

New Day  
BEEF  
GENETICS

Spring BULL  
SALE

**APRIL 20, 2024**

**Cunningham Livestock. Salem, MO. 1:00 PM.**

**95 Age-Advantaged, Fescue Adapted SimAngus™ and Simmental Bulls  
100 Commercial Fall-Calving Bred Heifers**

[www.newdaygenetics.com](http://www.newdaygenetics.com)

# New Day BEEF GENETICS

## GENETIC PROVIDERS

### PREFIX NAME

5G	5G FARMS/RUSS GANT
BCC	BEACH CATTLE COMPANY
JLG1	JOE GARRETSON
KEC	CONLEY FARM SIMMENTALS
LUD	LUDWIG SIMMENTALS
MCDC	MCDONALD CATTLE CO.
PVF	PRAIRIE VIEW FARMS
RLE	ROGER EAKINS
RSCC	RUNNING SPRINGS CATTLE CO.
SHSF	SHEILDS SIMMENTALS
SLAY	SLAYTON FARMS
SNOW	LYNN SNOW
WHM	WINDY HILL MEADOWS

[www.NewDayGenetics.com](http://www.NewDayGenetics.com)

## DOCILITY RATING

All bull lots have a Docility Rating. This is our own evaluation of the bulls and not based on their EPDs. Both measurements should be considered when making a buying decision. The bulls are ranked 1-3. Anything worse than a 3 (4-6) has been culled. The definitions are as follows:

- 1 Docile - Gentle and easily handled
- 2 Restless - Quieter than average, but can be stubborn
- 3 Nervous - Manageable, but may require a different level of management and respect when handling

Find what you're looking for...



**SimAngus™ Bulls**

**Lots 1-25,  
66-91**



**PB & 3/4 Simmental Bulls**

**Lots 38-65**



**Red Bulls**

**Lots 26-37**



**PB Angus Bulls**

**Lots 92-96**

## A Note on Bull Development

Welcome to Cunningham Livestock! We're excited to host the New Day Genetics Bull sale and have the opportunity to develop this exceptional set of bulls.

Our development strategy with these bulls has been pretty simple. Make sure they have plenty of forage to graze, the right level of a balanced supplement to ensure proper growth and development, and plenty of room for exercise and conditioning. Essentially, our goal has been to develop them so that they can go right to work breeding cows for you, for many seasons.

Our pastures are dominated by fescue and we rely on rotational grazing and strip grazing extensively to get the most production and utilization from our forage resource. This winter, the bulls were strip grazed on stockpiled fescue behind a single poly wire until late February. They're dead broke to electric fence, and know how to graze.

I would welcome an opportunity to show you the bulls before the sale or visit anytime about their development.

Thanks and see you at the Sale!

*The Cunninghams - Ted, Ashlee, Ray, John, and Paige*

# Welcome to the sale...

## SALE LOCATION

Cunningham Livestock  
1407 County Road 6380  
Salem, MO 65560

We urge you to be very careful with the address, as many GPS directions are not correct. GPS coordinates 37.560546, -91.59553

### Directions from Salem, MO:

NOTE: If coming from the north, we recommend using Hwy 72 from Rolla to Salem.

From the intersection of Hwy 32 and Hwy 19, take Hwy 19 south 4.6 miles to Hwy K. Turn Right on Hwy K and continue 3 miles to County Road 6380. Look for signs. Turn Right on County Road 6380, go 1.4 miles to farm entrance.

## AUCTIONEER

Matt Printz 308.440.2918

## SALE DAY PHONES

Ted Cunningham 573.453.0058  
Marty Ropp 406.581.7835  
Corey Wilkins 256.590.2487  
Jared Murnin 406.321.1542  
Barry Slayton 417.293.2214  
Greg Drebes 573.248.5814  
Tom Roberts 417.372.3633  
Jared Barr 417.293.3517  
Blake McDonald 573.205.7914

## SALE SCHEDULE

To view the bulls prior to the sale contact Ted Cunningham.

### Friday, April 19

12:00 PM Cattle Available Viewing

### Saturday, April 20

8:00 AM Cattle Available Viewing

12:00 PM Lunch

1:00 PM New Day Spring Bull Sale Begins

## TERMS AND CONDITIONS

All animals will be sold in accordance with suggested guidelines of the American Simmental Association and the American Angus Association.

## ANNOUNCEMENTS

Announcements made sale day take precedence over printed material in the catalog or other printed material associated with the sale.

## LIABILITY

Owners, their agents, sale management, or any of the sales staff will not be held responsible for any policy.

## SALE MANAGEMENT

**ALLIED**  
GENETIC RESOURCES  
Marty Ropp 406-581-7835  
Corey Wilkins 256-590-2487  
Jared Murnin 406-321-1542  
[www.alliedgeneticresources.com](http://www.alliedgeneticresources.com)

## REGISTRATION & UPDATED EPDs

All cattle will be registered with the American Simmental Association. Please note EPDs may change from the time the sale book is printed until the registration papers are transferred. EPDs printed in the catalog were pulled from IGS on March 11, 2024.

## LIVESTOCK INSURANCE

Livestock mortality insurance can be arranged between buyer and an agent. Ask New Day staff or sale partners if you need help obtaining insurance and someone will be happy to assist you.

## VOLUME DISCOUNTS

3% discount on purchase of 3 bulls  
4% discount on purchase of 4 bulls  
5% discount on purchase of 5 bulls  
6% discount on purchase of 6 bulls  
7% discount on purchase of 7 bulls  
8% discount on purchase of 8 bulls  
9% discount on purchase of 9 bulls  
10% discount on purchase of 10 or more bulls

## SEMEN INTEREST

New Day Genetics sellers are retaining one-third semen interest in all bulls sold unless otherwise noted. The buyer will receive full possession, full salvage value and two-thirds semen interest. The retained interest is a royalty interest that only comes into play if the bull is marketed through major semen companies.

## NEW DAY BULL GUARANTEE

Unless otherwise noted, all bulls have passed a breeding soundness exam prior to the sale. **For all bulls selling for over \$2,500 dollars bulls will sell with a two season 90-day guarantee.** After the completion of the first 90-day breeding season, the warranty will be prorated by 50% of the purchase price. For example, if a \$3,000 dollar bull gets injured before the second breeding season the purchaser will receive a \$1,500 dollar sale credit.

Our standard guarantee for the bulls includes fertility for the first two breeding seasons and sight unseen purchase satisfaction. All other situations that are beyond our control (i.e., Injury, Death, Lameness, etc.) will be handled with integrity on a case-by-case basis. We understand the investment you make in your bulls can be significant; we will make every effort to take care of you if something goes awry. Please contact Corey or Ted with issues. **All warranties are issued as sale credit.**

## ACCOMMODATIONS

Crossroads Inn & Suites 866.729.9598

Ask for the New Day Corporate Rate.

Ranch Motel of Salem 573.729.3157

## BID LIVE ONLINE

Sale will be broadcast live online through DV Auction. For more information, see page 4 of this sale book or visit [www.dvauction.com](http://www.dvauction.com)

# Welcome...

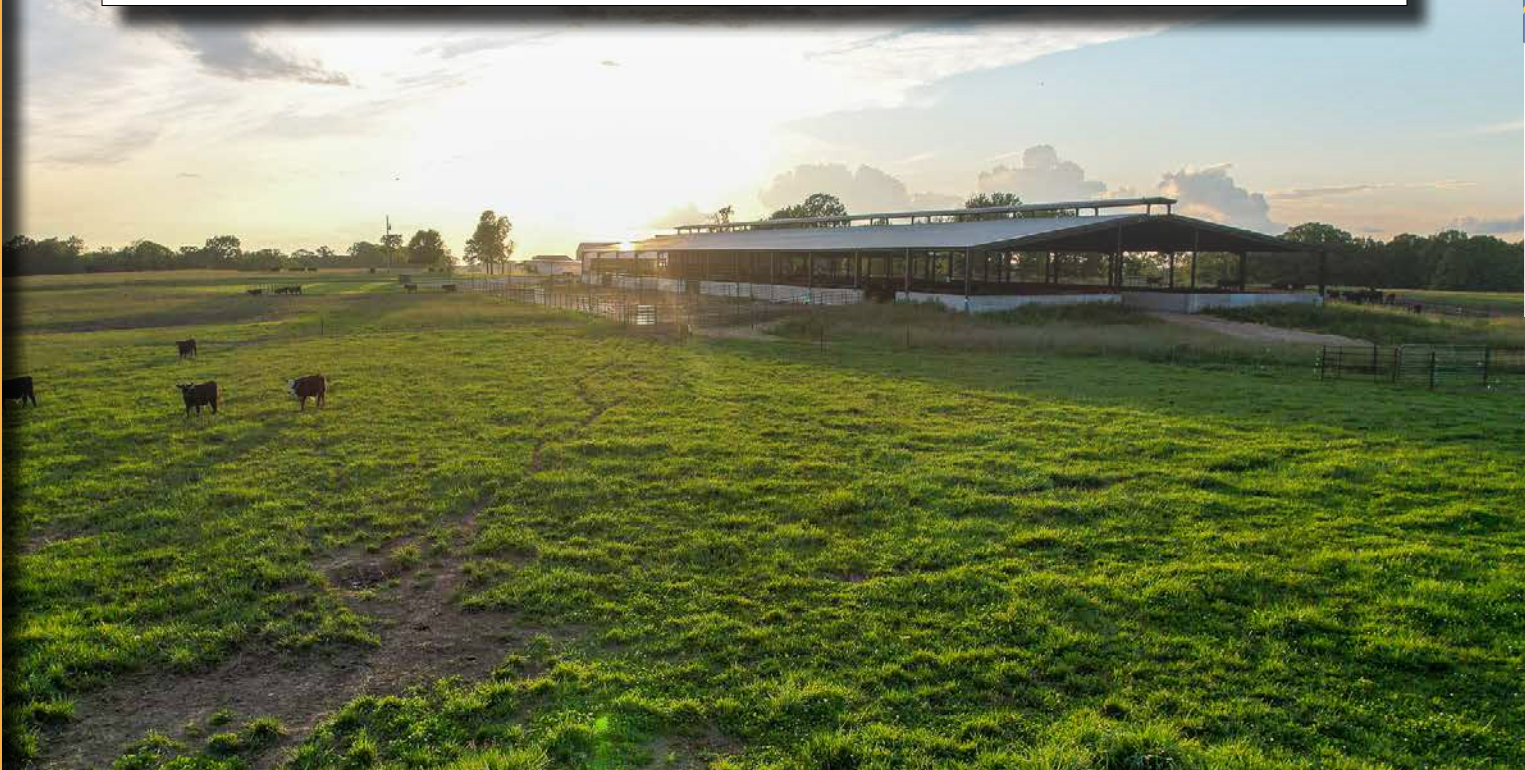
Welcome to the 2024 New Day Spring Bull & Female Sale. What a time to be in the beef business. Prices are reaching levels never seen before for all classes of cattle. The demand of high quality US beef and a shrinking cowherd has presented a very fruitful time for beef producers. We feel we have the genetics in this very sale which will allow producers to maximize the genetic potential of their herd and take full advantage of the upswing in the cattle prices.

New day is committed to supplying you with the very best genetics who will prove to work in the fescue belt of our country. All of our bulls come in an 18-month-old package and are developed at a slower level in order to enhance bull longevity. Likewise, our bulls will cover more cows in the first breeding season and hold up longer. Finally, we are committed in providing you with genomic information. Every bull will have GE enhanced EPDs at sale time along with the RightChoice scores. Also, we are continuing to grow the number of bulls who sell with feed intake available. Ultimately, buyers will be hard pressed to bull who come with this vast array of performance traits available.

The phrase is said way to often but we feel this is our deepest set of bulls in terms of quality we have ever offered. Every division of the sale reds, blacks, higher percentage, or Angus bulls have taken a large step in the right direction. If you have not had a chance to view the bulls in Salem, make the trip down you will not be disappointed.

We would like to thank all our past buyers for the support of our program. If we can be any assistance to you, please do not hesitate reaching out to us.

Sincerely,  
*The New Day Team*





# Free Delivery WITHIN 150 MILES

## DELIVERY POLICY

New Day is committed to customer service and offers free delivery within 150 miles of our sale facility. New Day will also give a \$50 dollar sale credit for those bulls hauled home the day of the sale.

**150 MILES FREE - 300 MILES \$100 PER HEAD - 400 MILES \$200 PER HEAD**

**FREE DELIVERY WITHIN 150 MILES - \$100 CREDIT FOR BULLS PICKED UP ON SALE DAY**

# SELECTING FOR EFFICIENCY AND REDUCED COST

The stakeholders of the US beef business have selected for output traits over the past 50+ years and have been extremely successful in this effort. The quantity of beef produced, both per animal and per acre has grown to a level unmatched in the world as a result of genetic and management improvements. However, as we reach output trait thresholds that are increasingly difficult to top without unwanted consequences, we are compelled to more intensively consider opportunities that focus on the cost or input side of the profit equation. Research over 20 years ago demonstrated that a 10% improvement in gain results in an 18% improvement in profit, whereas a 10% improvement in efficiency resulted in a 43% improvement in profit.

If you're in the cattle business today, you understand that the cost of feed and pasture is probably not going to get "cheap" again, and certainly recognize the impact these input costs have on your bottom-line. Fortunately, technology for measuring individual animal intake and efficiency has advanced and is considerably more affordable and simpler to use than just a few years ago.

Improving feed efficiency, much like other traits, is relatively straightforward. Research indicates feed efficiency is a moderately heritable trait, and thus, selecting genetics that are more efficient will pass on to the next generation. The key is finding seedstock partners, like New Day Genetics, that are embracing this opportunity to identify efficient genetics, and ultimately have those genetics generate value for their customers and the industry.

Selecting for efficiency doesn't mean you have to give up growth, carcass merit, or maternal values. The goal is to find the cattle that continue to excel in performance, but simply are able to do so with a lower feed or forage requirement.

## Feed Conversion Ratio (FCR)

This is a very easy to understand efficiency measurement that tells you how much feed (lbs of dry matter) were required for a pound of gain. Cattle that excel in FCR tend to also excel for growth traits, and can lower your cost of gain significantly. As a note, selection for cattle solely based on FCR, can indirectly increase growth, but also mature cow size. In this catalog, FCR is shown as a ratio of the contemporary test group. This means a bull that ratios 100 is average, a bull with a 110 converted feed 10% more efficiently than his peers, and a bull that has a 90 converted 10% less efficiently.

## Residual Feed Intake (RFI)

RFI is a bit trickier to understand, but is very useful as an efficiency measurement. RFI is the difference between an animal's actual intake and its expected intake based on the animal's gain, body weight and composition. Essentially, RFI evaluates how much feed should be required for an animal of a given size and level of performance. Cattle that eat "less" than expected will have a negative RFI, which is desirable. RFI is more closely linked with biological efficiency, and is independent of growth and mature size. For ranches that select low RFI genetics, resulting replacement females will require less feed to maintain, and long term can potentially increase stocking rate. Ranches that also retain ownership of calves will likely want to couple this selection with growth and performance traits to ensure feedyard performance meets expectations.



[www.alliedgeneticresources.dvauction.com](http://www.alliedgeneticresources.dvauction.com)

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# 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 the they have great EPDs to match!



**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.



**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.

MARTY ROPP 406-581-7835

**RightMate**  
powered by TOP GENOMICS

## REDUCE RISK WITH AGE ADVANTAGED BULLS

There are several important and logical reasons why commercial customers should consider purchasing bulls with a few more months of age and development on their side. Some of the benefits are obvious, but some others we don't always consider.

- Older bulls have the ability to service more females in a shorter period of time than yearling bulls. Age advantaged, 18-20 month old bulls should be capable of safely settling at least 5-10 more females in their first breeding season with minimal risk over a 45 day breeding period due to greater fitness, superior average semen production and maturity.
- Over-fat bulls are an issue in this industry. A high quality, slower paced development program is possible when producing older bulls for sale. Age advantaged bulls can simply be developed more slowly and still reach target weights and marketable condition with ease. Too often bulls developed to be sold as yearlings are subjected to extra push nutritionally in order to make those same thresholds. When done improperly, the results can be reduced longevity and lifetime service because of damage to feet, soft skeletal tissues and in extreme cases even internal organs associated with excess or faulty nutrition and exaggerated growth rate.
- Certainly, older bulls lose less weight and strength during their first breeding seasons. With that in mind the risk of your bull taking a week off or quitting the process of breeding cows completely is reduced. This is especially true in the more challenging breeding environments of the southern US.
- More of the guess work is taken out when purchasing older bulls. Strengths and flaws can both be more evident to buyers with an extra 6 months of development. For example, by that age foot and leg or disposition issues will be more evident and a higher percentage of potential problem bulls should have been identified and removed from the offering.
- Sorting older bulls does not give license to buy poorer genetics just because they have more age. It is important to make sure the age advantaged bulls you are evaluating are not just the leftovers after the more valuable bulls were not marketed as yearlings and low genetic value bulls should never be an option, regardless of age.

Many producers will always favor purchasing high value, younger bulls because of the potential of an extra season of use later in life and often sellers prefer the simplicity and lower cost of producing them. Correctly developed older bulls however, simply have a greater probability of breeding success in the first season than when they were younger. Give them a try for reduced risk.



TJ CHIEF 460G || Sire of Lot 1.



NEW DAY K154 || Sells as Lot 1.



NEW DAY 067K || Sells as Lot 2.



JC MR FIVE STAR 532G || Sire of Lot 2.

## 1 NEW DAY K154

Black || Polled  
8/28/2022

Owner: PVF

5/8 SM 3/8 AN  
ASA# 4195176

Adj BW 85 | Age of Dam 3 | Disposition 1 | Frame 5.9

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
HOOK'S BLUEPRINT 13B  
PVF BLUEPRINT H85  
48C BLACK CAP 101C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.3	3.3	85.9	131.0	5.0	25.7	68.4	14.8
70%	95%	20%	25%	80%	35%	25%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
15.3	31.6	-0.22	0.33	-0.049	0.59	128.2	81.9
20%	55%	50%	60%	45%	70%	60%	50%

## 2 NEW DAY 067K

Homo Black || Homo Polled  
8/24/2022

Owner: MCDC

1/2 SM 1/2 AN  
ASA# 4307993

Adj BW 78 | Age of Dam 5 | Disposition 1 | Frame 6.0

HOOKS ADMIRAL 33A  
JC MR FIVE STAR 532G  
TJ 8T  
GIBBS 3009A ELEMENT  
BMGA ELMNT ALLEE 841F  
586



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.9	2.4	89.4	139.7	7.8	27.6	72.2	10.9
85%	90%	10%	15%	35%	25%	10%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
12.3	57.3	-0.14	0.44	-0.035	0.78	127.6	87.5
55%	4%	75%	40%	55%	35%	65%	30%



### 3 NEW DAY 2134K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/26/2022 Owner: 5G ASA# 4197554

Adj BW 84 | Age of Dam 7 | Disposition 2 | Frame 5.8

CONNEALY CONFIDENCE PLUS

R&R DOUBLE PUMP F80

R&R MAGGIE D616

WILSON MR A30

SPRUCEHILL MS 6472

SPRUCE HILL W26



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.8	0.7	71.4	106.5	4.7	22.7	58.8	20.5
90%	65%	70%	75%	85%	65%	65%	4%
DOC	CW	YG	MARB	BF	REA	API	TI
8.9	35.3	-0.10	0.33	0.001	0.64	134.0	74.7
90%	45%	85%	60%	95%	60%	50%	75%



NEW DAY 2134K || Sells as Lot 3.

### 4 NEW DAY 124K

Hetero Black || Homo Polled 1/2 SM 1/2 AN  
10/2/2022 Owner: SNOW ASA# 4200023

Adj BW 72 | Age of Dam 9 | Disposition 1 | Frame 5.7

BHSF TOP HAND 060A

BHSF TOP HAND 060A 151F

BHSF ERICA ENERGY 706A

A A R TEN X 7008 S A

BHSF MS TENX 674B

MS STETSON R/H Y894



CE	BW	WW	YW	MCE	MILK	MWW	STAY
18.3	-3.9	63.2	99.6	10.9	27.2	59.2	13.4
5%	5%	90%	85%	5%	25%	65%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
13.8	34.2	-0.11	0.55	-0.018	0.54	150.5	83.1
35%	45%	85%	25%	85%	75%	25%	45%



NEW DAY 124K || Sells as Lot 4.

### 5 NEW DAY K07

Homo Black || Homo Polled 5/8 SM 3/8 AN  
8/29/2022 Owner: KEC ASA# 4183329

Adj BW 96 | Age of Dam 7 | Disposition 1 | Frame 6.1

CCR COWBOY CUT 5048Z

TJ FRANCHISE 451D

TJ MISS NET WORTH U11

J BAR J NIGHTRIDE 225Z

KEC SODA E05

KEC SAVANNAH C06



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.8	1.9	76.5	113.5	4.0	19.0	57.2	15.9
65%	85%	50%	60%	90%	90%	75%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
16.9	26.2	-0.05	0.42	-0.019	0.25	132.9	78.4
10%	75%	95%	45%	85%	99%	55%	60%



NEW DAY K07 || Sells as Lot 5.

### 6 NEW DAY K218

Homo Black || Homo Polled 1/2 SM 1/2 AN  
6/29/2022 Owner: JLG ASA# 4117695

Adj BW 76 | Age of Dam 5 | Disposition 1 | Frame 5.7

F:G Ratio 100.2 | RFI 0.94

BASIN PAYWEIGHT 168Z

JLG1 MR PAYWEIGHT E738

LRS MS DAKOTA 559R

LD CAPITALIST 316

JLG1 MS LD CAP 316 G902

LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.9	0.1	86.8	136.7	8.4	25.6	69.4	18.0
50%	50%	15%	20%	30%	40%	20%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
11.1	45.3	0.08	0.42	0.015	0.32	147.0	87.7
70%	20%	99%	45%	99%	99%	30%	30%



NEW DAY K218 || Sells as Lot 6.



NEW DAY 50K || Sells as Lot 7.

## 7 NEW DAY 50K

Hetero Black || Homo Polled 1/2 SM 1/2 AN  
9/13/2022 Owner: LUD ASA# 4095126

Adj BW 65 | Age of Dam 5 | Disposition 2 | Frame 6.4

SILVEIRAS CONVERSION 8064  
BUBS SOUTHERN CHARM AA31  
HICKORY HILL ERICA 009  
CCR COWBOY CUT 5048Z  
LUDWIG MISS CINDY 132F  
LUDWIG CINDY 1435C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.0	2.9	80.1	126.8	4.9	25.2	67.2	20.7
75%	95%	35%	35%	85%	40%	25%	3%
DOC	CW	YG	MARB	BF	REA	API	TI
11.8	37.3	-0.08	0.67	-0.007	0.57	156.7	86.8
60%	40%	90%	15%	90%	70%	15%	30%

## 8 NEW DAY K09

Homo Black || Homo Polled 5/8 SM 3/8 AN  
9/1/2022 Owner: KEC ASA# 4183330

Adj BW 94 | Age of Dam 6 | Disposition 2 | Frame 5.9

CCR COWBOY CUT 5048Z  
TJ FRANCHISE 451D  
TJ MISS NET WORTH U11  
TJ MAIN EVENT 503B  
KEC LUCY F05  
KEC SAVANNAH C06



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.8	-0.2	65.7	94.5	2.6	21.4	54.3	14.4
45%	95%	85%	90%	99%	75%	85%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
13.1	10.5	-0.18	0.27	-0.010	0.49	120.2	71.2
40%	99%	65%	70%	90%	85%	75%	85%



NEW DAY K09 || Sells as Lot 8.

## 9 NEW DAY K10

Hetero Black || Homo Polled 3/8 SM 5/8 AN  
9/1/2022 Owner: KEC ASA# 4183331

Adj BW 78 | Age of Dam 5 | Disposition 1 | Frame 5.8

CONNELLY CAPITALIST 028  
LD CAPITALIST 316  
LD DIXIE ERICA 2053  
TJ MAIN EVENT 503B  
KEC CLAIRE F22  
KEC LITTLE CAM



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.4	-2.7	64.6	95.0	9.5	24.2	57.2	18.4
20%	15%	90%	90%	15%	50%	75%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
7.4	46.1	-0.08	0.45	0.005	0.77	144.4	77.4
95%	20%	90%	40%	95%	35%	35%	65%



NEW DAY K10 || Sells as Lot 9.

## 10 NEW DAY 2142K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/29/2022 Owner: 5G ASA# 4197493

Adj BW 80 | Age of Dam 4 | Disposition 1 | Frame 5.7  
F:G Ratio 90.0 | RFI 1.79

CONNELLY CONFIDENCE PLUS  
R&R SUDDEN IMPACT F813  
R&R MISS CC D642  
CCR COWBOY CUT 5048Z  
5GF MS COWBOY CUT 9102  
SPRUCE HILL MS 158



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.6	1.0	89.6	143.9	7.5	31.3	76.0	19.8
80%	70%	10%	10%	40%	10%	4%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
15.4	54.4	-0.02	0.60	-0.004	0.62	157.8	93.5
20%	10%	95%	20%	90%	65%	15%	15%

## 11 NEW DAY 081K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/8/2022 Owner: MCDC ASA# 4307997

Adj BW 80 | Age of Dam 9 | Disposition 2 | Frame 6.0

MCM TOP GRADE 018X  
OVAL F ALL TIME A322  
OVAL F YIN Y26



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.3	0.1	72.3	107.7	7.6	35.0	71.1	11.3
70%	50%	65%	70%	40%	2%	15%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
9.2	34.4	-0.20	0.34	-0.035	0.67	120.9	78.2
85%	45%	60%	55%	55%	55%	75%	65%

# 12 NEW DAY 2070K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/10/2022 Owner: 5G ASA# 4197583

Adj BW 82 | Age of Dam 10 | Disposition 2 | Frame 6.0

WERNER FLAT TOP 4136  
**TJ FLAT IRON 259G**  
TJ 33Y  
R&R CHAMBERLAIN X744  
**SPRUCE HILL 426MS 333**  
SH MISS CU 426



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.5	-1.1	84.3	124.7	4.5	26.5	68.9	16.9
65%	30%	25%	35%	85%	30%	20%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
-3.1	18.4	0.00	0.38	0.003	0.15	140.3	86.1
99%	90%	99%	50%	95%	99%	40%	35%

# 14 NEW DAY 2002K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
8/17/2022 Owner: 5G ASA# 4197562

Adj BW 50 | Age of Dam 3 | Disposition 1 | Frame 5.8

TJ FROSTY 318E  
**TJ CHIEF 460G**  
TJ 52A  
GIBBS 7382E BROAD RANGE  
**5GF MS BROAD RANGE 0109**  
SPRUCE HILL MS 158



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.3	-1.2	86.1	132.0	6.1	32.9	75.7	15.6
45%	30%	20%	25%	65%	3%	5%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
14.0	47.0	0.04	0.58	-0.003	0.34	152.8	93.4
30%	15%	99%	20%	90%	95%	20%	15%

# 16 NEW DAY 2081K

Homo Black || Homo Polled 5/8 SM 3/8 AN  
9/13/2022 Owner: 5G ASA# 4197575

Adj BW 65 | Age of Dam 3 | Disposition 2 | Frame 5.6

TJ FROSTY 318E  
**TJ CHIEF 460G**  
TJ 52A  
HOOK'S CALCULATOR 5C  
**TKFM H141**  
WGN SURE THING 34D



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.1	-0.8	82.2	122.1	5.4	30.6	71.3	12.7
60%	35%	30%	40%	75%	10%	15%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
10.4	28.0	-0.18	0.40	-0.035	0.53	133.9	86.5
75%	70%	65%	45%	55%	80%	50%	30%

# 18 NEW DAY 59K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/18/2022 Owner: LUD ASA# 4096598

Adj BW 69 | Age of Dam 9 | Disposition 1 | Frame 6.1

A A R TEN X 7008 S A  
**RC XCEED 063D**  
RC MISS TOP GRADE 147A  
NICHOLS FINAL ANSWER X125  
**LUDWIG MISS 69C**  
LUDWIG MISS 98X



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.2	0.6	75.5	125.7	8.1	26.5	64.4	16.4
70%	60%	55%	35%	30%	30%	40%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
9.4	42.3	-0.12	0.46	-0.058	0.35	140.7	82.4
85%	25%	80%	35%	30%	95%	40%	45%

# 13 NEW DAY 62K

Hetero Black || Homo Polled 5/8 SM 3/8 AN  
9/22/2022 Owner: LUD ASA# 4098323

Adj BW 70 | Age of Dam 5 | Disposition 2 | Frame 6.0

IR IMPERIAL D948  
**HOOK'S HALLMARK 24H**  
HOOKS ZAFIRAH 41Z  
C F BLUE PRINT 1157  
**LUDWIG MISS 24F**  
LUDWIG MISS 1410B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.0	1.3	75.3	124.9	7.7	25.5	63.6	12.2
75%	75%	55%	35%	40%	40%	45%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
11.5	55.2	-0.16	0.56	-0.017	0.97	135.9	83.8
65%	10%	70%	25%	85%	10%	50%	40%

# 15 NEW DAY 2011K

Homo Black || Homo Polled 3/8 SM 5/8 AN  
8/22/2022 Owner: 5G ASA# 4213923

Adj BW 82 | Age of Dam 11 | Disposition 2 | Frame 5.7  
F:G Ratio 119.0 | RFI -3.99

REDHILL 672X X004 231A  
**CLRS HOMELAND 327H**  
CLRS ALWAYS XCELLENT  
GRANGER GREAT FALLS 053  
**SPRUCE HILL 4114LADY 3003**  
SPRUCE HILL 100 LADY 4114



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.8	1.5	88.9	148.9	5.7	21.2	68.6	12.5
90%	80%	15%	5%	70%	75%	20%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
12.9	31.1	-0.29	0.38	-0.047	0.81	126.8	86.1
45%	55%	30%	50%	45%	30%	65%	35%

# 17 NEW DAY K94

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/27/2022 Owner: SHSF ASA# 4324829

Adj BW 83 | Age of Dam 9 | Disposition 1 | Frame 5.9  
F:G Ratio 112.8 | RFI -0.82

DIXON NS PRIME CUT C529  
**C-3 GROUND BREAKER NS G953**  
WCM 623D  
W/C UNITED 956Y  
**BOVINE LUISA B92**  
IR MS RETAIL PROD S933



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.5	0.0	81.1	134.5	9.4	29.5	69.9	15.1
30%	50%	30%	20%	15%	15%	20%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
18.0	61.8	-0.02	0.58	-0.005	0.70	151.7	89.8
4%	3%	95%	20%	90%	50%	25%	20%





NEW DAY 31K || Sells as Lot 19.

## 19 NEW DAY 31K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
10/7/2022 Owner: RLE ASA# 4160938

Adj BW 78 | Age of Dam 3 | Disposition 1 | Frame 6.1

CCR COWBOY CUT 5048Z  
RLE CC & 7 COWBOY 24E  
3V MISS DORI 015 Y78  
S A V RAINFALL 6846  
RLE MAY LASS 30H  
RLE COWBOY LASS E22



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.8	2.0	81.4	130.3	8.4	27.0	67.3	11.5
50%	85%	30%	25%	30%	25%	25%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
13.9	24.0	-0.23	0.39	-0.048	0.54	128.8	83.1
30%	80%	50%	50%	45%	75%	60%	45%

## 20 NEW DAY 2054K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/8/2022 Owner: 5G ASA# 4197559

Adj BW 86 | Age of Dam 3 | Disposition 3 | Frame 6.0

WERNER FLAT TOP 4136  
TJ FLAT IRON 259G  
TJ 33Y  
R&R SUDDEN IMPACT F813  
5GF MS SUDDEN IMPACT 0134  
SPRUCE HILL 4118



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.2	3.8	94.2	139.6	4.0	31.2	78.2	18.9
90%	99%	5%	15%	90%	10%	3%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
-2.9	36.9	-0.04	0.53	-0.012	0.40	145.2	90.4
99%	40%	95%	25%	85%	95%	35%	20%

## 21 NEW DAY 2019K

Homo Black || Hetero Polled 5/8 SM 3/8 AN  
8/26/2022 Owner: 5G ASA# 4213917

Adj BW 80 | Age of Dam 10 | Disposition 1 | Frame 6.0

HOOK'S BEACON 56B  
KBHR HONOR H060  
WS MISS SUGAR C4  
R&R CHAMBERLAIN X744  
SPUCE HILL CH 313  
629



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.1	3.4	90.9	133.9	4.3	24.3	69.7	12.4
90%	99%	10%	20%	90%	50%	20%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
8.6	38.3	-0.26	0.38	-0.045	0.85	124.3	85.4
90%	35%	40%	50%	45%	25%	70%	35%

## 22 NEW DAY 2256K

Black || Homo Polled 1/2 SM 1/2 AN  
9/17/2022 Owner: WHM ASA# 4259429

Adj BW 90 | Age of Dam 8 | Disposition 2 | Frame 5.7  
F:G Ratio 99.7 | RFI -0.25

WBF SIGNIFICANT B132  
RUBY'S CURRENCY 7134E  
RUBYS JILL 035X  
S A V BRILLIANCE 8077  
FCF BLACKBIRD 626  
FCF BLACKBIRD 108



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.3	1.0	77.5	123.3	6.1	28.7	68.2	11.4
70%	70%	45%	40%	65%	15%	25%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
12.0	47.1	-0.14	0.33	-0.012	0.82	122.3	79.7
55%	15%	75%	60%	85%	30%	70%	55%

## 23 NEW DAY 25K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/15/2022 Owner: RLE ASA# 4160940

Adj BW 77 | Age of Dam 3 | Disposition 1 | Frame 5.8  
F:G Ratio 96.9 | RFI 0.50

WERNER FLAT TOP 4136  
TJ FLAT IRON 259G  
TJ 33Y  
TJ FRANCHISE 451D  
RLE MISS TIMELESS 31H  
RLE MISS TIMELESS 30F



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.3	1.1	91.3	137.0	5.4	33.6	79.4	17.6
45%	70%	10%	15%	75%	3%	2%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
-5.6	33.1	-0.04	0.41	-0.014	0.34	145.1	89.7
99%	50%	95%	45%	85%	95%	35%	20%

## 24 NEW DAY 105K

Homo Black || Homo Polled 1/4 SM 5/8 AN 1/8 CS  
10/1/2022 Owner: MCDC ASA# 4308000

Adj BW 81 | Age of Dam 5 | Disposition 2 | Frame 6.0  
F:G Ratio 82.0 | RFI 0.81

HOOKS ADMIRAL 33A  
JC MR FIVE STAR 532G  
TJ 8T



BMGA 869F  
5120



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.8	1.3	79.9	122.4	7.7	25.0	64.9	7.8
75%	75%	35%	40%	40%	45%	40%	99%
DOC	CW	YG	MARB	BF	REA	API	TI
11.3	46.6	-0.06	0.41	-0.019	0.50	114.6	80.3
65%	15%	90%	45%	85%	85%	80%	55%

## 25 NEW DAY 073K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
8/30/2022 Owner: MCDC ASA# 4307995

Adj BW 84 | Age of Dam 5 | Disposition 1 | Frame 6.1

HOOKS ADMIRAL 33A  
JC MR FIVE STAR 532G  
TJ 8T  
CCR COWBOY CUT 5048Z  
BMGA CWBY CT ALLEE 852F  
581



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.9	2.1	89.2	133.8	7.5	26.2	70.7	11.4
85%	85%	15%	20%	40%	35%	15%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
13.8	50.4	-0.10	0.45	-0.022	0.67	128.4	87.3
35%	10%	85%	40%	70%	55%	60%	30%



NEW DAY K55 || Sells as Lot 26.



GW COPPERHEAD 919G || Sire of Lot 26.



NEW DAY K85 || Sells as Lot 27

## 26 NEW DAY K55

Red || Homo Polled 5/8 SM 11/32 AR 1/32 AN  
8/7/2022 Owner: SLAY ASA# 4121466

Adj BW 71 | Age of Dam 4 | Disposition 1 | Frame 6.0

GW MOVIN ON 183C  
GW COPPERHEAD 919G  
GW MISS DIRCT DRIVE 932E  
HSR RED MAGNUM C708  
SLAY RED MAG G49  
SLAY IDEAL E14



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.8	-3.8	69.7	106.9	10.8	25.0	59.8	15.1
15%	5%	75%	75%	10%	45%	60%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
16.2	16.6	-0.29	0.51	-0.056	0.56	152.7	86.2
15%	95%	30%	30%	30%	75%	20%	35%

## 27 NEW DAY K85

Red || Homo Polled 1/2 SM 1/2 AR  
8/20/2022 Owner: SLAY ASA# 4121446

Adj BW 75 | Age of Dam 6 | Disposition 2 | Frame 6.0  
F:G Ratio 86.6 | RFI -0.70

WS ALL ABOARD B80  
KBHR MO ABOARD F078  
KBHR C119  
BROWN JYJ REDEMPTION Y1334  
SLAY REDEMPTION E51  
RZCC BEEF QUEEN C558



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.2	-1.7	82.5	136.6	9.3	28.0	69.2	11.9
10%	25%	30%	20%	20%	20%	20%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
7.8	41.9	-0.24	0.19	-0.044	0.81	132.2	84.2
95%	25%	45%	80%	45%	30%	55%	40%



NEW DAY K65 || Sells as Lot 28.



NEW DAY K77 || Sells as Lot 29.



NEW DAY K54 || Sells as Lot 31.

## 28 NEW DAY K65

Red || Homo Polled 5/8 SM 3/8 AR  
8/27/2022 Owner: SLAY ASA# 4121445

Adj BW 80 | Age of Dam 6 | Disposition 1 | Frame 6.0  
F:G Ratio 76.9 | RFI 1.69

WS ALL ABOARD B80  
KBHR MO ABOARD F078  
KBHR C119

HSR RED MAGNUM C708  
SLAY RED MAG E47  
PELTON MISS 957A



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.7	0.3	91.9	144.3	7.8	22.9	68.7	16.2
40%	55%	10%	10%	35%	60%	20%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
12.2	27.8	-0.40	0.22	-0.047	1.11	137.8	87.6
55%	70%	10%	75%	45%	4%	45%	30%

## 29 NEW DAY K77

Red || Homo Polled 5/8 SM 9/32 AR 1/16 AN 1/32 CS  
9/2/2022 Owner: SLAY ASA# 4121441

Adj BW 82 | Age of Dam 6 | Disposition 2 | Frame 6.0  
F:G Ratio 88.0 | RFI -0.18

WS ALL ABOARD B80  
KBHR MO ABOARD F078  
KBHR C119

WS OUTCROSS C164  
SLAY OUTCROSS E44  
SLAY B MAKER C57



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.5	1.7	86.9	137.8	7.3	22.9	66.3	9.4
40%	80%	15%	15%	45%	60%	30%	95%
DOC	CW	YG	MARB	BF	REA	API	TI
11.0	37.6	-0.34	0.19	-0.085	0.77	117.5	81.8
70%	35%	20%	80%	4%	35%	80%	50%

## 30 NEW DAY K79

Red || Homo Polled 5/8 SM 9/32 AR 3/32 AN  
9/5/2022 Owner: SLAY ASA# 4121440

Adj BW 85 | Age of Dam 5 | Disposition 2 | Frame 6.0  
F:G Ratio 112.5 | RFI -2.43

WS ALL ABOARD B80  
KBHR MO ABOARD F078  
KBHR C119

WS OUTCROSS C164  
SLAY OUTCROSS F36  
RZCC BEEF QUEEN C557



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.3	2.0	97.4	159.3	7.6	20.0	68.6	10.0
30%	85%	3%	2%	40%	85%	20%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
8.3	52.8	-0.23	0.25	-0.055	0.84	127.3	89.1
90%	10%	50%	70%	30%	25%	65%	25%

## 31 NEW DAY K54

Red || Homo Polled 5/8 SM 1/4 AR 1/8 AN  
8/6/2022 Owner: SLAY ASA# 4121451

Adj BW 79 | Age of Dam 3 | Disposition 1 | Frame 6.2  
F:G Ratio 116.6 | RFI -0.23

GW MOVIN ON 183C  
GW COPPERHEAD 919G  
GW MISS DIRCT DRIVE 932E

WS OUTCROSS C164  
SLAY OUTCROSS H59  
SLAY B MAKER D38



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.4	-1.0	89.1	148.9	7.9	23.8	68.3	12.6
40%	35%	15%	5%	35%	55%	25%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
20.0	35.9	-0.32	0.46	-0.082	0.71	145.8	93.8
2%	40%	25%	35%	4%	45%	30%	10%

### 32 NEW DAY K60

Red || Homo Polled 1/2 SM 11/32 AR 5/32 AN  
8/9/2022 Owner: SLAY ASA# 4121452

Adj BW 86 | Age of Dam 4 | Disposition 1 | Frame 5.7  
F:G Ratio 56.2 | RFI 2.02

GW MOVIN ON 183C  
GW COPPERHEAD 919G  
GW MISS DIRCT DRIVE 932E

WS OUTCROSS C164  
SLAY OUTCROSS G60  
SLAY CONQUEST C32



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.5	-1.9	69.5	98.6	8.5	21.7	56.4	16.7
40%	20%	75%	85%	25%	70%	75%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
18.6	17.1	-0.18	0.51	-0.050	0.27	145.8	81.9
3%	95%	65%	30%	45%	99%	30%	50%



NEW DAY K60 || Sells as Lot 32.

### 33 NEW DAY K73

Red || Homo Polled 5/8 SM 1/4 AR 1/16 AN 1/16 CS  
8/31/2022 Owner: SLAY ASA# 4121459

Adj BW 75 | Age of Dam 6 | Disposition 2 | Frame 6.5  
F:G Ratio 88.3 | RFI 0.90

WS ALL ABOARD B80  
KBHR MO ABOARD F078  
KBHR C119

WS OUTCROSS C164  
SLAY OUTCROSS E20  
SLAY B MAKER C48



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.5	-1.0	80.8	133.0	8.1	27.1	67.4	12.0
30%	35%	35%	20%	30%	25%	25%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
12.8	28.7	-0.30	0.08	-0.047	0.82	121.0	79.3
45%	65%	30%	95%	45%	30%	75%	60%

### 34 NEW DAY K74

Red || Homo Polled 3/4 SM 1/8 AR 1/16 AN 1/16 CS  
8/30/2022 Owner: SLAY ASA# 4121439

Adj BW 80 | Age of Dam 4 | Disposition 1 | Frame 6.5  
F:G Ratio 106.3 | RFI -1.89

TJ HEISMAN 388F  
GW HEISMAN 355H  
GW MISS GPRD 001W

WS OUTCROSS C164  
SLAY OUTCROSS G46  
SLAY CONQUEST C31



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.9	0.5	82.2	133.9	7.3	22.3	63.3	16.0
50%	60%	30%	20%	45%	65%	45%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
11.1	32.9	-0.23	0.43	-0.050	0.63	143.3	86.0
70%	50%	50%	40%	45%	60%	35%	35%

### 35 NEW DAY K56

Red || Homo Polled 5/8 SM 7/32 AR 1/8 AN 1/32 CS  
8/7/2022 Owner: SLAY ASA# 4121448

Adj BW 81 | Age of Dam 4 | Disposition 1 | Frame 6.0

GW MOVIN ON 183C  
GW COPPERHEAD 919G  
GW MISS DIRCT DRIVE 932E

HSR RED MAGNUM C708  
SLAY RED MAG G36  
SLAY OUTCROSS E20



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.0	-2.4	89.5	128.9	8.9	27.6	72.2	12.3
35%	15%	10%	30%	20%	25%	10%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
19.1	24.8	-0.29	0.42	-0.054	0.67	142.3	93.6
3%	80%	30%	45%	30%	55%	40%	15%

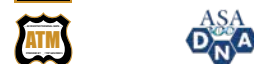
### 36 NEW DAY 56K

Red || Homo Polled PB SM  
9/18/2022 Owner: LUD ASA# 4096276

Adj BW 68 | Age of Dam 6 | Disposition 1 | Frame 5.8

IR IMPERIAL D948  
HOOK'S HALLMARK 24H  
HOOKS ZAFIRAH 41Z

CCR COWBOY CUT 5048Z  
LUDWIG MISS CINDY 148E  
RL MISS CINDY 29P



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.4	1.9	86.3	136.0	5.6	23.3	66.3	17.8
80%	65%	25%	15%	60%	50%	30%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
15.0	46.3	-0.31	0.40	-0.039	1.14	151.2	90.3
15%	10%	85%	20%	99%	10%	25%	20%

### 37 NEW DAY 23K

Red || Homo Polled 5/8 SM 5/32 AN 5/32 AR 1/16 CS  
9/10/2022 Owner: RLE ASA# 4160934

Adj BW 71 | Age of Dam 6 | Disposition 2 | Frame 5.8  
F:G Ratio 114.8 | RFI -2.40

GW MOVIN ON 183C  
GW HILGER ONE 454H  
GW MISS YUKON JACK 913E

LEACHMAN CADILLAC L025A  
RLE VELVET CADILLAC 23E  
RLE SCARLET ROSE 1U



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.1	2.0	94.3	146.5	6.0	26.5	73.6	17.9
45%	85%	5%	10%	65%	30%	10%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
15.0	61.2	-0.25	0.25	-0.066	0.93	138.6	87.2
20%	3%	45%	70%	20%	15%	45%	30%





IR ORIGINAL H341 || Sire of Lot 38.



NEW DAY 224K || Sells as Lot 38.



NEW DAY K08F || Sells as Lot 39.



TJ TEARDROP 783F || Sire of Lot 39.

## 38 NEW DAY 224K

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/6/2022 Owner: Beach ASA# 4155719

Adj BW 73 | Age of Dam 3 | Disposition 1 | Frame 6.0  
F:G Ratio 105.0 | RFI -0.97

G A R ORIGINAL SIN  
IR ORIGINAL H341  
IR MS VIENNA E758  
GIBBS 7382E BROAD RANGE  
OVAL F MS BROAD RANGE H71  
OVAL F DELIGHT D686



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.5	-0.5	87.2	137.5	6.8	27.2	72.7	11.4
65%	40%	15%	15%	55%	25%	10%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
18.5	50.6	-0.27	0.40	-0.051	0.96	134.0	89.7
3%	10%	35%	45%	30%	15%	50%	20%

## 39 NEW DAY K08F

Homo Black || Homo Polled PB SM  
9/22/2022 Owner: RSCC ASA# 4154968

Adj BW 82 | Age of Dam 5 | Disposition 1 | Frame 5.9

TJ MAIN EVENT 503B  
TJ TEARDROP 783F  
TJ MS 38W  
HOOK'S BEACON 56B  
MISS RSCC TABBY F08C  
MF CALICO

CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.0	0.1	86.9	131.4	7.0	24.2	67.6	19.2
20%	30%	20%	25%	35%	45%	25%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
12.8	33.8	-0.33	0.22	-0.042	1.02	152.4	88.8
35%	30%	80%	40%	95%	20%	20%	25%





NEW DAY 63K || Sells as Lot 40.



HOOK'S HALLMARK 24H || Sire of Lot 40



NEW DAY K156 || Sells as Lot 41.



GIBBS 8084F RANGE FINDER || Sire of Lot 41.

# 40

## NEW DAY 63K

Hetero Black || Homo Polled PB SM  
 10/6/2022 Owner: LUD ASA# 4103840

Adj BW 69 | Age of Dam 7 | Disposition 1 | Frame 6.0

IR IMPERIAL D948  
**HOOK'S HALLMARK 24H**  
 HOOKS ZAFIRAH 41Z  
 WS OS LOOKING GOOD  
**LUDWIG MISS 910D**  
 RL MISS CINDY 29P



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.7	1.4	80.3	126.4	5.2	20.8	60.8	14.9
65%	55%	40%	30%	65%	70%	55%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
12.2	42.5	-0.29	0.29	-0.034	1.07	139.2	84.3
45%	10%	90%	30%	99%	15%	40%	35%

# 41

## NEW DAY K156

Black || Polled PB SM  
 8/28/2022 Owner: PVF ASA# 4195178

Adj BW 86 | Age of Dam 9 | Disposition 1 | Frame 6.2

CCR WIDE RANGE 9005A  
**GIBBS 8084F RANGE FINDER**  
 SSF BLK LOUISE Y534  
 OBCC KING PIN W42Y  
**SS COTTONTAIL 270C**  
 KENCO MILEY COTTONTAIL



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.7	2.0	92.0	150.0	6.1	25.1	71.0	10.7
65%	70%	10%	4%	50%	35%	15%	95%
DOC	CW	YG	MARB	BF	REA	API	TI
13.3	42.8	-0.31	-0.01	-0.063	0.91	119.1	84.1
30%	10%	85%	90%	70%	45%	75%	35%

# 42 NEW DAY K231

Homo Black || Homo Polled PB SM  
9/9/2022 Owner: JLG ASA# 4117707

Adj BW 73 | Age of Dam 3 | Disposition 2 | Frame 5.8  
F:G Ratio 91.0 | RFI -1.21

HOOK'S EAGLE 6E  
TJ GOLD 274G  
TJ 12C  
HPF OPTIMIZER A512  
JLG1 MS OPTIMIZER H028  
LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.3	-0.9	78.1	123.7	7.9	24.4	63.4	18.0
10%	15%	50%	35%	20%	40%	45%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
12.1	30.5	-0.29	0.23	-0.049	0.81	151.3	85.2
45%	40%	90%	40%	95%	65%	25%	35%



NEW DAY K180 || Sells as Lot 44.

# 45 NEW DAY 271K

Homo Black || Homo Polled PB SM  
9/1/2022 Owner: Beach ASA# 4155758

Adj BW 78 | Age of Dam 5 | Disposition 1 | Frame 6.0  
F:G Ratio 106.0 | RFI -0.26

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT  
OVAL F ECHO E709  
RUBYS JUANADA 9145G  
RUBYS JUANADA 783E



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.0	-1.3	92.9	136.1	6.9	28.2	75.4	21.6
30%	15%	10%	15%	35%	15%	5%	3%
DOC	CW	YG	MARB	BF	REA	API	TI
6.8	44.4	-0.14	0.37	-0.006	0.83	167.0	96.7
95%	10%	99%	20%	99%	60%	10%	10%

# 47 NEW DAY 230K

Hetero Black || Homo Polled PB SM  
10/22/2022 Owner: MCDC ASA# 4314230

Adj BW 73 | Age of Dam 10 | Disposition 2 | Frame 5.4  
F:G Ratio 77.7 | RFI -2.31

GIBBS 7382E BROAD RANGE  
GIBBS 9067G BRR 4080B  
GIBBS 4080B BLT 2569Z  
GCF GRINDSTONE X171  
MCDC MISS LOOK B30  
GCF MISS LOOK & SEE Y69



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.8	-0.6	67.2	106.8	6.1	22.6	56.1	15.5
35%	20%	9%	75%	50%	55%	80%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
12.7	18.0	-0.31	0.19	-0.050	0.64	135.0	75.7
40%	85%	85%	45%	95%	95%	45%	70%

# 43 NEW DAY 52K

Homo Black || Homo Polled PB SM  
9/16/2022 Owner: LUD ASA# 4096104

Adj BW 71 | Age of Dam 3 | Disposition 1 | Frame 6.1

IR IMPERIAL D948  
HOOK'S HALLMARK 24H  
HOOKS ZAFIRAH 41Z  
CDI INNOVATOR 325D  
LUDWIG MISS CINDY 39H  
LUDWIG MISS CINDY 148E



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.8	0.7	86.1	137.1	8.8	24.7	67.7	22.0
20%	40%	25%	15%	15%	40%	25%	2%
DOC	CW	YG	MARB	BF	REA	API	TI
13.6	35.5	-0.38	0.61	-0.062	1.03	179.2	97.9
30%	25%	55%	4%	70%	20%	3%	5%

# 44 NEW DAY K180

Black || Polled PB SM  
9/19/2022 Owner: PVF ASA# 4195213

Adj BW 89 | Age of Dam 7 | Disposition 1 | Frame 5.8

THSF LOVER BOY B33  
LLSF MAINSTAY F361  
LLSF URABABYDOLL U194  
LLSF PAYS TO BELIEVE ZU194  
SSS COX COW 1E  
MS SSS SHOW STOPPER



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.7	1.4	73.0	106.4	4.2	25.4	61.9	11.7
75%	55%	70%	75%	80%	35%	50%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
11.3	31.5	-0.27	0.14	-0.048	0.76	118.3	75.7
55%	35%	95%	60%	95%	75%	80%	70%

# 46 NEW DAY 35K

Homo Black || Homo Polled PB SM  
10/16/2022 Owner: RLE ASA# 4160928

Adj BW 85 | Age of Dam 9 | Disposition 1 | Frame 6.1

CCR COWBOY CUT 5048Z  
RLE COWBOY CUT 14E  
RLE ROSEBUD 3B  
W/C UNITED 956Y  
RLE SUMMER S SUNSHINE 8C  
MISS 182X



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.6	3.5	95.7	150.5	5.1	24.4	72.1	15.0
95%	90%	5%	4%	65%	40%	15%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
13.4	38.7	-0.39	0.41	-0.078	0.98	144.7	94.2
30%	20%	55%	15%	50%	30%	30%	10%

# 48 NEW DAY 32K

Homo Black || Homo Polled PB SM  
10/8/2022 Owner: RLE ASA# 4160944

Adj BW 75 | Age of Dam 5 | Disposition 3 | Frame 6.3  
F:G Ratio 99.3 | RFI -0.87

CCR COWBOY CUT 5048Z  
RLE COWBOY CUT 14E  
RLE ROSEBUD 3B  
W/C UNITED 956Y  
RLE UNITED LASS 35F  
RLE LUCKY LASS 14B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.4	0.9	88.3	134.9	7.7	23.8	67.9	16.5
25%	45%	20%	20%	25%	45%	25%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
14.0	25.3	-0.37	0.46	-0.069	0.82	159.0	94.7
25%	60%	60%	15%	70%	65%	15%	10%

# 49 Age Advantaged - Fescue Adapted NEW DAY 60K

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/19/2022 Owner: LUD ASA# 4096670

Adj BW 67 | Age of Dam 4 | Disposition 1 | Frame 5.9

RUBYS TURNPIKE 771E  
RUBYS OUTER LIMITS 935G  
RUBYS LINDA 721E  
W/C UNITED 956Y  
LUDWIG MISS 46G  
LUDWIG MISS 1410B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.3	1.3	106.1	175.5	5.5	31.1	83.9	11.6
80%	75%	1%	1%	75%	10%	1%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
7.9	75.4	-0.21	0.38	-0.038	1.20	137.5	99.0
95%	1%	55%	50%	55%	2%	45%	4%



NEW DAY 228K || Sells as Lot 50.

# 50 NEW DAY 228K

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/13/2022 Owner: Beach ASA# 4155722

Adj BW 68 | Age of Dam 6 | Disposition 1 | Frame 5.7  
F:G Ratio 86.0 | RFI 2.15

TJ HEISMAN 388F  
KBHR SWEETNESS H185  
WS MISS SUGAR C4  
BAR CK HUNTER 3006A  
BAR CK MS 3006A 7089E  
BAR CK MS B1206Y 4156B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.9	-2.5	69.2	109.1	10.2	24.7	59.2	20.3
10%	15%	75%	70%	10%	45%	65%	4%
DOC	CW	YG	MARB	BF	REA	API	TI
16.6	28.6	-0.24	0.56	-0.028	0.79	164.6	85.4
10%	65%	45%	25%	70%	35%	10%	35%

# 51 NEW DAY 259K

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/5/2022 Owner: Beach ASA# 4155748

Adj BW 71 | Age of Dam 5 | Disposition 1 | Frame 5.7

REDHILL 672X X004 231A  
IR LODESTAR H380  
IR MS LUCY E711  
OVAL F ALL TIME A322  
OVAL F GEORGIA G902  
OVAL F EDNA E704



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.1	-0.7	88.3	130.4	8.8	30.4	75.1	17.7
35%	35%	15%	25%	25%	10%	5%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
8.3	45.7	-0.30	0.43	-0.030	1.17	151.1	91.7
90%	20%	30%	40%	70%	2%	25%	15%

# 52 NEW DAY 120K

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/20/2022 Owner: SNOW ASA# 4200018

Adj BW 79 | Age of Dam 14 | Disposition 1 | Frame 6.3

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT  
GW LUCKY MAN 644N  
MS ELIRA R/H 0142W  
MS ELIRA OF R/H 142



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.8	2.3	96.4	151.3	7.4	27.3	75.4	22.0
65%	90%	3%	4%	45%	25%	5%	1%
DOC	CW	YG	MARB	BF	REA	API	TI
9.1	58.2	-0.18	0.64	-0.035	0.93	167.0	97.6
90%	4%	65%	15%	55%	15%	10%	5%



NEW DAY 120K || Sells as Lot 52.

# 53 NEW DAY K230

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/29/2022 Owner: JLG ASA# 4117706

Adj BW 97 | Age of Dam 5 | Disposition 1 | Frame 6.0  
F:G Ratio 96.5 | RFI 0.66

OMF EPIC E27  
SCHOOLEY STANDOUT 27G  
CLRS BEAUTY QUEEN 420 B  
BALDRIDGE COLONEL C251  
JLG1 MS COLONEL F816  
LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.2	2.2	78.4	117.1	4.0	20.7	59.4	17.7
99%	90%	40%	50%	90%	80%	65%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
19.1	35.2	-0.24	0.16	-0.041	0.78	117.6	73.0
3%	45%	45%	85%	45%	35%	80%	80%



NEW DAY K230 || Sells as Lot 53.

# 54

## NEW DAY K223

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/24/2022 Owner: JLG ASA# 4117700

Adj BW 71 | Age of Dam 5 | Disposition 1 | Frame 6.0  
F:G Ratio 116.5 | RFI -1.46

CCR COWBOY CUT 5048Z  
WS PROCLAMATION E202  
WS MISS SUGAR C4  
CONNELLY CAPITALIST 028  
JLG1 MS CAPITALIST F821  
LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.4	3.0	110.9	173.1	4.4	23.6	79.1	15.1
90%	95%	1%	1%	90%	55%	2%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
12.4	48.4	-0.17	0.34	-0.052	0.62	137.8	97.1
50%	15%	70%	55%	30%	65%	45%	10%



NEW DAY 49K || Sells as Lot 56.

# 57

## NEW DAY 33K

Homo Black || Homo Polled 3/4 SM 1/4 AN  
10/10/2022 Owner: RLE ASA# 4160935

Adj BW 73 | Age of Dam 5 | Disposition 1 | Frame 5.6

CCR COWBOY CUT 5048Z  
RLE COWBOY CUT 14E  
RLE ROSEBUD 3B  
OVAL F ALL TIME A322  
RLE MISS TIMELESS 30F  
3V MISS DORI 015 Y78



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.8	1.8	77.1	115.8	7.8	32.2	70.4	13.5
65%	85%	45%	55%	35%	4%	15%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
11.8	31.8	-0.35	0.26	-0.070	0.83	121.6	77.7
60%	55%	15%	70%	20%	25%	70%	65%

# 59

## NEW DAY 237K

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/13/2022 Owner: Beach ASA# 4155730

Adj BW 70 | Age of Dam 4 | Disposition 1 | Frame 6.0  
F:G Ratio 110.0 | RFI 0.16

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT  
BAR CK TARGET 3016A  
BAR CK MS 3016A 9005G  
BAR CK MS 1004Z 5100C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
18.8	-3.0	76.3	120.5	10.7	29.8	67.8	20.9
4%	10%	50%	45%	10%	15%	25%	3%
DOC	CW	YG	MARB	BF	REA	API	TI
10.6	36.8	-0.11	0.87	-0.006	0.65	187.4	98.2
75%	40%	85%	4%	90%	60%	1%	4%

# 55

## NEW DAY K34C

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/21/2022 Owner: RSCC ASA# 4154962

Adj BW 85 | Age of Dam 8 | Disposition 1 | Frame 6.2

HOOK'S BEACON 56B  
KBHR HONOR H060  
WS MISS SUGAR C4  
MSR GREAT PLAINS 3793A  
MF COOKIE  
MF VANILLA BEAN



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.2	2.2	92.3	140.6	4.6	28.1	74.2	18.8
95%	90%	10%	15%	85%	20%	10%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
16.8	50.9	-0.23	0.51	-0.035	0.97	146.7	91.3
10%	10%	50%	30%	55%	10%	30%	20%

# 56

## NEW DAY 49K

Hetero Black || Homo Polled 3/4 SM 1/4 AN  
9/13/2022 Owner: LUD ASA# 4094331

Adj BW 70 | Age of Dam 3 | Disposition 2 | Frame 5.7

A A R TEN X 7008 S A  
RC XCEED 063D  
RC MISS TOP GRADE 147A  
CDI INNOVATOR 325D  
LUDWIG MISS CINDY 40H  
LUDWIG CINDY 1435C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.6	0.5	83.7	135.1	7.6	30.0	71.9	10.1
80%	60%	25%	20%	40%	10%	15%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
11.8	61.2	-0.06	0.58	-0.040	0.53	136.0	90.1
60%	3%	90%	20%	55%	80%	50%	20%

# 58

## NEW DAY 19K

Hetero Black || Homo Polled 3/4 SM 1/4 AN  
5/9/2022 Owner: RLE ASA# 4059716

Adj BW 81 | Age of Dam 7 | Disposition 1 | Frame 6.3

CCR COWBOY CUT 5048Z  
RLE COWBOY CUT 14E  
RLE ROSEBUD 3B  
V A R GENERATION 2100  
MS GEN VOLT DM ROSE E7  
MISS ROSE VOLTAGEC503



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.8	4.1	83.5	135.1	6.9	18.8	60.6	17.3
65%	99%	25%	20%	50%	90%	60%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
15.5	40.9	-0.36	0.30	-0.063	1.05	132.2	79.3
20%	30%	15%	65%	20%	10%	55%	60%

# 60

## NEW DAY 21K2

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/2/2022 Owner: RLE ASA# 4160927

Adj BW 60 | Age of Dam 3 | Disposition 3 | Frame 5.7  
F:G Ratio 83.4 | RFI -1.15

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT  
TJ FRANCHISE 451D  
RLE MS FRANCHISE LASS 28H  
RLE JADIE'S LASS 1C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.5	1.1	96.6	142.5	5.7	29.0	77.4	20.9
55%	70%	3%	10%	70%	15%	3%	3%
DOC	CW	YG	MARB	BF	REA	API	TI
7.0	41.8	-0.19	0.62	-0.015	0.90	164.9	98.3
95%	25%	60%	20%	85%	20%	10%	4%

# 61 NEW DAY K271

Homo Black || Homo Polled 3/4 SM 1/4 AN  
10/6/2022 Owner: JLG ASA# 4206052

Adj BW | Age of Dam 6 | Disposition 3 | Frame 6.0

OMF EPIC E27  
SCHOOLEY STANDOUT 27G  
CLRS BEAUTY QUEEN 420 B  
HPF OPTIMIZER A512  
GLG MS OPTIMIZER E744  
RHODES MINA C84



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.3	-0.8	73.5	106.6	8.5	21.0	57.8	13.4
20%	35%	60%	75%	25%	75%	70%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
15.5	21.8	-0.14	0.28	-0.027	0.39	128.6	77.4
20%	85%	75%	65%	70%	95%	60%	65%



# 62 NEW DAY K270

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/30/2022 Owner: JLG ASA# 4192391

Adj BW 88 | Age of Dam 5 | Disposition 1 | Frame 5.4  
F:G Ratio 109.4 | RFI -0.30

HOOK'S EAGLE 6E  
TJ GOLD 274G  
TJ 12C  
MUSGRAVE AVIATOR  
JLG1 MS AVIATOR F812  
LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.9	0.8	86.0	133.1	7.9	24.5	68.0	19.8
60%	65%	20%	20%	35%	45%	25%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
9.9	40.7	-0.22	0.29	-0.038	0.78	141.6	84.0
80%	30%	50%	65%	55%	35%	40%	40%

# 63 NEW DAY 256K

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/14/2022 Owner: Beach ASA# 4155745

Adj BW 72 | Age of Dam 4 | Disposition 3 | Frame 5.5  
F:G Ratio 82.0 | RFI 3.93

TJ HEISMAN 388F  
KBHR SWEETNESS H185  
WS MISS SUGAR C4  
BAR CK TARGET 3016A  
BAR CK MS 3016A 9084G  
BAR CK MS 1006X 3065A



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.5	0.4	84.8	133.0	9.5	28.3	70.6	18.5
15%	60%	20%	20%	15%	20%	15%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
16.2	24.1	-0.18	0.85	-0.038	0.46	176.3	98.8
15%	80%	65%	4%	55%	90%	3%	4%

# 64 NEW DAY K227

Black || Homo Polled 3/4 SM 1/4 AN  
8/27/2022 Owner: JLG ASA# 4117703

Adj BW 75 | Age of Dam 6 | Disposition 1 | Frame 5.8  
F:G Ratio 103.0 | RFI -0.94

HOOK'S EAGLE 6E  
TJ GOLD 274G  
TJ 12C  
MCM TOP GRADE 018X  
GLG MS TOP GRADE E746  
RHODES BLACKCAP B45



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.2	-2.6	75.0	117.0	10.0	30.4	67.9	20.5
10%	15%	55%	50%	10%	10%	25%	4%
DOC	CW	YG	MARB	BF	REA	API	TI
14.3	16.9	-0.31	0.57	-0.046	0.72	167.4	90.1
30%	95%	25%	25%	45%	45%	10%	20%

# 65 NEW DAY 2118K

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/21/2022 Owner: 5G ASA# 4197525

Adj BW 72 | Age of Dam 4 | Disposition 3 | Frame 5.6

RUBY SWC BATTLE CRY 431B  
KCC1 HURLEY 355H  
TR MS PRECISION 2077Z  
CDI MAINLINE 265D  
5GF MS MAINLINE 035  
5GF MS PALEFACE 7017



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.7	-1.4	67.8	109.6	7.7	23.3	57.2	19.8
50%	25%	80%	70%	40%	55%	75%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
12.1	27.6	-0.20	0.26	-0.054	0.45	138.5	75.2
55%	70%	60%	70%	30%	90%	45%	75%

# 66 NEW DAY 120K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
10/20/2022 Owner: MCDC ASA# 4308001

Adj BW 78 | Age of Dam 10 | Disposition 2 | Frame 6.0  
F:G Ratio 84.8 | RFI 1.06

KBHR HIGH ROAD E283  
BGIBBS 9130G HIH 3A11  
PVF-S 3A11 DAISY OX13  
EXAR COUNSEL 1016B  
EXAR LUCY 3984  
EXAR LUCY 4449



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.5	0.1	78.3	127.1	7.4	28.4	67.2	13.0
40%	50%	40%	30%	45%	20%	25%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
14.4	43.5	-0.09	0.60	-0.010	0.68	143.3	86.4
25%	20%	85%	20%	90%	50%	35%	30%



NEW DAY 120K || Sells as Lot 66.



NEW DAY 2175K || Sells as Lot 67.



NEW DAY 221K || Sells as Lot 69.

**69 NEW DAY 221K**  
 Homo Black || Homo Polled 1/2 SM 1/2 AN  
 7/15/2022 Owner: MCDC ASA# 4314229  
 Adj BW 78 | Age of Dam 5 | Disposition 1 | Frame 6.5

GIBBS 7382E BROAD RANGE  
**GIBBS 9067G BRR 4080B**  
 GIBBS 4080B BLT 2569Z  
 CASINO BOMBER N33  
**VINTAGE BLACKBIRD 9005**  
 VINTAGE BLACKBIRD 5396



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.6	-1.5	87.8	144.4	8.6	26.6	70.4	14.0
20%	25%	15%	10%	25%	30%	15%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
13.6	50.3	-0.10	0.46	-0.011	0.74	150.2	92.9
35%	10%	85%	35%	85%	40%	25%	15%

**71 NEW DAY 2057K**  
 Homo Black || Homo Polled 3/8 SM 3/8 AN 1/4 CS  
 9/9/2022 Owner: 5G ASA# 4197568  
 Adj BW 58 | Age of Dam 3 | Disposition 1 | Frame 5.6  
 F:G Ratio 102.0 | RFI -0.76

J BAR J NIGHTRIDE 225Z  
**GIBBS 5063C HOME RUN**  
 GIBBS 3291A DAISY 0609X  
 R&R DOUBLE PUMP F80  
**5GF MS DOUBLE PUMP 0209**  
 SPRUCE HILL W26



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.9	-2.8	66.8	97.5	8.6	17.7	51.6	17.7
10%	15%	85%	90%	25%	95%	95%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
12.2	18.4	-0.06	0.48	-0.005	0.27	148.5	78.9
55%	90%	90%	35%	90%	99%	30%	60%

**67 NEW DAY 2175K**  
 Homo Black || Homo Polled 5/8 SM 3/8 AN  
 11/6/2022 Owner: 5G ASA# 4197544  
 Adj BW 88 | Age of Dam 4 | Disposition 1 | Frame 5.8

CONNEALY CONFIDENCE PLUS  
**R&R SUDDEN IMPACT F813**  
 R&R MISS CC D642  
 GIBBS 5063C HOME RUN  
**5GF MS HR 9135**  
 5GF MS TITLEIST 7155



CE	BW	WW	YW	MCE	MILK	MWW	STAY
5.8	3.9	93.0	145.5	2.7	26.2	72.6	10.7
99%	99%	10%	10%	99%	35%	10%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
18.6	55.6	-0.19	0.51	-0.043	0.84	124.8	89.0
3%	5%	60%	30%	45%	25%	65%	25%

**68 NEW DAY 092K**  
 Homo Black || Homo Polled 1/2 SM 1/2 AN  
 9/23/2022 Owner: MCDC ASA# 4307998  
 Adj BW 74 | Age of Dam 8 | Disposition 1 | Frame 6.0  
 F:G Ratio 104.2 | RFI 0.42

KBHR HIGH ROAD E283  
**BGIBBS 9130G HIH 3A11**  
 PVF-S 3A11 DAISY 0X13



577



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.3	-0.7	69.9	112.9	7.4	21.6	56.5	9.6
45%	35%	75%	60%	45%	70%	75%	95%
DOC	CW	YG	MARB	BF	REA	API	TI
13.0	33.9	-0.12	0.44	-0.019	0.54	127.9	79.6
45%	50%	80%	40%	85%	75%	60%	60%

**70 NEW DAY K173**  
 Black || Polled 5/8 SM 3/8 AN  
 9/11/2022 Owner: PVF ASA# 4195230  
 Adj BW 84 | Age of Dam 7 | Disposition 2 | Frame 5.9

WCS DEADWOOD 4010B  
**LEERS DEADWOOD F806**  
 LEERS BLACKCAP C5003  
 HOOK'S XAVIER 14X  
**PVF X LADY D70**  
 PVF ROD. B80



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.4	2.0	80.8	124.1	4.9	28.0	68.4	16.9
90%	85%	35%	40%	85%	20%	25%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
8.4	46.5	-0.30	0.02	-0.047	1.06	114.0	73.0
90%	15%	30%	99%	45%	5%	85%	80%

**72 NEW DAY 207K**  
 Homo Black || Homo Polled 1/2 SM 1/2 AN  
 9/13/2022 Owner: MCDC ASA# 4308007  
 Adj BW 77 | Age of Dam 14 | Disposition 1 | Frame 6.0  
 F:G Ratio 81.4 | RFI 2.30

GIBBS 7382E BROAD RANGE  
**GIBBS 9067G BRR 4080B**  
 GIBBS 4080B BLT 2569Z



419



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.9	-1.6	65.9	108.4	8.0	23.4	56.3	10.6
35%	25%	85%	70%	35%	55%	80%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
11.6	27.9	-0.11	0.38	-0.010	0.52	125.1	75.1
65%	70%	85%	50%	90%	80%	65%	75%



NEW DAY 66K || Sells as Lot 73.

# 73 NEW DAY 66K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
10/13/2022 Owner: LUD ASA# 4107899

Adj BW 68 | Age of Dam 8 | Disposition 2 | Frame 6.1

IR IMPERIAL D948  
**HOOK'S HALLMARK 24H**  
HOOKS ZAFIRAH 41Z  
EXAR DENVER 2002B  
**BUTCHS ELSIE C926**  
BUTCHS ELSIE X904



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.3	0.7	73.1	118.9	10.4	28.7	64.5	14.2
30%	65%	60%	50%	10%	15%	40%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
13.4	52.0	-0.21	0.77	-0.013	1.11	155.9	89.4
40%	10%	55%	10%	85%	4%	20%	25%

# 74 NEW DAY K84

Homo Black || Polled 1/2 SM 1/2 AN  
9/10/2022 Owner: SHSF ASA# 4324828

Adj BW 68 | Age of Dam 12 | Disposition 1 | Frame 5.7  
F:G Ratio 110.1 | RFI -1.55

S A V BISMARCK 5682  
**TJ MAKERS MARK 215Y**  
TJ JEZEBEL 53J  
GW PATHFINDER 243U  
215Z  
GW MISS PREM BEEF 553U



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.8	-3.2	63.8	89.8	9.3	19.0	50.8	18.5
20%	10%	90%	95%	20%	90%	95%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
12.5	17.3	0.16	0.40	0.024	-0.19	144.1	75.5
50%	95%	99%	45%	99%	99%	35%	70%

# 76 NEW DAY 112K

Homo Black || Homo Polled 3/8 SM 5/8 AN  
9/15/2022 Owner: SNOW ASA# 4200025

Adj BW 70 | Age of Dam 12 | Disposition 1 | Frame 6.0

E W A PEYTON 642  
**ROSEDA POWERBALL 23 F091**  
ROSEDA BLACKCAP B103 D118  
DIKEMANS SURE BET  
**MS INEZ R/H Y879**  
MS INEZ R/H 3703T



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.9	-1.8	90.9	143.3	6.4	24.5	70.4	15.7
25%	20%	10%	10%	60%	45%	15%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
14.6	43.7	-0.04	0.80	-0.009	0.49	168.0	101.3
25%	20%	95%	10%	90%	85%	10%	2%

# 78 NEW DAY 2168K

Homo Black || Homo Polled 3/8 SM 5/8 AN  
9/9/2022 Owner: 5G ASA# 4239445

Adj BW 79 | Age of Dam 5 | Disposition 2 | Frame 6.0  
F:G Ratio 113.0 | RFI -0.41

CONNEALY CONFIDENCE PLUS  
**R&R SUDDEN IMPACT F813**  
R&R MISS CC D642  
HILLTOP WIDE OPEN 4215  
**5GF MS WIDE OPEN 9024**  
MS ULTRA D767



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.3	2.8	91.9	154.1	7.5	28.1	73.9	14.3
70%	95%	10%	3%	40%	20%	10%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
14.5	61.7	-0.04	0.53	-0.008	0.73	139.6	90.0
25%	3%	95%	25%	90%	45%	40%	20%

# 75 NEW DAY 2003K

Homo Black || Homo Polled 3/8 SM 5/8 AN  
8/18/2022 Owner: 5G ASA# 4197531

Adj BW 56 | Age of Dam 11 | Disposition 2 | Frame 5.8  
F:G Ratio 110.7 | RFI -1.95

REDHILL 672X X004 231A  
**CLRS HOMELAND 327H**  
CLRS ALWAYS XCELLENT  
GRANGER GREAT FALLS 053  
**SPRUCE HILL 4114LADY 3003**  
SPRUCE HILL 100 LADY 4114



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.3	-1.6	72.1	118.3	5.4	21.2	60.3	13.7
90%	25%	65%	50%	75%	75%	60%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
10.0	37.3	-0.32	0.56	-0.051	0.97	137.9	84.1
80%	40%	25%	25%	30%	10%	45%	40%

# 77 NEW DAY 2006K

Homo Black || Homo Polled 3/8 SM 5/8 AN  
8/20/2022 Owner: 5G ASA# 4213919

Adj BW 60 | Age of Dam 11 | Disposition 2 | Frame 5.5

REDHILL 672X X004 231A  
**CLRS HOMELAND 327H**  
CLRS ALWAYS XCELLENT  
GRANGER GREAT FALLS 053  
**SPRUCE HILL 4114LADY 3003**  
SPRUCE HILL 100 LADY 4114



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.6	-1.0	81.0	129.8	6.1	21.2	64.6	15.7
85%	35%	35%	30%	65%	75%	40%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
7.5	25.9	-0.26	0.64	-0.041	0.71	148.8	90.5
95%	75%	40%	15%	45%	45%	30%	20%

# 79 NEW DAY K177

Black || Polled 5/8 SM 3/8 AN  
9/16/2022 Owner: PVF ASA# 4195208

Adj BW 85 | Age of Dam 8 | Disposition 1 | Frame 5.8

WCS DEADWOOD 4010B  
**LEERS DEADWOOD F8006**  
LEERS BLACKCAP C5003  
LLSF PAYS TO BELIEVE ZU194  
**APEX TAMRA TZ929C**  
APEX TAMRA T929Z



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.7	1.0	64.0	95.9	5.7	26.5	58.4	15.1
85%	70%	90%	90%	70%	30%	70%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
11.0	19.5	-0.32	0.21	-0.054	0.71	115.4	68.4
70%	90%	25%	80%	30%	45%	80%	90%

**NEW DAY 2135K**

Homo Black || Homo Polled 5/8 SM 3/8 AN  
9/26/2022 Owner: 5G ASA# 4197528

Adj BW 79 | Age of Dam 4 | Disposition 1 | Frame 5.6  
F:G Ratio 117.0 | RFI -1.88

RUBY SWC BATTLE CRY 431B  
**KCC1 HURLEY 355H**  
TR MS PRECISION 2077Z  
TJ FIRST CUT 1109C  
**5GF MS FIRST CUT 9133**  
SPRUCE HILL 2151



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.8	2.6	84.3	131.2	7.1	18.4	60.5	17.3
75%	90%	25%	25%	50%	90%	60%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
10.1	48.2	-0.23	0.30	-0.053	0.80	132.2	80.5
80%	15%	50%	65%	30%	30%	55%	55%

**81**

**NEW DAY 2083K**

Homo Black || Homo Polled 5/8 SM 3/8 AN  
9/13/2022 Owner: 5G ASA# 4239447

Adj BW 69 | Age of Dam 3 | Disposition 2 | Frame 5.5  
F:G Ratio 117.0 | RFI -1.88

WS ALL-AROUND Z35  
**OMF EPIC E27**  
OMF TIME LESS B100  
R&R SUDDEN IMPACT F813  
**5GF MS SUDDEN IMPACT 0111**  
SPRUCE HILL BELLE 2245



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.7	1.7	91.9	143.8	8.2	26.5	72.4	9.8
50%	80%	10%	10%	30%	30%	10%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
13.3	59.8	-0.19	0.30	-0.032	0.99	124.2	87.1
40%	3%	60%	65%	55%	10%	70%	30%

**82**

**NEW DAY 129K**

Hetero Black || Homo Polled 1/2 SM 1/2 AN  
10/5/2022 Owner: SNOW ASA# 4200002

Adj BW 72 | Age of Dam 4 | Disposition 1 | Frame 5.6  
F:G Ratio 117.0 | RFI -1.88

BHSF TOP HAND 060A  
**BHSF TOP HAND 060A 151F**  
BHSF ERICA ENERGY 706A  
BHSF PREMIUM BEEF 503C  
**BHSF MS FOXIE 942G**  
MS FOXIE R/H 4362T



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.1	-0.5	64.7	97.9	7.1	24.8	57.4	17.0
45%	40%	90%	90%	50%	45%	75%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
15.4	39.3	-0.26	0.44	-0.026	0.98	139.3	76.7
20%	30%	40%	40%	70%	10%	45%	70%

**83**

**NEW DAY K243**

Homo Black || Homo Polled 1/2 SM 1/2 AN  
10/19/2022 Owner: JLG ASA# 4117718

Adj BW 94 | Age of Dam 5 | Disposition 1 | Frame 5.7  
F:G Ratio 94.9 | RFI 2.26

LD CAPITALIST 316  
**MUSGRAVE 316 STUNNER**  
MCATL BLACKBIRD 831-1378  
HPF OPTIMIZER A512  
**JLG1 MS OPTIMIZER F826**  
LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
6.8	3.0	102.5	166.6	-0.2	28.6	79.4	11.8
99%	95%	1%	1%	99%	20%	2%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
10.2	72.1	-0.02	0.52	-0.017	0.74	134.6	96.2
80%	1%	95%	30%	85%	40%	50%	10%

**84**

**NEW DAY 2010K**

Homo Black || Homo Polled 3/8 SM 5/8 AN  
8/22/2022 Owner: 5G ASA# 4213921

Adj BW 86 | Age of Dam 11 | Disposition 2 | Frame 5.5  
F:G Ratio 117.0 | RFI -1.88

REDHILL 672X X004 231A  
**CLRS HOMELAND 327H**  
CLRS ALWAYS XCELLENT  
GRANGER GREAT FALLS 053  
**SPRUCE HILL 4114LADY 3003**  
SPRUCE HILL 100 LADY 4114



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.0	1.7	83.4	136.7	5.7	21.2	65.9	13.8
90%	80%	25%	20%	70%	75%	35%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
10.2	42.6	-0.26	0.56	-0.045	0.88	136.2	86.7
80%	25%	40%	25%	45%	20%	50%	30%

**85**

**NEW DAY 2116K**

Homo Black || Homo Polled 5/8 SM 3/8 AN  
9/21/2022 Owner: 5G ASA# 4197550

Adj BW 90 | Age of Dam 4 | Disposition 1 | Frame 5.8  
F:G Ratio 106.0 | RFI -1.99

RUBY SWC BATTLE CRY 431B  
**KCC1 HURLEY 355H**  
TR MS PRECISION 2077Z  
SVF ALLEGIANCE Y802  
**5GF MS ALLEGIANCE 9137**  
SPRUCE HILL 4118



CE	BW	WW	YW	MCE	MILK	MWW	STAY
6.2	3.7	105.7	166.9	3.1	20.0	72.5	9.7
99%	99%	1%	1%	95%	85%	10%	95%
DOC	CW	YG	MARB	BF	REA	API	TI
10.2	74.3	-0.19	-0.01	-0.046	1.05	100.6	83.6
80%	1%	60%	99%	45%	10%	95%	40%

**86**

**NEW DAY 2049K**

Homo Black || Homo Polled 3/8 SM 5/8 AN  
9/7/2022 Owner: 5G ASA# 4197541

Adj BW 79 | Age of Dam 6 | Disposition 3 | Frame 5.7  
F:G Ratio 105.0 | RFI 2.05

WERNER FLAT TOP 4136  
**TJ FLAT IRON 259G**  
TJ 33Y  
WILSON MR A30  
**5GF MS TITLEIST 7103**  
SPRUCE HILL 5TR8 MISS 449



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.7	0.0	74.7	119.4	6.3	26.7	66.1	15.9
65%	50%	55%	45%	60%	30%	30%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
-3.2	37.8	0.08	0.72	0.013	0.21	149.5	86.6
99%	35%	99%	10%	99%	99%	25%	30%

**87**

**NEW DAY K93**

Black || Polled 1/2 SM 1/2 AN  
9/26/2022 Owner: SHSF ASA# 4324830

Adj BW 83 | Age of Dam 5 | Disposition 1 | Frame 5.3  
F:G Ratio 94.8 | RFI 1.30

DIXON NS PRIME CUT C529  
**C-3 GROUND BREAKER NS G953**  
WCM 623D  
MILL BRAE IDENTITY 7116  
**SHSF F97**  
SHSF MAKERS MARK D46



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.9	1.4	78.1	124.0	7.6	26.0	65.5	17.8
60%	75%	45%	40%	40%	35%	35%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
19.1	58.7	-0.12	0.68	-0.030	0.76	155.0	88.2
3%	4%	80%	15%	70%	40%	20%	25%



# 88

## NEW DAY 2082K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/13/2022 Owner: 5G ASA# 4197577

Adj BW 73 | Age of Dam 10 | Disposition 2 | Frame 5.0  
F:G Ratio 79.0 | RFI 0.97

RUBY SWC BATTLE CRY 431B  
KCC1 HURLEY 355H  
TR MS PRECISION 2077Z  
R&R CHAMBERLAIN X744  
SPRUCE HILL M CH 314  
887



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.3	-0.9	64.9	91.0	5.6	22.0	54.4	19.6
80%	35%	90%	95%	75%	70%	85%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
9.8	2.3	-0.26	0.38	-0.038	0.45	136.9	74.5
85%	99%	40%	50%	55%	90%	45%	75%

# 89

## NEW DAY 2066K

Homo Black || Homo Polled 1/4 SM 5/8 AN 1/8 CS  
9/10/2022 Owner: 5G ASA# 4197516

Adj BW 87 | Age of Dam 4 | Disposition 2 | Frame 5.8  
F:G Ratio 113.0 | RFI -0.78

RUBY SWC BATTLE CRY 431B  
KCC1 HURLEY 355H  
TR MS PRECISION 2077Z  
R&R SUDDEN IMPACT F813  
5GF MS SUDDEN IMPACT 011  
SPRUCE HILL 5117 LADY 316



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.6	1.1	81.5	130.4	8.3	24.9	65.8	17.8
65%	70%	30%	25%	30%	45%	35%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
11.3	41.6	-0.08	0.27	-0.012	0.58	130.6	78.9
65%	25%	90%	70%	85%	70%	55%	60%

# 90

## NEW DAY 071K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
8/30/2022 Owner: MCDC ASA# 4307994

Adj BW 75 | Age of Dam 8 | Disposition 1 | Frame 6.0

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.2	-1.8	77.2	119.1	8.2	26.7	65.2	12.5
35%	20%	45%	50%	30%	30%	35%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
4.2	46.4	-0.10	0.63	-0.004	0.75	149.1	90.3
99%	15%	85%	15%	90%	40%	25%	20%

# 91

## NEW DAY 100K

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/27/2022 Owner: MCDC ASA# 4307999

Adj BW 82 | Age of Dam 4 | Disposition 2 | Frame 5.6

HOOKS ADMIRAL 33A  
JC MR FIVE STAR 532G  
TJ 8T  
KOCH BIG TIMBER 685D  
BMGA BG TIMBR ALLEE 962G  
BMGA 651D



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.2	0.7	84.2	128.8	8.0	25.1	67.1	11.6
70%	65%	25%	30%	35%	40%	30%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
12.1	48.3	-0.05	0.43	-0.016	0.52	129.8	85.4
55%	15%	95%	40%	85%	80%	60%	35%

## GAIN AN EXTRA SHOT OF HETEROSIS WITH A NEW DAY BULL

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 makes everything you do easier.





## 92 NEW DAY 2204K

Homo Black || Homo Polled PB Angus  
8/29/2022 Owner: WHM AAA# \*20636760

BW 82 | Age of Dam | Disposition 2 | Frame 6.0  
F:G Ratio 99.4 | RFI 0.23

#+\*BASIN PAYWEIGHT 1682  
+\*DEER VALLEY GROWTH FUND  
+\*DEER VALLEY RITA 36113  
#\*S A V BRILLIANCE 8077  
+\*WHM PROVEN QUEEN 1203



CED	BW	WW	YW	CEM	MILK	DOC	
6	2.9	90	161	8	28	24	
55%	85%	3%	2%	55%	40%	25%	
CW	MARB	RE	FAT	\$M	\$W	\$B	\$C
84	0.56	0.87	0.025	68	78	186	309
2%	65%	20%	70%	40%	10%	10%	10%

## 93 NEW DAY 2065

Homo Black || Homo Polled PB Angus  
8/24/2022 Owner: MCDC AAA# 20848928

BW 68 | Age of Dam | Disposition 1 | Frame 6.0  
F:G Ratio 88.6 | RFI -0.14

#+\*BASIN PAYWEIGHT 1682  
+\*DEER VALLEY GROWTH FUND  
+\*DEER VALLEY RITA 36113  
#+SYDGEN 928 DESTINATION 5420  
R A F BLACKCAP 214  
R A F BLACKCAP 329



CED	BW	WW	YW	CEM	MILK	DOC	
14	-1	73	125	16	41	14	
4%	10%	25%	30%	2%	1%	75%	
CW	MARB	RE	FAT	\$M	\$W	\$B	\$C
56	0.6	0.71	0.048	87	89	147	278
35%	60%	40%	90%	5%	1%	45%	25%

## 94 NEW DAY K91

Homo Black || Homo Polled PB Angus  
9/19/2022 Owner: SHSF AAA# 20880357

BW 82 | Age of Dam | Disposition 1 | Frame 5.8  
F:G Ratio 112.7 | RFI -0.55

#\*CONNEALY CONFIDENCE PLUS  
+\*MILL BRAE BENCHMARK 9016  
#MILL BRAE FP JOANIE 3063  
#+\*S A V ANGUS VALLEY 1867  
MILL BRAE AV JOANIE 6300  
#MILL BRAE 0123 JOANIE 2334



CED	BW	WW	YW	CEM	MILK	DOC	
2	2.8	77	143	3	32	12	
85%	85%	15%	10%	95%	15%	80%	
CW	MARB	RE	FAT	\$M	\$W	\$B	\$C
63	0.32	0.87	0.007	53	68	152	250
20%	85%	20%	45%	80%	25%	40%	50%

## 95 NEW DAY K87

Homo Black || Homo Polled PB Angus  
9/12/2022 Owner: SHSF AAA# \*20880971

BW 74 | Age of Dam | Disposition 1 | Frame 6.0

#+\*LD CAPITALIST 316  
#\*MUSGRAVE 316 STUNNER  
#MCATL BLACKBIRD 831-1378  
#+\*TOMBSTONE 050  
+\*PASTURE VIEW LADY A602  
+\*R B LADY STANDARD 305-02



CED	BW	WW	YW	CEM	MILK	DOC	
11	-0.4	79	123	6	38	27	
15%	20%	15%	35%	75%	3%	15%	
CW	MARB	RE	FAT	\$M	\$W	\$B	\$C
66	0.43	0.48	0.06	87	94	141	270
15%	75%	75%	95%	5%	1%	55%	30%

## 96 NEW DAY 2259K

Homo Black || Homo Polled PB Angus  
9/11/2022 Owner: WHM AAA# 20636763

BW 87 | Age of Dam | Disposition 2 | Frame 5.8  
F:G Ratio 108 | RFI -0.29

\*TEHAMA UPWARD Y238  
#+\*TEHAMA TAHOE B767  
+\*TEHAMA MARY BLACKBIRD Y684  
#+\*PA POWER TOOL 9108  
+\*WHM PRIDE 1312  
M A G PRIDE 3X



CED	BW	WW	YW	CEM	MILK	DOC	
9	0.5	60	99	9	28	17	
30%	35%	60%	75%	45%	40%	60%	
CW	MARB	RE	FAT	\$M	\$W	\$B	\$C
25	0.79	0.53	0.028	86	68	121	243
95%	40%	70%	70%	5%	25%	80%	60%

### NEW DAY DEVELOPMENT PROCESS

We believe our development process is one that allows for the bulls to properly develop and tests the bulls to the challenges Missouri cattlemen deal with day in and day out. All of the bulls in this sale arrived at Cunningham Livestock late spring/early summer 2022. The bulls are then commingled in large groups based on weight and frame. After commingling the bulls are then developed in large pasture settings with fescue or stock piled fescue as the primary forage. The bulls are supplemented with minimal harvested feedstuffs and if the bulls are not performing up to par are culled. We are confident our age advantage, forage developed bulls will hold up in large pasture settings in the fescue belt.



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## PARSONS FARMS - 15 HEAD RED SIMANGUS BRED HEIFERS

- Heifers are predominantly sired by New Day G15 (ASA 3613990) a WS Outcross son.
- Heifers naturally bred to New Day J107 (ASA 3945957) who ranks in the top 10% of the breed for calving ease.
- Ultrasounded and confirmed to calve starting September 3 in a 35 day window
- Developed on fescue with very limited supplemental feed.

## Lot 101

### CUNNINGHAM LIVESTOCK - 22 HEAD BLK AND BWF SIMANGUS BRED HEIFERS

- Females sourced from our home herd along with 2 additional New Day Bull customer herds
- AI Sire = GW Medicine Man 200K
- Natural Service = New Day 956G (ASA 3787679) a Homo Black/Polled bull that ranks in the top 15% of the breed for calving ease
- Heifers were ultrasounded and will calve in a 60-day window.
- Developed on fescue, rotationally grazed with limited supplemental feed.

## Lot 102

### 5G FARMS - 70 BRED HEIFERS

- 70 bred heifers, most heifers sired by 5G bulls sold at previous New Day Genetics bull sales.
- AI bred to Gibbs Home Run and cleaned up with a Home Run sons and a GCC Gold Standard son. Due to start calving August 22.



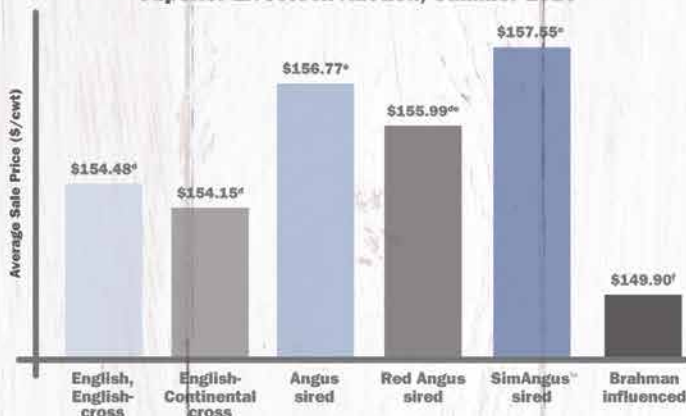
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<sup>a</sup> For lots of 50 head or more. <sup>b</sup> Kansas State University, December 2020, Superior Livestock Auction data analysis of 3,280 lots, 394,900 head of beef calves marketed during summer 2020. (P<.0001)  
<sup>c</sup> Lots that qualified 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.  
<sup>d, e, f</sup> 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.

New Day Semen - Contact Allied today for fall or spring breeding season orders.

**CLRS JOHNNY WALKER 1049J** ASA# 3874317

Homozygous Black || Homozygous Polled PB SM

HOOK'S BEACON 56B  
**CLRS GUARDIAN 317G**  
 CLRS ALWAYS XCELLENT  
 HOOKS TITUS 31T  
**HOOK'S YUMA 49Y**  
 HOOK'S UNIVERSAL 17U

CE	BW	WW	YW	MCE	MILK	MWW	STAY
<b>12.3</b>	<b>0.9</b>	<b>97.0</b>	<b>146.8</b>	<b>7.5</b>	<b>31.8</b>	<b>80.2</b>	<b>22.1</b>
40%	45%	4%	10%	25%	4%	2%	2%
DOC	CW	YG	MARB	BF	REA	API	TI
<b>11.1</b>	<b>43.8</b>	<b>-0.32</b>	<b>0.47</b>	<b>-0.055</b>	<b>1.00</b>	<b>172.1</b>	<b>100.5</b>
60%	10%	80%	15%	85%	25%	5%	3%

The very best CLRS Guardian on the market. Johnny Walker was the lead off bull from the 2022 Bred for Balance sale and comes from one of the most prolific donors in Hook's Yuma. A purebred who blends phenotype and figures to the highest degree.



**JC MR FIVE STAR 532G** ASA# 3555647

Homozygous Black || Homozygous Polled 1/2 SM 1/2 AN

GAR-EGL PROTEGE  
**HOOKS ADMIRAL 33A**  
 HOOKS PATTI 3P  
 LT 598 BANDO 9074  
**TJ 8T**  
 MS MISS 306R

CE	BW	WW	YW	MCE	MILK	MWW	STAY
<b>9.2</b>	<b>3.5</b>	<b>104.5</b>	<b>160.3</b>	<b>8.2</b>	<b>29.7</b>	<b>82.0</b>	<b>12.1</b>
90%	99%	1%	2%	30%	15%	1%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
<b>14.4</b>	<b>68.1</b>	<b>-0.07</b>	<b>0.41</b>	<b>-0.029</b>	<b>0.75</b>	<b>130.8</b>	<b>94.3</b>
25%	1%	90%	45%	70%	40%	55%	10%

A pedigree which is absolutely proven and destined for success. Five Star is backed by one of the most influential donors in TJ 8T and sired by the very popular Hook's Admiral. He studies with extra body capacity, moderation, and posts breed leading growth. No matter your goals Five Star can help you reach them.



**IRON CREEK ANTHEM 14J** ASA# 3935623

Homozygous Black || Homozygous Polled PB SM

HOOK'S BLACK HAWK 50B  
**HOOK'S EAGLE 6E**  
 HOOK'S CRYSTAL 1C  
 HOOK'S BEACON 56B  
**KBHR MATRON OF HONOR F202**  
 BAR CK MS X38 106Z

CE	BW	WW	YW	MCE	MILK	MWW	STAY
<b>11.8</b>	<b>0.0</b>	<b>95.3</b>	<b>150.4</b>	<b>6.3</b>	<b>24.5</b>	<b>72.1</b>	<b>19.0</b>
45%	30%	10%	4%	45%	40%	15%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
<b>16.2</b>	<b>55.3</b>	<b>-0.40</b>	<b>0.73</b>	<b>-0.047</b>	<b>1.48</b>	<b>182.4</b>	<b>107.2</b>
10%	2%	50%	2%	95%	1%	2%	1%

Anthem is an Eagle son who reads with as much genetic value as any higher percentage bull in the ASA database. He would be a wonderful heifer bull prospect who has top tier calving ease and is ACE verified. However, he is more than just a heifer bull as he has an unbelievable spread from BW to YW all while being backed by one of the most prolific donors in the breed KBHR Matron of Honor. If you are in search of a proven fescue adapted heifer bull look no further.



## IRON CREEK NEVER SAY NEVER 9 ASA# 4124922

Homozygous Black || Homozygous Polled

1/2 SM 1/2 AN

POSS MAVERICK  
**POSS DEADWOOD**  
 POSS ELLUNAMERE 399  
 HOOK'S BEACON 56B  
**KBHR MATRON OF HONOR F202**  
 BAR CK MS X38 106Z

CE	BW	WW	YW	MCE	MILK	MWW	STAY
<b>13.9</b>	<b>-2.0</b>	<b>94.1</b>	<b>161.6</b>	<b>8.8</b>	<b>27.0</b>	<b>74.3</b>	<b>18.5</b>
35%	20%	5%	2%	25%	25%	10%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
<b>10.8</b>	<b>76.5</b>	<b>0.00</b>	<b>1.20</b>	<b>0.008</b>	<b>0.94</b>	<b>202.0</b>	<b>115.7</b>
75%	1%	99%	1%	95%	15%	1%	1%

First generation Simangus herdsire, who studies with unrivaled growth and carcass figures. Backed by one of the most proven donor cows in the business KBHR Matron of Honor.



## GIBBS 8084F RANGE FINDER ASA# 3569025

Homozygous Black || Homozygous Polled

PB SM

S D S GRADUATE 006X  
**CCR WIDE RANGE 9005A**  
 CCR MS APPLE 9332W  
 SSF BLK MIDLAND T525  
**SSF BLK LOUISE Y534**  
 SSF BLK LOUISE S824

CE	BW	WW	YW	MCE	MILK	MWW	STAY
<b>10.5</b>	<b>1.9</b>	<b>87.9</b>	<b>146.3</b>	<b>7.8</b>	<b>24.7</b>	<b>68.5</b>	<b>14.2</b>
65%	65%	20%	10%	20%	40%	25%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
<b>13.3</b>	<b>55.5</b>	<b>-0.29</b>	<b>0.19</b>	<b>-0.024</b>	<b>1.32</b>	<b>135.7</b>	<b>86.7</b>
30%	2%	90%	45%	99%	2%	45%	30%

Our choice out of the very popular out Wide Range flush in the 2019 Gibbs Farms bull sale. Range Finder combines performance, stoutness, and striking balance in one package. Likewise, he excels at the details of hoof quality, hair shedding and disposition. He will be an excellent choice for those in the fescue belt looking for a top flight purebred.



## TJ CHIEF 460G ASA# 3611575

Homozygous Black || Homozygous Polled

1/2 SM 1/2 AN

ACW IRONHIDE 395Y  
**TJ FROSTY 318E**  
 TJ 58B  
 TJ NEW TIME LINE 113X  
**TJ 52A**  
 T J MISS DAY R1

CE	BW	WW	YW	MCE	MILK	MWW	STAY
<b>11.8</b>	<b>-0.8</b>	<b>80.7</b>	<b>115.4</b>	<b>3.7</b>	<b>36.5</b>	<b>76.3</b>	<b>19.2</b>
65%	35%	35%	55%	95%	1%	4%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
<b>12.9</b>	<b>25.4</b>	<b>-0.06</b>	<b>0.31</b>	<b>-0.008</b>	<b>0.35</b>	<b>139.0</b>	<b>82.9</b>
45%	75%	90%	60%	90%	95%	45%	45%

One of the absolute best baldie SimAngus bulls to be sold in recent memory. TJ Chief was a physical phenom at Triangle J Bull Sale this spring. He blends first class phenotype with incredible figures and will be the go to baldie bull to use by many this fall.



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