brothers: Lots 11, 15, 35, 37 and 43.
- Add performance and carcass to a set of steers and udder quality to the heifer counter parts.
- 24040 is long sided, easy fleshing with a large scrotal circumference.
- RATIOS: FAT 86%
- EPDS: Top 5% UDDER, TEAT, CW, REA, CHBS; Top 10% WW; Top 15% YW, BMI; Top 25% SC, MARB

16

GENOA 1714 ENDURE 24045 {DLF,HYF,IEF,MSUDF}

Reg. P44544114

DOB: 3/4/24

POLLED



N1W 79Z 2311 ENDURE 1730 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF) KCF BENNETT ENCORE 2311 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)
BLACKTOP ENDURE 1714 (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF) BW 91H 100W RITA 79Z ET (DLF,HYF,IEF,MSUDF,MDF)
P44270204 BLACKTOP KEYSHONA 714 (DLF,HYF,IEF,MSUDF,MDF,DBF) JDH VICTOR 719T 33Z ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
BLACKTOP KEYSHONA 433 ET (DLF,HYF,IEF,MSUDF,MDF,DBF)

N1W 98S R117 RIBEYE 88X ET (S00)(DLF,HYF,IEF,MSUDF,MDF,DBF) SHF RIB EYE M326 R117 (S00)(DLF,HYF,IEF)
GENOA MISS RIBEYE 88X 17112 (DLF,HYF,IEF) N1W 91263 DEW DOMINO 98S (S00)(DLF,HYF,IEF)
43783124 GENOA MISS 0945 DOMINO 15060 (DLF,HYF,IEF) LIS MARK DOMINO 0945 (S00)(CHB)(DLF,HYF,IEF,MSUDF)
GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
12.6	0.4	54	88	26	54	3.7	0.5	33.27
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.032	0.57	0.52	430	530	159	5	L: 0%	R: 0%

- Low birth, medium-framed bull out of an 88X daughter that is tight uddered with small teats.
- Ranks top 5% for Marbling, with an individual ratio of 107%.
- RATIOS: BW 95%, IMF 107%
- EPDS: Top 5% CED, TEAT, MARB; Top 10% BW, CHBS; Top 15% MCW; Top 25% SCF, MCE, BMIS

17

GENOA H086 HOUSTON 24048 {DLF,HYF,IEF,MSUDF}

Reg. P44544125

DOB: 3/5/24

POLLED



SHF DAYBREAK Y02 D287 ET (CHB)(DLF,HYF,IEF,MSUDF) SHF YORK 19H Y02 (S00)(CHB)(DLF,HYF,IEF)
SHF HOUSTON D287 H086 (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF) SHF MISS M326 T08 ET (DLF,HYF,IEF)
P44123641 SHF MISS 14 20Z D223 (DLF,HYF,IEF,DBF) LOEWEN 44X 6X 20Z (DBF)
SHF RADAR R125 T75 (DLF,HYF,IEF,DBF)

BOYD 31Z BLUEPRINT 6153 (S00)(DLF,HYF,IEF,MSUDF,MDF,DBF) R LEADER 6964 (S00)(DLF,HYF,IEF,MSUDF,DBF)
GENOA MISS 6153 BLUEPRINT 21142 (DLF,HYF,IEF,MSUDF) N1W 91H 100W RITA 31Z ET (DLF,HYF,IEF)
P44234070 GENOA MISS 27AHOMETOWN 19090ET (DLF,HYF,IEF,MSUDF,MDF) N1W 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MDF)
R&R 6378 LEANNE 6003 8003 (S00)(DLF,HYF,IEF,MSUDF,MDF,DBF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.4	1.8	73	111	33	69	3.6	1.7	36
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.032	0.91	0.16	461	554	165	2	L: GOGGLE	R: GOGGLE

- As red and short as you can make one, with two goggle eyes.
- A really complete Houston son. He's fun to visually appraise and is backed by one of the most prolific cow families on the place and has balanced ratios across the board.
- 4048 is smooth enough to validate his high calving ease, yet bold and expressive enough to promote performance and support a hefty REA.
- Grandam is the up-and-coming proven Donor 9090, which has a high-caliber set of bulls in this year's sale offering.
- RATIOS: BW 100%, WW 104%, FAT% 82%, REA 101%, IMF 101%
- EPDS: Top 1% UDDER; Top 5% WW, SC, TEAT, CW, REA; Top 10% YW, M&G, CHBS; Top 15% BMIS; Top 20% CE, MILK, BMI%; Top 25% SCF, MCE



Lot 17 — GENOA H086 HOUSTON 24048

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123



Lot 18 — GENOA 1714 ENDURE 24049

18

GENOA 1714 ENDURE 24049 {DLF,HYF,IEF,MSUDF,MDP}

Reg. P44544116

DOB: 3/7/24

POLLED

N1W 792 Z311 ENDURE 173D ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDP,DBF} ... KCF BENNETT ENCORE Z311 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDP,DBF}

BLACKTOP ENDURE 1714 (CHB){DLF,HYF,IEF,MSUDF,MDP,DBF}

BLACKTOP KEYSHONA 714 (DLF,HYF,IEF,MSUDF,MDP,DBF)

N1W 135U 10Y HOMETOWN 27A (S00){DLF,HYF,IEF,MSUDF,MDP,DBF} ... N1W 73S W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDP,DBF}

GENOA MISS Z7AHOMETOWN 19076 ET (000){DLF,HYF,IEF,MSUDF,MDP,DBF}

44012563 R&R 6378 LEANNE 6003 8003 (000){DLF,HYF,IEF,MSUDF,MDP,DBF}

BW 91H 100W RITA 792 ET (DLF,HYF,IEF,MSUDF,MDP,DBF)

JDH VICTOR 719T 332 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDP,DBF}

BLACKTOP KEYSHONA 433 ET (DLF,HYF,IEF,MSUDF,MDP,DBF)

BIRTH	90
205 Adj.	205 Adj.
675	675
365 Adj.	365 Adj.
1107	1107

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
5.6	4.2	68	105	37	71	1.7	1.4	36.47
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.022	0.62	0.24	471	567	159	5	L: 100%	R: 100%

- A long-bodied Endure grandson out of a full sister to 9077 and 9090. He is dark red, stout-footed, tight sheathed, with a large scrotal circumference.
- BMI\$ and CHBS\$ indexes are both in the top 10%.
- 19076 has a 372-day calving interval on five AI-sired calves and is also the dam to the Comstock 21009 herd sire that we turned out for natural service in 2023 and has several bulls in the sale that are high quality.
- RATIOS: WW 109%, YW 104%, SC 101%, REA 107%, IMF 100%
- EPDS: Top 5% M&G, MILK, CW; Top 10% BMI\$, CHBS\$; Top 15% WW, SC, SCF; Top 20% YW; Top 25% UDDER, REA, MARB

Lot 19 — GENOA 234K LONG HAUL 24054

19

GENOA 234K LONG HAUL 24054 {DLF,HYF,IEF,MSUDF}

Reg. P44544128

DOB: 3/9/24

POLLED

N1W LONG HAUL 36E ET (S00){DLF,HYF,IEF,MSUDF,MDP,DBF} ... CHURCHILL SENSATION 028X (S00){DLF,HYF,IEF,MSUDF,DBF}

CHURCHILL LONG HAUL 234K ET (CHB){DLF,HYF,IEF,MSUDF,MDP,DBF}

P44378132 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MSUDF,MDP,DBF)

CHURCHILL HIGH NOON 8339F ET (CHB){DLF,HYF,IEF,MSUDF}

CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF)

GENOA MISS HIGH NOON 22054 ET (DLF,HYF,IEF,MSUDF)

44331414 GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF)

N1W 792 10W RITA 11B (DLF,HYF,IEF,MSUDF,MDP,DBF)

EBEEF BR VALIDATED B413 (S00){CHB}{DLF,HYF,IEF,MSUDF,MDP,DBF}

BR BENNETT 4R Y428 2101 6035 (HYF,DBF)

BIRTH	62
205 Adj.	205 Adj.
616	616
365 Adj.	365 Adj.
1056	1056

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
5.5	-0.5	51	80	34	59	2.6	1.6	-
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.022	0.70	0.44	551	647	169	2	L: 0%	R: 0%

- Complete, 24054 is correct in his pattern and skeletal makeup, yet balanced between volume, muscle shape, length, and dimension.
- Dam is a High Noon daughter out of the 1067 donor.
- Impressive BW to WW and YW spread with a large REA.
- RATIOS: BW 89%, WW 100%, FAT 73%, REA 114%
- EPDS: Top 5% BW, SCF, MARB, BMI\$, CHBS\$; Top 10% SC, MCW, UDDER; Top 15% MILK, TEAT, CW, REA

Lot 20 — GENOA 22063 HIGH NOON 24056

20

GENOA 22063 HIGH NOON 24056 {DLF,HYF,IEF,MSUDF}

Reg. P44544118

DOB: 3/11/24

POLLED

CHURCHILL HIGH NOON 8339F ET (CHB){DLF,HYF,IEF,MSUDF}

CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF)

GENOA HIGH NOON 22063 ET (DLF,HYF,IEF,MSUDF)

GENOA MISS Z7AHOMETOWN 19077 ET (DLF,HYF,IEF,MSUDF,MDP,DBF)

N1W 135U 10Y HOMETOWN 27A (S00){DLF,HYF,IEF,MSUDF,MDP,DBF}

R&R 6378 LEANNE 6003 8003 (000){DLF,HYF,IEF,MSUDF,MDP,DBF}

SNOWSHOE X51 BANNACK Y2719C (CHB){DLF,HYF,IEF,MSUDF}

KCF BENNETT REVOLUTION X51 (S00){CHB}{DLF,HYF,IEF,MSUDF,DBF}

GENOA MS19C BANNACK 20146 ET (DLF,HYF,IEF,MSUDF)

SNOWSHOE 719T KATIE Y27 (DLF,HYF,IEF,MSUDF)

P44187117 R&R 6378 LEANNE 6003 8003 (000){DLF,HYF,IEF,MSUDF,MDP,DBF}

R&R PRIME CUT 6378 ET (S00){CHB}{DLF,HYF,IEF,MSUDF}

R&R SILVEIRAS LILY LEANNE 6003ET (DBF)

BIRTH	84
205 Adj.	205 Adj.
608	608
365 Adj.	365 Adj.
989	989

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
8.5	0.4	53	72	27	53	3.7	0.8	34.79
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.042	0.32	0.36	477	570	122	4	L: 90%	R: 80%

- Another dark red, well-marked grandson of the 8003 donor. There is a lot of quality in this long-spined, clean-made and short-marked bull.
- There are numerous tight udder, small teat cows in his pedigree. EPDs in the top 1% for Teats and 5% for both Udder and Sustain Cow Fertility.
- 4056 will be the 3rd consecutive bull calf that has made the final cut for the Annual Bull sale out of 20146.
- EPDS: Top 1% TEAT; Top 5% UDDER, SCF; Top 10% MARB, BMI\$; Top 15% CED, BW; Top 25% MCE

21

GENOA 19263 HOMETOWN 24057 {DLF,HYF,IEF,MSUDF}

Reg. 44544131

DOB: 3/12/24

HORNED



N1W 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MDC) N1W 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)
GENOA 27A HOMETOWN 19263 ET (CHB)(DLF,HYF,IEF,MSUDF,MDC) N1W 4037 34S DURANGO VACA 135U (D00)(DLF,HYF,IEF,MSUDF)
P44096834 R&R 6378 LEANNE 6003 8003 (D00)(DLF,HYF,IEF,MSUDF,MDC,DBF) R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)
R&R SILVERAS LILY LEANNE 6003ET (DBP)



H FHF ADVANCE 628 ET (CHB)(DLF,HYF,IEF,MSUDF,MDC,DBF) HH ADVANCE 4075B ET (DLF,HYF,IEF,MSUDF,MDC)
GENOA MISS 628 ADVANCE 22102 (DLF,HYF,IEF,MSUDF) FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)
44331430 GENOA MISS SENSATION 28X 17047 (D00)(DLF,HYF,IEF) CHURCHILL SENSATION 028X (S00)(DLF,HYF,IEF,MDC,DBF)
GENOA ROSETTA 11029 ET (D00)

BIRTH
72
205 Adj.
660
365 Adj.
1142

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.9	2.3	67	98	38	71	3.7	1.2	36.32
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.052	0.57	0.15	372	458	126	2	L: GOGGLE	R: GOGGLE

- A 19263 son out of a 628 2-year-old has a touch more frame that puts it all together both on paper and visually.
- 4057's Granddam sired by Sensation 028X has produced top notch progeny ratios of WW-6@117%, YW 6@111%, REA 6@ 105%, IMF 6@107%.
- RATIOS: WW 107%, YW 107%, SC 100%
- EPDS: Top 5% MILK, M&G, TEAT; Top 10% UDDER; Top 15% CE, WW; Top 25% MCE, CW



Lot 21 — GENOA 19263 HOMETOWN 24057



Lot 22 — GENOA 8339 HIGH NOON 24059

22

GENOA 8339 HIGH NOON 24059 {DLF,HYF,IEF,MSUDF}

Reg. 44544126

DOB: 3/14/24

HORNED



CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF) C ETF WILDCAT 4248 ET (S00)(CHB)(DLF,HYF,IEF)
CHURCHILL HIGH NOON 8339F ET (CHB)(DLF,HYF,IEF,MSUDF) SR CCC LADYSPORT 2205 Z ET (DLF,HYF,IEF)
44000066 H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF) PYRAMID 16W 110T 9116 (S00)(DLF,HYF,IEF,MSUDF)
FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)



GENOA 601 BELLE AIR 19073 ET (CHB)(DLF,HYF,IEF,MSUDF,MDC) BR BELLE AIR 601 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
GENOA MISS 9073 BELLAIR 21154 (DLF,HYF,IEF,MSUDF) GENOA MISS 3027 DOMINO 14003 (D00)(DLF,HYF,IEF,MSUDF)
44234066 R MISS ADVANCE 3318 (DLF,HYF,IEF) HR ADVANCE 65 (DLF,HYF,IEF)
R MISS PAGE 1016

BIRTH
86
205 Adj.
652
365 Adj.
1156

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-2.6	4.2	68	115	25	59	-2.4	1.4	37.1
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.012	0.99	0.27	384	474	171	3	L: 100%	R: 100%

- There are many reasons to get excited about this bull, whether you're a commercial cattleman or a purebred breeder looking for some fresh genetics.
- First, he comes from a storied cow family with a lot of history here at Genoa. His granddam 3318 was one of the original purchases from Rausch Herefords in SD. She weaned her last calf at 15 years old while maintaining a 369-day calving interval on 14 calves. His dam 21154 is sired by 19073, a resident herd sire whose dam is still walking the pasture at 11 years old. Longevity!
- He will definitely catch your attention in the pen—long-spined, stout hip, masculine through his head and neck, wide over his top, and flexible on the move.
- He started out with a modest birth weight and posted performance and carcass ratios well above his contemporaries.
- RATIOS: WW 106%, YW 109%, SC 103%, FAT 96% REA 114%, IMF 110%
- EPDS: Top 5% YW, CW, REA, CHBS; Top 15% WW, SC; Top 20% MARB

23

GENOA 66589 MANDATE 24061 {DLF,HYF,IEF,MSUDF}

Reg. P44544130

DOB: 3/15/24

POLLED



R LEADER 6964 (S00)(DLF,HYF,IEF,MSUDF,DBF) HYALITE ON TARGET 936 (S00)(DLF,HYF,IEF,MSUDC)
/S MANDATE 66589 ET (S00)(DLF,HYF,IEF,MSUDF,MDC,DBF) R MISS REVOLUTION 1009 (D00)(DLF,HYF,IEF,DBF)
P43834732 /S LADY DOMINO 0158X (DLF,HYF,IEF) SHF RIB EYE M326 R117 (S00)(DLF,HYF,IEF)
/S LADY DOMINO 6525 (DLF,IEF)



CHURCHILL HIGH NOON 8339F ET (CHB)(DLF,HYF,IEF,MSUDF) CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF)
GENOA MISS HIGH NOON 22086 ET (DLF,HYF,IEF,MSUDF) H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF)
44331416 GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF) UPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)
R MISS ADVANCE 3318 (DLF,HYF,IEF)

BIRTH
68
205 Adj.
679
365 Adj.
1082

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
4.0	0.6	76	119	32	70	1.8	1.7	39.43
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.102	0.69	0.25	516	624	157	2	L: GOGGLE	R: 75%

- This mating really clicked. A Mandate son out of a moderate frame, hardworking High Noon daughter.
- He not only is long bodied, smooth made and low birth weight but, does so with a strong set of actual data, with all his Ratios above the average contemporary and 13 traits in the top 25% of the breed.
- RATIOS: BW 98%, WW 110%, YW 102%, SC 103%, REA 113%, IMF 112%
- EPDS: Top 5% WW, YW, SC, SCF M&G, CW, BMI\$, Top 10% CHBS; Top 15% BW, REA; Top 20% MILK, MARB; Top 25% UDDER

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI\$	BI\$	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123

24 GENOA 8339 HIGH NOON 24069 {DLF,HYF,IEF,MSUDF}

Reg. 44548572

DOB: 3/20/24

HORNED



CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF) C ETF WILDCAT 4248 ET (S00)(CHB)(DLF,HYF,IEF)
CHURCHILL HIGH NOON 8339F ET (CHB)(DLF,HYF,IEF,MSUDF) SR CCC LADYSPORT 2205 Z ET (DLF,HYF,IEF)
44000066 H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF) PYRAMID 16W 110T 9116 (S00)(DLF,HYF,IEF,MSUDF)
AIAA GENOA FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)

BR BELLE AIR 6011 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF) BAR SLHF 028 240 (S00)(CHB)(DLF,HYF,IEF)
GENOA MS 6011 BELLAIRE 21135ET (DLF,HYF,IEF,MSUDF) BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)
44232312 GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF) UPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
R MISS ADVANCE 3318 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-4.3	5.1	79	132	39	78	-1.7	1.0	35.26
FAT	REA	MB	BMI\$	BI\$	CHB\$	Age of Dam	PIGMENT	
0.032	0.99	0.26	437	541	160	3	L: 100%	R: 40%

- Check out this stud's video. This bull shouldn't be overlooked. We couldn't seem to get a picture of 4069 to do him justice.
- 2ND HIGHEST ratioing bull in the sale for IMF@138%. Also ranks in the top 1% of the breed for WW and YW EPDs.
- 4069 stems from the same cow family and is a 7/8 brother to lot 22 and shares a lot of the same traits, phenotype and similarities.
- RATIOS: WW 114% YW 117% REA 106%, IMF 138%
- EPDS: Top 1% WW, YW, M&G; Top 5% MILK, CW, REA; Top 10% CHB\$; Top 20% MARB, BMI\$



GENOA MISS 19C BANNACK 19266ET — Dam of Lot 26

25 GENOA 21009 COMSTOCK 24070 {DLF,HYF,IEF,MSUDF}

Reg. P44548537

DOB: 3/20/24

POLLED



H GENOA COMSTOCK 7934 ET (DLF,HYF,IEF,MSUDF,DBF) BEHM 100W CUD 504C (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
GENOA 7934 COMSTOCK 21009 (DLF,HYF,IEF,MSUDF,DBF) H MS 5139 ADVANCE 4006 ET (DLF,HYF,IEF,MSUDF)
P44223692 GENOA MISS 27AHOMETOWN 19076ET (000)(DLF,HYF,IEF,MSUDF,DBF) NIW 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,DBF)
AIAA GENOA R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,DBF)

R VISIONARY 4200 (S00)(DLF,HYF,IEF) SHF VISION RIT1U38 (S00)(DLF,HYF,IEF)
GENOA MISS VISIONARY 14013 (MSUDF) R MISS PUCKSTER 1768 (000)(DLF,HYF,IEF)
P43478772 GENOA MISS PUCKSTER 10016 (DLF,HYF,IEF,MSUDF) R PUCKSTER 4108 (DLF,HYF,IEF)
HYALITE TS LASS 873 (DLF,HYF,IEF,MSUDF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
5.3	1.0	62	91	26	56	-3.5	1.4	35.82
FAT	REA	MB	BMI\$	BI\$	CHB\$	Age of Dam	PIGMENT	
0.042	0.32	0.30	297	385	134	10	L: 70%	R: 50%

- Sound, low birth weight, dark red Comstock grandson.
- His dam had 9 AI calves and maintained a 371 day calving interval over her production cycle.
- Longevity and fertility runs deep on both sides of his pedigree.
- RATIOS: BW 95%, WW 103%, FAT 73%
- EPDS: Top 15% SC, MARB; Top 20% BW; Top 25% CHB\$

26 GENOA 234K LONG HAUL 24072 {DLF,HYF,IEF,MSUDF}

Reg. P44548559

DOB: 3/20/24

POLLED



NIW LONG HAUL 36E ET (S00)(DLF,HYF,IEF,MSUDF,DBF) CHURCHILL SENSATION 028X (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
CHURCHILL LONG HAUL 234K ET (CHB)(DLF,HYF,IEF,MSUDF,DBF) NIW 79Z 10W RITA 11B (DLF,HYF,IEF,MSUDF,DBF)
P44378132 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MSUDF,DBF) EFBEER BR VALIDATED B413 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
AIAA GENOA BR BENNETT 4R Y428 2101 6035 (HYF,DBF)

SNOWSHOE X51 BANNACK Y2719C (CHB)(DLF,HYF,IEF,MSUDF) KCF BENNETT REVOLUTION X51 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
GENOA MISS 19C BANNACK 19266ET SNOWSHOE 719T KATIE Y27 (DLF,HYF,IEF,MSUDF)
P44096847 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,DBF) NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
HYALITE TS LASS 547 (HYF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-1.9	3.6	70	110	37	72	-2.7	2.2	39.95
FAT	REA	MB	BMI\$	BI\$	CHB\$	Age of Dam	PIGMENT	
-0.018	0.77	0.51	474	586	176	4	L: 100%	R: 50%

- Dam is an own daughter of 15047 and is a maternal sister to the dam of Lots 10 and 12.
- A larger frame 234K son, with extra length of body and a large scrotal circumference.
- WW and YW EPDs in the top 10% of breed.
- RATIOS: FAT 82%, REA 104%
- EPDS: Top 1% SC; Top 5% MILK, M&G, CHB\$; Top 10% WW, YW, MARB, BMI\$; Top 25% SCF, UDDER

27 GENOA 21009 COMSTOCK 24075 {DLF,HYF,IEF,MSUDF}

Reg. 44548563

DOB: 3/22/24

HORNED



H GENOA COMSTOCK 7934 ET (DLF,HYF,IEF,MSUDF,DBF) BEHM 100W CUD 504C (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
GENOA 7934 COMSTOCK 21009 (DLF,HYF,IEF,MSUDF,DBF) H MS 5139 ADVANCE 4006 ET (DLF,HYF,IEF,MSUDF)
P44223692 GENOA MISS 27AHOMETOWN 19076ET (000)(DLF,HYF,IEF,MSUDF,DBF) NIW 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,DBF)
AIAA GENOA R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,DBF)

C/CIC BELLE HEIR ET (CHB)(DLF,HYF,IEF) BR BELLE AIR 6011 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
GENOA MS 8094 BELLE HEIR 20043 (DLF,HYF,IEF,MSUDF) C/CIC 89T MISS MILES 4264 ET (DLF,HYF,IEF)
44131271 GENOA MISS YANKEE 14015 CHURCHILL YANKEE ET (S00)(CHB)(DLF,HYF,IEF)
SR HARLET 704 (000)(DLF,HYF,IEF,MSUDF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
11.3	1.4	68	106	30	64	8.2	1.8	37.07
FAT	REA	MB	BMI\$	BI\$	CHB\$	Age of Dam	PIGMENT	
0.062	0.40	0.53	378	491	153	4	L: 0%	R: 0%

- A long-sided Comstock grandson out of a Belle Heir daughter.
- Added length of body, capacity, rib shape, bone and scrotal development.
- He is backed by one of the original cow families purchased from Stuber's in North Dakota.
- RATIOS: BW 96%, WW 113%, YW 104% IMF 161%
- EPDS: Top 5% CE, SC, MCE, MARB; Top 10% WW, CHB\$; Top 15% YW; Top 20% M&G; Top 25% BW, UDDER



Lot 27 — GENOA 21009 COMSTOCK 24075

28

GENOA 1100J HIGH NOON 24081 {DLF,HYF,IEF,MSUDF}

Reg. P44548540

DOB: 3/23/24

POLLED



CHURCHILL HIGH NOON 8339F ET (CHB)(DLF,HYF,IEF,MSUDF) CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF)
CHURCHILL HIGH NOON 1100J (DLF,HYF,IEF,MSUDF) H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF)
P44267813 CHURCHILL LADY 7181E (DOO)(DLF,HYF,IEF,MSUDF) CHURCHILL STUD 3134A (DOO)(CHB)(DLF,HYF,IEF,MSUDF,DPB)
CHURCHILL LADY 005X (DOO)(DLF,HYF,IEF)



/S JBB/AL BOOM TOWN 44608 (SOO)(CHB)(DLF,HYF,IEF,MSUDF,DPB) NJW 73S W18 HOMETOWN 10Y ET (SOO)(CHB)(DLF,HYF,IEF,MSUDF,MDP)
GENOA MS 44608 BOOMTOWN 18001 (DLF,HYF,IEF,MSUDF) /S LADY THOR 1271Y (DLF,HYF,IEF,MSUDF,DPB)
43880333 GENOA MISS 177R DOMINO 16030 GB L1 DOMINO 177R (SOO)(DLF,HYF,IEF)
GENOA DOMINETTE 10018 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
10.5	-0.4	53	89	24	50	4.2	1.7	36.81
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.072	0.78	0.36	421	508	167	6	L: 30%	R: GOGGLE

- A dark, short-marked, google-eyed heifer bull prospect, with CED and BW in the top 15% of the breed.
- He is masculine, deep through his chest, wider over his top, and great on the move.
- He is out of a big-bodied, easy-fleshing, and pretty udder Boomtown daughter.
- RATIOS: BW 82%, REA 101%, IMF 100%
- EPDS: Top 5% BW, SC, CW, CHBS; Top 10% CED, UDDER, REA, MARB; Top 15% TEAT; Top 20% MCE; Top 25% MCW, BMI\$



29

GENOA 8339 HIGH NOON 24082 {DLF,HYF,IEF,MSUDF}

Reg. 44548557

DOB: 3/24/24

HORNED



CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF) C ETF WILDCAT 4248 ET (SOO)(CHB)(DLF,HYF,IEF)
CHURCHILL HIGH NOON 8339F ET (CHB)(DLF,HYF,IEF,MSUDF) SR CCC LADYSPORT 2205 Z ET (DLF,HYF,IEF)
44000066 H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF) PYRAMID 16W 110T 9116 (SOO)(DLF,HYF,IEF,MSUDF)
FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)



HH ADVANCE 5044C ET (DLF,HYF,IEF,MSUDF) CL1 DOMINO 215Z (SOO)(CHB)(DLF,HYF,IEF,MSUDF,MDP)
GENOA MS 5044C ADVANCE 19134ET (DLF,HYF,IEF,MSUDF) HH MISS ADVANCE 1072Y ET (DLF,HYF,IEF)
4401846 GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF) UPS DOMINO 3027 (SOO)(CHB)(DLF,HYF,IEF,MSUDF,MDP)
R MISS ADVANCE 3318 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
1.8	2.8	67	113	28	62	1.3	1.3	35.97
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.002	0.86	0.11	459	543	144	5	L: 50%	R: 0%

- A High Noon son with added performance through yearling weight.
- Well balanced with added length of body and short marked.
- Stems back to the 3318 cow family.
- 24082 only has one horn; he broke it while in the chute.
- RATIOS: WW 104%, YW 109%, FAT 73%, REA 110%
- EPDS: Top 5% TEAT, CW, REA; Top 10% YW, UDDER; Top 15% WW, SCF, FAT, BMI\$, CHBS; Top 20% SC



Lot 29 — GENOA 8339 HIGH NOON 24082

30

GENOA 9073 BELLE AIR 24083 {DLF,HYF,IEF,MSUDF,DPB}

Reg. 44548568

DOB: 3/24/24

HORNED



BR BELLE AIR 6011 (SOO)(CHB)(DLF,HYF,IEF,MSUDF,DPB) BAR SLHF 028 240 (SOO)(CHB)(DLF,HYF,IEF)
GENOA 6011 BELLE AIR 19073 ET (CHB)(DLF,HYF,IEF,MSUDF,MDP) BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)
44011928 GENOA MISS 3027 DOMINO 14003 (DOO)(DLF,HYF,IEF,MSUDF) UPS DOMINO 3027 (SOO)(CHB)(DLF,HYF,IEF,MSUDF,MDP)
GENOA MISS HARLAND 408 12039



CL1 DOMINO 710E IET (DLF,HYF,IEF,MSUDF) CL1 DOMINO 215Z (SOO)(CHB)(DLF,HYF,IEF,MSUDF,MDP)
GENOA MISS 710E DOMINO 21002 (DLF,HYF,IEF,MSUDF,DPB) HH MISS ADVANCE 9119W (DLF,HYF,IEF)
44223346 GENOA MISS 2296 SENSATION 19066 (DLF,HYF,IEF,MSUDF,DPB) UPS SENSATION 2296 ET (SOO)(DLF,HYF,IEF,MSUDF,MDP,DPB)
GENOA DOMINETTE 09008 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
8.4	0.8	69	102	41	75	6.0	1.7	38.36
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.062	0.71	0.42	459	567	162	3	L: 100%	R: 100%

- 24083 brings it all together in a complete and balanced package. 14 traits in the top 25% of the breed, low birth weight, high growth but still in a moderate frame easy-fleshing appearance.
- Sire is still walking the pasture here at Genoa at six years of age and is relevant for what the market is demanding today. Balanced traits, with added carcass value, but the right size to make efficient, good milking females that are fun to appraise.
- RATIOS: BW% 96, WW 114%, YW 114%, SC 106%, REA 112%, IMF 116%
- EPDS: Top 5% SC, MILK, M&G, MARB; Top 10% MCE, CW, CHBS; Top 15% CE, BW, REA, BMI\$; Top 20% SCF; Top 25% YW, UDDER



Lot 30 — GENOA 9073 BELLE AIR 24083

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI\$	BI\$	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123



31

GENOA 19091 BELLE AIR 24085 {DLF,HYF,IEF,MSUDC}

Reg. P.44548558
D0B: 3/25/24
POLLED

BR BELLE AIR 6011 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)

GENOA 6011 BELLE AIR 19091 (CHB)(DLF,HYF,IEF,MSUDF)

P44011891

BAR SLHF 028 240 (S00)(CHB)(DLF,HYF,IEF)

BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)

NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD)

HYALITE ON TARGET 936 (S00)(DLF,HYF,IEF,MSUDC)

GENOA MISS 936 ON TARGET 19166 (DLF,HYF,IEF,MSUDC)

P44011929

SCHU-LAR ON TARGET 22S (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD,DBF)

HYALITE TS LASS 310 (DLF,HYF,IEF)

UPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD)

GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MOD)

HYALITE TS LASS 547 (DLF,HYF)

GENOA MISS 3027 DOMINO 14003 (D00)(DLF,HYF,IEF,MSUDF)

GENOA MISS HARLAND 408 12039

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
6.8	2.0	58	93	31	60	0.0	1.1	35
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.062	0.25	0.41	395	493	131	5	L: GOGGLE	R: 10%

BIRTH

84

205 Adj.

598

365 Adj.

1045

- 24085 is well balanced, long-spined, with ample rib and muscle in a big-topped smooth shouldered, moderate package.
- He is short marked, dark, and goggle-eyed.
- RATIOS: IMF 124%
- EPDS: Top 5% MCW, TEAT; Top 10% UDDER, MARB; Top 25% CE



Lot 32 — GENOA 21009 COMSTOCK 24094

32

GENOA 21009 COMSTOCK 24094 {DLF,HYF,IEF,MSUDF,DBP}

Reg. P.44548560
D0B: 3/28/24
POLLED

NIW 79Z Z311 ENDURE 173D ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD,DBF)

BLACKTOP ENDURE 1714 (CHB)(DLF,HYF,IEF,MSUDF,MOD,DBF)

P44270204

KCF BENNETT ENCORE Z311 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD,DBF)

BW 91H 100W RITA 79Z ET (DLF,HYF,IEF,MSUDF,MOD)

JDH VICTOR 719T 33Z ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD,DBF)

GENOA 10Y HOMETOWN 15050 (DLF,HYF,IEF,MSUDF,MOD)

GENOA MISS 5050 HOMETOWN 20179 (DLF,HYF,IEF,MSUDF,MOD)

P44131293

NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD)

R&R 6378 LEANNE 6003 8003 (D00)(DLF,HYF,IEF,MSUDF,MOD,DBF)

UPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD)

BLACKTOP KEYSHONA 714 (DLF,HYF,IEF,MSUDF,MOD,DBF)

BLACKTOP KEYSHONA 433 ET (DLF,HYF,IEF,MSUDF,MOD,DBC)

GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF)

R MISS ADVANCE 3318 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
8.2	1.2	66	92	29	62	0.1	1.5	36.24
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.042	0.80	0.12	449	534	143	4	L: 100%	R: 80%

BIRTH

74

205 Adj.

605

365 Adj.

1017

- This masculine Comstock grandson combines muscle, length and depth of body with an attractive look and color.
- Balanced set of data from top to bottom in a lighter birth weight package.
- RATIOS: BW 91%, SC 101%, FAT 82%
- EPDS: Top 5% UDDER, CW; Top 10% SC, REA; Top 15% CE, TEAT BMI\$; Top 20% BW, WW, SCF, CHBS; Top 25% M&G



BLACKTOP ENDURE 1714 — Sire of Lot 33

33

GENOA 1714 ENDURE 24098 {DLF,HYF,IEF,MSUDF}

Reg. P.44548567
D0B: 3/29/24
POLLED

NIW 79Z Z311 ENDURE 173D ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD,DBF)

BLACKTOP ENDURE 1714 (CHB)(DLF,HYF,IEF,MSUDF,MOD,DBF)

P44270204

KCF BENNETT ENCORE Z311 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD,DBF)

BW 91H 100W RITA 79Z ET (DLF,HYF,IEF,MSUDF,MOD)

JDH VICTOR 719T 33Z ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD,DBF)

GENOA 10Y HOMETOWN 15050 (DLF,HYF,IEF,MSUDF,MOD)

GENOA MISS 5050 HOMETOWN 20179 (DLF,HYF,IEF,MSUDF,MOD)

P44131293

NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD)

R&R 6378 LEANNE 6003 8003 (D00)(DLF,HYF,IEF,MSUDF,MOD,DBF)

UPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOD)

BLACKTOP KEYSHONA 714 (DLF,HYF,IEF,MSUDF,MOD,DBF)

BLACKTOP KEYSHONA 433 ET (DLF,HYF,IEF,MSUDF,MOD,DBC)

GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF)

R MISS ADVANCE 3318 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
0.3	3.9	67	108	36	70	-2.5	1.3	35.29
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.022	0.93	0.18	518	608	174	4	L: 100%	R: 75%

BIRTH

86

205 Adj.

623

365 Adj.

1032

- A moderate birthweight 1714 son out of an awesome udder cow that traces back to a Genoa donor on both sides of her pedigree.
- 4098 is clean made and has a touch more frame, with plenty of balance and muscle.
- RATIOS: WW 101%, YW 101%, FAT 78%, REA 109%

GENOA BULL SALE

34

GENOA 19073 BELLE AIR 24105 {DLF,HYF,IEF,MSUDF}

Reg. 44553122

DOB: 3/31/24

HORNED



BR BELLE AIR 6011 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF) BAR SLHF 028 240 (S00)(CHB)(DLF,HYF,IEF)
GENOA 6011 BELLE AIR 19073 ET (CHB)(DLF,HYF,IEF,MSUDF) BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)
4401928 GENOA MISS 3027 DOMINO 14003 (D00)(DLF,HYF,IEF,MSUDF) UPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF)
GENOA MISS HARLAND 408 12039
NIW 73S 980 HUTTON 1092 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF) CRR HELTON 980 (S00)(DLF,HYF,IEF)
GENOA MISS 1092 HUTTON 18040 (DLF,HYF,IEF,MSUDF) NIW P606 72N DAYDREAM 735 (DLF,HYF,IEF,MSUDF,MODF)
43884309 GENOA 3027 DOMINETTE 13009 (D00) UPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF)
GENOA MISS RIBSTONE 11042 ET

BIRTH
86
205 Adj.
616
365 Adj.
1110

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
0.8	3.3	63	96	38	69	-0.1	0.8	34.04
FAT	REA	MB	BMI\$	BI\$	CHB\$	Age of Dam	PIGMENT	
-0.028	1.00	0.08	327	397	141	6	L: 100%	R: 100%

- As the saying goes, the fastest way to gain pounds in a calf crop is to add length. 4105 might be the longest bull in the sale from nose to tail.
- 24105's dam is a good milking Hutton daughter that always weans a stout, easy fleshing calf.
- A full brother sold to a progressive commercial cattleman for \$8750 in the 2023 bull offering.
- RATIOS: FAT 96%, REA 104%, IMF 118%
- EPDS: Top 1% FAT; 5% MILK, REA; Top 10% M&G; Top 20% CW, CHB\$; Top 25% WW



Lot 34 — GENOA 19073 BELLE AIR 24105

35

GENOA H086 HOUSTON 24107 ET {DLF,HYF,IEF,MSUDF}

Reg. P44553135

DOB: 3/31/24

POLLED



SHF DAYBREAK Y02 D287 ET (CHB)(DLF,HYF,IEF,MSUDF) SHF YORK 19H Y02 (S00)(CHB)(DLF,HYF,IEF)
SHF HOUSTON D287 H086 (CHB)(DLF,HYF,IEF,MSUDF,MODF,DBF) SHF MISS M326 T08 ET (DLF,HYF,IEF)
P44123641 SHF MISS 14 20Z D223 (DLF,HYF,IEF,DBF) LOEWEN 44X 6X 20Z (DBF)
SHF RADAR R125 T75 (DLF,HYF,IEF,DBF)
NIW 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MODF) NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF)
GENOA MISS 27AHOMETOWN 19077ET (DLF,HYF,IEF,MSUDF,MODF) NIW 4037 34S DURANGO VACA 135U (D00)(DLF,HYF,IEF,MSUDF)
P44012564 R&R 6378 LEANNE 6003 8003 (D00)(DLF,HYF,IEF,MSUDF,MODF,DBF) R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)
R&R SILVEIRAS LILY LEANNE 6003ET (DBF)

BIRTH
80
205 Adj.
606
365 Adj.
1021

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
5.0	1.8	72	109	23	59	1.7	1.5	-
FAT	REA	MB	BMI\$	BI\$	CHB\$	Age of Dam	PIGMENT	
0.052	0.63	0.39	556	670	165	5	L: 75%	R: 100%

- Flush brother to Lots 11, 15, 35, 37 and 43
- High marbling Huston son out of the 9077 Donor.
- 4107 has the potential to make an outstanding set of great uddered replacement females that are moderate-framed, and steer counterparts that have growth and value-added carcasses.
- RATIOS: FAT 91%, IMF 107%
- EPDS: 1% BMI\$ 5% WW, SCF, UDDER, 10% YW, SC, CW, MARB, CHB\$ 15% TEAT 25% REA



GENOA MISS 27AHOMETOWN 19077ET
— Dam of Lots 11, 15, 35, 37 & 43

36

GENOA 21009 COMSTOCK 24110 {DLF,HYF,IEF,MSUDF}

Reg. P44553125

DOB: 4/1/24

HORNED



H GENOA COMSTOCK 7934 ET (DLF,HYF,IEF,MSUDF,MODF) BEHM 100W CUD4 504C (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF,DBF)
GENOA 7934 COMSTOCK 21009 (DLF,HYF,IEF,MSUDF,MODF) H MS 5139 ADVANCE 4006 ET (DLF,HYF,IEF,MSUDF)
P44223692 GENOA MISS 27AHOMETOWN 19076ET (D00)(DLF,HYF,IEF,MSUDF,MODF) NIW 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MODF)
R&R 6378 LEANNE 6003 8003 (D00)(DLF,HYF,IEF,MSUDF,MODF,DBF)
HYALITE ON TARGET 936 (S00)(DLF,HYF,IEF,MSUDF) SCHU-LAR ON TARGET 22S (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF,DBF)
GENOA MISS 936 ON TARGET 19034 (DLF,HYF,IEF,MSUDF) HYALITE TS LASS 310 (DLF,HYF,IEF)
P44011777 GENOA MISS 1202 DOMINO 14142 GENOA DOMINO 4011 1202 ET
GENOA MISS DOMINO 10009 12023 (DLF,HYF,IEF)

BIRTH
78
205 Adj.
679
365 Adj.
1125

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.7	1.2	56	80	29	57	3.4	1.1	35.18
FAT	REA	MB	BMI\$	BI\$	CHB\$	Age of Dam	PIGMENT	
0.032	0.63	0.44	395	489	157	5	L: 0%	R: 0%

- Moderate framed, bold bodied, big ribbed, easy fleshing and choked full of muscle and shape.
- 24110 has an extra splash of white but his quality and data are second to none in this pen of bulls.
- RATIOS: IMF 106%
- EPDS: Top 5% MARB; Top 10% CHB\$; Top 20% CE, BW, DMI, MCW; Top 25% REA

37

GENOA H086 HOUSTON 24116 ET {DLF,HYF,IEF,MSUDF}

Reg. P44553136

DOB: 4/3/24

POLLED



SHF DAYBREAK Y02 D287 ET (CHB)(DLF,HYF,IEF,MSUDF) SHF YORK 19H Y02 (S00)(CHB)(DLF,HYF,IEF)
SHF HOUSTON D287 H086 (CHB)(DLF,HYF,IEF,MSUDF,MODF,DBF) SHF MISS M326 T08 ET (DLF,HYF,IEF)
P44123641 SHF MISS 14 20Z D223 (DLF,HYF,IEF,DBF) LOEWEN 44X 6X 20Z (DBF)
SHF RADAR R125 T75 (DLF,HYF,IEF,DBF)
NIW 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MODF) NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF)
GENOA MISS 27AHOMETOWN 19077ET (DLF,HYF,IEF,MSUDF,MODF) NIW 4037 34S DURANGO VACA 135U (D00)(DLF,HYF,IEF,MSUDF)
P44012564 R&R 6378 LEANNE 6003 8003 (D00)(DLF,HYF,IEF,MSUDF,MODF,DBF) R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)
R&R SILVEIRAS LILY LEANNE 6003ET (DBF)

BIRTH
82
205 Adj.
608
365 Adj.
972

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
4.5	1.9	60	97	25	55	0.4	1.8	37.17
FAT	REA	MB	BMI\$	BI\$	CHB\$	Age of Dam	PIGMENT	
0.052	0.83	0.38	444	539	169	5	L: 30%	R: 30%

- This flush set of brothers is consistent in terms of phenotype.
- They have excellent EPD profiles from udder quality to carcass traits.
- 4116 is complete and balanced with a great muscle pattern, soft flank and square hip.
- RATIOS: FAT 91%
- EPDS: Top 5% SC, UDDER, REA, CHB\$; Top 10% CW, MARB; Top 15% TEAT; Top 20% BMI\$

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI\$	BI\$	CHB\$
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123



Lot 38 — GENOA 21009 COMSTOCK 24118

38

GENOA 24118

Reg. U44553171

DOB: 4/3/24

POLLED



C DOUBLE YOUR MILES 6077 ET (S00)(DLF,HYF,IEF,MSUDF) CRR 5280 (DLF,HYF,IEF)
GENOA MS DBL UR MILES 21095 ET (DLF,HYF,IEF,MSUDF) C 88X NOTICE ME 1311 ET (DLF,HYF,IEF,MSUDF)
P44228131 R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,MODF,DFB) R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)
R&R SILVEIRAS LILY LEANNE 6003ET (DBP)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-	-	-	-	-	-	-	-	36.14
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
-	-	-	-	-	-	3	L: 80%	R: 50%

- Had a problem with the DNA sample. GE-EPDS will be available on a supplement sheet by sale day.
- A lot of shape and dimension in this heavy structured Comstock son.
- 24118 is bold in his rib shape, tight sheathed, level in his top, easy fleshing, with a good eye set and dark red testicles.
- RATIOS: FAT 96%, IMF 118%

BIRTH
80
205 Adj.
601
365 Adj.
1020



Lot 39 — GENOA 8339 HIGH NOON 24120 ET

39

GENOA 8339 HIGH NOON 24120 ET {DLF,HYF,IEF,MSUDF}

Reg. 44553141

DOB: 4/4/24

HORNED



CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF) C ETF WILDCAT 4248 ET (S00)(CHB)(DLF,HYF,IEF)
CHURCHILL HIGH NOON 8339F ET (CHB)(DLF,HYF,IEF,MSUDF) SR CCC LADYSPORT 2205 Z ET (DLF,HYF,IEF)
44000066 H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF) PYRAMID 16W 110T 9116 (S00)(DLF,HYF,IEF,MSUDF)
FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)

N1W 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MODF) N1W 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF)
GENOA MISS 27AHOMETOWN 19090ET (DLF,HYF,IEF,MSUDF,MODF) N1W 4037 34S DURANGO VACA 135U (S00)(DLF,HYF,IEF,MSUDF)
P44012565 R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,MODF,DFB) R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)
R&R SILVEIRAS LILY LEANNE 6003ET (DBP)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
6.0	0.6	58	82	26	55	5.2	0.8	34.18
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.002	0.86	0.13	413	487	134	5	L: 100%	R: 60%

- Flush brother to Lots 42 and 45
- A balanced trait, medium-framed High Noon sired bull.
- He is smooth made, deep bodied, short marked, strong in his top line, and powerful through his hip.
- His dam is the 9090 female, which is a favorite to many visitors and is a direct daughter of the 8003 donor.
- RATIOS: FAT 91%, REA 108%
- EPDS: Top 5% UDDER, TEAT, REA; Top 10% CWT; Top 15% BW, MCE, FAT

BIRTH
80
205 Adj.
635
365 Adj.
1129

40 GENOA 2135 ARLO 24122 ET {DLF,HYF,IEF,MSUDF}

Reg. 44553180

DOB: 4/5/24

HORNED

LOEWEN GENESIS G16 ET (CHB)(DLF,HYF,IEF,MSUDF,MODF,DFB) N1W 79Z Z311 ENDURE 173D ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF,DFB)
C ARLO 2135 ET (CHB)(DLF,HYF,IEF,MSUDF,MODF,DFB) LOEWEN 77 48 MISS 344N 4RB42ET (DLF,HYF,IEF)
P44359827 C 88X NOTICE ME 1311 ET (DLF,HYF,IEF,MSUDF,MODF,DFB) N1W 98S R117 RIBEYE 88X ET (S00)(DLF,HYF,IEF,MSUDF,MODF,DFB)
C NOTICE ME ET (DLF,HYF,IEF)

BR BELLE AIR 6011 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF,DFB) BAR SLHF 028 240 (S00)(CHB)(DLF,HYF,IEF)
C 6078 BONNIE BELLE 9030 ET (DLF,HYF,IEF,MSUDF) BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)
P44019087 C 88X ENCORE LADY 6078 (DLF,HYF,IEF,MSUDF) KCF BENNETT ENCORE Z311 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF,DFB)
C 88X RIBEYE LADY 4088 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-1.8	1.7	63	94	37	69	-1.0	1.3	37.23
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.052	0.54	0.48	448	554	158	5	L: 20%	R: 60%

- Flush brother to Lot 49.
- A large scrotal Arlo son with exceptional length, depth, presence, and muscle.
- We bought a flush on the dam of Lots 40 and 49 from Colyer Herefords.
- Dam is a feminine, long-bodied, beautiful Udder Belle Air daughter with a progressive set of figures.
- RATIOS: FAT 96%, IMF 119%
- EPDS: Top 5% MILK; Top 10% M&G CHB\$; Top 15% BMI\$; Top 25% SC, SCF, UDDER, CW

41

GENOA 21009 COMSTOCK 24125 {DLF,HYF,IEF,MSUDF}

Reg. P44553123

DOB: 4/6/24

POLLED

H GENOA COMSTOCK 7934 ET (DLF,HYF,IEF,MSUDF,MODF) BEHM 100W CUD4 504C (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF,DFB)
GENOA 7934 COMSTOCK 21009 (DLF,HYF,IEF,MSUDF,MODF) H MS 5139 ADVANCE 4006 ET (DLF,HYF,IEF,MSUDF)
P44223692 GENOA MISS 27AHOMETOWN 19076ET (000)(DLF,HYF,IEF,MSUDF,MODF) N1W 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MODF)
R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,MODF,DFB)

GENOA 10Y HOMETOWN 15050 (DLF,HYF,IEF,MSUDF,MODF) N1W 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF)
GENOA MISS 5050 HOMETOWN 18164 (DLF,HYF,IEF,MSUDF,MODF) R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,MODF,DFB)
P43892986 GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF) UPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MODF)
R MISS ADVANCE 3318 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
4.9	2.8	64	98	31	63	-1.8	1.7	37.23
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.032	0.88	0.29	351	439	158	6	L: 0%	R: 0%

- A moderate birth son by 1009 that comes with a balanced set of data and performance and ratios above average for weaning and yearling.
- 4125 is easy-going, smooth, and well-made with plenty of depth and muscle.
- Dam is out of the two most proven cow families here on the ranch.
- RATIOS: BW 100%, WW 103%, YW 101%, REA 101%

BIRTH
83
205 Adj.
635
365 Adj.
1073



Lot 42 — GENOA 8339 HIGH NOON 24127 ET



Lot 42 — GENOA 8339 HIGH NOON 24127 ET

42 GENOA 8339 HIGH NOON 24127 ET {DLF,HYF,IEF,MSUDF}

Reg. P44553142

DOB: 4/7/24

POLLED



CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF) C ETF WILDCAT 4248 ET (S00)(CHB)(DLF,HYF,IEF)
CHURCHILL HIGH NOON 8339F ET (CHB)(DLF,HYF,IEF,MSUDF) SR CCC LADYSPORT 2205 ZET (DLF,HYF,IEF)
44000066 H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF) PYRAMID 16W 110T 9116 (S00)(DLF,HYF,IEF,MSUDF)
FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)



NIW 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MD) NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MD)
GENOA MISS 27AHOMETOWN 19090ET (DLF,HYF,IEF,MSUDF,MD) NIW 4037 34S DURANGO VACA 135U (S00)(DLF,HYF,IEF,MSUDF)
P44012565 R&R 6378 LEANNE 6003 8003 (S00)(DLF,HYF,IEF,MSUDF,MD) R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)
R&R SILVERAS LILY LEANNE 6003ET (DBP)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
1.3	4.0	70	108	26	61	3.2	1.2	36.28
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.042	0.63	0.16	349	437	134	5	L: GOGGLE	R: 60%

- A sound and complete design in this conservative marked, polled High Noon son.
- 4127 is athletic with flawless structure plus extra shape and style, combined with a balanced and useful set of EPDS across the board.
- 9090 is one of the most elegant and dark red goggle-eyed cows on the place—high quality.
- RATIOS: IMF% 111
- EPDS: Top 10% WW, UDDER; Top 15% CW; Top 25% REA

43 GENOA H086 HOUSTON 24130 ET {DLF,HYF,IEF,MSUDF}

Reg. P44572304

DOB: 4/7/24

POLLED



SHF DAYBREAK Y02 D287 ET (CHB)(DLF,HYF,IEF,MSUDF) SHF Y09K 19H Y02 (S00)(CHB)(DLF,HYF,IEF)
SHF HOUSTON D287 H086 (CHB)(DLF,HYF,IEF,MSUDF,MD) SHF MISS M326 T08 ET (DLF,HYF,IEF)
P44123641 SHF MISS 14 20Z D223 (DLF,HYF,IEF,MD) LOEWEN 44X 6X 20Z (DBP)
SHF RADAR R125 T75 (DLF,HYF,IEF,MD)



NIW 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MD) NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MD)
GENOA MISS 27AHOMETOWN 19077ET (DLF,HYF,IEF,MSUDF,MD) NIW 4037 34S DURANGO VACA 135U (S00)(DLF,HYF,IEF,MSUDF)
P44012564 R&R 6378 LEANNE 6003 8003 (S00)(DLF,HYF,IEF,MSUDF,MD) R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)
R&R SILVERAS LILY LEANNE 6003ET (DBP)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.0	1.1	64	94	22	54	3.3	1.3	35.27
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.062	0.74	0.37	511	613	165	5	L: GOGGLE	R: GOGGLE

- Goggle-eyed Houston son that is medium framed, smooth through his shoulder with extra spring of rib and all the maternal attributes from the bottom side of his pedigree to make great replacement females.
- Incredible set of EPDS across the board with SCF, UDDER, TEAT, and BMI\$ in the top 5%
- The final flush brother from 19077, consistency carries through for phenotype and quality.
- EPDS: Top 5% SCF, UDDER, TEAT, CW, BMI\$, CHBS; Top 10% REA, MARB; Top 25% CE, WW, SC

The Bald Faced truth about Hereford Genetics is that they maximize the value of your herd by leveraging traits such as fertility, feed efficiency, docility and feed lot profitability. Compared to Angus-sired calves: 7% higher pregnancy rates; \$51 more per cow per year; \$30 advantage in feedlot profitability and \$20 advantage in feed efficiency. Visit Hereford.org to learn more about the Hereford Maternal Advantage.



2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI\$	BI\$	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123



44

GENOA 21009 COMSTOCK 24131

{DLF,HYF,IEF,MSUDF}

Reg. P44553158

DOB: 4/7/24

POLLED

H GENOA COMSTOCK 7934 ET (DLF,HYF,IEF,MSUDF,MDF,DBF) BEHM 100W CUD 504C (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)

GENOA 7934 COMSTOCK 21009 (DLF,HYF,IEF,MSUDF,MDF) H MS 5139 ADVANCE 4006 ET (DLF,HYF,IEF,MSUDF)

P44223692 GENOA MISS 27AHOMETOWN 19076ET (000)(DLF,HYF,IEF,MSUDF,MDC) ... NIW 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MDC)

R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,MDF,DBF)

NIW LONG HAUL 36E ET (S00)(DLF,HYF,IEF,MSUDF,MDF,DBF) CHURCHILL SENSATION 028X (S00)(DLF,HYF,IEF,MSUDF,MDF,DBF)

GENOA MISS 36E LONG HAUL 20123 (DLF,HYF,IEF,MSUDF) NIW 79Z 10W RITA 11B (DLF,HYF,IEF,MSUDF,MDF)

P44131306 R MISS ADVANCE 3318 (DLF,HYF,IEF) HR ADVANCER 65 (DLF,HYF,IEF)

R MISS PAGE 1016

BIRTH
78
205 Adj.
614
365 Adj.
1077

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.9	1.0	58	95	27	56	0.7	1.4	36.54
FAT	REA	MB	BMS	BIIS	CHBS	Age of Dam	PIGMENT	
0.062	0.49	0.30	390	480	135	4	L: 100%	R: 20%

- Moderate frame, wide-based and heavy muscled 1009 son that is short-marked and clean made.
- Dam is a beautiful Long Haul 4-year-old out of the proven 3318 cow family.
- RATIOS: BW 96%, YW 101%, SC 101%, IMF 131%
- EPDS: Top 10% UDDER; Top 15% CE, SC, TEAT, MARB; Top 25% CHBS



Lot 45 — GENOA 8339 HIGH NOON 24132 ET

Lot 45



GENOA MISS 27AHOMETOWN 19090ET
— Dam of Lots 39, 42 & 45

45

GENOA 8339 HIGH NOON 24132 ET

{DLF,HYF,IEF,MSUDF}

Reg. 44553143

DOB: 4/7/24

HORNED

CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF) C ETF WILDCAT 4248 ET (S00)(CHB)(DLF,HYF,IEF)

CHURCHILL HIGH NOON 8339F ET (CHB)(DLF,HYF,IEF,MSUDF) SR CCC LADYSPORT 2205 Z ET (DLF,HYF,IEF)

44000066 H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF) PYRAMID 16W 110T 9116 (S00)(DLF,HYF,IEF,MSUDF)

FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)

NIW 135U 10Y HOMETOWN 27A (S00)(DLF,HYF,IEF,MSUDF,MDC) NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)

GENOA MISS 27AHOMETOWN 19090ET (DLF,HYF,IEF,MSUDF,MDF) NIW 4037 34S DURANGO VACA 135U (000)(DLF,HYF,IEF,MSUDF)

P44012565 R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,MDF,DBF) R&R PRIME CUT 6378 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)

R&R SILVEIRAS LILY LEANNE 6003ET (DBP)

BIRTH
88
205 Adj.
679
365 Adj.
1164

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
0.3	3.7	67	105	27	61	3.2	1.5	37.29
FAT	REA	MB	BMS	BIIS	CHBS	Age of Dam	PIGMENT	
0.032	0.80	0.23	409	499	158	5	L: GOGGLE	R: GOGGLE

- 4132 is a unique herd sire prospect when you evaluate the amount of sure volume, spring of rib, and combine that with his width and expressive muscle pattern, goggle eyes, and dark color.
- Backed by the 9090 donor and Leanne cow family.
- WW, YW, CHBS, and MARBLING IN THE TOP 25% OF THE BREED!
- EPDS: Top 5% CW; Top 10% SC, UDDER, REA, CHB; Top 15% WW, YW; Top 25% MARB; Top 15% WW, YW

46 GENOA 1100J HIGH NOON 24138

Reg. P44564860 DOB: 4/9/24 POLLED

CHURCHILL HIGH NOON 8339F ET (CHB)(DLF,HYF,IEF,MSUDF) CHURCHILL GRIT 6244D ET (DLF,HYF,IEF,MSUDF)
CHURCHILL HIGH NOON 1100J (DLF,HYF,IEF,MSUDF) H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF)
P44267813 CHURCHILL LADY 7181E (DOO)(DLF,HYF,IEF,MSUDF) CHURCHILL STUD 3134A (SOO)(CHB)(DLF,HYF,IEF,MSUDF,DFB)
CHURCHILL LADY 005X (DOO)(DLF,HYF,IEF)

H FHF ADVANCE 628 ET (CHB)(DLF,HYF,IEF,MSUDF,DFB) HH ADVANCE 4075B ET (DLF,HYF,IEF,MSUDF,DFB)
GENOA MISS 628 ADVANCE 2117J (DLF,HYF,IEF,MSUDF) FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)
44234046 GENOA MISS DOMINO 177R 17063 (DLF,HYF,IEF) GB L1 DOMINO 177R (SOO)(DLF,HYF,IEF)
GENOA MISS 07546 DOMINO 15045

BIRTH
77
205 Adj.
632
365 Adj.
1089

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
4.8	2.3	65	107	25	58	2.0	1.4	36.84
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.032	0.94	0.12	357	435	137	3	L: 0%	R: 50%

- Smooth made with plenty of length, balanced and useful in his kind.
- High Noon grandson with a strong set of growth figures and REA and CW in the top 10% of the breed.
- Dam is a feminine and pretty-uddered 628 daughter.
- RATIOS: WW 102%, YW 102%, FAT 96%, REA 101%
- EPDS: Top 5% REA; Top 10% CW; Top 15% YW, SC; Top 20% WW; Top 25% UDDER, CHBS



47 GENOA 21009 COMSTOCK 24146 {DLF,HYF,IEF,MSUDF}

Reg. 44553172 DOB: 4/10/24 HORNED

H GENOA COMSTOCK 7934 ET (DLF,HYF,IEF,MSUDF,DFB) BEHM 100W CUD 504C (SOO)(CHB)(DLF,HYF,IEF,MSUDF,DFB)
GENOA 7934 COMSTOCK 21009 (DLF,HYF,IEF,MSUDF,DFB) H MS 5139 ADVANCE 4006 ET (DLF,HYF,IEF,MSUDF)
P44223692 GENOA MISS 27AHOMETOWN 19076ET (DOO)(DLF,HYF,IEF,MSUDF,DFB) ... NW 135U 10Y HOMETOWN 27A (SOO)(DLF,HYF,IEF,MSUDF,DFB)
R&R 6378 LEANNE 6003 8003 (DOO)(DLF,HYF,IEF,MSUDF,DFB)

CHURCHILL SENSATION 028X (SOO)(DLF,HYF,IEF,MSUDF,DFB) UPS DOMINO 3027 (SOO)(CHB)(DLF,HYF,IEF,MSUDF,DFB)
GENOA MS 028X SENSATION 2111 CHURCHILL LADY 7202 ET (DLF,HYF,IEF)
44246649 GENOA MISS 109Z HUTTON 18209 NW 73S 980 HUTTON 109Z ET (SOO)(CHB)(DLF,HYF,IEF,MSUDF,DFB)
GENOA MISS DOMINO 0945 15137

BIRTH
82
205 Adj.
680
365 Adj.
1112

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
8.7	1.2	57	91	33	62	3.7	1.0	39.93
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.022	0.60	0.29	378	462	154	3	L: 100%	R: 75%

- 21009 son out of a 028X Sensation cow, that is complete with a ton of shape, expressive top line and a stout hip.
- Exceptional performance from birth to yearling. Large scrotal and tight sheath.
- RATIOS: FAT 91%, REA 102%
- EPDS: Top 10% CHBS; Top 15% CE, DMI, MCW, MARB; Top 20% BW, MILK; Top 25% MCE, REA



Lot 47 — GENOA 21009 COMSTOCK 24146

48 GENOA 2349 ENTICE 24149 {DLF,HYF,IEF,MSUDF}

Reg. 44553146 DOB: 4/11/24 HORNED

UPS ENTICE 9365 ET (CHB)(DLF,HYF,IEF,MSUDF) NW 79Z 2311 ENDURE 173D ET (SOO)(CHB)(DLF,HYF,IEF,MSUDF,DFB)
H PG ENTICE 2349 ET (DLF,HYF,IEF,MSUDF) UPS MISS SENSATION 2277 ET (DLF,HYF,IEF,MSUDF,DFB)
44369899 H FHF ZOY 8418 ET (DLF,HYF,IEF,MSUDF,DFB) CHURCHILL PILGRIM 632D ET (SOO)(CHB)(DLF,HYF,IEF,MSUDF,DFB)
WLL ZOY 3Z (DLF,HYF,IEF,MSUDF,DFB)

HH ADVANCE 5044C ET (DLF,HYF,IEF,MSUDF) CL1 DOMINO 215Z (SOO)(CHB)(DLF,HYF,IEF,MSUDF,DFB)
GENOA MS 5044C ADVANCE 19137ET (DLF,HYF,IEF,MSUDF) HH MISS ADVANCE 1072Y ET (DLF,HYF,IEF)
44011847 GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF) UPS DOMINO 3027 (SOO)(CHB)(DLF,HYF,IEF,MSUDF,DFB)
R MISS ADVANCE 3318 (DLF,HYF,IEF)

BIRTH
84
205 Adj.
632
365 Adj.
1083

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
5.6	0.9	53	86	26	53	-0.8	0.9	36.48
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.022	0.68	0.33	491	579	151	5	L: GOGGLE	R: 40%

- Long spine and smooth made, with great muscle shape and a tight sheath.
- His dam is a feminine, long-bodied, tight udder L1 cow. His sire 2349 - we couldn't be more pleased with his calves this summer.
- Balanced and impressive set of EPDS.
- RATIOS: REA 101%, IMF 107%
- EPDS: Top 10% SCF, UDDER, BMI\$, Top 15% BW, TEAT, MARB, CHBS; Top 20% REA



Lot 48 — GENOA 2349 ENTICE 24149

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI\$	BI\$	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123



Lot 49 — GENOA 2135 ARLO 24155 ET

Lot 49



Lot 49 — GENOA 2135 ARLO 24155 ET

49

GENOA 2135 ARLO 24155 ET {DLF,HYF,IEF,MSUDF}

Reg. P44553181

DOB: 4/12/24

POLLED

LOEWEN GENESIS G16 ET (CHB)(DLF,HYF,IEF,MSUDF,DBF) NIW 79Z Z311 ENDURE 173D ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
 C ARLO 2135 ET (CHB)(DLF,HYF,IEF,MSUDF,DBF) LOEWEN 77 48 MISS 344N 4R84ZET (DLF,HYF,DBF)
 P44359827 C 88X NOTICE ME 1311 ET (DLF,HYF,IEF,MSUDF,DBF) NIW 98S R117 RIBEYE 88X ET (S00)(DLF,HYF,IEF,MSUDF,DBF)
 AHA C NOTICE ME ET (DLF,HYF,IEF) C 88X RIBEYE LADY 4088 (DLF,HYF,IEF)
 BR BELLE AIR 6011 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF) BAR SLHF 028 240 (S00)(CHB)(DLF,HYF,IEF)
 C 6078 BONNIE BELLE 9030 ET (DLF,HYF,IEF,MSUDF) BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)
 P44019087 C 88X ENCORE LADY 6078 (DLF,HYF,IEF,MSUDF) KCF BENNETT ENCORE Z311 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBF)
 C 88X RIBEYE LADY 4088 (DLF,HYF,IEF)

BIRTH
97
205 Adj.
682
365 Adj.
1075

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
0.6	3.1	65	98	32	65	3.2	1.8	36.43
FAT	REA	MB	BMI\$	BIIS	CHBS	Age of Dam	PIGMENT	
0.062	0.96	0.45	530	637	176	5	L: GOGGLE	R: GOGGLE

- High quality Arlo son.
- This masculine herd bull prospect combines muscle, length with an attractive look and presence.
- 4155 has a clean sheath, large testicles, stout square level hip, is double goggle-eyed and extremely short-marked.
- He is a result of a flush purchased from Colyer Herefords. Sire and Dam pictured below.
- RATIOS: REA 106%, IMF 101%
- EPDS: Top 5% SC, SCF, CW, REA, MARB, BMI\$ CHB\$; Top 10% UDDER; Top 20% WW, M&G; Top 25% MILK



CARLO 2135 ET — Sire of Lots 40 and 49



C 6078 BONNIE BELLE 9030 ET — Dam of Lot 49

50

GENOA 24157

Reg. U44553170

DOB: 4/13/24

HORNED



CL1 DOMINO 942G (CHB)(DLFHYF,EF,MSUDF,MDF) CL1 DOMINO 7131E 1ET (DLFHYF,EF,MSUDF)
GENOA MISS 942G DOMINO 21085 (DLFHYF,EF,MSUDF) CL1 DOMINETTE 664D 1ET (DLFHYF,EF,MSUDF)
U44228144 GENOA MISS 17128 DOMINO 19154 (DLFHYF,EF,MSUDF) GENOA DOMINO 215Z 17128 (CHB)(DLFHYF,EF,MSUDF)
GENOA MISS DOMINO 177R 16043

CED	BW	WW	YW	MK	M&G	CEM	SC	BIRTH
-	-	-	-	-	-	-	-	86
FAT	REA	MB	BMS	BIIS	CHBS	Age of Dam	PIGMENT	205 Adj.
-	-	-	-	-	-	3	L: 100% R: 80%	365 Adj.
								1110
								Adj. SC
								35.91

- DNA pending. GE-EPDs will be updated by sale day.
- 9073 son out of a 942G daughter with a moderate frame that has an expressive muscle shape and pattern, depth of body, big ribbed, short marked, and good pigmentation.
- RATIOS: FAT 100%, REA 100%, IMF 100%



51

GENOA 24175 {DBP}

Reg. U44572298

DOB: 4/19/24

POLLED



N1W 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLFHYF,EF,MSUDF,MDC) SHF WONDER M326 W18 ET (S00)(CHB)(DLFHYF,EF,MDC,DBF)
GENOA MISS HOMETOWN 10Y 17024 (DLFHYF,EF,MDC,DBF) N1W P606 72N DAYDREAM 73S (DLFHYF,EF,MSUDF,MDF)
P43782178 GENOA MISS REVOLUTION 12092 (DBF) MSU TCF REVOLUTION 4R (S00)(DLFHYF,EF,MDC,DBF)
HYALITE TS LASS 853 (000)

CED	BW	WW	YW	MK	M&G	CEM	SC	BIRTH
-	-	-	-	-	-	-	-	92
FAT	REA	MB	BMS	BIIS	CHBS	Age of Dam	PIGMENT	205 Adj.
-	-	-	-	-	-	7	L: 100% R: 70%	596
								365 Adj.
								1015
								Adj. SC
								36.54

- DNA pending. GE-EPDs will be updated by sale day.
- Long-bodied bull that is short-marked with a big red patch on his forehead.
- Retained 4 females back in the cow herd from his dam, 17024.



52

GENOA 21009 COMSTOCK 24182 {DLF,HYF,IEF,MSUDF}

Reg. P44572306

DOB: 4/24/24

POLLED



H GENOA COMSTOCK 7934 ET (DLFHYF,EF,MSUDF,MDF) BEHM 100W CUD4 504C (S00)(CHB)(DLFHYF,EF,MSUDF,MDF,DBF)
GENOA 7934 COMSTOCK 21009 (DLFHYF,EF,MSUDF,MDF) H MS 5139 ADVANCE 4006 ET (DLFHYF,EF,MSUDF)
P44223692 GENOA MISS 27AHOMETOWN 19076 ET (000)(DLFHYF,EF,MSUDF,MDC) N1W 135U 10Y HOMETOWN 27A (S00)(DLFHYF,EF,MSUDF,MDC)
R&R 6378 LEANNE 6003 8003 (000)(DLFHYF,EF,MSUDF,MDF,DBF)
JDH AH PROMINENT 21G ET (CHB)(DLFHYF,EF,MSUDF,MDF,DBF) JDH 11B STUD 3134 63E (CHB)(DLFHYF,EF,MSUDF,MDF,DBF)
GENOA MISS 21G PROMINENT 21079 (DLFHYF,EF,MSUDF) JDH AH MS 34K VICTOR 33245C ET (DLFHYF,EF,MSUDF)
P44228075 TCW CALL GIRL 200Z 521C CHURCHILL RED BULL 200Z (S00)(DLFHYF,EF,MSUDF,MDF,DBF)
TCW CALL GIRL 204N 807U (000)

CED	BW	WW	YW	MK	M&G	CEM	SC	BIRTH
3.5	3.0	69	109	37	72	2.7	1.4	88
FAT	REA	MB	BMS	BIIS	CHBS	Age of Dam	PIGMENT	205 Adj.
0.032	0.63	0.20	409	501	157	3	L: 20% R: 100%	656
								365 Adj.
								1150
								Adj. SC
								37.26

- A long-bodied, moderate-framed Comstock grandson, out of a super feminine and beautiful uddered Prominent 3-year-old.
- Youngest bull in the sale with a hefty weaning and yearling weight.
- EPDS: Top 5% M&G; Top 10% WW, MILK, CW, CHBS; Top 15% YW, SC; Top 20% DMI; Top 25% REA



2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMS	BIIS	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123

GENOA LIVESTOCK

A Balanced Approach to Performance Hereford Genetics



Gold TPR Breeder

2017, 2018, 2019, 2020, 2021, 2022, 2023 and 2024

Whole Herd TPR™ is a system of registration and performance tracking whereby participating breeders update their cow herd inventory annually and are charged for performance data on a per cow basis as opposed to a per calf basis. Participation is required to have EPDs reported on your animals.

The Gold TPR program was established in 2005 to recognize those breeders who participate in the association's Whole Herd Total Performance Records program to create a more accurate database and to increase the value of Hereford genetics.

Specific Requirements for becoming a Gold TPR Breeder:

- Herd inventory must be submitted prior to date inventory surcharge goes into effect.
- Complete reporting of calving ease and reproductive status for each dam on inventory.
- Complete reporting of weaning weights for each live calf recorded in the calf crop.
- Complete reporting of yearling weights for each live calf recorded in the calf crop.
- Complete reporting of scrotal measurements for each bull calf in the calf crop with a recorded yearling weight.

THANK YOU!

All of us at Genoa Livestock sincerely thank you for your interest in our Hereford genetics. If you have any questions, just give us a call – or come visit.

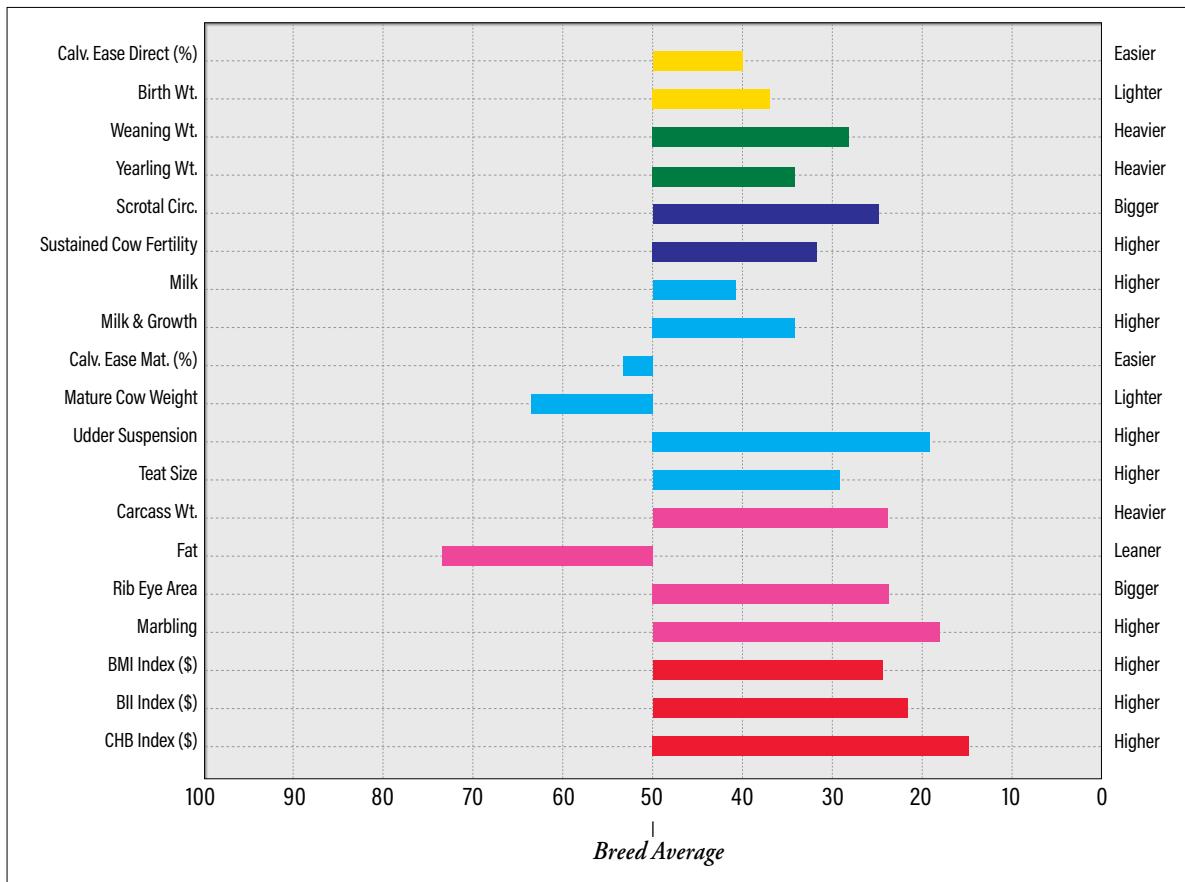
Chris Beck, Ranch Manager, 618-367-5397



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Illustrated is the Percentile EPD Ranking of all GL Sale Bulls compared to the Breed Average



BULL VACCINATION PROTOCOL BIRTH TO SALE

BIRTH:

Inforce 3 (nasal)
Alpha 7 C + D
Multi-Min

2-3 MONTHS:

2x Vision 8
2x Bovi-Shield Gold One-Shot
1x Cydectin Pour On

PRE-WEANING:

Vision 8 w/Somnus
Bovi-Shield Gold One Shot
Multi-Min
Ivomec Plus Injectable

POST-WEANING:

Safeguard Oral Drench
Inforce 3
BVD Negative
(Ear notch tested)

SPRING:

Vision 8
Bovi-Shield Gold VL5
Multi-Min
Anthrax
Dectomax Pour On

SUMMER:

Cydectin Pour On

FALL:

Vision 8 w/Somnus
Bovi-Shield Gold VL5
Multi-Min
2x Anaplas
Ivomec Plus Injectable



All Genoa sale bulls are DNA
parentage and GE-EPD tested



The Hereford Advantage Program

- Certified Hereford Beef® index (\$CHB) is a terminal index built upon a production system breeding Hereford bulls to Angus-base cows.
- *Focus:* Feedlot performance and end-product value.
- *Program qualifications:*
 - 1) Cattle must be sired by registered and owner-transferred Hereford bulls.
 - 2) Bull battery must have a \$CHB rating in the top 50%.

2023 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI	BIIS	CHBS
3.6	2.6	56	90	27	55	1.5	1.0	0.022	0.47	0.15	373	448	123

15th Annual

BULL SALE

2 PM | MONDAY, SEPTEMBER 8, 2025

at the Ranch in Minden, Nevada

THANK YOU!

All of us at Genoa Livestock sincerely thank you for your interest in our Hereford genetics and we look forward to seeing you soon!

Visitors are always welcome



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