



New Day  
BEEF  
GENETICS

Spring BULL  
SALE

**APRIL 19, 2025**

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

**120 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
AHCC	ADAM HECHT CATTLE CO.
BCC	BEACH CATTLE COMPANY
BELL	JIMMY BELL
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	SHIELDS SIMMENTALS
SLAY	SLAYTON FARMS
SNOW	LYNN SNOW

[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 1-41**



**PB & 3/4 Simmental Bulls**

**Lots 56-114**



**Red Bulls**

**Lots 42-55**



**PB Angus Bulls**

**Lots 115-121**

## A Note on Bull Development

Welcome to Cunningham Livestock! This spring sale is our 5th anniversary of developing the New Day Genetics bulls and hosting the sale and we couldn't be more excited to be a part of this successful team and program.

Have the bulls improved over the last five years? Absolutely. That's what this program is all about! Without a doubt, our team of breeders have made big strides in the last 5 years to bring you the most relevant and profitable genetics, and we continue to raise the bar in terms of our rigorous culling standards for phenotype, structure and feet.

Over the past five years, we have fine-tuned our development process, and certainly, things look a bit different than in 2020. However, the core mission of developing these bulls slowly, on fescue remains the same, and I am confident that this process makes our bulls ready to go to work and hold up to the rigors of your fescue based, commercial beef enterprises.

As always, I encourage you to come and see the bulls and development process, and welcome an opportunity to visit about your operation and genetic needs anytime.

Thanks and look forward to seeing you!

*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 18

12:00 PM Cattle Available Viewing

### Saturday, April 19

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 17, 2025.

## 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

All bulls have passed a breeding soundness exam prior to the sale. Bulls selling for over \$3,000 dollars, will include a two-breeding season guarantee. Breeding season is defined as a 90-day period from bull turn-in to take-out. For example, bulls selling in the spring sale, will be covered for a 90-day spring and subsequent 90 day fall breeding season.

Our warranty for the bulls includes semen and feet issues (not stemming from injury or management) for the first two breeding seasons. All other injuries such as broke penis, foot rot, acts of God, and situations related to management that are beyond our control will not be covered. A veterinary inspection/report is required for warranty claims.

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 as soon as possible.

Warranties will be settled as sale credit, less the salvage value of the bull. In some cases, if a mutually agreed upon replacement bull is available, the warranty may be settled in this manner.

## 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...



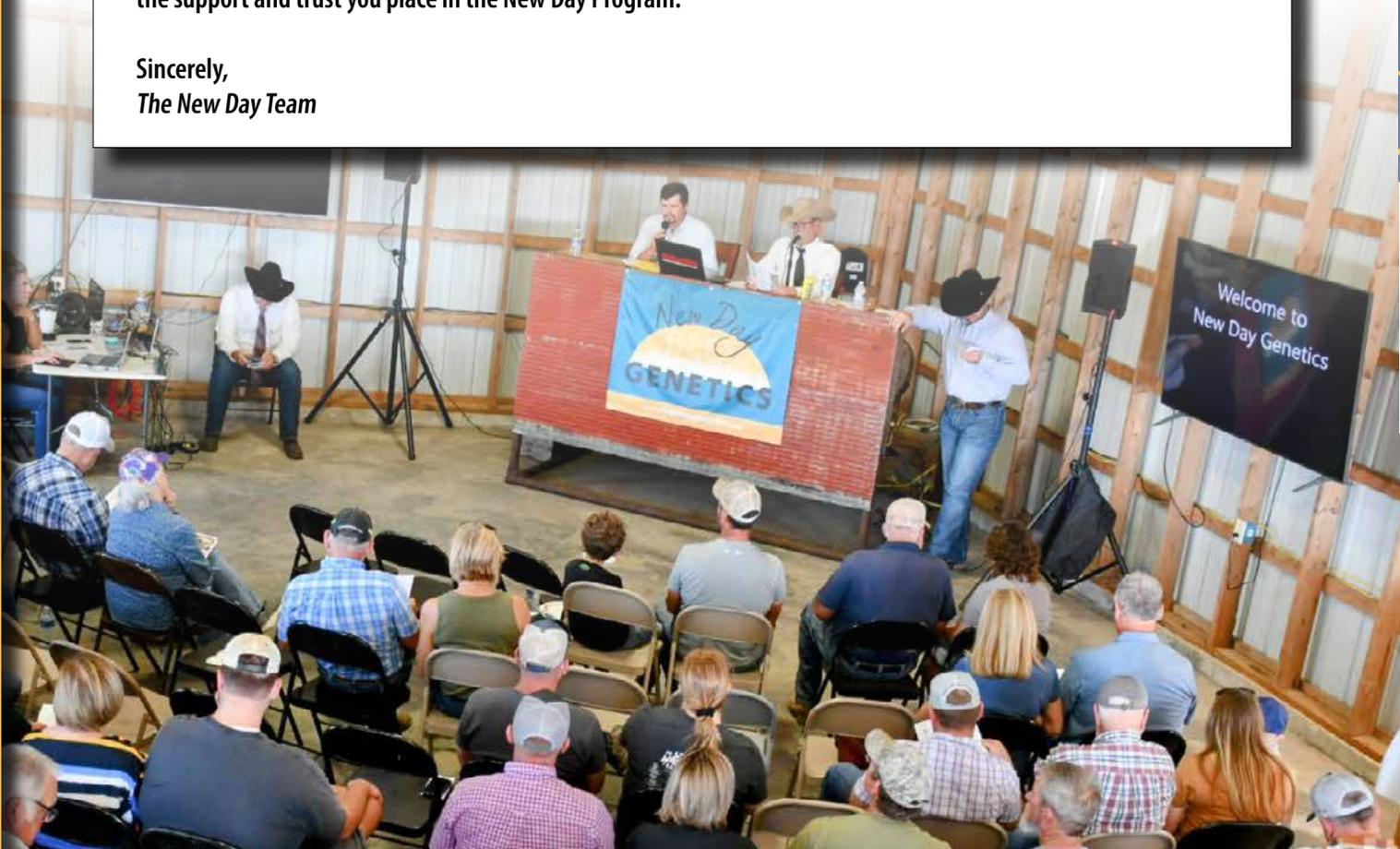
Welcome to the 2025 New Day Bull & Commercial Female Sale in Salem, MO. The Spring Sale will mark our biggest and best offering to date with 120+ high powered bulls and well over 140 fall bred females. We would like to extend a huge thank you to those who have purchased or showed interest in our program over the years.

Our vision for the New Day program has never wavered as we want to deliver the best genetic package to producers in the fescue belt and ultimately drive the genetic improvement and profitability of producers' herd. The New Day bulls are sourced out of herds that totals well over 1,500 head of registered females. New Day bull buyers and getting the best of the best these herds have to offer. Every bull goes through rigorous performance testing, genomic screenings and phenotypical evaluations prior to the sale. As always, we feel in order to best serve customers every bull in the offering comes in an age advantage package and has been developed in large traps with exposure to fescue. Our customers will attest the New Day bulls will hold up better while covering more cows versus yearling bulls.

We continue to work towards providing more options for customers showcasing their New Day Genetics feeder cattle and females. We have two special feeder cattle sales in both the spring and late fall for New Day customers. Likewise, if you have a group of New Day influenced females we would love to showcase those genetics in our female sales.

We hope you can join us 4/19 in Salem, MO. Please feel free to stop by and view the bulls and females anytime prior to the sale. Reach out to any of the New Day team with questions regarding the offering. Once again, we appreciate the support and trust you place in the New Day Program.

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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402-316-5460 || 402-474-5557

# 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

## PROVIDING SERVICE AND OPPORTUNITY FOR OUR CUSTOMERS

New Day Genetics is committed to not only providing our customers with the best possible Bulls, but also providing them with additional marketing opportunities for their calves, such as our commercial bred heifer sales and our coordinated New Day Genetics influenced feeder calf sales.

This past year we began working with Central Ozarks Stockyards in Squires, MO and Interstate Regional Stockyards in Cuba, MO to host New Day Genetics Influenced feeder cattle sales. The goal of these sales is to showcase the feeder cattle and genetics sired by our bulls, and ultimately capture more value for these known genetics and the health and management through our pre-conditioning program.

These sales kicked off in the May of 2024, selling approximately 350 head through the 2 barns. Later in the fall for spring born calves, we implemented a tagging program to not only indicate the genetics but also the health and pre-conditioning status of the calves. Approximately 675 calves were sold in these two sales in January 2025.

The table below provides a quick overview of some of the spring born calves that sold on January 13 and 14, that had weight ranges that could be easily compared to the Missouri State-wide averages for Medium/Large frame, Muscle Score #1 steers.

STEERS (HD COUNT)	WT	NEW DAY CATTLE	MO AVG MED/LARGE 1
32	723	\$296.00	\$286.27 @ 721 lbs
13	817	\$276.00	\$269.13 @ 823 lbs
19	711	\$290.00	\$286.27 @ 721 lbs
10	853	\$268.00	\$258.37 @ 876 lbs
10	612	\$325.00	\$317.46 @ 625
6	728	\$293.00	\$286.27 @ 721 lbs
64	768	\$282.75	\$277.44 @ 770 lbs
11	636	\$320.00	\$314.22 @ 626

If you're interested in joining these marketing efforts, please feel free to contact Ted Cunningham with New Day Genetics, Marty Crews with Central Ozarks Stockyards or Scott Abolt with Interstate Regional Stockyards.



DB ICONIC G95 || Sire of Lot 1.



NEW DAY L76 || Sells as Lot 1.



NEW DAY 102L || Sells as Lot 2.

# 1 NEW DAY L76

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/6/2023 Owner: SHSF ASA# 4463626

BW	75	Age of Dam	11	Disposition	1	Frame	5.9
				F:G Ratio	106	RFI	0.45

MUSGRAVE 316 STUNNER  
DB ICONIC G95  
DB MS DISCOVERY D13  
MCM TOP GRADE 018X  
SHSF KISSES B01  
DS-SS K217 SWEET KISSES



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.6	-3.4	79.7	133.0	5.6	28.2	68.2	15.5
40%	10%	40%	25%	75%	15%	25%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
11.3	37.6	0.06	0.79	0.011	0.28	166.8	97.3
70%	45%	99%	10%	99%	99%	10%	10%

# 2 NEW DAY 102L

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/12/2023 Owner: Lud ASA# 4246781

BW	61	Age of Dam	7	Disposition	1	Frame	6.0
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E W A PEYTON 642  
DE-SU VOLUNTEER B122  
E W A 3128 OF 9067 WEIGH UP  
CCR COWBOY CUT 5048Z  
LUDWIG MISS CINDY 148E  
RL MISS CINDY 29P



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.9	-1.9	81.5	134.5	10.1	31.6	72.4	15.6
25%	25%	35%	25%	10%	4%	10%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
15.8	56.4	0.07	0.85	0.001	0.39	169.7	98.5
15%	10%	99%	5%	95%	90%	10%	10%



IR ORIGINAL H341 || Sire of Lot 3.



NEW DAY 126L || Sells as Lot 3.



NEW DAY L3528 || Sells as Lot 4.



KBHR GLOBAL J138 || Sire of Lot 4.

### 3 NEW DAY 126L

Homo Black || Homo Polled 1/4 SM 3/4 AN  
8/29/2023 Owner: MCDC ASA# 4380010

BW 74 | Age of Dam 7 | Disposition 1 | Frame 5.8

G A R ORIGINAL SIN  
IR ORIGINAL H341  
IR MS VIENNA E758  
G A R SUNRISE  
BMGA CC SNRS 771  
552



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.6	0.7	96.9	162.4	6.4	24.1	74.9	13.2
70%	65%	4%	2%	60%	50%	10%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
20.7	68.5	0.04	0.84	-0.008	0.59	159.7	102.1
1%	2%	99%	10%	90%	65%	15%	3%

### 4 NEW DAY L3528

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/12/2023 Owner: PVF ASA# 4271076

BW 103 | Age of Dam 11 | Disposition 1 | Frame 6.1

WS PROCLAMATION E202  
KBHR GLOBAL J138  
BAR CK MS X38 106Z  
G A R QUANAH 687L  
BROWN MS QUANAH 505B  
RAB-GAR MS NEW DAY 4678Y



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.5	-1.7	80.4	134.4	9.8	24.9	66.0	13.2
20%	25%	40%	25%	15%	40%	35%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
17.9	57.8	-0.21	0.71	-0.034	1.02	159.7	95.1
4%	10%	50%	15%	55%	10%	15%	15%



NEW DAY 345L || Sells as Lot 5.

## 5 NEW DAY 345L

Homo Black || Homo Polled 1/4 SM 3/4 AN  
8/1/2023 Owner: MCDC ASA# 4414040

BW 69 | Age of Dam 6 | Disposition 1 | Frame 6.5

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

EXAR EXPO 7760B  
EXAR JOY 9051  
EXAR JOY 6508



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.3	0.4	93.8	148.9	9.4	24.5	71.8	9.1
60%	60%	10%	10%	15%	45%	15%	95%
DOC	CW	YG	MARB	BF	REA	API	TI
15.4	62.2	0.07	0.48	0.008	0.53	129.9	91.0
15%	3%	99%	40%	95%	75%	60%	20%

## 6 NEW DAY 214L

Homo Black || Homo Polled 3/8 SM 5/8 AN  
9/15/2023 Owner: SNOW ASA# 4282795

BW 82 | Age of Dam 13 | Disposition 1 | Frame 5.7

E W A PEYTON 642  
ROSEDA POWERBALL23 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
12.4	1.3	115.7	186.2	5.6	26.0	83.7	15.1
55%	75%	1%	1%	75%	30%	1%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
18.2	61.4	0.00	0.73	-0.007	0.60	164.1	110.1
3%	4%	95%	15%	90%	65%	10%	1%



NEW DAY 214L || Sells as Lot 6.

## 7 NEW DAY 076L

Homo Black || Hetero Polled 1/2 SM 1/2 AN  
9/2/2023 Owner: MCDC ASA# 4379922

BW 80 | Age of Dam 9 | Disposition 1 | Frame 5.8  
F:G Ratio 113 | RFI -0.49

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



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.2	-1.7	76.4	119.4	8.2	26.6	64.7	13.2
35%	25%	55%	50%	30%	25%	40%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
7.8	35.6	-0.08	0.68	0.006	0.63	151.8	90.5
95%	50%	85%	15%	95%	60%	25%	25%



NEW DAY 076L || Sells as Lot 7.

## 8 NEW DAY 92L

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/17/2023 Owner: BCC ASA# 4356453

BW 78 | Age of Dam 7 | Disposition 1 | Frame 6.0

GIBBS 7382E BROAD RANGE  
BC/C JASPER J116  
OVAL F MISS DOUBLE OR NOT G937

S WHITLOCK 179  
GALAXY BLACKLASS 7470  
GALAXY BLACKLASS 2526



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.2	2.1	91.1	151.5	8.0	27.6	73.2	11.4
75%	90%	15%	10%	35%	20%	10%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
12.5	55.4	-0.05	0.26	0.005	0.79	122.1	84.6
50%	10%	90%	75%	95%	30%	75%	45%



# 9 NEW DAY 30L

Homo Black || Hetero Polled 5/8 SM 3/8 AN  
8/29/2023 Owner: BCC ASA# 4305193

BW 58 | Age of Dam 5 | Disposition 1 | Frame 5.8

LEACHMAN PROPHET J030Z  
**SOUTHERN FORTUNE TELLER**  
GW MISS PREM BEEF 246Z  
GW VINDICATOR 312E  
**BAR CK MS 312E 9016G**  
BAR CK MS B220 6211D



CE	BW	WW	YW	MCE	MILK	MWW	STAY
18.8	-3.2	78.9	126.6	8.1	27.8	67.2	10.0
4%	10%	45%	40%	35%	20%	30%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
13.3	58.5	-0.23	0.93	-0.034	1.10	170.6	101.9
40%	5%	45%	3%	55%	4%	10%	3%



NEW DAY 30L || Sells as Lot 9.

# 10 NEW DAY 113L

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/24/2023 Owner: Lud ASA# 4252076

BW 71 | Age of Dam 3 | Disposition 1 | Frame 5.8

HHS MR ENTOURAGE 867B  
**LCDR RESERVE 210J**  
LCDR MS ECHO 43E  
DE-SU VOLUNTEER B122  
**FW A RACHEL 1279**  
SYDGEN RACHEL 5907



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.8	-0.9	99.9	163.5	8.1	27.6	78.6	12.5
75%	35%	3%	2%	35%	20%	2%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
17.4	65.5	-0.02	0.79	-0.008	0.73	161.3	106.4
5%	2%	95%	10%	90%	40%	15%	2%



NEW DAY 113L || Sells as Lot 10.

# 11 NEW DAY 326L

Homo Black || Homo Polled 1/4 SM 3/4 AN  
9/10/2023 Owner: MCDC ASA# 4414038

BW 77 | Age of Dam 6 | Disposition 1 | Frame 5.8

HOOKS ADMIRAL 33A  
**JC MR FIVE STAR 532G**  
TJ 8T  
EXAR BOTTOM LINE 5002B  
**EXAR RITA 9080**  
EXAR RITA 3905



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.2	-0.7	82.9	128.6	9.7	30.1	72.6	15.3
45%	40%	30%	35%	15%	10%	10%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
12.9	42.3	-0.09	0.70	-0.014	0.60	153.3	92.4
45%	30%	80%	15%	80%	65%	25%	20%

# 12 NEW DAY 333L

Hetero Black || Homo Polled 1/2 SM 1/2 AN  
8/31/2023 Owner: MCDC ASA# 4379924

BW 79 | Age of Dam 9 | Disposition 1 | Frame 6.0

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



581

CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.3	-1.4	80.5	130.3	7.4	26.1	66.2	13.6
45%	30%	40%	30%	45%	30%	35%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
10.7	41.3	-0.11	0.52	-0.005	0.72	145.0	89.1
75%	35%	75%	35%	90%	40%	35%	25%

# 13 NEW DAY L335

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/12/2023 Owner: JLG ASA# 4276504

BW 78 | Age of Dam 6 | Disposition 1 | Frame 5.7  
F:G Ratio 114 | RFI -0.73

BALDRIDGE COMMAND C036  
**CCR COMMANDER 5135F**  
CCR MS 2073 COWBOY 5135C  
BALDRIDGE COLONEL C251  
**JLG1 MS COLONEL F816**  
LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.5	-1.1	70.0	110.9	8.5	22.2	56.1	26.6
45%	35%	75%	70%	30%	65%	80%	1%
DOC	CW	YG	MARB	BF	REA	API	TI
15.4	26.7	-0.05	0.36	0.003	0.41	156.4	77.3
15%	75%	90%	60%	95%	90%	20%	70%

# 14 NEW DAY 87L

Hetero Black || Homo Polled 1/2 SM 1/2 AN  
9/11/2023 Owner: BCC ASA# 4356448

BW 72 | Age of Dam 3 | Disposition 1 | Frame 6.2

KBHR SNIPER E036  
**RUBYS HITMAN 0107H**  
RUBYS LINDA 721E  
GALAXY EXPEDITION 8901  
**BC/C RITA 9J**  
GALAXY RITA 6427



CE	BW	WW	YW	MCE	MILK	MWW	STAY
19.1	-0.9	98.3	156.8	12.9	37.4	87.6	9.9
3%	35%	4%	4%	1%	1%	1%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
18.4	65.7	-0.23	0.32	-0.036	1.14	140.9	96.6
3%	2%	45%	65%	55%	3%	45%	10%



NEW DAY 3022L || Sells as Lot 15.

## 15 NEW DAY 3022L

Homo Black || Homo Polled 5/8 SM 3/8 AN  
8/19/2023 Owner: 5G ASA# 4407799

BW 82 | Age of Dam 12 | Disposition 1 | Frame 6.0  
F:G Ratio 114 | RFI 0.96

WS ALL-AROUND Z35  
OMF EPIC E27  
OMF TIME LESS B100



R&R CHAMBERLAIN X744  
SPUCE HILL CH 313  
629



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.8	2.0	94.7	147.2	2.9	21.9	69.2	10.0
95%	85%	10%	10%	99%	70%	20%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
20.3	70.1	-0.19	0.34	-0.051	0.98	119.6	87.7
1%	1%	55%	60%	25%	10%	75%	30%

## 16 NEW DAY L99

Black || Homo Polled 1/2 SM 15/32 AN 1/32 CA  
9/4/2023 Owner: PVF ASA# 4339970

BW 81 | Age of Dam 8 | Disposition 1 | Frame 5.8

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
W/C LOADED UP 1119Y



APEX RITA RU167D  
RDD MS VRD 323R 1CA

CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.0	1.6	78.7	115.0	6.0	26.7	66.0	15.9
75%	80%	45%	60%	70%	25%	35%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
15.3	39.1	-0.06	0.34	-0.015	0.45	127.9	78.5
20%	40%	85%	60%	80%	85%	65%	65%



NEW DAY L99 || Sells as Lot 16.

## 17 NEW DAY 145L

Hetero Black || Homo Polled 1/4 SM 3/4 AN  
9/2/2023 Owner: MCDC ASA# 4380011

BW 75 | Age of Dam 3 | Disposition 1 | Frame 5.7

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
S A V RAINDANCE 6848  
BMGA CC RNDNC 178  
853



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.9	0.5	83.5	135.5	5.6	29.7	71.6	8.4
65%	60%	30%	25%	75%	10%	15%	95%
DOC	CW	YG	MARB	BF	REA	API	TI
14.9	61.8	0.06	0.43	0.013	0.60	121.2	84.0
20%	4%	99%	45%	99%	65%	75%	45%



NEW DAY 145L || Sells as Lot 17.

## 18 NEW DAY 3043L

Homo Black || Polled 1/4 SM 7/16 AN 5/16 CS  
9/1/2023 Owner: 5G ASA# 4452203

BW 76 | Age of Dam 3 | Disposition 1 | Frame 5.7

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
R&R SUDDEN IMPACT F813  
5GF MS 1251  
SPRUCEHILL MS 6537



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.9	0.2	78.4	115.1	6.7	30.9	70.0	19.9
65%	55%	45%	60%	55%	10%	20%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
12.8	29.7	0.01	0.35	-0.006	0.19	136.5	78.8
50%	70%	95%	60%	90%	99%	50%	65%



# 19 NEW DAY L145

Homo Black || Homo Polled 5/8 SM 3/8 AN  
8/29/2023 Owner: PVF ASA# 4339961

BW 66 | Age of Dam 7 | Disposition 1 | Frame 5.7

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
CCR HOMBRE 2361B  
PVF HOMBERE F43  
PVF J.T. Z6



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.2	0.1	68.9	98.1	7.6	34.9	69.3	18.0
35%	55%	80%	90%	40%	1%	20%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
8.4	15.8	-0.16	0.11	-0.035	0.33	122.5	70.2
95%	95%	65%	95%	55%	95%	75%	90%



TJ CHIEF 460G || Sire of Lot 19.

# 20 NEW DAY 3029L

Homo Black || Homo Polled 1/2 SM 1/2 AN  
8/22/2023 Owner: 5G ASA# 4355391

BW 73 | Age of Dam 4 | Disposition 1 | Frame 5.0  
F:G Ratio 114 | RFI 0.02

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
R&R SUDDEN IMPACT F813  
SGF MS SUDDEN IMPACT 0159  
SPRUCE HILL 3328



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.0	-0.3	79.6	119.5	5.6	31.5	71.2	11.3
75%	45%	40%	50%	75%	4%	15%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
11.8	48.9	-0.03	0.31	-0.018	0.48	120.8	81.0
60%	20%	90%	65%	80%	85%	75%	55%

# 21 NEW DAY 3068L

Homo Black || Homo Polled 1/4 SM 1/2 AN 1/8 CS 1/8 HP  
9/7/2023 Owner: 5G ASA# 4355393

BW 67 | Age of Dam 5 | Disposition 1 | Frame 5.2

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
WILSON MR A30  
SGF MS TITLIEST 064  
SGF 562Z



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.2	2.6	83.1	128.8	7.0	30.6	72.1	19.8
75%	95%	30%	35%	50%	10%	15%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
10.5	40.5	-0.09	0.40	-0.034	0.41	137.3	80.8
80%	35%	80%	50%	55%	90%	50%	55%

# 22 NEW DAY 3101L

Homo Black || Homo Polled 1/4 SM 1/2 AN 1/4 CS  
9/14/2023 Owner: 5G ASA# 4452201

BW 73 | Age of Dam 4 | Disposition 1 | Frame 5.5  
F:G Ratio 96 | RFI -1.01

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
R&R SUDDEN IMPACT F813  
SGF MS SUDDEN IMPACT 0135  
SPRUCE HILL MST D6393



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.0	-0.8	71.0	108.7	7.2	31.5	67.4	14.5
50%	40%	75%	75%	50%	4%	30%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
11.4	42.3	-0.05	0.33	0.012	0.68	126.3	76.0
70%	30%	90%	65%	99%	50%	65%	75%

# 23 NEW DAY 3033L

Homo Black || Homo Polled 1/2 SM 1/2 AN  
8/29/2023 Owner: 5G ASA# 4433661

BW 73 | Age of Dam 3 | Disposition 1 | Frame 5.0  
F:G Ratio 102 | RFI -0.77

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
R&R SUDDEN IMPACT F813  
SGF SUDDEN IMPACT 1165  
SGF MS TITLIEST 7171



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.5	-1.8	64.1	90.6	6.7	31.6	63.6	17.1
55%	25%	90%	95%	55%	4%	45%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
9.8	19.9	-0.10	0.22	-0.011	0.38	125.4	71.3
85%	90%	80%	80%	80%	95%	70%	85%

# 24 NEW DAY 3050L

Homo Black || Homo Polled 1/4 SM 1/2 AN 1/4 CS  
9/3/2023 Owner: 5G ASA# 4355358

BW 75 | Age of Dam 3 | Disposition 1 | Frame 5.5  
F:G Ratio 117 | RFI -1.56

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
ZWT SUMMITT 6507  
SGF MS SUMMIT 1109  
GIBBS 9016W MABELLE N341



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.0	-0.7	73.3	110.9	4.4	29.8	66.6	17.1
75%	40%	65%	70%	90%	10%	30%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
14.7	35.9	-0.07	0.49	-0.010	0.50	138.2	80.7
25%	50%	85%	35%	90%	80%	50%	55%

# 25 NEW DAY 203L

Homo Black || Homo Polled 3/8 SM 5/8 AN  
9/10/2023 Owner: SNOW ASA# 4282784

BW 69 | Age of Dam 3 | Disposition 1 | Frame 5.7

E W A PEYTON 642  
ROSEDA POWERBALL23 F091  
ROSEDA BLACKCAP B103 D118  
HOOK'S BEACON 56B  
HBFS MS BEACON 146J  
BHSF MS VELOCITY 701A



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.1	-2.0	106.1	168.9	8.9	26.2	79.1	16.5
25%	20%	1%	1%	25%	30%	2%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
13.0	59.5	0.21	0.77	0.034	0.25	173.2	108.6
45%	5%	99%	10%	99%	99%	5%	1%

**NEW DAY 444L**

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/26/2023 Owner: MCDC ASA# 4379931

BW 80 | Age of Dam 4 | Disposition 1 | Frame 6.0  
F:G Ratio 73 | RFI 2.31

YON FULL FORCE C398  
**GIBBS 9121G KENWORTH**  
GIBBS 0532X SM STAR P342  
KOCH BIG TIMBER 685D  
**BMGA BG TMBR ALLEE 085H**  
963



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.5	1.6	95.3	157.3	6.5	22.5	70.9	12.4
70%	80%	10%	4%	60%	65%	15%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
15.6	60.5	0.08	0.55	-0.003	0.39	139.1	92.3
15%	4%	99%	30%	90%	90%	45%	20%

**27 NEW DAY 081L**

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/2/2023 Owner: MCDC ASA# 4379923

BW 73 | Age of Dam 6 | Disposition 2 | Frame 5.8  
F:G Ratio 90 | RFI 2.47

YON FULL FORCE C398  
**GIBBS 9121G KENWORTH**  
GIBBS 0532X SM STAR P342  
BAR CK/TBEF BALANCE 5186C  
**BAR CK MS 5186C 8049F**  
BAR CK MS 1006X 5177C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.9	-2.3	62.6	106.1	10.6	25.5	57.5	17.2
10%	20%	95%	80%	10%	35%	75%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
14.0	36.6	-0.05	0.81	0.018	0.65	168.9	87.0
30%	45%	90%	10%	99%	55%	10%	35%

**28 NEW DAY 3088L**

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/11/2023 Owner: 5G ASA# 4355379

BW 68 | Age of Dam 9 | Disposition 1 | Frame 5.9

WS ALL-AROUND Z35  
**OMF EPIC E27**  
OMF TIME LESS B100  
WILSON MR A30  
**SPRUCE HILL MS T 575**  
SPRUCE HILL 513 LADY 236

CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.9	3.1	86.6	134.1	7.1	21.5	64.7	19.9
75%	95%	20%	25%	50%	70%	40%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
11.7	48.3	-0.38	0.16	-0.076	1.09	129.3	78.4
65%	20%	10%	90%	10%	4%	65%	65%



NEW DAY 3040L || Sells as Lot 29.



NEW DAY 3128L || Sells as Lot 30.

**29 NEW DAY 3040L**

Homo Black || Homo Polled 1/2 SM 7/16 AN 1/16 CS  
9/1/2023 Owner: 5G ASA# 4355355

BW 79 | Age of Dam 6 | Disposition 1 | Frame 5.5

CONNEALY CONFIDENCE PLUS  
**R&R SUDDEN IMPACT F813**  
R&R MISS CC D642  
GIBBS 5063C HOME RUN  
**5G MS HR 8103**  
SPRUCEHILL MS 6420



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.6	1.4	82.3	122.4	4.7	25.6	66.6	18.9
90%	80%	35%	45%	85%	35%	30%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
15.4	36.2	-0.27	0.32	-0.039	0.88	134.5	81.2
15%	50%	30%	65%	55%	20%	55%	55%

**31 NEW DAY L73**

Black || Homo Polled 5/8 SM 3/8 AN  
9/22/2023 Owner: PVF ASA# 4339992

BW 80 | Age of Dam 8 | Disposition 1 | Frame 5.8

TJ MAIN EVENT 503B  
**PVF MAIN EVENT F113**  
PVF 095 X23  
W/C LOADED UP 1119Y  
**KCC DANNY 17E**  
MAGGLE'S DANNY Z318



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.1	2.1	76.1	123.1	4.4	20.9	58.9	16.5
75%	90%	55%	45%	90%	75%	70%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
11.8	32.3	-0.26	0.06	-0.068	0.59	115.1	70.4
60%	60%	35%	99%	15%	65%	80%	90%

**30 NEW DAY 3128L**

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/25/2023 Owner: 5G ASA# 4402513

BW 85 | Age of Dam 11 | Disposition 1 | Frame 5.7

CONNEALY CONFIDENCE PLUS  
**R&R SUDDEN IMPACT F813**  
R&R MISS CC D642  
R&R CHAMBERLAIN X744  
**SPRUCE HILL 426MS 333**  
SH MISS CU 426



CE	BW	WW	YW	MCE	MILK	MWW	STAY
6.7	4.2	86.1	135.8	3.0	27.3	70.1	13.5
99%	99%	25%	25%	99%	20%	20%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
13.9	50.9	-0.27	0.31	-0.061	0.89	117.1	79.9
35%	15%	30%	65%	15%	20%	80%	60%

# Age Advantaged - Fescue Adapted

## 32

### NEW DAY 91L

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/30/2023 Owner: BCC ASA# 4356452

BW 83 | Age of Dam 5 | Disposition 1 | Frame 5.7  
F:G Ratio 102 | RFI -2.37

RUBYS TURNPIKE 771E  
OVAL F GENUINE G930  
OVAL F YIN Y26



SMITH VALLEY IDELINE 9186  
SMITH VALLEY IDELINE 7093



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.5	3.8	87.2	145.1	3.9	31.0	74.7	8.2
80%	99%	20%	15%	95%	5%	10%	95%
DOC	CW	YG	MARB	BF	REA	API	TI
8.8	64.9	-0.04	0.46	-0.025	0.66	121.0	85.3
90%	2%	90%	40%	65%	55%	75%	40%



NEW DAY 3028L || Sells as Lot 33.

## 33

### NEW DAY 3028L

Homo Black || Homo Polled 5/8 SM 3/8 AN  
8/21/2023 Owner: 5G ASA# 4407804

BW 86 | Age of Dam 12 | Disposition 1 | Frame 6.2

WS ALL-AROUND Z35  
OMF EPIC E27  
OMF TIME LESS B100  
R&R CHAMBERLAIN X744  
SPUCE HILL CH 313  
629



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.0	1.5	85.2	121.5	4.8	21.9	64.5	9.2
75%	80%	25%	50%	85%	70%	40%	95%
DOC	CW	YG	MARB	BF	REA	API	TI
15.3	34.6	-0.19	0.18	-0.044	0.57	108.8	78.6
20%	55%	55%	85%	40%	70%	90%	65%



NEW DAY L17 || Sells as Lot 35.

## 34

### NEW DAY 3019L

Homo Black || Homo Polled 5/8 SM 3/8 AN  
8/17/2023 Owner: 5G ASA# 4407805

BW 73 | Age of Dam 12 | Disposition 1 | Frame 5.7  
F:G Ratio 84 | RFI -1.68

WS ALL-AROUND Z35  
OMF EPIC E27  
OMF TIME LESS B100  
R&R CHAMBERLAIN X744  
SPUCE HILL CH 313  
629



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.2	0.9	81.7	121	4.5	22	62.7	12.3
85%	70%	35%	50%	90%	65%	50%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
13.6	38	-0.18	0.30	-0.028	0.65	126.2	81.4
35%	4%	60%	70%	65%	55%	65%	55%

## 35

### NEW DAY L17

Homo Black || Homo Polled 3/8 SM 5/8 AN  
9/20/2023 Owner: KEC ASA# 4346509

BW 93 | Age of Dam 10 | Disposition 1 | Frame 5.9  
F:G Ratio 96 | RFI 1.78

LD CAPITALIST 316  
MUSGRAVE 316 STUNNER  
MCATL BLACKBIRD 831-1378  
ELLINGSON LEGACY M229  
KEC MELISSA C08  
KEC MIA



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.4	-0.4	74.3	119.8	3.6	28.2	65.8	11.0
55%	45%	60%	50%	95%	15%	35%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
11.9	58.0	-0.04	0.22	0.006	0.81	114.2	74.7
60%	10%	90%	80%	95%	30%	85%	75%

## 36

### NEW DAY L3536

Homo Black || Homo Polled 5/8 SM 3/8 AN  
9/19/2023 Owner: AHCC ASA# 4271038

BW 74 | Age of Dam 7 | Disposition 1 | Frame 5.9

HOOK'S EAGLE 6E  
JC MR TALON 403G  
JC MS FORCE 403B  
HOOK'S BEACON 56B  
FSCR PRINCESS E204  
EXAR PRINCESS 2786



CE	BW	WW	YW	MCE	MILK	MWW	STAY
18.2	-4.4	78.3	123.9	12.2	31.3	70.6	19.0
5%	4%	45%	45%	2%	5%	15%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
14.5	45.2	-0.24	0.65	0.004	1.23	173.7	95.9
25%	25%	40%	20%	95%	2%	5%	10%

## 37

### NEW DAY L83

Black || Homo Polled 1/4 SM 3/4 AN  
10/2/2023 Owner: SHSF ASA# 4463629

BW 79 | Age of Dam 3 | Disposition 1 | Frame 5.6  
F:G Ratio 99 | RFI 7.07

G A R HOME TOWN  
IR PRIMETIME  
KBHR IR/JLN ASTORIA G119  
MILL BRAE IDENTITY 7116



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.8	0.2	83.8	147.7	8.3	26.0	69.0	15.8
30%	55%	30%	10%	30%	30%	20%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
12.7	62.1	-0.07	0.99	-0.031	0.66	174.9	100.2
50%	3%	85%	3%	55%	55%	5%	5%

# New Day Bulls

## 38 NEW DAY 60L

Homo Black || Homo Polled 5/8 SM 3/8 AN  
9/3/2023 Owner: BCC ASA# 4305223

BW 79 | Age of Dam 3 | Disposition 1 | Frame 6.2

REDHILL 672X X004 231A  
**IR LODESTAR H380**  
IR MS LUCY E711  
GALAXY EXPEDITION 9207  
**BC/C JEMMA 107J**  
ASR BLACK MIRANDA G9269



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.6	-2.2	91.8	139.1	9.8	24.9	73.0	16.3
30%	20%	10%	20%	15%	40%	10%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
14.3	53.9	0.03	0.75	0.005	0.52	168.3	101.4
30%	10%	99%	10%	95%	75%	10%	4%

# 39 NEW DAY 115L

Homo Black || Homo Polled 1/2 SM 1/2 AN  
9/28/2023 Owner: Lud ASA# 4254314

BW 73 | Age of Dam 9 | Disposition 1 | Frame 5.8

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
10.4	2.5	80.3	134.5	8.0	32.3	71.6	13.8
80%	90%	40%	25%	35%	3%	15%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
13.5	55.7	-0.19	0.53	-0.010	1.11	136.6	85.4
40%	10%	55%	30%	90%	4%	50%	40%

# 40 NEW DAY L334

Homo Black || Homo Polled 5/8 SM 3/8 AN  
9/11/2023 Owner: JLG ASA# 4276503

BW 98 | Age of Dam 5 | Disposition 1 | Frame 5.9  
F:G Ratio 100 | RFI 1.68

BALDRIDGE COMMAND C036  
**CCR COMMANDER 5135F**  
CCR MS 2073 COWBOY 5135C  
MCM TOP GRADE 018X  
**JLG1 MS TOP GRADE G921**  
JLG1 MS PAYWEIGHT E706



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.7	4.2	94.6	154.9	5.8	31.5	78.3	21.3
95%	99%	10%	5%	70%	4%	3%	3%
DOC	CW	YG	MARB	BF	REA	API	TI
11.1	54.2	-0.26	0.55	-0.061	0.92	152.9	92.3
70%	10%	35%	30%	15%	15%	25%	20%

# 41 NEW DAY 007L

Homo Black || Hetero Polled 1/2 SM 1/4 AN 1/4 CS  
9/7/2023 Owner: AHCC ASA# 4463793

BW 80 | Age of Dam 5 | Disposition 1 | Frame 5.7

WS PROCLAMATION E202  
**CASON'S MR MASTERCRAFT**  
CASON'S MISS NATALIE

GH100



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.8	1.2	84.9	131.2	6.4	23.5	65.9	14.2
85%	75%	25%	30%	60%	55%	35%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
13.7	27.9	-0.13	0.27	-0.025	0.46	124.0	81.3
35%	75%	70%	75%	65%	85%	70%	55%

## 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.



REDHILL BURLEY 99J || Sire of Lot 42.



NEW DAY L68 || Sells as Lot 42.



NEW DAY L82 || Sells as Lot 43.

## 42 NEW DAY L68

Red || Homo Polled 3/4 SM 7/32 AR 1/32 AN  
8/11/2023 Owner: SLAY ASA# 4254297

BW	89	Age of Dam	3	Disposition	1	Frame	6.4
		F:G Ratio	99			RFI	1.79

CDI SECRET AGENT 407C  
REDHILL BURLEY 99J  
REDHILL W107 153X 257B  
CLRS GALILEO 733G  
SLAY GAL J127  
SLAY OUTCROSS G67



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.2	1.5	102.8	164.5	6.2	25.8	77.1	17.7
60%	80%	2%	2%	65%	35%	3%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
16.0	35.6	-0.22	0.37	-0.043	0.68	147.7	95.6
15%	50%	45%	55%	40%	50%	30%	10%

## 43 NEW DAY L82

Red || Homo Polled 5/8 SM 3/8 AR  
8/28/2023 Owner: SLAY ASA# 4254285

BW	68	Age of Dam	7	Disposition	1	Frame	6.0
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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
17.4	-0.9	93.4	140.2	10.7	22.8	69.3	13.5
10%	35%	10%	20%	10%	60%	20%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
8.1	37.4	-0.42	0.20	-0.053	1.24	136.5	89.2
95%	45%	4%	85%	25%	1%	50%	25%



NEW DAY L76 || Sells as Lot 44.

## 44 NEW DAY L76

Red || Homo Polled 3/4 SM 3/16 AN 1/16 AR  
8/18/2023 Owner: SLAY ASA# 4254284

BW 71 | Age of Dam 3 | Disposition 1 | Frame 5.8

CDI SECRET AGENT 407C  
**REDHILL BURLEY 99J**  
REDHILL W107 153X 257B  
EAGLE PASS CONVERSION  
**SLAY EAGLE J116**  
SLAY OUTCROSS F11



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.4	-1.4	91.7	137.0	8.7	28.0	73.7	17.7
20%	30%	10%	20%	25%	20%	10%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
12.8	33.9	-0.33	0.38	-0.040	1.05	152.2	93.2
50%	55%	15%	55%	55%	10%	25%	15%

## 45 NEW DAY L79

Red || Homo Polled 5/8 SM 3/8 AR  
8/27/2023 Owner: SLAY ASA# 4254306

BW 75 | Age of Dam 5 | Disposition 1 | Frame 5.5  
F:G Ratio 113 | RFI -0.53

WS ALL ABOARD B80  
**KBHR MO ABOARD F078**  
KBHR C119  
VGW OLY 903  
**MGB MISS RED G919**  
MGB MS RED XPRESS E728



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.3	-5.0	60.2	93.2	10.7	28.2	58.2	15.6
10%	2%	95%	95%	10%	15%	70%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
6.1	5.6	-0.20	0.62	-0.018	0.45	157.5	84.4
99%	99%	50%	20%	80%	85%	20%	45%



NEW DAY L79 || Sells as Lot 45.

## 46 NEW DAY L78

Red || Homo Polled PB SM  
8/25/2023 Owner: SLAY ASA# 4254292

BW 87 | Age of Dam 4 | Disposition 1 | Frame 5.8  
F:G Ratio 95 | RFI 1.13

CDI SECRET AGENT 407C  
**REDHILL BURLEY 99J**  
REDHILL W107 153X 257B  
HSR RED MAGNUM C708  
**SLAY RED MAG H46**  
SLAY OUTCROSS E53



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.5	1.2	88.7	135.3	7.0	21.8	66.1	15.4
25%	50%	20%	20%	35%	60%	35%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
14.7	45.6	-0.51	0.25	-0.097	1.30	145.3	89.6
20%	10%	10%	40%	20%	2%	35%	25%



NEW DAY L78 || Sells as Lot 46.

## 47 NEW DAY 004L

Red || Homo Polled 1/2 SM 1/2 AR  
9/26/2023 Owner: AHCC ASA# 4463791

BW 80 | Age of Dam 6 | Disposition 1 | Frame 5.8

REMINGTON LOCK N LOADS4U  
**DMCC/WOOD FULLY LOADED 39D**  
AUBREYS BLACK BLAZE III  
HXC ALLEGIANCE 5502C  
**RLS 5502C DIXIE 852**  
RLS 23U DIXIE 344

CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.1	0.6	76.5	117.8	5.3	17.6	55.7	14.8
75%	65%	55%	55%	80%	95%	80%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
11.9	27.8	-0.21	0.42	-0.050	0.52	132.7	80.4
60%	75%	50%	50%	40%	75%	55%	60%



NEW DAY 004L || Sells as Lot 47.

# 48 NEW DAY L80

Red || Homo Polled PB SM  
8/26/2023 Owner: SLAY ASA# 4254286

BW 94 | Age of Dam 3 | Disposition 1 | Frame 5.7

W/C FORT KNOX 609F  
FFS JNR HARD KNOX H034  
HLB MISS VERSACE E57C  
HSR RED MAGNUM C708  
SLAY RED MAG J130  
SLAY RED MAG E47



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.3	0.7	91.8	141.0	4.6	20.2	66.0	12.5
70%	40%	15%	15%	75%	75%	35%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
14.5	35.0	-0.30	0.34	-0.035	1.01	141.4	92.7
20%	30%	85%	30%	95%	25%	40%	20%



NEW DAY L80 || Sells as Lot 48.

# 49 NEW DAY L73

Red || Homo Polled PB SM  
8/17/2023 Owner: SLAY ASA# 4254280

BW 88 | Age of Dam 3 | Disposition 1 | Frame 6.0

F:G Ratio 102 | RFI -0.31

CDI SECRET AGENT 407C  
REDHILL BURLEY 99J  
REDHILL W107 153X 257B  
HSR RED MAGNUM C708  
SLAY RED MAG J120  
RZCC BEEF QUEEN C553



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.9	2.1	97.2	142.2	6.7	21.1	69.6	21.8
45%	70%	10%	10%	40%	70%	20%	3%
DOC	CW	YG	MARB	BF	REA	API	TI
9.9	33.1	-0.41	0.27	-0.077	1.00	157.5	93.0
75%	35%	40%	35%	50%	25%	20%	15%

# 50 NEW DAY 79L

Red || Homo Polled PB SM  
8/29/2023 Owner: BCC ASA# 4305242

BW 61 | Age of Dam 5 | Disposition 1 | Frame 5.9

KBHR SNIPER E036  
RUBYS HITMAN 0107H  
RUBYS LINDA 721E  
BAR CK TEBOW 1006X  
BAR CK MS 1006X 9226G  
WS MISS NORTHSTAR B180



CE	BW	WW	YW	MCE	MILK	MWW	STAY
22.5	-2.3	83.2	127.9	13.6	30.3	71.8	14.7
1%	10%	35%	30%	1%	10%	15%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
14.7	38.1	-0.38	0.42	-0.065	1.04	168.2	95.7
20%	25%	55%	20%	65%	20%	10%	10%

# 51 NEW DAY L69

Red || Homo Polled 5/8 SM 9/32 AR 3/32 AN  
8/13/2023 Owner: SLAY ASA# 4254291

BW 76 | Age of Dam 6 | Disposition 2 | Frame 5.7

F:G Ratio 88 | RFI 1.99

WS ALL ABOARD B80  
KBHR MO ABOARD F078  
KBHR C119  
WS OUTCROSS C164  
SLAY OUTCROSS F11  
RZCC BEEF QUEEN C551



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.0	-2.0	73.4	102.6	8.2	23.3	59.9	14.6
25%	20%	65%	85%	30%	55%	65%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
12.4	16.7	-0.13	0.51	-0.033	0.26	143.9	84.2
55%	95%	70%	35%	55%	99%	40%	45%

# 52 NEW DAY L148

Red || Hetero Polled 3/4 SM 1/4 AN  
9/1/2023 Owner: PVF ASA# 4339965

BW 81 | Age of Dam 9 | Disposition 1 | Frame 5.8

W/C RELENTLESS 32C  
JSUL SOMETHING ABOUT MARY 8421  
JBSF PROUD MARY  
LLSF PAYS TO BELIEVE ZU194  
APEX TAMRA T929C  
APEX TAMRA T929Z



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.7	1.7	75.5	109.3	3.8	21.6	59.2	11.5
80%	85%	60%	70%	95%	70%	65%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
5.4	16.2	-0.26	0.13	-0.058	0.44	106.6	71.5
99%	95%	35%	90%	25%	85%	90%	85%

# 53 NEW DAY L86

Red || Homo Polled 3/4 SM 5/32 AR 3/32 AN  
9/2/2023 Owner: SLAY ASA# 4254295

BW 88 | Age of Dam 4 | Disposition 1 | Frame 6.0

F:G Ratio 96 | RFI -0.53

TJ HEISMAN 388F  
GW HEISMAN 355H  
GW MISS GPRD 001W  
WS OUTCROSS C164  
SLAY OUTCROSS H65  
RZCC BEEF QUEEN C552



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.2	0.5	88.7	144.6	7.9	25.6	69.9	17.0
45%	60%	15%	15%	35%	35%	20%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
12.6	41.3	-0.21	0.48	-0.051	0.67	150.3	91.3
50%	35%	50%	40%	25%	50%	30%	20%

# 54 NEW DAY 8L

Red || Homo Polled 1/2 SM 5/16 AN 3/16 AR  
9/9/2023 Owner: RLE ASA# 4302702

BW 71 | Age of Dam 4 | Disposition 1 | Frame 5.6

F:G Ratio 105 | RFI -2.09

LEACHMAN DECREE X936D  
CLRS JEFFERSON 951J  
M4 MS DESIRE 911G  
COLLIER FINISHED PRODUCT  
RLE VELVET AMY 26H  
RLE VELVET CADILLAC 23E



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.6	-1.7	64.3	100.2	6.8	25.2	57.3	22.3
70%	25%	90%	85%	55%	40%	75%	2%
DOC	CW	YG	MARB	BF	REA	API	TI
20.2	30.6	-0.19	0.55	-0.037	0.57	155.2	80.1
1%	65%	55%	30%	55%	70%	20%	60%



## 55 NEW DAY L21F

Red || Polled PB SM  
 9/25/2023 Owner: RSCC ASA# 4309418

BW 73 | Age of Dam 6 | Disposition 1 | Frame 5.8  
 F:G Ratio 119 | RFI -2.34

GW MOVIN ON 183C  
**GW HILGER ONE 454H**  
 GW MISS YUKON JACK 913E  
 JL HUGO 573  
**MF/WTR FRAULEIN**  
 ICC GADSEN



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.5	2.4	86.2	130.6	3.9	31.2	74.2	18.0
85%	75%	25%	25%	85%	10%	10%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
14.4	43.0	-0.32	0.20	-0.083	0.78	136.9	84.5
20%	15%	75%	50%	30%	70%	45%	40%



## 56 NEW DAY 078L

Hetero Black || Homo Polled PB SM  
 9/2/2023 Owner: MCDC ASA# 4394326

BW 57 | Age of Dam 4 | Disposition 1 | Frame 6.2  
 F:G Ratio 118 | RFI -3.08

CDI INNOVATOR 325D  
**LCDR PROGRESSIVE 106G**  
 WS MISS SUGAR C4  
 CLRS GUARDIAN 317G  
**LHT MS GUARDIAN 82J**  
 LHT MS FRANCHISE 139G



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.3	-1.5	87.2	131.6	7.8	22.0	65.5	16.8
10%	10%	25%	25%	20%	60%	40%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
6.9	44.8	-0.25	0.40	-0.049	0.86	162.5	94.6
95%	15%	95%	20%	90%	55%	15%	15%

NEW DAY 078L || Sells as Lot 56.



## 57 NEW DAY L324

Homo Black || Homo Polled PB SM  
 8/23/2023 Owner: JLG ASA# 4276493

BW 108 | Age of Dam 6 | Disposition 1 | Frame 6.2  
 F:G Ratio 103 | RFI 3.03

CCR COWBOY CUT 5048Z  
**SFG COWBOY LOGIC D627**  
 SFG QUEEN B01  
 HOOK'S BEACON 56B  
**JLG1 MS BEACON G917**  
 JLG1 MS PAYWEIGHT E701



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.3	2.4	107.3	165.5	5.2	25.5	79.1	17.8
95%	75%	1%	1%	65%	30%	2%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
18.0	59.4	-0.09	0.56	-0.028	0.71	162.4	104.5
2%	2%	99%	10%	99%	85%	15%	2%

NEW DAY L324 || Sells as Lot 57.



## 58 NEW DAY L80

Homo Black || Homo Polled PB SM  
 9/20/2023 Owner: SHSF ASA# 4463627

BW 79 | Age of Dam 4 | Disposition 1 | Frame 5.4  
 F:G Ratio 117 | RFI 2.91

HHS MR ENTOURAGE 867B  
**LCDR RESERVE 210J**  
 LCDR MS ECHO 43E  
 LBRS GENESIS G69  
**HOOK'S JUNE 24J**  
 HOOK'S FANTASIA 94F



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.0	-0.2	93.3	146.8	6.9	24.3	70.9	17.7
45%	25%	10%	10%	35%	40%	20%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
17.2	42.6	-0.24	0.63	-0.040	0.85	172.3	102.5
4%	15%	95%	5%	95%	55%	10%	3%

NEW DAY L80 || Sells as Lot 58.

# 59 NEW DAY L86E

Homo Black || Homo Polled PB SM  
 9/28/2023 Owner: RSCC ASA# 4309395

BW 87 | Age of Dam 7 | Disposition 1 | Frame 6.3  
 F:G Ratio 112 | RFI 0.04

HOOK'S GALILEO 210G  
**HA JUSTICE 30J**  
 HOOK'S DACIA 14D  
 CCR COWBOY CUT 5048Z  
**MISS RSCC COWGIRL E86B**  
 MISS WEF BOMBSHELL



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.8	4.4	105.9	167.4	5.5	29.3	82.2	16.9
75%	95%	1%	1%	60%	15%	1%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
15.0	51.4	-0.27	0.76	-0.042	1.07	172.5	108.3
15%	5%	90%	2%	90%	15%	10%	1%



NEW DAY L86E || Sells as Lot 59.

# 60 NEW DAY 4L

Homo Black || Homo Polled PB SM  
 9/7/2023 Owner: BCC ASA# 4305168

BW 74 | Age of Dam 3 | Disposition 1 | Frame 6.3

HOOK'S EAGLE 6E  
**IRON CREEK ANTHEM 14J**  
 KBHR MATRON OF HONOR F202  
 CLRS GUARDIAN 317G  
**BC/C KAYE 103J**  
 RUBYS KAYE 9G12



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.9	3.6	114.8	184.7	5.3	22.5	79.8	17.9
60%	90%	1%	1%	60%	55%	2%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
12.4	71.5	-0.38	0.54	-0.066	1.47	170.2	109.4
45%	1%	55%	10%	65%	1%	10%	1%



NEW DAY 4L || Sells as Lot 60.

# 61 NEW DAY L89

Homo Black || Homo Polled PB SM  
 9/18/2023 Owner: PVF ASA# 4339989

BW 81 | Age of Dam 5 | Disposition 1 | Frame 5.9

CCR WIDE RANGE 9005A  
**GIBBS 8084F RANGE FINDER**  
 SSF BLK LOUISE Y534  
 HOOK'S BLUEPRINT 13B  
**PVF BLUEPRINT G76**  
 PVF DOUBLE GRADE B89



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.5	1.9	80.7	123.5	7.3	20.1	60.4	16.4
65%	65%	45%	40%	30%	75%	65%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
14.9	44.6	-0.14	0.34	-0.002	0.86	141.7	83.7
20%	15%	99%	30%	99%	55%	40%	40%



NEW DAY L89 || Sells as Lot 61.

# 62 NEW DAY 405L

Homo Black || Homo Polled PB SM  
 10/16/2023 Owner: MCDC ASA# 4379932

BW 73 | Age of Dam 8 | Disposition 1 | Frame 5.7  
 F:G Ratio 127 | RFI -5.45

HOOK'S BEACON 56B  
**KBHR HONOR H060**  
 WS MISS SUGAR C4  
 HOOK'S BLUEPRINT 13B  
**CCR MS BLUEPRINT 7130E**  
 CCR MS COWBOY 4029B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.8	0.0	83.2	124.5	7.7	31.9	73.5	18.1
50%	30%	35%	40%	25%	10%	10%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
16.0	46.9	-0.31	0.57	-0.075	0.86	164.3	95.2
10%	10%	80%	10%	50%	55%	15%	15%

# 63 NEW DAY 2L

Hetero Black || Homo Polled PB SM  
 9/3/2023 Owner: RLE ASA# 4302706

BW 69 | Age of Dam 3 | Disposition 2 | Frame 6.0  
 F:G Ratio 110 | RFI -1.37

HOOK'S BEACON 56B  
**KBHR HONOR H060**  
 WS MISS SUGAR C4  
 RLE COWBOY CUT 14E  
**RLE SUNSHINE ROSE 32J**  
 RLE SUMMER'S SUNSHINE 8C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.9	-0.5	90.8	142.6	8.6	26.2	71.5	19.4
15%	20%	15%	15%	15%	30%	15%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
14.2	30.4	-0.24	0.41	-0.038	0.73	166.8	96.3
25%	45%	95%	20%	95%	80%	10%	10%

64

**NEW DAY 849L**

Homo Black || Homo Polled PB SM  
 10/20/2023 Owner: MCDC ASA# 4379933

BW 77 | Age of Dam 14 | Disposition 1 | Frame 5.6

HOOK'S BEACON 56B  
**KBHR HONOR H060**  
 WS MISS SUGAR C4  
 HOOKS TITUS 31T  
**HOOK'S YUMA 49Y**  
 HOOK'S UNIVERSAL 17U



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.7	1.3	88.9	137.0	8.3	29.1	73.4	19.1
25%	55%	20%	20%	15%	15%	10%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
8.6	27.6	-0.42	0.34	-0.096	0.80	157.6	92.2
85%	55%	35%	30%	20%	65%	20%	20%

65

**NEW DAY 982L**

Homo Black || Homo Polled PB SM  
 10/19/2023 Owner: MCDC ASA# 4379934

BW 71 | Age of Dam 8 | Disposition 2 | Frame 5.6

HOOK'S BEACON 56B  
**KBHR HONOR H060**  
 WS MISS SUGAR C4  
 HOOK'S BLUEPRINT 13B  
**CCR MS BLUEPRINT 7130E**  
 CCR MS COWBOY 4029B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.7	-0.5	86.7	129.6	9.4	31.9	75.2	18.0
15%	20%	25%	30%	10%	10%	10%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
14.9	31.8	-0.27	0.55	-0.053	0.72	168.6	97.6
20%	40%	90%	10%	80%	80%	10%	10%

66

**NEW DAY 69L**

Homo Black || Homo Polled PB SM  
 8/31/2023 Owner: BCC ASA# 4305232

BW 79 | Age of Dam 4 | Disposition 1 | Frame 6.3  
 F:G Ratio 133 | RFI -3.79

TJ HEISMAN 388F  
**KBHR SWEETNESS H185**  
 WS MISS SUGAR C4  
 CLRS GUARDIAN 317G  
**BC/C MISS GRANITE**  
 RUBY'S MISS GRANITE 9161G



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.6	1.7	89.4	145.2	4.2	24.7	69.3	15.9
75%	60%	20%	10%	80%	40%	25%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
9.0	42.0	-0.27	0.48	-0.058	0.80	153.5	94.1
80%	15%	90%	15%	80%	65%	25%	15%

67

**NEW DAY 56L**

Homo Black || Homo Polled PB SM  
 9/9/2023 Owner: BCC ASA# 4305219

BW 74 | Age of Dam 5 | Disposition 2 | Frame 6.0  
 F:G Ratio 93 | RFI -2.19

HOOK'S BEACON 56B  
**CLRS GUARDIAN 317G**  
 CLRS ALWAYS XCELLENT  
 KOCH BIG TIMBER 685D  
**ASR BLACK MIRANDA G9269**  
 ASR BLACK MIRANDA E7291



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.7	-0.3	94.4	140.5	5.8	19.1	66.2	22.1
35%	25%	10%	15%	55%	80%	35%	2%
DOC	CW	YG	MARB	BF	REA	API	TI
6.7	37.6	-0.17	0.40	-0.010	0.83	168.6	96.4
95%	25%	99%	20%	99%	60%	10%	10%

68

**NEW DAY L144**

Homo Black || Homo Polled PB SM  
 8/29/2023 Owner: PVF ASA# 4339958

BW 77 | Age of Dam 4 | Disposition 1 | Frame 5.8

CCR WIDE RANGE 9005A  
**GIBBS 8084F RANGE FINDER**  
 SSF BLK LOUISE Y534  
 PVF DOUBLE GRADE Z143  
**PVF Z143 H69**  
 APEX RITA KA760D



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.9	3.3	104.0	163.4	8.0	27.9	79.8	10.4
45%	90%	2%	2%	20%	20%	2%	95%
DOC	CW	YG	MARB	BF	REA	API	TI
11.9	54.6	-0.31	0.22	-0.066	1.02	133.8	95.3
50%	3%	80%	45%	65%	20%	50%	15%

69

**NEW DAY L86G**

Homo Black || Homo Polled PB SM  
 9/22/2023 Owner: RSCC ASA# 4309405

BW 56 | Age of Dam 5 | Disposition 1 | Frame 5.9

GIBBS 7382E BROAD RANGE  
**GIBBS 9114G ESSENTIAL**  
 GIBBS 7153E STAR 3136A  
 WS PROCLAMATION E202  
**MISS RSCC GLAMOROUS G86B**  
 MISS WEF BOMBSHELL

CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.8	-1.9	91.5	151.9	8.8	29.3	75.0	15.3
5%	10%	15%	5%	15%	15%	10%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
16.4	50.8	-0.27	0.36	-0.033	1.13	163.0	98.4
10%	5%	90%	25%	95%	10%	15%	10%

70

**NEW DAY L330**

Homo Black || Homo Polled PB SM  
 9/3/2023 Owner: JLG ASA# 4276499

BW 69 | Age of Dam 7 | Disposition 1 | Frame 5.8  
 F:G Ratio 121 | RFI -1.37

HOOK'S FRONTLINE 40F  
**HOOK'S HEADLINE 203H**  
 HOOK'S CRYSTAL 1C  
 HPF OPTIMIZER A512  
**JLG1 MS OPTIMIZER E751**  
 LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.4	-0.3	79.6	125.4	8.5	24.9	64.7	21.4
10%	25%	50%	35%	15%	35%	40%	3%
DOC	CW	YG	MARB	BF	REA	API	TI
12.6	22.3	-0.30	0.54	-0.062	0.61	174.4	92.9
40%	75%	85%	10%	65%	95%	5%	15%

71

**NEW DAY 72L**

Homo Black || Homo Polled PB SM  
 9/5/2023 Owner: BCC ASA# 4305235

BW 78 | Age of Dam 3 | Disposition 1 | Frame 5.4  
 F:G Ratio 119 | RFI -3.41

HOOK'S EAGLE 6E  
**IRON CREEK ANTHEM 14J**  
 KBHR MATRON OF HONOR F202  
 CLRS GUARDIAN 317G  
**BC/C RHYTHM 104J**  
 RUBY'S JUANADA 9G56



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.6	-1.3	91.1	141.3	6.9	18.8	64.0	23.1
15%	15%	15%	15%	35%	85%	45%	1%
DOC	CW	YG	MARB	BF	REA	API	TI
10.4	49.7	-0.19	0.61	-0.019	0.96	186.1	101.4
70%	10%	99%	10%	99%	30%	2%	4%

# 73 Age Advantaged - Rescue Adapted NEW DAY 4L

Homo Black || Homo Polled PB SM  
9/7/2023 Owner: RLE ASA# 4302704

BW 81 | Age of Dam 11 | Disposition 1 | Frame 6.2

LBRS GENESIS G69  
KBHR GUNSMOKE J131  
KBHR E197  
CNS DREAM ON L186  
RLE DREAM LASS 4B  
RLE LUCKY LASS 13X



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.3	4.2	95.3	143.6	5.8	27.7	75.3	17.1
70%	95%	10%	10%	55%	20%	10%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
13.8	49.1	-0.47	0.43	-0.096	1.23	151.1	94.3
25%	10%	20%	20%	20%	4%	25%	15%



# 74 NEW DAY 66L

Homo Black || Homo Polled PB SM  
9/6/2023 Owner: BCC ASA# 4305229

BW 72 | Age of Dam 6 | Disposition 1 | Frame 5.9  
F:G Ratio 104 | RFI -1.36

HHS MR ENTOURAGE 867B  
LCDR RESERVE 210J  
LCDR MS ECHO 43E  
OVAL F ALL TIME A322  
OVAL F GEORGIA G902  
OVAL F EDNA E704



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.9	-0.8	82.1	118.8	8.2	26.1	67.1	20.1
25%	20%	40%	50%	20%	30%	30%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
11.5	28.3	-0.32	0.21	-0.056	0.79	151.7	86.1
55%	55%	75%	45%	80%	70%	25%	35%



NEW DAY 66L || Sells as Lot 74.

# 75 NEW DAY L142

Homo Black || Polled PB SM  
8/15/2023 Owner: PVF ASA# 4339950

BW 71 | Age of Dam 4 | Disposition 1 | Frame 5.8

WS ALL-AROUND Z35  
OMF EPIC E27  
OMF TIME LESS B100  
PVF DOUBLE GRADE Z143  
PVF Z143 H83  
PVF VIKING LADY D96



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.1	1.1	94.0	142.6	6.2	25.5	72.4	10.7
45%	50%	10%	15%	45%	30%	15%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
11.5	45.7	-0.41	0.07	-0.076	1.15	125.8	88.0
55%	10%	40%	75%	50%	10%	65%	30%

# 76 NEW DAY 3065L

Homo Black || Homo Polled PB SM  
9/6/2023 Owner: 5G ASA# 4407807

BW 74 | Age of Dam 3 | Disposition 1 | Frame 5.5  
F:G Ratio 55 | RFI -1.05

WS ALL-AROUND Z35  
OMF EPIC E27  
OMF TIME LESS B100  
GEFF COUNTY O  
5GF MS COUNTY O 1168  
JDP MS ZEPHYR AOD38



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.1	2.0	89.0	135.9	3.8	20.6	65.0	15.5
80%	65%	20%	20%	85%	70%	40%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
9.5	46.8	-0.35	0.00	-0.065	1.06	123.9	81.0
80%	10%	65%	85%	65%	15%	65%	50%

# 77 NEW DAY L96

Homo Black || Homo Polled PB SM  
9/7/2023 Owner: PVF ASA# 4339976

BW 85 | Age of Dam 3 | Disposition 1 | Frame 5.7

OMF EPIC E27  
SCHOOLLEY STANDOUT 27G  
CLRS BEAUTY QUEEN 420 B  
TJ CHIEF 460G  
PVF CHIEF J78  
PVF TURNPIKE G71



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.6	-1.3	66.5	94.3	6.4	23.2	56.4	21.0
65%	15%	95%	95%	45%	50%	80%	4%
DOC	CW	YG	MARB	BF	REA	API	TI
11.5	23.0	-0.11	0.35	-0.035	0.25	150.0	78.8
55%	75%	99%	25%	95%	99%	30%	60%



NEW DAY L96 || Sells as Lot 77.



NEW DAY L81 || Sells as Lot 78.



NEW DAY 6L || Sells as Lot 79.

## 78 NEW DAY L81

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/21/2023 Owner: SHSF ASA# 4463628

BW	77	Age of Dam	5	Disposition	1	Frame	6.0
		F:G Ratio	130			RFI	-1.81

HHS MR ENTOURAGE 867B  
LCDR RESERVE 210J  
LCDR MS ECHO 43E  
SHSF FREIGHTLINER D10  
SHSF G83  
JC MS RIDE 343B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.2	3.1	104.9	162.6	6.1	18.1	70.5	14.1
85%	95%	1%	2%	65%	95%	15%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
12.4	46.5	-0.32	0.40	-0.047	1.12	137.4	94.8
55%	20%	20%	50%	40%	3%	50%	15%

## 79 NEW DAY 6L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/17/2023 Owner: BCC ASA# 4305170

BW	78	Age of Dam	3	Disposition	1	Frame	5.8
		F:G Ratio	66			RFI	1.88

HOOK'S EAGLE 6E  
IRON CREEK ANTHEM 14J  
KBHR MATRON OF HONOR F202  
GALAXY EXPEDITION 9207  
BC/C JACLYN 135J  
OVAL F MISS ECHO G959



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.1	0.3	90.6	140.0	6.3	28.1	75.2	17.4
60%	60%	15%	20%	65%	20%	5%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
13.5	54.9	-0.29	0.46	-0.048	1.11	148.5	92.0
40%	10%	25%	40%	40%	4%	30%	20%

# 80 NEW DAY 74L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/3/2023 Owner: BCC ASA# 4305237

BW 77 | Age of Dam 4 | Disposition 1 | Frame 6.0  
F:G Ratio 131 | RFI 1.21

HHS MR ENTOURAGE 867B  
LCDR RESERVE 210J

LCDR MS ECHO 43E

MR NLC CASH FLOW 7125E  
RUBY NFF LASS 0H67

A & B LASS 2200



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.7	3.5	106.4	172.1	4.2	20.3	74.5	14.4
85%	99%	1%	1%	90%	80%	10%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
17.2	65.9	-0.21	0.17	-0.012	1.28	125.3	89.6
5%	2%	50%	85%	80%	1%	70%	25%



NEW DAY 74L || Sells as Lot 80.

# 81 NEW DAY L84

Hetero Black || Homo Polled 3/4 SM 1/4 AR  
9/1/2023 Owner: SLAY ASA# 4254290

BW 79 | Age of Dam 3 | Disposition 2 | Frame 5.8  
F:G Ratio 108 | RFI -0.65

TJ HEISMAN 388F

GW HEISMAN 355H

GW MISS GPRD 001W

HSR RED MAGNUM C708

SLAY RED MAG J114

SLAY REDEMPTION E51



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.2	-0.9	94.1	167.8	9.1	26.8	73.7	15.5
35%	10%	10%	1%	20%	25%	10%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
8.4	55.6	-0.12	0.30	-0.046	0.60	146.1	92.7
95%	10%	75%	70%	40%	65%	35%	20%



NEW DAY 77L || Sells as Lot 82.



NEW DAY 14L || Sells as Lot 83.

# 83 NEW DAY 14L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/11/2023 Owner: RLE ASA# 4302707

BW 76 | Age of Dam 4 | Disposition 1 | Frame 5.8  
F:G Ratio 105 | RFI 0.26

HOOK'S EAGLE 6E

TJ GOLD 274G

TJ 12C

S A V RAINFALL 6846

RLE RAINDANCE LASS 3J

RLE DREAM LASS 4B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.7	0.2	82.4	126.5	8.3	25.3	66.5	11.3
40%	55%	35%	40%	30%	35%	30%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
13.9	30.2	-0.21	0.48	-0.030	0.69	135.8	87.3
35%	65%	50%	40%	65%	45%	50%	35%

# 82 NEW DAY 77L

Homo Black || Homo Polled 3/4 SM 7/32 AN 1/32 CS  
6/3/2023 Owner: Lud ASA# 4206884

BW 79 | Age of Dam 8 | Disposition 1 | Frame 6.3

IR IMPERIAL D948

HOOK'S HALLMARK 24H

HOOKS ZAFIRAH 41Z

JBS BIG CASINO 336Y

LUDWIG MISS OLINDA 123E

LUDWIG MISS OLINDA 313Y



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.6	3.3	85.1	138.8	5.5	21.3	63.8	17.3
90%	99%	25%	20%	75%	75%	45%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
16.5	51.7	-0.54	0.26	-0.096	1.46	129.3	80.8
10%	15%	1%	75%	2%	1%	65%	55%

# 84 NEW DAY 3L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/7/2023 Owner: RLE ASA# 4302703

BW 69 | Age of Dam 5 | Disposition 1 | Frame 5.4  
F:G Ratio 87 | RFI 2.27

LBRS GENESIS G69

KBHR GUNSMOKE J131

KBHR E197

EXAR MONUMENTAL 6056B

RLE MISS ROSEBUD 14H

RLE COWGIRL ROSEBUD 14F



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.2	-1.3	89.1	137.6	8.5	26.0	70.5	22.3
45%	30%	15%	20%	30%	30%	15%	2%
DOC	CW	YG	MARB	BF	REA	API	TI
16.2	57.2	0.06	1.15	0.016	0.57	197.7	108.5
10%	10%	99%	1%	99%	70%	1%	1%

# New Day Bulls

## 85 NEW DAY 68L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/6/2023 Owner: BCC ASA# 4305231

BW 72 | Age of Dam 4 | Disposition 1 | Frame 6.3  
F:G Ratio 123 | RFI -0.50

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT  
MR NLC CASH FLOW 7125E  
RUBY NFF LUCY 0H85  
A & B LUCY 2024



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.8	-1.2	82.9	122.8	7.1	20.4	61.8	22.8
30%	30%	30%	45%	50%	80%	55%	1%
DOC	CW	YG	MARB	BF	REA	API	TI
8.8	33.6	-0.09	0.85	0.000	0.60	181.3	97.1
90%	55%	80%	5%	95%	65%	3%	10%

# 86 NEW DAY 215L

Black || Homo Polled 3/4 SM 1/4 AN  
9/15/2023 Owner: SNOW ASA# 4282796

BW 74 | Age of Dam 7 | Disposition 1 | Frame 6.2

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT  
LRS TOP TEN 104A  
BHSF MS TOP TEN 651E  
MS AXIS R/H 713Z



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.8	-1.2	85.9	133.5	7.5	18.8	61.7	21.9
30%	30%	25%	25%	45%	90%	55%	2%
DOC	CW	YG	MARB	BF	REA	API	TI
4.5	42.8	-0.22	0.30	-0.025	0.92	152.7	86.1
99%	30%	45%	70%	65%	15%	25%	40%

# 87 NEW DAY 51L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/29/2023 Owner: BCC ASA# 4305214

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

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT  
GW VINDICATOR 312E  
BC/C JOSIE 144J  
BAR CK MS 5186C 9249G



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.7	-2.3	78.5	123.6	7.3	22.5	61.6	16.2
30%	20%	45%	45%	45%	65%	55%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
3.4	47.4	-0.27	0.91	-0.029	1.09	174.4	99.0
99%	20%	30%	4%	65%	4%	5%	10%

# 88 NEW DAY 211L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/14/2023 Owner: SNOW ASA# 4282792

BW 72 | Age of Dam 7 | Disposition 1 | Frame 5.9

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT  
LRS TOP TEN 104A  
BHSF MS TOP TEN 642E  
MSPREDESTINED R/H Y881



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.9	-1.7	95.6	143.4	7.3	21.4	69.1	17.4
25%	25%	10%	15%	45%	70%	20%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
6.3	39.6	-0.16	0.56	-0.024	0.70	161.6	98.8
99%	40%	65%	30%	65%	45%	15%	10%

# 89 NEW DAY 212L

Hetero Black || Homo Polled 3/4 SM 1/4 AN  
9/14/2023 Owner: SNOW ASA# 4282793

BW 76 | Age of Dam 4 | Disposition 1 | Frame 5.8

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT  
BHSF TOP HAND 060A 151F  
BHSF-HBFS MS TOPHAND151F 0017H  
MS AXIS R/H 713Z



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.3	-3.1	81.0	121.3	7.8	19.7	60.2	23.3
15%	10%	40%	50%	40%	85%	65%	1%
DOC	CW	YG	MARB	BF	REA	API	TI
9.0	32.5	-0.19	0.50	-0.008	0.84	169.1	90.4
90%	60%	55%	35%	90%	25%	10%	25%

# 90 NEW DAY 206L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/12/2023 Owner: SNOW ASA# 4282787

BW 72 | Age of Dam 11 | Disposition 1 | Frame 5.7

HOOK'S BEACON 56B  
CLRS GUARDIAN 317G  
CLRS ALWAYS XCELLENT  
GW PREDESTINED 701T  
BHSF MS PREDESTINED 745A  
MS LUCKY MAN R/H 8472T



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.7	-2.3	90.9	139.1	8.9	19.4	64.8	18.4
15%	20%	15%	20%	25%	85%	40%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
6.9	52.0	-0.10	0.98	-0.011	0.76	188.8	107.2
99%	15%	80%	3%	80%	35%	2%	1%

# 91 NEW DAY 346L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/4/2023 Owner: MCDC ASA# 4414080

BW 72 | Age of Dam 8 | Disposition 1 | Frame 5.8

GIBBS 7382E BROAD RANGE  
GIBBS 9067G BRR 4080B  
GIBBS 4080B BLT 2569Z  
GCF GRINDSTONE X171  
MCDC MISS GRINDSTONE 620D  
468



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.3	0.2	77.0	129.4	7.2	20.0	58.4	16.0
35%	55%	50%	35%	50%	85%	70%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
11.4	42.0	-0.14	0.40	-0.023	0.68	141.2	82.0
70%	30%	70%	50%	65%	50%	45%	55%

# 92 NEW DAY 110L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/17/2023 Owner: Lud ASA# 4248501

BW 62 | Age of Dam 4 | Disposition 1 | Frame 5.8

GIBBS 7382E BROAD RANGE  
GIBBS 9114G ESSENTIAL  
GIBBS 7153E STAR 3136A  
BUBS SOUTHERN CHARM AA31  
LUDWIG MISS 44H  
LUDWIG MISS 249W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.3	0.0	86.7	156.6	6.8	31.3	75.7	17.9
60%	50%	20%	4%	55%	5%	5%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
16.6	46.6	-0.29	0.45	-0.027	1.17	153.2	92.0
10%	20%	25%	45%	65%	2%	25%	20%

# 93 NEW DAY L91

Hetero Black || Homo Polled 3/4 SM 5/32 AN 3/32 AR  
9/5/2023 Owner: SLAY ASA# 4254278

BW 82 | Age of Dam 5 | Disposition 2 | Frame 6.0

TJ HEISMAN 388F  
GW HEISMAN 355H  
GW MISS GPRD 001W  
WS OUTCROSS C164  
SLAY OUTCROSS G64  
SLAY RED OAK D34



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.1	1.4	89.8	153.4	6.6	18.7	63.5	12.6
75%	80%	15%	5%	60%	90%	45%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
12.6	47.9	-0.22	0.51	-0.058	0.73	140.8	91.2
50%	20%	45%	35%	25%	40%	45%	20%

# 94 NEW DAY 15L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/12/2023 Owner: RLE ASA# 4302698

BW 71 | Age of Dam 3 | Disposition 1 | Frame 5.4  
F:G Ratio 97 | RFI -1.04

BRIDLE BIT ECLIPSE E744  
HOOK'S GALILEO 210G  
HOOK'S EVITA 18E  
CLRS GUARDIAN 317G  
RLE GUARDIAN LASS 23J  
RLE MISS LASS 24F



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.0	-2.3	90.6	142.1	10.8	24.8	70.1	19.5
10%	20%	15%	15%	5%	40%	20%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
13.5	35.5	-0.26	1.00	-0.030	0.90	193.6	109.0
40%	50%	35%	2%	65%	20%	1%	1%

# 95 NEW DAY 77L

Hetero Black || Homo Polled 3/4 SM 1/4 AN  
9/6/2023 Owner: BCC ASA# 4305240

BW 73 | Age of Dam 6 | Disposition 3 | Frame 5.6

REDHILL 672X X004 231A  
IR LODESTAR H380  
IR MS LUCY E711  
OVAL F ECHO E709  
RUBYS FOXY LADY 9118G  
RUBYS FOXY LADY 777E



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.7	-0.6	93.1	139.8	8.2	23.9	70.6	18.8
40%	40%	10%	20%	30%	50%	15%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
10.6	47.2	-0.22	0.50	-0.043	0.82	157.0	94.8
75%	20%	45%	35%	40%	25%	20%	15%

# 96 NEW DAY 37L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/4/2023 Owner: BCC ASA# 4305200

BW 77 | Age of Dam 4 | Disposition 1 | Frame 5.8

G A R ORIGINAL SIN  
IR ORIGINAL H341  
IR MS VIENNA E758  
OVAL F ECHO E709  
RUBYS RHYTHM OH31  
RUBY NFF RHYTHM 715E



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.5	3.3	89.6	140.4	4.1	26.2	72.8	12.0
95%	99%	15%	15%	90%	30%	10%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
17.3	44.6	-0.34	0.33	-0.048	1.15	120.8	84.3
5%	25%	15%	65%	40%	3%	75%	45%

## 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.



# New Day Bulls

## 97 NEW DAY 5L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/29/2023 Owner: BCC ASA# 4305169

BW 60 | Age of Dam 3 | Disposition 1 | Frame 5.8  
F:G Ratio 80 | RFI 3.09

HOOK'S EAGLE 6E  
IRON CREEK ANTHEM 14J  
KBHR MATRON OF HONOR F202  
GW VINDICATOR 312E  
BC/C JERSEY 141J  
BAR CK MS 3016A 9005G



CE	BW	WW	YW	MCE	MILK	MWW	STAY
19.1	-4.7	77.8	132.3	10.3	27.7	66.5	14.4
3%	3%	50%	30%	10%	20%	30%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
15.1	48.2	-0.22	0.99	-0.036	0.90	186.7	104.9
20%	20%	45%	3%	55%	20%	2%	2%

# 98 NEW DAY 50L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/8/2023 Owner: BCC ASA# 4305213

BW 72 | Age of Dam 5 | Disposition 2 | Frame 5.8

HOOK'S EAGLE 6E  
IRON CREEK ANTHEM 14J  
KBHR MATRON OF HONOR F202  
CDI CEO 281D  
RUBY NFF QUEEN 9G54  
A & B QUEEN 2278



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.6	0.7	99.9	152.5	6.9	20.0	70.2	12.7
55%	65%	3%	10%	55%	85%	20%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
14.4	58.9	-0.41	0.44	-0.062	1.43	142.2	96.5
25%	5%	5%	45%	15%	1%	40%	10%

# 99 NEW DAY 7L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/9/2023 Owner: RLE ASA# 4302686

BW 72 | Age of Dam 6 | Disposition 1 | Frame 6.0  
F:G Ratio 126 | RFI -4.24

LBRS GENESIS G69  
KBHR GUNSMOKE J131  
KBHR E197  
OVAL F ALL TIME A322  
RLE MISS TIMELESS 30F  
3V MISS DORI 015 Y78



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.8	0.1	75.8	118.2	7.4	31.0	68.6	15.4
65%	55%	55%	55%	45%	5%	25%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
12.1	30.1	-0.29	0.62	-0.058	0.72	147.3	87.6
60%	65%	25%	20%	25%	40%	35%	30%

# 100 NEW DAY 19L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/15/2023 Owner: RLE ASA# 4302705

BW 75 | Age of Dam 5 | Disposition 1 | Frame 6.0  
F:G Ratio 94 | RFI 0.72

LBRS GENESIS G69  
KBHR GUNSMOKE J131  
KBHR E197  
EXAR MONUMENTAL 6056B  
RLE MISS SUNSHINE 11H  
MISS 182X



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.9	0.5	75.4	112.5	6.2	25.8	63.5	20.4
85%	60%	60%	65%	65%	35%	45%	5%
DOC	CW	YG	MARB	BF	REA	API	TI
12.8	40.2	-0.22	0.70	-0.032	0.83	157.2	87.4
50%	35%	45%	15%	55%	25%	20%	35%

# 101 NEW DAY 5L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/8/2023 Owner: RLE ASA# 4302683

BW 71 | Age of Dam 8 | Disposition 1 | Frame 6.0  
F:G Ratio 118 | RFI -2.04

HOOK'S BEACON 56B  
KBHR HONOR H060  
WS MISS SUGAR C4  
W/C UNITED 956Y  
RLE MISS UNITED D22  
RLE LASS'S IMAGE 29Z



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.8	0.4	98.8	168.7	8.8	19.0	68.3	16.4
30%	60%	3%	1%	25%	90%	25%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
12.0	54.9	-0.12	0.41	-0.036	0.67	152.9	95.6
60%	10%	75%	50%	55%	50%	25%	10%

# 102 NEW DAY 16L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/15/2023 Owner: BCC ASA# 4305179

BW 74 | Age of Dam 7 | Disposition 1 | Frame 5.7  
F:G Ratio 117 | RFI -1.37

WS PROCLAMATION E202  
LBRS GENESIS G69  
LBR DIANA D69  
TJ MAKERS MARK 215Y  
IR MS GENEVA E755  
IR MS GENEVA Y239



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.3	0.5	86.1	132.4	5.9	27.4	70.3	12.1
60%	60%	25%	30%	70%	20%	20%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
14.5	51.2	-0.18	0.64	-0.032	0.83	145.0	92.9
25%	15%	60%	20%	55%	25%	35%	15%

## 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 2024. 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.



# 103 NEW DAY 114L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/25/2023 Owner: Lud ASA# 4252186

BW 72 | Age of Dam 10 | Disposition 1 | Frame 5.9

HHS MR ENTOURAGE 867B  
LCDR RESERVE 210J  
LCDR MS ECHO 43E  
NICHOLS FINAL ANSWER X125  
LUDWIG MISS 69C  
LUDWIG MISS 98X



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.8	3.0	89.2	144.2	6.2	16.7	61.3	15.2
85%	95%	15%	15%	65%	95%	55%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
13.3	31.0	-0.16	0.27	-0.038	0.50	125.9	81.6
40%	65%	65%	75%	55%	80%	70%	55%

# 104 NEW DAY 12L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/10/2023 Owner: RLE ASA# 4302700

BW 79 | Age of Dam 6 | Disposition 1 | Frame 5.7

HHS MR ENTOURAGE 867B  
LCDR RESERVE 210J  
LCDR MS ECHO 43E  
TJ COWBOY UP 529B  
RLE COWGIRL QUEEN 2G  
RLE MISS QUEEN 12W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.4	3.3	100.9	150.6	5.6	21.5	71.9	13.8
90%	99%	2%	10%	75%	70%	15%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
16.9	54.8	-0.35	0.28	-0.066	1.17	126.0	89.1
10%	10%	15%	70%	15%	2%	70%	25%

# 105 NEW DAY 13L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/11/2023 Owner: RLE ASA# 4302681

BW 79 | Age of Dam 6 | Disposition 1 | Frame 6.0

HHS MR ENTOURAGE 867B  
LCDR RESERVE 210J  
LCDR MS ECHO 43E  
MILL BAR HICKOK 7242  
RLE EBONY LADY 31F  
RLE EBONY LADY 17U



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.0	-0.5	84.4	126.6	6.9	20.7	63.6	20.8
35%	45%	25%	40%	55%	80%	45%	4%
DOC	CW	YG	MARB	BF	REA	API	TI
15.4	33.1	-0.22	0.53	-0.025	0.79	159.6	90.0
15%	55%	45%	30%	65%	30%	15%	25%

# 106 NEW DAY 3025L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/20/2023 Owner: 5G ASA# 4407803

BW 71 | Age of Dam 9 | Disposition 1 | Frame 5.7  
F:G Ratio 92 | RFI 2.99

WS ALL-AROUND Z35  
OMF EPIC E27  
OMF TIME LESS B100  
WILSON MR A30  
SPRUCE HILL MST 575  
SPRUCE HILL 513 LADY 236



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.7	2.4	87.5	131.9	7.6	21.5	65.2	18.7
65%	90%	20%	30%	40%	70%	40%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
12.0	49.7	-0.27	0.40	-0.053	0.95	141.3	85.0
60%	15%	30%	50%	25%	15%	45%	40%

# 107 NEW DAY L88

Homo Black || Black 3/4 SM 1/4 AN  
9/20/2023 Owner: PVF ASA# 4339991

BW 79 | Age of Dam 13 | Disposition 1 | Frame 5.7

TJ MAIN EVENT 503B  
PVF MAIN EVENT F113  
PVF 095 X23  
KLS WICKED W515  
KLS EUREKA  
KLS/KKK MS. ALLIE



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.1	2.1	76.3	120.9	4.9	25.2	63.2	19.4
85%	90%	55%	50%	85%	40%	50%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
9.8	40.8	-0.36	0.18	-0.088	0.84	126.4	74.2
85%	35%	10%	85%	4%	25%	65%	80%

# 108 NEW DAY L366

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/28/2023 Owner: JLG ASA# 4348845

BW 70 | Age of Dam 7 | Disposition 1 | Frame 5.8  
F:G Ratio 96 | RFI 2.80

OMF EPIC E27  
SCHOOLEY STANDOUT 27G  
CLRS BEAUTY QUEEN 420 B  
HPF OPTIMIZER A512  
GLG MS OPTIMIZER E745  
RHODES MINA C84



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.2	-1.2	71.8	110.9	8.9	22.6	58.5	15.6
25%	30%	70%	70%	25%	60%	70%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
13.6	20.5	-0.26	0.07	-0.057	0.52	122.6	72.6
35%	90%	35%	95%	25%	75%	75%	85%

# 109 NEW DAY L368

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/31/2023 Owner: JLG ASA# 4348847

BW 76 | Age of Dam 6 | Disposition 1 | Frame 6.0  
F:G Ratio 99 | RFI 0.91

OMF EPIC E27  
SCHOOLEY STANDOUT 27G  
CLRS BEAUTY QUEEN 420 B  
CONNEALY CAPITALIST 028  
JLG1 MS CAPITALIST F821  
LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.1	0.5	75.9	114.4	5.9	17.7	55.7	15.3
75%	60%	55%	60%	70%	95%	80%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
9.0	44.4	-0.17	0.26	-0.049	0.60	124.2	75.8
90%	25%	60%	75%	40%	65%	70%	75%

# 110 NEW DAY L364

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/22/2023 Owner: JLG ASA# 4348843

BW 98 | Age of Dam 6 | Disposition 1 | Frame 5.8  
F:G Ratio 45 | RFI 3.28

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
13.2	0.4	73.5	105.8	8.1	18.8	54.9	16.9
45%	60%	65%	80%	35%	90%	85%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
16.2	33.2	-0.18	0.39	-0.034	0.59	135.7	77.9
10%	55%	60%	55%	55%	65%	50%	65%

# 111 NEW DAY 3102L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/14/2023 Owner: 5G ASA# 4355366

BW 67 | Age of Dam 5 | Disposition 1 | Frame 5.6

TJ FROSTY 318E  
TJ CHIEF 460G  
TJ 52A  
CDI MAINLINE 265D  
5GF MS MAINLINE 035  
5GF MS PALEFACE 7017



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.1	2.3	87.5	132.9	5.9	30.7	74.4	14.8
75%	90%	20%	25%	70%	10%	10%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
13.1	50.8	-0.34	0.08	-0.090	0.88	116.3	78.5
45%	15%	15%	95%	4%	20%	80%	65%

# 112 NEW DAY L147

Homo Black || Homo Polled 3/4 SM 1/4 AN  
8/30/2023 Owner: PVF ASA# 4339964

BW 76 | Age of Dam 8 | Disposition 1 | Frame 6.0

CONNELLY COMRADE 1385  
TJ MULTIPLIER 470H  
TJ 124Y  
CCR COWBOY CUT 5048Z  
TJ 28E  
TJ MS 38W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.8	-0.1	78.2	104.2	8.0	24.9	64.5	19.6
10%	50%	45%	80%	35%	40%	40%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
17.1	28.2	-0.13	0.32	-0.021	0.49	143.9	80.0
10%	70%	70%	65%	65%	80%	40%	60%



NEW DAY 3145L || Sells as Lot 113.

# 113 NEW DAY 3145L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
10/2/2023 Owner: 5G ASA# 4408462

BW 94 | Age of Dam 4 | Disposition 1 | Frame 5.8

FHEN DAKOTA  
R&R MISS CUT ABOVE Y127  
R&R DOUBLE PUMP F80  
5GF MS DOUBLE PUMP 0229  
GIBBS 6703D JAUER 1004Y

CE	BW	WW	YW	MCE	MILK	MWW	STAY
4.2	5.8	88.5	132.9	1.6	21.5	65.6	12.9
99%	99%	15%	25%	99%	70%	35%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
12.5	37.9	-0.23	0.24	-0.042	0.75	105.3	76.1
50%	45%	45%	80%	40%	35%	90%	75%

# 114 NEW DAY 3138L

Homo Black || Homo Polled 3/4 SM 1/4 AN  
9/28/2023 Owner: 5G ASA# 4407801

BW 87 | Age of Dam 12 | Disposition 2 | Frame 5.9

FHEN DAKOTA  
R&R MISS CUT ABOVE Y127  
S D S GRADUATE 006X  
GIBBS 2619Z JAUER 0832X  
GIBBS 0832X JAUER 301



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.1	2.4	77.5	107.4	2.9	22.5	61.1	15.3
99%	90%	50%	75%	99%	65%	60%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
12.2	40.6	-0.22	-0.05	-0.044	0.74	97.6	66.2
55%	35%	45%	99%	40%	40%	99%	95%

# 114A NEW DAY 79L

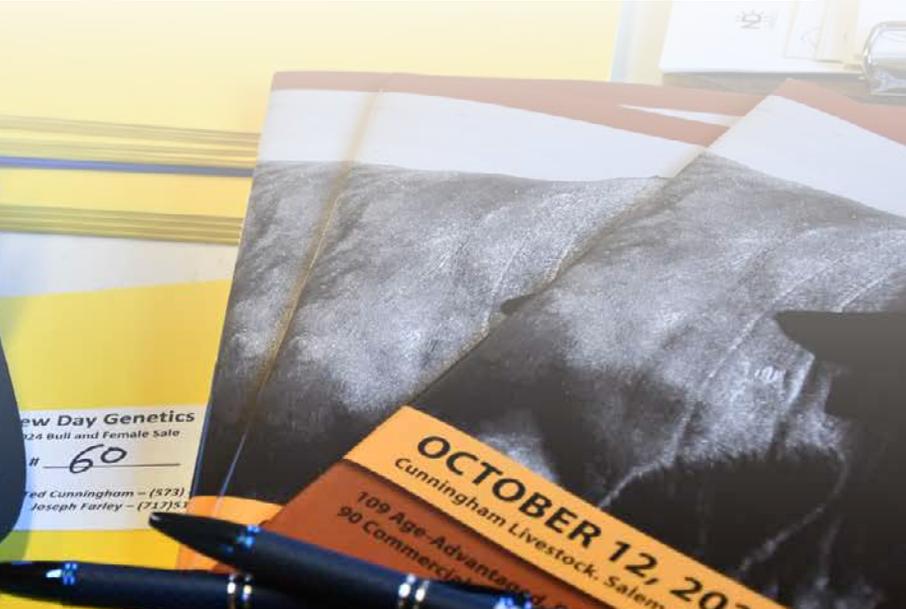
Homo Black || Homo Polled 3/4 SM 1/4 AN  
6/12/2023 Owner: Lud ASA# 4208900

BW 64 | Age of Dam 11 | Disposition 1 | Frame 5.8

HOOK'S BEACON 56B  
HOOK'S ENCORE 65E  
HOOK'S CHATTER 63C  
CF DOOLEY 5050-21  
LUDWIG MISS 1326B  
LUDWIG CATALINA CK2Z



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.1	-0.9	68.8	103.2	6.8	25.2	59.3	22.4
50%	35%	80%	85%	55%	40%	65%	2%
DOC	CW	YG	MARB	BF	REA	API	TI
15.1	29.7	-0.32	0.64	-0.040	0.96	162.5	84.5
20%	70%	20%	20%	55%	15%	15%	45%





NEW DAY 300L || Sells as Lot 115.

# 115 NEW DAY 300L

Homo Black || Homo Polled PB Angus  
8/30/2023 Owner: BCC AAA# \*20957117

BW	60	Age of Dam	Disposition	1	Frame	5.8
			F:G Ratio	113	RFI	-0.50

#\*MILL BRAE IDENTIFIED 4031

\*HCC WHITEWATER 9010

\*ROCK CREEK SARA 6066

\*R A F R525 BUSHWACKER 575

\*WA PERFECTION 5034-8024

#WA PERFECTION 534-5034



CED	BW	WW	YW	CEM	MILK	DOC
16	-2	55	102	13	22	18
2%	4%	80%	75%	10%	80%	60%

CW	MARB	RE	FAT	SM	\$W	\$B	\$C
54	0.81	1.14	-0.013	61	53	180	294
50%	40%	10%	20%	60%	75%	20%	25%

# 116 NEW DAY 301L

Homo Black || Homo Polled PB Angus  
8/27/2023 Owner: BCC AAA# \*20957119

BW	61	Age of Dam	Disposition	1	Frame	5.8
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#\*MILL BRAE IDENTIFIED 4031

\*HCC WHITEWATER 9010

\*ROCK CREEK SARA 6066

\*FHCC ABSOLUTE EASE 3115

WA MS VIOLET LASS 4544-8019

+WA MS VIOLET LASS 8022-4544



CED	BW	WW	YW	CEM	MILK	DOC
6	0.4	70	125	2	21	20
55%	30%	40%	40%	95%	85%	50%

CW	MARB	RE	FAT	SM	\$W	\$B	\$C
55	0.9	1	0.061	42	63	169	261
50%	35%	20%	90%	95%	50%	30%	50%

# 117 NEW DAY 302L

Homo Black || Homo Polled PB Angus  
9/6/2023 Owner: BCC AAA# \*20964434

BW	68	Age of Dam	Disposition	1	Frame	5.7
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\*CONNEALY CLARITY

+\*POSS REMINGTON

+\*POSS BLUEBLOOD 6502

#\*MUSGRAVE FUNDAMENTAL

\*GALAXY CHLOE 9820

HF CHLOE 6121



CED	BW	WW	YW	CEM	MILK	DOC
8	1	72	118	8	33	18
35%	45%	35%	50%	55%	10%	60%

CW	MARB	RE	FAT	SM	\$W	\$B	\$C
63	0.91	0.64	0.011	78	79	176	306
30%	35%	55%	45%	20%	15%	25%	20%

# 118 NEW DAY 304L

Homo Black || Homo Polled PB Angus  
9/5/2023 Owner: BCC AAA# \*20964444

BW	68	Age of Dam	Disposition	1	Frame	5.8
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\*CONNEALY CLARITY

+\*POSS REMINGTON

+\*POSS BLUEBLOOD 6502

#\*POSS ELEMENT 215

GALAXY RITA 7478

+BJ ULTIMATE 0034



CED	BW	WW	YW	CEM	MILK	DOC
6	2.6	81	142	1	33	16
55%	80%	15%	15%	95%	10%	70%

CW	MARB	RE	FAT	SM	\$W	\$B	\$C
75	0.97	0.68	0.039	64	78	183	301
10%	30%	50%	75%	55%	15%	20%	20%

# 119 NEW DAY L82

Homo Black || Homo Polled PB Angus  
9/24/2023 Owner: SHSF AAA# 21173312

BW		Age of Dam	Disposition	1	Frame	5.7
			F:G Ratio	109	RFI	-1.18

#\*POSS MAVERICK

\*POSS DEADWOOD

\*POSS ELLUNAMERE 399

#\*KROUPALS B&B IDENTITY

MILLBRAE IDENT BLACKCAP 6167

MILL BRAE FP BLACKCAP 3096



CED	BW	WW	YW	CEM	MILK	DOC
10	-1	69	127	12	32	12
25%	10%	45%	35%	15%	15%	85%

CW	MARB	RE	FAT	SM	\$W	\$B	\$C
79	1.54	0.86	0.03	66	71	243	381
10%	4%	30%	65%	45%	30%	1%	1%

# 120 NEW DAY 087L

Homo Black || Homo Polled PB AN  
10/8/2023 Owner: MCDC ASA# 4394325

BW	84	Age of Dam	9	Disposition	2	Frame	5.5
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SITZ RESILIENT 10208

CONNEALY CRAFTSMAN

BLACK CATHY OF CONANGA 8521

BASIN PAYWEIGHT 1682

R A F BLACKCAP LADY 578

R A F BLACKCAP LADY 089



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.1	0.7	91.3	150.7	6.0	33.3	79.3	10.6
75%	65%	15%	10%	70%	2%	2%	90%

DOC	CW	YG	MARB	BF	REA	API	TI
16.3	58.3	0.27	0.65	0.067	0.33	123.6	83.4
10%	5%	99%	20%	99%	95%	70%	50%

# 121 NEW DAY 3710

Homo Black || Homo Polled PB Angus  
9/19/2023 Owner: Bell AAA# \*20756608

BW		Age of Dam	Disposition	1	Frame	5.7
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#\*SPRING COVE RENO 4021

+\*YON TOP CUT G730

+\*YON SARAH D668

+\*2 BAR C EXPLOSIVE WEIGH 5P89

\*2 BAR C EXPLOSIVE 746

2 BAR C RAMPAGE 5R134



CED	BW	WW	YW	CEM	MILK	DOC
5	3.4	95	152	5	32	28
60%	90%	2%	10%	80%	15%	15%

CW	MARB	RE	FAT	SM	\$W	\$B	\$C
64	1.21	1.12	-0.059	99	93	175	326
30%	15%	10%	2%	2%	1%	25%	10%

All heifers have been born/developed on fescue, and received a thorough vaccination program. All heifers received a pre-breeding exam for pelvic area and reproductive tract score and are bred to calving ease bulls with a CE of 14 or higher and are confirmed pregnant to an estimated calving date by a veterinarian.

### Lot 122

#### **SWIFT LIVESTOCK – DR. NATE SWIFT, MD - THOMASVILLE, MO 25 HEAD OF BLK/BWF AND RED SIMANGUS BRED HEIFERS**

- Most heifers sired by New Day Genetics bulls
- Heifers exposed to natural service sire New Day BC/C K225 (4041619) for a 40 day calving window.

### Lot 123

#### **PARSONS FARMS – BOB AND TIM PARSONS – SALEM, MO 12 HEAD RED SIMANGUS BRED HEIFERS**

- Heifers are sired by New Day G15 (ASA 3613990) a WS Outcross son or New Day JC036J (ASA 3870446) a KBHR All American son.
- Heifers naturally bred New Day J107 (ASA 3945957) a KCC Excellence son.

### Lot 124

#### **WELLS FARMS – DR. LUKE WELLS, DVM – SULLIVAN, MO 10 HEAD OF BLACK/BWF SIMANGUS HEIFERS**

- Most Heifers sired by New Day Genetics Bulls and are enrolled in the Show-Me-Select program
- Heifers AI bred to Black Onyx (AAA 18463791) with a projected calving date of Sept 8
- Heifers exposed to natural service sire Gibbs 2605K (ASA 4120286)



## Lot 125

### 5G FARMS – RUSS GANT – WEST PLAINS, MO 65 HEAD OF BLACK/BWF SIMANGUS BRED HEIFERS

- Heifers sourced from 5G Farms and New Day bull customers
- Approximately 50 heifers confirmed AI bred to JC Lawless (ASA 4192163) for estimated calving date of August 22.
- Heifers exposed to natural service sires 5GF Gold Standard (ASA 4035250) and 5GF HR 8063 (ASA 3447004), for 65 days.

## Lot 126

### CUNNINGHAM LIVESTOCK – TED CUNNINGHAM – SALEM, MO 20 HEAD OF BLACK/BWF AND RED SIMANGUS BRED HEIFERS

- Heifers sourced from New Day customers Keith Simpson (Alton, MO) and Anthony Pipp (Salem, MO)
- Heifers AI bred to GW Medicine Man 200K (ASA 4033441)
- Heifers exposed to natural service sires New Day 956G (ASA 3787679) and New Day SLN766K (ASA 4033441) for 65 days.

## Lot 127

### BEACH CATTLE COMPANY – MATT BEACH – LEONARD, MO 10 HEAD BLACK/BWF SIMANGUS HEIFERS

- Heifers enrolled/tagged with Show-Me-Select tags
- All are AI bred confirmed by ultrasound to GW Medicine Man 200K (ASA 4033441) for a Sept 3 projected calving date





**SLAYTON FARMS** Barry and Majorie Slayton have been long time cattle producers near West Plains, MO. Barry was a successful banker for numerous years and has always had a passion for the beef business. Barry plays a critical part in the success of New Day through his direction of the New Day board, and passion for making the best product possible for commercial cattlemen in Missouri.

You will find the Slayton prefix every year in the red bull offering of the New Day Beef Genetics Sale. The Slayton bulls have been the anchor of the red bulls at New Day for the last decade.

Slayton Farms focuses on genetic advancement through careful evaluation of EPDs and the SLAY prefix bulls from CE and the way to their profit indexes are some of the very best we have to offer year in and year out for genetic advancement. Slayton Farms have been early adopters of technology and research. Genomic data, Feed Intake, hair shedding and careful phenotypical evaluation are at the forefront of Slayton Farms breeding decisions. Along with genetic advancement one will be hard pressed to find a better steward of the land than Slayton Farms. Rigorous rotational grazing, a variety of well-maintained forages, and limited supplementation is the staples Slayton Farms cowherd. We are proud to have Barry and Majorie as part of the New Day team and appreciate all of their efforts.



**HECHT CATTLE COMPANY** One of our newest genetic providers on the New Day team is Hecht Cattle Company near Sullivan, MO. Adam and Sarah along with their two children Emery and Briar carefully maintain a set of elite registered SimAngus and Simmental females. Adam has been entrenched in the commercial beef business, as along with maintaining his registered herd Adam is the manager for a large commercial herd near the Sullivan community.

The AHCC prefix bulls blend genetic value with incredible type. Year in and year out these power bulls always find themselves near the top of the New Day bull offering. We are excited the Hecht family is part of the New Day team and his contacts are invaluable to New Day.



**MCDONALD CATTLE COMPANY** John and Blake McDonald of Sullivan, MO are fourth and fifth generation beef producers. McDonald Cattle Company has generations of selection pressure for problem-free, fescue-tolerant cattle with an emphasis on disposition, fertility, growth, and end-product merit. The McDonald's are committed to genetic advancement, they've utilized AI for over 40 years and have a growing embryo transplant program overseen by Bryce and Katy McDonald.



Angus, SimAngus, and Simmental bulls are offered in the Spring and Fall New Day sales. Years of critical selection have resulted in a functional set of brood cows that thrive in a commercial environment. John and April also run a commercial cow herd and market feeder cattle through livestock auction markets, Blake and Emily market fed cattle on a value-based grid and direct-to-consumer. The McDonald's understand the beef cattle business and make their decisions with the commercial cattleman in mind. Great people and great cattle are what you get with MDCD prefix bulls, be sure to visit with John or Blake at the New Day sales.

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**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.



**TJ SAY WHEN 541M** ASA# 4366370

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

MUSGRAVE 316 STUNNER  
**DB ICONIC G95**  
 DB MS DISCOVERY D13  
 TJ GOLD 274G  
**TJ 11J**  
 TJ 6C

CE	BW	WW	YW	MCE	MILK	MWW	STAY
<b>13.2</b>	<b>1.6</b>	<b>108.9</b>	<b>178.4</b>	<b>5.8</b>	<b>28.1</b>	<b>82.7</b>	<b>11.4</b>
45%	80%	1%	1%	70%	15%	1%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
<b>17.0</b>	<b>80.4</b>	<b>0.16</b>	<b>0.94</b>	<b>0.031</b>	<b>0.67</b>	<b>169.1</b>	<b>112.4</b>
10%	1%	99%	3%	99%	50%	10%	1%

Exciting first generation SimAngus bull who comes with an immense amount of performance and stoutness. Say When is backed by an impressive Gold donor female and his combination of growth and maternal places rare air. Look for Say When sons soon at New Day.



## 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.





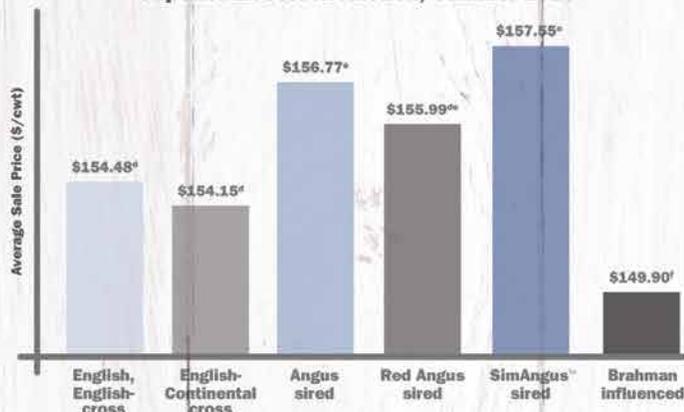
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<sup>a</sup> For lots of 50 head or more. <sup>b</sup> Kansas State University, December 2020, Superior Livestock Auction data analysis of 3,280 lots, 394,900 head of beef calves marketed during summer 2020. (P<.0001)  
<sup>c</sup> Lots that qualified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

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