



20th Anniversary

HEJ CHAROLAIS BULL SALE

FRIDAY, FEBRUARY 28, 2025 AT THE FARM, INNISFAIL, AB SALE TIME 1:00 PM

20th Anniversary

WELCOME TO THE 20TH ANNIVERSARY HEJ BULL SALE!

Wow! We cannot believe we've been hosting a bull sale for 20 years! It all started 35 years when we purchased our first female at the Red Bonanza Sale. Why Charolais? Because when we went shopping around at various breeds, the breeder would say "just as good as a Charolais," it seemed logical to just go with the breed everyone wanted to be like! We chose Red to enter a promising niche market. We have every colour now, white to black. But we always made sure to keep the Charolais Brand: solid performance and solid colour. The breed has been good to us. Not only are the cattle industry leaders, the Charolais community is inclusive. So proud to a part of this great breed.

Our bull buyers are our source of inspiration, and we are grateful for every single one of you. We have listened to what you want and have strived to achieve it. We are extremely excited to have won the people's choice bull at the Alberta Select Show in December. From the darkest of colour to no colour, from the biggest of performance to easy calving. We are excited to offer this pen of bulls for your inspection. Every year the pen gets better, but this year has surpassed our expectations. The weights are up significantly, the yearling average is 150lbs more than last year on the same ration. The bulls look it, full of muscle, wide tops lines, big square quarters, and length. It was difficult to pick the 'feature' bulls, so many are worthy of that identification.

This year we took a step into sustainability. 8 of the bulls went to Hiway 21 Feed Efficiency Test this fall. Unfortunately, the results were not available in time for the catalogue. Please call or stay tuned to our social media for updates on the test and program they offer from it.

You are welcome to visit at any time to see the bull pen and the dams. Talk about the feed program. As they grow week by week they look better and better. so come more than once to enjoy the coffee and refreshments (we'll try to keep the Shed fridge full of treats) and some 'shop talk', even if you're not sure you need a new herd bull this year, we enjoy your company.

Again, thank you to all that supported (either personally or virtually) our program by visiting, bidding, or buying. We hope to see you all at the bull sale to celebrate with us. We hope you enjoy the lunch and refreshments and maybe purchase a bull.

Henrik, Jeralyn & Marina



THE RASMUSSENS

Henrik & Jeralyn, Marina

35137 Range Road 283, Red Deer County, AB T4G 0M6
403-358-2866 403-318-4659 jeralyn@outlook.com



FROM THE DESK AT T BAR C

People's Choice Performance!

February 28, 2025, marks the date of the 20th anniversary for HEJ's Annual Bull Sale at the farm, Innisfail, Alberta. In this exciting year of the cattle business and after nineteen very successful sales supplying their many, many repeat customers, the Rasmussens will celebrate their Platinum sale... a metal that signifies strength, just like their breeding program. In appreciation and as a gift, they are offering ten thousand dollars in draws - \$5,000, \$3,000 and \$2,000 to successful buyers.

What a solid line-up of Charolais money-makers, offered this year. Whether you need white, red or tan, you can rest assured you'll find bulls that will fit your needs and your budget. Much of the credit for this great set of bulls must go to the powerful cow herd... tanky, easy keeping with tons of milk and muscle... the menu for big calves at weaning.

The sire groups are diverse, outcross with muscle, ruggedness and lots of hair. **"Custom"** has only two sons in the sale, both being standouts. The lot 1 bull was the winner of the coveted "People's" Choice award at the Alberta Select Pen Show in December. **"White Lightning"** offers a strong set of sons with calving ease along with big weaning and yearling data. **"Hard Core (Fonzy)"** this is his last group of sons. Sons with calving ease and are moderate in frame and have plenty performance. **"Kershaw"** in his first year has proven added performance. **"Precision"** the proven Estrada son will add pounds and maternal values to your replacements along with calving ease. **"Kentucky Gold"** with his crop of calves has already made friends. Added for more red color in that division.

We all know the value of Charolais bulls in your pasture. The HEJ program will give you required performance, calving with a high degree of ease and most importantly great customer service. Stop buy the farm any time prior to the sale and preview this top set of bulls and their mothers. Feel free to give then a call anytime.

If we at T Bar C may be of any assistance prior to or sale day, do not hesitate to call any of our team and we will be pleased to assist in a professional and confidential manner.

Chris Poley



CHRIS 306-220-5006



SHANE 403-363-9973



BEN 519-374-3335



LEVI 204-851-4515

FRIDAY, FEBRUARY 28, 2025 AT THE FARM, INNISFAIL, AB SALE TIME 1:00 PM

AUCTIONEER

Chris Poley 306-220-5006

RINGSIDE

T Bar C Cattle Co. Ltd.

Shane Michelson 403-363-9973
 Ben Wright 519-374-3335
 Levi Rimke 204-851-4515
 Rod McLeod 403-540-7986

PHOTOGRAPHER

Nicki Ross Cattle Services 587-377-1580
 Bull videos will be available online after the first week of February.

SALE MANAGEMENT

T Bar C Cattle Co. Ltd.

Box 2330, Warman, SK S0K 4S0 306-933-4200
 info@tbarc.com

INSURANCE

Stockman's Insurance

Larry Toner 306-834-7652

WATCH & BID ONLINE

WWW.DLMS.CA

Mark Shologan 780-699-5082
 DLMS Purebred Team 780-991-3025



LUNCH

Lunch will be served at 11:30AM

DELIVERY

Free delivery up to 300 kms. Beyond 300 kms will be at cost.

All bulls are guaranteed to have passed a semen test. All bulls will also be getting first shot of fusoguard at semen check before delivery.

BOARD

We will be happy to provide free board until March 30, 2025. After April 1, we will keep them at \$3.00 per day.

Bulls picked up on sale day or within 7 days of sale will be rebated \$200.00. All bulls staying at the farm after sale day must be insured

RIGHT TO SEMEN

HEJ Charolais retains the option to collect semen on any bull sold in the sale at a future date for their in-herd use only. This would be at the seller's expense and the owner's convenience.

SIGHT UNSEEN PURCHASE

Contact T Bar C Cattle Co. Ltd. or HEJ Charolais and we will be happy to help you with your purchases, should you be unable to attend the sale. Satisfaction guaranteed!
 All bulls will be semen tested prior to the sale.

View the catalogue online

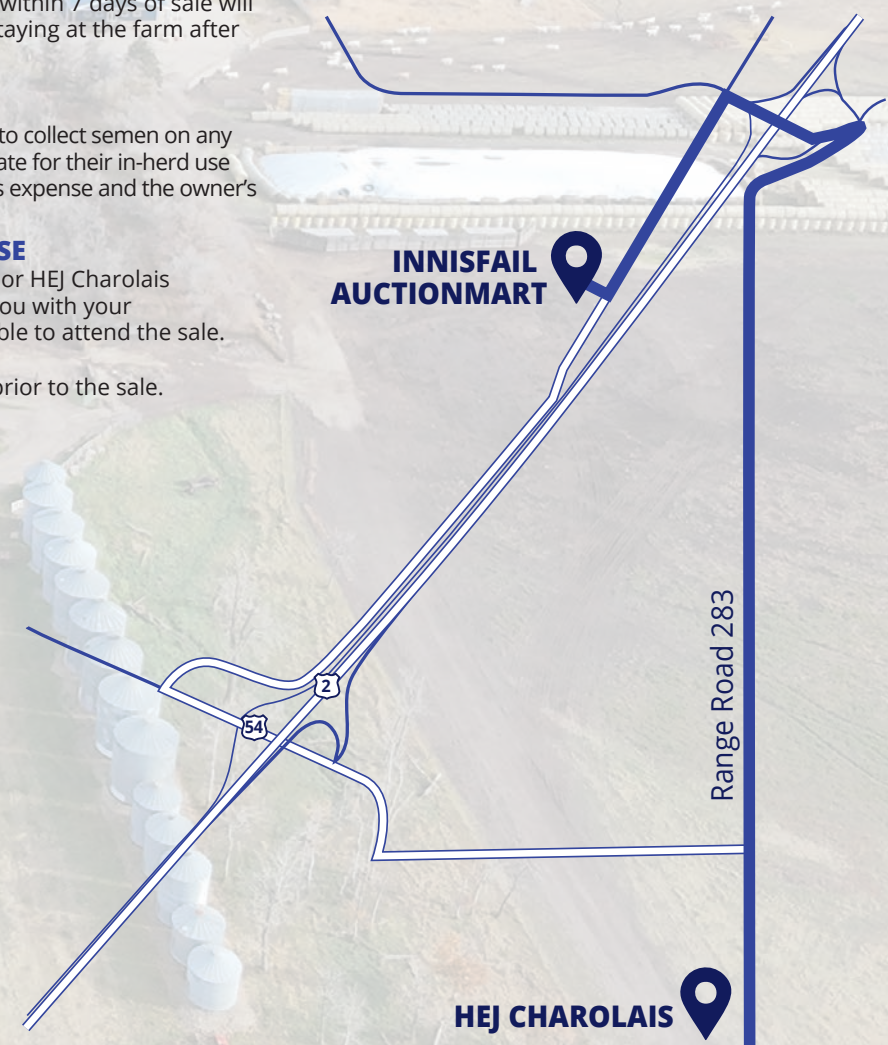
WWW.HEJCHAROLAIS.COM

WWW.BUYAGRO.COM

Follow us on Facebook! "HEJ Charolais"

HOW TO GET TO THE FARM

Just Search "HEJ Charolais in your google maps app! Only a 7 minute drive from the Innisfail Auction Mart!



Anniversary CELEBRATION DRAWS

There will be 3 draws totalling \$10,000 on sale day.

\$5,000 draw to put against your purchase, \$3,000 draw and a \$2,000 draw.

Winner must be in attendance to receive the credit.

JANUARY 2025 CHAROLAIS EPD AVERAGES

CE	BW	WW	YW	MM	MTL
4.7	0.4	59.3	109.3	22.3	51.9

2025 HEJ BULL PEN EPD AVERAGES

CE	BW	WW	YW	MM	MTL
4.4	-0.8	61	112	26.5	51.9

HEJ CHAROLAIS



"CUSTOM" SIRE GROUP



LT COUNTDOWN 9712 PLD | SIRE

RS CFC 9712 CUSTOM 16K

MC831407 CFC 16K 1/11/2022

CCC WC RESOURCE 417 P
 BROBERG'S RSOURCE D20 BROBERG'S MS BLUEGRASS A91
 LT COUNTDOWN 9712 PLD LT LEDGER 0332 P
 LT MADELINE 6113 PLD LT MADELINE 1090 PLD

MAIN LEDGER UP 105E
MAIN BAMBI 21061H
 MAIN BUD 736E

MAIN LEDGER UP 4C
 MAIN LANZA 5014C
 PLEASANTDAWN CLEVER 214C
 MAIN RED GEORGA 823U

EPDS CE: 10.4 // BW: -3.4 // WW: 83 // YW: 138 // MM: 15 // MTL: 57

BW	8/2022 WT	ADJ WW	ADG	WDPA	2/2023 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
88	825	855	3.35	3.77	1282	1532	-	-	F	HOMO



As a new heifer bull, we bred only a handful to Custom. Some of those bred heifers went off to new homes at our female sale in 2023, so there are only 2 this year in the sale. The bulls are big boned, and growers - the females are feminine and powerful.



HEJ MANCHESTER 11M



NRCS



PEOPLE'S CHOICE CHAMPION | AB SELECT



HEJ KRESENDO 108K | DAM

1 HEJ MANCHESTER 11M

MC876712 HEJ 11M 1/1/2024 WHITE

LT COUNTDOWN 9712 PLD	BROBERG'S RSOURCE D20	LT MADELINE 6113 PLD	MMM GARRISON 951G	RBM FARGO Y111
CFC 9712 CUSTOM 16K	MAIN LEDGER UP 105E	HEJ KRESENDO 108K	HEJ GRAND DESIGN 11G	CML PLD WILMA 3S
MAIN BAMBI 21061H	MAIN BUD 736E	HEJ ESPECIALLY FOR YOU 47E		MAIN LEDGER UP 51E

EPDS CE: 4.2 // BW: -0.3 // WW: 98 // YW: 160 // MM: 20 // MTL: 69

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
88	1030	959	3.88	4.24	1495	1532	3.58	4.01	F	HOMO

“ A standout calf from birth, Manchester has grown into a big framed, Powerful bull. He is thick and long and has a good set of feet under him. He exceeded our expectations when he was selected as the Grand Champion People's Choice Bull at the Alberta Select Pen Show. On the numbers side of things, he ain't no slouch, either. In the top 1% for weaning weight, and 2% for yearling. 88-lb birthweight and topping the pen at a weaning weight of 1030. Manchester is a fast-growing powerhouse. ”



2 HEJ MONUMENT 18M

MC876719 HEJ 18M 1/1/2024 WHITE

LT COUNTDOWN 9712 PLD	BROBERG'S RSOURCE D20	MMM GARRISON 951G	RBM FARGO Y11
CFC 9712 CUSTOM 16K	LT MADELINE 6113 PLD	HEJ KARA 129K	CML PLD WILMA 3S
MAIN BAMB1 21061H	MAIN LEDGER UP 105E	HEJ ABILENE 102A	MERIT ROUNDUP 9508W
	MAIN BUD 736E		HEJ UPSCALE 76U

EPDS CE: 11.2 // BW: -4.4 // WW: 72 // YW: 129 // MM: 25 // MTL: 61

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
76	888	837	3.34	3.65	1320	1368	3.32	3.54	F	HOMO

Calving ease and performance! Monument is another stand out in the pen. He is a smooth-shouldered, big-ribbed bull. A 76 lb birthweight and a yearling weight of 1320, these Custom calves sure can grow. Monument comes from a long-lasting maternal line of cows, and is sure to stand out in your herd.





LT LEDGER 0332 P | GRANDSIRE



This year's calf crop from White Lightning is just as impressive as last year's. They are always eye-catchers on the pasture. With easy calving and great growth, he continues to be a valuable herd sire.



RS MAIN WHITE LIGHTNING 1J

MC814734 MAIN 1J 1/1/2021

- MAIN LEDGER UP 4C
- LT LEDGER 0332 P
- LT LEDGER 0332 P
- MAIN LEDGER UP 105E
- SKW JEWEL 29A
- MAIN LEDGER'S SHADOW 26D
- MAIN COBB'S SHADOW 439B
- MAIN LANZA 5014C
- LT LANZA 1427 PLD
- MAIN GIRLIE 820F
- LT LANZA 1427 PLD
- MAIN RHAPSODY 130Y
- MAIN LANZA HOMBRE 645D
- MAIN RHAPSODY HOMBRE 306A

EPDS CE: 8.5 // BW: -1.5 // WW: 78 // YW: 144 // MM: 21 // MTL: 60

BW	8/2021 WT	ADJ WW	ADG	WDPA	YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
90	920	917	3.72	4.13	-	-	-	-	F	HOMO

NINA MENDOCINO 5M



NINA KAYLA 83K | DAM'S FULL SISTER



3 NINA MENDOCINO 5M MC876704 NINA 5M 1/1/2024 WHITE

MAIN LEDGER UP 105E	MAIN LEDGER UP 4C	TURNBULL'S HARD CORE 545H	PLEASANT DAWN MVP 316Y
MAIN GIRLIE 820F	MAIN LANZA 5014C	CTP MISS COWGIRL 545B	LT RUSHMORE 4024 PLD
MAIN WHITE LIGHTNING 1J	MAIN LEDGER'S SHADOW 26D	ANCHOR J 25R	
	MAIN LANZA HOMBRE 645D	NINA KYLIE 82K	
		NINA EVE 42E	

EPDS CE: 13.3 // BW: -5.4 // WW: 61 // YW: 110 // MM: 31 // MTL: 62

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
74	858	812	3.23	3.53	1375	1449	3.98	3.69	F	HETERO

Comes from a strong maternal line, his dam's sister was a part of our 2023 Female Sale. His maternal Granddam always produces quality animals. Mendocino is no exception to that lineage. His sire has consistently proven his ability to sire desirable progeny. A nice low birthweight and calving ease, better than average performance in a very eye appealing and structurally sound package.

4 HEJ MAINFESTO 2M

MC876701 HEJ 2M 1/1/2024 WHITE

MAIN LEDGER UP 105E MAIN LEDGER UP 4C PLEASANT DAWN MVP 316Y
MAIN LEDGER'S SHADOW 26D HEJ KOLD SHOULDER 35K CTP MISS COWGIRL 545B
MAIN GIRLIE 820F MAIN LANZA HOMBRE 645D HEJ FLORAL 134F LT RUSHMORE 4024 PLD
HEJ SCARLET 94S

EPDS CE: 14.9 // BW: -6.2 // WW: 63 // YW: 114 // MM: 30 // MTL: 61

BW	08/31 WT	ADJ WW	ADG	WPA	01/8 YW	ADJ YW	ADJ ADG	WPA ADJ	PA Status	Horn Status
70	834	790	3.14	3.43	1275	1332	3.39	3.42	F	HETERO

He has easy calving, and exceptionally low birthweight with a high rate of gain. He has a small frame but packs a lot of red meat. That is a manifesto that one can get behind.



HEJ KOLD SHOULDER 35K | DAM

5 HEJ MAESTRO 12M

MC876713 HEJ 12M 1/1/2024 WHITE

MAIN LEDGER UP 105E MAIN LEDGER UP 4C RBM FARGO Y11
MAIN LEDGER'S SHADOW 26D HEJ KOALA 134K CML PLD WILMA 3S
MAIN GIRLIE 820F MAIN LANZA HOMBRE 645D HEJ GAIL 143G LT RUSHMORE 4024 PLD
HEJ WILMA 64W

EPDS CE: 4 // BW: 0.8 // WW: 76 // YW: 138 // MM: 23 // MTL: 61

BW	08/31 WT	ADJ WW	ADG	WPA	01/8 YW	ADJ YW	ADJ ADG	WPA ADJ	PA Status	Horn Status
98	838	799	3.05	3.45	1150	1183	2.4	3.08	F	HOMO

From a performance cow family. Full disclosure, from a first calver, he was an easy assist, and she bred back to her first exposure. He tops the EPD chart for growth. On cows he is sure to bring in some good pay weight at wean and in the feedlot. A very nicely balanced bull. Very docile, he is the pen greeter and enjoys scratches.





6 NINA MIDORI 17M

MC876718 NINA 17M 1/1/2024 WHITE

MAIN LEDGER UP 105E	MAIN LEDGER UP 4C	RGP EVERGLADE 31G	TURNBULLS DUTY-FREE 358D
MAIN WHITE LIGHTNING 1J	MAIN LANZA 5014C	NINA KATALINA 55K	RGP ROXANNE 31Y
MAIN GIRLIE 820F	MAIN LEDGER'S SHADOW 26D	NINA GRASSHOPPER 62G	LT AFFINITY 6221 PLD
	MAIN LANZA HOMBRE 645D		NINA CRICKET 8C

EPDS CE: 11.8 // BW: -2.6 // WW: 70 // YW: 134 // MM: 23 // MTL: 58

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
86	845	802	3.12	3.48	1350	1422	3.88	3.62	F	HOMO

You can mix up a nice cocktail with this Midori. Heifer friendly calving ease. Lots of muscling and thick-topped. Nice length and lots of capacity. His maternal line has always showed phenomenal structure and conformation. Combining this with White Lightning is just stacking the good stuff and it is sure to be passed on. When they can naturally strike a pose in the pen, like this guy does, you know they are put together right. One should expect great things from this guy.



7 NINA MASTERPIECE 43M

MC876753 NINA 43M 1/16/2024 WHITE

MAIN LEDGER UP 105E	MAIN LEDGER UP 4C	LT RUSHMORE 4024 PLD	LT RUSHMORE 8060 PLD
MAIN WHITE LIGHTNING 1J	MAIN LANZA 5014C	NINA GLENNA 142G	LT BRENDA 2225 PLD
MAIN GIRLIE 820F	MAIN LEDGER'S SHADOW 26D	NINA CAS 162C	HTA MALACHI 946W
	MAIN LANZA HOMBRE 645D		ANCHOR J 52P

EPDS CE: 8.8 // BW: -0.9 // WW: 69 // YW: 119 // MM: 29 // MTL: 64

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
86	676	633	2.59	2.96	1425	1474	3.87	3.98	F	HETERO

A little extra frame on this guy, those genetics skipped a few generations on the maternal side and the sire's maternal side. The LT influence, on top and bottom, brought in the calving ease. There is calving ease, growth, a lot of red meat in a very nice package. Top 5 yearling performer in the sale pen. This guy represents the masterpieces we hope to create in our breeding program.





HEJ KIWI 46K | MATERNAL SISTER

NRC

“ You’d have to get in your cart and race around a lot of pastures to find another bull with this much performance and style. Mario’s maternal sister sold to Charmaine Ranching in our 2023 Female Sale, and Steve is really liking her White Lightning heifer calf. Her pedigree shows up in a couple more of this year’s sale bulls. A dependable pedigree top and bottom. As well as performing well from birth to yearling, he stands out with his conformation and stature. He is the 7th calf from a larger framed, big capacity cow, this guy’s birthweight is what it should be. Mario was a part of the HWY 21’s feed efficiency tests this fall. However, results were not available in time for the catalogue. ”

8 HEJ MARIO 51M MC876761 HEJ 51M 1/18/2024 WHITE

MAIN LEDGER UP 105E	MAIN LEDGER UP 4C	KAYR VELOCITY 812Z	ROLLING D CLASSIC 878U
MAIN WHITE LIGHTNING 1J	MAIN LANZA 5014C	HEJ DADDY'S GIRL 54D	KAYR ANNABELLE 812U
MAIN GIRLIE 820F	MAIN LEDGER'S SHADOW 26D	HEJ ZIPPY 9Z	HEJ VANILLA ICE 57T
	MAIN LANZA HOMBRE 645D		HEJ UPSTAGED U 155U

EPDS CE: -2.5 // BW: 3.5 // WW: 80 // YW: 139 // MM: 29 // MTL: 69

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
116	917	842	3.54	4.06	1312	1395	3.46	3.86	F	HOMO



9 HEJ MIC DROP 53M

MC876763 HEJ 53M 1/19/2024 WHITE

MAIN LEDGER UP 105E MAIN LEDGER UP 4C NINA HEJ BEZINGA 1X SPARROWS SANCHEZ 715T
 MAIN Lanza 5014C MAIN LEDGER'S SHADOW 26D HEJ FRANCINE 11F DBAR Y NOT ME 232M
MAIN WHITE LIGHTNING 1J MAIN Lanza HOMBRE 645D HEJ DEBONAIRE 88D CML DISTINCTION 318A
 MAIN GIRLIE 820F

EPDS CE: 9.1 // BW: -1 // WW: 68 // YW: 124 // MM: 34 // MTL: 68

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
96	903	832	3.59	4.01	1292	1378	3.41	3.81	F	HOMO

Thick topped and deep quartered. Just something that we expect from White Lightning, he just stamps them, they are easy to spot on pasture. Mic Drop brings home an awesome payweight at weaning and is a pen topper for yearling weight. His EPD's are well above average. A very well-rounded bull that will fit into any cow herd. He was a part of the pen of 8 at the HWY 21 Efficiency Test, coming in with a decent rate of gain. However, results were not available in time for the catalogue.



53M With Dam HEJ Francine 11F



10 HEJ MAGISTRATE 61M

MC876778 HEJ 61M 1/21/2024 TAN

MAIN LEDGER UP 105E MAIN LEDGER UP 4C HEJ DATA BANK 41D LT LANZA 1427 PLD
 MAIN Lanza 5014C MAIN LEDGER'S SHADOW 26D HEJ HEAVENLY 60H HEJ RED CENTS 73R
MAIN WHITE LIGHTNING 1J MAIN Lanza HOMBRE 645D HEJ COSMOS 98C HEJ OASIS 59Y
 MAIN GIRLIE 820F

EPDS CE: 8 // BW: -1.2 // WW: 59 // YW: 109 // MM: 27 // MTL: 57

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
94	795	754	3.14	3.57	1335	1418	4.15	3.78	F	HETERO

A smooth tan bull from White Lightning, with a little bit of extra calving ease. High Ranking Yearling numbers.



11 HEJ MAJOR 64M

MC876782 HEJ 64M 1/22/2024 WHITE

MAIN LEDGER UP 105E	MAIN LEDGER UP 4C	LT RUSHMORE 4024 PLD	LT RUSHMORE 8060 PLD
MAIN WHITE LIGHTNING 1J	MAIN LANZA 5014C	HEJ HARIBO 74H	LT BRENDA 2225 PLD
MAIN GIRLIE 820F	MAIN LEDGER'S SHADOW 26D	HEJ SUGAR 122X	HEJ TRAPPER 53T
	MAIN LANZA HOMBRE 645D		HEJ RAINDROP 2R

EPDS CE: 14.5 // BW: -2.5 // WW: 63 // YW: 117 // MM: 41 // MTL: 72

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
80	846	803	3.45	3.81	1335	1405	3.76	3.79	F	HOMO

Well, you just never know about genetics, do you? 74H's 2023 calf from White Lightning weighed 110 lb at birth, Major (also from White Lightning) weighed 80 lb. The 2023 calf weighed 100lb more at weaning. Same genetics, different outcomes. Major still has some commanding rate of gain numbers and EPD's to back up his progeny's potential.



HEJ LUMBERJACK 84L | FULL BROTHER



12 HEJ MANHATTAN 72M

MC876791 HEJ 72M 1/26/2024 WHITE

MAIN LEDGER UP 105E	MAIN LEDGER UP 4C	ANCHOR J JIMMY 15Y	NCLP TRIPLE THREAT 914W
MAIN WHITE LIGHTNING 1J	MAIN LANZA 5014C	HEJ BUBBA 64B	ANCHOR J 67P
MAIN GIRLIE 820F	MAIN LEDGER'S SHADOW 26D	HEJ SNOWFLAKE 32S	SDC CALYPSO 29N
	MAIN LANZA HOMBRE 645D		HEJ PRINCESS 7P

EPDS CE: -2.3 // BW: 2.7 // WW: 65 // YW: 114 // MM: 16 // MTL: 48

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
116	835	803	3.3	3.83	1255	1319	3.23	3.61	F	HETERO

Manhattan's dam averaged 92lb on 9 calves, this guy is just the result of an aged, big volume cow. A package with plenty of muscling, wide topline, thickness and a little more frame.





13

13 NINA MANNY 74M

MC876797 NINA 74M 1/27/2024 WHITE

MAIN LEDGER UP 105E	MAIN LEDGER UP 4C	TURNBULL'S GOLDEN BOY 227G	PLEASANT DAWN MVP 316Y
MAIN WHITE LIGHTNING 1J	MAIN LANZA 5014C	NINA KITTEN 87K	CTP MISS TRINA 227Y
MAIN GIRLIE 820F	MAIN LEDGER'S SHADOW 26D	NINA FAITH 46F	CIRCLE CEE LEGEND 307A
	MAIN LANZA HOMBRE 645D		NINA CHERRY 126C

EPDS CE: -0.4 // BW: 1.5 // WW: 70 // YW: 128 // MM: 21 // MTL: 56

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
100	694	738	2.74	3.2	1210	1373	3.97	3.49	F	HOMO

Going through these White Lightning calves, it is becoming clear he lets the cow determine the birthweight. Then just gives them the performance they need to bring home the pounds at wean. Manny's Paternal Grand sire and Maternal Grandams were performers. Lots of muscling and growth in this guy to pass on.



14

14 HEJ MOMENT 79M

MC876801 HEJ 79M 1/28/2024 WHITE

MAIN LEDGER UP 105E	MAIN LEDGER UP 4C	LT AUTHORITY 7229 PLD	LHD CHOTEAU B1669 P
MAIN WHITE LIGHTNING 1J	MAIN LANZA 5014C	HEJ JULIE 82J	LT KATY 4273 PLD
MAIN GIRLIE 820F	MAIN LEDGER'S SHADOW 26D	HEJ DADDY'S GIRL 54D	KAYR VELOCITY 812Z
	MAIN LANZA HOMBRE 645D		HEJ ZIPPY 9Z

EPDS CE: 12.3 // BW: -3.9 // WW: 56 // YW: 106 // MM: 18 // MTL: 46

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
80	667	675	2.72	3.09	1090	1195	3.25	3.15	F	HOMO

A clear candidate for the heifer pen. 80 lbs out of A second calver. Very calving-friendly make up. His dam is a maternal sister to lot 1, HEJ 11M.





NRCS



Topped the rate of gain of our pen of 8 at HWY 21 Feed Efficiency Test. However, results were not available in time for the catalogue. It is easy to see why. He has a good frame size, length and muscling, all factors in a good pay weight, both at weaning and feedlot. You can rest assured that his calves will bring a good price.



15 NINA MOONSHINE 92M

MC876814 NINA 92M 1/31/2024 TAN

MAIN LEDGER UP 105E	MAIN LEDGER UP 4C	RGP EVERGLADE 31G	TURNBULLS DUTY-FREE 358D
MAIN GIRLIE 820F	MAIN LANZA 5014C	MAIN LEDGER'S SHADOW 26D	RGF ROXANNE 31Y
	MAIN LANZA HOMBRE 645D	MAIN ROSE 926G	MAIN SILVER RUSH 115D
			JS ROSES R RED 364A

EPDS CE: 3.2 // BW: 0.5 // WW: 78 // YW: 149 // MM: 14 // MTL: 53

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
102	876	883	3.63	4.11	1407	1629	4.66	4.3	C	HOMO

"HARD CORE" SIRE GROUP



PLEASANT DAWN MVP 316Y | SIRE

RS TURNBULL'S HARD CORE 545H

MC794208 CTP 545H 2/1/2020

HEJ MAGNUM 26R
 PLEASANT DAWN MAGNUM 56T PLEASANT DAWN REDDY 51E
 PLEASANT DAWN MVP 316Y LT RIO BLANCO 1234 P
 PLEASANT DAWN RIO 216P PLEASANT DAWN FAY 15L

JWX BUCKLE 1X
 CTP MISS COWGIRL 545B
 CTP MISS REFLECT 329Z

JWX SILVER BUCKLE 524U
 JW NEALA 47N
 LAE BLUE SKY 806U
 CTP MISS MYSTIQUE 45N

EPDS CE: 12 // BW: -8.4 // WW: 48 // YW: 85 // MM: 38 // MTL: 62

BW	8/2022 WT	ADJ WW	ADG	WDPA	2/2021 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
83	815	755	3.28	3.65	1200	1306	-	-	F	HOMO



This is the last crop of calves from Fonzy as a walking bull. He is an undeniable heifer bull himself and passes on that quality to many of his progeny. They have a smaller birthweight and tend to be a little smaller framed, but there is a lot of muscle in that frame. The progeny are quiet, easy-to-handle cattle. His females have quality udders and milk well. Great maternal strength.



16 NINA MOSCOW 14M

MC876715 NINA 14M 1/1/2024 TAN

PLEASANT DAWN MVP 316Y PLEASANT DAWN MAGNUM 56T MAIN LEDGER UP 51E
 PLEASANT DAWN MVP 316Y PLEASANT DAWN RIO 216P HEJ HABANERO 28H HEJ FIRE BUG 4F
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **WRANGLER MS RITA 38K** MAIN LEDGER UP 105E
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z WRANGLER MS RITA 88H MAIN RED RITA 721E

EPDS CE: 9.3 // BW: -6.1 // WW: 60 // YW: 106 // MM: 28 // MTL: 58

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
72	802	763	3	3.3	1245	1309	3.41	3.34	F	HOMO

True to Hard Core form, this is a calving ease type bull out of Hard Core. Moscow is a smaller-framed, tan Hard Core son. He is a very balanced bull with lots of eye appeal and muscle.



17 NINA MERLE 89M

MC876811 NINA 89M 1/30/2024 WHITE

PLEASANT DAWN MAGNUM 56T PLEASANT DAWN MVP 316Y
 PLEASANT DAWN MVP 316Y PLEASANT DAWN RIO 216P TURNBULL'S GOLDEN BOY 227G CTP MISS TRINA 227Y
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **NINA JACIA 88J** LT RUSHMORE 4024 PLD
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z NINA EVE 42E ANCHOR J 25R

EPDS CE: 14.3 // BW: -7.7 // WW: 44 // YW: 80 // MM: 35 // MTL: 57

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
60	662	673	2.81	3.09	1055	1156	3.02	3.07	F	HOMO

A lot of bull packed into a small frame. Merle is a loose-hided individual with a calm disposition. He may have lots of leather, but he is a smooth, heavily muscled individual. He has a strong maternal background with good udders and milk





18 HEJ MONTOYA 21M

MC876722 HEJ 21M 1/5/2024 WHITE

PLEASANT DAWN MAGNUM 56T
 PLEASANT DAWN MVP 316Y PLEASANT DAWN RIO 216P NINA FIRE 'N ICE 17F
 TURNBULL'S HARD CORE 545H JWX BUCKLE 1X HEJ KORA 60K
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z HEJ FLOSSY 104F
 CIRCLE CEE LEGEND 307A
 LAE DIAMANTE 612D
 PALGROVE HOW AWESOME
 HEJ ABILENE 102A

EPDS CE: 7.9 // BW: -5.4 // WW: 66 // YW: 107 // MM: 29 // MTL: 62

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
76	825	794	3.13	3.45	1245	1310	3.23	3.37	F	SCUR

One of the 'Walmart greeters' of the pen. Montoya is a moderate framed bull with lots of muscle, and length. He comes from the same maternal line as lot 2. A strong influential cow family



19 HEJ MUSE 52M

MC876762 HEJ 52M 1/19/2024 WHITE

PLEASANT DAWN MAGNUM 56T
 PLEASANT DAWN MVP 316Y PLEASANT DAWN RIO 216P MAIN LEDGER UP 51E
 TURNBULL'S HARD CORE 545H JWX BUCKLE 1X HEJ HOLLYHOCK 18H
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z HEJ FLORAL 134F
 MAIN LEDGER UP 4C
 MAIN RHAPSODY 1037X
 LT RUSHMORE 4024 PLD
 HEJ SCARLET 94S

EPDS CE: 11.1 // BW: -5.3 // WW: 52 // YW: 95 // MM: 34 // MTL: 60

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
86	785	740	3.11	3.49	1210	1263	3.27	3.41	F	HOMO

A long-spined individual with lots of middle and rib. A very balanced bull. He comes from a consistent cow that has produced 2 other sons that have been sold in this sale. Muse is in the top 2% for birthweight, and 3% for milk.





34M WITH NINA JETTE 26J

NRC



As with most Hard Core calves, 34M is a moderate framed bull with lots of punch, but also built for calving ease. He has a small head, smooth shoulders, and long body. He was a part of the pen of 8 at the HWY 21 Efficiency Test, coming in with a decent rate of gain. However, results were not available in time for the catalogue.



20 NINA MANTRA 34M

MC876743 NINA 34M 1/13/2024 WHITE

PLEASANT DAWN MAGNUM 56T
 PLEASANT DAWN MVP 316Y PLEASANT DAWN RIO 216P
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z
 DOGPATCH GILLETTE 7E
NINA JETTE 26J
 NINA ELIANE 115E
 MVY ALL STAR 61A
 HC WHIRLWIND 927W
 HTA MALACHI 946W
 NINA BARISTA 108B

EPDS CE: 2.8 // BW: -1.7 // WW: 67 // YW: 112 // MM: 28 // MTL: 61

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
96	867	818	3.34	3.75	1209	1298	3	3.5	F	HOMO



21 NINA MAMUSHI 75M

MC876796 NINA 75M 1/27/2024 WHITE

PLEASANT DAWN MVP 316Y PLEASANT DAWN MAGNUM 56T LT RUSHMORE 4024 PLD
 PLEASANT DAWN RIO 216P MAIN SILVER RUSH 115D MAIN SILVER SHADOW 115Y
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **MAIN ROSE 926G** MAIN REDBERRY 26Y
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z JS ROSES R RED 364A JS ROSES ARE RED 181S

EPDS CE: 11.3 // BW: -4.6 // WW: 59 // YW: 101 // MM: 30 // MTL: 60

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
65	806	764	3.41	3.71	1200	1249	3.03	3.46	F	HOMO

Good things come in small packages. Starting with a 65-pound birth weight, weaning off at 806, and continuing on for a January 8th weight of 1200, Mamushi is a gainer.



22 HEJ MORO 78M

MC890085 HEJ 78M 1/28/2024 WHITE

PLEASANT DAWN MVP 316Y PLEASANT DAWN MAGNUM 56T MVY ALL STAR 61A
 PLEASANT DAWN RIO 216P DOGPATCH GILLETTE 7E HC WHIRLWIND 927W
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **HEJ HAZEL 132H** CELESTIAL RED HOT 22Y
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z HEJ AMELIA 96A HEJ WHISTLE 5W

EPDS CE: 9.5 // BW: -1.8 // WW: 62 // YW: 114 // MM: 23 // MTL: 54

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
71	683	688	2.83	3.16	1075	1171	3.02	3.02	F	HOMO

A larger framed Hard Core, Moro is a big-bodied bull with lots of length and width. He comes from a line of big broody cows.



23 HEJ MONTEZ 82M

MC890094 HEJ 82M 1/28/2024 WHITE

PLEASANT DAWN MAGNUM 56T PRO-CHAR RONALDO 53E
 PLEASANT DAWN MVP 316Y PLEASANT DAWN RIO 216P PRO-CHAR DIAMONDBACK 113H PRO-CHAR SALLY 8Y
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **STEPPLER MISS TEQUILA 60K** SPARROWS COPENHAGEN 210Z
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z STEPPLER MISS 268B STEPPLER MISS 17X

EPDS CE: 2.5 // BW: -0.2 // WW: 52 // YW: 96 // MM: 30 // MTL: 56

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
92	703	748	2.83	3.25	1201	1361	3.83	3.47	C	HOMO

The butt on this guy! Square hip, big-boned, lots of hair. A real eye-catcher in the pen



STEPPLER MISS TEQUILA 60K | DAM



PRO-CHAR DIAMONDBACK 113H | GRANDSIRE



23

24 HEJ MASUMI 106M

MC876830 HEJ 106M 2/4/2024 WHITE

PLEASANT DAWN MAGNUM 56T MVY ALL STAR 61A
 PLEASANT DAWN MVP 316Y PLEASANT DAWN RIO 216P DOGPATCH GILLETTE 7E HC WHIRLWIND 927W
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **HEJ HALLELUJAH 146H** ANCHOR J JIMMY 15Y
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z HEJ ENLIGHTEN 148E HEJ RED CENTS 73R

EPDS CE: 5.6 // BW: -2.7 // WW: 64 // YW: 90 // MM: 47 // MTL: 79

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
98	836	859	3.53	4	1250	1367	3.18	3.69	F	HETERO

47 for milk EPD, holy smokes!. 106M is a long, strong topped bull with lots of muscle and clean sheath. He comes from a strong maternal background



DOGPATCH GILLETTE 7E | GRANDSIRE



24

HEJ MAGIC MIKE 114M



25 HEJ MAGIC MIKE 114M

MC876853 HEJ 114M 2/6/2024 WHITE

PLEASANT DAWN MVP 316Y PLEASANT DAWN MAGNUM 56T MAIN LEDGER UP 4C
 PLEASANT DAWN RIO 216P MAIN LEDGER UP 51E MAIN RHAPSODY 1037X
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **HEJ HALLEY 3H** NINA HEJ BEZINGA 1X
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z HEJ FRANCINE 11F HEJ DEBONAIRE 88D

EPDS CE: 10.4 // BW: -4.8 // WW: 48 // YW: 86 // MM: 33 // MTL: 57

BW	08/31 WT	ADJ WW	ADG	WPDA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
96	744	754	3.13	3.59	1204	1320	3.54	3.57	F	HOMO

One of Jeralyn's favourites from birth, and from one of Henrik's favourite cows. He is hairy, long bodied, square hip, Magic Mike turns heads.



26 HEJ MOMENTOUS 121M

MC876856 HEJ 121M 2/7/2024 WHITE

PLEASANT DAWN MVP 316Y PLEASANT DAWN MAGNUM 56T LT RUSHMORE 8060 PLD
 PLEASANT DAWN RIO 216P LT RUSHMORE 4024 PLD LT BRENDA 2225 PLD
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **HEJ GIGI 107G** HEJ ARMAGEDDON 84A
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z HEJ CRACKLIN ROSE 75C HEJ SWEET MARYLOU 1T

EPDS CE: 3.7 // BW: -2 // WW: 49 // YW: 95 // MM: 34 // MTL: 58

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
96	728	725	3.07	3.53	1350	1490	4.78	4.02	F	HETERO

A big boy from a big momma. Big bones, thick top, and smooth-fronted. He has an average daily gain of 4.78



HEJ GIGI 107G | DAM



27 HEJ MISTER RIGHT 126M

MC876868 HEJ 126M 2/12/2024 TAN

PLEASANT DAWN MAGNUM 56T MERIT ROUNDUP 9508W
 PLEASANT DAWN MVP 316Y PLEASANT DAWN RIO 216P HEJ ARMAGEDDON 84A HEJ RED RIDING HOOD 40R
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **HEJ DELTA DAWN 162D** HEJ OASIS 59Y
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z HEJ ALBERTA ROSE 43A HEJ LOUISE 127Y

EPDS CE: 7.7 // BW: -5.1 // WW: 46 // YW: 84 // MM: 30 // MTL: 52

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
84	690	701	3.01	3.43	1090	1194	3.06	3.29	F	HOMO

A well put together young guy from a no-miss cow, that everyone has to have a picture of when they come to the farm. He is long, deep, and tan.



HEJ DELTA DAWN 162D | DAM





28 NINA MAX 146M

MC876888 NINA 146M 2/27/2024 TAN

PLEASANT DAWN MVP 316Y PLEASANT DAWN MAGNUM 56T LT RUSHMORE 8060 PLD
 PLEASANT DAWN RIO 216P LT RUSHMORE 4024 PLD LT BRENDA 2225 PLD
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **HEJ ELMIRA 104E** HEJ OASIS 59Y
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z NINA BIRDIE 78B ANCHOR J 25R

EPDS CE: 5.6 // BW: -3 // WW: 52 // YW: 93 // MM: 36 // MTL: 62

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
94	693	754	3.22	3.73	1170	1341	3.67	3.7	F	HETERO

Another loose-hided, big-bodied young tan bull. Max is a long, very balanced bull. He is a younger bull, but still weighs up.



29 HEJ MACBETH 149M

MC876891 HEJ 149M 2/28/2024 WHITE

PLEASANT DAWN MVP 316Y PLEASANT DAWN MAGNUM 56T MAIN LEDGER UP 4C
 PLEASANT DAWN RIO 216P MAIN LEDGER UP 51E MAIN RHAPSODY 1037X
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **HEJ HEARTSTRING 127H** KAYR VELOCITY 812Z
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z HEJ DADDY'S GIRL 54D HEJ ZIPPY 9Z

EPDS CE: 10.9 // BW: -5.5 // WW: 51 // YW: 95 // MM: 32 // MTL: 57

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
80	674	754	3.21	3.64	1075	1247	3.08	3.41	F	HETERO

A calving ease bull. 80 pounds out of a 4 year old cow. Macbeth has a nice head and smooth shoulders.



NINA MAGNETIC 150M



NRCS



A thick, long bodied, larger framed Hard Core son. Magnetic comes from a large, big capacity cow. 106 lb birthweight from her is nothing. She has had bull calves every year, and everyone has been sold through this sale. His WPDA was 4.1, he has calving ease and growth.



30 NINA MAGNETIC 150M

MC876892 NINA 150M 2/29/2024 WHITE

PLEASANT DAWN MAGNUM 56T
 PLEASANT DAWN MVP 316Y PLEASANT DAWN RIO 216P
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z
 MAIN EL LANZO 22B
NINA DRAGON LADY 66D
 ANCHOR J 13U
 LT LANZA 1427 PLD
 MAIN COBB 261Z
 ANCHOR J PEPPER 36N
 DSN ROYAL RED EXPRESS 4K

EPDS CE: 8.5 // BW: -3.5 // WW: 63 // YW: 106 // MM: 41 // MTL: 72

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
106	757	832	3.54	4.11	1280	1475	4.02	4.08	F	HOMO



31 NINA MAGNATE 152M

MC876894 NINA 152M 3/3/2024 WHITE

PLEASANT DAWN MVP 316Y PLEASANT DAWN MAGNUM 56T ROLLING D CLASSIC 878U
 PLEASANT DAWN RIO 216P KAYR VELOCITY 812Z KAYR ANNABELLE 812U
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **NINA ELLEN 65E** HEJ OASIS 59Y
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z NINA BLONDIE 119B ANCHOR J 83T

EPDS CE: -5.3 // BW: 4.1 // WW: 61 // YW: 122 // MM: 26 // MTL: 57

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
110	681	756	3.15	3.76	1090	1260	3.15	3.5	F	HETERO

Look at the butt on this guy! Here is a good cow bull with lots of performance. His mom is a big tank of a cow and 114 lbs is nothing for her.



32 HEJ MARTINI 158M

MC876902 HEJ 158M 3/10/2024 TAN

PLEASANT DAWN MVP 316Y PLEASANT DAWN MAGNUM 56T LT RUSHMORE 8060 PLD
 PLEASANT DAWN RIO 216P LT RUSHMORE 4024 PLD LT BRENDA 2225 PLD
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **HEJ FLORAL 134F** HEJ RIPPER 66P
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z HEJ SCARLET 94S HEJ LIPTON 47L

EPDS CE: -5 // BW: 1.4 // WW: 62 // YW: 119 // MM: 36 // MTL: 67

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
114	744	856	3.62	4.28	1155	1362	3.16	3.8	F	HOMO

He may be young, but he is a big, powerful bull. long-spined, and good growth. His mom is a big, tan cow who raises a great calf every year. Her 2022-born daughter was sold in our 2023 Female Sale, and another daughter is the mother of 52M, who sells as Lot 19.



HEJ FLORAL 134F | DAM

33 HEJ MARTIN 159M

MC876903 HEJ 159M 3/13/2024 WHITE

PLEASANT DAWN MVP 316Y PLEASANT DAWN MAGNUM 56T RBM FARGO Y11
 PLEASANT DAWN RIO 216P MMM GARRISON 951G CML PLD WILMA 3S
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **HEJ JYNX 58J** LT AFFINITY 6221 PLD
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z HEJ GIZI 35G HEJ MURPHY 61A

EPDS CE: 11.7 // BW: -4.8 // WW: 42 // YW: 86 // MM: 32 // MTL: 53

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
88	538	662	2.62	3.13	1025	1262	3.75	3.39	F	HETERO

Calving ease and high milk. His brother was a high seller at last year's sale, and he has many of the same attributes. A hard-working mom that goes back to Affinity, so calving ease specialist with the Affinity/Hard Core combo



HEJ LIGHTNING STRIKE 1L | FULL BROTHER



33

34 HEJ MAZCAL 162M

MC876907 HEJ 162M 3/13/2024 WHITE

PLEASANT DAWN MAGNUM 56T LT BLUE VALUE 7903 ET
 PLEASANT DAWN MVP 316Y PLEASANT DAWN RIO 216P STEPLER BLUE PRINT 64C STEPLER MISS 104A
TURNBULL'S HARD CORE 545H JWX BUCKLE 1X **STEPLER MISS 385J** SPARROWS SEMINOLE 927W
 CTP MISS COWGIRL 545B CTP MISS REFLECT 329Z STEPLER MISS 107E STEPLER MS 26B

EPDS CE: 1 // BW: -0.3 // WW: 48 // YW: 90 // MM: 33 // MTL: 57

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
102	679	771	2.89	3.4	1140	1338	3.55	3.45	F	HETERO

The youngest bull in the sale, but not one to be overlooked. He is a very correct, long-bodied bull, with a January 8th weight of 1140, and an ADG of 3.45



STEPLER BLUE PRINT 64C | GRANDSIRE



STEPLER MISS 385J | DAM



34

"KERSHAW" SIRE GROUP



RS BRAYSHAR KERSHAW 2K

MC829456 BS 2K 1/11/2022

PLEASANT DAWN CHISUM 216A	EATONS BIG BUD 10402 P	PLEASANT DAWN MAGGIE 316X	LT LANZA 1427 PLD	WINN MANS LANZA 610S	LT BRENDA'S EASE 3055PLD
JSR ESTRADA 52E	LT LEDGER 0332 P	JSR JASMINE 12A	MAIN LANZA 519C	MERIT RHAPSODY 8878U	MAIN IGNITION 790T
JSR JASMINE 167C			MAIN IGNITION 8878 222Z		

EPDS CE: -6.3 // BW: 4.2 // WW: 53 // YW: 123 // MM: 14 // MTL: 41

BW	9/2022 WT	ADJ WW	ADG	WDPA	YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
106	919	789	3.33	3.77	-	-	-	-	F	HOMO

“ We are pretty excited to share Kershaw with Brad and Sharaya Quinton. He was an eye-catcher as a calf and has continued to be. We tend to use new bulls lightly the first year, that combined with selling females last year bred to him, there were not many in the bull pen. What is there, we really like. He is adding frame and length. He promises to be a great fit for our cows. ”

NINA MADAGASCAR 28M



NRCS



As our old vet used to say, 'there is nothing wrong with being average, most will be there, it is the definition of average'. Madagascar will provide you with a good calves that will have plenty of that Charolais growth and performance.



35 NINA MADAGASCAR 28M

MC876734 NINA 28M 1/10/2024 WHITE

JSR ESTRADA 52E	PLEASANT DAWN CHISUM 216A	MMM GARRISON 951G	RBM FARGO Y111
BRAYSHAR KERSHAW 2K	JSR JASMINE 167C	LT LANZA 1427 PLD	CML PLD WILMA 3S
MAIN LANZA 519C	MAIN IGNITION 8878 222Z	NINA JUSTICE 65J	LT RUSHMORE 4024 PLD
		NINA FEATHER 139F	ANCHOR J 64P

EPDS CE: 3 // BW: 1.7 // WW: 52 // YW: 113 // MM: 22 // MTL: 48

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
98	775	767	2.89	3.31	1300	1413	4.04	3.57	F	HETERO



36 HEJ MYRON 39M

MC876749 HEJ 39M 1/15/2024 WHITE

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A LT RUSHMORE 8060 PLD
 BRAYSHAR KERSHAW 2K JSR JASMINE 167C LT RUSHMORE 4024 PLD
 MAIN LANZA 519C LT LANZA 1427 PLD HEJ FANNIE 133F SPARROWS SANCHEZ 715T
 MAIN IGNITION 8878 222Z MIB XANTHE 14X MIB RUSTIE 39R

EPDS CE: -4.1 // BW: 3.8 // WW: 50 // YW: 104 // MM: 24 // MTL: 49

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
108	824	750	3.13	3.6	1315	1354	3.78	3.66	F	HOMO

Smaller framed, great hair coat and great docility. A well-balanced bull with a nice wide top and thick quarter. Lots of red muscle to pass on to his calves. His dam has produced a keeper calf every year. Maternal sister (HEJ 168J) sold in our Female sale in 2023.



HEJ FANNIE 133F | DAM



HEJ JIGGLY PUFF 168J | MATERNAL SISTER



37 HEJ MACKLEMOR 59M

MC876775 HEJ 59M 1/21/2024 WHITE

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A LHD CHOTEAU B1669 P
 BRAYSHAR KERSHAW 2K JSR JASMINE 167C LT AUTHORITY 7229 PLD LT KATY 4273 PLD
 MAIN LANZA 519C LT LANZA 1427 PLD HEJ HUNNY39H MERIT ROUNDUP 9508W
 MAIN IGNITION 8878 222Z HEJ BUMBLE BEE 22B HEJ RED CENTS 73R

EPDS CE: -3.1 // BW: 2.5 // WW: 59* // YW: 118 // MM: 16 // MTL: 45

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
102	823	780	3.23	3.69	1320	1391	3.82	3.74	F	HOMO

Lots of shape and performance. Kershaw's bull calves have a tidy sheath and nice spring of rib. Good solid feet.



HEJ MAUSOLEUM 77M



Good thick top and quarter. A well-balanced bull. Sometimes it's best just to let the picture speak for itself.



38 HEJ MAUSOLEUM 77M

MC876799 HEJ 77M 1/28/2024 TAN

JSR ESTRADA 52E	PLEASANT DAWN CHISUM 216A	DOGPATCH GILLETTE 7E	MVY ALL STAR 61A
BRAYSHAR KERSHAW 2K	JSR JASMINE 167C	HEJ HALINA 87H	HC WHIRLWIND 927W
MAIN LANZA 519C	LT LANZA 1427 PLD	HEJ BABUSHKA 115B	ELDER'S SILVER WALKER 913W
	MAIN IGNITION 8878 222Z		HEJ YVONNE 102Y

EPDS CE: 1.2 // BW: 0.5 // WW: 47 // YW: 97 // MM: 20 // MTL: 44

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
88	718	703	2.92	3.32	1155	1240	3.36	3.34	F	HOMO



39 HEJ MOUNTAIN MAN 87M

MC876809 HEJ 87M 1/28/2024 WHITE

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A LT RUSHMORE 8060 PLD
 BRAYSHAR KERSHAW 2K JSR JASMINE 167C LT RUSHMORE 4024 PLD
 MAIN LANZA 519C LT LANZA 1427 PLD HEJ ICE CREAM 121H
 MAIN LANZA 519C MAIN IGNITION 8878 222Z HEJ ESKIMO PIE 58E HEJ CHESTER 1C
 HEJ SWIZZLE STICK 8B

EPDS CE: -4.6 // BW: 5 // WW: 62 // YW: 120 // MM: 24 // MTL: 55

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
114	876	875	3.53	4.06	1250	1399	3.28	3.79	F	HOMO

Climb to new heights. Some solid performance in this guy. He was a part of the pen of 8 at the HWY 21 Efficiency Test, coming in with a decent rate of gain. However, results were not available in time for the catalogue.



40 HEJ MAKIN MOVES 103M

MC876826 HEJ 103M 2/3/2024 WHITE

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A CIRCLE CEE LEGEND 307A
 BRAYSHAR KERSHAW 2K JSR JASMINE 167C NINA FIRE 'N ICE 17F
 MAIN LANZA 519C LT LANZA 1427 PLD HEJ JENNALEE 15J
 MAIN LANZA 519C MAIN IGNITION 8878 222Z HEJ GLASSHEART 136G
 HEJ VANILLA CREAM 7Y

EPDS CE: -0.2 // BW: 1.6 // WW: 69 // YW: 122 // MM: 28 // MTL: 62

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
110	830	850	3.43	3.95	1300	1509	4.12	4.01	F	HOMO

Make a move and pick up this guy. Some impressive performance on test at HWY 21. Second highest rate of gain within our group of 8, however full results were not available in time for the catalogue. The dam is proving to be a top-notch producer, this combination should bring impressive results in your cow herd.



HEJ JENNALEE 15J | DAM



JSR ESTRADA 52E | SIRE

“ Precision (AKA “T-Bone”) tried and true. We purchased him to add performance to the heifer bull style females and to keep cow performance. These bull calves have impressive weights. Calve easy. Cleanly made, with a good amount of bone quality. He has a great disposition, even as a 5-year-old. Estrada sons have done well on feed efficiency tests, hoping Precision calves will, too. We will find a place for him for at least one more year.

RS MAIN PRECISION 45H

MC790305 MAIN 45H 1/26/2020

PLEASANT DAWN CHISUM 216A	EATONS BIG BUD 10402 P	ABC COBB'S EL MAGICO POLL	ABC MAGICO TORO
JSR ESTRADA 52E	PLEASANT DAWN MAGGIE 316X	MAIN COBB 639D	ABC KARLA HERPAMA
JSR JASMINE 167C	LT LEDGER 0332 P	MAIN RHAPSODY 225Z	MERIT RHAPSODY 8878U
	JSR JASMINE 12A		MAIN IGNITION READY 924W

EPDS CE: 5.5 // BW: -0.6 // WW: 64 // YW: 136 // MM: 28 // MTL: 60

BW	9/2021 WT	ADJ WW	ADG	WDPA	1/2021 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
99	973	857	3.65	4.07	1365	1352	-	-	F	HOMO



41 HEJ MARVIN 47M

MC876757 HEJ 47M 1/17/2024 WHITE

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A G.BROS ASTEROID 459E
 JSR JASMINE 167C SKW GREG 135G SKW ATLANTIS 1D
MAIN PRECISION 45H ABC COBB'S EL MAGICO POLL **HEJ JOLLY 17J** MAIN LEDGER UP 51E
 MAIN COBB 639D MAIN RHAPSODY 225Z HEJ GET LUCKY 168G HEJ DELTA DAWN 162D

EPDS CE: 8.4 // BW: -1.8 // WW: 61 // YW: 122 // MM: 25 // MTL: 55

BW	08/31 WT	ADJ WW	ADG	WDP	01/8 YW	ADJ YW	ADJ ADG	WPA ADJ	PA Status	Horn Status
92	832	797	3.26	3.67	1320	1397	3.75	3.7	F	HOMO

Marvin is a mix of both calving ease and performance. A long-bodied bull with lots of muscle. He is a good example of Precision's use on a daughter of a calving ease bull. He was going to be a feature bull, but we ran out of catalogue room!



42 HEJ MAGNIFICO 48M

MC876758 HEJ 48M 1/18/2024 WHITE

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A WINN MANS LANZA 610S
 JSR JASMINE 167C LT LANZA 1427 PLD LT BRENDA'S EASE 3055PLD
MAIN PRECISION 45H ABC COBB'S EL MAGICO POLL **HEJ GIFTED 89G** HEJ LIBERATOR 97X
 MAIN COBB 639D MAIN RHAPSODY 225Z HEJ AMBROSSA 87A HEJ OLEANDER 59X

EPDS CE: 7.9 // BW: -0.9 // WW: 56 // YW: 118 // MM: 25 // MTL: 53

BW	08/31 WT	ADJ WW	ADG	WDP	01/8 YW	ADJ YW	ADJ ADG	WPA ADJ	PA Status	Horn Status
96	811	760	3.16	3.59	1345	1417	4.11	3.78	F	HOMO

A long bodied, square hipped bull with lots of muscle and performance. As with a lot of the Precision calves, Magnifico was a high ADG at 4.11 lbs/day.





NRCS



50M WITH NINA FATAL ATTRACTION 37F

“

A big, soggy, tan tank. A bigger birthweight, yes, but when you look at his dam, you will see why, she is a tank as well. He is a performance bull that will add pounds to your calves, having a WPDA of 4 pounds at wean. He is a docile meat machine.

”

43 NINA MASTERMIND 50M

MC876760 NINA 50M 1/19/2024 TAN

JSR ESTRADA 52E	PLEASANT DAWN CHISUM 216A	JWX DOWNTOWN 7C	JWX FIFTY SHADES 706Z
MAIN PRECISION 45H	JSR JASMINE 167C	NINA FATAL ATTRACTION 37F	JWX MERCEDES 20Z
MAIN COBB 639D	ABC COBB'S EL MAGICO POLL	JS RAZ-MA-TAZZ 360A	MAIN REDBERRY 26Y
	MAIN RHAPSODY 225Z	JS RAZ-MA-TAZZ 295Y	

EPDS CE: -3.2 // BW: 5.5 // WW: 75 // YW: 149 // MM: 25 // MTL: 62

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
110	900	830	3.51	4	1380	1420	3.69	3.89	F	HOMO



44 NINA MARLBORO MAN 76M MC876798 NINA 76M 1/27/2024 WHITE

JSR ESTRADA 52E	PLEASANT DAWN CHISUM 216A	MVY ALL STAR 61A
MAIN PRECISION 45H	JSR JASMINE 167C	HC WHIRLWIND 927W
MAIN COBB 639D	ABC COBB'S EL MAGICO POLL	NINA HALO 90H
	MAIN RHAPSODY 225Z	NINA DIVINE 26D
		SDCP TOUGH LOVER 202Z

EPDS CE: 5.4 // BW: -1.3 // WW: 59 // YW: 111 // MM: 23 // MTL: 53

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
92	815	791	3.33	3.76	1338	1434	4.02	3.86	F	HOMO

A moderate framed bull with lots of top and quarter. He has a nice head and neck extension. his dam is a deep-bodied female with a very nice udder.



45 HEJ MERCURY 90M MC876812 HEJ 90M 1/30/2024 WHITE

JSR ESTRADA 52E	PLEASANT DAWN CHISUM 216A	WINN MANS LANZA 610S
MAIN PRECISION 45H	JSR JASMINE 167C	LT BRENDA'S EASE 3055PLD
MAIN COBB 639D	ABC COBB'S EL MAGICO POLL	HEJ FASCINATOR 89F
	MAIN RHAPSODY 225Z	HEJ SPARK 46Y
		HEJ SNOWFLAKE 32S

EPDS CE: 6.7 // BW: 0.1 // WW: 52 // YW: 114 // MM: 24 // MTL: 50

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
104	750	723	3.02	3.5	1225	1307	3.65	3.56	F	HOMO

In the spirit of trying new things, we let AI help write this footnote. Let us know what you think.

Introducing Mercury, a standout bull with exceptional calving ease, explosive growth, and superb maternal traits. He is a typical Precision son, boasting a smooth front end, deep body, and a robust hind quarter, wrapped up into an easy-on-the-eyes package. His dam is a top-performing, no-miss cow. Mercury is a game changer for both maternal and paternal traits. Elevate your breeding program with this promising young bull.



46 HEJ MEMPHIS 93M

MC876816 HEJ 93M 2/1/2024 TAN

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A HEJ ARMAGEDDON 84A
 JSR JASMINE 167C HEJ CHESTER 1C HEJ MURPHY 61A
MAIN PRECISION 45H ABC COBB'S EL MAGICO POLL **HEJ FREE SPIRIT 48F** ANCHOR J JIMMY 15Y
 MAIN COBB 639D MAIN RHAPSODY 225Z HEJ CALIFORNIA GIRL 127C HEJ SANTA ANA 101Z

EPDS CE: 2.2 // BW: 0.2 // WW: 72 // YW: 129 // MM: 26 // MTL: 64

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
96	892	865	3.75	4.21	1375	1460	3.72	4.02	F	HOMO

An eye-catching square-hipped, long-bodied bull with lots of extra muscle. He is a big-ribbed, hairy boy. Lots of performance in this bull. His dam is a big, tan cow with a nice udder. she has produced top bulls such as Kentucky Gold, who is the sire of lots 55-57.



47 NINA MODELO 94M

MC876817 NINA 94M 2/1/2024 WHITE

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A TURNBULLS DUTY-FREE 358D
 JSR JASMINE 167C RGP EVERGLADE 31G RGP ROXANNE 31Y
MAIN PRECISION 45H ABC COBB'S EL MAGICO POLL **NINA JEOPARDY 35J** DOGPATCH GILLETTE 7E
 MAIN COBB 639D MAIN RHAPSODY 225Z NINA GREICHE 97G NINA BARISTA 108B

EPDS CE: 6.6 // BW: -1 // WW: 63 // YW: 122 // MM: 27 // MTL: 59

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
86	727	742	3.02	3.43	1245	1379	3.98	3.64	C	HOMO

Coming from a long line of big powerful cows, 94M follows in his parents' footsteps. Lots of quarter in this bull.



NINA JEOPARDY 35J | DAM



HEJ MAGMA 99M



48 HEJ MAGMA 99M

MC876822 HEJ 99M 2/2/2024 TAN

JSR ESTRADA 52E	PLEASANT DAWN CHISUM 216A	TURNBULL'S GOLDEN BOY 227G	PLEASANT DAWN MVP 316Y
MAIN PRECISION 45H	JSR JASMINE 167C	HEJ JINGER 20J	CTP MISS TRINA 227Y
MAIN COBB 639D	ABC COBB'S EL MAGICO POLL	HEJ GISEL 33G	HEJ DATA BANK 41D
	MAIN RHAPSODY 225Z		HEJ BLACK CRYSTAL 90C

EPDS CE: 3.3 // BW: 0.6 // WW: 66 // YW: 126 // MM: 30 // MTL: 63

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
100	747	755	3.07	3.54	1260	1398	3.95	3.7	F	HOMO



"T-Bone" is Precision's nickname because he has lots of meat and top. Magma is following his dad. He is a thick, long-bodied bull with tonnes of muscle that he carries smoothly and evenly. he is a very eye-appealing bull.



49 HEJ MATCHBOOK 117M

MC876860 HEJ 117M 2/8/2024 WHITE

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A LT LANZA 1427 PLD
 JSR JASMINE 167C HEJ BENZ 62B HEJ LOUISE 127Y
MAIN PRECISION 45H ABC COBB'S EL MAGICO POLL **HEJ DASH DOT DOT 58D** HEJ IGNITION 31R
 MAIN COBB 639D MAIN RHAPSODY 225Z HEJ SPARK 46Y HEJ SNOWFLAKE 32S

EPDS CE: 8.4 // BW: -2.3 // WW: 55 // YW: 116 // MM: 26 // MTL: 54

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
96	796	795	3.41	3.88	1240	1342	3.42	3.7	F	HOMO

A nice-fronted, clean sheathed bull with lots of length and depth.



50 HEJ MONSTER MASH 118M

MC876857 HEJ 118M 2/7/2024 WHITE TWIN

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A MAIN LEDGER UP 4C
 JSR JASMINE 167C MAIN LEDGER UP 51E MAIN RHAPSODY 1037X
MAIN PRECISION 45H ABC COBB'S EL MAGICO POLL **HEJ HALIFAX 75H** HEJ CHIPINGO 107T
 MAIN COBB 639D MAIN RHAPSODY 225Z HEJ SYDNEY 121X HEJ JILL-A-ROO 3B

EPDS CE: 2.8 // BW: -1.9 // WW: 52 // YW: 89 // MM: 32 // MTL: 58

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
78	700		3.02		1190		3.77		F	HOMO

TWIN. Being raised as a twin limited his growth as he was sharing a mom, but he still grew and weaned off at a good weight. He is a very good looking long bodied bull with lots of potential.





51 HEJ MON SIGNOR 130M

MC876873 HEJ 130M 2/13/2024 WHITE

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A ANCHOR J 63S ANCHOR J LANCER 59N
 MAIN PRECISION 45H JSR JASMINE 167C ABC COBB'S EL MAGICO POLL ANCHOR J 41Z BAR 7 EASY FIREFLY 9F
 MAIN COBB 639D MAIN RHAPSODY 225Z ANCHOR J 75T ANCHOR J PEPPER 36N
 BAP'S MOORMAID 4C

EPDS CE: -2.4 // BW: 2.8 // WW: 61 // YW: 115 // MM: 26 // MTL: 56

BW	08/31 WT	ADJ WW	ADG	WDP	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
114	796	819	3.41	3.98	1350	1501	4.26	4.09	F	HETERO

A gainer. starting at 114 lbs out of an 12 year old cow, he grew to a yearling weight of 1350, which is close to the top of the pen. He is built right, with a smooth shoulder and a nice head.



52 NINA MADRID 141M

MC876883 NINA 141M 2/21/2024 WHITE

JSR ESTRADA 52E PLEASANT DAWN CHISUM 216A LT LANZA 1427 PLD
 MAIN PRECISION 45H JSR JASMINE 167C HEJ BENZ 62B HEJ LOUISE 127Y
 MAIN COBB 639D ABC COBB'S EL MAGICO POLL NINA GWENEVERE 65G WINN MANS BIG RIG 639Y
 MAIN RHAPSODY 225Z MCL PLD DUCHESS 8124D RPJ TOOTSIE 8124U

EPDS CE: 6.1 // BW: -1.3 // WW: 74 // YW: 143 // MM: 31 // MTL: 68

BW	08/31 WT	ADJ WW	ADG	WDP	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
100	796	844	3.63	4.15	1355	1532	4.3	4.21	F	HOMO

A younger bull in the pen, Madrid is no slouch. He is a big-bodied, stout bull with lots of power and performance. He is in the top 10% wean and top 3% yearling. Being a younger bull in the pen and weighing in at 1355, and an adjusted yearling weight of 1532, there is no doubt in my mind that this guy will produce some powerful offspring.





NRCS

“ Top 2% for both wean and yearling. 101 lbs out of a 4 year old cow, and weaned off at 816 pounds, with a WPDA of 4.29. on a dry year like we have just gone through, the ability to pack on the pounds with less than ideal pasture conditions hints that he is a good performer, and will pass that onto his progeny. Mason was a part of the HWY 21’s feed efficiency tests this fall. However, results were not available in time for the catalogue.

53 HEJ MASON 144M

MC876886 HEJ 144M 2/23/2024 WHITE

JSR ESTRADA 52E	PLEASANT DAWN CHISUM 216A	DOGPATCH GILLETTE 7E	MVY ALL STAR 61A
MAIN PRECISION 45H	JSR JASMINE 167C	HEJ INGRID 128H	HC WHIRLWIND 927W
MAIN COBB 639D	ABC COBB'S EL MAGICO POLL	HEJ EDITH 81E	LT LANZA 1427 PLD
	MAIN RHAPSODY 225Z		HEJ BRENDA 4B

EPDS CE: 3.5 // BW: 0.3 // WW: 82 // YW: 149 // MM: 30 // MTL: 71

BW	08/31 WT	ADJ WW	ADG	WPDA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
101	816	888	3.76	4.29	1243	1488	3.75	4.09	F	HETERO

HEJ MILO 151M



NRC

HEJ Freeway 44F | DAM

54 HEJ MILO 151M

MC876893 HEJ 151M 3/3/2024 WHITE

JSR ESTRADA 52E	PLEASANT DAWN CHISUM 216A	PALGROVE DAMN AWESOME
MAIN PRECISION 45H	JSR JASMINE 167C	PALGROVE HOW AWESOME
MAIN COBB 639D	ABC COBB'S EL MAGICO POLL	HEJ FREEWAY 44F
	MAIN RHAPSODY 225Z	MIB TOFFEE 82T
		PALGROVE MAXINE 128
		HEJ MAGNUM 26R
		MIB WICKED RED 81N

EPDS CE: 0.4 // BW: 1.7 // WW: 87 // YW: 160 // MM: 25 // MTL: 68

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
102	762	850	3.65	4.21	1260	1463	3.83	4.05	F	HOMO

“ Top 1% for both weaning weight and yearling weight. Don't let these young guns pass you by. They are full of power. They have grown up to fit in alongside the older bulls in the group, and weaned off middle to top of the pack. Milo boasts a 4.21 WPDA from birth to wean. He is from a large-framed tank of a cow and I would not be surprised if he follows suit, and his progeny aswell. ”

"KENTUCKY GOLD" SIRE GROUP

RS HEJ KENTUCKY GOLD 59K

MC833136 HEJ 59K 1/16/2022

PLEASANT DAWN MAGNUM 56T HEJ ARMAGEDDON 84A
 PLEASANT DAWN MVP 316Y HEJ CHESTER 1C HEJ MURPHY 61A
 TURNBULL'S GOLDEN BOY 227G BDSC REDEMPTION 9S HEJ FREE SPIRIT 48F ANCHOR J JIMMY 15Y
 CTP MISS TRINA 227Y RTP MISS ROCKER 114R HEJ CALIFORNIA GIRL 127C HEJ SANTA ANA 101Z

EPDS CE: -0.2 // BW: -0.7 // WW: 64 // YW: 111 // MM: 24 // MTL: 56

BW	9/2022 WT	ADJ WW	ADG	WDPA	2/2023 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
92	866	778	3.27	3.65	1276	1354	-	-	C	HOMO

Maternal brother to Lot 46, HEJ Memphis 93M. Kentucky Gold rose to the top of our bull pen in 2023 and with his dam HEJ 48F, being a consistent producer in our herd we decided to try him on some select red factor females. We were not disappointed.



55 HEJ MACH 1 29M

MC876735 HEJ 29M 1/10/2024 TAN

PLEASANT DAWN MVP 316Y LT RUSHMORE 8060 PLD
 TURNBULL'S GOLDEN BOY 227G CTP MISS TRINA 227Y LT RUSHMORE 4024 PLD LT BRENDA 2225 PLD
 HEJ KENTUCKY GOLD 59K HEJ CHESTER 1C HEJ HEARTSONG 98H HEJ ARMAGEDDON 84A
 HEJ FREE SPIRIT 48F HEJ CALIFORNIA GIRL 127C HEJ DELTA DAWN 162D HEJ ALBERTA ROSE 43A

EPDS CE: -4.2 // BW: 1.8 // WW: 60 // YW: 112 // MM: 27 // MTL: 57

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
98	845	789	3.19	3.61	1337	1394	3.78	3.67	C	HOMO

Strap on your seatbelts and be ready for take-off, these Kentucky Gold boys have lots of performance. Table-topped and long-bodied, they are sure to pass on very desirable calves by feedlots, his sire passed on that nice soggy easy keeping ability.



HEJ DELTA DAWN 162D | GRANDDAM



HEJ MAVERICK 30M



56 HEJ MAVERICK 30M

MC876737 HEJ 30M 1/10/2024 TAN

TURNBULL'S GOLDEN BOY 227G	PLEASANT DAWN MVP 316Y	NINA FIRE 'N ICE 17F	CIRCLE CEE LEGEND 307A
HEJ KENTUCKY GOLD 59K	CTP MISS TRINA 227Y	HEJ HOT FLASH 116H	LAE DIAMANTE 612D
HEJ FREE SPIRIT 48F	HEJ CHESTER 1C	HEJ DREAM WEAVER 27Z	ELDER'S SILVER WALKER 913W
	HEJ CALIFORNIA GIRL 127C		HEJ DREAMER 28X

EPDS CE: 0.4 // BW: 1.1 // WW: 64 // YW: 115 // MM: 27 // MTL: 59

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
100	874	816	3.31	3.74	1420	1488	4.2	3.9	F	HOMO

“ A head turner at the Alberta Select. This tan boy delivers a punch. A tremendous amount of muscle in that desired triangle. His dam has brought home keepers every year, and they keep getting better and better. Maverick is an improvement on his sire. When you see him in person, you will not be disappointed. ”



NRCS



HEJ CHEWIE 2E | DAM

“ A cow-friendly birthweight. Kentucky Gold stamps his progeny with a thickness and capacity you must admire. Since weaning, Meals has really bloomed. If you're looking to keep colour and have that Charolais punch, look no further. A special quiet boy that will be easy to handle and easy to keep.

57 HEJ MEALS ON WHEELS 83M MC876805 HEJ 83M 1/28/2024 RED

TURNBULL'S GOLDEN BOY 227G	PLEASANT DAWN MVP 316Y	HEJ CHESTER 1C	HEJ ARMAGEDDON 84A							
HEJ FREE SPIRIT 48F	CTP MISS TRINA 227Y	HEJ CHEWIE 2E	HEJ MURPHY 61A							
	HEJ CHESTER 1C	HEJ CLARA 118C	ANCHOR J JIMMY 15Y							
	HEJ CALIFORNIA GIRL 127C		HEJ WILMA 64W							
EPDS CE: 3.9 // BW: -1.7 // WW: 60 // YW: 93 // MM: 19 // MTL: 48										
BW	08/31 WT	ADJ WW	ADG	WDPDA	01/8 YW	ADJ YW	ADJ ADG	WPDADJ	PA Status	Horn Status
90	808	771	3.32	3.74	1260	1327	3.48	3.64	F	HOMO

NINA MARDI GRAS 112M



LT LANZA 1427 PLD | SIRE

58 NINA MARDI GRAS 112M

MC876851 NINA 112M 2/6/2024 TAN

SPARROWS DURANGO 585P
 WINN MANS LANZA 610S WINN MAN MERIT 036K LT RUSHMORE 4024 PLD LT RUSHMORE 8060 PLD
 LT LANZA 1427 PLD LT UNLIMITED EASE 9108 **NINA EVE 42E** ANCHOR J PEPPER 36N LT BRENDA 2225 PLD
 LT BRENDA'S EASE 3055PLD LT BRENDA 1014 PLD ANCHOR J 25R ANCHOR J ROSIE 63N

EPDS CE: -0.9 // BW: 2.5 // WW: 57 // YW: 105 // MM: 34 // MTL: 62

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
110	833	826	3.49	4.02	1405	1530	4.4	4.17	F	HETERO

“ A lot of maternal strength here. A nicely put together bull, great feet and smoothly made. A great hair coat. He has a nice topline and is cleanly made. Always catches your eye in the pen. His yearling weight is at the top of the pen, and is the 2nd highest rate of gain. Some tan genetics you can party around. ”

59 NINA MAMBA 63M

MC876781 NINA 63M 1/24/2024 TAN

ELDER'S EMPEROR 8021F ELDER'S BLACKJACK 788B SPARROWS FARGO 811U
 HVA VIPER 381K ELDER'S DALYCE RAYEL 80C HEJ OASIS 59Y HEJ SAVANNAH 49S
 RGP ANGEL DUST 381E SHSH KILL THE LIGHTS 31C NINA BARISTA 108B ANCHOR J PEPPER 36N
 SRK WHIRLWIND 387W ANCHOR J 18U COUNTRY LANE 107L

EPDS CE: -5.6 // BW: 5.4 // WW: 67 // YW: 119 // MM: 22 // MTL: 55

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
116	819	782	3.2	3.72	1255	1318	3.35	3.59	F	HOMO

Mamba is from one of those big-capacity cows that keep adding weight to their calf every year. 108B has always brought home a keeper calf, male or female. They always have performance and style, the cross with Viper adds to it.



HVA VIPER 381K | SIRE



59

60 NINA MI AMIGO 101M

MC876824 NINA 101M 2/2/2024 RED

ELDER'S EMPEROR 8021F ELDER'S BLACKJACK 788B MVY ALL STAR 61A
 HVA VIPER 381K ELDER'S DALYCE RAYEL 80C DOGPATCH GILLETTE 7E HC WHIRLWIND 927W
 RGP ANGEL DUST 381E SHSH KILL THE LIGHTS 31C NINA HOPE 134H ANCHOR J PEPPER 36N
 SRK WHIRLWIND 387W ANCHOR J 25R ANCHOR J ROSIE 63N

EPDS CE: 5.8 // BW: 0 // WW: 59 // YW: 106 // MM: 28 // MTL: 58

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
96	798	795	3.33	3.78	1260	1363	3.55	3.7	F	HOMO

Double red in the pedigree, non diluter. Excellent choice for getting that Charolais power and performance without giving up easy calving. He will be your friend his progeny's birth to market, without giving up colour pigment.



60

HEJ MAGNUS 107M



TRI-N STREVELER 971G | SIRE

61 HEJ MAGNUS 107M

MC876831 HEJ 107M 2/5/2024 RED

HEJ EINSTEIN 28E	HEJ CHESTER 1C	HEJ COAL SEAM 52C	MAIN BLACK DIAMOND 33A
HEJ CATALINA SUNRISE 68C	HEJ COAL SEAM 52C	HEJ ZELDA 87Z	HEJ ZELDA 87Z
HEJ TRI-N-PAYDAY 419P	HEJ FULL MOON 7F	HEJ ARMAGEDDON 84A	HEJ ARMAGEDDON 84A
HEJ TRI-N PRAIRIE STAR 126Y	HEJ DARK STAR 131D	HEJ AZURE 106A	HEJ AZURE 106A

EPDS CE: 0.9 // BW: 3.6 // WW: 83 // YW: 144 // MM: 16 // MTL: 57

BW	08/31 WT	ADJ WW	ADG	WDPA	01/8 YW	ADJ YW	ADJ ADG	WPDA ADJ	PA Status	Horn Status
120	948	936	3.98	4.56	1350	1430	3.09	3.99	C	DEHORND

“ Right at birth you could see the extra length and thickness that added to his birthweight, but not to his ease of calving. Every single one of his dam’s calves have made the bull sale. We’re really hoping for a heifer from her this year. Looking to add or keep colour, this is the guy. Best of all there is no doubt on the performance his calves will have. With price/lb, it will be a great paycheck! ”



RS LT LANZA 1427 PLD

MC351652 MAIN 1427Y 5/21/2011

ABC LATORO 263G
 SPARROWS DURANGO 585P SPARROWS BLANCHE 585G
WINN MANS LANZA 610S MERIT 5133E
 WINN MAN MERIT 036K MERIT SMOOTHIE 8073H
 UNLIMITED EASE 9108
LT BRENDA'S EASE 3055PLD WCR PRIME CUT 764 PLD
 LT BRENDA 1014 PLD
 BCR POLLED UNLIMITED 003
 PP MISS SHANDY 214 R194
 WCR PRIME CUT 764 PLD
 LT UNLTD AIREY 4066P

EPDS CE: 13.2 // BW: -3.1 // WW: 47 // YW: 97 // MM: 21 // MTL: 44

BW	8/2022 WT	ADJ WW	ADG	WDPA	2/2023 YW	ADJ YW	ADJ ADG	WDPA ADJ	PA Status	Horn Status
-	-	-	-	-	-	-	-	-	Not Tested	Not Tested

The original LT sire we used. He left us some great offspring, so we decided to put a little more of him back into the herd.



RS HVA VIPER 381K

MC836699 HVA 381K 2/9/2022

GERRARD PASTOR 35Z
 ELDER'S BLACKJACK 788B SVY STARSTRUCK 8X
ELDER'S EMPEROR 8021F GRANT'S PLAYBOY 3X
 ELDER'S DALYCE RAYEL 80C ELDER'S DALYCE RAY 50Y
 RGP CORPORAL 1100Z
 SHSH KILL THE LIGHTS 31C SHSH CALLIE 48Z
RGP ANGEL DUST 381E LANG'S RED SOLDIER 22S
 SRK WHIRLWIND 387W LANOIE REDLINE 387R

EPDS CE: 4.7 // BW: 2.2 // WW: 73 // YW: 135 // MM: 21 // MTL: 57

BW	8/2022 WT	ADJ WW	ADG	WDPA	2/2023 YW	ADJ YW	ADJ ADG	WDPA ADJ	PA Status	Horn Status
104	796	831	3.47	4.00	-	-	-	-	F	HOMO

We have been trying for quite a few years to add some Palmer Charolais genetics to our herd. We were very excited to find a tan bull that would meet our needs. He was purchased for use on cows and to solidify colour in our herd.



RS TRI-N STREVELER 971G

MC772940 NMF 971G 2/25/2019

HEJ ARMAGEDDON 84A
 HEJ CHESTER 1C
HEJ EINSTEIN 28E
 HEJ CATALINA SUNRISE 68C
 HEJ MURPHY 61A
 ANCHOR J JIMMY 15Y
 HEJ TEQUILA SUNRISE 76Y
 TRI-N-PAYDAY 419P
TRI-N PRAIRIE STAR 126Y
 TRI-N PRAIRIE STAR 827U
 SDC PROGRESS 16M
 TRI-N-GREAT ASTROID 49G
 SOS CRIMSON TIDE 97S
 TRI-N PRAIRIE STAR 56S

EPDS CE: 3.5 // BW: 64 // WW: 64 // YW: 104 // MM: 16 // MTL: 48

BW	10/2019 WT	ADJ WW	ADG	WDPA	1/2020 YW	ADJ YW	ADJ ADG	WDPA ADJ	PA Status	Horn Status
89	903	854	3.73	4.14	1365	1455	-	-	C	HETERO





terms & conditions

- THE FINE PRINT -

TERMS: The terms of the sale are cash or cheque, payable at par at the sale location. The right of property shall not pass until after settlement has been made; no invoicing on buyers in attendance, unless previous arrangements have been made. Every animal sells to the highest bidder and in cases of disputes, the auctioneer's decision will be final. Current exchange rates will be announced sale day. All monies are in Canadian funds.

BIDDING: Each animal will sell to the highest bidder... no by-bidding will be permitted. Disputes - Bidding will be reopened between the parties involved in dispute. If no further bidding is made, the buyer will be the person from whom the auctioneer accepted the last bid. The auctioneer's decision on all disputes will be final.

ANNOUNCEMENTS: All announcements made from the auction block will take precedence over the printed matter in the catalogue. Buyers are therefore cautioned to pay close attention to such disclosures.

BREEDER'S GUARANTEE: Should any bull fourteen (14) months of age or over fail to prove a breeder after being used on females known to be breeders, the matter shall be reported in writing to the seller within six (6) months following the date of purchase or six (6) months after the bull has reached fourteen (14) months of age. The seller will have the right and privilege of six (6) months to prove the bull a breeder. No guarantee is given that semen collected from the bull will freeze.

EXCEPTION GUARANTEE: In cases where the animal is subjected to any hormonal or surgical reproduction techniques after the sale, this guarantee shall be null and void.

CERTIFICATE OF REGISTRATION: Each animal will carry papers issued by the Canadian Charolais Association. A certificate of registry duly transferred will be furnished to the buyer for each animal after payment has been made.

PEDIGREE ESTIMATES: Pedigree Estimates (PE) are created on the projected mating of the animal's sire and dam based on averages of the two, creating estimated values that do not hold the same accuracy of actual EPDs issued from the association and should be used as such.

LIABILITIES: All persons attend the sale at their own risk. The seller, facility owner and sale manager assume no liability, legal or otherwise, for any accidents that occur. It is understood that T Bar C Cattle Co. (2013) Ltd. is acting only as a medium between buyer and seller and is not responsible for any failure on the part of either party to live up to his obligations. Neither does T Bar C Cattle Co. (2013) Ltd. assume any financial obligations to collect or enforce collection of any monies between parties and any legal action that may in exceptional cases be taken must be between the buyer and the seller. T Bar C Cattle Co. (2013) Ltd. assumes no responsibility for any credit extended by the seller to the buyer. The buyer must look to the seller for fulfillment of all guarantees and representations made hereunder.

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PHONE, MAIL, WIRE BIDS: Bidders unable to attend the sale may phone, wire or mail their bids and instructions to the sale managers, auctioneer or special representatives. Bids must be received in sufficient time prior to the sale.

DELIVERY: We will assist in arranging transportation wherever possible. Each animal becomes the risk of the purchaser as soon as sold.

INSURANCE: Will be available sale day. We strongly recommend that insurance is purchased for full value.

ERRORS: All announcements at sale time, written or oral, supersede any written material in the catalogue.



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