

*14th Annual*

# BULL SALE

GENOA  
LIVESTOCK, LLC

2:30 PM | MONDAY, SEPTEMBER 9, 2024  
*at the Ranch in Minden, Nevada*



*Selling* **50**  **HEREFORD BULLS**  
*Both Horned and Polled*

# GENOA LIVESTOCK

*A Balanced Approach to Performance Hereford Genetics*



## 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 9, 2024**  
**NOON: Review sale cattle in the pens; Light Lunch Buffet**  
**2:30 PM: Sale — Rick Machado, Auctioneer**  
**Video Sale streamed live on Live Auctions.TV**  
**5:00: Catered dinner and entertainment**

*Note: All cattle will be available for inspection prior to sale day and the auction will be streamed on LiveAuctions.TV*

### 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



# GENOA LIVESTOCK BULL SALE

Monday, September 9, 2024

at the Ranch – 640 Genoa Lane – Minden, Nevada

## Selling 50 **GL** HEREFORD BULLS

Both Horned and Polled



### SALE DAY SCHEDULE

Monday, September 9th, 2024

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

**2:30 PM:** Live Auction Video Sale.  
Rick Machado, Auctioneer



**5:00 PM:** Catered dinner and entertainment by The Comstock Cowboys band

•••••

**NOTE:**

All cattle will be available for inspection prior to sale day and the auction will be streamed on LiveAuctions.TV

#### 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
- Brian Peck, Veterinarian ..... 775-901-8721
- 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](http://www.genoalivestock.com)

View Sale Bull Videos at  
[www.genoalivestock.com](http://www.genoalivestock.com)

If you can't join us in person, join in on



Find us on Facebook

# Welcome!



## *Fellow Cattlemen and Cattlewomen:*

*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. This past spring we 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 50 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 14th consecutive year, Genoa Livestock's Bulls and Heifers — our 2023 spring calf crop of 201 calves — ranked in the Top 25% of the Hereford breed in 11 of 12 traits measured by the American Hereford Association, and in the Top 15% 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.*

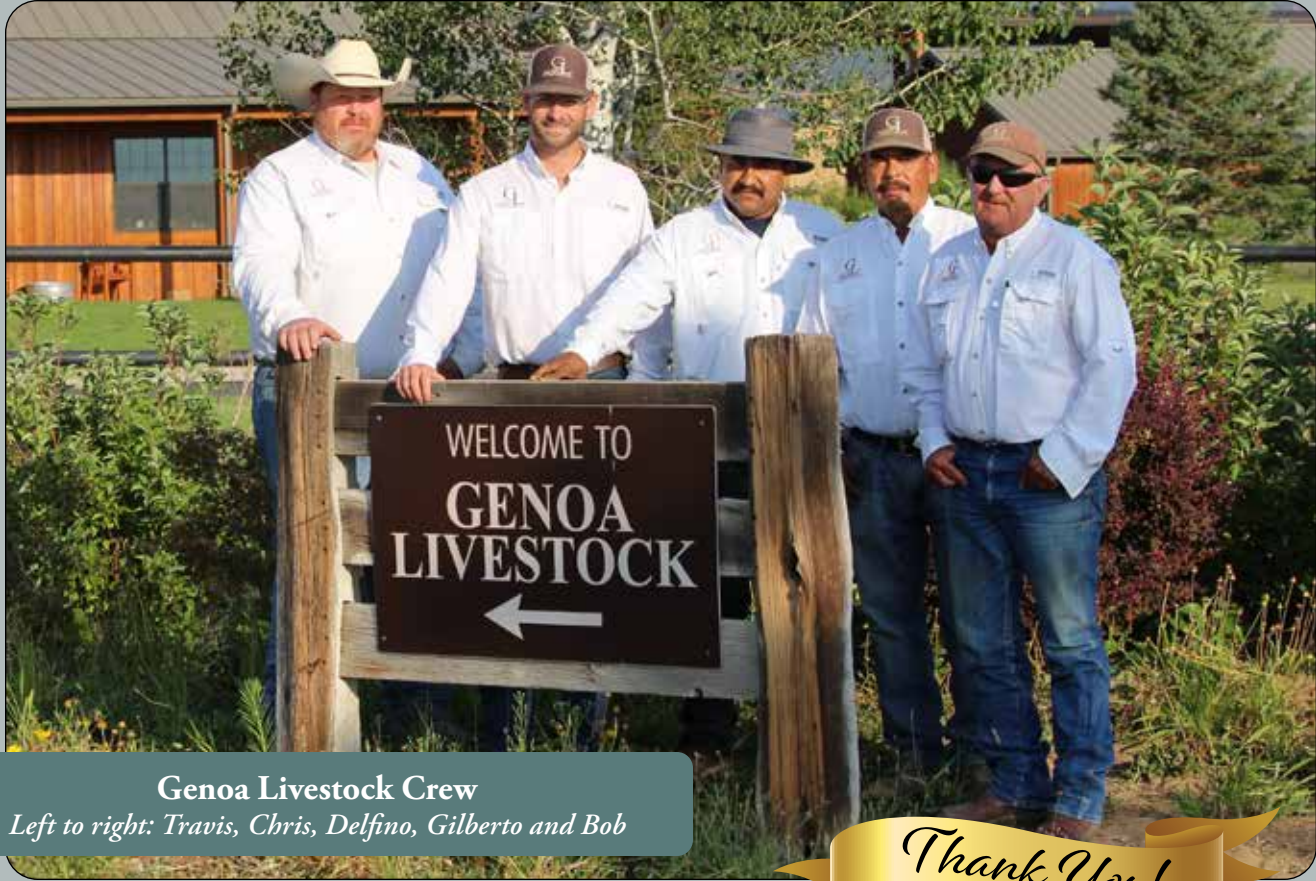
*We sincerely thank you for your support and continuing confidence in Genoa Livestock's breeding program. Please feel free to call with any questions, or swing by the ranch if you are in the area.*

***Visitors are always welcome.***

***We look forward to seeing you here at Genoa Livestock, September 9th!***

***Bob & Carol, Chris & Lydia, Travis & Becky, Michelle & Scott,  
Gilberto & Suzanne, Delfino & Yessenia and their families***





**Genoa Livestock Crew**

*Left to right: Travis, Chris, Delfino, Gilberto and Bob*

*Thank You!*

*A very special THANK YOU to Travis & Becky Tekansik for working with us here these past 6 years! We wish you and your great kids, Grace and Aaron, all the best with your future endeavors!*

*Congratulations!*

**2024 California County Fairs Exhibitors of Genoa Livestock Genetics**



*This catalog's deadline precluded us from obtaining photos of all exhibitors of Genoa genetics.*

*We sincerely THANK*

*Bradley White     Anneke Keege  
Gavin Vance     Taylor Tollett  
Rowdy Bottomley*

*for their outstanding showings!*

*And a special THANK YOU to Jennifer Mason, JLM Herefords, Plymouth, Calif., who helps make all this happen.*

*Amador County Fair Reserve Champion Steer – Out of first calf heifer sired by Genoa Durango 17188 Bred, owned and shown by Bradley White, Plymouth, CA; shown with Mom, Amy White.*

**2022 BREED AVERAGES**

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118





**H FLASH 0708 ET**



**C REAL DEAL 0137 ET**



**LOEWEN GENESIS G16 ET**



**CHURCHILL KINGDOM 128J ET**

## A H FLASH 0708 ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

**Reg. P44233202      DOB: 9/1/20      POLLED**

TH 4034 475Z PIONEER 358C ET (S00){DLF,HYF,IEF,MSUDF}	TH 89T 755T STOCKMAN 475Z (S00){DLF,HYF,IEF}
TH FRONTIER 174E (S00){DLF,HYF,IEF,MSUDF,MDF}	TH 71U 71Y RITA 403A (DLF,HYF,IEF)
P43818822      FIT TRUSTING LADY 312A (DLF,HYF,IEF)	NW 735 M326 TRUST 100W ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
FIT BOOM AND BLOOM 8211U (DLF,HYF,IEF)	
NW 735 M326 TRUST 100W ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}	KCF BENNETT 3008 M326 (S00){CHB}{DLF,HYF,IEF,MDF,DBF}
ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF)	NW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)
43538605      ABC MS 4084 BLAZE 8047 (HYF)	C&S 0075 BLAZE 4084 (DLF,HYF,IEF)
	ABC MS 7057 DESTINY 9002 (HYF)

CED	BW	WW	YW	MK	M&G	CEM
7.6	0.6	68	113	39	73	7.3
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.9	0.032	0.96	0.07	458	541	134

**BIRTH**  
70  
205 Adj.  
618  
365 Adj.  
1069

## B C REAL DEAL 0137 ET {CHB}{DLF,HYF,IEF,MSUDF}

**Reg. P44122963      DOB: 1/11/20      POLLED**

EFBEEF-TL U208 TESTED X651 ET (S00){CHB}{DLF,HYF,IEF,MSUDF}	EFBEEF-FOREMOST U208 (S00){CHB}{DLF,HYF,IEF,MSUDF}
INNISFAIL WHR X651/723 4013 ET (CHB){DLF,HYF,IEF,MSUDF,MDF}	EFBEEF-P606 MABEL R45
P43541960      INNISFAIL P230 T723 (DLF,HYF,IEF,MSUDF)	EF F745 FRANK P230 (CHB){DLF,HYF,IEF,MSUDF}
INNISFAIL 235 R501 ET (S00){DLF,HYF,IEF,MSUDF}	
C MILES MCKEE 2103 ET (S00){DLF,HYF,IEF,MSUDF,MDF}	NW 98S R117 RIBEYE 88X ET (S00){DLF,HYF,IEF,MSUDF,MDF,DBF}
C C1C 89T MISS MILES 4264 ET (DLF,HYF,IEF)	C NOTICE ME ET (DLF,HYF,IEF)
P43487278      TH 166 20N GEMINI 89T (DLF,HYF,IEF)	NPH 20X SPARTAN 20N (S00){CHB}{DLF,HYF,IEF}
	TEE-JAY 707B GEMINI 166 ET (HYF)

CED	BW	WW	YW	MK	M&G	CEM
7.0	3.4	74	106	26	63	3.4
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.1	0.062	0.49	0.44	390	503	149

**BIRTH**  
86  
205 Adj.  
796  
365 Adj.  
1316

## C LOEWEN GENESIS G16 ET {CHB}{DLF,HYF,IEF,MDF,DBF}

**Reg. P43987463      DOB: 1/17/19      POLLED**

KCF BENNETT ENCORE Z311 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}	SCHU-LAR ON TARGET Z2S (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
NW 79Z Z311 ENDURE 1730 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}	KCF MISS REVOLUTION X338 ET (DLF,HYF,IEF,DBF)
P43722088      BW 91H 100W RITA 79Z ET (DLF,HYF,IEF,MSUDF,MDF)	NW 735 M326 TRUST 100W ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}
REMITALL RITA 91H (DLF,HYF,IEF)	
MSU TCF REVOLUTION 4R (S00){DLF,HYF,IEF,MDF,DBF}	FELTONS LEGEND 242 (S00){HYF}
LOEWEN 77 48 MISS 344N 4RB42ET (DLF,HYF,DBF)	MSU TCF RACHAEL ET 54N (DLF,HYF,IEF,DBF)
P43461646      PCR JACKLYN NIKOLE 344N (DLF,HYF,IEF,DBF)	PCR JACK PHROST 18K (HYF,DBF)
	PCR VICKI NICOLE 642F (HYF)

CED	BW	WW	YW	MK	M&G	CEM
4.8	3.5	75	129	36	73	6.8
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.8	0.112	0.82	0.48	540	661	198

**BIRTH**  
84  
205 Adj.  
740  
365 Adj.  
-

## D CHURCHILL KINGDOM 128J ET {DLF,HYF,IEF,MSUDF,MDF,DBF}

**Reg. P44267937      DOB: 1/12/21      POLLED**

LXC PERFECTO 118 ET (DLF,HYF,IEF,MSUDF)	NW 98S R117 RIBEYE 88X ET (S00){DLF,HYF,IEF,MSUDF,MDF,DBF}
DM ALL AROUND 904G ET (CHB){DLF,HYF,IEF,MSUDF,MDF}	WLL Z0EY 3Z (DLF,HYF,IEF,MDF,DBF)
P44015527      DM L1 DOMINETTE 301 ET (DLF,HYF,IEF,MSUDF)	CL1 DOMINO 955W (S00){DLF,HYF,IEF}
DM L1 DOMINETTE 901 (DLF,HYF,IEF)	
EFBEEF-BR VALIDATED B413 (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}	EFBEEF-TL U208 TESTED X651 ET (S00){CHB}{DLF,HYF,IEF,MSUDF}
BR VALIDATED B413 6035 709B (DLF,HYF,IEF,MDF,DBF)	EFBEEF-4R THYRA Y865 (DLF,HYF,IEF,MDF,DBF)
P43857421      BR BENNETT 4R Y428 2101 6035 (HYF,DBF)	KCF BENNETT REVOLUTION Y428 (DLF,HYF,IEF,DBF)
	BR BENNETT OF 4070 2101 (HYF)

CED	BW	WW	YW	MK	M&G	CEM
10.7	0.4	63	95	35	66	12.7
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.7	0.062	0.90	0.45	512	618	175

**BIRTH**  
76  
205 Adj.  
724  
365 Adj.  
1174



## E GENOA 6011 BELLE AIR 19091 {CHB}{DLF,HYF,IEF,MSUDF}

**Reg. P44011891      DOB: 2/26/19      SCURRED**

BAR S LHF 028 240 (S00){CHB}{DLF,HYF,IEF}.....CHURCHILL SENSATION 028X (S00){DLF,HYF,IEF,MDF,DBF}  
 BR BELLE AIR 6011 (CHB){DLF,HYF,IEF,MSUDF,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}  
 AHA GENO 43724674 BR CSF BRIELLE 8052 ET (DLF,HYF,IEF)

NW 735 W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MD}.....SHF WONDER M326 W18 ET (S00){CHB}{DLF,HYF,IEF,MDF,DBF}  
 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF).....NW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)  
 P43585109 HYALITE TS LASS 547 (DLF,HYF,IEF).....KT TOP SECRET 1030 (S00){DLF,HYF,IEF,MSUDF}  
 HYALITE 233 LASS 205 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM
-2.5	3.5	68	112	31	65	-4.5
SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.0	0.062	0.38	0.60	496	618	166

BIRTH
84
205 Adj.
667
365 Adj.
1145



## F CL 1 DOMINO 942G {CHB}{DLF,HYF,IEF,MSUDF,MDF}

**Reg. 44010158      DOB: 1/11/19      HORNED**

HH ADVANCE 5044C ET (DLF,HYF,IEF,MSUDF).....CL 1 DOMINO 215Z (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF}  
 CL 1 DOMINO 731E 1ET (DLF,HYF,IEF,MSUDF).....HH MISS ADVANCE 1072Y ET (DLF,HYF,IEF)  
 43810450 CL 1 DOMINETTE 3175A (DLF,HYF,IEF).....CL 1 DOMINO 1161Y (DLF,HYF,IEF)  
 AHA GENO 43810450 CL 1 DOMINETTE 1123Y 1ET (DLF,HYF,IEF)

CL 1 DOMINO 412B (DLF,HYF,IEF).....CL 1 DOMINO 216Z 1ET (S00){DLF,HYF,IEF}  
 CL 1 DOMINETTE 664D 1ET (DLF,HYF,IEF,MSUDF).....CL 1 DOMINETTE 1121Y 1ET (DLF,HYF,IEF)  
 43691958 CL 1 DOMINETTE 1146Y (DLF,HYF,IEF).....CL 1 DOMINO 862U (CHB){DLF,IEF}  
 CL 1 DOMINETTE 617S (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM
4.3	2.3	64	101	17	49	4.5
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.8	0.052	0.33	0.34	449	549	164

BIRTH
86
205 Adj.
750
365 Adj.
1326



## G GENOA YORK Y02 17013 {CHB}{DLF,HYF,IEF,MDF}

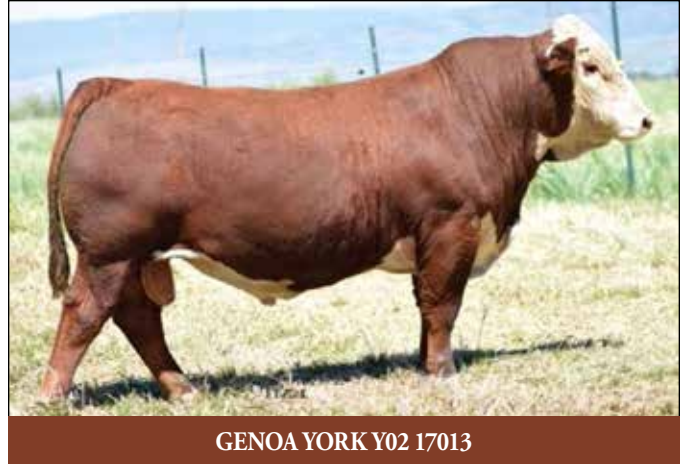
**Reg. P43781453      DOB: 2/18/17      POLLED**

MSU MF HUDSON 19H (S00){DLF,HYF,IEF}.....MSU WNH FELTON 5F (HYF)  
 SHF YORK 19H Y02 (S00){CHB}{DLF,HYF,IEF}.....MSU VICTORIA 5F  
 P4380994 LOEWEN MISS P20 10W (DLF,HYF,IEF).....SHF PROGRESS P20 (S00){DLF,HYF,IEF,MDF,DBF}  
 AHA GENO 4380994 LOEWEN M326 MISS 39T (DLF,HYF,IEF)

NW 735 W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MD}.....SHF WONDER M326 W18 ET (S00){CHB}{DLF,HYF,IEF,MDF,DBF}  
 GENOA MISS HOMETOWN 10Y 15063 (DLF,HYF,IEF,MDF).....NW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)  
 P43585168 GENOA MISS BENNETT N14 11083 (IEF).....KCF BENNETT 774 N14  
 R MISS PUCKSTER 28 (IEF)

CED	BW	WW	YW	MK	M&G	CEM
2.9	2.9	62	107	17	48	-1.6
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.5	0.072	0.65	0.14	320	398	154

BIRTH
88
205 Adj.
734
365 Adj.
1278



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

**Reg. P44257454      DOB: 1/27/21      POLLED**

KCF BENNETT REVOLUTION X51 (S00){CHB}{DLF,HYF,IEF,MDF,DBF}.....MSU TCF REVOLUTION 4R (S00){DLF,HYF,IEF,MDF,DBF}  
 EFBEEF RESOLUTE CEO (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}.....KCF MISS PROFICIENT U201 (DLF,HYF,IEF,MSUDF)  
 P43591829 EFBEEF 6378 KATE W484 (DLF,HYF,IEF,MSUDF).....R&R PRIME CUT 6378 ET (CHB){DLF,HYF,IEF,MSUDF}  
 AHA GENO 43591829 EFBEEF 6825 KATE R428

BEHM 100W CUD4 504C (S00){CHB}{DLF,HYF,IEF,MSUDF,MDF,DBF}.....NW 735 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 JASMANOZY (D000){DLF,HYF,IEF,MSUDF}  
 P43857338 H MS 824 EXCEL 4146 ET (DLF,HYF,IEF,MSUDF,MD).....NW 735 W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,MD}  
 H LADY EXCELL 824 ET (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM
3.2	3.2	76	122	35	73	-2.7
SC	FAT	REA	MB	BMIS	BIIS	CHBS
1.9	0.072	0.86	0.42	455	570	166

BIRTH
93
205 Adj.
744
365 Adj.
1479



**2022 BREED AVERAGES**

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118





Sire of Lot 1 — GENOA 27A HOMETOWN 19263 ET

## 1 GENOA 19263 HOMETOWN 23011 {DLF,HYF,IEF,MSUDF,DBP}

**Reg. P44455614      DOB: 2/21/23      POLLED**

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

GENOA 27A HOMETOWN 19263 ET (CHB)(DLF,HYF,IEF,MSUDF,MDP,DBP) ..... NW 4037 34S DURANGO VACA 135U (D000)(DLF,HYF,IEF,MSUDF)

P44056834 R&R 6378 LEANNE 6003 8003 (D00)(DLF,HYF,IEF,MSUDF,DBP) ..... R&R PRIME CUT 6378 ET (CHB)(DLF,HYF,IEF,MSUDF)

AHA Genoa R&R SILVEIRAS LILY LEANNE 6003SET (DBP)

JDH AH PROMINENT 21G ET (CHB)(DLF,HYF,IEF,MSUDF,MDP,DBP) ..... JDH 11B STUD 3134 63E (CHB)(DLF,HYF,IEF,MSUDF,MDP,DBP)

GENOA MISS 21G PROMINENT 21079 (DLF,HYF,IEF,MSUDF) ..... JDH AH MS 34X VICTOR 33245C ET (DLF,HYF,IEF,MSUDF)

P44228075 TCW CALL GIRL 2002 521C ..... CHURCHILL RED BULL 200Z (S00)(DLF,HYF,IEF,MSUDF,MDP,DBP)

TCW CALL GIRL 204N 807U (D000)

BIRTH	
BIRTH	80
205 Adj.	
560	
365 Adj.	
947	

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.5	2.2	58	87	28	57	5.5	1.2	33.71
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.072	0.59	0.10	380	455	130	2	L:100%	R:100%

- A big bodied, moderate framed, easy fleshing 9263 son out of a super feminine and beautiful uddered Prominent 2 year old.
- 23011 has a lot of convenience traits stacked into his pedigree to make those low maintenance black baldie replacements with long lasting udders.
- EPDs: Top 10% UDDER, TEAT; Top 15% MCE, CW; Top 20% CED; Top 25% DMI, REA, CHBS



GENOA 183F MASTERPLAN 23017

## 2 GENOA 183F MASTERPLAN 23017 {DLF,HYF,IEF,MSUDF,MDP,DBP}

**Reg. P44455472      DOB: 2/22/23      POLLED**

KCF BENNETT STRATEGY Z303 ET (CHB)(DLF,HYF,IEF,MSUDF,MDP,DBP) ..... SCHU-LAR ON TARGET 22S (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDP,DBP)

TH MASTERPLAN 183F (CHB)(DLF,HYF,IEF,MSUDF,MDP,DBP) ..... KCF MISS REVOLUTION X338 ET (DLF,HYF,IEF,MSUDF)

P43920493 TH 512X 145Y DOMINETTE 57B (DLF,HYF,IEF) ..... FTF PROSPECTOR 145Y (S00)(DLF,HYF,IEF,MSUDF,MDP)

AHA Genoa TH 122 71I DOMINETTE 512X ET (DLF,HYF,IEF)

SNOWSHOE X51 BANNAK Y27 19C (CHB)(DLF,HYF,IEF,MSUDF) ..... KCF BENNETT REVOLUTION X51 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBP)

GENOA MISS 19C BANNOCK 21054ET (DLF,HYF,IEF,MSUDF) ..... SNOWSHOE 719T KATIE Y27 (DLF,HYF,IEF,MSUDF)

P44228079 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDP) ..... NW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDP)

HYALITE S LASS 547 (DLF,HYF)

BIRTH	
BIRTH	78
205 Adj.	
628	
365 Adj.	
1117	

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
2.4	2.9	71	120	24	60	4.6	1.4	35.71
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.112	0.40	0.53	493	616	146	2	L:100%	R: GOGGLE

- Delayed Blindness Carrier.
- A very impressive Masterplan son out of an own 2 year old daughter of 5047.
- A heifer's first calf with an acceptable birth weight, plenty of muscle shape and substance. Great growth and carcass ratios amongst his contemporaries and an EPD profile that checks a lot of boxes across the board.
- RATIOS: WW 110%, YW 110% IMF 130%
- EPDS: Top 1% TEAT; Top 5% WW, YW, SCF, UDDER, MARB, BMIS; Top 10% CHBS; Top 15% SC; Top 20% MCE; Top 25% M&G

View Sale Bull Videos at [www.genoalivestock.com](http://www.genoalivestock.com)

If you can't join us in person, join in on



## 3

### GENOA 0708 FLASH 23020 {DLF,HYF,IEF,MSUDF,DBP}

Reg. P44455499 DOB: 2/23/23 POLLED



TH FRONTIER 174E (S00) (DLF,HYF,IEF,MSUDF,IMDF) ..... TH 4034 475Z PIONEER 358C ET (S00) (DLF,HYF,IEF,MSUDF)  
 H FLASH 0708 ET (DLF,HYF,IEF,MSUDF,MDR,DBP) ..... FT F TRUSTING LADY 312A (DLF,HYF,IEF)  
 P44233202 ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF) ..... N W 735 M326 TRUST 100W ET (S00) (CHB) (DLF,HYF,IEF,MSUDF,MDR,DBP)  
 ABC MS 4084 BLAZE 8047 (HYF) ..... ABC MS 4084 BLAZE 8047 (HYF)  
 R VISIONARY 4200 (S00) (DLF,HYF,IEF) ..... SHF VISION R117L38 (S00) (DLF,IEF)  
 GENOA MS 4200 VISIONARY 14058 (DLF,HYF,IEF,DBP) ..... R MISS PUCKSTER 1768 (000) (DLF,HYF,IEF)  
 P43478726 GENOA MISS LEGEND 11114 (DBP) ..... R LEGEND 2218 (DLF,HYF,IEF,DBP)  
 R&R 6378 LEANNE 6003 8003 (000) (DLF,HYF,IEF,MSUDF,DBP)

BIRTH	68
205 Adj.	205
577	577
365 Adj.	365
988	988

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
10.7	-0.6	61	104	33	64	9.0	1.0	36.84
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.052	0.64	0.28	481	575	120	9	L: 50%	R: 50%

- A twin that performed exceptionally well from birth to weaning.
- 3020 is a Flash son with added frame and length of stride and is very athletic on the move. He is smooth through his shoulders to validate his high calving ease maternal and calving ease direct EPD.
- Strong ratios across the board and an impressive 128% ratio for Marb.
- RATIOS: BW 95%, WW 116%, YW 101%, REA 102%, IMF 128%
- EPDs: Top 5% BW, SCF, MCE, BMIS; Top 10% CED, MM, M&G; Top 15% YW, MARB; Top 20% REA; Top 25% WW, UDDER



Maternal sib to Lots 3 & 4 — GENOA 17013 YORK 20070 ET

## 4

### GENOA 0708 FLASH 23021 {DLF,HYF,IEF,MSUDF,DBP}

Reg. 44455500 DOB: 2/23/23 HORNED



TH FRONTIER 174E (S00) (DLF,HYF,IEF,MSUDF,IMDF) ..... TH 4034 475Z PIONEER 358C ET (S00) (DLF,HYF,IEF,MSUDF)  
 H FLASH 0708 ET (DLF,HYF,IEF,MSUDF,MDR,DBP) ..... FT F TRUSTING LADY 312A (DLF,HYF,IEF)  
 P44233202 ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF) ..... N W 735 M326 TRUST 100W ET (S00) (CHB) (DLF,HYF,IEF,MSUDF,MDR,DBP)  
 ABC MS 4084 BLAZE 8047 (HYF) ..... ABC MS 4084 BLAZE 8047 (HYF)  
 R VISIONARY 4200 (S00) (DLF,HYF,IEF) ..... SHF VISION R117L38 (S00) (DLF,IEF)  
 GENOA MS 4200 VISIONARY 14058 (DLF,HYF,IEF,DBP) ..... R MISS PUCKSTER 1768 (000) (DLF,HYF,IEF)  
 P43478726 GENOA MISS LEGEND 11114 (DBP) ..... R LEGEND 2218 (DLF,HYF,IEF,DBP)  
 R&R 6378 LEANNE 6003 8003 (000) (DLF,HYF,IEF,MSUDF,DBP)

BIRTH	72
205 Adj.	205
522	522
365 Adj.	365
970	970

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
9.2	1.7	71	119	39	75	10.9	1.4	35.87
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.042	0.71	0.13	460	552	136	9	L: 100%	R: 100%

- Twin to Lot 3.
- Flash son with added frame and length of body. Dark red, short-marked bull with WW and YW EPDs in the top 5%.
- His dam has withstood the test of time with a lifetime calving interval of 365 days and her six bull calves have averaged \$7,375.
- RATIOS: BW 100%, WW 105%
- EPDs: Top 1% M&G, MCE; Top 5% WW, YW, MILK; Top 10% CED, SCF, REA, BMIS; Top 15% SC, CW; Top 20% CHBS



Maternal sib to Lots 3 & 4 — GENOA 17013 YORK 20084 ET

## 5

### GENOA 0708 FLASH 23026 {DLF,HYF,IEF,MSUDF}

Reg. P44455619 DOB: 2/24/23 HORNED



TH FRONTIER 174E (S00) (DLF,HYF,IEF,MSUDF,IMDF) ..... TH 4034 475Z PIONEER 358C ET (S00) (DLF,HYF,IEF,MSUDF)  
 H FLASH 0708 ET (DLF,HYF,IEF,MSUDF,MDR,DBP) ..... FT F TRUSTING LADY 312A (DLF,HYF,IEF)  
 P44233202 ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF) ..... N W 735 M326 TRUST 100W ET (S00) (CHB) (DLF,HYF,IEF,MSUDF,MDR,DBP)  
 ABC MS 4084 BLAZE 8047 (HYF) ..... ABC MS 4084 BLAZE 8047 (HYF)  
 R VISIONARY 4200 (S00) (DLF,HYF,IEF) ..... SHF VISION R117L38 (S00) (DLF,IEF)  
 GENOA MISS VISIONARY 14013 (MSUDF) ..... R MISS PUCKSTER 1768 (000) (DLF,HYF,IEF)  
 P43478722 GENOA MISS PUCKSTER 10016 (DLF,HYF,IEF,MSUDF) ..... R PUCKSTER 4108 (DLF,HYF,IEF)  
 HYALITE TS LASS 873 (DLF,HYF,IEF,MSUDF)

BIRTH	84
205 Adj.	205
565	565
365 Adj.	365
968	968

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
8.0	0.0	57	85	33	62	1.7	1.5	37.85
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.022	0.20	0.13	340	416	96	8	L: 100%	R: 100%

- Dark red, short-marked, horned Flash son, his dam is currently nursing her 9th AI calf. Longevity and fertility runs deep in his pedigree; his dam has maintained a 370 day calving interval.
- RATIOS: BW 97%, SC 104%
- EPDs: Top 10% BW, SC; Top 15% MILK; Top 20% CED, M&G; Top 25% DMI



#### 2022 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118



**GENOA G16 GENESIS 23031 ET**

6

## GENOA G16 GENESIS 23031 ET {DLF,HYF,IEF,MSUDF,DBP}

**Reg. P44455452      DOB: 2/24/23      POLLED**

CHS

NIW 792 Z31 ENDURE 1730 ET (S00){CHB}(DLF,HYF,IEF,MSUDF,MDF,DBP) ..... KCF BENNETT ENCORE 2311 ET (S00){CHB}(DLF,HYF,IEF,MSUDF,MDF,DBP)  
 LOEWEN GENESIS G16 ET (CHB)(DLF,HYF,IEF,MDF,DBP) ..... BW 91H 100W RITA 792 ET (DLF,HYF,IEF,MSUDF,MDF)  
 P4387463 LOEWEN 77 48 MISS 344N 4R842ET (DLF,HYF,IEF) ..... MSU TCF REVOLUTION 4R (S00){DLF,HYF,IEF,MDF,DBP}  
 AHA GENCO PCR JACKLYN NIKOLE 344N (DLF,HYF,IEF,DBP)

NIW 135U 10Y HOMETOWN 27A (DLF,HYF,IEF,MSUDF,MDF) .....		NIW 73S W18 HOMETOWN 10Y ET (S00){CHB}(DLF,HYF,IEF,MSUDF,MDF)	
GENOA MISS 27AHOMETOWN 19090ET (DLF,HYF,IEF,MSUDF,MDF,DBP)		NIW 4037 34S DURANGO VACA 135U (D000){DLF,HYF,IEF,MSUDF}	
P44012565 R&R 6378 LEANNE 6003 8003 (D000){DLF,HYF,IEF,MSUDF,DBP}		R&R PRIME CUT 6378 ET (CHB)(DLF,HYF,IEF,MSUDF)	
		R&R SILVEIRAS LILY LEANNE 6003ET (DBP)	

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
6.4	2.4	66	110	27	60	6.9	1.7	36.93 ET
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.072	0.31	0.42	421	528	151	ET	L: GOGGLE	R: GOGGLE

- Full brother topped the 2023 Bull Sale.
- Flush brothers sell as Lots 19, 23 & 29.
- 3031 catches your attention, being ideally marked and goggled eyed but is also very complete, good footed and so sound while in motion.
- His EPD profile is second to none, with both key maternal and carcass traits in the top 25% of the breed.
- His dam is the ideal cow for our environment. She is feminine, lots of capacity through her rib cage, beautiful square udder, all while being short marked and goggled eyed.
- RATIOS: FAT 72%
- EPDS: Top 1% UDDER, TEAT; Top 5% SC, MARB; Top 10% YW, MCE, CHBS; Top 15% WW; Top 20% BMIS; Top 25% CED, SCF, CW



**GENOA 0708 FLASH 23047**

7

## GENOA 0708 FLASH 23047 {DLF,HYF,IEF,MSUDF,DBP}

**Reg. P44455561      DOB: 2/28/23      POLLED**

CHS

TH FRONTIER 174E (S00){DLF,HYF,IEF,MSUDF,MDF} ..... TH 403A 475Z PIONEER 358C ET (S00){DLF,HYF,IEF,MSUDF,MDF}  
 H FLASH 0708 ET (DLF,HYF,IEF,MSUDF,MDF,DBP) ..... FT F TRUSTING LADY 312A (DLF,HYF,IEF)  
 P44233202 ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF) ..... NIW 73S M326 TRUST 100W ET (S00){CHB}(DLF,HYF,IEF,MSUDF,MDF,DBP)  
 AHA GENCO ABC MS 4084 BLAZE 8047 (HYF)

NIW 337B 100W TRUST 167Y (S00){CHB}(DLF,HYF,IEF,MSUDF,MDF) ..... NIW 73S M326 TRUST 100W ET (S00){CHB}(DLF,HYF,IEF,MSUDF,MDF,DBP)  
 GENOA MISS 167Y TRUST 19097 (DLF,HYF,IEF,MSUDF,DBP) ..... BROOKVIEW 242 TEQUILA ROSE 337 (DLF,HYF,IEF)  
 P4401812 GENOA MISS PUCKSTER 10155 (HYF,DBP) ..... R PUCKSTER 4108 (DLF,HYF,IEF)  
 R&R 6378 LEANNE 6003 8003 (D000){DLF,HYF,IEF,MSUDF,DBP}

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
9.7	0.9	53	93	30	57	7.3	1.4	35.36
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.032	0.26	0.32	444	532	140	3	L: GOGGLE	R: GOGGLE

- Heifer bull prospect that is conservatively marked, with all of the traits to make range replacement females.
- 3047 is backed by some of the longest lasting, fertile cows, not only here at the ranch, but in the entire breed. To mention a few: 0155, 8003, and NIW 73S twice.
- RATIOS: BW 90%, FAT 91%
- EPDS: Top 10% MCE, UDDER, MARB; Top 15% CED, BW, SC, SCF, BMIS, CHBS; Top 25% DMI, MILK



**GENOA 8339 HIGH NOON 23049**

8

## GENOA 8339 HIGH NOON 23049 {DLF,HYF,IEF,MSUDF}

**Reg. 44455600      DOB: 2/28/23      HORNED**

CHS

CHURCHILL GRIT 6240 ET (DLF,HYF,IEF,MSUDF) ..... C ETF WILDCAT 4248 ET (S00){CHB}(DLF,HYF,IEF)  
 CHURCHILL HIGH NOON 8339F ET (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}  
 AHA GENCO FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)

CHURCHILL SENSATION 028X (S00){DLF,HYF,IEF,MDF,DBP} ..... LIPS DOMINO 3027 (S00){CHB}(DLF,HYF,IEF,MSUDF,MDF)  
 GENOA MS 028X SENSATION 16031 ..... CHURCHILL LADY 7202T ET (DLF,HYF,IEF)  
 4368276 GENOA MISS RIBSTONE 11024 ET ..... K 64H RIBSTONE LAD 157K (S00){CHB}(DLF,HYF,IEF)  
 F 9126 DOMINETTE 407

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
1.4	1.3	62	87	41	72	2.2	1.4	35.98
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.022	0.81	0.15	400	480	131	6	L: 100%	R: 100%

- Masculine and rugged High Noon son, that is deep through his chest floor, clean sheath, and wide over his top, with a big ribeye and packed with rapid performance from birth to weaning.
- RATIOS: BW 99%, WW 112%, YW 104%, FAT 59%, REA 108%,
- EPDS: Top 1% MILK; Top 5% M&G, MCW, REA; Top 10% SC, CW; Top 25% WW; Top 25% BW, BMIS, CHBS



9

## GENOA 0708 FLASH 23055 {DLF,HYF,IEF,MSUDF}

Reg. 44455577 DOB: 3/1/23 HORNED



TH FRONTIER 174E (S00) (DLF,HYF,IEF,MSUDF,MOF) ..... TH 403A 475Z PIONEER 358C ET (S00) (DLF,HYF,IEF,MSUDF)  
 H FLASH 0708 ET (DLF,HYF,IEF,MSUDF,MOF,DFB) ..... FT F TRUSTING LADY 312A (DLF,HYF,IEF)  
 P44233202 ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF) ..... NUW 73S M326 TRUST 100W ET (S00) (CHB) (DLF,HYF,IEF,MSUDF,MOF,DFB)  
 AHA GENO GENO ABC MS 4084 BLAZE 8047 (HYF)  
 NUW 73S 980 HUTTON 109Z ET (DLF,HYF,IEF,MSUDF,MOF) ..... CRR HELTON 980 (S00) (DLF,HYF,IEF)  
 GENOA MISS 109Z HUTTON 18209 ..... NUW P606 72N DAVIDREAM 73S (DLF,HYF,IEF,MSUDF,MOF)  
 43955070 GENOA MISS DOMINO 0945 (CHB) (DLF,HYF,IEF,MSUDF)  
 LIS MARK DOMINO 0945 (CHB) (DLF,HYF,IEF,MSUDF)  
 GENOA MISS UPS 3027 12177

BIRTH
88
205 Adj.
587
365 Adj.
1084

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.9	1.4	71	119	42	77	6.1	1.7	37.25
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.032	0.96	0.19	424	515	157	4	L: GOGGLE	R: GOGGLE

- A lot of look and quality in this solid marked Flash son out of a Hutton daughter.
- Well balanced, long-spined, with high ratios and EPDs for rapid growth and CHBS\$ all in the top 5% of the breed.
- RATIOS: WW 103%, YW 107%, SC 102% FAT 91%, REA 105%, MARB 103%
- EPDS: Top 1% YW, MILK, M&G, REA; Top 5% WW, SC, CW, CHBS; Top 10% MCE, UDDER, TEAT; Top 15% CED; Top 20% BMIS; Top 25% BW



GENOA 0708 FLASH 23055

10

## GENOA 942G DOMINO 23057 {DLF,HYF,IEF,MSUDF,DBP}

Reg. 44455565 DOB: 3/2/23 HORNED



CL 1 DOMINO 731E 1ET (DLF,HYF,IEF,MSUDF) ..... HH ADVANCE 5044C ET (DLF,HYF,IEF,MSUDF)  
 CL 1 DOMINO 942G (CHB) (DLF,HYF,IEF,MSUDF,MOF) ..... CL 1 DOMINETTE 3175A (DLF,HYF,IEF)  
 44010158 CL 1 DOMINETTE 664D 1ET (DLF,HYF,IEF,MSUDF) ..... CL 1 DOMINO 412B (DLF,HYF,IEF)  
 AHA GENO GENO CL 1 DOMINETTE 1146V (DLF,HYF,IEF)  
 UPS SENSATION 2296 ET (S00) (DLF,HYF,IEF,MSUDF,MOF,DBP) ..... CHURCHILL SENSATION 028X (S00) (DLF,HYF,IEF,MSUDF,MOF,DBP)  
 GENOA MISS 2296 SENSATION 19108 (DLF,HYF,IEF,MSUDF,DBP) ..... UPS JT MISS NEON 7811 1ET (DLF,HYF,IEF,DBP)  
 44011872 GENOA LI DOMINETTE 09037 (DLF,HYF,IEF,MSUDF) ..... LI DOMINO 02398 (DLF,IEF)  
 LI DOMINETTE 0610

BIRTH
82
205 Adj.
609
365 Adj.
1023

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
5.8	2.8	62	98	20	52	4.6	1.4	34.43
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.032	0.46	0.09	416	496	125	4	L: 80%	R: 20%

- Straight Horned pedigree bull that is moderate framed, short marked, clean sheathed with a clean shoulder.
- Tight uddered, small teated Sensation dam has ratioed 110 on three calves for Marb and 3057 ratioed 107%.
- RATIOS: BW 98%, WW 107%, YW 101%, FAT 96%, MARB 107%
- EPDS: Top 10% TEAT; Top 15% SC; Top 20% SCF, MCE, CW, BMIS; Top 25% WW, UDDER



Sire of Lot 10 — CL 1 DOMINO 942G

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](http://Hereford.org) to learn more about the Hereford Maternal Advantage.



2022 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118





**GENOA THOMAS COUNTY 23058 ET**



**Donor Dam of Lot 11 — GENOA MISS HOMETOWN 10Y 16054**



**Maternal brother to Lot 12 — GENOA 8339F HIGH NOON 22217**

## 11 GENOA THOMAS COUNTY 23058 ET {DLF,HYF,IEF,MSUDF,DBP}

Reg. P4445504

DOB: 3/2/23

POLLED



EFBEEF RESOLUTE CEO (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBP).....KCF BENNETT REVOLUTION X51 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBP)  
 H WMS THOMAS COUNTY 1443 ET (CHB)(DLF,HYF,IEF,MSUDF,DBP).....EFBEEF 6378 KATE W484 (DLF,HYF,IEF,MSUDF)  
 P44257454 H MS EXCEL 7945 ET (DLF,HYF,IEF,MSUDF,DBP).....BEHM 100W CUOA 504C (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBP)  
 AHA GENO GENO H MS 824 EXCEL 4146 ET (DLF,HYF,IEF,MSUDF,DBP)

NW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBP).....SHF WONDER M326 W18 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBP)  
 GENOA MISS HOMETOWN 10Y 16054 (DLF,HYF,IEF,MSUDF,DBP).....NW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,DBP)  
 P43682590 GENOA MISS PUCKSTER 10156 (HYF,DBP).....R PUCKSTER 4108 (DLF,HYF,IEF)  
 R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,DBP)

BIRTH
88 ET
205 Adj.
663 ET
365 Adj.
1025 ET

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.9	2.0	60	95	30	60	3.2	1.6	36.12 ET
FAT	REA	MB	BMI\$	BIIS	CHBS	Age of Dam	PIGMENT	
0.052	0.64	0.29	511	605	147	ET	L: 90%	R: 100%

- This bull has always been an easy one to find, ever since birth.
- Complete and balanced is what comes to mind when you see him.
- 3058 is smooth, yet has dimension, length and depth through his chest and rib.
- His dam "6054" is ideal in her kind and one of the prettiest Hometown females on the ranch.
- His sire Thomas County was grand champion bull in Denver in 2023.
- RATIOS: FAT 66%, REA 102%
- EPDS: 1% UDDER, TEAT; Top 5% SC, SCF, CW, BMI\$, CHBS; Top 15% CE, REA, MARB; Top 25% MCW

## 12 GENOA BELLE AIR 23059 ET {DLF,HYF,IEF,MSUDF}

Reg. 4445512

DOB: 3/2/23

HORNED



BAR S LHF 028 240 (S00)(CHB)(DLF,HYF,IEF).....CHURCHILL SENSATION 028X (S00)(DLF,HYF,IEF,MSUDF,DBP)  
 BR BELLE AIR 6011 (CHB)(DLF,HYF,IEF,MSUDF,DBP).....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)  
 AHA GENO GENO BR CSF BRIELLE 8052 ET (DLF,HYF,IEF)

LPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBP).....CL1 DOMINO 912611 ET (S00)(DLF,IEF)  
 GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF).....LPS MISS DIAMOND 1353 (DLF,HYF,IEF,MSUDF)  
 43174305 R MISS ADVANCE 3318 (DLF,HYF,IEF).....HR ADVANCER 65 (DLF,HYF,IEF)  
 R MISS PAGE 1016

BIRTH
96 ET
205 Adj.
710 ET
365 Adj.
1198 ET

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
2.1	2.6	59	100	36	66	-0.4	1.7	38.08 ET
FAT	REA	MB	BMI\$	BIIS	CHBS	Age of Dam	PIGMENT	
0.052	0.70	0.48	492	595	172	ET	L: 0%	R: 0%

- 3059 fits the demands of the current beef industry.
- Excels with longevity with his dam's proven track record; she was in production until she was 12 years old. Add pounds with a heavy weaning and yearling weight and produce premium heavy carcasses to pay dividends on the rail.
- EPDS: Top 5% SC, MARB, BMI\$, CHB%; Top 10% SCF, MILK, M&G, REA; Top 15% DMI; Top 25% YW, CW



## 13 GENOA 19091 BELLE AIR 23060 {DLF,HYF,IEF,MSUDF}

**Reg. 44455552      DOB: 3/2/23      HORNED**

BR BELLE AIR 6011 (CHB) (DLF,HYF,IEF,MSUDF,DRF) ..... BARS LHF 028 240 (S00)(CHB) (DLF,HYF,IEF)  
 GENOA 6011 BELLE AIR 19091 (CHB) (DLF,HYF,IEF,MSUDF) ..... BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)  
 P4401891 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ..... NUW 73S W18 HOMETOWN 10Y ET (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDC)  
 AHA GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ..... HVALITE TS LASS 547 (DLF,HYF)  
 HH ADVANCE 5044C ET (DLF,HYF,IEF,MSUDF) ..... CL 1 DOMINO 215Z (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF)  
 GENOA MS 5044C ADVANCE 19137 ET (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 (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF)  
 R MISS ADVANCE 3318 (DLF,HYF,IEF)

BIRTH
88
205 Adj.
658
365 Adj.
1089

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
0.2	2.2	73	119	35	72	-1.6	2.2	39.36
FAT	REA	MB	BMS	BIIS	CHBS	Age of Dam	PIGMENT	
0.032	0.68	0.27	448	550	149	3	L: 40%	R: 0%

- A large scrotal 9091 son with exceptional length, depth, pounds, presence and muscle.
- His dam is a feminine long bodied, pretty uddered Line 1 cow whose dam is 1067.
- He weighed down the scale at both WW and YW, and posted a marbling ratio of 122%
- RATIOS: WW 116%, YW 107%, SC 108%, REA 107%, IMF 122%
- EPDS: Top 1% SC; Top 5% WW, YW, M&G, UDDER, TEAT, CW; Top 10% SCF, MILK, REA, BMS, CHBS; Top 15% MARB



**GENOA 19091 BELLE AIR 23060**

## 14 GENOA 19091 BELLE AIR 23062 {DLF,HYF,IEF,MSUDF}

**Reg. P44455575      DOB: 3/2/23      SCURRED**

BR BELLE AIR 6011 (CHB) (DLF,HYF,IEF,MSUDF,DRF) ..... BARS LHF 028 240 (S00)(CHB) (DLF,HYF,IEF)  
 GENOA 6011 BELLE AIR 19091 (CHB) (DLF,HYF,IEF,MSUDF) ..... BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)  
 P4401891 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ..... NUW 73S W18 HOMETOWN 10Y ET (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDC)  
 AHA GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ..... HVALITE TS LASS 547 (DLF,HYF)  
 HH ADVANCE 5044C ET (DLF,HYF,IEF,MSUDF) ..... CL 1 DOMINO 215Z (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF)  
 GENOA MISS 5044C ADVANCE 19079 (DLF,HYF,IEF,MSUDF) ..... HH MISS ADVANCE 1072Y ET (DLF,HYF,IEF)  
 44011769 GENOA 3027 DOMINETTE 13003 (000) ..... UPS DOMINO 3027 (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF)  
 GENOA ROSETTA 11029 ET (000)

BIRTH
98
205 Adj.
628
365 Adj.
1084

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-0.2	4.0	69	116	34	69	-0.1	2.9	41.31
FAT	REA	MB	BMS	BIIS	CHBS	Age of Dam	PIGMENT	
0.072	0.15	0.48	428	544	147	3	L: 50%	R: GOGGLE

- 9091 son with exceptional growth all the way through yearling.
- He is short-marked with added length of spine and frame size.
- Strong set of EPDS and ratios for growth, carcass weight, marbling and sustained cow fertility.
- RATIOS: WW 110%, YW 107%, SC 113%, FAT 91%, REA 100%, MARB 112%
- EPDS: Top 1% SC; Top 5% WW, YW, M&G, MARB; Top 10% MILK, CHBS; Top 15% SCF, BMS; Top 25% CW

## 15 GENOA HIGH NOON 23073 {DLF,HYF,IEF,MSUDF}

**Reg. 44455514      DOB: 3/4/23      HORNED**

CHURCHILL GRIT 6240 ET (DLF,HYF,IEF,MSUDF) ..... C ETF WILDCAT 4248 ET (S00)(CHB) (DLF,HYF,IEF)  
 CHURCHILL HIGH NOON 8339F ET (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)(CHB) (DLF,HYF,IEF,MSUDF)  
 AHA H FHF 9116 RITA 11D ET (DLF,HYF,IEF,MSUDF) ..... FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)  
 CL 1 DOMINO 215Z (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF) ..... CL 1 DOMINO 9122W 1ET (DLF,HYF,IEF)  
 GENOA MISS 215Z DOMINO 19156 (DLF,HYF,IEF,MSUDF) ..... CL 1 DOMINETTE 055X (000)(DLF,HYF,IEF)  
 44011949 GENOA MISS YANKEE 14015 ..... CHURCHILL YANKEE ET (S00)(CHB) (DLF,HYF,IEF)  
 SR HARLET 704 (000)(DLF,HYF,IEF,MSUDF)

BIRTH
82
205 Adj.
551
365 Adj.
870

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
3.9	2.6	58	83	23	52	7.7	0.6	34.49
FAT	REA	MB	BMS	BIIS	CHBS	Age of Dam	PIGMENT	
0.022	0.46	0.25	295	376	130	3	L: 0%	R: 0%

- A balanced trait, medium framed High Noon sired bull.
- He is smooth made, his shoulder transitions effortlessly into his rib cage. He is strong in his top line and powerful through his hip.
- He is backed by a 215Z cow that stems back to an original cow family purchased from Stubers.
- RATIOS: BW 98%, FAT 64%, MARB 100%
- EPDS: Top 5% MCE; Top 20% MARB; Top 25% CHBS

## 16 GENOA 21009 COMSTOCK 23074 {DLF,HYF,IEF,MSUDF,DBP}

**Reg. P44455584      DOB: 3/4/23      POLLED**

H GENOA COMSTOCK 7934 ET (CHB) (DLF,HYF,IEF,MSUDF,MDF) ..... BEHM 100W CUD 504C (S00)(CHB) (DLF,HYF,IEF,MSUDF,DRF)  
 GENOA 7934 COMSTOCK 21009 (DLF,HYF,IEF,MSUDF,MDF,DRF) ..... H MS 5139 ADVANCE 4006 ET (DLF,HYF,IEF,MSUDF)  
 P44223692 GENOA MISS 27AHOMETOWN 19076 ET (DLF,HYF,IEF,MSUDF,MDC,DRP) ..... NUW 135U 10Y HOMETOWN 27A (DLF,HYF,IEF,MSUDF,MDC)  
 AHA GENOA MISS 27AHOMETOWN 19076 ET (DLF,HYF,IEF,MSUDF,MDC,DRP) ..... R&R 6378 LEANNE 6003 8003 (000)(DLF,HYF,IEF,MSUDF,DRP)  
 R LEADER 6964 (S00)(DLF,HYF,IEF,MSUDF,DRP) ..... HVALITE ON TARGET 936 (S00)(DLF,HYF,IEF,MSUDF)  
 GENOA MISS 6964 LEADER 19025 (DLF,HYF,IEF,MSUDF,DRP) ..... R MISS REVOLUTION 1009 (000)(DLF,HYF,IEF,DRP)  
 P44011794 GENOA MISS HOMETOWN 10Y 17024 (DLF,HYF,IEF,MSUDF,DRP) ..... NUW 73S W18 HOMETOWN 10Y ET (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDC)  
 GENOA MISS REVOLUTION 12092 (DRP)

BIRTH
84
205 Adj.
620
365 Adj.
1032

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
3.7	3.2	74	109	27	64	-1.3	2.1	39.4
FAT	REA	MB	BMS	BIIS	CHBS	Age of Dam	PIGMENT	
0.062	0.56	0.20	315	410	120	3	L: 100%	R: 100%

- A long-sided Comstock grandson out of a Leader daughter.
- Added length of body, capacity, rib shape, bone, and scrotal development.
- 3074's sire was a top selling bull from our 2022 sale. We retained a semen interest and have a great display of his calves in the pasture this summer. He is also a grandson of the 8003 donor.
- RATIOS: WW 109%, YW 102%, SC 108%, Fat 86%
- EPDS: Top 1% SC; Top 5% WW; Top 10% YW, M&G, UDDER; Top 15% TEAT; Top 25% CW, MARB



*Steer shown at 2023 Amador County Fair.  
Bred by Genoa Livestock. Owned and shown by Anneke Kegge.*

**2022 BREED AVERAGES**

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMS	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118

## 17 GENOA 0137 REAL DEAL 23077 {DLF,HYF,IEF,MSUDF,DBP}

Reg. P44455481      DOB: 3/4/23      POLLED

INNISFAIL WHR X651/723 4013 ET (CHB)(DLF,HYF,IEF,MSUDF) ..... EFBEEF TLU028 TESTED X651 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)  
 C REAL DEAL 0137 ET (CHB)(DLF,HYF,IEF,MSUDF) ..... INNISFAIL P230 T723 (DLF,HYF,IEF,MSUDF)  
 P44122963 C/CJC 89T MISS MILES 4264 ET (DLF,HYF,IEF) ..... C MILES MCKEE 2103 ET (S00)(DLF,HYF,IEF,MSUDF,MDP)  
 TH 166 20N GEMINI 89T (DLF,HYF,IEF)

NW LONG HAUL 36E ET (DLF,HYF,IEF,MSUDF,MDP,DBP) ..... CHURCHILL SENSATION 028X (S00)(DLF,HYF,IEF,MSUDF,DBP)  
 GENOA MISS 36E LONG HAUL 20092 (DLF,HYF,IEF,MSUDF,DBP) ..... NW 792 10W RITA 11B (DLF,HYF,IEF,MSUDF,MDP)  
 P44131209 GENOA MISS ON TARGET 936 17096 (DLF,HYF,IEF,MSUDF,DBP) ..... HVALITE ON TARGET 936 (S00)(DLF,HYF,IEF,MSUDF)  
 GENOA MS 4200 VISIONARY 14010 (D00)(DBP)

BIRTH
84
205 Adj.
621
365 Adj.
1053

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
9.6	1.9	71	108	34	69	8.3	1.3	35.71
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.042	0.60	0.26	295	388	131	3	L: 100%	R: 60%

- A high-quality Real Deal son out of a beautiful uddered heavy milking Long Haul dam.
- His dam has one of the soggiest and stoutest heifer calves in the pasture this summer.
- RATIOS: WW 109%, YW 104%, REA 105%
- EPDS: Top 5% WW, M&G, MCE; Top 10% CED, YW, MILK, UDDER, TEAT; Top 15% MARB; Top 20% SC, REA; Top 25% CHBS



GENOA G16 GENESIS 23080 ET



Sire of Lots 6, 19, 22, 23, 29 — LOEWEN GENESIS G16 ET

## 18 GENOA 8339 HIGH NOON 23079 {DLF,HYF,IEF,MSUDF}

Reg. 44455482      DOB: 3/4/23      HORNED

CHURCHILL GRIT 6240 ET (DLF,HYF,IEF,MSUDF) ..... C ETF WILDCAT 4248 ET (S00)(CHB)(DLF,HYF,IEF)  
 CHURCHILL HIGH NOON 8339F ET (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)  
 AHA GENOA PHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)

BR BELLE AIR 6011 (CHB)(DLF,HYF,IEF,MSUDF,DBP) ..... BAR S LHF 028 240 (S00)(CHB)(DLF,HYF,IEF)  
 GENOA MS 6011 BELL AIR 8097 ET (DLF,HYF,IEF) ..... BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)  
 43889238 GENOA MS HARLAND 408 11212 ET (DLF,HYF,IEF,MSUDF) ..... CH HARLAND 408 (S00)(DLF,HYF,IEF,MSUDF,MDP)  
 CL 1 DOMINETTE 243M (IEF)

BIRTH
76
205 Adj.
531
365 Adj.
956

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
8.2	0.6	54	91	27	54	8.2	1.0	33.34
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.042	0.57	0.14	402	476	121	5	L: GOGGLE	R: GOGGLE

- A dark, short-marked, goggle-eyed heifer bull prospect, with CED and BW both 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, pretty uddered Belle Air daughter.
- RATIOS: BW 89%, FAT 86%
- EPDS: Top 5% MCE, TEAT; Top 10% UDDER; Top 15% CED, BW

## 19 GENOA G16 GENESIS 23080 ET {DLF,HYF,IEF,MSUDF,DBP}

Reg. P44455456      DOB: 3/4/23      POLLED

NW 792 Z311 ENDURE 1730 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDP,DBP) ..... KCF BENNETT ENCORE 2311 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDP,DBP)  
 LOEWEN GENESIS G16 ET (CHB)(DLF,HYF,IEF,MSUDF,DBP) ..... BW 91H 100W RITA 792 ET (DLF,HYF,IEF,MSUDF,MDP)  
 P43987463 LOEWEN 77 48 MISS 344N 4R842ET (DLF,HYF,IEF) ..... MSU TCF REVOLUTION 4R (S00)(DLF,HYF,IEF,MSUDF,DBP)  
 AHA GENOA PCR JACKLYN NIKOLE 344N (DLF,HYF,IEF,MSUDF)

NW 135U 10Y HOMETOWN 27A (DLF,HYF,IEF,MSUDF,MDP) ..... NW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDP)  
 GENOA MISS 27AHOMETOWN 19090ET (DLF,HYF,IEF,MSUDF,MDP,DBP) ..... NW 403T 34S DURANGO VACA 135U (D00)(DLF,HYF,IEF,MSUDF)  
 P44012565 R&R 6378 LEANNE 6003 8003 (D00)(DLF,HYF,IEF,MSUDF,DBP) ..... R&R PRIME CUT 6378 ET (CHB)(DLF,HYF,IEF,MSUDF)  
 R&R SILVERAS LILY LEANNE 6003ET (DBP)

BIRTH
90 ET
205 Adj.
569 ET
365 Adj.
1039 ET

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
6.8	3.8	74	121	34	71	9.0	1.9	38.14 ET
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.062	0.79	0.38	466	576	187	ET	L: GOGGLE	R: GOGGLE

- Flush brother to Lots 6, 23, and 29.
- A really complete Genesis son that is awesome on the move, fun to visually appraise, backed by the 8003 cow family and unmatched on paper.
- 3080 is smooth enough to promote calving ease, yet bold and expressive to confirm carcass weight in the top 1% of the breed.
- We have a bred heifer that is a flush sister to these four brothers that is feminine and elite and we can't wait to get her into production.
- RATIOS: REA 104%
- EPDS: Top 1% CW, CHBS; Top 5% WW, YW, SC, M&G, MCE, REA, MARB; Top 10% MILK, UDDER, BMIS; Top 15% TEAT; Top 20% CED, SCF



Dam of Lots 6, 19, 23, 29 — GENOA MISS 27AHOMETOWN 19090ET



# GENOA BULL SALE

20

## GENOA 9091 BELLE AIR 23082 {DLF,HYF,IEF,MSUDF}

Reg. P44455580 DOB: 3/4/23 SCURRED

BR BELLE AIR 6011 (CHB) (DLF,HYF,IEF,MSUDF,DBF) ..... BARS LHF 028 240 (S00)(CHB) (DLF,HYF,IEF)	
GENOA 6011 BELLE AIR 19091 (CHB) (DLF,HYF,IEF,MSUDF) ..... BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)	
P4401891 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ..... NUW 735 W18 HOMETOWN 10Y ET (S00)(CHB) (DLF,HYF,IEF,MSUDF,DBF)	
HYALITE TS LASS 547 (DLF,HYF)	
CL 1 DOMINO 70E 1ET (CHB) (DLF,HYF,IEF,MSUDF,MDF) ..... CL 1 DOMINO 215Z (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF)	
GENOA MISS 710E DOMINO 2004I (DLF,HYF,IEF,MSUDF) ..... HH MISS ADVANCE 9119W (DLF,HYF,IEF)	
44131259 GENOA MS 028X SENSATION 16111 (D00) ..... CHURCHILL SENSATION 028X (S00)(DLF,HYF,IEF,MSUDF,DBF)	
	GENOA MISS RIBSTONE 11035 ET

BIRTH
78
205 Adj.
604
365 Adj.
1042

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
3.4	2.2	58	93	39	68	0.6	2.5	39.65
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.082	0.48	0.44	471	573	166	3	L: 70%	R: 70%

- Freckle faced 9091 son out of a really neat uddered Line One cow that is easy fleshing and attractive to look at.
- Positive ratios across the board from performance to carcass traits.
- 3082 is well-balanced, long-spined, with ample rib and muscle in a big-topped smooth-shouldered package.
- RATIOS: BW 95%, WW 106%, YW 103%, REA 109%, MARB 128%
- EPDS: Top 1% SC; Top 5% MILK, M&G, CW, MARB, BMIS, CHBS; Top 10% SCF, UDDER, TEAT

21

## GENOA 8339 HIGH NOON 23087 {DLF,HYF,IEF,MSUDF}

Reg. 44455598 DOB: 3/5/23 HORNED

CHURCHILL GRIT 6240 ET (DLF,HYF,IEF,MSUDF) ..... C ETF WILDCAT 4248 ET (S00)(CHB) (DLF,HYF,IEF)	
CHURCHILL HIGH NOON 8339F ET (DLF,HYF,IEF,MSUDF) ..... SR CCC LADYSPORT 2205 Z ET (DLF,HYF,IEF)	
44000066 H FHF 9116 RITA 1TD ET (DLF,HYF,IEF,MSUDF) ..... PYRAMID 16W 110T 9116 (S00)(DLF,HYF,IEF,MSUDF)	
	FHF 408 RITA 21W (DLF,HYF,IEF,MSUDF)
CL 1 DOMINO 215Z (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF) ..... CL 1 DOMINO 9122W 1ET (DLF,HYF,IEF)	
GENOA MISS 215Z DOMINO 1915I (DLF,HYF,IEF,MSUDF) ..... CL 1 DOMINETTE 055X (D00)(DLF,HYF,IEF)	
44101761 GENOA MS 028X SENSATION 16031 ..... CHURCHILL SENSATION 028X (S00)(DLF,HYF,IEF,MSUDF,DBF)	
	GENOA MISS RIBSTONE 11024 ET

BIRTH
82
205 Adj.
590
365 Adj.
998

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
0.9	2.0	62	96	27	58	1.4	0.9	33.53
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.002	0.87	0.14	356	433	127	3	L: 20%	R: 0%

- High Noon sired bull comes with extra rib shape and added depth to his flank and heart girth.
- 3087 is tight sheathed, smooth through his shoulder, easy fleshing, level over his topline with a good set to his hind leg.
- RATIOS: BW 98%, WW 104%, FAT 70%, REA 109%
- EPDS: Top 5% REA; Top 20% CW, FAT; Top 25% WW, UDDER

22

## GENOA G16 GENESIS 23090 ET {DLF,HYF,IEF,MSUDF}

Reg. P44455521 DOB: 3/6/23 POLLED

NUW 792 Z311 ENDURE 1730 ET (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF,DBF) ..... KCF BENNETT ENCORE 2311 ET (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF,DBF)	
LOEWEN GENESIS G16 ET (CHB) (DLF,HYF,IEF,MSUDF,MDF) ..... BW 91H 100W RITA 792 ET (DLF,HYF,IEF,MSUDF,MDF)	
P43867463 LOEWEN 77 48 MISS 344N 4R842ET (DLF,HYF,IEF) ..... MSU TCF REVOLUTION 4R (S00)(DLF,HYF,IEF,MSUDF,DBF)	
HYALITE TS LASS 547 (DLF,HYF)	PCR JACKLYN NIKOLE 344N (DLF,HYF,IEF,DBF)
NUW 735 W18 HOMETOWN 10Y ET (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF) ..... SHF WONDER M326 W18 ET (S00)(CHB) (DLF,HYF,IEF,MSUDF,MDF)	
GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ..... NUW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)	
P43585109 HYALITE TS LASS 547 (DLF,HYF) ..... KT TOP SECRET 1030 (S00)(DLF,HYF,IEF,MSUDF)	
	HYALITE 233 LASS 205 (DLF,HYF)

BIRTH
86 ET
205 Adj.
544 ET
365 Adj.
997 ET

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
2.1	2.6	65	110	37	69	2.2	1.6	34.77 ET
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.072	0.74	0.42	456	560	171	ET	L: GOGGLE	R: GOGGLE

- A ton of shape and dimension in this heavy structured Genesis son. Dam is the go-to 10Y donor "5047"
- 3090 is deep bodied, soft flanked, good footed — just a true beef bull. He is easy fleshing with a lot of natural width at the ground and over his top line.
- A full sister was the pick of our pen in Denver at the National Western Stock Show in 2023.
- RATIOS: FAT 83%, REA 117%
- EPDS: Top 5% SC, MILK, M&G, CW, MARB, BMIS, CHBS; Top 10% YW, REA Top 15% WW, SCF; Top 25% UDDER



GENOA G16 GENESIS 23090 ET



Full sister to Lot 22 — GENOA MISS GENESIS G16 22160 ET



2022 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118



**GENOA G16 GENESIS 23092 ET**

23

## GENOA G16 GENESIS 23092 ET {DLF,HYF,IEF,MSUDF,DBP}

**Reg. P44455457      DOB: 3/7/23      POLLED**

NIW 792 Z311 ENDURE T730 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBP) ..... KCF BENNETT ENCORE Z311 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBP)  
 LOEWEN GENESIS G16 ET (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBP) ..... BW 91H 100W RITA 792 ET (DLF,HYF,IEF,MSUDF,MDF)  
 P43887463 ..... LOEWEN 77 48 MISS 344N 4R842ET (DLF,HYF,IEF) ..... MSU TCF REVOLUTION 4R (S00)(DLF,HYF,IEF,MSUDF,DBP)  
 ..... PCR JACKLYN NIKOLE 344N (DLF,HYF,IEF,DBP)

BIRTH
82 ET
205 Adj.
630 ET
365 Adj.
1057 ET

NIW 135U 10Y HOMETOWN 27A (DLF,HYF,IEF,MSUDF,MDF) ..... NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF)  
 GENOA MISS 27AHOMETOWN 19090ET (DLF,HYF,IEF,MSUDF,MDF,DBP) ..... NIW 4037 34S DURANGO VACA 135U (D000)(DLF,HYF,IEF,MSUDF)  
 P44012565 ..... R&R PRIME CUT 6378 ET (CHB)(DLF,HYF,IEF,MSUDF)  
 R&R SILVEIRAS LILY LEANNE 60033ET (DBP)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
9.0	1.7	62	99	26	57	6.3	1.3	36.27 ET
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.062	0.45	0.51	421	529	167	ET	L: GOGGLE	R: GOGGLE

- If you are drawn to the deep red color and big goggled eyes, 3092 will stand out on sale day.
- He is a flush brother to Lots 6, 19, and 23. His dam is well on her way to becoming a matriarch on the ranch like her dam 8003, with another incredible set of ET calves in the pasture this summer.
- Elite carcass figures for marbling and highly maternal traits both top and bottom side of his pedigree.
- EPDS: Top 1% UDDER, MARB; Top 5% TEAT, CHBS; Top 10% CED, MCE; Top 15% CW; Top 20% SC, BMIS; Top 25% WW, YW



**GENOA 942G DOMINO 23093**

24

## GENOA 942G DOMINO 23093 {DLF,HYF,IEF,MSUDF}

**Reg. 44455559      DOB: 3/7/23      HORNED**

CL 1 DOMINO 731E 1ET (DLF,HYF,IEF,MSUDF) ..... HH ADVANCE 5044C ET (DLF,HYF,IEF,MSUDF)  
 CL 1 DOMINO 942G (CHB)(DLF,HYF,IEF,MSUDF,MDF) ..... CL 1 DOMINETTE 9175A (DLF,HYF,IEF)  
 4410158 ..... CL 1 DOMINETTE 6640 1ET (DLF,HYF,IEF,MSUDF) ..... CL 1 DOMINO 412B (DLF,HYF,IEF)  
 ..... CL 1 DOMINETTE 1146Y (DLF,HYF,IEF)

/S JBB/AL BOOM TOWN 44608 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBP) ..... NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF)  
 GENOA MS 44608 BOOMTOWN 18018 (D000)(DLF,HYF,IEF,MSUDF) ..... /S LADY THOR 1271Y (DLF,HYF,IEF,MSUDF,DBP)  
 43883691 ..... GENOA MISS 0945 DOMINO 16119 ..... LIS MARK DOMINO 0945 (CHB)(DLF,HYF,IEF,MSUDF)  
 GENOA MS HARLAND 408 09036 (DLF,HYF,IEF,MSUDF)

BIRTH
82
205 Adj.
607
365 Adj.
1029

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
11.4	0.0	56	87	30	58	7.5	1.9	38.32
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.092	0.28	0.33	381	471	144	5	L: 100%	R: 70%

- Masculine 942G son that checks a lot of boxes. He has length of body and added dimension that is put together very well.
- 3093 is rugged in his kind with big testicles, soft flanked and sturdy through his topline.
- His dam is a hardworking, heavy milking Boomtown daughter. She has ratioed 4@95 BW, Nursing ration @ 108.5 and carcass ratios on 4 calves above herd avg.
- RATIOS: BW 96%, WW 107%, YW 101%, SC 105% REA 104%, MARB 113%
- EPDS: Top 5% CED, SC, MCE; Top 10% BW, CW, MARB; Top 15% CHBS



**GENOA 0137 REAL DEAL 23094 ET**

25

## GENOA 0137 REAL DEAL 23094 ET {DLF,HYF,IEF,MSUDF,DBP}

**Reg. P44455491      DOB: 3/7/23      POLLED**

INNISFAIL WHR X651/723 4013 ET (CHB)(DLF,HYF,IEF,MSUDF,MDF) ..... EFBEEF TFL U208 TESTED X651 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)  
 C REAL DEAL 0137 ET (CHB)(DLF,HYF,IEF,MSUDF) ..... INNISFAIL P230 T723 (DLF,HYF,IEF,MSUDF)  
 P44122963 ..... C C/JC 89T MISS MILES 4264 ET (DLF,HYF,IEF) ..... C MILES MCKEE 2103 ET (S00)(DLF,HYF,IEF,MSUDF,MDF)  
 ..... TH 166 ZON GEMINI 89T (DLF,HYF,IEF)

R LEADER 6964 (S00)(DLF,HYF,IEF,MSUDF,DBP) ..... HVALITE ON TARGET 936 (S00)(DLF,HYF,IEF,MSUDF)  
 GENOA MISS 6964 LEADER 18027 (DLF,HYF,IEF,MSUDF,DBP) ..... R MISS REVOLUTION 1009 (D000)(DLF,HYF,IEF,DBP)  
 P43883702 ..... GENOA MISS HOMETOWN 10Y 16054 (DLF,HYF,IEF,MSUDF,MDF,DBP) ..... NIW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF)  
 GENOA MISS PUCKSTER 10155 (HYF,DBP)

BIRTH
88 ET
205 Adj.
594 ET
365 Adj.
986 ET

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
8.4	2.7	66	100	29	62	5.6	1.2	34.31 ET
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.032	0.50	0.30	400	496	145	ET	L: GOGGLE	R: GOGGLE

- Double goggled-eyed Real Deal son with length of body in a balanced and eye appealing package.
- 3094 is extended in his front one third and impeccable in his structure.
- His dam is a maternal sister to Lot 11. His grandam is still youthful at eight years old and his great grandam had an average calving interval of 370 days on 11 calves.
- RATIOS: FAT 89%, REA 102%
- EPDS: 5% UDDER, TEAT; Top 10% CW, MARB, CHBS; Top 15% CED, WW, MCE; Top 20% M&G; Top 25% YW



## 26

### GENOA 21009 COMSTOCK 23097 {DLF,HYF,IEF,MSUDF,DBP}

**Reg. P44455542      DOB: 3/7/23      POLLED**



H GENOA COMSTOCK 7934 ET (CHB) (DLF,HYF,IEF,MSUDF,MDF) ..... BEHM 100W CUD 504C (SOD) (CHB) (DLF,HYF,IEF,MSUDF,MDF,DBP)  
 GENOA 7934 COMSTOCK 21009 (DLF,HYF,IEF,MSUDF,MDF,DBP) ..... H MS 5139 ADVANCE 4006 ET (DLF,HYF,IEF,MSUDF)  
 P44223692 GENOA MISS 27A HOMETOWN 19076 ET (DLF,HYF,IEF,MSUDF,MDF,DBP) ..... NUW 735U 10Y HOMETOWN 27A (DLF,HYF,IEF,MSUDF,MDF,DBP)  
 AHA GENOA ..... RR&R 6378 LEANNE 6003 8003 (SOD) (DLF,HYF,IEF,MSUDF,DBP)

BIRTH
92
205 Adj.
621
365 Adj.
942

JDH VICTOR 7197 332 ET (SOD) (CHB) (DLF,HYF,IEF,MSUDF,MDF,DBP) ..... TH 122 71 VICTOR 7197 (SOD) (DLF,HYF,IEF,MSUDF,MDF,DBP)  
 GENOA MISS 332 VICTOR 20129 (DLF,HYF,IEF,MSUDF,MDF,DBP) ..... JDH MSYANKEE 11U ET (DLF,HYF,IEF,MSUDF,MDF,DBP)  
 P4413185 GENOA MISS HOMETOWN 10Y 17024 (DLF,HYF,IEF,MSUDF,MDF,DBP) ..... NUW 735 W18 HOMETOWN 10Y ET (SOD) (CHB) (DLF,HYF,IEF,MSUDF,MDF,DBP)  
 GENOA MISS REVOLUTION 12082 (DBP)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-0.7	3.8	66	100	34	67	-3.2	1.4	36.79
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
-0.008	0.41	0.19	450	541	130	3	L: 40%	R: 25%

- Short-marked and eye appealing grandson of Comstock that offers growth with added scrotal.
- 3097 is real easy going.
- Cow families on both sides of his pedigree are good-uddered very productive cows that wean big calves year in and year out.
- RATIOS: WW 109%, SC 101%, FAT 64%
- EPDS: Top 5% UDDER, TEAT; Top 10% SCF, MILK, M&G, BMIS; Top 15% WW, SC, FAT; Top 25% YW, CHBS



## 27

### GENOA 0708 FLASH 23099 {DLF,HYF,IEF,MSUDF,DBP}

**Reg. P44455554      DOB: 3/7/23      POLLED**

TH FRONTIER 174E (SOD) (DLF,HYF,IEF,MSUDF,MDF) ..... TH 403A 475Z PIONEER 358C ET (SOD) (DLF,HYF,IEF,MSUDF)  
 H FLASH 0708 ET (DLF,HYF,IEF,MSUDF,MDF,DBP) ..... FT F TRUSTING LADY 312A (DLF,HYF,IEF)  
 P44233202 ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF) ..... NUW 735 M326 TRUST 100W ET (SOD) (CHB) (DLF,HYF,IEF,MSUDF,MDF,DBP)  
 AHA GENOA ..... ABC MS 4084 BLAZE 8047 (HYF)

BIRTH
84
205 Adj.
638
365 Adj.
1017

R VISIONARY 4200 (SOD) (DLF,HYF,IEF) ..... SHF VISION R117 L38 (SOD) (DLF,IEF)  
 GENOA MS 4200 VISIONARY 15034 (SOD) (DBP) ..... R MISS PUCKSTER 1768 (SOD) (DLF,HYF,IEF)  
 P43585141 GENOA MISS REVOLUTION 12092 (DBP) ..... MSU TCF REVOLUTION 4R (SOD) (DLF,HYF,IEF,MDF,DBP)  
 HYALITE TS LASS 853 (SOD)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
6.7	-0.7	62	96	44	75	3.4	1.8	37.14
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.052	0.37	0.11	467	552	93	7	L: 100%	R: GOGGLE

- A modest birth weight Flash son that is short marked, really athletic and posted a great weaning ratio.
- His dam, 5034, is raising her 8th consecutive AI calf and we have 4 maternal sisters retained in the cow herd. This cow family has impeccable udder quality, excellent milk flow and weans nice big soggy calves.
- RATIOS: BW 97%, WW 112%, YW 100%
- EPDS: 1% MILK, M&G; Top 5% BW, SC, SCF, TEAT; Top 10% MCW, UDDER, BMIS; Top 20% WW



## 28

### GENOA 0137 REAL DEAL 23101 {DLF,HYF,IEF,MSUDF}

**Reg. P44455613      DOB: 3/7/23      POLLED**

INNISFAIL WHR X651/723 4013 ET (CHB) (DLF,HYF,IEF,MSUDF,MDF) ..... EFBEEF TFL U208 TESTED X651 ET (SOD) (CHB) (DLF,HYF,IEF,MSUDF)  
 C REAL DEAL 0137 ET (CHB) (DLF,HYF,IEF,MSUDF) ..... INNISFAIL P230 T723 (DLF,HYF,IEF,MSUDF)  
 P44122963 C CJC 89T MISS MILES 4264 ET (DLF,HYF,IEF) ..... C MILES MCKEE 2103 ET (SOD) (DLF,HYF,IEF,MSUDF,MDF)  
 AHA GENOA ..... TH 166 ZON GEMINI 89T (DLF,HYF,IEF)

BIRTH
90
205 Adj.
670
365 Adj.
1123

NUW LONG HAUL 36E ET (DLF,HYF,IEF,MSUDF,MDF,DBP) ..... CHURCHILL SENSATION Q28X (SOD) (DLF,HYF,IEF,MDF,DBP)  
 GENOA MS 36E LONG HAUL 20061 ET (DLF,HYF,IEF,MSUDF) ..... NUW 792 10W RITA 11B (DLF,HYF,IEF,MSUDF,MDF)  
 P44131238 GENOA MISS U208 FOREMOST 14048 (SOD) (DLF,HYF,IEF,MSUDF) ..... EFBEEF FOREMOST U208 (SOD) (CHB) (DLF,HYF,IEF,MSUDF)  
 GENOA MISS KCF N14 11059 (DLF,HYF,IEF,MSUDF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
6.0	4.1	76	123	35	72	4.3	1.6	37.76
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.002	0.56	0.18	370	466	117	3	L: 100%	R: 60%

- Big time growth figures posted by this Real Deal son.
- WW and YW Ratios at the top of the 2023 roster, and EPDs match as well in the top 1% of the breed.
- 3101 expresses length and depth of body, while being long from hooks to pins, soft in his flank, clean shoulders and red necked.
- RATIOS: WW 118%, YW 111%, REA 101%, MARB 140%
- EPDS: 1% WW, YW; Top 5% M&G; Top 10% SC, MILK; Top 15% FAT; Top 20% MCE; Top 25% UDDER



GENOA 0137 REAL DEAL 23101

2022 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118



Full sib to Lot 29 — GENOA G16 GENESIS 22178 ET

## 29 GENOA G16 GENESIS 23105 ET {DLF,HYF,IEF,MSUDF,DBP}

Reg. P44455458 DOB: 3/8/23 POLLED

NW 792 Z311 ENDURE 1730 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOF,DBP) ..... KCF BENNETT ENCORE 2311 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOF,DBP)  
 LOEWEN GENESIS G16 ET (CHB)(DLF,HYF,IEF,MSUDF,DBP) ..... BW 91H 100W RITA 792 ET (DLF,HYF,IEF,MSUDF,MOF)  
 P4387463 LOEWEN 77 48 MISS 344N 4R842ET (DLF,HYF,IEF,MSUDF,DBP) ..... MSU TCF REVOLUTION 4R (S00)(DLF,HYF,IEF,MSUDF,DBP)  
 AHA GENOA PCR JACKLYN NIKOLE 344N (DLF,HYF,IEF,MSUDF,DBP)

NW 135U 10Y HOMETOWN 27A (DLF,HYF,IEF,MSUDF,MOF) ..... NW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOF)  
 GENOA MISS 27AH HOMETOWN 19090ET (DLF,HYF,IEF,MSUDF,MOF,DBP) ..... NW 4037 34S DURANGO VACA 135U (D00)(DLF,HYF,IEF,MSUDF)  
 P44012665 R&R 6378 LEANNE 6003 8003 (D00)(DLF,HYF,IEF,MSUDF,DBP) ..... R&R PRIME CUT 6378 ET (CHB)(DLF,HYF,IEF,MSUDF)  
 R&R SILVEIRAS LILY LEANNE 6003SET (DBP)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
9.4	2.4	62	102	32	63	9.2	1.2	36.29 ET
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.072	0.44	0.39	386	484	163	ET	L: 50%	R: 100%

BIRTH 100 ET  
205 Adj.  
621 ET  
365 Adj.  
1036 ET

- Flush brother to Lots 6, 19 & 23.
- Same great quality in this flush brother out of Genesis x 9090, but with a splash more white and touch more moderate in his frame.
- Strong set of balanced EPDs, with an emphasis on carcass quality. That includes carcass weight, MARB, and CHBS in the top 5%
- RATIOS: FAT 77%
- EPDS: Top 5% MCE, CW, MARB, CHBS; Top 10% CED; Top 20% YW, MILK, M&G; Top 25% WW, UDDER



## 30 GENOA 19091 BELLE AIR 23110 {DLF,HYF,IEF,MSUDF}

Reg. 44455507 DOB: 3/9/23 POLLED

BR BELLE AIR 6011 (CHB)(DLF,HYF,IEF,MSUDF,DBP) ..... BAR S LHF 028 240 (S00)(CHB)(DLF,HYF,IEF)  
 GENOA 6011 BELLE AIR 19091 (CHB)(DLF,HYF,IEF,MSUDF) ..... BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)  
 P4401891 GENOA MISS HOMETOWN 10Y 16047 (DLF,HYF,IEF,MSUDF,MOF) ..... NW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOF)  
 AHA GENOA HVALITETS LASS 547 (DLF,HYF,IEF,MSUDF)

HH ADVANCE 5044C ET (DLF,HYF,IEF,MSUDF) ..... CL1 DOMINO 215Z (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOF)  
 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 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOF)  
 R MISS ADVANCE 3318 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
1.4	2.1	66	105	35	68	-0.9	2.0	36.6
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.102	0.42	0.61	561	686	158	4	L: GOGGLE	R: 100%

BIRTH 84  
205 Adj.  
555  
365 Adj.  
960

- 9091 son with a moderate frame that has an expressive muscle pattern, depth of body, big ribbed and short marked.
- An EPD profile that includes 6 traits in the top 1% of the breed, including top notch udder quality, sustain cow fertility, scrotal and MARB.
- RATIOS: BW 100%, SC 100%, REA 100%, MARB 141%
- EPDS: Top 1% SC, SCF, UDDER, TEAT, MARB, BMIS; Top 5% M&G, CHBS; Top 10% MILK; Top 15% WW, YW



Grandam to Lots 1, 6, 16, 19, 23, 26, 29, 31  
— R&R 6378 LEANNE 6003 8003

## 31 GENOA 128J KINGDOM 23117 {DLF,HYF,IEF,MSUDF,DBP}

Reg. P44455597 DOB: 3/12/23 SCURRED

DM ALL AROUND 9046 ET (CHB)(DLF,HYF,IEF,MSUDF,MOF) ..... LCK PERFECTO 118 ET (DLF,HYF,IEF,MSUDF)  
 CHURCHILL KINGDOM 128J ET (DLF,HYF,IEF,MSUDF,MOF,DBP) ..... DM LI DOMINETTE 301 ET (DLF,HYF,IEF,MSUDF)  
 P44267937 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MSUDF,DBP) ..... EFBEEF BR VALIDATED B413 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MOF,DBP)  
 AHA GENOA BR BENNETT 4R V428 2101 6035 (HYF,DBP)

SNOWSHOE X51 BANNAK Y27 19C (CHB)(DLF,HYF,IEF,MSUDF) ..... KCF BENNETT REVOLUTION X51 (S00)(CHB)(DLF,HYF,IEF,MSUDF,DBP)  
 GENOA MS 19C BANNAK 20146 ET (DLF,HYF,IEF,MSUDF,DBP) ..... SNOWSHOE 719T KATIE Y27 (DLF,HYF,IEF,MSUDF)  
 P4418717 R&R 6378 LEANNE 6003 8003 (D00)(DLF,HYF,IEF,MSUDF,DBP) ..... R&R PRIME CUT 6378 ET (CHB)(DLF,HYF,IEF,MSUDF)  
 R&R SILVEIRAS LILY LEANNE 6003SET (DBP)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.6	1.6	59	90	25	54	10.4	1.7	35.93
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.032	0.70	0.27	429	517	137	3	L: 100%	R: 100%

BIRTH 86  
205 Adj.  
543  
365 Adj.  
972

- Another dark red, well-marked grandson of the donor 8003. There is a lot of quality in this long-spined, stout featured, large and dark red testicled bull.
- 3117 is easy to like when put into motion with foot quality and size. Lots of great maternal attributes to offer, coupled with top notch carcass quality.
- RATIOS: FAT 64%, REA 102%
- EPDS: Top 1% MCE; Top 5% SC, UDDER, TEAT; Top 10% REA; Top 15% SCF, MARB, BMIS; Top 20% CED, CHBS; Top 25% BW



## 32

### GENOA 81E HISTORIC 23120 {DLF,HYF,IEF,MSUDF}

**Reg. P44455579      DOB: 3/18/23      SCURRED**



CHURCHILL SENSATION 028X (S00) (DLF,HYF,IEF,MSUDF) ..... LIPS DOMINO 3027 (S00) (CHB) (DLF,HYF,IEF,MSUDF)  
 N1W 160B 028X HISTORIC 81E ET (DLF,HYF,IEF,MSUDF) ..... CHURCHILL LADY 7202T ET (DLF,HYF,IEF)  
 P43823334 N1W 73S 38W DAYDREAM 160B (DLF,HYF,IEF,MSUDF) ..... N1W 76S P20 BEEF 38W ET (S00) (DLF,HYF,IEF,MSUDF)  
 AHA GENOA N1W P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF)  
 N1W 73S 980 HUTTON 109Z ET (DLF,HYF,IEF,MSUDF) ..... CRR HELTON 980 (DLF,HYF,IEF)  
 GENOA MISS 109Z HUTTON 18133 (DLF,HYF,IEF,MSUDF) ..... N1W P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF)  
 43893606 GENOA MISS CH A115067 ..... CHURCHILL A1 ET (S00) (DLF,HYF,IEF)  
 GENOA DOMINETTE 1002B (DLF,HYF,IEF)

BIRTH	
82	205 Adj.
594	365 Adj.
1020	Adj. SC

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
1.5	2.5	64	105	38	70	0.6	1.0	34.7
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.012	0.97	0.05	422	497	141	5	L:100%	R:100%

- A really nice medium framed Historic sired bull that is short marked, smoothly put together with plenty of length and a lot of maternal attributes top and bottom side of his pedigree.
- 3120, out of a very productive Hutton daughter, started out with a modest birthweight and weaned with a 104% WW ratio.
- RATIOS: BW 96%, WW 104%, YW 100%, FAT 86%
- EPDS: 1% REA; Top 5% MILK, M&G; Top 10% CW; Top 15% YW; Top 20% WW, BMIS, CHBS; Top 25% UDDER



Sire to Lot 32 — NJW 160B 028X HISTORIC 81E ET

## 33

### GENOA 9091 BELLE AIR 23123 {DLF,HYF,IEF,MSUDF}

**Reg. 44455590      DOB: 3/21/23      HORNED**



BR BELLE AIR 6011 (CHB) (DLF,HYF,IEF,MSUDF) ..... BAR S LHF 028 240 (S00) (CHB) (DLF,HYF,IEF)  
 GENOA 6011 BELLE AIR 19091 (CHB) (DLF,HYF,IEF,MSUDF) ..... BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)  
 P4401891 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF) ..... N1W 73S W18 HOMETOWN 10Y ET (S00) (CHB) (DLF,HYF,IEF,MSUDF)  
 AHA GENOA HYALITE S LASS 547 (DLF,HYF,IEF)  
 CL1 DOMINO 710E 1ET (CHB) (DLF,HYF,IEF,MSUDF) ..... CL1 DOMINO 215Z (S00) (CHB) (DLF,HYF,IEF,MSUDF)  
 GENOA MISS 710E DOMINO 20036 (DLF,HYF,IEF,MSUDF) ..... HH MISS ADVANCE 9119W (DLF,HYF,IEF)  
 44131269 GENOA MS 028X SENSATION 16038 (000) ..... CHURCHILL SENSATION 028X (S00) (DLF,HYF,IEF,MSUDF)  
 GENOA ROSETTA 11029 ET (000)

BIRTH	
84	205 Adj.
629	365 Adj.
1082	Adj. SC

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-1.7	3.8	67	114	36	70	-0.9	2.8	41.8
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.072	0.07	0.45	511	627	140	3	L: GOGGLE	R: 100%

- Impressive son of the CHB sire 9091.
- 3123 is balanced on the profile with added phenotype and breed leading marbling.
- He is balanced, deep and wide, with a level hip, good leg set, powerful stifle, large scrotal and is clean fronted.
- Dam is a really attractive 710E daughter with a nice udder.
- RATIOS: WW 111%, YW 107%, SC 113%, IMF 134%
- EPDS: Top 1% SC, SCF; Top 5% YW, MILK, M&G, MARB, BMIS; Top 10% WW, UDDER, TEAT; Top 15% CHBS



GENOA 9091 BELLE AIR 23123

## 34

### GENOA 0137 REAL DEAL 23124 {DLF,HYF,IEF,MSUDF}

**Reg. P44455477      DOB: 3/21/23      SCURRED**



INNISFAIL WHR X651/723 4013 ET (CHB) (DLF,HYF,IEF,MSUDF) ..... EFBEEF TLU 028 TESTED X651 ET (S00) (CHB) (DLF,HYF,IEF,MSUDF)  
 C REAL DEAL 0137 ET (CHB) (DLF,HYF,IEF,MSUDF) ..... INNISFAIL P230 T723 (DLF,HYF,IEF,MSUDF)  
 P44122963 C/C/C 89T MISS MILES 4264 ET (DLF,HYF,IEF) ..... C MILES MCKEE 2103 ET (S00) (DLF,HYF,IEF,MSUDF)  
 AHA GENOA TH 166 ZON GEMINI 89T (DLF,HYF,IEF)  
 CHURCHILL SENSATION 028X (S00) (DLF,HYF,IEF,MSUDF) ..... LIPS DOMINO 3027 (S00) (CHB) (DLF,HYF,IEF,MSUDF)  
 GENOA MS 028X SENSATION 16059 ..... CHURCHILL LADY 7202T ET (DLF,HYF,IEF)  
 43682596 GENOA MISS NEON 12148 (DLF,HYF,IEF) ..... GH NEON 17N (S00) (CHB) (DLF,HYF,IEF,MSUDF)  
 R MISS ADVANCE 3598 (DLF,HYF,IEF)

BIRTH	
80	205 Adj.
601	365 Adj.
1068	Adj. SC

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.6	2.2	60	89	25	55	4.4	0.5	32.62
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.062	0.40	0.20	388	473	127	7	L: GOGGLE	R: 100%

- This bull has a lot of pigment on his head and face but just missed its mark.
- He is long fronted and visually attractive from the side profile; more than adequate in terms of rib, considering his overall length.
- He is moderate in his frame and useful in his kind.
- Out of a really nice Sensation bred cow.
- RATIOS: BW 92%, WW 106%, YW 105%
- EPDS: Top 10% MCW; Top 15% TEAT; Top 20% CED, MCE, CW; Top 25% UDDER, MARB



2022 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118





**GENOA THOMAS COUNTY 23129 ET**

35

## GENOA THOMAS COUNTY 23129 ET {DLF,HYF,IEF,MSUDF}

**Reg. P44455522      DOB: 3/23/23      POLLED**

CHB\$

EFBEEF RESOLUTE CEO (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF).....KCF BENNETT REVOLUTION X51 (S00)(CHB)(DLF,HYF,IEF,MDF,DBF)

H WMS THOMAS COUNTY 1443 ET (CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF).....EFBEEF 6378 KATE W484 (DLF,HYF,IEF,MSUDF)

P44257454 H MS EXCEL 7945 ET (DLF,HYF,IEF,MSUDF,MDF,DBF).....BEHM 100W CUOA 504C (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)

**AHA GENOA** H MS 824 EXCEL 4146 ET (DLF,HYF,IEF,MSUDF,MDF)

NW 735 W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC).....SHF WONDER M326 W18 ET (S00)(CHB)(DLF,HYF,IEF,MDF,DBF)

GENOA MISS HOMETOWN 10Y 16047 (DLF,HYF,IEF,MSUDF,MDF).....NW P606 72N DAVDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)

P43586109 HYALITE TS LASS 547 (DLF,HYF).....KT TOP SECRET 1030 (S00)(DLF,HYF,IEF,MSUDF)

HYALITE 233 LASS 205 (DLF,HYF)

BIRTH
88 ET
205 Adj.
634 ET
365 Adj.
1061 ET
Adj. SC
34.74 ET

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-2.4	3.5	71	117	35	71	-4.7	1.8	34.74 ET
FAT	REA	MB	BMI\$	BIIS	CHBS	Age of Dam	PIGMENT	
0.062	0.60	0.47	440	553	156	ET	L: 100%	R: 90%

- Massive, deep bodied, soft flanked, extra soggy, big boned, good footed — just a true beef bull.
- 3129 takes after his dam 5047, in that he is super easy fleshing, easy going, with a ton of width at the ground and over his top.
- Checks a lot of boxes both visually and numerically. 6 traits and the CHB\$ index in the top 5% of the breed.
- RATIOS: FAT 83%, REA 105%, MARB 107%
- EPDS: Top 5% WW, YW, SC, MILK, M&G, MARB, CHB\$; Top10% UDDER, CW, BMI\$; Top 15% SCF; Top 20% REA



36

## GENOA 0137 REAL DEAL 23135 {DLF,HYF,IEF,MSUDF}

**Reg. P44455558      DOB: 3/26/23      POLLED**

CHB\$

INNISFAIL WHR X651/723 4013 ET (CHB)(DLF,HYF,IEF,MSUDF,MDF).....EFBEEF TFL U208 TESTED X651 ET (S00)(CHB)(DLF,HYF,IEF,MSUDF)

C REAL DEAL 0137 ET (CHB)(DLF,HYF,IEF,MSUDF).....INNISFAIL P230 T723 (DLF,HYF,IEF,MSUDF)

P44122963 C/C/C 89T MISS MILES 4264 ET (DLF,HYF,IEF).....C MILES MCKEE 2103 ET (S00)(DLF,HYF,IEF,MSUDF,MDF)

**AHA GENOA** TH 166 20N GEMINI 89T (DLF,HYF,IEF)

NW 98S R117 RIBEYE 88X ET (S00)(DLF,HYF,IEF,MSUDF,MDF,DBF).....SHF RIB EYE M326 R117 (S00)(CHB)(DLF,HYF,IEF)

GENOA MISS RIBEYE 88X 17112 (DLF,HYF,IEF).....NW 9126J DEW DOMINO 90S (000)(DLF,HYF,IEF)

43783124 GENOA MISS 0945 DOMINO 15060 (DLF,HYF,IEF).....LIS MARK DOMINO 0945 (CHB)(DLF,HYF,IEF,MSUDF)

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

BIRTH
82
205 Adj.
576
365 Adj.
936
Adj. SC
34.3

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
12.3	1.6	57	78	26	55	6.3	0.9	34.3
FAT	REA	MB	BMI\$	BIIS	CHBS	Age of Dam	PIGMENT	
0.022	0.28	0.25	383	469	99	7	L: 0%	R: 20%

- Heifer bull prospect out of a 7 year old 88X daughter.
- 3135 is a sure shot calving ease bull with both CED and MCE in the top 10% of the breed. He has do-ability and predictability and is a deep sided, smooth made package.
- Dam had her 6th AI calf this spring on a calving interval of 371 days.
- RATIOS: BW 95%, WW 101%, REA 101%, IMF 104%
- EPDS: Top 1% TEAT; Top 5% CED, MCW, UDDER; Top 10% MCE; Top 15% MARB; Top 20% SCF; Top 25% BW



**GENOA 0708 FLASH 23136 ET**

37

## GENOA 0708 FLASH 23136 ET {DLF,HYF,IEF,MSUDF}

**Reg. P44455525      DOB: 3/27/23      POLLED**

CHB\$

TH FRONTIER 174E (S00)(DLF,HYF,IEF,MSUDF,MDF).....TH 403A 475Z PIONEER 358C ET (S00)(DLF,HYF,IEF,MSUDF)

H FLASH 0708 ET (DLF,HYF,IEF,MSUDF,MDF,DBF).....FTF TRUSTING LADY 312A (DLF,HYF,IEF)

P44233202 ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF).....NW 73S M326 TRUST 100W ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF,DBF)

**AHA GENOA** ABC MS 4084 BLAZE 8047 (HYF)

NW 735 W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC).....SHF WONDER M326 W18 ET (S00)(CHB)(DLF,HYF,IEF,MDF,DBF)

GENOA MISS HOMETOWN 10Y 16047 (DLF,HYF,IEF,MSUDF,MDF).....NW P606 72N DAVDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)

P43586109 HYALITE TS LASS 547 (DLF,HYF).....KT TOP SECRET 1030 (S00)(DLF,HYF,IEF,MSUDF)

HYALITE 233 LASS 205 (DLF,HYF)

BIRTH
80 ET
205 Adj.
595 ET
365 Adj.
996 ET
Adj. SC
34.85 ET

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-1.1	1.9	62	100	40	71	-2.8	1.8	34.85 ET
FAT	REA	MB	BMI\$	BIIS	CHBS	Age of Dam	PIGMENT	
0.062	0.47	0.38	447	548	145	ET	L: GOGGLE	R: 100%

- Flush brothers sell as Lots 39, 40 & 44.
- Top ratio bull for IMF in the sale.
- This bull has probably shaped up more than any bull in the pen since picture day in mid-June.
- An easy going, nicely put together bull that is level over his top and back through his hip, soft mided and clean through shoulders and has an attractive head.
- He is out of the 5047 cow that has stood the test of time and is still the matriarch in the donor line up.
- A maternal brother to the herd bull Belle Air 19091, owned with 5Js.
- RATIOS: IMF 147%
- EPDS: Top 5% SC, MILK, M&G, UDDER, TEAT; Top 10% MARB, BMI\$, CHB\$; Top 15% SCF; Top 20% WW, YW, CW



## 38 GENOA 9091 BELLE AIR 23137 {DLF,HYF,IEF,MSUDF}

**Reg. 44502537      DOB: 3/28/23      HORNED**



BR BELLE AIR 6011 (CHB) (DLF,HYF,IEF,MSUDF,DRF) ..... BAR S LHF 028 240 (S00) (CHB) (DLF,HYF,IEF)  
 GENOA 6011 BELLE AIR 19091 (CHB) (DLF,HYF,IEF,MSUDF) ..... BR BELLE 4082 ET (DLF,HYF,IEF,MSUDF)  
 P4401891 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MODF) ..... NIW 73S W18 HOMETOWN 10Y ET (S00) (CHB) (DLF,HYF,IEF,MSUDF,MODF)  
 AHA GENOA HYLALITE TS LASS 547 (DLF,HYF,IEF,MSUDF,MODF) ..... HYLALITE TS LASS 547 (DLF,HYF,IEF,MSUDF,MODF)

LIS MARK DOMINO 0945 (CHB) (DLF,HYF,IEF,MSUDF) ..... LIS MARK DOMINO 0709 (DLF,HYF,IEF)  
 GENOA MISS 0945 DOMINO 16083 ..... LIS MS ADVANCE 0601 (DLF,HYF,IEF)  
 43682620 GENOA LI DOMINETTE 09037 (DLF,HYF,IEF,MSUDF) ..... LI DOMINO 02398 (DLF,IEF)  
 LI DOMINETTE 0610

BIRTH
96
205 Adj.
550
365 Adj.
999

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
2.0	3.9	62	105	27	58	1.2	1.8	34.79
FAT	REA	MB	BMI\$	BIIS	CHBS	Age of Dam	PIGMENT	
0.052	0.64	0.47	405	507	163	7	L: GOGGLE	R: 100%

- 23137 is dark red, conservatively marked, with a balanced look.
- He is deep bodied, comfortable on the move, big footed and soft made with extra muscle shape.
- Ratioed 126% for Marb.
- RATIOS: FAT 91%, IMF 126%
- EPDS: Top 5% SC, MARB, CHBS; Top 10% UDDER; Top 15% YW, CW, REA; Top 20% BMI\$; Top 25% WW



GENOA 9091 BELLE AIR 23137

## 39 GENOA 0708 FLASH 23138 ET {DLF,HYF,IEF,MSUDF}

**Reg. 44455526      DOB: 3/28/23      HORNED**



TH FRONTIER 174E (S00) (DLF,HYF,IEF,MSUDF,MODF) ..... TH 4034 475Z PIONEER 358C ET (S00) (DLF,HYF,IEF,MSUDF)  
 H FLASH 0708 ET (DLF,HYF,IEF,MSUDF,MODF,DRF) ..... FT F TRUSTING LADY 312A (DLF,HYF,IEF)  
 P44233202 ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF) ..... NIW 73S M326 TRUST 100W ET (S00) (CHB) (DLF,HYF,IEF,MSUDF,MODF,DRF)  
 AHA GENOA ABC MS 4084 BLAZE 8047 (HYF) ..... ABC MS 4084 BLAZE 8047 (HYF)

NIW 73S W18 HOMETOWN 10Y ET (S00) (CHB) (DLF,HYF,IEF,MSUDF,MODF) ..... SHF WONDER M326 W18 ET (S00) (CHB) (DLF,HYF,IEF,MSUDF,MODF,DRF)  
 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MODF) ..... NIW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MODF)  
 P43585109 HYLALITE TS LASS 547 (DLF,HYF,IEF,MSUDF) ..... KT TOP SECRET 1030 (S00) (DLF,HYF,IEF,MSUDF)  
 HYLALITE TS LASS 205 (DLF,HYF,IEF,MSUDF)

BIRTH
86 ET
205 Adj.
725 ET
365 Adj.
1211 ET

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
-3.7	2.8	66	109	41	74	-2.9	1.8	39.86 ET
FAT	REA	MB	BMI\$	BIIS	CHBS	Age of Dam	PIGMENT	
0.032	0.73	0.32	443	539	155	ET	L: GOGGLE	R: GOGGLE

- This one has had us excited as soon as he hit the ground.
- 3138 is a unique herd sire prospect when you evaluate his pedigree, phenotype, and data that checks a lot of boxes.
- You will be hard pressed to find a bull this stout and with game changing performance. He is dark red, short-marked, with goggle eyes and CHBS in the top 5% of the breed.
- His pedigree is straight polled with three shots of NIW 73S.
- He is also out of the 5047 donor which is still youthful at nine years old and out produces herself with every consecutive calf crop.
- We will use 3138 via AI heavily on LI based cows in 2025.
- RATIOS: REA 111%, IMF 104%
- EPDS: Top 1% MILK, M&G; Top 5% SC, CHBS; Top 10% WW, YW CW, REA, MARB, BMI\$; Top 20% SCF; Top 25% UDDER



Maternal sister to Lots 22, 35, 37, 39, 40, 41, 42, 43, 44, 46  
 — GENOA MS 0065 KEY WEST 22150 ET



GENOA 0708 FLASH 23138 ET

**2022 BREED AVERAGES**

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI\$	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118





**GENOA 0708 FLASH 23141 ET**



**Dam of Lots 22, 35, 37, 39, 40, 41, 42, 43, 44, 46  
— GENOA MISS HOMETOWN 10Y 15047**



**GENOA 128J KINGDOM 23142 ET**

## 40 GENOA 0708 FLASH 23141 ET {DLF,HYF,IEF,MSUDF}

**Reg. P44455529 DOB: 4/4/23 POLLED**

TH FRONTIER 174E (S00) {DLF,HYF,IEF,MSUDF,MDF} ..... TH 403A 475Z PIONEER 358C ET (S00) {DLF,HYF,IEF,MSUDF}  
 H FLASH 0708 ET (DLF,HYF,IEF,MSUDF,MDF,DFB) ..... FT F TRUSTING LADY 312A (DLF,HYF,IEF)  
 P44233202 ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF) ..... NW 73S M326 TRUST 100W ET (S00) {CHB} {DLF,HYF,IEF,MSUDF,MDF,DFB}  
 ABC MS 4084 BLAZE 8047 (HYF) .....  
 AHA GenPro  
 NW 73S W18 HOMETOWN 10Y ET (S00) {CHB} {DLF,HYF,IEF,MSUDF,MDC} ..... SHF WONDER M326 W18 ET (S00) {CHB} {DLF,HYF,IEF,MSUDF,MDF,DFB}  
 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ..... NW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)  
 P43585109 HYALITE TS LASS 547 (DLF,HYF) ..... KT TOP SECRET 1030 (S00) {DLF,HYF,IEF,MSUDF}  
 HYALITE 233 LASS 205 (DLF,HYF) ..... HYALITE 233 LASS 205 (DLF,HYF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
2.2	1.6	65	106	40	72	-1.8	1.8	38.08 ET
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.052	0.46	0.29	440	536	132	ET	L: GOGGLE	R: GOGGLE

- Flush brother to Lot 39.
- This bull is equally exciting with the same herd bull presence as the Lot 39 bull but in polled package.
- He shows a lot of the same phenotypic characteristics and his EPDs are almost identical to 3138, with a shot more CED and low BW EPD.
- 3141 is massive made, bold through his ribcage, exceptionally long bodied, square hipped, athletic on an excellent foot, deep eye set and has large testicles.
- 3141 will also be used heavily in our AI program in the spring of 2025.
- EPDS: Top 5% SC, MILK, M&G, Top 10% BMI\$, Top 15% WW, YW, SCF, MARB; Top 20% CHBS; Top 25% BW

## 41 GENOA 128J KINGDOM 23142 ET {DLF,HYF,IEF,MSUDF}

**Reg. P44455530 DOB: 3/30/23 POLLED**

DM ALL AROUND 9046 ET (CHB) {DLF,HYF,IEF,MSUDF,MDF} ..... LCK PERFECTO 118 ET (DLF,HYF,IEF,MSUDF)  
 CHURCHILL KINGDOM 128J ET (DLF,HYF,IEF,MSUDF,MDF,DFB) ..... DM LI DOMINETTE 301 ET (DLF,HYF,IEF,MSUDF)  
 P44267937 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MSUDF,DFB) ..... EFBEEF BR VALIDATED B413 (S00) {CHB} {DLF,HYF,IEF,MSUDF,MDF,DFB}  
 BR BENNETT 4R Y428 2101 6035 (HYF,DFB) .....  
 AHA GenPro  
 NW 73S W18 HOMETOWN 10Y ET (S00) {CHB} {DLF,HYF,IEF,MSUDF,MDC} ..... SHF WONDER M326 W18 ET (S00) {CHB} {DLF,HYF,IEF,MSUDF,MDF,DFB}  
 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ..... NW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)  
 P43585109 HYALITE TS LASS 547 (DLF,HYF) ..... KT TOP SECRET 1030 (S00) {DLF,HYF,IEF,MSUDF}  
 HYALITE 233 LASS 205 (DLF,HYF) ..... HYALITE 233 LASS 205 (DLF,HYF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
3.6	1.6	64	97	41	73	4.7	1.2	36.93 ET
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.052	0.68	0.46	488	596	155	ET	L: 100%	R: 100%

- Flush brother to Lots 42, 43 & 46.
- A Kingdom 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 is his EPD profile with a balance of maternal traits and top end carcass traits.
- 13 traits in top 25% of the breed with both BMI and CHB dollar indexes in the top 5% of the breed.
- RATIOS: FAT 95%, REA 107%, IMF 119%
- EPDS: Top 1% MILK; Top 5% SCF, M&G, MARB, BMI\$, CHBS; Top 10% UDDER, TEAT; Top 15% CW, REA; Top 20% WW, MCE; Top 25% BW, SC, MCW





*Lot 42*

**GENOA 128J KINGDOM 23144 ET**

**42**

**GENOA 128J KINGDOM 23144 ET** {DLF,HYF,IEF,MSUDF}

Reg. P44455531      DOB: 3/30/23      POLLED



DM ALL AROUND 9046 ET (CHB) {DLF,HYF,IEF,MSUDF,MDF} ..... LCK PERFECTO 118 ET (DLF,HYF,IEF,MSUDF)  
 CHURCHILL KINGDOM 128J ET (DLF,HYF,IEF,MSUDF,MDF,DBF) ..... DM LI DOMINETTE 301 ET (DLF,HYF,IEF,MSUDF)  
 P44267937 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MDF,DBF) ..... EFBEEF BR VALIDATED B413 (SOD) {CHB} {DLF,HYF,IEF,MSUDF,MDF,DBF}  
 AHA GENEP  
 NIW 73S W18 HOMETOWN 10Y ET (SOD) {CHB} {DLF,HYF,IEF,MSUDF,MDC} ..... SHF WONDER M326 W18 ET (SOD) {CHB} {DLF,HYF,IEF,MDC,DBF}  
 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ..... NIW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)  
 P43585109 HYALITE TS LASS 547 (DLF,HYF) ..... KT TOP SECRET 1030 (SOD) {DLF,HYF,IEF,MSUDF}  
 HYALITE 233 LASS 205 (DLF,HYF) ..... HYALITE 233 LASS 205 (DLF,HYF)

BIRTH
94 ET
205 Adj.
561 ET
365 Adj.
1106 ET

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
3.0	2.7	68	107	38	72	3.0	2.0	38.93 ET
FAT	REA	MB	BMI\$	BIIS	CHBS	Age of Dam	PIGMENT	
0.062	0.61	0.37	473	579	150	ET	L: 30%	R: 100%

- Flush brother to Lots 41, 43 & 46.
- This masculine herd bull prospect combines his muscle, length and, depth of body with an attractive look that hit his stride and posted an impressive YW.
- 3144 has a clean sheath, large testicles, stout square level hip and is short marked.
- We have three beautiful flush sisters that show the promise of making the ideal kind of brood cows.
- RATIOS: REA 100%, IMF 118%
- EPDS: Top 1% SC; Top 5% MILK, M&G, BMI\$; Top 10% WW, YW, SCF, UDDER, TEAT, CW, MARB, CHBS; Top 20% REA



**Flush sister to Lots 41, 42, 43, 44  
— GENOA MISS KINGDOM 23147 ET**

**43**

**GENOA 128J KINGDOM 23148 ET** {DLF,HYF,IEF,MSUDF}

Reg. P44455533      DOB: 3/31/23      POLLED



DM ALL AROUND 9046 ET (CHB) {DLF,HYF,IEF,MSUDF,MDF} ..... LCK PERFECTO 118 ET (DLF,HYF,IEF,MSUDF)  
 CHURCHILL KINGDOM 128J ET (DLF,HYF,IEF,MSUDF,MDF,DBF) ..... DM LI DOMINETTE 301 ET (DLF,HYF,IEF,MSUDF)  
 P44267937 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MDF,DBF) ..... EFBEEF BR VALIDATED B413 (SOD) {CHB} {DLF,HYF,IEF,MSUDF,MDF,DBF}  
 AHA GENEP  
 NIW 73S W18 HOMETOWN 10Y ET (SOD) {CHB} {DLF,HYF,IEF,MSUDF,MDC} ..... SHF WONDER M326 W18 ET (SOD) {CHB} {DLF,HYF,IEF,MDC,DBF}  
 GENOA MISS HOMETOWN 10Y 15047 (DLF,HYF,IEF,MSUDF,MDF) ..... NIW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,MDF)  
 P43585109 HYALITE TS LASS 547 (DLF,HYF) ..... KT TOP SECRET 1030 (SOD) {DLF,HYF,IEF,MSUDF}  
 HYALITE 233 LASS 205 (DLF,HYF) ..... HYALITE 233 LASS 205 (DLF,HYF)

BIRTH
90 ET
205 Adj.
634 ET
365 Adj.
1044 ET

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
2.3	1.5	64	102	36	68	3.1	1.9	37.96 ET
FAT	REA	MB	BMI\$	BIIS	CHBS	Age of Dam	PIGMENT	
0.072	0.66	0.53	517	631	177	ET	L: 100%	R: 100%

- Flush brother to Lots 41, 42 & 46.
- A higher performing Kingdom son with all of the bells and whistles from udder quality to CHB.
- This is a long pattern bull that has true muscle shape and volume. He is good boned and strides out well on the move.
- EPDS: Top 1% UDDER; Top 5% SC, SCF, MILK, M&G, TEAT, CW, MARB, BMI\$, CHBS; Top 15% REA; Top 20% WW, YW; Top 25% BW



**2022 BREED AVERAGES**

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI\$	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118





**GENOA 0708 FLASH 23151 ET**

44

## GENOA 0708 FLASH 23151 ET {DLF,HYF,IEF,MSUDF}

**Reg. P44455535      DOB: 4/2/23      POLLED**

TH FRONTIER 174E (S00){DLF,HYF,IEF,MSUDF}..... TH 403A 475Z PIONEER 358C ET (S00){DLF,HYF,IEF,MSUDF}

H FLASH 0708 ET (DLF,HYF,IEF,MSUDF,DFB)..... FT F TRUSTING LADY 312A (DLF,HYF,IEF)

P44233202 ABC MS 100W BLAZE 4015 (DLF,HYF,IEF,MSUDF)..... NIW 73S M326 TRUST 100W ET (S00){CHB}{DLF,HYF,IEF,MSUDF,DFB}

NIW 73S W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,DFB}..... SHF WONDER M326 W18 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,DFB}

GENOA MISS HOMETOWN 10Y 16047 (DLF,HYF,IEF,MSUDF)..... NIW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,DFB)

P43585109 HYALITE TS LASS 547 (DLF,HYF,IEF)..... KT TOP SECRET 1030 (S00){DLF,HYF,IEF,MSUDF}

HYALITE 233 LASS 205 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
0.8	2.6	61	94	39	69	-5.4	1.4	35.02 ET
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.042	0.71	0.21	406	491	130	ET	L: GOGGLE	R: GOGGLE

- Flush brother to Lots 37, 39 & 40.
- Super complete and soft made Flash son that is more moderate in his frame but has as much width and dimension as any bull in the pen.
- Goggle-eyed, with a massive center, good bone, smooth joints, expressive top line and athletic on the move.
- He will moderate a set of bigger framed cows while adding milk flow. Sounds like a winning combination if you are in the position to retain females.
- RATIOS: FAT 83%
- EPDS: Top 1% MILK, M&G; Top 10% UDDER, TEAT, REA; Top 15% SC; Top 20% CW; Top 25% WW, SCF MARB, BMI\$, CHBS



**Dam of Lot 45 — GENOA MISS 10Y HOMETOWN 16085**

45

## GENOA 128J KINGDOM 23154 {DLF,HYF,IEF,MSUDF}

**Reg. P44455497      DOB: 4/5/23      POLLED**

DM ALL AROUND 9046 ET (CHB){DLF,HYF,IEF,MSUDF}..... LCK PERFECTO 118 ET (DLF,HYF,IEF,MSUDF)

CHURCHILL KINGDOM 128J ET (DLF,HYF,IEF,MSUDF,DFB)..... DM LI DOMINETTE 301 ET (DLF,HYF,IEF,MSUDF)

P44267937 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MSUDF,DFB)..... EFBEEF BR VALIDATED B413 (S00){CHB}{DLF,HYF,IEF,MSUDF,DFB}

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

NIW 73S W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,DFB}..... SHF WONDER M326 W18 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,DFB}

GENOA MISS 10Y HOMETOWN 16085 (S00){DLF,HYF,IEF,MSUDF}..... NIW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,DFB)

P43682622 GENOA MISS U38 VISION 13077 (DLF,HYF,IEF,MSUDF)..... SHF VISION R117 U38 (DLF,HYF,IEF)

GENOA MISS PUCKSTER 10116 (HYF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
9.2	0.8	55	83	32	59	6.0	1.8	40.02
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.022	0.80	0.28	384	465	145	7	L: 100%	R: 100%

- Spot faced bull that could compliment a set of black replacement heifers.
- We absolutely love finding his dam out in the pasture in the summertime. She will be one of the first cows to slick off in the spring and at 8 years old she still has an udder that is level and square with small teats.
- 3154 is a well-made, good structured and smooth shouldered bull that profiles with a level top, supports a large scrotal circumference and ratioed 115% for REA.
- RATIOS: BW 92%, WW 109%, YW 104%, FAT 80%, REA 115%
- EPDS: Top 5% SC, TEAT, CW, REA; Top 10% CED, MCE, UDDER, CHBS; Top 15% BW, MILK, MARB; Top 20% MCW; Top 25% M&G, BMI\$



**GENOA 128J KINGDOM 23159 ET**

46

## GENOA 128J KINGDOM 23159 ET {DLF,HYF,IEF,MSUDF}

**Reg. P44455538      DOB: 4/8/23      POLLED**

DM ALL AROUND 9046 ET (CHB){DLF,HYF,IEF,MSUDF}..... LCK PERFECTO 118 ET (DLF,HYF,IEF,MSUDF)

CHURCHILL KINGDOM 128J ET (DLF,HYF,IEF,MSUDF,DFB)..... DM LI DOMINETTE 301 ET (DLF,HYF,IEF,MSUDF)

P44267937 BR VALIDATED B413 6035 7098 (DLF,HYF,IEF,MSUDF,DFB)..... EFBEEF BR VALIDATED B413 (S00){CHB}{DLF,HYF,IEF,MSUDF,DFB}

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

NIW 73S W18 HOMETOWN 10Y ET (S00){CHB}{DLF,HYF,IEF,MSUDF,DFB}..... SHF WONDER M326 W18 ET (S00){CHB}{DLF,HYF,IEF,MSUDF,DFB}

GENOA MISS HOMETOWN 10Y 16047 (DLF,HYF,IEF,MSUDF)..... NIW P606 72N DAYDREAM 73S (DLF,HYF,IEF,MSUDF,DFB)

P43585109 HYALITE TS LASS 547 (DLF,HYF,IEF)..... KT TOP SECRET 1030 (S00){DLF,HYF,IEF,MSUDF}

HYALITE 233 LASS 205 (DLF,HYF,IEF)

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
1.8	2.9	68	106	38	72	1.6	1.8	34.18 ET
FAT	REA	MB	BMI\$	BI\$	CHBS	Age of Dam	PIGMENT	
0.062	0.71	0.47	495	607	165	ET	L: GOGGLE	R: GOGGLE

- Flush brother to Lots 41, 42, 43
- A lot of shape and dimension in this heavy structured Kingdom son.
- 3159 is bold in his rib shape, tight sheathed, level in his top, easy fleshing, with a good eye set and dark red testicles.
- If you are serious about adding carcass quality while retaining cow quality and longevity, take a look and study these 4 brothers.
- RATIOS: FAT 83%, REA 105%
- EPDS: Top 5% SC, SCF, MILK, M&G, UDDER, MARB, BMI\$, CHBS; Top 10% WW, YW, TEAT, CW, REA



47

## GENOA 17013 YORK 23165 {DLF,HYF,IEF,MSUDF}

Reg. P44455463 DOB: 4/11/23 POLLED



SHF YORK 19H Y02 (S00)(CHB)(DLF,HYF,IEF).....MSU MF HUDSON 19H (S00)(DLF,HYF,IEF)  
 GENOA YORK Y02 17013 (CHB)(DLF,HYF,IEF,MDF).....LOEWEN MISS P20 10W (DLF,HYF,IEF)  
 P43781453 GENOA MISS HOMETOWN 10Y 15063 (DLF,HYF,IEF,MDF).....NUW 735 W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)  
 GENOA MISS BENNETT N114 11083 (IEF).....  
 UPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF).....CL 1 DOMINO 91261 1ET (S00)(DLF,IEF)  
 GENOA MISS 3027 DOMINO 14003 (S00)(DLF,HYF,IEF,MSUDF).....UPS MISS DIAMOND 1353 (DLF,HYF,IEF,MSUDF)  
 43478712 GENOA MISS HARLAND 408 12038.....CH HARLAND 408 (S00)(DLF,HYF,IEF,MSUDF,MDF)  
 GENOA LI DOMINETTE 09037 (DLF,HYF,IEF,MSUDF)

BIRTH
80
205 Adj.
621
365 Adj.
1092

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
13.0	1.1	55	92	26	53	10.1	0.8	34.23
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.052	0.32	0.27	347	430	133	9	L: 80%	R: 20%

- Natural calf out of an easy doing, heavy milking 9 year old 3027 daughter.
- Stout and athletic built 7013 son that offers a large birth to yearling spread with mature cow weight EPD in the top 1% of the breed.
- 3165 is a maternal sibling to our resident herd sire Belle Air 9073 as well as many other bulls that have sold towards the top in past bull sales.
- RATIOS: BW 93%, WW 109%, YW 108%, FAT 91%
- EPDS: Top 1% MCE, MCW; Top 5% CED; Top 15% MARB; Top 20% BW, CW; Top 25% CHBS



Maternal brother to Lot 47 — GENOA 8094 BELLE HEIR 22140 ET

48

## GENOA 17013 YORK 23177 {DLF,HYF,IEF,MSUDF,DBP}

Reg. P44455484 DOB: 4/15/23 POLLED



SHF YORK 19H Y02 (S00)(CHB)(DLF,HYF,IEF).....MSU MF HUDSON 19H (S00)(DLF,HYF,IEF)  
 GENOA YORK Y02 17013 (CHB)(DLF,HYF,IEF,MDF).....LOEWEN MISS P20 10W (DLF,HYF,IEF)  
 P43781453 GENOA MISS HOMETOWN 10Y 15063 (DLF,HYF,IEF,MDF).....NUW 735 W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)  
 GENOA MISS BENNETT N114 11083 (IEF).....  
 GENOA 10Y HOMETOWN 15050 (DLF,HYF,IEF,MSUDF,MDC,DBP).....NUW 735 W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)  
 GENOA MISS 5050 HOMETOWN 18164 (DLF,HYF,IEF,MSUDF,MDF,DBP).....R&R 6378 LEANNE 6003 8003 (S00)(DLF,HYF,IEF,MSUDF,DBP)  
 P43852986 GENOA MISS DOMINO 3027 11067 (DLF,HYF,IEF,MSUDF).....UPS DOMINO 3027 (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDF)  
 R MISS ADVANCE 3318 (DLF,HYF,IEF)

BIRTH
84
205 Adj.
578
365 Adj.
965

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
7.1	2.9	64	96	27	59	-0.6	1.2	35.48
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.052	0.67	0.20	446	535	147	5	L: GOGGLE	R: GOGGLE

- A really complete design in this conservative marked, goggle-eyed son of York 7013.
- 3177 is athletic with flawless structure plus extra shape and style combined with a balanced and useful set of EPDs across the board.
- There are three Genoa donor cows right up front in his pedigree: 5063, 1067, and the female producer herself 8003.
- RATIOS: BW 98%, WW 102%, FAT 75%, REA 104%
- EPDS: Top 5% UDDER, TEAT, CW; Top 10% CHBS; Top 15% REA, BMIS; Top 20% CE, WW, SCF; Top 25% MCW



GENOA 17013 YORK 23177

49

## GENOA 17013 YORK 23181 {DLF,HYF,IEF,MSUDF}

Reg. P44455588 DOB: 4/16/23 POLLED



SHF YORK 19H Y02 (S00)(CHB)(DLF,HYF,IEF).....MSU MF HUDSON 19H (S00)(DLF,HYF,IEF)  
 GENOA YORK Y02 17013 (CHB)(DLF,HYF,IEF,MDF).....LOEWEN MISS P20 10W (DLF,HYF,IEF)  
 P43781453 GENOA MISS HOMETOWN 10Y 15063 (DLF,HYF,IEF,MDF).....NUW 735 W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDC)  
 GENOA MISS BENNETT N114 11083 (IEF).....  
 CHURCHILL RED BULL 200Z (S00)(DLF,HYF,IEF,MSUDF,MDF,DBP).....CHURCHILL SENSATION 028X (S00)(DLF,HYF,IEF,MDF,DBP)  
 GENOA MISS 200Z RED BULL 17204 (DLF,HYF,IEF,MSUDF).....CHURCHILL LADY 002X ET (DLF,HYF,IEF,MSUDF,MDF,DBP)  
 43837271 GENOA MISS DOMINO 0945 15137.....LIS MARK DOMINO 0945 (CHB)(DLF,HYF,IEF,MSUDF)  
 GENOA MISS UPS 3027 12177

BIRTH
76
205 Adj.
615
365 Adj.
1093

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
10.4	0.4	61	109	29	60	8.0	1.6	39.48
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.082	0.91	0.23	441	528	164	6	L: 100%	R: 100%

- There is a ton of muscle shape and volume in this 7013 son with a very smooth and eye catching appearance.
- He is loaded with quality numerically and phenotypically. He has a touch more frame, still soggy and easy flushing with 100% pigment around his eyes.
- RATIOS: BW 89%, WW 108%, YW 108%
- EPDS: Top 1% CW, REA; Top 5% SC, MCE, CHBS; Top 10% CE, BW, YW, BMIS; Top 20% MCW; Top 25% MARB



Sire to Lots 47, 48, 49, 50 — GENOA YORK Y02 17013

2022 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118



50
GENOA 17013 YORK 23203 {DLF,HYF,IEF,MSUDF,MDP,DBP}

**Reg. P44466521**
**DOB: 4/30/23**
**POLLED**

SHF YORK 19H Y02 (S00)(CHB)(DLF,HYF,IEF)	MSU MF HUDSON 19H (S00)(DLF,HYF,IEF)	
GENOA YORK Y02 17013 (CHB)(DLF,HYF,IEF,MDP)	LOEWEN MISS P20 10W (DLF,HYF,IEF)	
P43781453	GENOA MISS HOMETOWN 10Y 15063 (DLF,HYF,IEF,MDP)	NW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDP)
	GENOA MISS BENNETT N14 11083 (IEF)	
NW 135U 10Y HOMETOWN 27A (DLF,HYF,IEF,MSUDF,MDP)	NW 73S W18 HOMETOWN 10Y ET (S00)(CHB)(DLF,HYF,IEF,MSUDF,MDP)	
GENOA MISS 27A HOMETOWN 18094 (DLF,HYF,IEF,MSUDF,MDP,DBP)	NW 4037 34S DURANGO VACA 135U (D000)(DLF,HYF,IEF,MSUDF)	
P43889235	GENOA MISS 1107D DURANGO 14108 (HYD2BP)	GENOA THM DURANGO 11070 (DLF,HYF,IEF)
		GENOA MISS LEGEND 10222 (HYD2BP)

<b>BIRTH</b>	<b>72</b>
<b>205 Adj.</b>	<b>586</b>
<b>365 Adj.</b>	<b>1017</b>

CED	BW	WW	YW	MK	M&G	CEM	SC	Adj. SC
1.8	3.4	63	99	20	52	-1.5	0.8	35.89
FAT	REA	MB	BMIS	BIIS	CHBS	Age of Dam	PIGMENT	
0.082	0.36	-0.10	336	404	95	5	L:100%	R:0%

- A low birth, moderate-framed 7013 son, short-marked, red to the ground, excellent muscle and volume, very correct and sound structured.
- Youngest bull in the offering, but the quality of phenotype and performance are exceptional.
- RATIOS: SC 100%, FAT 100%, REA 100%, MARB 100%
- EPDS: Top 5% UDDER; Top 10% TEAT; Top 20% WW, CW; Top 25% YW

## Gold TPR Breeder

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

*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.*

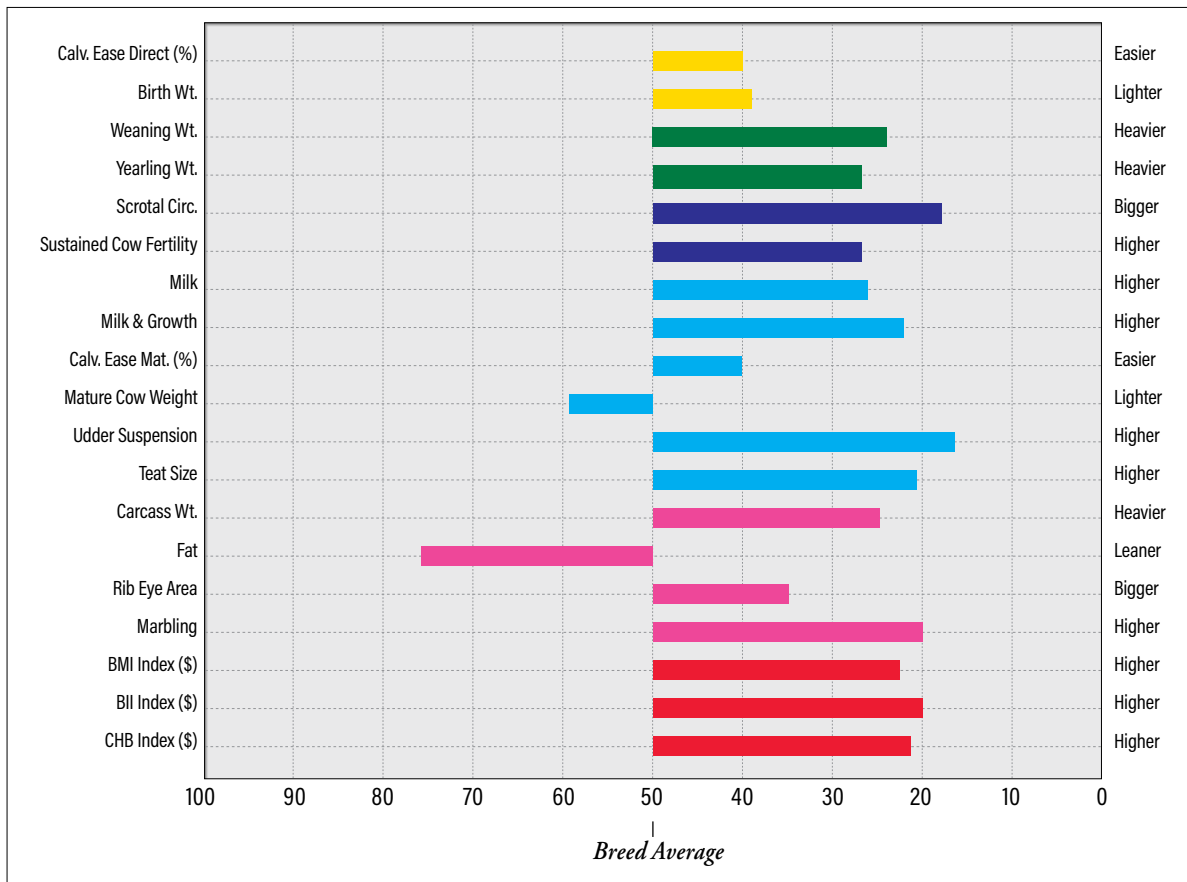
*The Gold TPR program was established in 2005 to recognize those breeders who participate in the association's Whole Herd Total Performance Records program to create a more accurate database and to increase the value of Hereford genetics.*

**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.



*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%.

### 2022 BREED AVERAGES

CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMIS	BIIS	CHBS
3.2	2.7	55	88	26	54	1.9	1.0	0.020	0.44	0.13	360	434	118

**GENOA  
LIVESTOCK**  
640 Genoa Lane  
Minden, NV 89423

*14th Annual*

# BULL SALE

**2:30 PM | MONDAY, SEPTEMBER 9, 2024**

*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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