

14TH ANNUAL BULL SALE

Great Lakes Beef



CONNECTION.

1:00 PM ET **MARCH 9** 2024



Clare, Michigan - JC Simmentals Sale Facility

BREED LEADING GENETICS AT SENSIBLE PRICES

WELCOME TO THE SALE

Welcome to our 14th Annual Great Lakes Beef Connection Bull Sale and our 43rd year in selling Simmental breeding livestock! Thank you for your support throughout the years and your interest in our program. We sure appreciate it! We have made many friends in this business that we all love, and that's what it's all about.

In our area it was an interesting year for sure. April and May was a drought and we all thought oh boy not again. But then rain came at the right time the rest of the year.

We can't wait for you to evaluate this year's bulls, whether you're looking for a Hybrid, Purebred, red, black or Baldy, we have you covered.

Our goal is to keep making our cattle BETTER, not for one trait but for all economically important traits.

As your Seed Stock Provider, we focus on making our customers more profitable and making their cattle better.

All bulls have Genomic Enhanced EPDs!

All bulls are a product of **RightMate, Precision Mating Technology**, powered by Top Genomics, LLC. **We do more so you know more! Genetics are powerful.**

We will be posting a supplement sheet later this month with hip height and scrotal measurements. We will also have videos up on all sale bulls February 25.

Thanks again for your interest, and we hope to see you at our open house March 2, from 11 am to 3 pm, and again on sale day March 9, at 1 pm.

Blessings,
John, Andy, Steve and Brian

The Benefits of Buying From Great Lakes Beef Connection:

- Free Feeding until May 1
- BVD-PI Negative
- Fertility Tested
- Sight Unseen Guarantee
- Genomically enhanced EPDs on Every Bull
- Customer Feeder Cattle Marketing Assistance

Sale Day Phones

989-429-2834 || 406-581-7835



The John Miller Family



The Steve Oman Family



The Brian Harris Family



The Andy Salinas Family

PREVIOUS SALE AVERAGES:

2022 \$4,849

2023 \$6,252

Sale broadcast live online

DVAuction
Broadcasting Real-Time Auctions

For more information, see page 27.

Videos available online at
www.dvauction.com
and www.jcsimentals.com

RightMate
powered by TOP GENOMICS

Great Lakes Beef Connection bulls have been accredited by RightMate, powered by Top Genomics. For more information, see page 3.

Schedule of Events

Bulls can be viewed anytime at J/C Simmentals prior to the sale. Call to schedule a visit.

FRIDAY, MARCH 8

All Day Cattle available for viewing

SATURDAY, MARCH 9

8:00 AM Cattle available for viewing

12:00 NOON Complimentary Lunch

1:00 PM SHARP **Great Lakes Beef Connection Bull Sale**

Sale Staff

AUCTIONEER

Col. Jimmy Lambert 231-920-8263

MARKETING REPRESENTATIVES

Marty Ropp, Allied Genetic Resources 406-581-7835

Corey Wilkins, Allied Genetic Resources 256-590-2487

Jared Murnin, Allied Genetic Resources 406-321-1542

Sale Day Numbers

Marty Ropp 406-581-7835

Corey Wilkins 256-590-2487

John Miller 989-429-2834

Andy Salinas 231-245-6750

Steve Oman 989-429-3600

Brain Harris 517-749-4117

Tom Hook 507-829-5283

Sale Terms and Conditions

All cattle sell under the Terms and Conditions of the American Simmental Association and the American Angus Association. Terms available sale day.

EPDS

All EPDS are the most current BOLT at the time of printing conducted by IGS and the American Simmental Association. Please note that EPDs may change from the time the sale catalog is printed until registration papers are transferred.

Announcements

Announcements made sale day and from the auction block during the sale take precedence over printed material associated with this sale. All persons who attend this sale do so at their own risk, legal or otherwise, for their safety or the behavior of the animals. The owners of Great Lakes Beef Connection, J/C Simmentals and the sales staff assumes no liability for property loss or accident that may occur.

Trucking

Free trucking on all Michigan Bulls. FREE Delivery to central points for the remainder Continental US on gross purchases over \$10,000.

GLBC will feed your bull free until May 1, We recommend that you insure your bull if you leave them. \$100 discount if you take your bull home sale day.

Semen Interest

Sellers are retaining 1/3 semen interest in all bulls selling for under \$20,000.

Sellers are retaining 1/4 semen interest in all bulls selling for over \$20,000.

Selling 100% possession and 100% salvage value.

Insurance

Livestock Insurance will be available sale day and is recommended.

GLBC encourages buyers to purchase insurance on the bulls not immediately delivered. Warranty and guarantee of the bulls will be covered by the breeder of the individual bulls.

14TH ANNUAL BULL SALE

MARCH 9 2024

CLARE, MICHIGAN AT 1:00 PM ET

JC Simmentals Sale Facility

Satisfaction Guaranteed

100% satisfaction guarantee on sight unseen purchases.

Bull Development

We developed the bulls on a high roughage diet for 3.0 pound per day gain in large open lots to ensure adequate exercise. We believe this adequately conditions the bulls for breeding, with sound feet and leg while enabling them to exhibit their gain ratio. We feel this type of development will insure longevity for the new owners.

Herd Health

All cattle sell with proper interstate health papers. All sale cattle have been Vaccinated with IBR, BVD, PI3, Vibro Letpo 5, Pasteurella, 7 way blackleg and poured with Ivomec. All Bulls have been tested BVD-PI Negative. All bulls have been fertility tested, scrotal measurements taken and sell as guaranteed breeders. Our cow herd is tested annually for Johnes Disease and Leukosis.

Airport Information

Bishop International Airport (FNT), Flint, MI

Approximately 75 miles Southeast of sale location

Capital City Airport (LAN), Lansing, MI

Approximately 70 miles South of sale location

M B S International Airport, Freeland, MI

Approximately 45 miles Southeast of sale location

Detroit Metro Airport DTW, Detroit, MI

Approximately 160 miles Southeast of sale location

Accommodations

Doherty Hotel 989-386-3441

604 N Mcewan St, Clare, MI 48617

All inclusive. Restaurant, Bar, Pool, Free Breakfast. Call for reservations and mention the Great Lakes Bull Sale for your discount. Only 2 miles from the ranch.

Days Inn 989-386-1111

10318 South Clare Avenue, Clare, MI 48617

Holiday Inn and Suites 989-317-8686

5278 East, W Pickard RD., Mt Pleasant, MI 48858



Marty Ropp 406-581-7835

Corey Wilkins 256-590-2487

Jared Murnin 406-321-1542

www.alliedgeneticresources.com

BREED LEADING GENETICS AT SENSIBLE PRICES

GREAT LAKES BEEF CONNECTION

J/C SIMMENTALS

John & Connie Miller

5075 Clarabella Road, Clare, MI 48617

989-429-2834

Aaron Young, Herdsman

989-630-7941

www.jcsimmentals.com

john@jcsimmentals.com

SALINAS FARMS

Andy & Lynn Salinas

4735 16 Mile Road, Marion, MI 49665

231-245-6750

asalinas509@gmail.com

GREEN VALLEY FARM

Brian Harris

3307 Thorton Hwy, Charlotte, MI 48813

517-749-4117 Cell

bjharris725@gmail.com

S/D SIMMENTALS

Steve & Danielle Oman

6455 Ludington Dr., Lake, MI 48632

989-429-3600 Cell

First Season Breeding Guarantee

Every bull in the sale carries a 100% guarantee and warranty for the first breeding season 90 days from the first turn out date provided the bull is managed for proper and acceptable nutritional and physical health.

In the event a customer has any problem with a bull (health, injury or death) prior to or during the bulls first breeding season, the customer should immediately contact Great Lakes Beef Connection to report the claim.

A veterinarian statement will be required and the bull may be required to be returned if deemed necessary. A replacement bull of mutually agreed upon quality will be provided if available or the customer will be given a credit for the purchase price of the bull less a salvage value of \$1,000, to be used in future sale.

Great Lakes Beef Connection will not be responsible for any settlement amount exceeding the purchase price of the bull.

BREEDING SEASON IS DEFINED AS THE 90 DAY PERIOD FOLLOWING THE FIRST TURN OUT OF THE BULL.

Catalog Codes

BB = Homozygous Black

HB = Heterozygous Black

DB = Double Black

NDR = Non-Diluter Red

PP = Homozygous Polled

HP = Heterozygous Polled

DP = Double Polled

P/S = Polled/Scurred

PB = Purebred

SM = Simmental

AN = Angus

AR = Red Angus

DDF = Developmental Duplication Free

DDC = Developmental Duplication Carrier

All potential DD carriers will have test results available sale day.

A Note from Our Nutritionist..

I have had the pleasure of working with J/C Simmentals and the Great Lakes Beef group for many years. Throughout the course of our working relationship, my greatest struggle has been to match my nutrition program to their ever improving genetics. The Great Lake Beef bull lineup is perhaps the most feed efficient group of bulls I have the opportunity to serve. These bulls are developed on a high roughage, low starch, growing ration designed with adequate protein to drive muscle growth, high levels of trace minerals to promote reproductive development and moderate energy to keep them lean and athletic. If you still sell cattle by the pound and want to do so with the least feed inputs possible, the Great Lakes Beef Connection bull lineup deserves your review.

DAN LARSON, PHD || GREAT PLAINS LIVESTOCK CONSULTING || 402-560-4052

Improved Buying Confidence with Greater Genomic **ASSURANCE**

Access to more and better information has always been key to making wise decisions. The evolution and improvement of genetic evaluation tools too has given us an ever-clearer picture of the true genetic makeup of cattle and thus a better view of the value proposition. RightMate, powered by Top Genomics LLC is taking the evaluation of genetics and genomics one giant step further. By combining specific genomic information with the long-proven value of EPDs, this new advancement in technology improves our depth and precision when evaluating the actual ability to transmit value and profit.

The 3 Accreditation Logos below are designed to simplify bull selection and improve buyer confidence by more accurately describing the genetics offered and by reducing risk. What this means to you as a customer is a much greater assurance that you are getting both what you want and need from the genetics you purchase. What it means to your seedstock provider is access to RightMate technology that simply sets them apart from the rest of the industry.



ACCREDITED GENOMIC PLUS – For the majority of producers who simply need consistent and balanced genetic improvement, without genomic setbacks, G+ Accredited bulls should be on your list for premium purchase. These sires will absolutely move you forward for both cost reduction and income producing traits and substantially reduce risk when compared to all other evaluation programs. It's simple, the right genes are in these bulls to help secure a profitable future and they have great EPDs to match!



ACCREDITED CALVING EASE – Simply find bulls with the ACE logo for third party Accredited, secure Calving Ease bulls. Though we have had tools in the past to assist in choosing heifer bulls, we've never had one nearly this effective. The reduced risk that comes with this genomic certification will simply make your decisions easier and your heifer calving season more successful. Purchase special purpose ACE bulls with confidence. They will deliver consistent and predictable calving ease.



ACCREDITED TERMINAL MATE – Just like an ATM machine makes it simpler to access your cash, the ATM Logo highlights bulls accredited to generate extra cash income as soon as your next calf crop! These bulls are meant specifically to use only on mature cows and for the purpose of adding performance, pay weight and end product value to market.

A NOTE FROM THE SALE MANAGER

We hope you can make plans to join us on March 9 in Clare, Michigan for the Great Lakes Beef Connection Sale. The genetic horsepower on display from cover to cover is rivaled by few SimGenetic providers in the nation. If you have not had the chance to view the genetic offering in the past, the travel to Clare, MI will be well worth the trip.



The drive and commitment the Great Lakes genetic providers have put forth to build their programs has been a joy to watch. First the families are truly a pleasure to work with, and this translates to their customer service. If a buyer has done business with Great Lakes in the past, chances are you will be a customer for life. Great Lakes Beef Connection wants nothing more than customer success in the beef business. Accusation of customer feeder cattle, affordable deliveries, and a strong warranty behind their bulls and, ultimately, the customer comes first approach, highlights some of the many reasons to buy bulls in Clare. Likewise, as their customer service has increased over the years so has their genetics. A growing and aggressive embryo program has resulted in nearly 30% of the bull offering coming from their embryo transfer program. Over the years the program like many has focused on genomics and every bull pedigree comes with multi generations of genomic testing. Finally, the program was an early adopter RightChoice and Rightmate programs. The bull offering was created to maximize genetic potential and minimize genetic risk for customers. As always, the use of science is balanced with good common cow sense and pleasing phenotype, with the importance of the cowman traits, is always at the forefront of the minds of GLBC bull providers.

We hope you can join us the March 9 for the bull sale. If you are looking for great food, cattle and hospitality, the event will not disappoint. As always, if we can be any assistance please do not hesitate in reaching out to us.

Sincerely,
Marty Ropp, Corey Wilkins and Jared Murnin



RIGHTMATE AND RIGHTCHOICE COMPLEX TECHNOLOGIES, SIMPLE APPLICATIONS

by Marty Ropp

In 2022, we are entering into our fourth full year of cooperation with Dr. Mahdi Saatchi and Top Genomics LLC on genomic selection opportunities poised to literally change the way we view genetic improvement programs. Our seedstock businesses have always been focused on providing a more profitable genetic product each new generation for the long-term success of our vital commercial customer base. These new, cutting-edge genomic services usher in a new world of potential to make producers and ultimately this industry more profitable. By combining the science associated with large effect gene combinations with the power of highly proven traditional genetic evaluation tools, new thresholds of performance and progress are being realized. RightMate prescribed mating technologies ensure maximum genetic progress for economically crucial traits, while at the same time reducing calf crop variation. The 2021 Gibbs Farms offering is a testament to the results of getting the matings more right, more often. The one-year level of improvement in value and uniformity is easy to see both physically and in terms of printed genetic evaluation.

Successful seedstock producers have been successful largely because they do a great job of selecting the next generation of sires. These selection decisions must be based squarely on the needs of their customers along with their own wise planning for the future of the beef business. RightMate just helps get the right bulls on a breeders list prescribed and mated to the most logical and genomically complimentary females. RightMate even helps producers to reduce and even eliminate expensive wasted matings. That's right, wasted matings! To achieve maximum progress and greatly reduce variation, some matings just need to be avoided, even when both parents are genetically valuable independently and could contribute progress simply with different breeding choices. Our data is showing clearly that the bulls you choose not to mate to specific females is almost as important as finding the perfect choice for each one. The results have exceeded even our hopes.

RightChoice programs are based on the same genomic improvement principles, but are designed to make commercial sire selection simpler and more precise to meet the needs of our most important customers. Simply choosing the shields of certification genomically assigned to each possible choice in this offering takes out the selection guesswork and helps commercial customers find the genetics that address needs more precisely and more often. The large effect genes, the EPDs and all performance information is included in the designation of ACE, G+ and ATM individuals. With this technology applied, customers can more easily identify and purchase the seedstock they want without always having to work through 20+ pieces of provided information. Just pick the bulls you like from the group whose logo fit your needs. Success simplified.

Our focus and commitment to the commercial beef business highlighted now by RightChoice and RightMate technologies, has not and will not change. Today's Allied business offers opportunities to enhance genetic improvement through genomics, add market value to customer feeder cattle production, offer some of this industry's best through All Beef and Allied Semen and Genetics, provide fast and efficient data services from Data Genie, offer seedstock marketing assistance and provide the Commercial industry with future focused genetic planning from our experienced and growing staff. Becoming full service genetic providers has always been our goal, because it's always been important.

PLEASE JOIN US

OPEN HOUSE

MARCH 2 || 11 AM - 3 PM

We invite you to come preview the bulls and enjoy some good company.

Any buyer that views the bulls at the farm or open house will receive a \$50 credit for each bull they purchase.

ABOUT BULL DEVELOPMENT

Developed SLOWER, Keeping your Best Interest in Mind

This is our second year to make some modifications to our bull development in order to enhance bull longevity and better protect your investment in our genetics. Our goal is to develop the bulls in a manner where they can show off their genetic potential but not sacrifice the longevity of the bulls. We want customers to be able to recognize their bulls after turn-out.

This year we weaned all the bulls the first of September and monitored health in our weaning pens for a couple of weeks. Thereafter, the bulls returned to grass for another 60 days and were fed minimal supplementation in large traps and harvested native forages to our region. We can say with confidence this is the most athletic and structural correct bulls we have ever marketed. We sacrificed minimal performance in terms of yearling weight and feel the bulls are in the perfect shape at marketing time. We understand bulls are a significant investment. We want our development process to increase bull longevity and the bulls you purchase be productive for years to come.





JCJ741L || Sells as Lot 1.



SOUTHERN FORTUNE TELLER || Sire of Lot 1.



HOOK'S EVITA 18E || Dam of Lot 1.

1 3/4 SM 1/4 AN **JCJ741L**
 BB || PP DOB: 2/9/2023 ASA# 4192184

♂GGP SIRE: LEACHMAN PROPHET J030Z
 SOUTHERN FORTUNE TELLER
 GW MISS PREM BEEF 246Z
 DAM: HOOK'S BEACON 56B
 HOOK'S EVITA 18E
 HOOK'S YUMA 49Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.1	-1.1	90.9	149.0	0.36	8.3	29.2	74.6	16.3
35%	30%	10%	5%	10%	30%	15%	10%	35%

DOC	CW	YG	MARB	BF	REA	API	TI
15.5	55.1	-0.34	0.94	-0.052	1.25	181.3	107.7
20%	10%	20%	2%	-	1%	2%	1%

BW	ET
BW RATIO	ET
ADJ. WW	809
WW RATIO	ET
ADJ. YW	1384
YW RATIO	ET
ADG	4.90





JC603L || Sells as Lot 2.



HOOK'S FANTASIA 94F || Dam of Lots 2-3.

Fantasia has once again left us with a pair of high quality herdsires who will push the envelope for genetic advancement. Both herdsires have a massive herd bull look and will be very pleasing for buyers from a genetic standpoint. Genomically the bulls are quite different. If you are in search for top tier growth and added pounds 706L is your choice. 603L reads with more calving ease and balanced across the board.

2 J-C SIMMENTALS **JC603L**
 3/4 SM 1/4 AN
 BB || PP DOB: 3/9/2023 ASA# 4192322

GGP SIRE: KBHR HIGH ROAD E283
 JC MR HURON 7262G
 MILL BRAE CP QUEEN 7262
 DAM: HOOK'S BEACON 56B
 HOOK'S FANTASIA 94F
 HOOK'S CELEBRITY 19C

BW	ET
BW RATIO	ET
ADJ. WW	731
WW RATIO	ET
ADJ. YW	1269
YW RATIO	ET
ADG	4.44

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.1	-3.2	79.7	133.0	0.33	10.2	32.7	72.6	19.1
10%	10%	35%	20%	15%	10%	4%	10%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
15.1	42.1	-0.24	0.65	-0.019	1.02	173.5	96.3
20%	25%	45%	15%	-	10%	4%	10%

3 J-C SIMMENTALS **JC706L**
 3/4 SM 1/4 AN
 BB || PP DOB: 3/6/2023 ASA# 4192307

GGP SIRE: KBHR HIGH ROAD E283
 JC MR HURON 7262G
 MILL BRAE CP QUEEN 7262
 DAM: HOOK'S BEACON 56B
 HOOK'S FANTASIA 94F
 HOOK'S CELEBRITY 19C

BW	ET
BW RATIO	ET
ADJ. WW	765
WW RATIO	ET
ADJ. YW	1424
YW RATIO	ET
ADG	5.83

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.2	0.2	94.1	165.6	0.45	9.3	32.7	79.8	16.5
25%	55%	5%	1%	1%	20%	4%	2%	30%

DOC	CW	YG	MARB	BF	REA	API	TI
16.6	50.6	-0.21	0.59	-0.040	0.89	164.3	99.8
10%	10%	55%	20%	-	20%	10%	3%

HURON x 94F FLUSH



JC MR HURON 7262G || Sire of Lots 2-3.



JC706L || Sells as Lot 3.



JC738L || Sells as Lot 4.



IR ORIGINAL H341 || Sire of Lots 4-5.

24J SONS

Remember the bottomsides of this pedigree because you will see a lot of it in the future. Hook's June 24J is a Genesis female that we could not resist flushing at a young age. Her first three sons in the 2024 sale are a small glimpse in what she will do in the future! The pair of Original bulls along with the Journey are breeder bulls for sure. They combine top tier balance figures with impeccable phenotype.

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J-C SIMMENTALS

JC738L

3/4 SM 1/4 AN
BB || PP
DOB: 2/3/2023
ASA# 4192163

♀GGP	DAM	HOOK'S JUNE 24J								BW	ET	
	SIRE	G A R ORIGINAL SIN IR ORIGINAL H341 IR MS VIENNA E758								BW RATIO	ET	
	LBRS GENESIS G69 HOOK'S FANTASIA 94F								ADJ. WW	720		
		CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	ADJ. YW	1228
		15.8	-2.9	83.8	133.4	0.31	9.5	28.5	72.3	18.1	YW RATIO	ET
		20%	10%	25%	20%	25%	15%	20%	10%	15%	ADG	4.27
		DOC	CW	YG	MARB	BF	REA	API	TI			
		16.5	42.0	-0.24	0.89	-0.030	0.95	183.0	103.5			
		10%	25%	45%	3%	-	15%	2%	2%			





JC657L || Sells as Lot 5.



HOOK'S JOURNEY 7J || Sire of Lot 6.

5 J-C SIMMENTALS
JC657L
 3/4 SM 1/4 AN
 BB || PP DOB: 2/3/2023 ASA# 4192162

♀GGP	DAM	G A R ORIGINAL SIN							
		IR ORIGINAL H341							
SIRE	DAM	IR MS VIENNA E758							
		LBRS GENESIS G69							
		HOOK'S JUNE 24J							
		HOOK'S FANTASIA 94F							
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
10.4	1.9	106.4	176.8	0.44	6.4	28.5	83.6	15.9	
80%	85%	1%	1%	1%	60%	20%	1%	40%	
DOC	CW	YG	MARB	BF	REA	API	TI		
17.4	63.0	-0.27	0.75	-0.050	1.16	166.3	107.8		
10%	2%	35%	10%	-	3%	10%	1%		

BW	ET
BW RATIO	ET
ADJ. WW	764
WW RATIO	ET
ADJ. YW	1407
YW RATIO	ET
ADG	4.90



6 J-C SIMMENTALS
JC24L
 3/4 SM 1/4 AN
 BB || PP DOB: 3/3/2023 ASA# 4192281

♀GGP	DAM	44 BRAGGING RIGHTS 4372							
		HOOK'S JOURNEY 7J							
SIRE	DAM	HOOK'S EVITA 18E							
		LBRS GENESIS G69							
		HOOK'S JUNE 24J							
		HOOK'S FANTASIA 94F							
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
18.6	-4.0	82.8	130.1	0.30	10.9	26.9	68.2	19.3	
4%	5%	25%	25%	30%	5%	30%	25%	10%	
DOC	CW	YG	MARB	BF	REA	API	TI		
19.5	48.9	-0.10	0.87	-0.005	0.78	188.1	102.9		
2%	15%	85%	4%	-	35%	1%	2%		

BW	75
BW RATIO	94
ADJ. WW	738
WW RATIO	96
ADJ. YW	1127
YW RATIO	94
ADG	3.92





REDHILL COUNTRYMAN 81J ||
Sire of Lots 7-8.

JC543L || Sells as Lot 7.

COUNTRYMAN x 917G FLUSH

7 J-C SIMMENTALS
5/8 SM 3/8 AN **JC543L**
BB || PP DOB: 2/15/2023 ASA# 4192201

G DAM	GGP	REDHILL BEACON 15E 29G								
		REDHILL COUNTRYMAN 81J								
		REDHILL 231A 273B 446F								
CCR COWBOY CUT 5048Z								BW	ET	
J-J MS 8T COWGIRL 917G										
TJ 8T										
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	WW RATIO	871
14.7	1.6	97.5	148.8	0.32	10.1	29.2	78.0	14.1	ADJ. WW	1395
30%	80%	3%	5%	20%	10%	15%	3%	60%	ADJ. YW	1395
DOC	CW	YG	MARB	BF	REA	API	TI	YW RATIO	ET	
20.2	50.8	-0.19	0.78	-0.022	0.97	163.3	102.8	ADG	5.69	
2%	10%	60%	10%	-	10%	10%	2%			

8 J-C SIMMENTALS
5/8 SM 3/8 AN **JC758L**
BB || PP DOB: 2/19/2023 ASA# 4192220

G DAM	GGP	REDHILL BEACON 15E 29G								
		REDHILL COUNTRYMAN 81J								
		REDHILL 231A 273B 446F								
CCR COWBOY CUT 5048Z								BW	ET	
J-J MS 8T COWGIRL 917G										
TJ 8T										
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	WW RATIO	799
16.6	0.5	99.0	158.3	0.37	11.4	29.2	78.8	15.6	ADJ. WW	1386
15%	60%	2%	2%	4%	4%	15%	2%	40%	ADJ. YW	1386
DOC	CW	YG	MARB	BF	REA	API	TI	YW RATIO	ET	
16.1	48.4	-0.24	0.64	-0.028	1.05	165.6	102.6	ADG	4.17	
15%	15%	45%	15%	-	10%	10%	2%			

We are really pleased with the Redhill Countryman bulls. The 917G flush is really the cattleman's kind. They are awesome in terms of feet and leg structure with added width and dimension. Both bulls will rise to the top of the bull offering with their stunning phenotype. Likewise, the 917G donor will add to their value with her track record of excellence.



J-J MS 8T COWGIRL 917G ||
Dam of Lots 7-8.



JC758L || Sells as Lot 8.

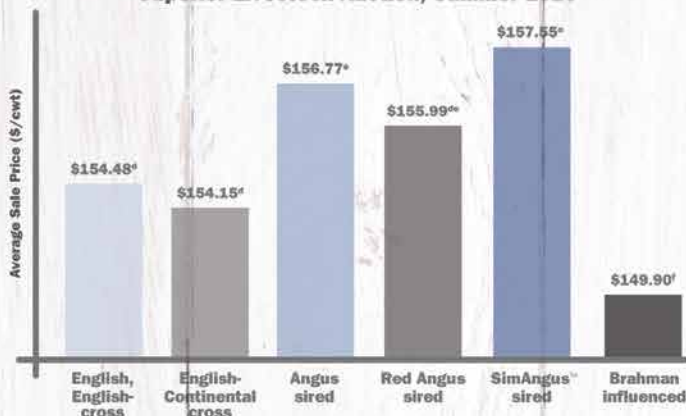
MORE PER HEAD PERIOD



SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association

EFFECT OF SIRE BREED ON SALE PRICE OF BEEF STEER CALVES

Superior Livestock Auction, Summer 2020^c



SimAngus™-sired steer calves sold through Superior Livestock Auction in summer 2020 earned **more at sale time** than all other calves.^{ab}

It's no wonder the percentage of **SimAngus™** calves marketed through the industry's largest video auction has grown **eightfold** since 2010.

Want low-risk, high-potential calves with earning potential?

STAND STRONG SIMMENTAL

406-587-4531 • simmental.org

^a For lots of 50 head or more. ^b Kansas State University, December 2020, Superior Livestock Auction data analysis of 3,280 lots, 394,900 head of beef calves marketed during summer 2020. (P<.0001)

^c Lots that qualified for breed-related programs were excluded from the model due to potential confounding effects with sire breed analysis and, for many, few lots in the data.

^{d, e, f} Means without a common superscript differ (P<.05). Lots of calves in breed-identified groups were sired by bulls from the respective breeds and out of dams with no Brahman influence.



JC734L || Sells as Lot 9.



KBHR HONOR H060 || Sire of Lot 9.

HONOR x 734E FLUSH

J-C SIMMENTALS

9
JC734L

PB SM
BB || PP DOB: 2/22/2023 ASA# 4192231

DAM	HOOK'S BEACON 56B								BW	73
	KBHR HONOR H060									
SIRE	WS MISS SUGAR C4								BW RATIO	92
	IR ZEUS A718									
XGGP	JC MS A336 ZEUS 734E								ADJ. WW	753
	HRM MS TOP GRADE A336									
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	WW RATIO	107
16.5	-1.4	76.7	120.5	0.27	8.5	29.3	67.6	21.2		
5%	10%	55%	40%	35%	15%	10%	25%	3%	ADJ. YW	1256
11.1	34.0	-0.40	0.50	-0.059	1.10	174.9	92.8			
60%	30%	50%	10%	-	15%	4%	15%	YW RATIO	104	
DOC	CW	YG	MARB	BF	REA	API	TI			
11.1	34.0	-0.40	0.50	-0.059	1.10	174.9	92.8	ADG	3.90	
60%	30%	50%	10%	-	15%	4%	15%			

Our Zeus female has always been one of Marty's favorite females in our herd. She is a striking for her balance and her pedigree offers endless mating flexibility. Her four sons in the sale packs an extra punch in terms of mass and stoutness and will be certain to be crowd favorites sale day.





JOHNNY WALKER
x 734E FLUSH

JC579L || Sells as Lot 10.

10 J-C SIMMENTALS **JC579L**
 PB SM BB || PP DOB: 2/19/2023 ASA# 4192218

♀G CLRS GUARDIAN 317G
 CLRS JOHNNY WALKER 1049J
 HOOK'S YUMA 49Y
 IR ZEUS A718
 JC MS A336 ZEUS 734E
 HRM MS TOP GRADE A336

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.8	-1.0	80.7	119.7	0.24	8.3	31.0	71.2	21.4
10%	15%	40%	45%	55%	15%	5%	15%	3%

DOC	CW	YG	MARB	BF	REA	API	TI
16.3	27.5	-0.36	0.57	-0.052	0.95	177.7	96.0
10%	50%	65%	10%	-	35%	3%	10%

BW	ET
BW RATIO	ET
ADJ. WW	776
WW RATIO	ET
ADJ. YW	1248
YW RATIO	ET
ADG	3.79



CLRS JOHNNY WALKER 1049J || Sire of Lots x10-12
 J-C SIMMENTALS

11 J-C SIMMENTALS **JCJ506L**
 PB SM BB || PP DOB: 2/17/2023 ASA# 4192209

♀G CLRS GUARDIAN 317G
 CLRS JOHNNY WALKER 1049J
 HOOK'S YUMA 49Y
 IR ZEUS A718
 JC MS A336 ZEUS 734E
 HRM MS TOP GRADE A336

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	2.0	90.6	138.3	0.30	6.1	31.0	76.2	19.7
35%	70%	15%	15%	20%	50%	5%	4%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
15.9	32.5	-0.38	0.49	-0.077	0.89	164.9	96.2
10%	35%	55%	10%	-	45%	10%	10%

BW	ET
BW RATIO	ET
ADJ. WW	713
WW RATIO	ET
ADJ. YW	1223
YW RATIO	ET
ADG	3.52



12 J-C SIMMENTALS **JC624L**
 PB SM BB || PP DOB: 2/18/2023 ASA# 4192217

♀G CLRS GUARDIAN 317G
 CLRS JOHNNY WALKER 1049J
 HOOK'S YUMA 49Y
 IR ZEUS A718
 JC MS A336 ZEUS 734E
 HRM MS TOP GRADE A336

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.0	1.4	91.1	137.5	0.29	6.7	31.0	76.4	19.5
30%	55%	15%	15%	25%	40%	5%	4%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
11.4	31.7	-0.39	0.34	-0.076	0.91	158.3	93.6
55%	35%	55%	25%	-	45%	15%	15%

BW	ET
BW RATIO	ET
ADJ. WW	711
WW RATIO	ET
ADJ. YW	1201
YW RATIO	ET
ADG	4.15



We jumped at the opportunity to acquire some GW 038W embryos. She has produced multiple high sellers at the storied Gateway program and is one of the most maternal and highest STAY cows in the IGS database. One thing is for sure amongst the Eagle, Honor and Essential sons they all study with huge genetic potential and practical phenotype.



JC524L || Sells as Lot 13.



GIBBS 9114G ESSENTIAL || Sire of Lots 13-14.

13 3/4 SM 3/16 AN 1/16 MX **JC524L**
 BB || PP DOB: 2/25/2023 ASA# 4192252

J-C SIMMENTALS

♀GGP DAM SIRE
 GIBBS 7382E BROAD RANGE
 GIBBS 9114G ESSENTIAL
 GIBBS 7153E STAR 3136A
 GW PREDESTINED 701T
 GW MISS GPRD 038W
 GW MISS LUCKY ONE 736R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	0.3	96.9	156.5	0.37	6.7	31.3	79.6	16.9
65%	55%	3%	3%	4%	55%	10%	2%	30%

DOC	CW	YG	MARB	BF	REA	API	TI
18.8	72.1	-0.31	0.60	-0.030	1.53	160.1	100.7
3%	1%	25%	20%	-	1%	15%	3%

BW	ET
BW RATIO	ET
ADJ. WW	788
WW RATIO	ET
ADJ. YW	1404
YW RATIO	ET
ADG	5.13



14 3/4 SM 3/16 AN 1/16 MX **JC61L**
 BB || PP DOB: 2/27/2023 ASA# 4192263

J-C SIMMENTALS

♀GGP DAM SIRE
 GIBBS 7382E BROAD RANGE
 GIBBS 9114G ESSENTIAL
 GIBBS 7153E STAR 3136A
 GW PREDESTINED 701T
 GW MISS GPRD 038W
 GW MISS LUCKY ONE 736R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	-0.5	87.4	140.8	0.33	7.0	31.3	74.9	20.7
60%	40%	15%	15%	15%	50%	10%	10%	3%

DOC	CW	YG	MARB	BF	REA	API	TI
18.8	46.7	-0.23	0.76	-0.017	1.06	173.6	99.3
3%	15%	50%	10%	-	5%	4%	4%

BW	ET
BW RATIO	ET
ADJ. WW	753
WW RATIO	ET
ADJ. YW	1320
YW RATIO	ET
ADG	4.10



16 3/4 SM 3/16 AN 1/16 MX **JC1401L**
 BB || PP DOB: 2/20/2023 ASA# 4192222

J-C SIMMENTALS

♀GGP DAM SIRE
 HOOK'S BEACON 56B
 KBHR HONOR H060
 WS MISS SUGAR C4
 GW PREDESTINED 701T
 GW MISS GPRD 038W
 GW MISS LUCKY ONE 736R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.1	-2.5	73.8	104.0	0.19	8.5	31.5	68.3	19.6
25%	15%	60%	80%	95%	25%	10%	25%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
15.4	27.7	-0.20	0.97	0.001	0.88	181.8	98.0
20%	70%	60%	2%	-	20%	2%	5%

BW	ET
BW RATIO	ET
ADJ. WW	722
WW RATIO	ET
ADJ. YW	1128
YW RATIO	ET
ADG	3.75



038W SONS

15 J-C SIMMENTALS
 3/4 SM 3/16 AN 1/16 MX
JC102L
 BB || PP DOB: 2/16/2023 ASA# 4192204

♀GGP SIRE: HOOK'S BEACON 56B
 KBHR HONOR H060
 WS MISS SUGAR C4
 DAM: GW PREDESTINED 701T
 GW MISS GPRD 038W
 GW MISS LUCKY ONE 736R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.1	-1.1	82.6	124.1	0.26	7.1	31.5	72.7	20.1
45%	30%	30%	40%	55%	50%	10%	10%	5%

DOC	CW	YG	MARB	BF	REA	API	TI
16.2	38.0	-0.19	0.83	-0.011	0.89	174.8	98.3
15%	35%	60%	5%	-	20%	4%	4%

BW	ET
BW RATIO	ET
ADJ. WW	663
WW RATIO	ET
ADJ. YW	1194
YW RATIO	ET
ADG	4.50



JC102L || Sells as Lot 15.

17 J-C SIMMENTALS
 5/8 SM 5/16 AN 1/16 MX
JC640L
 BB || PP DOB: 2/15/2023 ASA# 4192197

♀GGP SIRE: HOOK'S BLACK HAWK 50B
 HOOK'S EAGLE 6E
 HOOK'S CRYSTAL 1C
 DAM: GW PREDESTINED 701T
 GW MISS GPRD 038W
 GW MISS LUCKY ONE 736R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.8	-2.7	79.5	114.0	0.22	5.1	27.3	66.9	23.6
50%	15%	40%	60%	80%	80%	25%	30%	1%

DOC	CW	YG	MARB	BF	REA	API	TI
19.0	25.1	-0.32	0.62	-0.024	1.03	170.8	92.8
3%	75%	25%	20%	-	10%	5%	15%

BW	ET
BW RATIO	ET
ADJ. WW	681
WW RATIO	ET
ADJ. YW	1208
YW RATIO	ET
ADG	4.38

18 J-C SIMMENTALS
 5/8 SM 11/32 AN 1/32
 MX
JC506L
 BB || PP DOB: 2/22/2023 ASA# 4192233

♀GGP SIRE: HOOK'S BLACK HAWK 50B
 HOOK'S EAGLE 6E
 HOOK'S CRYSTAL 1C
 DAM: GW PREDESTINED 701T
 GW MISS GPRD 038W
 GW MISS LUCKY ONE 736R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.8	-1.2	81.4	122.1	0.25	5.4	27.3	67.9	21.4
50%	30%	30%	40%	60%	75%	25%	25%	2%

DOC	CW	YG	MARB	BF	REA	API	TI
18.1	25.6	-0.29	0.73	-0.026	0.93	171.7	95.2
4%	75%	30%	10%	-	15%	5%	10%

BW	ET
BW RATIO	ET
ADJ. WW	668
WW RATIO	ET
ADJ. YW	1075
YW RATIO	ET
ADG	2.83

19 J-C SIMMENTALS
 5/8 SM 11/32 AN 1/32
 MX
JCJ703L
 BB || PP DOB: 2/20/2023 ASA# 4192221

♀GGP SIRE: HOOK'S BLACK HAWK 50B
 HOOK'S EAGLE 6E
 HOOK'S CRYSTAL 1C
 DAM: GW PREDESTINED 701T
 GW MISS GPRD 038W
 GW MISS LUCKY ONE 736R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.8	-0.8	89.9	136.4	0.29	3.9	27.3	72.1	19.7
75%	35%	10%	20%	35%	95%	25%	10%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
20.5	44.3	-0.29	0.78	-0.046	0.99	171.4	100.9
1%	20%	30%	10%	-	10%	5%	3%

BW	ET
BW RATIO	ET
ADJ. WW	779
WW RATIO	ET
ADJ. YW	1148
YW RATIO	ET
ADG	4.08



JC703L || Sells as Lot 19.



JC906L || Sells as Lot 20.



HOOK'S HERCULES 209H || Sire of Lots 20-21.

J-C SIMMENTALS

JC906L

20 PB SM NDR || PP DOB: 2/14/2023 ASA# 4192196

♀GPP SIRE: IR IMPERIAL D948, HOOK'S HERCULES 209H, CLRS ELATED 729E
 DAM: GW PREDESTINED 701T, HOOKS ZAFIRAH 41Z, HOOK'S UNO 54U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	2.8	96.8	156.9	0.38	8.2	28.8	77.2	18.6
40%	85%	5%	2%	2%	20%	15%	3%	20%

DOC	CW	YG	MARB	BF	REA	API	TI
17.0	63.5	-0.17	0.72	-0.011	1.13	176.9	104.2
5%	1%	99%	2%	-	10%	3%	2%

BW	ET
BW RATIO	ET
ADJ. WW	723
WW RATIO	ET
ADJ. YW	1308
YW RATIO	ET
ADG	4.63

G+ **ATM**



HOOKS ZAFIRAH 41Z || Dam of Lots 20-23.

J-C SIMMENTALS

JCA307L

21 PB SM HB || PP DOB: 2/15/2023 ASA# 4192198

♀GPP SIRE: IR IMPERIAL D948, HOOK'S HERCULES 209H, CLRS ELATED 729E
 DAM: GW PREDESTINED 701T, HOOKS ZAFIRAH 41Z, HOOK'S UNO 54U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.6	4.7	108.6	171.3	0.39	5.8	28.8	83.0	18.1
85%	99%	1%	1%	1%	55%	15%	1%	25%

DOC	CW	YG	MARB	BF	REA	API	TI
19.0	67.7	-0.30	0.66	-0.059	1.22	168.9	107.2
2%	1%	85%	3%	-	4%	10%	1%

BW	ET
BW RATIO	ET
ADJ. WW	745
WW RATIO	ET
ADJ. YW	1327
YW RATIO	ET
ADG	4.77

G+ **ATM**



JC136L || Sells as Lot 22.



REDHILL BURLEY 99J || Sire of Lots 22-23.

41Z SONS

We have been flushing 41Z better known as Hook's Beacon dam to produce the next generation of great red genetics. Both of her flushes to Burley and Hercules resulted in some truly exciting Red Bulls. You will be hard pressed to find red genetics with these types of figures along with their frame and length.

22

J-C SIMMENTALS
JC136L

PB SM
NDR || PP DOB: 2/5/2023 ASA# 4192166

ET

ET

685

ET

1248

ET

ET

4.94

♀GGP SIRE: CDI SECRET AGENT 407C
REDHILL BURLEY 99J
REDHILL W107 153X 257B

DAM: GW PREDESTINED 701T
HOOKS ZAFIRAH 41Z
HOOK'S UNO 54U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.2	2.7	97.9	148.9	0.32	7.1	33.1	82.0	18.2
70%	80%	4%	5%	10%	30%	2%	1%	20%

DOC	CW	YG	MARB	BF	REA	API	TI
14.4	59.7	-0.26	0.63	-0.029	1.24	167.7	102.6
20%	1%	95%	4%	-	3%	10%	2%

23

J-C SIMMENTALS
JC719L

PB SM
HB || PP DOB: 2/6/2023 ASA# 4192170

ET

ET

666

ET

1243

ET

ET

4.25

♀GGP SIRE: CDI SECRET AGENT 407C
REDHILL BURLEY 99J
REDHILL W107 153X 257B

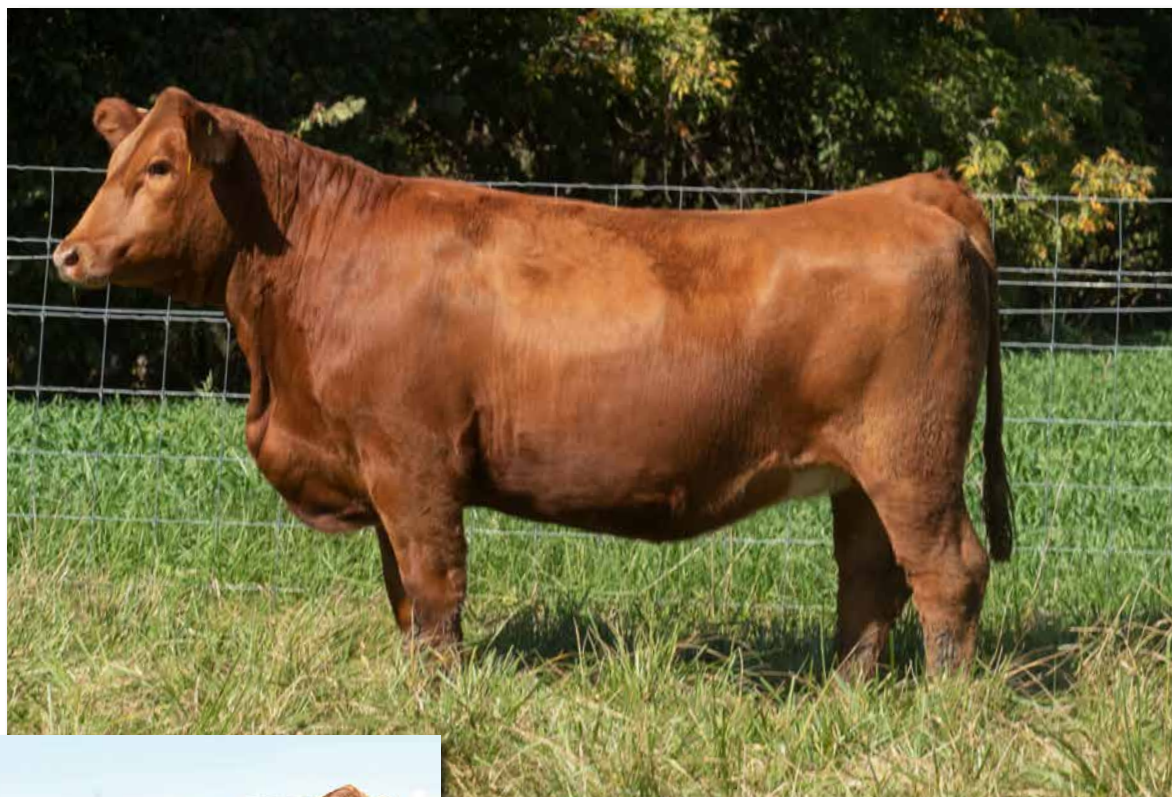
DAM: GW PREDESTINED 701T
HOOKS ZAFIRAH 41Z
HOOK'S UNO 54U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	0.6	88.5	139.1	0.32	6.5	33.1	77.3	17.3
65%	40%	20%	15%	10%	40%	2%	3%	30%

DOC	CW	YG	MARB	BF	REA	API	TI
14.6	45.1	-0.41	0.54	-0.041	1.41	163.1	98.2
20%	10%	45%	10%	-	1%	10%	5%



**BURLEY x
HONEYDEW 20H
FLUSH**



HOOK'S HONEYDEW 20H || Dam of Lots 24-25.



REDHILL BURLEY 99J || Sire of Lots 24-24.

A pair of Burley sons out of the 20H donor dam whose genetic figures and pleasing type will make you happy. Both bulls receive the G+ logo on Rightchoice and their calving ease figures point to the fact they could make excellent heifer bulls. Likewise, their added marbling makes them a unique find in the red population.

24 PB SM J-C SIMMENTALS **JCJ760L**
 NDR || PP DOB: 2/24/2023 ASA# 4192241

G+ DAM	SIRE	CDI SECRET AGENT 407C REDHILL BURLEY 99J REDHILL W107 153X 257B							
		IR IMPERIAL D948 HOOK'S HONEYDEW 20H HOOKS ZAFIRAH 41Z							
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
15.3	-2.8	69.8	100.4	0.19	8.9	27.0	61.8	18.0	
10%	3%	85%	85%	90%	10%	20%	50%	25%	
DOC	CW	YG	MARB	BF	REA	API	TI		
14.9	10.6	-0.34	0.66	-0.024	0.91	173.5	93.1		
15%	99%	75%	3%	-	45%	4%	15%		

BW	ET
BW RATIO	ET
ADJ. WW	786
WW RATIO	ET
ADJ. YW	1229
YW RATIO	ET
ADG	3.75



25 PB SM J-C SIMMENTALS **JC51L**
 NDR || PP DOB: 2/21/2023 ASA# 4192228

G+ DAM	SIRE	CDI SECRET AGENT 407C REDHILL BURLEY 99J REDHILL W107 153X 257B							
		IR IMPERIAL D948 HOOK'S HONEYDEW 20H HOOKS ZAFIRAH 41Z							
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
14.6	1.8	91.4	138.9	0.30	8.6	27.0	72.6	19.5	
15%	65%	15%	15%	20%	15%	20%	10%	10%	
DOC	CW	YG	MARB	BF	REA	API	TI		
12.0	35.0	-0.29	0.43	-0.023	1.05	163.9	94.8		
45%	25%	90%	15%	-	20%	10%	10%		

BW	ET
BW RATIO	ET
ADJ. WW	727
WW RATIO	ET
ADJ. YW	1304
YW RATIO	ET
ADG	4.60





BRIDLE BIT MS CHOICE G994 || Dam of Lots 26-27.



JC MR Gold Rush 994G || Maternal brother to Lots 26-27.

G994 SONS

A pair of purebred Simmental bulls who will have a lot of friends come sale day. The Choice donor has a proven track record of producing great ones. Make sure to check out their videos – We got snowed out when they were left to get pictured. They are both some of the best purebreds we have produced to date!

26

J-C SIMMENTALS
JC994L

PB SM DOB: 3/4/2023 ASA# 4192290

DAM

WS PROCLAMATION E202
LBRS GENESIS G69
LBR DIANA D69
HOOK'S ENCORE 65E
BRIDLE BIT MS CHOICE G994
BRIDLE BIT MISS B452

SIRE

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	1.9	102.3	157.4	0.34	5.7	27.9	79.0	15.3
55%	65%	2%	2%	10%	55%	20%	2%	55%
DOC	CW	YG	MARB	BF	REA	API	TI	
17.1	52.9	-0.32	0.82	-0.050	1.18	177.2	110.9	
5%	3%	80%	1%	-	10%	3%	1%	

BW	87
BW RATIO	109
ADJ. WW	840
WW RATIO	110
ADJ. YW	1284
YW RATIO	107
ADG	3.98

27

J-C SIMMENTALS
JC9018L

PB SM DOB: 2/20/2023 ASA# 4192226

DAM

CLRS GUARDIAN 317G
CLRS JOHNNY WALKER 1049J
HOOK'S YUMA 49Y
HOOK'S ENCORE 65E
BRIDLE BIT MS CHOICE G994
BRIDLE BIT MISS B452

SIRE

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.7	0.0	79.9	112.3	0.20	8.8	30.7	70.6	18.1
15%	30%	45%	60%	85%	15%	10%	15%	25%
DOC	CW	YG	MARB	BF	REA	API	TI	
15.3	23.0	-0.47	0.53	-0.078	1.04	164.7	93.2	
15%	70%	20%	10%	-	20%	10%	15%	

BW	ET
BW RATIO	ET
ADJ. WW	690
WW RATIO	ET
ADJ. YW	1205
YW RATIO	ET
ADG	4.31





TJ 322H || Dam of Lots 28-30.

322H SONS

Here is a chance at some outcross genetics for old customers. SD Simmentals has done a great job with the 322H donor and the trio of bulls she has produced are wonderful Simangus bulls. They combine top tier carcass, growth, and maternal traits. Genetically these bulls will no doubt move you ahead.

S/D SIMMENTALS

28

5/8 SM 3/8 AN

S-D814L

BB || PP

DOB: 2/16/2023

ASA# 4198604

DAM	44 BRAGGING RIGHTS 4372								BW	ET
	HOOK'S JOURNEY 7J								BW RATIO	ET
SIRE	HOOK'S EVITA 18E								ADJ. WW	674
	TJ MESSENGER 509D								WW RATIO	ET
GGP	TJ 322H								ADJ. YW	1238
	TJ 73E								YW RATIO	ET
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY		
17.6	-3.7	87.2	140.7	0.33	10.3	23.9	67.5	18.1		
10%	10%	15%	15%	15%	10%	50%	25%	15%		
DOC	CW	YG	MARB	BF	REA	API	TI			
15.4	64.8	-0.07	0.76	-0.025	0.74	180.1	102.2			
20%	2%	90%	10%	-	40%	2%	2%			
									ADG	5.04





HOOK'S JOURNEY 7J ||
Sire of Lots 28-29.



KBHR HONOR H060 || Sire of Lot 30.

29 S/D SIMMENTALS **S-D437L**
5/8 SM 3/8 AN
BB || PP DOB: 2/19/2023 ASA# 4198600

♀GGP SIRE: 44 BRAGGING RIGHTS 4372
HOOK'S JOURNEY 7J
HOOK'S EVITA 18E
TJ MESSENGER 509D
DAM: TJ 322H TJ 73E

BW	ET
BW RATIO	ET
ADJ. WW	690
WW RATIO	ET
ADJ. YW	1296
YW RATIO	ET
ADG	4.52

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.8	-4.3	86.8	150.1	0.40	10.9	23.9	67.3	19.1
4%	4%	15%	5%	2%	5%	50%	25%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
11.7	54.5	-0.07	0.64	-0.006	0.75	180.5	100.6
60%	10%	90%	15%	-	40%	2%	3%



30 S/D SIMMENTALS **S-D322L**
3/4 SM 1/4 AN
BB || PP DOB: 2/24/2023 ASA# 4198592

♀GGP SIRE: HOOK'S BEACON 56B
KBHR HONOR H060
WS MISS SUGAR C4
TJ MESSENGER 509D
DAM: TJ 322H TJ 73E

BW	61
BW RATIO	83
ADJ. WW	727
WW RATIO	109
ADJ. YW	1153
YW RATIO	107
ADG	3.08

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.9	-4.6	84.5	134.8	0.31	11.5	27.8	70.1	18.9
4%	3%	25%	20%	25%	3%	20%	15%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
13.2	42.3	-0.18	0.66	-0.024	0.81	179.1	100.2
40%	25%	65%	15%	-	30%	3%	3%





HOOK'S GALILEO 210G

Galileo is one of the best true big spread bulls who is high accuracy in the ASA database. The bulls will no doubt be calving ease-oriented sires who will provide ample growth and top tier profit indexes. The bulls are not only outliers on paper as they are easy to admire for their type and kind as well.

REFERENCE SIRE

3/4 SM 1/4 AN

HOOK'S GALILEO 210G

BB || PP

DOB: 2/21/2019

ASA# 3563620

SIRE
DAM

BRIDLE BIT CALVARY C503
BRIDLE BIT ECLIPSE E744
BRIDLE BIT MISS A327
HOOK'S BEACON 56B
HOOK'S EVITA 18E
HOOK'S YUMA 49Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.8	-2.2	89.5	139.9	0.32	11.6	36.0	80.6	18.8
10%	20%	10%	15%	20%	3%	1%	1%	10%
DOC	CW	YG	MARB	BF	REA	API	TI	
21.3	41.8	-0.20	1.18	-0.048	0.67	203.2	113.9	
1%	25%	60%	1%	-	55%	1%	1%	



31

J-C SIMMENTALS

5/8 SM 3/8 AN

JC622L

BB || PP

DOB: 3/5/2023

ASA# 4192304

GGP

BRIDLE BIT ECLIPSE E744
HOOK'S GALILEO 210G
HOOK'S EVITA 18E
WBF COMPLETE B091
JC MS COMPLETE 622D
HRM MS TOP GRADE A336

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.5	-4.5	62.1	95.4	0.21	8.9	27.8	58.8	18.2
10%	3%	95%	90%	85%	20%	20%	65%	15%
DOC	CW	YG	MARB	BF	REA	API	TI	
16.0	21.7	-0.23	0.89	-0.049	0.50	178.4	92.0	
15%	85%	50%	3%	-	85%	3%	15%	

BW	68
BW RATIO	85
ADJ. WW	630
WW RATIO	92
ADJ. YW	1063
YW RATIO	89
ADG	3.67



JC622L || Sells as Lot 31.

32	J-C SIMMENTALS									
	JC617L									
PB SM		DOB: 2/8/2023						ASA# 4192176		
XGGP	DAM	SIRE							BW	ET
		BRIDLE BIT ECLIPSE E744							BW RATIO	ET
		HOOK'S GALILEO 210G							ADJ. WW	672
		HOOK'S EVITA 18E							WW RATIO	ET
		TJ HEISMAN 388F							ADJ. YW	1199
		HOOK'S HALO 302H							YW RATIO	ET
		HOOK'S FANTASIA 94F							ADG	4.50
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY		
16.3	-2.7	74.4	118.3	0.27	11.5	34.3	71.4	22.3		
10%	3%	65%	45%	35%	1%	1%	15%	2%		
DOC	CW	YG	MARB	BF	REA	API	TI			
17.3	22.2	-0.21	0.82	-0.059	0.36	195.3	100.7			
4%	70%	99%	1%	-	99%	1%	3%			



JC617L || Sells as Lot 32.

33	J-C SIMMENTALS									
	JC136JL									
PB SM		DOB: 2/14/2023						ASA# 4192195		
XGGP	DAM	SIRE							BW	87
		BRIDLE BIT ECLIPSE E744							BW RATIO	109
		HOOK'S GALILEO 210G							ADJ. WW	730
		HOOK'S EVITA 18E							WW RATIO	104
		HOOK'S EAGLE 6E							ADJ. YW	1227
		JC MS EAGLE E700 136J							YW RATIO	101
		MISS PRICKLY PEAR E700							ADG	4.17
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY		
14.5	-1.3	80.2	115.5	0.22	9.3	31.7	71.7	19.4		
15%	15%	40%	55%	70%	10%	4%	15%	10%		
DOC	CW	YG	MARB	BF	REA	API	TI			
17.4	32.8	-0.22	0.86	-0.025	0.80	186.7	102.2			
4%	35%	99%	1%	-	70%	1%	3%			



JC136JL || Sells as Lot 33.

34	J-C SIMMENTALS									
	JC129L									
PB SM		DOB: 2/12/2023						ASA# 4192192		
XGGP	DAM	SIRE							BW	72
		BRIDLE BIT ECLIPSE E744							BW RATIO	90
		HOOK'S GALILEO 210G							ADJ. WW	661
		HOOK'S EVITA 18E							WW RATIO	94
		JC MR FINAL PRODUCT 209F							ADJ. YW	1232
		JC MS FINAL PRODUCT 644D 129J							YW RATIO	102
		JC MS SUBSTANCE 644D							ADG	4.73
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY		
18.4	-3.6	72.3	114.5	0.26	11.5	28.2	64.2	20.8		
2%	2%	75%	55%	40%	1%	15%	40%	4%		
DOC	CW	YG	MARB	BF	REA	API	TI			
17.0	22.0	-0.14	0.94	-0.011	0.54	201.7	102.7			
5%	75%	99%	1%	-	99%	1%	2%			





JC MR HURON 7262G

A former sale highlight in the Great Lakes Beef Connection sale that produces cattle with unrivaled growth and terminal merit. If you are looking to increase your payweight in a set of calves, the Huron sons will make excellent choices.

REFERENCE SIRE

JC MR HURON 7262G

1/2 SM 1/2 AN

BB || PP

DOB: 3/16/2019

ASA# 3555758

SIRE
DAM

HOOK'S BEACON 56B
KBHR HIGH ROAD E283
WS MISS SUGAR C4
CONNEALY CONFIDENCE PLUS
MILL BRAE CP QUEEN 7262
MILL BRAE RA QUEEN 3108

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.2	-1.8	97.2	162.8	0.41	8.1	25.0	73.9	17.7
15%	20%	3%	1%	1%	30%	45%	10%	20%
DOC	CW	YG	MARB	BF	REA	API	TI	
18.4	54.7	0.07	0.61	0.021	0.53	170.8	102.0	
4%	10%	99%	20%	-	80%	5%	2%	



35

5/8 SM 3/8 AN

J-C SIMMENTALS

JCH105L

BB || PP

DOB: 3/1/2023

ASA# 4192267

GGP

KBHR HIGH ROAD E283
JC MR HURON 7262G
MILL BRAE CP QUEEN 7262
HOOK'S XAVIER 14X
HOOK'S DALILAH 105D
HOOK'S BELINDA 54B

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
20.8	-5.2	84.6	130.0	0.28	11.5	27.7	70.1	15.3
2%	2%	20%	25%	40%	3%	20%	15%	45%
DOC	CW	YG	MARB	BF	REA	API	TI	
12.4	32.7	0.02	0.62	0.029	0.48	170.8	98.7	
50%	50%	99%	20%	-	85%	5%	4%	

BW	63
BW RATIO	79
ADJ. WW	734
WW RATIO	108
ADJ. YW	1240
YW RATIO	104
ADG	4.02



JCH105L || Sells as Lot 35.

36 J-C SIMMENTALS
JC100L
5/8 SM 3/8 AN
BB || PP DOB: 2/5/2023 ASA# 4192168

♀GGP SIRE: KBHR HIGH ROAD E283
JC MR HURON 7262G
MILL BRAE CP QUEEN 7262
DAM: TJ FLAT IRON 259G
JC MS FLAT IRON 954G 100J
JC MS EAGLE 5P 954G

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.2	-2.3	90.6	141.6	0.32	8.6	31.4	77.0	19.0
10%	15%	10%	15%	20%	25%	10%	3%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
4.3	50.5	-0.10	0.74	-0.005	0.82	178.7	102.6
99%	10%	85%	10%	-	30%	3%	2%

BW	81
BW RATIO	102
ADJ. WW	843
WW RATIO	120
ADJ. YW	1403
YW RATIO	116
ADG	4.90



JC100L || Sells as Lot 36.

37 S/D SIMMENTALS
S-D236L
5/8 SM 3/8 AN
BB || PP DOB: 2/10/2023 ASA# 4198579

♀GGP SIRE: KBHR HIGH ROAD E283
JC MR HURON 7262G
MILL BRAE CP QUEEN 7262
DAM: ELLINGSON LEGACY M229
JC MS OLLIE 236Z
TFS ESPRESSO 9522W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	0.7	88.0	150.2	0.39	7.5	25.7	69.7	14.3
25%	65%	15%	5%	2%	40%	35%	20%	55%

DOC	CW	YG	MARB	BF	REA	API	TI
14.9	47.8	-0.23	0.82	-0.065	0.72	167.6	100.2
20%	15%	50%	5%	-	45%	10%	3%

BW	78
BW RATIO	106
ADJ. WW	666
WW RATIO	99
ADJ. YW	1169
YW RATIO	109
ADG	3.96



SOD236L || Sells as Lot 37.

38 J-C SIMMENTALS
JC27L
5/8 SM 3/8 AN
BB || PP DOB: 2/8/2023 ASA# 4192178

♀GGP SIRE: KBHR HIGH ROAD E283
JC MR HURON 7262G
MILL BRAE CP QUEEN 7262
DAM: EGL FIRESTEEL 103F
HOOK'S JESSIE 27J
HOOK'S EVITA 18E

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.9	-4.8	75.2	117.4	0.26	9.4	30.0	67.6	18.4
4%	3%	55%	50%	55%	15%	10%	25%	15%

DOC	CW	YG	MARB	BF	REA	API	TI
15.3	26.9	-0.12	0.68	-0.008	0.53	175.1	95.1
20%	70%	80%	15%	-	80%	4%	10%

BW	66
BW RATIO	83
ADJ. WW	748
WW RATIO	106
ADJ. YW	1242
YW RATIO	102
ADG	4.56

40 J-C SIMMENTALS
JC231L
5/8 SM 3/8 AN
BB || PP DOB: 2/26/2023 ASA# 4192256

♀GGP SIRE: KBHR HIGH ROAD E283
JC MR HURON 7262G
MILL BRAE CP QUEEN 7262
DAM: EGL FIRESTEEL 103F
HOOK'S HEARTFELT 231H
HOOK'S XTRAVAGANZA 7X

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
22.0	-4.5	68.9	106.7	0.24	10.8	27.3	61.7	23.7
1%	3%	75%	75%	70%	10%	25%	55%	1%

DOC	CW	YG	MARB	BF	REA	API	TI
20.6	20.2	-0.18	0.45	-0.036	0.44	173.7	85.2
1%	90%	65%	40%	-	90%	4%	35%

BW	57
BW RATIO	72
ADJ. WW	678
WW RATIO	96
ADJ. YW	1129
YW RATIO	93
ADG	3.63

39 J-C SIMMENTALS
JC924L
5/8 SM 3/8 AN
BB || PP DOB: 3/6/2023 ASA# 4192309

♀GGP SIRE: KBHR HIGH ROAD E283
JC MR HURON 7262G
MILL BRAE CP QUEEN 7262
DAM: J BAR J NIGHTRIDE 225Z
JC MS NIGHTRIDE 749E 924G
JC MS 20C BEACON 749E

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.3	-2.8	79.0	126.3	0.30	8.8	22.7	62.3	19.8
20%	15%	40%	35%	30%	25%	65%	50%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
12.8	20.2	-0.06	0.65	-0.003	0.32	169.1	92.8
45%	90%	90%	15%	-	99%	10%	15%

BW	83
BW RATIO	104
ADJ. WW	695
WW RATIO	102
ADJ. YW	1215
YW RATIO	102
ADG	4.21





REDHILL COUNTRYMAN 81J

We are really excited for the future of the Countryman will offer. The herdbulls will no doubt blend extra payweight and growth combined with great carcass figures. The bulls are bold bodied, big backed, and will transmit value and endproduct premiums to their progeny.

REFERENCE SIRE

5/8 SM 3/8 AN

REDHILL COUNTRYMAN 81J

BB || PP

DOB: 1/16/2021

ASA# 3953944

SIRE HOOK'S BEACON 56B
 REDHILL BEACON 15E 29G
 REDHILL 231A W3 15E
DAM REDHILL 672X X004 231A
 REDHILL 231A 273B 446F
 REDHILL 701T 513T 273B

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.0	-0.6	89.9	149.6	0.37	9.8	24.1	69.1	16.4
35%	40%	10%	5%	4%	15%	50%	20%	35%
DOC	CW	YG	MARB	BF	REA	API	TI	
15.4	49.2	-0.28	0.88	-0.023	1.22	176.6	104.1	
20%	15%	35%	4%	-	2%	3%	1%	



41

5/8 SM 3/8 AN

J-C SIMMENTALS

JC631L

BB || PP

DOB: 2/23/2023

ASA# 4192235

SIRE REDHILL BEACON 15E 29G
 REDHILL COUNTRYMAN 81J
 REDHILL 231A 273B 446F
DAM IR ZEUS A718
 JC MS ZEUS 631D
 JC MS ANSWER 160Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.0	-1.7	83.7	136.5	0.33	11.5	22.8	64.7	15.5
10%	25%	25%	20%	15%	3%	60%	40%	45%
DOC	CW	YG	MARB	BF	REA	API	TI	
17.9	43.6	-0.20	1.02	-0.021	0.90	186.4	105.1	
5%	20%	60%	2%	-	20%	2%	1%	

BW	79
BW RATIO	99
ADJ. WW	739
WW RATIO	105
ADJ. YW	1187
YW RATIO	98
ADG	3.92



JC631L || Sells as Lot 41.

42 J-C SIMMENTALS
JCIOL
 3/4 SM 1/4 AN
 BB || PP DOB: 2/24/2023 ASA# 4192247

DAM	SIRE	REDHILL BEACON 15E 29G							
		REDHILL COUNTRYMAN 81J REDHILL 231A 273B 446F							
DAM	SIRE	LBR5 GENESIS G69							
		HOOK'S JEWEL 10J HOOK'S FANTASIA 94F							
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
14.1	-1.7	93.1	148.9	0.35	9.4	29.5	76.1	16.1	
35%	25%	10%	5%	10%	15%	15%	4%	35%	
DOC	CW	YG	MARB	BF	REA	API	TI		
14.6	46.0	-0.26	0.98	-0.019	1.14	183.7	109.9		
25%	20%	40%	2%	-	3%	2%	1%		

BW	79
BW RATIO	99
ADJ. WW	774
WW RATIO	110
ADJ. YW	1316
YW RATIO	109
ADG	4.65



43 J-C SIMMENTALS
JC090L
 3/8 SM 5/8 AN
 BB || PP DOB: 3/15/2023 ASA# 4192344

DAM	SIRE	REDHILL BEACON 15E 29G							
		REDHILL COUNTRYMAN 81J REDHILL 231A 273B 446F							
DAM	SIRE	MILL BRAE COMRADE 6184							
		JC MS COMRADE 8188 090H MILL BRAE CP GLENDA 8188							
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	
14.1	-0.7	81.2	132.4	0.32	8.3	28.6	68.4	17.0	
35%	35%	30%	25%	20%	30%	20%	25%	25%	
DOC	CW	YG	MARB	BF	REA	API	TI		
17.0	38.6	-0.09	0.72	0.015	0.79	160.3	93.0		
10%	35%	85%	10%	-	35%	15%	15%		

BW	81
BW RATIO	102
ADJ. WW	752
WW RATIO	107
ADJ. YW	1243
YW RATIO	103
ADG	4.54



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KBHR GLOBAL J138

Global is a unique purebred bull that we will be certain to use more of in the future! The bulls are moderate and will add extra fleshing ability and improve hoof quality and structure. Likewise, the Global females in our replacement pen are some of our favorites. We expect him to add great value and quality from both a terminal and female retention standpoint.

REFERENCE SIRE

KBHR GLOBAL J138

PB SM

BB || PP

DOB: 3/23/2021

ASA# 3943850

SIRE
DAM

CCR COWBOY CUT 5048Z
 WS PROCLAMATION E202
 WS MISS SUGAR C4
 WS HOT BEEF X38
 BAR CK MS X38 106Z
 BAR CK MS MEAT MKR 323T

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.0	-1.4	78.6	130.0	0.32	11.5	24.5	63.8	20.6
4%	10%	50%	25%	10%	1%	40%	45%	5%
DOC	CW	YG	MARB	BF	REA	API	TI	
19.0	24.0	-0.30	0.70	-0.054	0.71	186.9	98.5	
2%	65%	85%	2%	-	85%	1%	5%	



44

3/4 SM 1/4 AN

J-C SIMMENTALS

JC204L

BB || PP

DOB: 2/24/2023

ASA# 4192242

GGP

SIRE
DAM

WS PROCLAMATION E202
 KBHR GLOBAL J138
 BAR CK MS X38 106Z
 G A R ASHLAND
 HOOK'S HOLISTIC 204H
 HOOK'S FANTASIA 94F

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.2	-0.2	85.8	150.1	0.40	10.3	30.5	74.2	13.8
10%	45%	20%	5%	2%	10%	10%	10%	60%
DOC	CW	YG	MARB	BF	REA	API	TI	
15.9	35.2	-0.27	0.79	-0.063	0.68	169.6	100.4	
15%	45%	35%	10%	-	50%	10%	3%	

BW	82
BW RATIO	103
ADJ. WW	753
WW RATIO	107
ADJ. YW	1351
YW RATIO	111
ADG	5.25



JC204L || Sells as Lot 44.

45 J-C SIMMENTALS
JC202L

PB SM
BB || PP DOB: 3/10/2023 ASA# 4192327


WS PROCLAMATION E202
SIRE: **KBHR GLOBAL J138**
BAR CK MS X38 106Z

HOOK'S FRONTLINE 40F
DAM: **HOOK'S HEIRESS 202H**
HOOK'S CRYSTAL 1C

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	-0.7	76.3	129.3	0.33	8.3	26.6	64.7	20.9
40%	20%	60%	25%	10%	15%	25%	40%	4%

DOC	CW	YG	MARB	BF	REA	API	TI
18.4	22.2	-0.37	0.61	-0.065	0.83	175.6	94.3
2%	70%	60%	4%	-	60%	3%	10%

BW	85
BW RATIO	107
ADJ. WW	742
WW RATIO	97
ADJ. YW	1206
YW RATIO	101
ADG	4.21




JC202L || Sells as Lot 45.

46 J-C SIMMENTALS
JC038L

PB SM
BB || HP DOB: 2/22/2023 ASA# 4192232


WS PROCLAMATION E202
SIRE: **KBHR GLOBAL J138**
BAR CK MS X38 106Z

HOOK'S BEACON 56B
DAM: **JC MS BEACON 2018Z 038H**
LRS MS GAME ON 2018Z

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.0	-0.2	79.5	130.1	0.32	10.1	29.5	69.4	20.4
15%	25%	45%	25%	10%	4%	10%	20%	5%

DOC	CW	YG	MARB	BF	REA	API	TI
15.5	41.8	-0.24	0.67	-0.038	0.87	179.7	96.7
15%	15%	95%	3%	-	50%	2%	10%

BW	85
BW RATIO	107
ADJ. WW	751
WW RATIO	107
ADJ. YW	1250
YW RATIO	103
ADG	3.67



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JC MR TALON 403G

The Talon sons are making excellent heifer bulls that offers value across the board. The Talon progeny come light and explode thereafter. He is one of the best Eagle sons in the business for value and comes in the Simangus package. He has been tested in numerous commercial and seedstock herds and the calving ease is for real!

REFERENCE SIRE

JC MR TALON 403G

5/8 SM 3/8 AN

BB || PP

DOB: 2/12/2019

ASA# 3555669

SIRE HOOK'S BLACK HAWK 50B
HOOK'S EAGLE 6E
HOOK'S CRYSTAL 1C

DAM HOOKS SHEAR FORCE 38K
JC MS FORCE 403B
RAY BLACKCAP 5229

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
19.6	-6.2	71.8	112.8	0.26	12.4	19.6	55.4	19.8
3%	1%	65%	60%	55%	2%	85%	80%	10%
DOC	CW	YG	MARB	BF	REA	API	TI	
20.5	27.1	-0.33	0.53	-0.013	1.15	172.9	91.0	
1%	70%	20%	25%	-	3%	4%	20%	



47

5/8 SM 3/8 AN

SALINAS FARMS

SLN105L

BB || PP

DOB: 1/19/2023

ASA# 4218742

SIRE HOOK'S EAGLE 6E
JC MR TALON 403G
JC MS FORCE 403B

DAM EAGLE PASS CONVERSION
SLN MISS 624D CONVERSION 105J
SLN MISS BREAK FREE 624D

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.3	-4.4	70.4	107.0	0.23	11.3	23.0	58.1	16.4
5%	4%	70%	75%	75%	4%	60%	70%	35%
DOC	CW	YG	MARB	BF	REA	API	TI	
14.1	35.2	-0.31	0.48	-0.039	1.01	156.8	86.6	
30%	45%	25%	35%	-	10%	15%	30%	

BW	71
BW RATIO	84
ADJ. WW	641
WW RATIO	101
ADJ. YW	1035
YW RATIO	93
ADG	3.10



SLN105L || Sells as Lot 47.

48 J-C SIMMENTALS **JC215L**
 5/8 SM 3/8 AN
 BB || PP DOB: 3/7/2023 ASA# 4192314

HOOK'S EAGLE 6E
JC MR TALON 403G
 JC MS FORCE 403B

TSN FINAL ANSWER Y990
HOOK'S ERROLINE 215E
 HOOK'S BELINDA 54B

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	-1.8	75.1	114.3	0.25	6.7	21.2	58.7	18.4
70%	20%	55%	60%	60%	55%	75%	70%	15%

DOC	CW	YG	MARB	BF	REA	API	TI
17.4	27.1	-0.30	0.45	-0.032	0.93	147.2	84.3
10%	70%	30%	40%	-	15%	30%	40%

BW: 84
 BW RATIO: 105
 ADJ. WW: 677
 WW RATIO: 99
 ADJ. YW: 1197
 YW RATIO: 100
 ADG: 4.06

49 J-C SIMMENTALS **JC061L**
 5/8 SM 3/8 AN
 BB || PP DOB: 2/27/2023 ASA# 4192264

HOOK'S EAGLE 6E
JC MR TALON 403G
 JC MS FORCE 403B

NIGHTVISION ADV D4371
JC MS NIGHT VISION 732E 061H
 JC MS 392A MAN 732E

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.7	-2.3	73.4	122.8	0.31	10.8	26.0	62.6	19.6
15%	15%	60%	40%	25%	10%	35%	50%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
15.9	33.1	-0.20	0.84	-0.007	0.87	179.9	95.3
15%	50%	60%	4%	-	20%	2%	10%

BW: 85
 BW RATIO: 107
 ADJ. WW: 737
 WW RATIO: 105
 ADJ. YW: 1277
 YW RATIO: 105
 ADG: 5.90

50 J-C SIMMENTALS **JC871L**
 5/8 SM 3/8 AN
 BB || PP DOB: 3/15/2023 ASA# 4192341

HOOK'S EAGLE 6E
JC MR TALON 403G
 JC MS FORCE 403B

G A R PROGRESS
HHS MISS 871B
 HHS MISS 829Z

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.4	-2.8	69.1	114.2	0.28	10.7	26.6	61.1	21.4
10%	15%	75%	60%	40%	10%	30%	55%	2%

DOC	CW	YG	MARB	BF	REA	API	TI
13.3	32.2	-0.33	0.70	-0.037	1.04	176.2	90.3
40%	55%	20%	10%	-	10%	3%	20%

BW: 78
 BW RATIO: 98
 ADJ. WW: 665
 WW RATIO: 95
 ADJ. YW: 1202
 YW RATIO: 99
 ADG: 4.21

51 J-C SIMMENTALS **JC761L**
 5/8 SM 3/8 AN
 BB || PP DOB: 3/10/2023 ASA# 4192328

HOOK'S EAGLE 6E
JC MR TALON 403G
 JC MS FORCE 403B

BUFORD BLUESTEM 9974
JC MS 112Y BBS 761E
 WCM CARY 112Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
20.3	-5.9	55.8	79.0	0.15	12.4	17.2	45.1	21.1
2%	1%	99%	99%	99%	2%	95%	99%	3%

DOC	CW	YG	MARB	BF	REA	API	TI
15.4	20.3	-0.10	0.68	0.002	0.47	174.1	82.6
20%	90%	85%	15%	-	85%	4%	45%

BW: 76
 BW RATIO: 95
 ADJ. WW: 645
 WW RATIO: 94
 ADJ. YW: 1064
 YW RATIO: 89
 ADG: 3.79

52 J-C SIMMENTALS **JCA349L**
 5/8 SM 3/8 AN
 BB || PP DOB: 3/9/2023 ASA# 4192325

HOOK'S EAGLE 6E
JC MR TALON 403G
 JC MS FORCE 403B

GW PREDESTINED 701T
JC MS PREDESTINED 349Y
 NLC MESMA LG140

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.7	-5.0	67.9	114.7	0.29	8.6	25.1	59.0	20.5
20%	2%	80%	55%	35%	25%	40%	65%	4%

DOC	CW	YG	MARB	BF	REA	API	TI
18.5	30.8	-0.18	0.46	-0.006	0.79	162.2	85.3
3%	60%	65%	35%	-	35%	10%	35%

BW: 69
 BW RATIO: 87
 ADJ. WW: 659
 WW RATIO: 103
 ADJ. YW: 1151
 YW RATIO: 99
 ADG: 3.88





CLRS HOMELAND 327H

Attractive herd bulls with added stoutness and performance sums up a nice group of Homeland sons who will headline our 2024 sale. The cattle are striking for balance study with extra shape over their top and from behind. We feel these dual purpose herdsires will add value to all facets of your operation.

REFERENCE SIRE

5/8 SM 3/8 AN

CLRS HOMELAND 327H

BB || PP

DOB: 2/18/2020

ASA# 3709222

SIRE
DAM

GW STEP OUT 672X
REDHILL 672X X004 231A
GW MISS PREM BEEF X004
MCM TOP GRADE 018X
CLRS ALWAYS XCELLENT
HOOK'S XCELLENCE 87X

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.4	0.6	88.2	139.2	0.32	6.6	19.4	63.4	21.8
80%	60%	15%	15%	20%	55%	85%	45%	2%
DOC	CW	YG	MARB	BF	REA	API	TI	
9.8	37.8	-0.53	0.63	-0.091	1.30	166.1	95.1	
85%	35%	1%	15%	-	1%	10%	10%	



53

5/8 SM 3/8 AN

SALINAS FARMS

SLN713L

BB || PP

DOB: 1/25/2023

ASA# 4218830

GGP

SIRE
DAM

REDHILL 672X X004 231A
CLRS HOMELAND 327H
CLRS ALWAYS XCELLENT
TJ OMAHA 378A
SLN MISS OMAHA 713E
SLN MS PREMIUM BEEF 952Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	0.0	83.5	128.6	0.28	8.4	22.8	64.4	20.9
65%	50%	25%	30%	40%	30%	60%	40%	3%
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	33.7	-0.33	0.61	-0.058	0.90	161.8	91.7	
35%	50%	20%	20%	-	20%	15%	15%	

BW	85
BW RATIO	101
ADJ. WW	604
WW RATIO	95
ADJ. YW	1060
YW RATIO	95
ADG	2.38



SLN713L || Sells as Lot 53.

54 GREEN VALLEY FARM **317L**
 5/8 SM 3/8 AN
 BB || PP DOB: 1/28/2023 ASA# 4190562

REDHILL 672X X004 231A
CLRS HOMELAND 327H
 CLRS ALWAYS XCELLENT
MR NLC ENTREPRENEUR 1227
GVF MS ENTREPRENEUR 209D
 GVF MISS S FORCE 214Y

BW	74
BW RATIO	96
ADJ. WW	674
WW RATIO	107
ADJ. YW	1140
YW RATIO	114
ADG	3.19

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.5	-1.2	82.0	126.3	0.28	10.1	24.0	64.9	22.3
20%	30%	30%	35%	40%	10%	50%	40%	1%

DOC	CW	YG	MARB	BF	REA	API	TI
14.5	34.1	-0.38	0.50	-0.051	1.10	165.4	90.4
25%	50%	10%	30%	-	4%	10%	20%



55 J-C SIMMENTALS **JC227L**
 5/8 SM 3/8 AN
 BB || PP DOB: 2/20/2023 ASA# 4192227

REDHILL 672X X004 231A
CLRS HOMELAND 327H
 CLRS ALWAYS XCELLENT
EGL FIREMAN 111F
HOOK'S HELPFUL 227H
 HOOK'S FANTASTIC 1F

BW	82
BW RATIO	103
ADJ. WW	719
WW RATIO	102
ADJ. YW	1173
YW RATIO	97
ADG	4.27

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	-1.6	75.0	125.0	0.31	6.6	26.7	64.5	22.8
65%	25%	55%	35%	25%	55%	30%	40%	1%

DOC	CW	YG	MARB	BF	REA	API	TI
13.0	31.5	-0.30	0.64	-0.039	0.92	168.4	90.1
45%	55%	30%	15%	-	15%	10%	20%



56 J-C SIMMENTALS **JC228L**
 5/8 SM 3/8 AN
 BB || PP DOB: 3/1/2023 ASA# 4192266

REDHILL 672X X004 231A
CLRS HOMELAND 327H
 CLRS ALWAYS XCELLENT
EGL FIRESTEEL 103F
HOOK'S HEAVEN 228H
 HOOK'S XTRAVAGANZA 7X

BW	70
BW RATIO	88
ADJ. WW	619
WW RATIO	91
ADJ. YW	1073
YW RATIO	90
ADG	3.33

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.4	-2.5	65.7	98.4	0.20	8.4	22.6	55.2	23.3
15%	15%	85%	90%	90%	30%	65%	80%	1%

DOC	CW	YG	MARB	BF	REA	API	TI
12.0	31.8	-0.41	0.72	-0.079	0.94	176.5	87.6
55%	55%	10%	10%	-	15%	3%	30%



57 J-C SIMMENTALS **JC964L**
 5/8 SM 3/8 AN
 BB || PP DOB: 2/27/2023 ASA# 4192262

REDHILL 672X X004 231A
CLRS HOMELAND 327H
 CLRS ALWAYS XCELLENT
HOOK'S EAGLE 6E
JC MS EAGLE 451B 964G
 J-J 451B

BW	70
BW RATIO	88
ADJ. WW	656
WW RATIO	93
ADJ. YW	1132
YW RATIO	93
ADG	4.21

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.0	-1.0	75.2	112.7	0.23	9.3	18.9	56.5	21.8
25%	35%	55%	60%	75%	20%	90%	75%	2%

DOC	CW	YG	MARB	BF	REA	API	TI
9.3	20.1	-0.35	0.81	-0.073	0.65	177.3	93.0
85%	90%	15%	5%	-	60%	3%	15%



58 GREEN VALLEY FARM **320L**
 5/8 SM 3/8 AN
 BB || PP DOB: 2/8/2023 ASA# 4190555

REDHILL 672X X004 231A
CLRS HOMELAND 327H
 CLRS ALWAYS XCELLENT
JC MR UPGRADE 023A
GVF MISS JC UPGRADE 816F
 GVF MISS SELMA 119C

BW	76
BW RATIO	99
ADJ. WW	654
WW RATIO	103
ADJ. YW	973
YW RATIO	97
ADG	3.10

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.5	-3.3	68.0	103.1	0.22	8.1	23.1	57.0	22.2
30%	10%	80%	80%	80%	30%	60%	75%	1%

DOC	CW	YG	MARB	BF	REA	API	TI
13.9	20.0	-0.38	0.49	-0.072	0.75	161.4	83.9
30%	90%	10%	30%	-	40%	15%	40%





HA JUSTICE 30J

The highest indexing bulls from an API and TI standpoint is in the Justice sire group. The bulls study with extra frame and length and will be bulls who will add terminal value to their progeny. What makes Justice unique is his maternal predictors are off the charts. Here are some true dual purpose herdsires!

REFERENCE SIRE

HA JUSTICE 30J

PB SM

BB || PP

DOB: 2/26/2021

ASA# 3918028

SIRE
DAM

BRIDLE BIT ECLIPSE E744
HOOK'S GALILEO 210G
 HOOK'S EVITA 18E
 HOOKS SHEAR FORCE 38K
HOOK'S DACIA 14D
 HOOKS ARIANA 58A

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	1.1	95.7	155.1	0.37	7.4	32.7	80.5	19.1
45%	50%	5%	3%	2%	30%	3%	1%	15%
DOC	CW	YG	MARB	BF	REA	API	TI	
18.7	53.8	-0.26	1.02	-0.038	1.08	196.8	113.7	
2%	2%	95%	1%	-	15%	1%	1%	



59

3/4 SM 1/4 AN

SALINAS FARMS

SLN946L

BB || PP

DOB: 2/7/2023

ASA# 4218869

GGP

SIRE
DAM

HOOK'S GALILEO 210G
HA JUSTICE 30J
 HOOK'S DACIA 14D
 CLRS BOBCAT 607 B
SLN MISS BOBCAT 946G
 SLN MISS BREAKFREE C8062

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.2	-1.4	85.4	142.2	0.36	9.3	31.1	73.7	17.5
10%	25%	20%	10%	10%	20%	10%	10%	20%
DOC	CW	YG	MARB	BF	REA	API	TI	
15.8	33.9	-0.32	0.75	-0.038	1.02	175.4	100.3	
15%	50%	25%	10%	-	10%	4%	3%	

BW	71
BW RATIO	84
ADJ. WW	632
WW RATIO	99
ADJ. YW	1139
YW RATIO	102
ADG	2.40



SLN946L || Sells as Lot 59.

60 J-C SIMMENTALS **JC16L**
 PB SM
 BB || PP DOB: 3/3/2023 ASA# 4192284

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 TJ HEISMAN 388F
 HOOK'S HALLE 16H
 HOOK'S CRYSTAL 1C

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	0.1	94.0	147.9	0.34	7.4	26.7	73.6	22.0
50%	30%	10%	5%	10%	30%	25%	10%	2%

DOC	CW	YG	MARB	BF	REA	API	TI
16.0	33.8	-0.18	0.90	-0.022	0.73	195.4	109.6
10%	30%	99%	1%	-	80%	1%	1%

BW 78
 BW RATIO 98
 ADJ. WW 689
 WW RATIO 101
 ADJ. YW 1316
 YW RATIO 110
 ADG 4.40

G+ **ATM**



JC16L || Sells as Lot 60.

61 SALINAS FARMS **SLN943L**
 3/4 SM 1/4 AN
 BB || PP DOB: 1/24/2023 ASA# 4218868

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 TJ MAKERS MARK 215Y
 SLN MISS 8T MAKERS MARK 943G
 TJ 8T

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	1.0	92.6	142.5	0.31	8.6	32.0	78.4	17.5
40%	70%	10%	10%	25%	25%	5%	2%	20%

DOC	CW	YG	MARB	BF	REA	API	TI
15.9	53.1	-0.03	0.54	-0.009	0.59	154.2	94.2
15%	10%	95%	25%	-	70%	20%	10%

BW 92
 BW RATIO 109
 ADJ. WW 709
 WW RATIO 111
 ADJ. YW 1180
 YW RATIO 106
 ADG 2.29

G+

62 J-C SIMMENTALS **JC893L**
 3/4 SM 1/4 AN
 BB || PP DOB: 2/15/2023 ASA# 4192202

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 SHSF FREIGHTLINER D10
 JC MS A104 FREIGHTLINER 893F
 MILL BRAE UG JOANIE A104

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.5	-3.4	75.4	113.2	0.24	10.2	24.9	61.9	18.8
10%	10%	55%	60%	70%	10%	45%	50%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
13.5	26.5	-0.10	0.77	-0.009	0.48	175.2	94.6
35%	75%	85%	10%	-	85%	4%	10%

BW 85
 BW RATIO 107
 ADJ. WW 651
 WW RATIO 93
 ADJ. YW 1133
 YW RATIO 93
 ADG 3.69

G+

63 GREEN VALLEY FARM **322L**
 3/4 SM 1/4 AN
 BB || PP DOB: 2/13/2023 ASA# 4190550

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 IR CAPITALIST E041
 GVF MISS CAPITALIST 109J
 GVF MISS SPARTAN 901G

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
19.6	-2.3	71.7	118.7	0.29	13.0	26.3	62.0	16.0
3%	15%	65%	50%	35%	1%	30%	50%	35%

DOC	CW	YG	MARB	BF	REA	API	TI
11.1	26.1	-0.10	0.90	-0.005	0.48	178.0	95.3
70%	75%	85%	3%	-	85%	3%	10%

BW 73
 BW RATIO 95
 ADJ. WW 590
 WW RATIO 93
 ADJ. YW 966
 YW RATIO 96
 ADG 3.20

G+





HOOK'S EAGLE 6E

Eagle continues to push the industry forward with his positive attributes and is one of the heaviest use sires in the entire ASA database. His sons consistently find their way atop of production sales across the country. Admired for their mass, stoutness and quiet disposition. The Eagle progeny brings value from an EPD standpoint across the board. His daughters continue to build upon Eagle's Legacy as the daughters are wonderful for maternal characteristics.

REFERENCE SIRE

HOOK'S EAGLE 6E

3/4 SM 1/4 AN

BB || PP

DOB: 1/22/2017

ASA# 3253742

SIRE
DAM

HOOK'S XAVIER 14X
HOOK'S BLACK HAWK 50B
HOOK'S YVETTE 100Y
GW-WBF SUBSTANCE 820Y
HOOK'S CRYSTAL 1C
HOOK'S UNDERESTIMATED 6U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.3	-2.1	99.0	154.8	0.35	4.7	20.7	70.1	17.3
30%	20%	2%	3%	10%	85%	80%	15%	25%
DOC	CW	YG	MARB	BF	REA	API	TI	
19.3	41.2	-0.42	0.60	-0.042	1.39	168.8	104.2	
2%	30%	5%	20%	-	1%	10%	1%	

64

PB SM

S/D SIMMENTALS

S-D029L

BB || PP

DOB: 2/28/2023

ASA# 4198574

GGP

SIRE
DAM
HOOK'S BLACK HAWK 50B
HOOK'S EAGLE 6E
HOOK'S CRYSTAL 1C
KBHR HIGH ROAD E283
JC MS HIGH ROAD 076W 029H
GW MISS PREDESTINED 076W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.7	-2.7	78.8	124.5	0.29	7.1	22.6	61.9	20.0
10%	3%	50%	35%	25%	30%	55%	50%	10%
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	28.0	-0.26	0.70	-0.026	0.86	185.3	99.3	
30%	50%	95%	2%	-	55%	2%	4%	

BW	71
BW RATIO	97
ADJ. WW	650
WW RATIO	97
ADJ. YW	1052
YW RATIO	98
ADG	3.00



65

PB SM

S/D SIMMENTALS

S-D819L

BB || PP

DOB: 2/11/2023

ASA# 4198605

GGP

SIRE
DAM
HOOK'S BLACK HAWK 50B
HOOK'S EAGLE 6E
HOOK'S CRYSTAL 1C
KBHR HIGH ROAD E283
JC MS HIGH ROAD 076W 029H
GW MISS PREDESTINED 076W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.7	-2.0	85.2	134.4	0.31	5.9	22.6	65.1	20.3
25%	10%	25%	20%	15%	50%	55%	35%	10%
DOC	CW	YG	MARB	BF	REA	API	TI	
17.3	36.2	-0.28	0.62	-0.026	1.01	180.1	100.1	
4%	25%	90%	4%	-	25%	2%	4%	

BW	ET
BW RATIO	ET
ADJ. WW	631
WW RATIO	ET
ADJ. YW	1056
YW RATIO	ET
ADG	3.00



66 J-C SIMMENTALS
5/8 SM 3/8 AN **JC8085L**
BB || PP DOB: 3/5/2023 ASA# 4192295

HOOK'S BLACK HAWK 50B
HOOK'S EAGLE 6E
HOOK'S CRYSTAL 1C
LRS ICONIC 303C
ADV MS ICONIC F8085
HRM MS ADMIRAL C553

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.8	-3.9	83.1	126.8	0.27	8.6	16.8	58.2	15.2
4%	5%	25%	35%	50%	25%	95%	70%	45%

DOC	CW	YG	MARB	BF	REA	API	TI
16.4	46.5	-0.19	0.78	-0.021	0.91	175.2	100.0
10%	15%	60%	10%	-	15%	4%	3%

BW	67
BW RATIO	84
ADJ. WW	658
WW RATIO	96
ADJ. YW	1156
YW RATIO	97
ADG	4.33

G+ **ACE**

67 S/D SIMMENTALS
5/8 SM 3/8 AN **S-D024L**
BB || PP DOB: 2/20/2023 ASA# 4198573

HOOK'S BLACK HAWK 50B
HOOK'S EAGLE 6E
HOOK'S CRYSTAL 1C
GIBBS 6728D BIRMINGHAM
S-D MS BIRMINGHAM 024H
JC MS MAN 706E

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.3	-5.2	78.3	121.6	0.27	10.2	23.2	62.2	17.3
5%	2%	40%	45%	50%	10%	60%	50%	25%

DOC	CW	YG	MARB	BF	REA	API	TI
16.2	21.3	-0.22	0.59	-0.018	0.69	169.2	94.8
15%	85%	50%	20%	-	50%	10%	10%

BW	55
BW RATIO	75
ADJ. WW	708
WW RATIO	106
ADJ. YW	994
YW RATIO	92
ADG	2.50

G+ **ACE**

Heterosis

by Marty Ropp

Years of research and industry proofs stand unchallenged. Crossbred calves simply weigh more and crossbred commercial cows are absolutely more productive and profitable than straightbred commercial cows. End of story! In fact, the economic advantages are so large, one could argue that anyone discouraging commercial herds from using planned crossbreeding is just not interested in their profits or sustainability.

Historically, the promotion of crossbreeding has focused on the simple direct effects of individual heterosis. This is because those improvements are immediate, easy to see and impressive, often resulting in increased weaning weights of 4 to 5%. That translates in a 15 to 35 more pounds of calf weaned next year compared to this year, just with your first cross on straightbred cows. Far greater economic impacts of crossbreeding however are realized in the added profit produced by crossbred commercial cowherds designed with a plan for profit. "Plan" is the key. Just like in all facets of the commercial cow calf business, poor decisions in crossbreeding programs for breed, source or individuals are not acceptable, especially today with better information available and more value at stake.

So, how much more valuable is a crossbred commercial female vs. one that is not? Research repeatedly shows a lifetime production increase for crossbred females of between 20 to 25% because of greater fertility, longevity and improved maternal environment. Hundreds of publications have demonstrated this advantage dating back to the 70's and there is literally no research that dispute these results. Simply put, if an average straight-bred female produces six, 500 pound calves in her life, the result is about 3000 lbs. of gross production. In comparison, based on years of data and research, her crossbred counterpart will deliver between 3600 and 3750 pounds of calf weaned because on the average she produces an extra calf in her lifetime and each calf is heavier. Depending on price, that added performance generates somewhere at or above \$1000 more total dollars of value or more than \$100 per year of added income. The benefit of needing to retain 10-15% less replacement heifers each year and calve substantially fewer 2-year-olds each season is a huge bonus as well.

I realize that the previous example is based on maximum heterosis which is achievable through advanced management or systems approaches, but can be challenging to maintain for some operations. For greatest simplicity and practicality, consider composited seedstock with the breeds and percentages that fit your production and marketing situation. They come with retained heterosis and profit enhancement bred in. Even at 50-75% of the maximum possible heterosis, the increased profit composites provide is difficult to match by any other enterprise change and the long-term improved uniformity of both calf crop and cow herd just makes everything you do easier.





HOOK'S JOURNEY 7J

Not your typical heifer bulls are found in the Journey sire group. The bulls are high CE, high marbling and are well above breed average growth. Their genetic potential for multi trait excellence is unrivaled! If you want end product value and great maternal traits go home with a Journey son.

REFERENCE SIRE

1/2 SM 1/2 AN

HOOK'S JOURNEY 7J

BB || PP

DOB: 2/15/2021

ASA# 3866492

SIRE V A R DISCOVERY 2240
44 BRAGGING RIGHTS 4372
44 RUBY 2357

DAM HOOK'S BEACON 56B
HOOK'S EVITA 18E
HOOK'S YUMA 49Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
21.0	-5.4	84.2	141.1	0.36	12.0	21.3	63.3	18.1
1%	2%	25%	15%	10%	2%	75%	45%	15%
DOC	CW	YG	MARB	BF	REA	API	TI	
17.7	60.2	-0.12	0.96	-0.006	0.99	198.7	108.0	
5%	3%	80%	2%	-	10%	1%	1%	



68

J-C SIMMENTALS

5/8 SM 3/8 AN

JC29L

BB || PP

DOB: 3/2/2023

ASA# 4192274

SIRE 44 BRAGGING RIGHTS 4372
HOOK'S JOURNEY 7J
HOOK'S EVITA 18E

DAM TJ FLAT IRON 259G
HOOK'S JASMINE 29J
HOOK'S EVITA 18E

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
19.9	-2.5	90.5	152.8	0.39	11.6	27.8	73.2	19.1
2%	15%	10%	4%	2%	3%	20%	10%	10%
DOC	CW	YG	MARB	BF	REA	API	TI	
8.6	44.7	-0.16	0.84	0.000	0.96	191.1	106.5	
90%	20%	70%	4%	-	15%	1%	1%	

BW	77
BW RATIO	97
ADJ. WW	704
WW RATIO	100
ADJ. YW	1301
YW RATIO	107
ADG	5.00



JC29L || Sells as Lot 68.

69 J-C SIMMENTALS **JC142L**
 5/8 SM 3/8 AN
 BB || PP DOB: 2/5/2023 ASA# 4192169

♀GGP 44 BRAGGING RIGHTS 4372
 HOOK'S JOURNEY 7J
 HOOK'S EVITA 18E
 HOOK'S EAGLE 6E
 JC MS EAGLE 343A 142J
 J-J MS NTL FUTURE 343A

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.8	-2.9	86.1	142.4	0.35	9.6	23.8	66.7	15.5
10%	10%	20%	10%	10%	15%	55%	30%	45%

DOC	CW	YG	MARB	BF	REA	API	TI
20.8	46.5	-0.19	0.86	-0.028	0.86	180.3	103.9
1%	15%	60%	4%	-	25%	2%	1%

BW	69
BW RATIO	87
ADJ. WW	708
WW RATIO	101
ADJ. YW	1251
YW RATIO	103
ADG	4.25



70 J-C SIMMENTALS **JC923L**
 5/8 SM 3/8 AN
 BB || HP DOB: 3/3/2023 ASA# 4192276

♀GGP 44 BRAGGING RIGHTS 4372
 HOOK'S JOURNEY 7J
 HOOK'S EVITA 18E
 HOOK'S EAGLE 6E
 J-J 923G
 LRS MS GAME ON 2018Z

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	-1.6	81.5	128.1	0.29	8.2	23.9	64.8	21.4
25%	25%	30%	30%	35%	30%	50%	40%	2%

DOC	CW	YG	MARB	BF	REA	API	TI
15.0	38.5	-0.18	0.62	-0.020	0.80	169.8	92.9
20%	35%	65%	20%	-	30%	10%	15%

BW	85
BW RATIO	107
ADJ. WW	678
WW RATIO	99
ADJ. YW	1164
YW RATIO	97
ADG	3.71



71 J-C SIMMENTALS **JC183L**
 5/8 SM 3/8 AN
 BB || PP DOB: 2/27/2023 ASA# 4192261

♀GGP 44 BRAGGING RIGHTS 4372
 HOOK'S JOURNEY 7J
 HOOK'S EVITA 18E
 SOUTHERN 1296F
 JC MS 1296F 906G 183J
 JC MS SPARTAN 682D 906G

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
21.7	-6.4	67.9	109.4	0.26	12.2	20.4	54.2	20.2
1%	1%	80%	70%	55%	2%	80%	85%	4%

DOC	CW	YG	MARB	BF	REA	API	TI
14.1	24.4	0.00	0.98	0.035	0.48	198.5	98.9
30%	80%	99%	2%	-	85%	1%	4%

BW	67
BW RATIO	84
ADJ. WW	667
WW RATIO	95
ADJ. YW	1109
YW RATIO	94
ADG	4.08



72 SALINAS FARMS **SLN638L**
 1/2 SM 1/2 AN
 BB || PP DOB: 2/4/2023 ASA# 4218819

♀GGP 44 BRAGGING RIGHTS 4372
 HOOK'S JOURNEY 7J
 HOOK'S EVITA 18E
 HOOVER DAM
 SLN MISS HOOVER DAM 638D
 SLN MISS OLIE B314

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.9	-4.5	66.1	107.6	0.26	10.8	22.9	55.6	19.0
4%	3%	85%	70%	55%	10%	60%	80%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
17.8	58.3	-0.18	0.80	-0.028	0.96	179.3	91.9
5%	4%	65%	10%	-	15%	3%	15%

BW	69
BW RATIO	82
ADJ. WW	603
WW RATIO	95
ADJ. YW	1019
YW RATIO	91
ADG	2.75



Great Lakes Sired Feeder Cattle Finding Success

As we begin year five of our quest to help customers market their feeder cattle in order to enhance the value of our genetics. We are happy to report our cattle are finding success at both the feedyard and the packing plant.

We understand the majority of customers are unable to have the quantity of cattle in order to market full pots or retain ownership. However, by co-mingling customers Great Lakes Beef Connection sired calves we feel this is a good path to receive more value for our smaller producers. If you are a larger producer who has pot loads, feel free to contact us we have a large interest in helping you market and place your feeders as well.



Save the Date -
 October ???, 2024
 West Branch Feeder Cattle Sale.

For additional pooling of Michigan feeder cattle, contact us or Jimmy Lambert 231-920-8263.





KBHR HONOR H060

Honor sons represents the cattlemen kind and will provide unprecedented value across the board. The sons of Honor will sire cattle who come small and explode thereafter for growth. Likewise, his combination of terminal traits will no doubt transmit to value for customers who market cattle on the grid.

REFERENCE SIRE

PB SM

KBHR HONOR H060

BB || PP

DOB: 3/20/2020

ASA# 3789447

SIRE HOOKS SHEAR FORCE 38K
HOOK'S BEACON 56B
HOOKS ZAFIRAH 41Z

DAM CLRS GRADE-A 875 A
WS MISS SUGAR C4
WS ANISE A71

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.0	-2.0	85.9	134.8	0.31	10.3	29.1	72.0	19.9
4%	10%	25%	20%	15%	3%	15%	15%	10%
DOC	CW	YG	MARB	BF	REA	API	TI	
9.1	45.5	-0.29	0.70	-0.017	1.24	188.4	103.7	
80%	10%	90%	2%	-	3%	1%	2%	

73

3/4 SM 1/4 AN

SALINAS FARMS SLN103L

BB || PP

DOB: 1/24/2023

ASA# 4218741

GGP

SIRE HOOK'S BEACON 56B
KBHR HONOR H060
WS MISS SUGAR C4

DAM GW PREMIUM BEEF 019U
SLN MISS PB 019U 103C
GW MISS NEW DEAL 103W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.8	1.9	85.1	136.2	0.32	5.8	25.4	67.8	18.6
85%	85%	20%	20%	20%	70%	40%	25%	15%
DOC	CW	YG	MARB	BF	REA	API	TI	
11.9	59.8	-0.20	0.48	-0.017	1.14	145.6	86.9	
60%	3%	60%	35%	-	3%	30%	30%	

BW	88
BW RATIO	105
ADJ. WW	656
WW RATIO	103
ADJ. YW	1222
YW RATIO	110
ADG	3.33



74

3/4 SM 1/4 AN

S/D SIMMENTALS S-D776L

BB || PP

DOB: 3/13/2023

ASA# 4198601

GGP

SIRE HOOK'S BEACON 56B
KBHR HONOR H060
WS MISS SUGAR C4

DAM MCDF NEW RIVER 499B
JC MS B110 RIVER 776E
NLC BORCAS B110

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.6	-0.9	92.9	147.0	0.34	8.6	25.5	71.9	16.0
30%	35%	10%	10%	10%	25%	40%	15%	35%
DOC	CW	YG	MARB	BF	REA	API	TI	
9.8	47.4	-0.21	0.56	-0.038	0.86	159.1	97.8	
85%	15%	55%	25%	-	25%	15%	5%	

BW	81
BW RATIO	110
ADJ. WW	748
WW RATIO	112
ADJ. YW	1222
YW RATIO	114
ADG	2.58



75 S/D SIMMENTALS **S-DO15L**
 3/4 SM 1/4 AN
 BB || PP DOB: 3/1/2023 ASA# 4198571

HOOK'S BEACON 56B
KBHR HONOR H060
 WS MISS SUGAR C4
IR CAPITALIST E041
S-D MS CAPITALIST 015H
 S-D MS RESCUE 819F

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.6	-0.9	81.4	126.8	0.28	8.6	26.8	67.4	18.7
40%	35%	30%	35%	40%	25%	30%	25%	15%

DOC	CW	YG	MARB	BF	REA	API	TI
7.0	34.6	-0.18	0.74	-0.009	0.81	167.1	94.7
95%	45%	65%	10%	-	30%	10%	10%

GWGP **DAM** **SIRE**

BW 79
 BW RATIO 107
 ADJ. WW 666
 WW RATIO 99
 ADJ. YW 1005
 YW RATIO 94
 ADG 2.67

76 J-C SIMMENTALS **JC926L**
 3/4 SM 3/16 AN 1/16 CS
 BB || PP DOB: 3/7/2023 ASA# 4192315

HOOK'S BEACON 56B
KBHR HONOR H060
 WS MISS SUGAR C4
HOOK'S EAGLE 6E
J-J 926G
 262Z

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.2	-1.2	79.7	123.6	0.27	7.7	26.3	66.1	16.2
25%	30%	35%	40%	50%	40%	30%	30%	35%

DOC	CW	YG	MARB	BF	REA	API	TI
12.3	32.8	-0.31	0.52	-0.038	0.99	153.4	89.7
55%	50%	25%	30%	-	10%	20%	20%

GWGP **DAM** **SIRE**

BW 81
 BW RATIO 102
 ADJ. WW 673
 WW RATIO 99
 ADJ. YW 1150
 YW RATIO 96
 ADG 3.63



77 GREEN VALLEY FARM **312L**
 PB SM
 NDR || PP DOB: 1/25/2023 ASA# 4190567

GW MOVIN ON 183C
GW HILGER ONE 454H
 GW MISS YUKON JACK 913E
HOOKS SHEAR FORCE 38K
GVF MISS S FORCE 214Y
 GVF MISS CAYENNE W127

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	0.2	86.6	126.9	0.25	5.8	27.4	70.6	22.2
35%	30%	20%	30%	50%	55%	20%	15%	2%

DOC	CW	YG	MARB	BF	REA	API	TI
17.0	40.5	-0.29	0.26	-0.059	0.84	157.4	89.0
5%	15%	90%	35%	-	60%	15%	25%

GWGP **DAM** **SIRE**

BW 86
 BW RATIO 112
 ADJ. WW 734
 WW RATIO 116
 ADJ. YW 1095
 YW RATIO 109
 ADG 3.00



GW HILGER ONE 454H || Sire as Lots 77-78.

78 J-C SIMMENTALS **JC043L**
 5/8 SM 11/32 AN 1/32 AR
 HB || PP DOB: 2/24/2023 ASA# 4192246

GW MOVIN ON 183C
GW HILGER ONE 454H
 GW MISS YUKON JACK 913E
IR CAPITALIST E041
JC MS CAPITALIST 104Y 043H
 JC MS PREMIUM BEEF 104Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	-0.1	90.0	144.5	0.34	5.9	27.0	71.8	16.9
70%	50%	10%	10%	10%	70%	25%	15%	30%

DOC	CW	YG	MARB	BF	REA	API	TI
11.4	53.6	-0.24	0.50	-0.053	0.91	151.3	93.5
65%	10%	45%	30%	-	15%	25%	15%

GWGP **DAM** **SIRE**

BW 87
 BW RATIO 109
 ADJ. WW 693
 WW RATIO 99
 ADJ. YW 1155
 YW RATIO 98
 ADG 3.71





JC35L || Sells as Lot 79.

J-C SIMMENTALS

JC35L

79 PB SM NDR || PP DOB: 2/15/2023 ASA# 4192199

IR IMPERIAL D948
HOOK'S HERCULES 209H
 CLRS ELATED 729E

HOOK'S JUNIPER 35J
 HOOK'S GRATEFUL 8G

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.7	-2.7	77.3	121.4	0.28	8.3	20.6	59.1	21.5
10%	3%	55%	40%	30%	15%	70%	65%	3%

DOC	CW	YG	MARB	BF	REA	API	TI
12.5	40.7	-0.34	0.54	-0.035	1.21	179.0	94.5
40%	15%	75%	10%	-	4%	3%	10%

BW	75
BW RATIO	94
ADJ. WW	719
WW RATIO	103
ADJ. YW	1251
YW RATIO	106
ADG	4.15

G+ **ACE**



JC870L || Sells as Lot 81.

GREEN VALLEY FARM

308L

80 PB SM NDR || PP DOB: 1/22/2023 ASA# 4190561

IR IMPERIAL D948
HOOK'S HERCULES 209H
 CLRS ELATED 729E

BRIDLE BIT BEST MAN F839
GVF MISS BEST 140J
 GVF MISS S FORCE 214Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	-0.6	76.1	112.3	0.23	5.5	19.8	57.7	19.0
35%	20%	60%	60%	65%	60%	80%	70%	15%

DOC	CW	YG	MARB	BF	REA	API	TI
13.2	19.3	-0.30	0.46	-0.042	0.74	159.4	87.9
35%	80%	85%	15%	-	80%	15%	25%

BW	69
BW RATIO	90
ADJ. WW	593
WW RATIO	94
ADJ. YW	947
YW RATIO	94
ADG	2.75

G+

J-C SIMMENTALS

JC870L

81 PB SM BB || PP DOB: 3/12/2023 ASA# 4192338

HHS MR ENTOURAGE 867B
LCDR RESERVE 210J
 LCDR MS ECHO 43E

HOOK'S BEACON 56B
JC MS X10 BEACON 870F
 NLC X10

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.7	-1.2	84.2	126.6	0.27	10.0	22.3	64.3	19.9
5%	15%	30%	30%	35%	4%	60%	40%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
14.0	23.7	-0.38	0.62	-0.047	1.02	180.4	98.9
25%	65%	55%	4%	-	20%	2%	5%

BW	74
BW RATIO	93
ADJ. WW	665
WW RATIO	95
ADJ. YW	1195
YW RATIO	99
ADG	4.33

G+

J-C SIMMENTALS

JC041L

82 PB SM BB || PP DOB: 2/26/2023 ASA# 4192259

HHS MR ENTOURAGE 867B
LCDR RESERVE 210J
 LCDR MS ECHO 43E

HOOK'S BEACON 56B
JC MS BEACON 404B 041H
 JC MS ENTREPRENEUR 404B

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.9	-0.7	85.8	126.3	0.25	8.1	26.6	69.4	18.0
60%	20%	25%	30%	50%	20%	25%	20%	25%

DOC	CW	YG	MARB	BF	REA	API	TI
3.3	29.3	-0.34	0.67	-0.038	1.01	171.0	99.8
99%	45%	75%	3%	-	25%	5%	4%

BW	98
BW RATIO	123
ADJ. WW	741
WW RATIO	116
ADJ. YW	1281
YW RATIO	111
ADG	4.79

G+ **ATM**

83 J-C SIMMENTALS
JCI95L

PB SM
BB || PP DOB: 2/26/2023 ASA# 4192257

CLRS GUARDIAN 317G
HOOK'S JAVA 1J
HOOK'S GINA 80G
HOOK'S FRONTLINE 40F
JC MS FRONTLINE F833 195J
MILL BRAE GEORGINA F833

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
19.1	-4.4	72.9	104.3	0.20	10.8	30.2	66.5	22.1
1%	1%	70%	80%	85%	2%	10%	30%	2%

DOC	CW	YG	MARB	BF	REA	API	TI
15.4	24.3	-0.44	0.56	-0.058	1.11	185.6	95.5
15%	65%	30%	10%	-	10%	2%	10%

BW	71
BW RATIO	89
ADJ. WW	695
WW RATIO	99
ADJ. YW	1146
YW RATIO	95
ADG	3.46

G+ **ACE**



JCI95L || Sells as Lot 83.

84 J-C SIMMENTALS
JCI17L

3/4 SM 1/4 AN
BB || PP DOB: 3/4/2023 ASA# 4192287

CLRS GUARDIAN 317G
HOOK'S JAVA 1J
HOOK'S GINA 80G
JC MR HURON 7262G
JC MS HURON 936G 117J
JC MS SPARTAN 631D 936G

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
20.3	-6.1	80.9	124.1	0.27	10.9	23.4	63.8	13.7
2%	1%	35%	40%	50%	5%	55%	45%	65%

DOC	CW	YG	MARB	BF	REA	API	TI
9.9	46.4	-0.23	0.45	-0.022	1.01	159.2	94.0
80%	15%	50%	40%	-	10%	15%	10%

BW	70
BW RATIO	88
ADJ. WW	710
WW RATIO	101
ADJ. YW	1265
YW RATIO	104
ADG	4.00

G+ **ACE**

85 GREEN VALLEY FARM
314L

3/4 SM 1/4 AN
BB || PP DOB: 1/28/2023 ASA# 4190566

CDI MAINLINE 265D
HOOK'S FRONTLINE 40F
HOOK'S CARINA 15C
J BAR J NIGHTRIDE 225Z
GVF MISS RIDE 919G
NLC R31 ROMA

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	1.7	80.6	129.8	0.31	7.8	33.1	73.3	15.3
60%	80%	35%	30%	25%	35%	3%	10%	45%

DOC	CW	YG	MARB	BF	REA	API	TI
14.3	39.1	-0.39	0.69	-0.068	1.07	153.6	92.0
30%	35%	10%	15%	-	5%	20%	15%

BW	82
BW RATIO	107
ADJ. WW	719
WW RATIO	114
ADJ. YW	1112
YW RATIO	111
ADG	3.06

G+ **ATM**

86 SALINAS FARMS
SLN643L

3/4 SM 1/4 AN
BB || PP DOB: 2/11/2023 ASA# 4218820

HOOK'S BEACON 56B
KBHR HIGH ROAD E283
WS MISS SUGAR C4
L T 598 BANDO 9074
MS MISS 306R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
19.7	-4.6	74.6	119.2	0.28	12.1	33.8	71.2	16.1
3%	3%	55%	50%	40%	2%	2%	15%	35%

DOC	CW	YG	MARB	BF	REA	API	TI
14.1	41.5	-0.14	0.51	-0.029	0.64	162.1	91.0
30%	25%	75%	30%	-	60%	10%	20%

BW	ET
BW RATIO	ET
ADJ. WW	609
WW RATIO	ET
ADJ. YW	1126
YW RATIO	ET
ADG	2.58

G+



TJ 8T || Dam of Lot 86.


87 J-C SIMMENTALS **JC210L**
 PB SM
 BB || PP DOB: 2/9/2023 ASA# 4192182

HOOK'S BLACK HAWK 50B
 CLRS HERO 8086H
 HOOK'S FLOURISH 86F
 EGL FIRESTEEL 103F
 HOOK'S JOAN 210J
 HOOK'S EVITA 18E

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.3	0.0	81.1	123.0	0.26	8.3	24.9	65.2	20.6
3%	30%	40%	35%	40%	15%	35%	35%	5%

DOC	CW	YG	MARB	BF	REA	API	TI
12.7	40.7	-0.40	0.64	-0.049	1.26	181.2	96.8
40%	15%	50%	4%	-	3%	2%	10%

BW 80
 BW RATIO 100
 ADJ. WW 706
 WW RATIO 100
 ADJ. YW 1191
 YW RATIO 98
 ADG 4.35




88 J-C SIMMENTALS **JC26L**
 3/4 SM 1/4 AN
 BB || PP DOB: 2/10/2023 ASA# 4192185

HOOK'S BLACK HAWK 50B
 CLRS HERO 8086H
 HOOK'S FLOURISH 86F
 HOOK'S CAPITALIST 37C
 HOOK'S JOURNEY 26J
 HOOKS ZAFIRAH 41Z

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.9	-0.9	77.0	122.0	0.28	9.7	26.4	64.6	22.1
10%	35%	45%	40%	40%	15%	30%	40%	1%

DOC	CW	YG	MARB	BF	REA	API	TI
3.5	40.9	-0.26	0.63	-0.031	0.97	171.9	90.4
99%	30%	40%	15%	-	10%	5%	20%

BW 75
 BW RATIO 94
 ADJ. WW 753
 WW RATIO 107
 ADJ. YW 1286
 YW RATIO 106
 ADG 4.23




CLRS GUARDIAN 317G || Sire of Lots 89-91.


89 J-C SIMMENTALS **JC150L**
 3/4 SM 1/4 AN
 BB || PP DOB: 2/16/2023 ASA# 4192205

HOOK'S BEACON 56B
 CLRS GUARDIAN 317G
 CLRS ALWAYS XCELLENT
 HOOK'S EAGLE 6E
 JC MS EAGLE 406B 150J
 JC MS FORCE 406B

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.6	-1.6	83.7	128.4	0.28	7.6	30.8	72.6	20.2
30%	25%	25%	30%	40%	40%	10%	10%	4%

DOC	CW	YG	MARB	BF	REA	API	TI
10.5	47.3	-0.33	0.79	-0.043	1.20	177.3	99.6
75%	15%	20%	10%	-	2%	3%	3%

BW 78
 BW RATIO 98
 ADJ. WW 740
 WW RATIO 105
 ADJ. YW 1196
 YW RATIO 99
 ADG 4.35




90 J-C SIMMENTALS **36L**
 PB SM
 BB || PP DOB: 1/21/2023 ASA# 4237904

HOOK'S BEACON 56B
 CLRS GUARDIAN 317G
 CLRS ALWAYS XCELLENT
 IR CAPITALIST E041
 JC MS CAPITALIST 0104H
 JC MS UPGRADE 309A

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.6	-4.5	80.3	116.7	0.23	10.0	29.2	69.2	19.0
10%	1%	40%	50%	65%	4%	10%	20%	15%

DOC	CW	YG	MARB	BF	REA	API	TI
-1.9	44.5	-0.27	0.75	-0.033	1.02	187.5	103.5
99%	10%	95%	2%	-	20%	1%	2%

BW 81
 BW RATIO 100
 ADJ. WW 586
 WW RATIO 100
 ADJ. YW 929
 YW RATIO 100
 ADG 4.58




91 J-C SIMMENTALS **JC159L**
 PB SM
 BB || PP DOB: 2/15/2023 ASA# 4192200

HOOK'S BEACON 56B
 CLRS GUARDIAN 317G
 CLRS ALWAYS XCELLENT
 TJ NEBRASKA 258G
 JC MS NEBRASKA A336 159J
 HRM MS TOP GRADE A336

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	-0.5	82.2	123.2	0.26	4.2	30.8	72.2	19.5
55%	20%	35%	35%	40%	80%	10%	15%	10%

DOC	CW	YG	MARB	BF	REA	API	TI
5.7	32.3	-0.32	0.45	-0.049	0.90	161.0	92.4
95%	35%	80%	15%	-	45%	15%	15%

BW 85
 BW RATIO 107
 ADJ. WW 636
 WW RATIO 90
 ADJ. YW 1090
 YW RATIO 90
 ADG 3.71





92 J-C SIMMENTALS
JC614L
 1/2 SM 1/2 AN
 BB || PP DOB: 3/3/2023 ASA# 4192283

♂GGP G A R HOME TOWN
CLRS HERITAGE 5050J
HOOK'S CARAT 50C
RC XCEED 063D
TJ 614G TJ 106E

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.7	-1.5	84.6	137.6	0.33	8.4	30.5	73.1	12.4
40%	25%	20%	15%	15%	30%	10%	10%	75%

DOC	CW	YG	MARB	BF	REA	API	TI
10.4	50.1	-0.07	1.09	-0.010	0.68	177.2	106.6
75%	10%	90%	1%	-	50%	3%	1%

BW	75
BW RATIO	94
ADJ. WW	716
WW RATIO	105
ADJ. YW	1226
YW RATIO	103
ADG	4.00

93 GREEN VALLEY FARM
307L
 5/8 SM 3/8 AN
 BB || PP DOB: 1/22/2023 ASA# 4190549

♂GGP HOOK'S BEACON 56B
HOOK'S FLINT 2F
HOOK'S DANISHA 116D
TJ FLAT IRON 259G
GVF MISS FLAT IRON 103J
GVF MISS N RIDE 911G

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.9	-3.0	70.5	111.5	0.26	10.7	26.9	62.2	12.6
4%	10%	70%	65%	55%	10%	30%	50%	75%

DOC	CW	YG	MARB	BF	REA	API	TI
6.0	31.6	-0.23	0.68	-0.033	0.76	159.1	90.4
99%	55%	50%	15%	-	40%	15%	20%

BW	56
BW RATIO	73
ADJ. WW	663
WW RATIO	105
ADJ. YW	1037
YW RATIO	103
ADG	3.00

94 J-C SIMMENTALS
JC31L
 5/8 SM 3/8 AN
 BB || PP DOB: 2/24/2023 ASA# 4192240

♂GGP HOOK'S BEACON 56B
HOOK'S FLINT 2F
HOOK'S DANISHA 116D
KAPPES DIRECT DEPOSIT
HOOK'S HUMILITY 31H
HOOK'S YONKERS 21Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.7	-3.7	61.1	106.6	0.28	11.8	24.7	55.1	11.8
15%	10%	95%	75%	40%	3%	45%	80%	80%

DOC	CW	YG	MARB	BF	REA	API	TI
17.8	15.3	-0.06	0.69	0.011	0.36	153.1	84.9
5%	95%	90%	15%	-	95%	20%	40%

BW	66
BW RATIO	83
ADJ. WW	680
WW RATIO	97
ADJ. YW	1163
YW RATIO	96
ADG	3.92

95 J-C SIMMENTALS
JC203L
 3/4 SM 1/4 AN
 BB || PP DOB: 2/8/2023 ASA# 4192179

♂GGP HOOK'S EAGLE 6E
HOOK'S GALANT 58G
HOOK'S DOCILA 23D
IR OPPORTUNITY D950
HOOK'S JOLIE 203J
HOOK'S FANTASTIC 1F

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.6	-2.0	81.2	125.3	0.28	8.9	28.1	69.0	18.0
20%	20%	30%	35%	40%	20%	20%	20%	20%

DOC	CW	YG	MARB	BF	REA	API	TI
18.7	42.4	-0.26	0.56	-0.027	1.04	161.1	92.4
3%	25%	40%	25%	-	10%	15%	15%

BW	72
BW RATIO	90
ADJ. WW	705
WW RATIO	100
ADJ. YW	1172
YW RATIO	97
ADG	3.81

96 J-C SIMMENTALS
JCH301L
 3/4 SM 1/4 AN
 BB || PP DOB: 2/23/2023 ASA# 4192239

♂GGP G A R ASHLAND
TJ NEBRASKA 258G
TJ 33Y
WS PROCLAMATION E202
HOOK'S HEATHER 301H
HOOK'S FELICITY 13F

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.1	-0.3	89.5	151.1	0.38	6.8	31.5	77.0	14.6
25%	45%	10%	4%	3%	55%	10%	3%	55%

DOC	CW	YG	MARB	BF	REA	API	TI
13.7	62.0	-0.16	0.53	-0.008	1.11	154.2	95.2
35%	2%	70%	25%	-	4%	20%	10%

BW	87
BW RATIO	109
ADJ. WW	733
WW RATIO	104
ADJ. YW	1342
YW RATIO	111
ADG	5.19



TJ NEBRASKA 258G || Sire of Lots 96-98.

J-C SIMMENTALS

JC504L

97 3/4 SM 1/4 AN
BB || PP DOB: 3/4/2023 ASA# 4192288


SIRE G A R ASHLAND
TJ NEBRASKA 258G
TJ 33Y

DAM HOOK'S YELLOWSTONE 97Y
JC AY MS STONE 504C
JC MS ZONE 303A

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	0.7	86.1	133.9	0.30	4.0	32.9	76.6	14.4
70%	65%	20%	20%	30%	90%	3%	4%	55%

DOC	CW	YG	MARB	BF	REA	API	TI
10.8	36.5	-0.46	0.38	-0.080	1.15	137.1	88.6
75%	40%	2%	50%	-	3%	45%	25%

BW	89
BW RATIO	112
ADJ. WW	726
WW RATIO	106
ADJ. YW	1279
YW RATIO	107
ADG	5.04



J-C SIMMENTALS

JC17L

98 5/8 SM 3/8 AN
BB || PP DOB: 2/26/2023 ASA# 4192258


SIRE G A R ASHLAND
TJ NEBRASKA 258G
TJ 33Y

DAM TJ FRANCHISE 451D
HOOK'S HARPER 17H
HOOK'S XTRAVAGANZA 7X

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	-0.3	79.2	126.8	0.30	3.8	30.4	70.7	16.1
65%	45%	40%	35%	30%	95%	10%	15%	35%

DOC	CW	YG	MARB	BF	REA	API	TI
12.5	29.5	-0.23	0.61	-0.024	0.80	151.6	90.1
50%	65%	50%	20%	-	30%	25%	20%

BW	87
BW RATIO	109
ADJ. WW	679
WW RATIO	97
ADJ. YW	1150
YW RATIO	95
ADG	3.88



SALINAS FARMS

SLN41L

99 5/8 SM 3/8 AN
BB || PP DOB: 1/14/2023 ASA# 4218705



SIRE GIBBS 7382E BROAD RANGE
GIBBS 9114G ESSENTIAL
GIBBS 7153E STAR 3136A

DAM 7L FORWARD X550
SLN MISS 7LFORWARD C41
SLN MISS NO FAULT 41Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.7	-0.6	87.2	150.6	0.40	9.2	28.2	71.7	13.9
30%	40%	15%	5%	2%	20%	20%	15%	60%

DOC	CW	YG	MARB	BF	REA	API	TI
19.8	60.2	-0.13	0.34	-0.015	0.94	142.2	89.3
2%	3%	80%	55%	-	15%	40%	25%

BW	85
BW RATIO	101
ADJ. WW	691
WW RATIO	108
ADJ. YW	1256
YW RATIO	113
ADG	3.50


GIBBS HILLTOP 0062H || Sire of Lot 100.

SALINAS FARMS

SLNL309

100 5/8 SM 3/8 AN
BB || PP DOB: 1/25/2023 ASA# 4218787


SIRE GW TRIPLE CROWN 018C
GIBBS HILLTOP 0062H
GIBBS 8090F EMPRISS 1085Y

DAM GW COMFORT ZONE 651Y
SLN MS COMFORT ZONE 309A
SALINAS MISS MAX 309X

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.1	-2.3	69.9	112.0	0.26	8.7	22.7	57.9	16.5
10%	15%	75%	65%	55%	25%	65%	70%	30%

DOC	CW	YG	MARB	BF	REA	API	TI
12.8	36.1	-0.12	0.43	0.000	0.71	148.9	81.9
45%	40%	80%	40%	-	45%	25%	50%

BW	79
BW RATIO	94
ADJ. WW	686
WW RATIO	108
ADJ. YW	1145
YW RATIO	103
ADG	2.50



101 J-C SIMMENTALS
JC979L
 PB SM
 BB || PP DOB: 3/11/2023 ASA# 4192333

SIRE	CDI ENTOURAGE 156U							
	HHS MR ENTOURAGE 867B							
	HHS MISS 836Z							
	EGL FIRESTEEL 103F							
DAM	LCDR MS HANNALEE 46H							
	WS MISS SUGAR C4							
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.0	-1.9	77.9	116.9	0.24	7.7	19.6	58.3	18.8
10%	10%	50%	50%	55%	25%	80%	70%	15%
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	24.2	-0.35	0.74	-0.045	0.93	182.7	98.5	
25%	65%	70%	2%	-	40%	2%	5%	



BW	ET
BW RATIO	ET
ADJ. WW	714
WW RATIO	ET
ADJ. YW	1121
YW RATIO	ET
ADG	3.75

102 SALINAS FARMS
SLN167L
 1/2 SM 1/2 AN
 BB || PP DOB: 1/23/2023 ASA# 4218772

SIRE	G A R MOMENTUM							
	G A R DRIVE							
	MAPLECREST BLACKCAP 3007							
	WS PROCLAMATION E202							
DAM	SLN MS 561XPROCLAMATION 167J							
	SALINAS MS PRED 561X							
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.5	-0.3	89.2	142.6	0.33	7.3	29.9	74.5	14.3
15%	45%	15%	10%	15%	45%	10%	10%	55%
DOC	CW	YG	MARB	BF	REA	API	TI	
16.7	44.7	-0.21	0.74	-0.032	0.87	165.7	100.1	
10%	20%	55%	10%	-	20%	10%	3%	



BW	83
BW RATIO	99
ADJ. WW	709
WW RATIO	111
ADJ. YW	1168
YW RATIO	105
ADG	2.29

103 J-C SIMMENTALS
JC082L
 PB AN
 BB || PP DOB: 3/7/2023 ASA# 4192313

SIRE	CONNEALY IN SURE 8524							
	G A R SURE FIRE							
	CHAIR ROCK 5050 G A R 8086							
	MILL BRAE COMRADE 6184							
DAM	JC MS COMRADE 8105 082H							
	MILL BRAE REM GLENDA 8105							
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.7	-2.4	66.8	113.4	0.29	7.4	28.5	60.6	15.4
30%	15%	85%	60%	35%	45%	20%	60%	45%
DOC	CW	YG	MARB	BF	REA	API	TI	
13.3	45.2	0.18	0.74	0.037	0.21	140.7	76.1	
40%	20%	99%	10%	-	99%	40%	70%	



BW	81
BW RATIO	102
ADJ. WW	774
WW RATIO	102
ADJ. YW	1163
YW RATIO	95
ADG	3.50

GREAT LAKES BEEF
 CONNECTION SALUTES
 OUR MILITARY AND
 FIRST RESPONDERS.
 THANK **YOU** FOR
 YOUR SERVICE.





18E || Sells as Lot 104.



87K || Son of Lot 104.



Hook's Galileo || Son of Lot 104.



235K || Daughter of Lot 104.

J-C SIMMENTALS

104

PB SM

18E

BB || PP

DOB: 1/27/2017

ASA# 3253753

GGP

SIRE
DAM

HOOKS SHEAR FORCE 38K
 HOOK'S BEACON 56B
 HOOKS ZAFIRAH 41Z
 HOOKS TITUS 31T
 HOOK'S YUMA 49Y
 HOOK'S UNIVERSAL 17U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.2	-0.5	91.9	142.6	0.32	11.3	36.0	81.9	22.2
20%	20%	10%	10%	10%	1%	1%	1%	2%
DOC	CW	YG	MARB	BF	REA	API	TI	
16.3	36.7	-0.40	0.73	-0.064	1.10	191.1	107.1	
10%	25%	50%	2%	-	15%	1%	1%	

A chance at purchasing one of the most storied donors in our lineup. Evita has a tremendous track record of success whose produced the very poplar AI sire Hook's Galileo, JC Mr Muscle Man, and placed numerous females to breeders across the country. Evita transmits undeniable power and growth to her progeny we associate with higher percentage cattle while having a strong assortment of maternal and terminal traits. No matter the mating Evita has been taken to one thing remains constant she produces cattle with high marketability and quality. We are excited to see what the future holds for this standout.

**TRUE DONOR
POWER**

2024 Purebred Simmental Percentile Table

%	\$API	\$TI	CE	BW	WW	ADG	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SF
1	184.70	104.33	18.60	-3.80	102.60	0.37	159.70	11.20	34.20	79.80	22.60	19.10	59.00	-0.56	0.74	-0.12	1.35	-0.47
2	178.46	101.67	17.70	-3.10	99.40	0.36	154.50	10.60	32.80	77.80	21.70	18.20	54.80	-0.54	0.67	-0.11	1.28	-0.45
3	174.70	99.61	17.10	-2.60	97.40	0.35	151.00	10.20	31.90	76.50	21.00	17.60	52.20	-0.53	0.62	-0.11	1.24	-0.44
4	171.76	98.17	16.60	-2.40	95.80	0.34	148.50	9.90	31.30	75.50	20.60	17.10	50.40	-0.52	0.58	-0.11	1.22	-0.43
5	169.14	96.98	16.30	-2.10	94.60	0.33	146.40	9.60	30.80	74.70	20.30	16.80	48.80	-0.51	0.55	-0.10	1.19	-0.43
10	160.62	93.01	15.00	-1.20	90.60	0.31	139.00	8.80	29.00	71.90	19.30	15.50	43.80	-0.48	0.45	-0.10	1.11	-0.41
15	154.76	90.30	14.20	-0.70	87.80	0.30	134.10	8.20	27.90	69.90	18.60	14.70	40.50	-0.47	0.39	-0.09	1.06	-0.40
20	149.91	88.25	13.60	-0.30	85.70	0.28	130.40	7.70	26.90	68.30	18.10	14.00	38.10	-0.45	0.34	-0.09	1.02	-0.39
25	145.75	86.32	13.10	0.10	83.80	0.27	127.10	7.30	26.10	66.90	17.60	13.50	36.10	-0.44	0.29	-0.09	0.99	-0.38
30	142.04	84.75	12.60	0.40	82.10	0.27	124.20	6.90	25.40	65.60	17.10	13.10	34.30	-0.43	0.26	-0.08	0.96	-0.37
35	138.86	83.29	12.30	0.70	80.70	0.26	121.60	6.60	24.70	64.50	16.70	12.60	32.70	-0.42	0.23	-0.08	0.94	-0.36
40	135.99	81.92	11.90	0.90	79.40	0.25	119.10	6.30	24.10	63.30	16.30	12.20	31.20	-0.41	0.20	-0.08	0.91	-0.36
45	133.23	80.59	11.60	1.20	78.20	0.24	117.00	6.00	23.50	62.20	15.80	11.90	29.80	-0.40	0.17	-0.08	0.89	-0.35
50	130.56	79.37	11.20	1.40	77.10	0.24	114.80	5.70	22.90	61.20	15.40	11.50	28.40	-0.39	0.15	-0.07	0.87	-0.34
55	128.07	78.16	10.90	1.60	75.80	0.23	112.70	5.50	22.30	60.20	14.90	11.10	27.10	-0.38	0.13	-0.07	0.85	-0.33
60	125.49	77.00	10.60	1.90	74.70	0.22	110.60	5.20	21.80	59.10	14.40	10.70	25.80	-0.36	0.11	-0.07	0.83	-0.33
65	122.95	75.84	10.20	2.10	73.50	0.22	108.50	4.90	21.10	58.10	13.90	10.30	24.50	-0.35	0.08	-0.07	0.80	-0.32
70	120.52	74.73	9.80	2.30	72.20	0.21	106.30	4.70	20.50	57.00	13.40	9.90	23.20	-0.34	0.07	-0.06	0.78	-0.31
75	118.14	73.63	9.40	2.60	71.00	0.20	103.90	4.40	19.90	56.00	12.80	9.40	21.90	-0.33	0.04	-0.06	0.76	-0.30
80	115.72	72.47	8.90	2.80	69.60	0.19	101.50	4.00	19.20	54.90	12.20	8.80	20.30	-0.31	0.02	-0.06	0.73	-0.29
85	112.99	71.08	8.30	3.10	67.90	0.19	98.70	3.60	18.40	53.70	11.60	8.10	18.70	-0.30	0.00	-0.05	0.70	-0.28
90	110.11	69.40	7.50	3.60	65.90	0.17	95.20	3.20	17.30	52.30	10.80	7.10	16.60	-0.27	-0.04	-0.05	0.66	-0.27
95	105.86	67.09	6.30	4.30	62.90	0.16	90.00	2.40	15.80	50.10	9.80	5.50	13.70	-0.23	-0.08	-0.04	0.59	-0.25
Avg	130.56	79.37	11.20	1.40	77.10	0.24	114.80	5.70	22.90	61.20	15.40	11.50	28.40	-0.39	0.15	-0.07	0.87	-0.34

2024 Hybrid Percentile Table

%	\$API	\$TI	CE	BW	WW	ADG	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SF
1	185.66	103.09	20.80	-5.70	100.70	0.40	161.70	12.50	35.10	80.00	22.00	20.20	66.90	-0.48	1.01	-0.10	1.24	-0.48
2	179.11	100.38	19.70	-4.90	97.50	0.38	156.50	11.80	33.60	77.90	21.10	19.10	62.30	-0.45	0.91	-0.09	1.19	-0.47
3	174.82	98.73	19.00	-4.30	95.70	0.37	152.90	11.30	32.70	76.50	20.50	18.40	59.70	-0.43	0.86	-0.09	1.16	-0.45
4	171.80	97.47	18.50	-4.00	94.10	0.36	150.00	11.00	32.10	75.40	20.10	17.90	57.60	-0.42	0.81	-0.09	1.12	-0.45
5	169.36	96.46	18.10	-3.70	92.90	0.36	147.70	10.70	31.50	74.40	19.70	17.50	56.00	-0.41	0.78	-0.08	1.09	-0.44
10	160.84	93.07	16.70	-2.60	88.80	0.33	140.70	9.80	29.70	71.60	18.60	16.30	50.60	-0.37	0.68	-0.07	0.99	-0.42
15	155.10	90.62	15.80	-2.00	86.10	0.32	136.00	9.20	28.50	69.60	17.80	15.40	47.20	-0.34	0.61	-0.07	0.93	-0.40
20	150.83	88.73	15.20	-1.50	83.90	0.31	132.10	8.70	27.70	68.00	17.20	14.80	44.80	-0.32	0.56	-0.06	0.88	-0.39
25	147.13	87.05	14.60	-1.10	82.10	0.30	128.70	8.30	26.90	66.60	16.70	14.30	42.70	-0.30	0.51	-0.06	0.84	-0.38
30	143.79	85.48	14.10	-0.70	80.40	0.29	125.70	8.00	26.20	65.50	16.20	13.80	40.80	-0.28	0.47	-0.05	0.80	-0.38
35	140.52	84.03	13.70	-0.40	78.90	0.28	123.00	7.60	25.60	64.30	15.70	13.40	39.10	-0.26	0.44	-0.05	0.77	-0.37
40	137.41	82.67	13.20	-0.10	77.50	0.27	120.50	7.30	25.00	63.30	15.30	13.00	37.40	-0.25	0.40	-0.05	0.74	-0.36
45	134.41	81.29	12.80	0.20	76.20	0.26	118.10	7.00	24.40	62.30	14.80	12.60	35.70	-0.23	0.37	-0.04	0.71	-0.35
50	131.44	79.98	12.50	0.40	74.90	0.25	115.70	6.70	23.80	61.20	14.40	12.20	34.20	-0.22	0.34	-0.04	0.69	-0.34
55	128.53	78.59	12.10	0.70	73.70	0.25	113.30	6.40	23.30	60.30	13.90	11.90	32.70	-0.20	0.31	-0.04	0.66	-0.34
60	125.42	77.25	11.70	1.00	72.50	0.24	110.90	6.10	22.80	59.30	13.50	11.50	31.10	-0.18	0.29	-0.03	0.63	-0.33
65	122.43	75.78	11.30	1.20	71.20	0.23	108.50	5.90	22.20	58.30	13.00	11.20	29.60	-0.16	0.26	-0.03	0.60	-0.32
70	119.17	74.32	11.00	1.50	69.80	0.22	106.20	5.50	21.50	57.20	12.40	10.70	28.00	-0.15	0.24	-0.02	0.57	-0.31
75	115.99	72.85	10.50	1.80	68.30	0.22	103.70	5.20	20.90	56.00	11.80	10.30	26.20	-0.13	0.21	-0.02	0.54	-0.31
80	112.46	71.30	10.00	2.20	66.60	0.21	100.80	4.80	20.20	54.70	11.20	9.80	24.30	-0.11	0.18	-0.02	0.50	-0.30
85	109.02	69.61	9.40	2.60	64.60	0.20	97.30	4.40	19.30	53.10	10.40	9.00	22.10	-0.08	0.14	-0.01	0.46	-0.28
90	104.32	67.60	8.60	3.10	62.00	0.19	93.10	3.80	18.20	51.30	9.30	8.10	19.40	-0.05	0.10	0.00	0.40	-0.27
95	98.00	64.67	7.40	3.80	58.00	0.17	86.60	2.90	16.60	48.60	7.90	6.40	15.20	0.00	0.05	0.01	0.32	-0.24
Avg	131.44	79.98	12.50	0.40	74.90	0.25	115.70	6.70	23.80	61.20	14.40	12.20	34.20	-0.22	0.34	-0.04	0.69	-0.34



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