

The Inaugural
PRODUCTION SALE
at Moore Land & Cattle



Jerseyville, Illinois

Welcome to Jerseyville, Illinois



Hannah, Sara, Dennis, Taylor and Morgan Moore



Cattlemen,

The journey has taken me to so many places, getting to meet so many people. Starting as a young 4-H kid. To leaving agricultural in the 1980's.

When those times were almost impossible at 25 years old. Getting out of cattle, and farming, starting over. Taking those basic principles, honesty, work ethic, commitment, to start my own business and then in 1996 getting back into agriculture. Shortly after taking up cattle business again.

Having my kids getting interested at later time in their lives in showing. So now this sale is another chapter in our book. We went out in my mind to the Elite Breeders of their programs. Not only purchasing genetics but getting to sit down and collect their knowledge what makes the industry grow. Gathering up and putting it together and making Moore Land and Cattle Program.

This sale is comprised of great phenotype quality that is necessary to improve your program, but look under the hood, the blood lines, the pedigree, the foundation of success is there. This sums up Moore Land & Cattle. We are proud to hear the stories and compliments from buyers and their satisfaction, of the cattle they purchased.

We strive to make cows to be show heifers. Not show heifers to make cows. We would love to invite you to appraise for yourself. Hope to see you.

Respectfully,

Dennis Moore



INNOVATION

— AgMarketing, LLC —

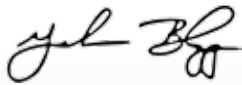
Over the years in seedstock marketing, a lot of folks come and go. A lot of money gets spent, and very few have the fortitude, discipline, and futuristic thought process to take what has been invested and turn it into a program. Moore Land and Cattle showed up to the venture, invested, and took it to the level that necessitates this inaugural production sale as we enter 2021. What a privilege it is to welcome you to the offering brought forth by truly one of the greatest people in the business.

Dennis has invested in the best of the best and the elite of the elite in multiple breeds but has focused the most on his Simgenetics and Maine Influenced stock as he has built this program. He has tied into the industry's leading bulls and it's no secret what he has done on the female side. We all are aware that he tied into many elite programs and their genetics of the years and the offering is evident of his dedication and vision. He maintained cattle with substantial look and presence with many resulting champions and backdrop photos taken nationwide. The cattle are of unmatched foot and bone size, shear density of body and muscle shape with foremost skeletal integrity and build. These are the kind you can take home and concentrate on elite, high end show stock, or the physical type and kind can and will be instrumental in adding to any seedstock operation that is interested in making the next breed changing bulls or donor dams.

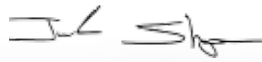
Dennis Moore is as good of a human being one finds in this world we live in. He cares and provides for his family and staff and desires that his customers are successful in their purchase endeavors just as he has been over the years. There will be zero to question on the level of customer service you will receive when you invest with Moore Land and Cattle the end of the initiating month of the New Year.

Ladies and Gentlemen, please consider this your personal invite to join us January 30, 2021 at the farm in Jerseyville, Illinois to witness and participate in one of the most anticipated inaugural Production Sales of the new decade. The quality and pedigree of stock will be incredible, and the hospitality and atmosphere will be like none that you have ever experienced.

Enjoy the cattle,



Graham Blagg



Jared Shipman



Tim Anderson



Sale Location

At the brand new
Moore Land & Cattle Sale Facility
30992 State Hwy 16
Jerseyville, IL 62052

Sale Schedule

Friday, January 29, 2021
Cattle available for inspection all day
5:00 pm - Hors d'oeuvres
and hospitality

Saturday, January 30, 2021
10:00 am - Cattle on display
4:00 pm - Dinner service
5:00 pm - The Inaugural Production Sale

SALE DAY CONTACTS

Dennis Moore: (618) 410-3325
Owen Macfarlane: (530) 949-8920

SALE MANAGEMENT

Graham Blagg: (530) 913-6418
Tim Anderson: (605) 682-9343
INNOVATIONAGMARKETING.COM

AUCTIONEER

Col. Jered Shipman: (806) 983-7226

RING STAFF

Austin Brandt, Lee AgriMedia: (712) 621-1829
Shane Ryan, special assignment: (309) 371-7490

SALE CONSULTANTS

John Boddicker: (816) 510-7009
Bob Dwyer: (309) 337-1404
Nick Dwyer: (309) 337-6404
Chris Effling: (605) 769-0142
Dalton Lundy: (502) 727-6898
Kurt Meyer: (217) 273-1399
Miles Toenyas: (618) 420-9413
Kent Jaecke: (405) 408-2440
Jeramie Ruble: (406) 581-7940

ACCOMMODATIONS

Super 8 - (618) 965-8520
1303 IL 109 - Jerseyville, IL 62052

Harvest Inn - (618) 498-6886
730 S State St. - Jerseyville, IL 62052

Hampton Inn - (618) 433-8999
1904 Homer Adams Pkwy. - Alton, IL 62002

Super 8 - (618) 208-4111
1800 Homer Adams Pkwy. - Alton, IL 62002

GUARANTEE

All bulls are guaranteed for the first breeding season following the sale. If problems occur during that season contact us and arrangements will be made for replacement. Normal care and adequate nutrition need to be provided.

TERMS AND CONDITIONS

All animals will be sold in accordance with the suggested guidelines of the American Simmental Association, American Angus Association, American Maine Anjou Association and American International Charolais Association. For updated EPDs, genetic status, plus the current breed guidelines and conditions go to these association websites.

RISK

Each animal becomes the risk of the purchaser as soon as sold. Animals purchased are at the purchaser's risk as to loss or injury, and will be loaded according to purchaser's direction. Insurance will be available sale day.

UPDATES AND SALE ORDER

Additional information and sale order can be found at the InnovationAgMarketing.com website.

RETAINED FLUSH

Moore Land & Cattle reserves the right to one successful flush on each female in the offering at the buyer's convenience and seller's expense.

ANNOUNCEMENTS

A supplement sheet will be available sale day with updated information, corrections and additional information. This sheet and any announcement made sale day and from the auction block during the sale take precedence over printed material associated with this sale.

LIABILITY

Neither owners nor sale management assume any liability for any accidents that may occur to the animal after it is sold. All persons who attend the sale do so at their own risk and owners or sale personnel assume no liability for accidents.

GRAPHIC DESIGN AND CATALOG PRODUCTION

THM Promotions - Tracy McMurphy: (806) 679-0231



Bid Live Online CCLive

"Gavel's Down, The Best in Online Marketing"

(616) 206-0734 CCLive@schedule@ccilive.com

OPEN HEIFERS

LOT 1



TNGL HOPES DESIRE A572 - Dam of Lot 1



AJE/HS/MBCC HOPE FLOATS
Legendary Maternal Granddam of Lot 1

1

MOORE HELENA 95H ET

BD: 4/10/20

REG: 3828337

TATTOO: 95H

PUREBRED SIMMENTAL

WS PILGRIM H182U
PROFIT
WAGR PANARAMA 204Z

W/C WIDE TRACK 694Y
TNGL HOPES DESIRE A572
AJE/HS/MBCC HOPE FLOATS

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|------|-------|------|-------|----|
| 5.9 | 5.5 | 80.2 | 117.3 | 21.4 | -0.42 | 0.11 | -0.09 | 0.76 | 112.7 | 73 |

A wildly impressive show heifer and donor prospect comes out as lot 1, and is quite possibly one of the most unique females that will be offered anywhere. If her tremendous build, body shape, and extra power doesn't have you fired up, then her pedigree certainly will. Not only is she backed by the great Profit, but her dam, TNGL Hopes Desire A572 sired by Wide Track and the highlight of the Tingle Farms Dispersal, underlines the potential for maternal dominance in Lot 1's promising future. Don't miss out on a tremendous opportunity to capture the value of one of the most exciting females to sell from the 2020 calf crop.

OPEN HEIFERS

LOT 2



OBCC CMFM DEPLORABULL D148
\$100,000 valuation Sire of Lots 2 and 3

LOT 3



RYAN QUEEN LUCY C796
Dam of Lots 2 - 4 pictured as a calf



A pair of stellar sisters sired by the \$100,000 Deplorabull, who have as much cow power as anyone could hope for. Their dam, Ryan Queen Lucy C796, purchased from Hudson Pines and sired by Wide Track definitely passed on her extra power to these massive ribbed, stout featured sisters who come packed with performance! Featured as lot 2, Moore Hallie 20H ET is the more refined version of these sisters, where lot 3, Moore Hope 15H ET is an absolute powerhouse! No matter which of these two females you end up with you should be excited to cash in on the donor power here!

2

MOORE HALLIE 20H ET

BD: 2/15/20

REG: 3828338

TATTOO: 20H

PUREBRED SIMMENTAL

W/C EXECUTIVE ORDER 8543B
OBCC CMFM DEPLORABULL D148
LAZYH/ADKINS BLKSTAR Z15

W/C WIDE TRACK 694Y
RYAN QUEEN LUCY C796
HPF QUEENS LUCY N092

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|------|-------|------|-------|------|
| 9.1 | 3.1 | 82.5 | 126.7 | 17.0 | -0.46 | 0.14 | -0.10 | 1.03 | 123.8 | 78.8 |

3

MOORE HOPE 15H ET

BD: 1/22/20

REG: 3828341

TATTOO: 15H

PUREBRED SIMMENTAL

W/C EXECUTIVE ORDER 8543B
OBCC CMFM DEPLORABULL D148
LAZYH/ADKINS BLKSTAR Z15

W/C WIDE TRACK 694Y
RYAN QUEEN LUCY C796
HPF QUEENS LUCY N092

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|------|-------|------|-------|------|
| 9.1 | 3.1 | 82.5 | 126.7 | 17.0 | -0.46 | 0.14 | -0.10 | 1.03 | 123.8 | 78.8 |

LOT 5



OBCC SADIES GIRL RTOX - Maternal Granddam of Lot 5



The Females by Fortune

4

MOORE HEIDI 13H ET

BD: 2/11/20

REG: 3822706

TATTOO: 13H

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
 FIREFLY 311A

W/C WIDE TRACK 694Y
RYAN QUEEN LUCY C796
 HPF QUEENS LUCY N092

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|------|-------|------|
| 7.4 | 3.3 | 78.8 | 116.9 | 17.7 | -0.46 | -0.02 | -0.11 | 0.94 | 102.1 | 71.9 |

Much like her half-sisters, Lot 4 inherited her mother's stoutness, powerful rib shape, and big time value in production! So much comfort and correctness out of her rear wheels, while still having more than enough punch from behind and an awesome look! Ryan Queen Lucy C796 hit a home run when mated to Fortune to make this beast of a power cow!

5

MOORE HARLEE 32H

BD: 3/10/20

REG: 3824159

TATTOO: 32H

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
 FIREFLY 311A

FBFS WHEEL MAN 649W
MG/GSC SADIE 1165E
 OBCC SADIES GIRL RTOX

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|-----|-----|------|
| 8.3 | 2.8 | 79.7 | 115.9 | 20.6 | -0.44 | -0.01 | -0.10 | 0.9 | 105 | 73.3 |

It's hard to find females who come packed with this much mass and power yet do it all with a set of feet and legs that have never deviated from hitting their mark! Her dam was one of the top females sold in the Buckles and Banners sale purchased from Gerdes Show Cattle, and has made quite an impact in our program. On top of Lot 5's tremendous look, build and so much body... this big haired Fortune daughter is ready to be in the hands of a showman at any experience level, and having Wheel Man on the bottom of her pedigree only adds to her value in your flush program!

LOT 6



Of all of the Fortune daughters featured in this lineup, lot 6 just has that look and build that so often comes with big time performance cattle. If you're into length of body, great builds, and plenty of thickness, Moore Holly 16H ET is a promising cow prospect that won't have a problem generating those elite purebreds. Her mother came from the famous Silver Towne program in Winchester, IN and her consistency in production has labeled a cornerstone for our program! Buy with confidence here!

6

MOORE HOLLY 16H

BD: 2/13/20

REG: 3828342

TATTOO: 16H

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACCL FORTUNE 393D
FIREFLY 311A

STF EASY RIDER S17
STF PROMISCUOUS XTH1
STF RHE-AWTY TH1

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|-------|------|------|-------|------|-------|------|-------|------|
| 9.2 | 1.6 | 68.55 | 99.6 | 16.1 | -0.45 | 0.02 | -0.11 | 0.77 | 112.2 | 68.6 |



ACCL FORTUNE 393D

\$185,000 sire of several lots throughout the offering

OPEN HEIFERS

LOT 7



WAGR PLAYMATE 438A - Dam of Lots 7 - 9



LOT 7

7

MOORE HERA 61H ET

BD: 4/2/20 REG: 3828339 TATTOO: 61H

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

MR HOC BROKER
WAGR PLAYMATE 438A
WAGR LULLABY 703T

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|------|-------|------|
| 8.0 | 2.8 | 74.9 | 105.8 | 17.1 | -0.46 | -0.03 | -0.10 | 0.86 | 105.6 | 69.5 |

This one came to play. If you want that show heifer that makes the entire crowd do a double take, then don't pass up on this huge legged, massive ribbed, stunning powerhouse. With a pedigree completely stacked on both sides with the best Hartman Genetics you'll find anywhere, her sire, Fortune did an unreal job on several cows in this offering, not the least of which WAGR Playmate 438A, who not only brought a tremendous amount of success for Morgan Moore in the ring, but has made her mark in the donor pen for years to come, especially if she keeps generating elite ones like this...

OPEN HEIFERS

LOT 8



WAGR LULLABY 703T
 Legendary Maternal Granddam
 of Lots 7 - 9



8

MOORE HATTIE 63H ET

BD: 4/4/20 REG: 3828334 TATTOO: 63H

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
 FIREFLY 311A

MR HOC BROKER
WAGR PLAYMATE 438A
 WAGR LULLABY 703T

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|------|-------|------|
| 8.0 | 2.8 | 74.9 | 105.8 | 17.1 | -0.46 | -0.03 | -0.10 | 0.86 | 105.6 | 69.5 |

The full sister to lot 7, has gained as much attention as her sister from early visitors. This kind of natural thickness, rib shape and stoutness of feature is what makes Lot 8 just as intriguing as her sister, not to mention she's ready for any first year showmen to fall in love with her.

9

MOORE HAZEL 64H ET

BD: 3/18/20 REG: 3828331 TATTOO: 64H

PUREBRED SIMMENTAL

MR NLC UPGRADE U8676
CARD UPROAR 49Y
 BFSC MY FAIR JADE 95T

MR HOC BROKER
WAGR PLAYMATE 438A
 WAGR LULLABY 703T

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|------|-------|------|
| 8.0 | 2.8 | 74.9 | 105.8 | 17.1 | -0.46 | -0.03 | -0.10 | 0.86 | 105.6 | 69.5 |

Just as much thickness and muscularity as her half sisters, Lot 9 also capitalized on the unique Uproar x Playmate mating to bring extra stoutness as well. The longest bodied and highest performing of the Playmate daughters and should be a powerhouse in production.

LOT 9



OPEN HEIFERS

LOT 10



GCF MISS CALIENTE
Maternal Granddam of
Lots 10 and 11

10 **MOORE HALEY 52H ET**
BD: 3/2/20 REG: 3828329 TATTOO: 52H

PUREBRED SIMMENTAL

SVF STEEL FORCE S701
MR HOC BROKER
JM BF H25

STF DOMINANCE T171
STF RADIANT 02X
GCF MISS CALIENTE

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|------|------|-------|-------|-------|------|------|------|
| 6.4 | 4.6 | 66.7 | 92.7 | 16.7 | -0.45 | -0.18 | -0.11 | 0.76 | 86.7 | 58.2 |

Royalty in this pedigree! 02X was a full sister the Two-Time NAILE Champion and long-standing force in the donor battery at Moore Land & Cattle, and this daughter by the Triple Crown Winning Broker should tell you why. The length, extension up from and profile of this female, gets her noticed in a hurry... but then when she goes away, you'll find what may be the biggest hipped, stoutest pinned female in the whole set! Don't miss out on this unique cow prospect with a proven pedigree.

LOT 11



11 **MOORE HARRIET 7H ET**
BD: 2/1/20 REG: 3828332 TATTOO: 7H

PUREBRED SIMMENTAL

REMINGTON LOCK N LOAD54U
W/C LOADED UP 1119Y
AUBREYS BLACK BLAZE III

STF DOMINANCE T171
STF RADIANT 02X
GCF MISS CALIENTE

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|------|------|------|-------|-------|-------|------|-------|------|
| 10.1 | 3.1 | 64.1 | 94.1 | 19.4 | -0.55 | -0.08 | -0.12 | 1.05 | 105.7 | 62.8 |

If you like em' moderate, chunky, powerful, and good lookin'... then you should look in on this Loaded Up daughter. With this kind of pedigree and the look of a big time generator, you'll be proud to own this one in production! You can't make any mistake here!

LOT 12



12 **MOORE HANNAH 81H**
BD: 4/28/20 REG: 3824427 TATTOO: 81H

PUREBRED SIMMENTAL

SVF STONEHENGE R95
MOORE STONEHENGE 35E
SWAIN VELVET 607S

PROFIT
TL MISS STAR 5
MISS STAR ABOVE

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|------|-------|------|-------|------|
| 9.0 | 3.1 | 69.8 | 104.9 | 21.4 | -0.45 | 0.02 | -0.09 | 0.77 | 113.3 | 68.2 |

When a great set of feet and legs, comes with a big rib, length up front and an awesome profile, what's not to like?? This April is out of our herd bull, who goes back to Stonehenge on the topside and the infamous Moore Land and Cattle donor, Velvet, not to mention she's out of one of the most outstanding young Profit daughters in our program. The maternal granddam of this sleek made female is Miss Star Above, the dam of the \$300,000 Bottomline and \$250,000 Ledger. There's no question Lot 12 has a promising future in the show ring, and the maternal look that excels in production.



MISS STAR ABOVE
Maternal Granddam
of Lot 12

LOT 13



Power, Power, Power... Dale Duxbury from South Dakota, a long time family friend, mentioned he had an incredible Pilgrim son by the name of "Crusader" and he gave us this female who offers much thickness, body, and stoutness of feature, yet still handles it impressively well! Crusader worked like a charm on her Yardley Utah dam, and you'll be impressed with her potential both in the ring and when she goes to work in your herd.

13

MOORE HALSEY 37H

BD: 3/5/20

REG: 3828328

TATTOO: 37H

PUREBRED SIMMENTAL

WS PILGRIM H182U
DUX CRUSADER
 PRTY-PCC LOOKING UP 609Y

YARDLEY UTAH Y361
HAINES COW Z67E
 HAINES COW X67Z

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|------|------|------|-------|------|-------|------|-------|----|
| 10.5 | 2.4 | 70.8 | 96.6 | 17.3 | -0.43 | 0.15 | -0.09 | 0.73 | 120.7 | 72 |



DUX CRUSADER
 Sire of Lot 13

LOT 14



Are you into good lookin' redheads? This May heifer goes back to the matriarch of the Moore Land and Cattle program by the name of Shelby, and may be as exciting as any in the entire lineup!! Impeccable structured, long fronted, massive bodied and still skinny?? This one will be easy to manage, and we think she'll look the part to be a real contender in her division every time you have her out.

14

MOORE HAYDEN 131H

BD: 5/23/20

REG: 3828340

TATTOO: 131H

PUREBRED SIMMENTAL

LLSF PAYS TO BELIEVE ZU194
SCHOOLEY ELI 434B
 SCHOOLEY MISS 296 434B

JF MILESTONE 999W
MOORE MIA 32B
 WLE CNS SHELBY T335

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|------|-------|------|-------|------|
| 8.1 | 3.1 | 78.2 | 112.1 | 16.5 | -0.39 | 0.01 | -0.09 | 0.72 | 114.4 | 71.9 |



BPFC SHELBY 542Z - Maternal Sister to dam of Lot 14

15 MOORE HARLOW 145H

BD: 6/22/20 REG: 3828330 TATTOO: 145H

PUREBRED SIMMENTAL

LLSF PAYS TO BELIEVE ZU194
SCHOOLEY ELI 434B
 SCHOOLEY MISS 296 434B

WS REVIVAL
LTS CRUSH 87D
 LTS MAID TO GIGGLE

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|------|-----|------|
| 7.6 | 2.9 | 72.5 | 106.1 | 21.6 | -0.44 | -0.04 | -0.09 | 0.79 | 109 | 68.2 |

Anyone who has stopped by has asked about this June heifer. It could be because she's awesome lookin'... maybe because she's huge bodied... or might be because she's so powerful from behind. Whatever it is that has you intrigued, you won't be disappointed when you've got this one in the ring. Lot 14 and 15 are sired by our herd bull "Eli" who goes back to Pays to Believe, and was purchased at the NWSS Simmental Sale from Roman Schooley.



LOT 15

16 MOORE HAPPY 34H

BD: 2/28/20 REG: 3828335 TATTOO: 34H

PUREBRED SIMMENTAL

WS PILGRIM H182U
DUX CRUSADER
 PRTY-PCC LOOKING UP 609Y

GSC ALL IN 72A
MG/GSC MISS 205D
 JF EBONY'S JOY 205Z

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|----|-------|------|-------|------|-------|------|-------|------|
| 8.4 | 3.6 | 80 | 113.3 | 20.6 | -0.48 | 0.04 | -0.10 | 0.84 | 116.2 | 73.9 |

Obviously Crusader likes to throw some extra power, and lot 16 is no exception. Packed with a ton of real width and thickness on an awesome set of feet and legs, and completely loaded with performance. There's undoubtedly profit potential in this one!



LOT 16

17 MOORE HELGA 60H ET

BD: 3/24/20 REG: 3828336 TATTOO: 60H

PUREBRED SIMMENTAL

REMINGTON ON TARGET 2S
REMINGTON LOCK N LOADS4U
 BAR15 MISS KNIGHT78E-51G

TRIPLECPOSITIVEPOWER785
JS BURNING HOPE 20S
 TRIPLEC BURNING POWER L3

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|-----|-------|------|
| 7.7 | 3.6 | 71.1 | 117.1 | 20.2 | -0.55 | -0.09 | -0.10 | 1.2 | 107.8 | 66.5 |

Lock N' Load strikes again with this stout beast. She's absolutely massive ribbed, stout featured, and has power and performance to burn! Her dam Burning Hope 20S was one of the top females to ever come from JS Simmentals in Prairie City, Iowa. This female has the genetic foundation anyone would be lucky to own!



LOT 17

LOT 18



18

MOORE HEATHER 8H ET

BD: 1/29/20

REG: 3828333

TATTOO: 8H

PUREBRED SIMMENTAL

WS PILGRIM H182U
PROFIT
WAGR PANARAMA 204Z

SVF/NJC BUILT RIGHT N48
MISS CCF SHEZA LOOKER
SVF SHEZA FANTASY N906

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|-------|------|------|------|-------|-------|------|-------|------|
| 8.8 | 3.7 | 66.95 | 96.1 | 18.8 | -0.4 | -0.07 | -0.10 | 0.53 | 105.3 | 62.7 |

This Sheza Looker daughter gets better every day! Length of body, so much flex and comfort in motion and still a sharp look? You'll be happy to get this one home and witness her best days down the road.



MISS CCF SHEZA LOOKER - Powerful Donor Dam of Lot 18

LOT 19



HARMONY HILL VOGUE 09A
NAILE Division Champion and Dam of Lot 19



HARMONY HILL VOGUE 09A
Pictured as a calf

19

MOORE HADLEE 39H

BD: 3/10/20

REG: 3828343

TATTOO: 39H

1/2 SM 1/4 AN 1/4 MA

SVF STEEL FORCE S701
MR HOC BROKER
JM BF H25

COWANS ALI 4M
HARMONY HILL VOGUE 09A
TT A PRECISION 056 OF 124

You couldn't ask for a more perfect structured and awesome footed female. This sharp looking, stout featured Broker daughter has been a favorite around the farm since day one and continues to excite us! Additionally, her mother 09A by the one and only Ali, who sells as Lot 53, should give you a really good idea of the generating potential of this female as a cow! We'll let you decide if you want to double register her, but your first year showmen will have a blast with this one!

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|------|------|------|
| 6.7 | 3.6 | 70.2 | 101.7 | 15.2 | -0.37 | -0.07 | -0.08 | 0.71 | 79.3 | 60.1 |

OPEN HEIFERS

20 MOORE HAVEN 18H ET

BD: 1/26/20 REG: 3828344 TATTOO: 18H

1/2 SM 3/16 AN 1/8 MA 1/16 CA

WHO MADE WHO 411F CNS DREAM ON L186
ASHW WHO DA MAN SWAIN VELVET 607S
 ASHW CA X MA X SM 55 SWAIN QUEEN 403P

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|------|------|------|------|-------|------|------|------|
| 9.3 | 2.3 | 52.5 | 75.6 | 13.7 | -0.3 | 0.23 | -0.05 | 0.66 | 96.5 | 58.4 |

A really unique pedigree here! You could say her dam, Velvet, has made a couple great ones and her sire Who Da Man is certainly no stranger to the show heifer game. We knocked it out of the park with this mating when made Moore Haven 18H ET! Great footed, big time performance, and she's got the big hair!! Time only makes this one better and campaigning this awesome looking half-blood at AJSA events will sure keep the competition on their toes!



LOT 20

21 MOORE HARPER 27H

BD: 2/27/20 REG: 3828345 TATTOO: 27H

3/4 SM 1/4 AN

MR NLC UPGRADE U8676 JM JUST BOB
MR TR HAMMER 308A ET MOORE SHELIA 65C
 SVF/HS EXPECTING A DREAM MOORE SHELBY 49A

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|------|-------|------|-------|------|-------|------|-------|----|
| 11.1 | 1.0 | 78.7 | 122.4 | 17.9 | -0.33 | 0.14 | -0.09 | 0.75 | 113.9 | 75 |

Great built and Cowy as they come! Past the fact she's a big time cow prospect, this 3/4 blood Hammer daughter nicknamed "Ham" was broke within 10 minutes of having a halter on and was washed her very first day. The kids will have a lot of fun with this one in the barn! Plus, you'll be proud to see her in your pasture.



LOT 21

22 MOORE HALO 120H

BD: 5/24/20 REG: 3828346 TATTOO: 120H

3/4 SM 1/4 AN

LLSF PAYS TO BELIEVE ZU194 MOORE NED 009X
SCHOOLEY ELI 434B MOORE DAISY 111B
 SCHOOLEY MISS 296 434B MOORE DREAM GIRL 022X

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|------|-------|------|-------|------|-------|------|-------|------|
| 10.2 | 1.6 | 68.9 | 103.9 | 18.3 | -0.22 | 0.22 | -0.04 | 0.62 | 118.5 | 69.5 |

The running gear under this powerful 3/4 blood May heifer is built to last! She's got the look of a big time brood cow with enough length up front and stoutness to compete at any level! She goes back to the famous Angus donor 8143, who was no doubt the biggest profit generator in the Moore Land & Cattle program, and you can bet her lineage has generated the same kind of quality!

23 MOORE HARLEM 22H ET

BD: 2/3/20 REG: 3828347 TATTOO: 22H

1/2 SM 1/2 AR

MR TR HAMMER 308A ET NBAR HAMLEY S913
ACLL FORTUNE 393D WEBR MS ELLIE 1024
 FIREFLY 311A WEBR MS. ELLIE 145

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|------|------|------|-------|-------|------|------|------|
| 5.9 | 4.1 | 69.8 | 97.9 | 26.6 | -0.5 | -0.05 | -0.12 | 0.82 | 92.2 | 65.1 |

This unique pedigree was the result of an experiment to test the diversity of Fortune for making half-bloods, so we shot him at the 2012 Champion Red Angus female in Louisville, WEBR Ms Ellie 1024. Not only does she have a great look, but she's as wide built and massive bodied as any in the entire lineup! Using Fortune to make elite half-bloods works!

24 MOORE HUNTER 38H
 BD: 3/22/20 REG: PENDING TATTOO: 38H

ANGUS

BETZOLD DENVER B521
BETZOLD DENVER 7040
 BETZOLD ELBA 5002

SILVEIRAS S SIS GQ 2353
MOORE PRINCESS FIONA 22F ET
 EXAR PRINCESS 5468

| CED | BW | WW | YW | MILK |
|-----|------|----|----|------|
| 12 | -0.5 | 48 | 85 | 35 |

We think all Angus females should come with this kind of maternal look, body shape and ultra sound foundation. Lot 24 has been a pleasant surprise coming with more quality every day. Out of a first calf heifer and by a cleanup sire we used a couple years ago purchased from a local breeder, Bruce Betzold, this one has a unique pedigree that you could mate so many ways!

25 MOORE HARLYN 88H ET
 BD: 5/5/20 REG: PENDING TATTOO: 88H

ANGUS

SMA WATCHOUT 482
CONLEY EXPRESS 7211
 DPL SANDY 3040

DAMERON FIRST CLASS
MOORE FOREVER CLASSY 106B
 LAZY H BAR FOREVER LADY 8143

| CED | BW | WW | YW | MILK |
|-----|-----|----|----|------|
| 4 | 3.5 | 59 | 98 | 16 |

Conley Express 7211 did his job when he made Moore Harlyn 88H ET. This one has always had a killer look, being so long fronted, so good in her body shape, and so correct on her feet and legs. Her mother Moore Forever Classy 106B goes back to Lutton Forever lady 8143 and has been a tremendous generator of quality for MLC. We hope you reap the benefits of the genetic prowess in this outstanding May heifer when you lead her into the ring and get her in the donor pen.



"Our family feed store has been in business for 70 years and Moore Land and Cattle does things the right way. They do not cut corners and they focus on quality with every detail. You should be very excited and proud to buy from Moore Land and Cattle."



How to Bid Online

Tips and Tricks to Master Online Bidding

STEP 1. Use Chrome or Safari, a newer browser or download the CCI.live app at Google Play or Apple App store.

STEP 2. Open your app or go to the address of www.CCI.live in your browser. CCI.live can be used on a cell phone, tablet, laptop or desktop. Some older models may not be compatible and will show a yellow caution symbol if so.

STEP 3. Create an account and then request bidding credentials through CCI.live. Use the bank information listed on your check. Please use a correct phone and email address.

STEP 4. Once you are accepted for bidding credentials you will receive a text message and/or email notification. Proceed to "Get Buyer Number" on the actual sale page of your interest. Some sales may also require a passcode to obtain a buyer number. On these auctions, you will obtain passcodes from the sale office phone number for the specific auction you are interested in. Please closely read the terms!

STEP 5. You are ready to go! Make sure you understand, once you are logged in, have a buyer number and are watching the sale that you are on a highly sensitive web page. **Be careful when scrolling that you do not accidentally hit the bid button and watch children closely as they tend to grab cell phones and accidentally bid.**

TIPS FOR SUCCESSFUL BIDDING

- Make sure you have good service. Bidding and driving is not recommended. You should have two - three bars on your cellular devices. At home you should have an UPLOAD speed of 2 mg or more UP. Use this site to test your internet: www.speedtest.net.

REFRESH YOUR SCREEN AT SALE TIME

If you have logged in over an hour prior to sale time, you may need to login again. **DO NOT** let the computer set idle and then return and try to bid, the website may have logged you out.

CCI.live does not accept payment, you will pay the sale management, farm or ranch direct.

Help videos can be found at www.CCI.live

OPEN HEIFERS

LOT 26



THOMAS MS IMPRESSIVE 0641
 Legendary Maternal Granddam of Lot 26



TR PZC MR TURTON 0794 ET - Full Brother to Dam



TR PZC NC FIRE FLY 1746 ET - 2013 National Western Stock Show
 Grand Champion Charolais Female - Full Sister to dam of Lot 26

26

MOORE HAISLEY 98H

BD: 4/24/20

REG: P1289980

TATTOO: 98H

CHAROLAIS

RBM TR RHINESTONE Z38
 AM THE NATURAL E58
 AM DIAMOND LIL C08

TR MR FIREWATER 5792R ET
 TR MS BRYLOR 4766 ET
 THOMAS MS IMPRESSIVE0641

| CED | BW | WW | YW | MILK |
|------|-----|----|------|------|
| -1.6 | 2.7 | 31 | 59.0 | 9.0 |

The one and only white heifer in this lineup has been one of the most talked about females leading up to the production sale! Regardless of color or breed, this one is flat good. As sound as they come, massive ribbed, heavy muscled, and that look?? Wow! Her mother, Brylor who is a Firewater x 0641, has generated quality year after year and we think this could very well be the best calf she has thrown in her young career.

The Bred Female Offering



LOT 27



BPFC SHELBY 542Z - Maternal Sister to Lot 27 - 29

The Females by Shelby

27 MOORE GAMORA 47G ET
 BD: 2/19/19 REG: 3828371 TATTOO: 47G

PUREBRED SIMMENTAL

CNS DREAM ON L186
WS PILGRIM H182U
 WS MARLA 276M

CNS DREAM ON L186
WLE CNS SHELBY T335
 BLL ZEIS MISS BREAK R335

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|------|------|------|-------|------|-------|------|-------|----|
| 12.4 | 1.5 | 66.4 | 84.4 | 15.8 | -0.48 | 0.05 | -0.11 | 0.66 | 109.5 | 68 |

If you've been around the Moore Land & Cattle program at all, you've heard of Shelby. Shelby was truly the cornerstone of the purebred Simmental herd and has generated quality for a decade, including a champion percentage female for the Prill Family in 2013 at the Junior National. Leading off the bred heifer division is an impressive Shelby daughter sired by Pilgrim who has big time donor written all over her! This big legged, great footed female is loaded with body, muscularity and look! Safe in calf to Ruby's Night Watch, due in early April, you won't have to wait long to cash in on her production value! PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE EARLY APRIL.



29 MOORE GRETCHEN 30G ET
 BD: 2/4/19 REG: 3828383 TATTOO: 30G

PUREBRED SIMMENTAL

MR NLC UPGRADE U8676
MR TR HAMMER 308A ET
 SVF/HS EXPECTING A DREAM

CNS DREAM ON L186
WLE CNS SHELBY T335
 BLL ZEIS MISS BREAK R335

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|------|-------|------|------|------|-------|------|-------|------|
| 10.7 | 1.3 | 76.7 | 113.9 | 14.5 | -0.5 | 0.04 | -0.13 | 0.87 | 118.8 | 74.9 |

Another Shelby daughter sired by the extremely popular Hammer makes for a unique genetic opportunity! This sound, big bodied female already has the makings of a great udder, and should be an exciting addition to your herd! Safe to Ruby's Night Watch, due in February. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE FEBRUARY.

BRED HEIFERS

LOT 30



OFFERING CHOICE OF LOTS 30 & 31

When you look at these four flushmate sisters you'll know there's cow power in this mating! Fortune has done a tremendous job making extra functional, powerful replacements like these and then the donor of this mating, HILB Miss Enchantress B527 made sure to mark them all with her elite purebred look! Stout, sound, huge bodied females like these never go out of style, lot 31 is due in late January bred to Deplorabull. Lots 30 and 33 are due in February to Ruby's Night Watch, while 32 is bred the same way and due in earl April.

30 MOORE GABBIE 3G ET

BD: 1/10/19 REG: 3828372 TATTOO: 3G

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

LLSF UPRISING Z925
HILB MISS ENCHANTRESS
AJE GABBY R7

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|-------|-------|------|------|------|-------|------|-------|------|
| 7.0 | 3.0 | 81.85 | 121.7 | 20.1 | -0.5 | 0.07 | -0.13 | 0.89 | 106.4 | 76.6 |

PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE FEBRUARY.

31 MOORE GIA 4G ET

BD: 1/12/19 REG: 3828373 TATTOO: 4G

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

LLSF UPRISING Z925
HILB MISS ENCHANTRESS
AJE GABBY R7

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|-------|-------|------|------|------|-------|------|-------|------|
| 7.0 | 3.0 | 81.85 | 121.7 | 20.1 | -0.5 | 0.07 | -0.13 | 0.89 | 106.4 | 76.6 |

AI BRED TO OBCC CMFM DEPLORABULL D148 (ASA: 3150188). CONFIRMED SAFE AI BY VETERINARIAN, DUE LATE JANUARY.

LOT 31



BRED HEIFERS



OFFERING CHOICE OF
LOTS 32 & 33

HILB MISS ENCHANTRESS
\$40,000 Donor Dam of Lots 30 - 33

32 MOORE GWENEVERE 32G ET
BD: 2/5/19 REG: 3828374 TATTOO: 32G

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

LLSF UPRISING Z925
HILB MISS ENCHANTRESS
AJE GABBY R7

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|-------|-------|------|------|------|-------|------|-------|------|
| 7.0 | 3.0 | 81.85 | 121.7 | 20.1 | -0.5 | 0.07 | -0.13 | 0.89 | 106.4 | 76.6 |

PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE EARLY APRIL.

33 MOORE GINNY 37G ET
BD: 2/5/19 REG: 3828375 TATTOO: 37G

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

LLSF UPRISING Z925
HILB MISS ENCHANTRESS
AJE GABBY R7

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|-------|-------|------|------|------|-------|------|-------|------|
| 7.0 | 3.0 | 81.85 | 121.7 | 20.1 | -0.5 | 0.07 | -0.13 | 0.89 | 106.4 | 76.6 |

PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE FEBRUARY.

LOT 32



BRED HEIFERS

LOT 34



34

MOORE GRACE 11G ET

BD: 1/19/19

REG: 3828376

TATTOO: 11G

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

MR HOC BROKER
WAGR PLAYMATE 438A
WAGR LULLABY 703T

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|------|-------|------|
| 8.0 | 2.8 | 74.9 | 105.8 | 17.1 | -0.46 | -0.03 | -0.10 | 0.86 | 105.6 | 69.5 |

A full sister to lots 7 & 8 and this one sure has the same kind of look and stoutness as her younger sisters! Needless to say Playmate is doing her job especially when mated to Fortune! She is bred to Ruby's Night watch, due in early March. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE EARLY MARCH.

35

MOORE GEORGINA 6G ET

BD: 1/14/19

REG: 3828377

TATTOO: 6G

PUREBRED SIMMENTAL

GW-WBF SUBSTANCE 820Y
WBF SIGNIFICANT B132
WBF HEBE X376

CNS DREAM ON L186
SWAIN VELVET 607S
SWAIN QUEEN 403P

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|------|-------|------|-------|------|-------|------|-------|------|
| 10.0 | 3.5 | 75.2 | 116.4 | 17.9 | -0.47 | 0.13 | -0.09 | 0.95 | 126.6 | 74.1 |

A really sharp lookin' bred here! Extremely good on her feet and legs, and has plenty of power and performance to match it! Significant worked extremely well generating replacement females for us and this one's mother known as Velvet has had years of success in the MLC program as a big part of our donor battery! Bred to Ruby's Night Watch, due in March! PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.

LOT 35



SWAIN VELVET 607S
Dam of Lot 35



36

MOORE GRAYSEN 2G ET

BD: 1/10/19

REG: 3828378

TATTOO: 2G

PUREBRED SIMMENTAL

GW-WBF SUBSTANCE 820Y
WBF SIGNIFICANT B132
 WBF HEBE X376

SVF/NJC BUILT RIGHT N48
SVF SHEZA STAR S803
 SVF SHEZA STAR N902

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|----|-------|------|-------|------|-------|-----|-------|----|
| 9.2 | 4.4 | 78 | 122.0 | 21.5 | -0.42 | 0.14 | -0.09 | 0.9 | 124.9 | 75 |

Another female sired by Significant comes next and her mother S803 Sheza Star was the high seller at Hudson Pines a few years back. This one has been a favorite of many who have walked through the bred heifers, which might be because she is so stout and powerful but doesn't sacrifice an awesome look or a great set of feet and legs! Bred to Ruby's Night Watch, due in February! PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.



CONLEY GCC SHOCKER C19

\$50,000 Promotional AI sire from the S803 cow family

37

MOORE GABRIELLA 95G ET

BD: 3/24/19

REG: 3828379

TATTOO: 95G

3/4 SM 1/4 AN

W/C UNITED 956Y
W/C EXECUTIVE ORDER 8543B
 MISS WERNING KP 8543U

WSJ ENCORE
JF LADY 865U
 ESM52

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|-------|-------|------|-------|------|-------|-----|-------|----|
| 10.6 | 1.9 | 75.25 | 106.4 | 22.6 | -0.31 | 0.03 | -0.07 | 0.8 | 107.7 | 68 |

Executive Order made a huge impact when making powerful females and herd bulls! He strikes again here with lot 37 and look in on how much quality this one has! Undoubtedly one of the most eye appealing breeds in the entire lineup and she has the length, performance, and power to go with it! Her mother JF Lady 865U, sired by Encore, has done a tremendous job as a producer and we have no doubts this bred heifer will do the same for you! Due in May with a bull calf by Ruby's Night Watch. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MAY.



LOT 37

38

MOORE GENTRY 28G

BD: 2/4/19

REG: 3828380

TATTOO: 28G

PUREBRED SIMMENTAL

WS PILGRIM H182U
DUX CRUSADER
 PRTY-PCC LOOKING UP 609Y

STF DOMINANCE T171
MOORE VELVET 118Z
 SWAIN VELVET 607S

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|------|------|------|-------|------|-------|------|-------|------|
| 10.8 | 1.8 | 65.4 | 91.1 | 17.1 | -0.49 | 0.06 | -0.11 | 0.74 | 115.1 | 67.9 |

An awesome cow prospect here! This Crusader daughter is built so right from the ground up and still comes with a look of maternal quality and performance that is unmatched! Due in early March to Ruby's Night Watch. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE EARLY MARCH.



LOT 38

BRED HEIFERS

LOT 39



39

MOORE GALA 109G ET

BD: 4/2/19

REG: 3828381

TATTOO: 109G

PUREBRED SIMMENTAL

CNS DREAM ON L186
WS PILGRIM H182U
 WS MARLA 276M

TRIPLECPOSITIVEPOWERN785
JS BURNING HOPE 20S
 TRIPLEC BURNING POWER L3

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|------|-------|------|-----|------|
| 8.6 | 4.5 | 70.8 | 100.8 | 21.6 | -0.47 | 0.02 | -0.10 | 0.79 | 100 | 66.9 |

This Pilgrim Daughter has a great look! If you like elegant, big middle females, who travel with so much flex and comfort, be sure to check out this outstanding prospect! JS Burning Hope 20S continues to produce tremendous cow power with every mating she's had thrown at her, this one should excite you! Due in March to Ruby's Night Watch. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.

LOT 40



40

MOORE GISELLE 122G

BD: 4/10/19

REG: 3828384

TATTOO: 122G

3/4 SM 1/4 AN

SVF STONEHENGE R95
MOORE STONEHENGE 35E
 SWAIN VELVET 607S

DAMERON FIRST CLASS
MOORE SHEZA 115B
 SVF SHEZA STAR S803

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|------|------|------|-------|------|-------|------|-------|------|
| 10.8 | 1.6 | 66.1 | 97.0 | 20.6 | -0.35 | 0.09 | -0.07 | 0.72 | 108.4 | 65.2 |

Don't miss a stacked pedigree on this one. A shot of Velvet on the top side, then First Class X Sheza Star on the bottom might as well make Lot 40 royalty. This _ Blood female has the power and body shape of a big time generator with an easy keeping look. Moderate, big legged, sound females like this will keep you in business and generate a big return year after year! Due in late April to Ruby's Night Watch. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE LATE APRIL.

LOT 41



41

MOORE GLORIA 88G ET

BD: 3/23/19

REG: 3828385

TATTOO: 88G

1/2 SM 1/2 AN

SVF STEEL FORCE S701
MR HOC BROKER
 JM BF H25

EXAR LUTTON 1831
LAZYHBAR FOREVERLADY8143
 LAZY H BAR FOREVER LADY 5001

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|-------|-------|------|-------|------|-------|------|-------|------|
| 7.0 | 3.2 | 76.45 | 114.5 | 16.3 | -0.11 | 0.17 | -0.03 | 0.48 | 100.8 | 68.8 |

This half blood Broker daughter has a perfect build and an outstanding look! Not only, is she so long and attractive through her front end but she's never missed a step in her life! One heck of a show heifer maker in lot 41! Due in March to Ruby's Night Watch. The value of this _ blood calf she's got in her, with this kind of pedigree, could pay for your purchase here 10 times over! PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.



MOORE
 NED 009X
 Maternal
 Brother to
 Lot 41

BRED HEIFERS



RUBYS NIGHT WATCH 978G - Service Sire to many of the Bred Females

42

MOORE GENEVA 125G
 BD: 4/14/19 REG: 516782 TATTOO: 125G

1/2 MAINE 5/16 SM 3/16 AN

IRISH WHISKEY
MOORE BLITZ 113D ET
 BNWZ BEAUTY 1W

TJSC OPTIMUS PRIME 12W
MOORE SHEZ PRIME 65E
 MOORE SHEZA PRODUCT 143A

| CED | BW | WW | YW | MILK |
|-----|-----|----|------|------|
| 7.0 | 2.7 | 49 | 68.0 | 21.0 |

125G is actually a 5/16 Simmental and registered as a half blood Maine, and has the elite look her paternal grandsire, Irish Whiskey continues to produce! This one gives you a tremendous amount of mating options that should all result in some big time show heifers for this outstanding female! Due in March to Ruby's Night Watch. Her calf could be double registered as a % Simmental or a Maintainer. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.

43

MOORE GINA 80G

BD: 3/16/19 REG: 3835019 TATTOO: 80G

7/16 SM 3/8 MA 5/32 AN 1/32 CA

LLSF PAYS TO BELIEVE ZU194
SCHOOLEY ELI 434B
 SCHOOLEY MISS 296 434B

LFCC UNSTOPPABLE 727X
MOORE LADY LUCK 210C
 JSC LUCKY LADY 99U

| CED | BW | WW | YW | MILK |
|-----|-----|------|-------|------|
| 8.3 | 2.7 | 75.3 | 108.7 | 17.3 |

Schooley Eli 434B has done a perfect job for us as a cleanup up bull and in many cases his calf crop has matched the quality of our AI and ET calves. This red female is moderate, great structured and has a ton of quality about her head and neck. If generating high quality red ones is your game plan, look in on this half blood. Due in March to Ruby's Night Watch. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBYS NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.



LLSF PAYS TO BELIEVE ZU194 - Paternal Grandsire of Lot 43

BRED HEIFERS

LOT 44



OFFERING CHOICE OF LOTS 44 & 45

This pair of elite Angus females is the result of a flush purchased out of the Betzold Angus production sale and we are incredibly satisfied with the level of quality we gained! We are so proud of these massive ribbed, great built, awesome looking females that you only get to pick one. Here is a great opportunity to dive into some genetics that should be seen on the bottom side of elite Angus pedigrees for years to come!



EXG SARAS DREAM S609 (deceased)
 Legendary Maternal Granddam of
 Lots 44 and 45



COLBURN PRIMO 5153
 Popular AI Sire and Son of Full Sister to
 the Dam of Lot 44 and 45



LOT 45

44

MOORE GEMMA 15G ET

BD: 2/1/19 REG: PENDING TATTOO: 15G

ANGUS

EXAR BLUE CHIP 1877B
 ST POWER CHIP 4790
 ST MISS WIX 8002

SILVEIRAS STYLE 9303
 SILVEIRAS SARAS DREAM 1344
 EXG SARAS DREAM S609 R3

| CED | BW | WW | YW | MILK |
|-----|-----|----|------|------|
| 3.0 | 3.3 | 42 | 82.0 | 14.0 |

PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE FEBRUARY.

45

MOORE GWENYTH 18G ET

BD: 2/2/19 REG: PENDING TATTOO: 18G

ANGUS

EXAR BLUE CHIP 1877B
 ST POWER CHIP 4790
 ST MISS WIX 8002

SILVEIRAS STYLE 9303
 SILVEIRAS SARAS DREAM 1344
 EXG SARAS DREAM S609 R3

| CED | BW | WW | YW | MILK |
|-----|-----|----|------|------|
| 3.0 | 3.3 | 42 | 82.0 | 14.0 |

PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MARCH.

BRED HEIFERS

LOT 47



TSSC HIGH STYLE 677D ET
Sire of Lot 47



47

MOORE GENESIS 62G

BD: 2/25/19 REG: 406099 TATTOO: 62G

10.33% CHI 77.62% AN 6.25% MA

SILVEIRAS STYLE 9303
TSSC HIGH STYLE 677D ET
JSUL WHO DAT LADY 2037Z

EAGLE SCOUT 2CA
MOORE SCOUTING LADY 50B
LAZY H BAR FOREVER LADY 8143

| CED | BW | WW | YW | MILK |
|------|-----|----|------|------|
| 10.0 | 1.8 | 60 | 95.0 | 17.0 |

One of the most talked about females in the entire offering, Moore Genesis 62G has the makings of an elite Chi donor. You couldn't ask for a higher quality look while still coming with so much body, excellent feet and udder quality, and plenty of power! Due in Late February to Ruby's Night Watch. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, LATE FEBRUARY.

48

MOORE FELICITY 206F

BD: 9/1/18 REG: 516783 TATTOO: 206F

75% MAINE-ANJOU

IRISH WHISKEY
MOORE BLITZ 113D ET
BNWZ BEAUTY 1W

DCC HARD DRIVE 138R
MOORE LADY 208B
LAZYHBARFOREVERLADY8143

| CED | BW | WW | YW | MILK |
|-----|-----|----|------|------|
| 6.0 | 2.2 | 55 | 80.0 | 14.0 |

We held this 3/4 Maine over from the fall calving group and we think she only adds to the quality of our bred heifer lineup! Sired by an Irish Whiskey son we used as a cleanup and out of a Hard Drive cow, this stout, burly legged heifer, is unmatched with regards to power and still comes with an incredible look of quality. Due in February to Ruby's Night Watch. PE 4/25/20 TO 8/15/20 TO RUBY'S NIGHT WATCH 986G (ASA: 3594816) AND RUBY'S NIGHT WATCH 978G (ASA: 3594822). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE FEBRUARY.

LOT 48



BOSS BEAUTY 84M



A Legendary Donor



LOT 49



SO REMEDY 7F - Popular Service Sire to Lot 49

49 **BNWZ BEAUTY 1W**
 BD: 2/22/09 REG: 402230 TATTOO: 1W

87.50% MAINE-ANJOU

DCC THE MAN DMCC ALLIANCE 96H
GVC STATESMAN 4R ET **BOSS BEAUTY 84M**
 GVC JAZZMYN 001L CBOF SUGAR MAMA 10K

| CED | BW | WW | YW | MILK |
|-----|-----|----|------|------|
| 7.0 | 3.1 | 59 | 76.0 | 15.0 |

It was an incredibly difficult decision when the choice was made to disperse the Maine cow herd. These females were all incredible show heifers for my girls, but with a heavy heart, I'm letting them go in order to pass the torch to their new owners so they may be done the justice they deserve as elite Maine producers. *AI BRED TO SO REMEDY 7F (ASA: 3419044). CONFIRMED SAFE AI BY VETERINARIAN, DUE LATE JANUARY.*

IRISH WHISKEY X BEAUTY EMBRYOS

IRISH WHISKEY AMAA: 294939 | BNWZ BEAUTY 1W AMAA: 402230

- LOT 49A | 3 EMBRYOS
- LOT 49B | 3 EMBRYOS
- LOT 49C | 3 EMBRYOS

50 **CCLT LADY DI 92X**
 BD: 1/10/10 REG: 411521 TATTOO: 92X

87.50% MAINE-ANJOU

SLC SOONER 101M COWAN'S ALI 4M
PROTOTYPE **SJKC PASSION 6S**
 HAA COUNTESS 304N THMT JAZZIE

| CED | BW | WW | YW | MILK |
|------|-----|----|------|------|
| 13.0 | 0.4 | 48 | 64.0 | 8.0 |

A many time class winner, a division winner at Jr. Nationals and Champion Maine-Anjou female at the Illinois State Fair in 2011. So long necked, smooth shouldered and there is no doubt with your mating decisions should raise some very competitive calves! *PE 4/25/20 TO 9/1/20 TO TSSC HIGH STYLE 677D ET (CIAUSA: 384643). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MAY.*

SOONER X BEAUTY EMBRYOS

SLC SOONER 101M AMAA: 331256 | BNWZ BEAUTY 1W AMAA: 402230

- LOT 49D | 3 EMBRYOS
- LOT 49E | 3 EMBRYOS
- LOT 49F | 3 EMBRYOS

LOT 52



51

BBR BONITA 469B

BD: 5/5/14

REG: 447072

TATTOO: 469B

87.50% MAINE-ANJOU

GVC STATESMAN 4R ET
BBBN X 483X
BOSS BEAUTY 84M

BPSL BOOMER 1U
BPF EVA 517Y
DCC EVA 33S

| CED | BW | WW | YW | MILK |
|------|-----|----|------|------|
| 13.0 | 0.1 | 36 | 47.0 | 18.0 |

Purchased from Blind Badger, and a great show heifer for Morgan Moore. The fact she back to Boss Beauty 84M makes this a big genetic opportunity you won't want to miss! PE 4/25/20 TO 9/1/20 TO TSSC HIGH STYLE 677D ET (CIAUSA: 384643). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE LATE MARCH.

52

DICE ALLIE UP

BD: 2/10/13

REG: 436585

TATTOO: 105A

75% MAINE-ANJOU

DCC HARD DRIVE 138R
MINN HARD WHISKEY 591Y
JSC KATIE 5S

EBB STRICTLY BUSINESS
DICE ALLIE
ANGUS

| CED | BW | WW | YW | MILK |
|-----|-----|----|------|------|
| 5.0 | 2.8 | 60 | 76.0 | 11.0 |

The BIGGEST feet and legs you will find anywhere! A whale of a cow here in this Hard Whiskey daughter. So powerful, so stout and its not everyday you find one that can handle this much mass with so much comfort and an incredible look. AI BRED TO MR HOC BROKER (ASA: 2531081). PE 4/25/20 TO 8/15/20 TO MOORE STONEHEDGE 35E (ASA: 3609072). CONFIRMED SAFE IN CALF BY VETERINARIAN. DUE LATE JANUARY, TOO CLOSE TO CALL.

DJANGO X DICE ALLIE EMBRYOS

GTWY DJANGO 3A AMAA: 443487 | DICE ALLIE UP AMAA: 436585
LOT 52A | 4 EMBRYOS

LOT 53



TT A PRECISION 056 OF 124 - Dam of Lot 53



HARMONY HILL VOGUE 09A - NAILE Division Champion

53 HARMONY HILL VOGUE 09A

BD: 1/10/10 REG: 438088 TATTOO: 09A

50% MAINE-ANJOU

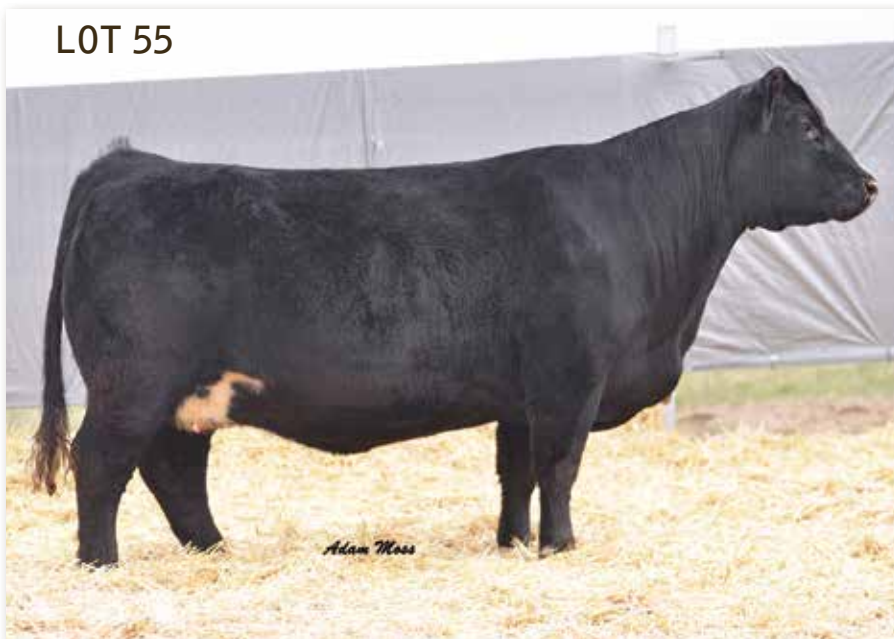
NBH POLLED ENERGIZER 688E
COWAN'S ALI 4M
FJH COUNTLESS 115H

MAPLE LANE PRECISION 3660
TT A PRECISION 056 OF 124
C A F FINKS ERICA 124

| CED | BW | WW | YW | MILK |
|-----|------|----|------|------|
| 0.0 | -0.8 | 55 | 90.0 | 13.0 |

09A has a reputation for generating quality year after year! If you need proof just check out Lot 19 who is a natural calf of this tremendous cow! The 056 line has a reputation across the industry of producing elite seedstock, regardless of breed. 056 has proven herself over the last decade as a tried-and-true producer, generating countless five-figure daughters that are sale features and National Champions within the SimAngus, Maintainer, and Angus arenas. Kinna Cattle Company of Maryland have based their entire operation around the influence and impact of 056. Vogue 9A was a past NAILE division champion. Hang your hat on cow family that consistently gets the job done! PE 4/25/20 TO 8/15/20 TO MOORE STONEHEDGE 35E (ASA: 3609072). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE EARLY MARCH.

LOT 55



54

MOORE BRIDGET 48C

BD: 2/6/15 REG: 477426 TATTOO: 48C

50% MAINE-ANJOU

NORTHERN IMPROVEMENT 4480 GF
JM JUST BOB
SW GEM 180

BBBN X 483X
MOORE BRIDGET 94A ET
BNWZ BEAUTY 1W

| CED | BW | WW | YW | MILK |
|------|-----|----|------|------|
| 10.0 | 1.9 | 38 | 51.0 | 20.0 |

One that we raised who has always done a great job as a producer! Your mating decisions should pay for your purchase quickly! *AI BRED TO SVF STEEL FORCE S701 (ASA: 2340262). CONFIRMED SAFE AI BY VETERINARIAN, DUE FEBRUARY.*

55

GCC SPELLBOUND 054Y

BD: 4/8/13 REG: 424390 TATTOO: 054Y

37.5% MAINE-ANJOU

BK ICE PICK 472J
IRISH WHISKEY
NTC 615 EVER READY

OCC EMBLAZON 854E
GCC MS EMBLAZON 608 SUD
GCC MISS CHILL 4/36

| CED | BW | WW | YW | MILK |
|-----|-----|----|------|------|
| 7.0 | 2.7 | 53 | 76.0 | 7.0 |

This Irish Whiskey x Emblazon purchased out of the Griswold Cattle Company Classic in 2013 is extremely impressive! Performance, power, and length all wrapped in a sound great looking package! Easily one of the most consistent generators on the farm! *PE 4/25/20 TO 9/1/20 TO TSSC HIGH STYLE 677D ET (CIAUSA: 384643). CONFIRMED SAFE IN CALF BY VETERINARIAN, DUE MAY.*

TSSC HIGH STYLE 677D ET - Service Sire to several females selling





The Bull Offering

SERVICE AGE BULLS

LOT 57



PROFIT - \$400,000 Sire of Lots 57 and 58



57

MOORE HUDSON 14H ET

BD: 1/22/20

REG: 3828349

TATTOO: 14H

PUREBRED SIMMENTAL

WS PILGRIM H182U
PROFIT
WAGR PANARAMA 204Z

HTP/SVF DURACELL T52
CAJS SWEET EMOTION 42Z
JM STEEL MY HEART

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|------|------|------|-------|-------|------|------|------|
| 8.5 | 3.4 | 71.4 | 99.9 | 17.8 | -0.4 | -0.08 | -0.08 | 0.69 | 97.3 | 65.2 |

This rugged built, huge footed Profit son has an elite look. Past the fact he's masculine, big bodied and heavy muscled, you'll be pleased with a calf crop that has this kind of look! He's a Rockstar!

58

MOORE HIT ME 12H ET

BD: 2/21/20

REG: 3828350

TATTOO: 12H

PUREBRED SIMMENTAL

WS PILGRIM H182U
PROFIT
WAGR PANARAMA 204Z

SVF/NJC BUILT RIGHT N48
MISS CCF SHEZA LOOKER
SVF SHEZA FANTASY N906

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|-------|------|------|------|-------|-------|------|-------|------|
| 8.8 | 3.7 | 66.95 | 96.1 | 18.8 | -0.4 | -0.07 | -0.10 | 0.53 | 105.3 | 62.7 |

Big time power in this manned up Profit son. His mother Sheza Looker needs no introduction, and he was certainly able to capitalize on her build and tremendous quality.

LOT 58



MISS SHEZA LOOKER - Dam of Lot 58



SERVICE AGE BULLS

ACLL FORTUNE 393D - \$185,000 Sire of Lot 59



SWAIN VELVET 607S – Maternal Granddam of Lot 59 and Paternal Granddam of Lot 60



59

MOORE HARDWARE 50H

BD: 3/1/20 REG: 3828351 TATTOO: 50H

PUREBRED SIMMENTAL

MR TR HAMMER 308A ET
ACLL FORTUNE 393D
FIREFLY 311A

STF DOMINANCE T171
MOORE VELVET 118Z
SWAIN VELVET 607S

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|------|-----|------|
| 8.1 | 3.1 | 71.2 | 102.7 | 16.0 | -0.49 | -0.02 | -0.12 | 0.83 | 100 | 67.2 |

This Fortune son has plenty of length, look and extra performance! If you're looking to inject quality, then this purebred will do the job right!

60

MOORE HANK 71H

BD: 3/14/20 REG: 3828348 TATTOO: 71H

PUREBRED SIMMENTAL

SVF STONEHENGE R95
MOORE STONEHENGE 35E
SWAIN VELVET 607S

LLSF PAYS TO BELIEVE ZU194
MOORE PAYS TO KISS 87C
MOORE 646Y

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|------|-------|------|-----|------|
| 8.7 | 3.1 | 69.3 | 103.8 | 21.7 | -0.46 | 0.07 | -0.10 | 0.83 | 110 | 69.1 |

This one has the look of a big-time performance sire that will make an impact for any cow herd whether purebred or commercial. As much muscle and stoutness as any sire prospects that are being offered, plus the kind of feet and legs that are built to travel!

LOT 60



LOT 61



SULL STOCKMAN 8406
Famous Maternal Granddam of Lot 61



MR HOC BROKER
Triple Crown Winning Sire of Lot 61

61

MOORE HOW MUCH 33H

BD: 2/28/20

REG: PENDING

TATTOO: 33H

1/2 SM 1/2 AN

SVF STEEL FORCE S701
MR HOC BROKER
JM BF H25

SAV BRILLIANCE 8077
MOORE BRIGHT 204D
SULL STOCKMAN 8406

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|-----|------|------|------|-------|------|-------|------|-----|------|
| 10.0 | 2.3 | 67.8 | 98.5 | 17.0 | -0.15 | 0.11 | -0.03 | 0.51 | 99 | 63.7 |

This half blood broker son has as much quality as you could ever hope for! Massive feet and legs that work right and a ton of performance and power to go with it. We think he has a bright future in generating elite females and tremendous sons!

62

MOORE HOT STREAK 25H

BD: 2/20/20

REG: 3828352

TATTOO: 25H

1/2 SM 1/2 AN

EXAR BLUE CHIP 1877B
5T POWER CHIP 4790
5T MISS WIX 8002

RUBY SWC BATTLE CRY
RUBY NFF RHYTHM 810F
RUBY NFF RHYTHM 2124Z

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|------|------|------|-------|------|-------|------|-------|------|-------|------|
| 16.8 | -1.8 | 70.6 | 108.0 | 19.1 | -0.09 | 0.23 | -0.02 | 0.53 | 129.5 | 75.4 |

Calving ease and power!!! This elite Power Chip son only weighed 59 pounds at birth, but that didn't stop him from still having a high performing, powerful look! You will have to search for a long time to find a heifer bull with this kind of look, performance, and muscularity. No doubt he's been a favorite from day one!

LOT 62



RUBY NFF RHYTHM 810F
Dam of Lot 62



RUBY NFF RHYTHM 2124Z
Maternal Granddam of Lot 62

SERVICE AGE BULLS



Full Sister to Dam of Lot 63



CONLEY EXPRESS 7211 - Sire of Lots 63 and 64

63

MOORE HATCHET 30H

BD: 2/28/20 REG: PENDING TATTOO: 30H

ANGUS

SMA WATCHOUT 482
CONLEY EXPRESS 7211
 DPL SANDY 3040

SILVEIRAS STYLE 9303
HARA'S SULL DIXIE ERICA 6354
 HARA'S DIXIE ERICA 1

| CED | BW | WW | YW | MILK |
|-----|-----|----|------|------|
| 2.0 | 2.6 | 40 | 67.0 | 14.0 |

This rugged big bodied Conley Express son hits you like a big time Angus sire! Perfect structured, big testicled and still coming with plenty of performance!



64

MOORE HIDEOUT 84H ET

BD: 4/2/20 REG: PENDING TATTOO: 84H

ANGUS

SMA WATCHOUT 482
CONLEY EXPRESS 7211
 DPL SANDY 3040

SILVEIRAS STYLE 9303
SILVEIRAS S SIS SANDY 3344
 K N C CABIN CREEK SANDY 804

| CED | BW | WW | YW | MILK |
|-----|-----|----|------|------|
| 1.0 | 3.0 | 52 | 95.0 | 9.0 |

Another Conley Express son that's loaded with quality. Huge ribbed, tremendous on his feet and legs and still comes with plenty of performance. Here is an opportunity to get into an ET calf that is derived from the great Sandy cow family. His mother was a show heifer for Morgan, purchased from Silveira Bros, in Firebaugh, CA.



65

MOORE HEARTTHROB 42H

BD: 3/22/20 REG: 516787 TATTOO: 42H

50% MAINE ANGUS

GAMBLES HOT ROD
SILVEIRAS STYLE 9303
 SILVEIRAS ELBA 2520

GVC STATESMAN 4R ET
BNWZ BEAUTY 1W
 BOSS BEAUTY 84M

| CED | BW | WW | YW | MILK |
|-----|-----|----|------|------|
| 8.0 | 1.4 | 51 | 78.0 | 19.0 |

This Maine Angus bull is extremely unique! His Mother 1W featured as lot 49 has made a tremendous impact as a National Champion Female and elite donor for MLC! This Sound structured, great balanced Style son should be able to make some elite show heifers! Don't overlook this one!



K N C CABIN CREEK SANDY 804
 Timeless Maternal Granddam of Lot 64

LOT 100 DONOR



REBEL - \$200,000 Full Brother to Lot 11 Donor



EC COUNTESS 283F - \$35,000 Maternal Sister to Lot 100 Donor



RENEGADE - \$120,000 Full Brother Lot 100 Donor

EC Reba 6H is the March born full sister to the \$200,000 EC Rebel 156F and the \$120,000 Renegade. EC Reba 6H is the \$50,000 sale feature from the 2020 Hartman Cattle Company Customer Appreciation Female Sale. EC Reba 6H was our selection to add to our donor pen from one of the deepest offerings of Simmental cattle we have sorted through in recent time. A maternal sister to EC Reba 6H, EC Countess 283F, was the first natural calf of DSFF Countess 357D. She commanded \$35,000 to Tree Lane Farms in the 2018 HCC Customer Appreciation Sale. With over \$350,000 in life-time earnings, the four-year old DSFF Countess 357D has positioned herself as one of the most consistent and highest dollar generating females in the Eagles Crest Cattle program. EC Reba 6H offers a stunning phenotype that is supported by a proven producer. She is as proud headed, sleek necked and clean chested as any female in the offering. An elegant presence, bold rib design, and flawless set to her hip and hind leg combined with a highly decorated lineage makes 6H a truly unique breeding piece. The fact is, EC Reba 6H has the opportunity to add true genetic value and revenue generating capabilities to any program. Here is the opportunity to tap into the proven genetic line that backs Reba, by purchasing 3 or 6 embryos sired by Remedy and this young star. We are committed to offering up our very best, take advantage!

100 REMEDY X REBA EMBRYOS

PUREBRED SIMMENTAL

HPF/HILL UPRISING C104
SO REMEDY 7F
 B&K CREAM SODA 8D
 SIRE REG: 3419044

PROFIT
EC REBA 6H
 DSFF COUNTESS 357D
 REBA REG: 3777971

*Selling 1 Package of 3 or 6 Embryos sired by SO Remedy 7F
 Guaranteeing one 60-day pregnancies per three embryos.*



SO REMEDY 7F - Sire of Lot 100 Embryos

LOT 101 DONOR



Yetti obviously needs no introduction if you have followed the Ruby Cattle Company program. This list of herd sires working in different operations is long and distinguished, and her ability to produce true breeding AI sires are rivaled by few cows in the breed. Her daughters are finding their way into top programs across the country as well. Yetti has established herself as truly one of the elite matriarchs within the business. She is great looking, big bodied, stout made with great feet. Nate Ruby has mentioned that she may very well be one of the most complete daughter of Yetti to be born to date. A full brother will highlight the Ruby Cattle Company Bull Sale in February of 2021. Some of 9201G's most notable brothers would include the great Battle Cry and Gentleman's Jack, both sires that have experienced heavy use across the industry. Ladies and gentlemen, we are committed to offering only our best at Moore Land & Cattle. Here is the opportunity to flush 9201G to the sire of your choice... opportunity knocks on January 30th!



BATTLE CRY
Maternal Brother to
Lot 101 Donor

RUBY SWC YETTI E760
3/4 Sister in blood to
Lot 101 Donor



RUBY SWC
GENTLEMEN'S JACK D666
Maternal Brother to Lot 101
Donor



RUBY SWC YETTI G957
Maternal Sister to
Lot 101 Donor



101 RUBY SWC YETTI 9201G FLUSH
BD: 4/1/19 REG: 3594708 TATTOO: 9201G

PUREBRED SIMMENTAL

WBF SIGNIFICANT B132
RUBYS TURNPIKE 771E
RUBYS MISS CLEO 240Z

MR NLC UPGRADE U8676
SWC RUBY YETTI 143Y
JM MISS OLIVIA-L36

| CED | BW | WW | YW | MILK | YG | MARB | BF | REA | API | TI |
|-----|-----|------|-------|------|-------|-------|-------|------|-------|------|
| 12 | 1.4 | 79.6 | 127.3 | 19.8 | -0.53 | -0.18 | -0.14 | 0.91 | 114.6 | 74.2 |

TERMS OF IVF CYCLE OR CONVENTIONAL FLUSH: Buyer will receive a minimum of six transferable embryos and two 60-day pregnancies. On all embryos produced above 10, buyer receives odd-numbered embryos, seller receives even-numbered embryos. Buyer pays IVF charges, semen cost and all freezing and/or transfer fees, with all costs over 10 embryos being split odd/even between the buyer and seller. Contact Dennis Moore for more details.

The Embryo Offering

| LOT | MATING | SIRE REG NUMBER | DONOR REG NUMBER |
|------|--|-----------------|------------------|
| 102A | 3 EMBRYOS - DCC HARD DRIVE 138R X SILVEIRAS SIS SANDY 3344 | AMAA 350469 | AAA 17600454 |
| 102B | 3 EMBRYOS - DCC HARD DRIVE 138R X SILVEIRAS SIS SANDY 3344 | AMAA 350469 | AAA 17600454 |
| 102C | 3 EMBRYOS - DCC HARD DRIVE 138R X SILVEIRAS SIS SANDY 3344 | AMAA 350469 | AAA 17600454 |
| 103A | 3 EMBRYOS - GOET I-80 X RUBY NFF RHYTHM Z214 | AMAA 400082 | ASA 2643894 |
| 103B | 3 EMBRYOS - GOET I-80 X RUBY NFF RHYTHM Z214 | AMAA 400082 | ASA 2643894 |
| 104A | 3 EMBRYOS - IRISH WHISKEY X CHAM HANNAH MONTANA | AMAA 294939 | AMAA 408593 |
| 104B | 3 EMBRYOS - IRISH WHISKEY X CHAM HANNAH MONTANA | AMAA 294939 | AMAA 408593 |
| 104C | 3 EMBRYOS - IRISH WHISKEY X CHAM HANNAH MONTANA | AMAA 294939 | AMAA 408593 |
| 105 | 3 EMBRYOS - GCC TOTAL RECALL 806T X CHAM HANNAH MONTANA | AAA 15914543 | AMAA 408593 |
| 106A | 3 EMBRYOS - COWAN'S ALI 4M X CHAM HANNAH MONTANNA | AMAA 307184 | AMAA 408593 |
| 106B | 3 EMBRYOS - COWAN'S ALI 4M X CHAM HANNAH MONTANNA | AMAA 307184 | AMAA 408593 |
| 107A | 3 EMBRYOS - BBBN X 483X X JSC LUCKY LADY 99U | AMAA 410913 | AMAA 387402 |
| 107B | 3 EMBRYOS - BBBN X 483X X JSC LUCKY LADY 99U | AMAA 410913 | AMAA 387402 |
| 108 | 4 EMBRYOS - IRISH WHISKEY X BBN BEAUTY 621X | AMAA 294939 | AMAA 408713 |
| 109A | 3 EMBRYOS - GVC STATESMAN 4R ET X BBN BEAUTY 621X | AMAA 351746 | AMAA 408713 |
| 109B | 3 EMBRYOS - GVC STATESMAN 4R ET X BBN BEAUTY 621X | AMAA 351746 | AMAA 408713 |
| 109C | 3 EMBRYOS - GVC STATESMAN 4R ET X BBN BEAUTY 621X | AMAA 351746 | AMAA 408713 |
| 110 | 3 EMBRYOS - BBBN X 483X X BNZW CALYPSO 719Y | AMAA 410913 | AMAA 423365 |
| 111A | 3 EMBRYOS - GTWY DJANGO 3A X BNZW CALYPSO 719Y | AMAA 443487 | AMAA 423365 |
| 111B | 3 EMBRYOS - GTWY DJANGO 3A X BNZW CALYPSO 719Y | AMAA 443487 | AMAA 423365 |
| 112 | 4 EMBRYOS - COWAN'S ALI 4M X CRMN PANORAMA 500X | AMAA 307184 | AMAA 411998 |
| 113 | 2 EMBRYOS - GCC TOTAL RECALL 806T X KS ERICA 136U | AAA 15914543 | AMAA 390719 |
| 114 | 3 EMBRYOS - WEBR STRIKER 201R X FJH COUNTESS 400L | AMAA 347402 | AMAA 292570 |
| 115A | 3 EMBRYOS - SILVEIRAS S SIS GQ 2353 X BNWZ BEAUTY 408W | AAA 17322546 | AMAA 400145 |
| 115B | 3 EMBRYOS - SILVEIRAS S SIS GQ 2353 X BNWZ BEAUTY 408W | AAA 17322546 | AMAA 400145 |
| 116 | 3 EMBRYOS - MR NLC UPGRADE U8676 X JSC COUNTESS 37T | ASA 2474338 | AMAA 375532 |

The Semen Offering

| LOT | SIRE | SIRE REG NUMBER | UNITS |
|------|--------------------------|-----------------|-------|
| 200 | ASHW WHO DA MAN | CIAUSA 297815 | 1 |
| 201A | IRISH WHISKEY | AMAA 294939 | 3 |
| 201B | IRISH WHISKEY | AMAA 294939 | 3 |
| 201C | IRISH WHISKEY | AMAA 294939 | 3 |
| 201D | IRISH WHISKEY | AMAA 294939 | 3 |
| 202 | GOET I-80 | AMAA 400082 | 3 |
| 203A | SLC SOONER 101M | AMAA 331256 | 10 |
| 203B | SLC SOONER 101M | AMAA 331256 | 10 |
| 204 | COWAN'S ALI 4M | AMAA 307184 | 2 |
| 205A | MONOPOLY | CIAUSA 334048 | 10 |
| 205B | MONOPOLY | CIAUSA 334048 | 10 |
| 206 | BBBN X 483X | AMAA 410913 | 2 |
| 207 | TSSC HIGH STYLE 677D ET | CIAUSA 384643 | 10 |
| 208 | DCC HARD DRIVE 138R | AMAA 350469 | 3 |
| 209A | GVC STATESMAN 4R ET | AMAA 351746 | 10 |
| 209B | GVC STATESMAN 4R ET | AMAA 351746 | 5 |
| 210 | WEBR STRIKER 201R | AMAA 347402 | 4 |
| 211 | BKRI TRENDSETTER 501T | AMAA 377769 | 7 |
| 212 | GTWY DJANGO 3A | AMAA 443487 | 8 |
| 213 | DCC PREMIUM BLEND 47S | AMAA 365767 | 7 |
| 214 | MORE BOURBON STREET | AMAA 464065 | 10 |
| 215A | PRV X-TRA SECURITY 0018X | AMAA 410440 | 10 |
| 215B | PRV X-TRA SECURITY 0018X | AMAA 410440 | 10 |
| 215C | PRV X-TRA SECURITY 0018X | AMAA 410440 | 5 |
| 216 | HALL'S LEGACY PLUS 738G | AMAA 257903 | 25 |
| 217A | HAA CROSS ROADS 511S | MAF500603 | 10 |
| 217B | HAA CROSS ROADS 511S | MAF500603 | 10 |



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