

New Day

BEEF

GENETICS

Spring **BULL
SALE**



APRIL 18, 2026

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

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

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
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
SHEK	SHEKELS FAMILY FARMS
SLAY	SLAYTON FARMS
SNOW	SNOW/EASTER FARMS

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 1-58



PB & 3/4 Simmental Bulls

Lots 66-120



Red Bulls

Lots 59-65



A Note on Bull Development

Welcome to Cunningham Livestock! This spring sale is our 6th 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 six years? Absolutely. That's what this program is all about! Without a doubt, our team of breeders have made big strides in the last 6 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 six 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
Matt Beach	573.881.0484
Doug Ludwig	573.268.9609

SALE SCHEDULE

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

Friday, April 17

12:00 PM Cattle Available Viewing

Saturday, April 18

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 salebook 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



Marty Ropp 406-581-7835

Corey Wilkins 256-590-2487

Jared Murnin 406-321-1542

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 9, 2026.

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

Welcome...



Welcome cattlemen to the 2026 New Day Spring Bull Sale. The cattle business has been something to see over the last year with the record prices. We at New Day find tremendous joy when we see our customers succeed. We appreciated the support and trust you place in the New Day program.

This year marks another tremendous offering of genetics from our bull producers. The bulls provide great genetic value, and come in a condition that will maximize longevity and cover more cows. The uniformity from Lot 1 to 120 easily makes this our best offering of bulls in our eyes. We continue to push the envelope genetically on order to bring more profitability to our customers. Along with genetics we are striving to deliver more service to customers. Beginning in 2026 we are excited to begin a quest to purchase more New Day feeder cattle. We believe in our genetics and we want our customers to get the worth for their feeder cattle.

We hope to see you all at Cunningham Livestock on April 18th. Once again, we would like to thank all of you who have placed their trust in the New Day program for your genetic source of your cowherd. If the New Day team can be any assistance to you, please do not hesitate in reaching out for questions. The bulls are available for viewing anytime ahead of the sale and expect all the female information to be up online the week of the sale. If you cannot be with us on sale day be sure to view the sale on DVauction.com.

Sincerely,
The New Day Team



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

View videos, register to bid and watch the sale live online.

DVAuction

Broadcasting Real-Time Auctions

WATCH AND BID ONLINE FOR FREE

Visit www.DVAuction.com and Register. It's as easy as 1, 2, 3...

1. Create an account at www.DVAuction.com under the "create new account" tab.
2. Apply for bidding by clicking "apply for bidding" in the upper left corner of your screen, at least 24 hours prior to the auction.
3. Tune into the sale and make your purchases.

www.DVAuction.com

support@dvauction.com

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.



CONLEY FARMS SIMMENTALS Bill Conley and wife Liz, along with daughter and son-in-law Kim and Matt Vinyard and grandkids Lily and Luke operate Conley Farms Simmentals. Their family seedstock enterprise is located in the river hills of far southeastern Illinois near Golconda, IL, where their forage base is dominated by fescue. The Conley's started with the Simmental breed in 1981 and have focused genetic selection on cattle that perform on fescue, have great disposition and phenotype, and add growth and performance without sacrificing calving ease and maternal traits.

The Conley family have been a long-time genetic providers to New Day Genetics, being involved since its inception and participating in sales since 2014. Their cowherd today is exclusively fall calving, so you will find the KEC prefix in our spring sales each year. You can rely on the KEC bulls to be fescue adapted, sound structured, and provide the added growth and maternal traits most commercial operations are seeking.



BEACH CATTLE COMPANY is owned by Matt and Noelle Beach of Leonard, MO and children Benson & June. Matt marks the fifth generation of his family to be involved in the farming and livestock industry. Diversity is key at Beach Cattle Company as along with a robust herd of registered cows, the operation features a hog operation, row crops and a seed business. Matt also manages Vortex Seed Company a large seed company serving Missouri farmers for numerous years. The growing cattle operation utilizes intensive selection for AI and the program has a growing embryo transfer component. Look for the BCC prefix at both the Spring and Fall New Day Sale for years to come.



5G FARMS in West Plains, MO has been one of the long-time Genetic providers in the New Day Genetics Bull Sale. Russ Gant, owner, along with manager Jared Barr have played a pivotal role in the success of New Day Genetics.

The operation in West Plains features a large herd of registered spring and fall calving females. The operation has long been time user of artificial insemination and has expanded its bull offering with a growing embryo transfer program. Along with providing bulls to New Day 5G farms has played a critical role in the commercial female offering for New Day genetics. Each sale buyers will see a large offering from 5G farms, being ranch-raised or sourced from New Day genetic users.

Look for the 5G farms prefix in both the Spring and Fall sales, and be sure to look closely at the quality females they provide each sale.



Thank you...

We would like to thank Tom Roberts and Barry Slayton of West Plains, MO for their years of service on the New Day board. The commitment and guidance have allowed the New Day program flourish into what it is today. Although no longer board members expect the Slayton red bulls to be featured and every spring for years to come, and Tom to be the cook on sale day.

NEW DAY GENETICS FEEDER CATTLE, LLC

New Day Genetics is proud to announce the formation of a new and separate company, New Day Genetics Feeder Cattle, LLC.

This company was founded with the primary goal of providing customer service and support through bidding on and purchasing calves sired by New Day Genetics Bulls.

Here's a few things to know about New Day Feeder Cattle, LLC.

- If greater than 50% of your bull battery/calf crop is from New Day Genetics, we are very interested in knowing when and where you sell your calves!
- We require calves to follow the New Day Genetics Feeder Cattle pre-conditioning and tagging requirements. We will still offer New Day Genetics influenced special calf sales and hope to expand these offerings in the future, however, calves selling at non-special sales still qualify.
- We will return any data captured on cattle we purchase. While our intent is not to own the cattle through harvest, we believe we can capture a great deal of health and performance data, and hopefully some carcass data as well.
- For more information and details contact Ted Cunningham, 573-453-0058.





NEW DAY 107M || Sells as Lot 1.

1 NEW DAY 107M

Homo Black || Homo Polled 1/2 SM 1/2 AN
 9/4/2024 Owner: BEACH ASA# 4470351

BW 80 | Age of Dam 4 | Disposition 1 | Frame 5.9
 F:G Ratio 108 | RFI 3.35

CASINO BOMBER N33
GALAXY GUNNER 0561
 GALAXY BLACKBIRD 8549
 CLRS GUARDIAN 317G
BC/C PRIDE
 RUBYS PRIDE 923G



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.3	-1.1	96.6	158.7	8.5	17.9	66.8	18.3
15%	35%	10%	4%	30%	95%	35%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
10.4	57.4	-0.13	0.57	-0.012	0.94	167.2	99.5
80%	10%	65%	30%	75%	15%	10%	10%



GALAXY GUNNER 0561 || Sire of Lot 1.



EGL SONYA 17E || Dam of Lot 2.



NEW DAY 455M || Sells as Lot 2.



NEW DAY 4M || Sells as Lot 3.



C-3 NEXT UP NS B220 J939 || Sire of Lot 3.

2

NEW DAY 455M

Homo Black || Homo Polled 5/8 SM 3/8 AN
9/3/2024 Owner: CL ASA# 4634386

BW	80	Age of Dam	8	Disposition	1	Frame	5.9
		F:G Ratio	113			RFI	2.85

CCR PAY DIRT 2340C
CCR POUNDER 2045F
CCR MS 707 COWBOY 4123B
LEACHMAN PROPHET J030Z
EGL SONYA 17E
HOOKS SONYA 20S



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.9	0.7	90.7	144.3	8.1	17.9	63.2	17.0
40%	65%	15%	15%	35%	95%	55%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
12.6	65.3	0.12	0.43	0.039	0.64	144.5	88.3
55%	4%	99%	50%	99%	60%	40%	35%

3

NEW DAY 4M

Homo Black || Homo Polled 5/8 SM 3/8 AN
9/3/2024 Owner: RLE ASA# 4462528

BW	71	Age of Dam	4	Disposition	1	Frame	6
----	----	------------	---	-------------	---	-------	---

HOOK'S GALILEO 210G
C-3 NEXT UP NS B220 J939
PDF BLK MALLORY B220
TJ HIGH CALIBRE 556B
RLE MISS VELVET 2J
RLE BLACKBIRD VELVET 8E



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.8	1.0	94.2	152.6	8.4	29.1	76.1	20.6
25%	70%	10%	10%	30%	15%	10%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
16.5	50.8	-0.24	0.63	-0.047	0.91	168.6	98.4
10%	25%	35%	20%	35%	20%	10%	10%



NEW DAY 109M || Sells as Lot 4.

4 NEW DAY 109M

Homo Black || Homo Polled 1/2 SM 1/2 AN
9/5/2024 Owner: BEACH ASA# 4470353

BW 78 | Age of Dam 5 | Disposition 2 | Frame 6
F:G Ratio 121 | RFI 0.58

TEHAMA PATRIARCH F028
CCR BEDROCK 5171J
CCR MS 2073 COWBOY 5171C
RUBYS TURNPIKE 771E
RUBY NFF LASS 094H
A & B LASS 2250



CE	BW	WW	YW	MCE	MILK	MWW	STAY
3.7	3.9	96.0	161.0	4.8	22.4	70.4	13.0
99%	99%	10%	4%	85%	65%	20%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
12.2	61.1	-0.19	0.75	-0.042	0.92	142.0	96.5
60%	10%	50%	15%	35%	20%	45%	15%

5 NEW DAY 121M

Homo Black || Homo Polled 1/2 SM 1/2 AN
9/3/2024 Owner: BEACH ASA# 4470365

BW 61 | Age of Dam 3 | Disposition 1 | Frame 6

KBHR HIGH ROAD E283
RUBYS KICKBACK 218K
RUBYS LINDA 721E
HF STEALTH 8072
BC/C PRIDE 11J
HF HENRIETTA PRIDE 7049



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.3	-2.3	90.0	146.7	9.4	32.6	78.2	14.1
10%	20%	20%	15%	15%	3%	4%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
16.2	58.1	-0.05	0.47	0.004	0.81	153.8	95.7
15%	10%	85%	40%	90%	30%	25%	15%



NEW DAY 121M || Sells as Lot 5.

6 NEW DAY M432

Hetero Black || Homo Polled 1/2 SM 1/2 AN
8/28/2024 Owner: JLG ASA# 4462700

BW 82 | Age of Dam 6 | Disposition 1 | Frame 6.1

G A R SURE FIRE 6404
GB FIREBALL 672
GB ANTICIPATION 432
MAF DRUNKEN SAILOR 266C
MAF SHAMROCK 247F
IPU MS. EXCITER 2W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.5	0.4	70.0	116.8	9.9	20.4	55.2	14.4
55%	60%	80%	60%	10%	80%	85%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
13.6	50.2	-0.11	0.63	-0.007	0.83	143.0	82.7
40%	25%	75%	20%	85%	30%	40%	55%



NEW DAY M432 || Sells as Lot 6.

7 NEW DAY M430

Hetero Black || Homo Polled 1/2 SM 1/2 AN
8/25/2024 Owner: JLG ASA# 4462699

BW 92 | Age of Dam 6 | Disposition 1 | Frame 6

G A R SURE FIRE 6404
GB FIREBALL 672
GB ANTICIPATION 432
MAF DRUNKEN SAILOR 266C
MAF SHAMROCK 247F
IPU MS. EXCITER 2W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.5	0.5	74.6	122.6	10.9	20.4	57.4	17.4
45%	65%	65%	50%	5%	80%	80%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
14.1	49.7	-0.20	0.41	-0.012	1.05	140.3	80.3
35%	25%	45%	50%	75%	10%	45%	60%



NEW DAY M430 || Sells as Lot 7.



NEW DAY M429 || Sells as Lot 9.

8 Age Advantaged - Fescue Adapted NEW DAY M431

Homo Black || Homo Polled 1/2 SM 1/2 AN
8/28/2024 Owner: JLG ASA# 4462701

BW 109 | Age of Dam 6 | Disposition 1 | Frame 5.7

G A R SURE FIRE 6404
GB FIREBALL 672
GB ANTICIPATION 432
MAF DRUNKEN SAILOR 266C
MAF SHAMROCK 247F
IPU MS. EXCITER 2W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.7	0.1	71.9	120.2	10.9	20.4	56.0	10.9
50%	55%	75%	55%	5%	80%	85%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
14.1	62.3	-0.14	0.48	-0.012	1.02	129.3	80.5
35%	10%	65%	40%	75%	10%	65%	60%

9 NEW DAY M429

Hetero Black || Homo Polled 1/2 SM 1/2 AN
8/24/2024 Owner: JLG ASA# 4462698

BW 106 | Age of Dam 6 | Disposition 1 | Frame 6.7

G A R SURE FIRE 6404
GB FIREBALL 672
GB ANTICIPATION 432
MAF DRUNKEN SAILOR 266C
MAF SHAMROCK 247F
IPU MS. EXCITER 2W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.8	2.1	82.4	137.4	9.4	20.4	61.3	13.6
60%	90%	35%	25%	15%	80%	60%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
11.8	58.6	-0.07	0.61	-0.002	0.82	141.3	87.3
65%	10%	80%	25%	85%	30%	45%	40%



NEW DAY 18M || Sells as Lot 10.

10 NEW DAY 18M

Homo Black || Homo Polled 1/2 SM 1/2 AN
9/8/2024 Owner: MCDC ASA# 4599929

BW 74 | Age of Dam 13 | Disposition 1 | Frame 6

HOOK'S EAGLE 6E
TJ GOLD 274G
TJ 12C
CONNELLY CONSENSUS 7229
BMGA 3636



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.2	0.6	89.2	134.5	7.7	19.7	64.3	10.3
65%	65%	20%	30%	40%	85%	50%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
10.5	44.6	-0.10	0.51	-0.010	0.71	131.5	89.9
80%	35%	75%	35%	85%	50%	60%	30%



NEW DAY 114 || Sells as Lot 11.

11 NEW DAY 114

Homo Black || Homo Polled 3/8 SM 5/8 AN
9/23/2024 Owner: SNOW ASA# 4508454

BW 72 | Age of Dam 2 | Disposition 1 | Frame 6.2

E W A PEYTON 642
ROSEDA POWERBALL23 F091
ROSEDA BLACKCAP B103 D118
CLRS GUARDIAN 317G
HBFS MS GUARDIAN 116K
BHSF MISS EVENT 711F



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.2	-2.6	108.4	175.4	9.0	20.9	75.1	15.5
15%	15%	1%	1%	20%	80%	10%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
12.9	70.1	0.17	0.86	0.042	0.58	179.9	113.0
50%	2%	99%	5%	99%	70%	4%	1%

12 NEW DAY 122

Homo Black || Homo Polled 5/8 SM 3/8 AN
9/28/2024 Owner: SNOW ASA# 4508462

BW 70 | Age of Dam 3 | Disposition 1 | Frame 6

HOOK'S BEACON 56B
CLRS GUARDIAN 317G
CLRS ALWAYS XCELLENT
V A R REVELATION 6299
HBFS MS INEZ 144J
MS INEZ R/H Y879



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.2	-3.7	83.6	128.3	8.5	23.4	65.3	23.5
35%	10%	35%	40%	30%	60%	45%	1%
DOC	CW	YG	MARB	BF	REA	API	TI
8.7	38.2	-0.16	0.55	-0.005	0.84	170.3	94.0
90%	55%	60%	30%	85%	25%	10%	20%



NEW DAY 4012 || Sells as Lot 13.

13 NEW DAY 4012

Hetero Black || Homo Polled 1/2 SM 1/2 AN
8/16/2024 Owner: 5G ASA# 4512453

BW 60 | Age of Dam 16 | Disposition 1 | Frame 5.8

B BAR WINDY 7 3575
MILLARS DUKE 816
MILLARS QUEEN LASS 5273
DIKEMANS SURE BET

TJ MS 38W

TJ 12L



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.0	-3.7	80.2	127.0	9.0	29.0	69.7	15.0
25%	10%	45%	40%	20%	15%	25%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
15.3	31.5	0.16	0.34	0.024	-0.01	141.3	86.0
20%	75%	99%	65%	99%	99%	45%	40%

BWF

14 NEW DAY 4014

Homo Black || Homo Polled 1/2 SM 1/2 AN
8/17/2024 Owner: 5G ASA# 4512455

BW 77 | Age of Dam 16 | Disposition 1 | Frame 5.4

B BAR WINDY 7 3575
MILLARS DUKE 816
MILLARS QUEEN LASS 5273
DIKEMANS SURE BET

TJ MS 38W

TJ 12L



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.2	-1.4	85.3	130.8	8.3	29.0	72.3	17.5
20%	30%	30%	35%	30%	15%	15%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
16.7	39.4	0.07	0.17	0.012	0.26	135.4	82.4
10%	50%	99%	85%	95%	99%	55%	55%

BWF



TJ MS 38W || Dam of Lots 13-16.

15 NEW DAY 4200

Black || Homo Polled 5/8 SM 3/8 AN
8/17/2024 Owner: 5G ASA# 4532133

BW 70 | Age of Dam 16 | Disposition 1 | Frame 5.7

CONNEALY CONFIDENCE PLUS
R&R DOUBLE PUMP F80
R&R MAGGIE D616
DIKEMANS SURE BET

TJ MS 38W

TJ 12L

CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.6	1.1	75.0	118.9	5.1	28.2	65.8	17.0
70%	75%	65%	55%	85%	20%	40%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
14.3	33.2	-0.14	0.35	-0.035	0.47	129.9	78.0
30%	70%	65%	60%	50%	85%	60%	70%

16 NEW DAY 4028

Homo Black || Homo Polled 5/8 SM 3/8 AN
8/22/2024 Owner: 5G ASA# 4512461

BW 88 | Age of Dam 16 | Disposition 1 | Frame 6

CONNEALY CONFIDENCE PLUS
R&R DOUBLE PUMP F80
R&R MAGGIE D616
DIKEMANS SURE BET

TJ MS 38W

TJ 12L



CE	BW	WW	YW	MCE	MILK	MWW	STAY
6.7	0.3	81.8	129.1	4.6	28.2	69.2	14.1
90%	60%	40%	40%	90%	20%	25%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
14.2	50.2	-0.17	0.34	-0.035	0.79	124.2	82.4
30%	25%	55%	65%	50%	35%	70%	55%



NEW DAY 279M || Sells as Lot 17.

17 NEW DAY 279M

Homo Black || Homo Polled 5/8 SM 3/8 AN
9/20/2024 Owner: MCDC ASA# 4594552

BW 93 | Age of Dam 14 | Disposition 1 | Frame 6.2

J BAR J NIGHTRIDE 225Z
GW TRIPLE CROWN 018C
GW MISS GPRD 359A
HOOKS TITUS 31T
HOOK'S YUMA 49Y
HOOK'S UNIVERSAL 17U



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.3	-1.0	87.9	141.2	6.7	22.4	66.3	16.3
65%	35%	20%	20%	60%	65%	40%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
19.2	62.2	-0.31	0.47	-0.069	1.10	146.5	91.9
2%	10%	20%	40%	15%	4%	35%	25%

BWF



HOOK'S YUMA 49Y || Dam of Lots 17-19.

18 NEW DAY 297M

Homo Black || Homo Polled 5/8 SM 3/8 AN
9/22/2024 Owner: MCDC ASA# 4594551

BW 80 | Age of Dam 14 | Disposition 1 | Frame 6

J BAR J NIGHTRIDE 225Z
GW TRIPLE CROWN 018C
GW MISS GPRD 359A
HOOKS TITUS 31T
HOOK'S YUMA 49Y
HOOK'S UNIVERSAL 17U



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.0	-0.3	85.6	135.9	5.4	22.4	65.1	16.0
70%	50%	30%	25%	80%	65%	45%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
20.5	38.8	-0.30	0.43	-0.062	0.84	140.9	88.5
1%	50%	20%	50%	15%	25%	45%	35%

19 NEW DAY 371M

Homo Black || Homo Polled 5/8 SM 3/8 AN
10/5/2024 Owner: MCDC ASA# 4594554

BW 96 | Age of Dam 14 | Disposition 1 | Frame 6

G A R ORIGINAL SIN
IR ORIGINAL H341
IR MS VIENNA E758
HOOKS TITUS 31T
HOOK'S YUMA 49Y
HOOK'S UNIVERSAL 17U



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.0	1.5	87.7	141.2	5.9	25.7	69.7	12.8
90%	80%	25%	20%	70%	40%	25%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
21.2	47.7	-0.31	0.43	-0.054	1.05	128.8	87.6
1%	30%	20%	50%	25%	10%	65%	35%

20 NEW DAY 105M

Homo Black || Homo Polled 3/8 SM 5/8 AN
9/5/2024 Owner: MCDC ASA# 4594547

BW 81 | Age of Dam 9 | Disposition 1 | Frame 6.2

HOOK'S GALILEO 210G
CCR INERTIA 4478J
CCR MS 2407 COWBOY 5443C
BASIN PAYWEIGHT 1682
R A F BLACKCAP LADY 578
R A F BLACKCAP LADY 089



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.9	2.1	96.9	154.4	8.4	29.2	77.6	10.0
60%	90%	10%	10%	30%	15%	4%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
18.5	58.4	0.15	0.73	0.030	0.39	141.0	96.9
3%	10%	99%	15%	99%	95%	45%	10%



NEW DAY 105M || Sells as Lot 20.

21 NEW DAY 115M

Homo Black || Homo Polled 3/8 SM 5/8 AN
9/19/2024 Owner: MCDC ASA# 4633321

BW 80 | Age of Dam 7 | Disposition 1 | Frame 6

HOOK'S GALILEO 210G
CCR INERTIA 4478J
CCR MS 2407 COWBOY 5443C
SYDGEN FASTLANE 3450
MC RITA 837
EXAR RITA 3530



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.5	-0.1	86.1	147.3	7.8	25.4	69.2	10.0
45%	50%	25%	15%	40%	40%	25%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
16.7	63.6	0.08	0.78	0.020	0.62	147.9	95.3
10%	5%	99%	10%	99%	65%	35%	15%



CCR INERTIA 4478J || Sire of Lots 20-24.

22 NEW DAY 24M

Homo Black || Homo Polled 5/8 SM 3/8 AN
9/24/2024 Owner: MCDC ASA# 4599927

BW 75 | Age of Dam 6 | Disposition 1 | Frame 5.8

HOOK'S GALILEO 210G
CCR INERTIA 4478J
CCR MS 2407 COWBOY 5443C
GIBBS 3009A ELEMENT
BMGA BG TMBR ALLEE 862F
580



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.1	1.4	84.3	126.1	8.5	26.0	68.1	13.3
65%	80%	30%	45%	30%	35%	30%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
16.7	45.7	-0.05	0.62	-0.013	0.53	139.7	89.0
10%	35%	85%	25%	75%	80%	45%	30%

23 NEW DAY 102M

Homo Black || Hetero Polled 3/8 SM 5/8 AN
8/26/2024 Owner: MCDC ASA# 4599926

BW 71 | Age of Dam 9 | Disposition 2 | Frame 5.2

HOOK'S GALILEO 210G
CCR INERTIA 4478J
CCR MS 2407 COWBOY 5443C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
6.8	-1.1	79.8	127.3	8.9	27.4	67.2	6.4
90%	35%	45%	40%	25%	25%	35%	99%
DOC	CW	YG	MARB	BF	REA	API	TI
15.2	61.5	0.07	0.87	0.023	0.64	135.7	93.5
20%	10%	99%	5%	99%	60%	55%	20%

24 NEW DAY 103M

Homo Black || Homo Polled 5/8 SM 3/8 AN
8/29/2024 Owner: MCDC ASA# 4599928

BW 73 | Age of Dam 3 | Disposition 1 | Frame 5.8

HOOK'S GALILEO 210G
CCR INERTIA 4478J
CCR MS 2407 COWBOY 5443C
TJ GOLD 274G
BMGA ALLEE 1071
BMGA 955



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.8	1.0	85.9	136.5	9.1	23.8	66.7	11.4
85%	70%	25%	25%	20%	55%	35%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
15.8	62.8	0.02	0.73	0.006	0.68	141.3	92.8
15%	10%	95%	15%	90%	55%	45%	20%

25 NEW DAY M445

Homo Black || Homo Polled 1/2 SM 1/2 AN
9/12/2024 Owner: JLG ASA# 4462703

BW 78 | Age of Dam 7 | Disposition 1 | Frame 5.9

G A R SURE FIRE 6404
GB FIREBALL 672
GB ANTICIPATION 432
HPF OPTIMIZER A512
JLG1 MS OPTIMIZER E751
LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.8	-0.2	90.8	153.6	10.9	25.7	70.7	19.3
20%	50%	15%	10%	5%	40%	20%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
10.8	66.0	-0.03	0.79	0.002	0.84	176.9	100.9
80%	4%	90%	10%	90%	25%	5%	5%

BWF

New Day Bulls

26 NEW DAY M427

Hetero Black || Homo Polled 1/2 SM 1/2 AN
8/22/2024 Owner: JLG ASA# 4462696

BW 89 | Age of Dam 6 | Disposition 1 | Frame 5.7

G A R SURE FIRE 6404
GB FIREBALL 672
GB ANTICIPATION 432
MAF DRUNKEN SAILOR 266C
MAF SHAMROCK 247F
IPU MS. EXCITER 2W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.6	1.7	82.9	140.5	10.0	20.4	61.6	11.7
35%	85%	35%	20%	10%	80%	60%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
12.3	57.4	-0.14	0.56	0.002	1.06	140.1	87.8
60%	10%	65%	30%	90%	10%	45%	35%



NEW DAY 107 || Sells as Lot 28.

27 NEW DAY M433

Homo Black || Homo Polled 1/2 SM 1/2 AN
8/28/2024 Owner: JLG ASA# 4462712

BW 75 | Age of Dam 6 | Disposition 1 | Frame 6.2

G A R SURE FIRE 6404
GB FIREBALL 672
GB ANTICIPATION 432
MAF DRUNKEN SAILOR 266C
MAF SHAMROCK 247F
IPU MS. EXCITER 2W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.6	-0.7	72.4	121.6	11.8	20.4	56.3	13.6
25%	40%	70%	50%	2%	80%	80%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
9.9	51.3	-0.23	0.74	-0.015	1.16	155.5	89.3
85%	20%	40%	15%	75%	3%	25%	30%

28 NEW DAY 107

Homo Black || Homo Polled 3/8 SM 5/8 AN
9/20/2024 Owner: SNOW ASA# 4508447

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

G A R SURE FIRE 6404
GB FIREBALL 672
GB ANTICIPATION 432
HOOK'S BEACON 56B
HBFS MS BEACON 132J
MSPREDESTINED R/H Y881



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.1	-2.9	82.9	133.4	12.0	29.0	70.2	18.7
10%	15%	35%	30%	2%	15%	25%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
10.3	59.2	0.01	0.86	0.042	0.94	177.6	99.2
85%	10%	95%	5%	99%	15%	5%	10%

29 NEW DAY M426

Hetero Black || Homo Polled 1/2 SM 1/2 AN
8/22/2024 Owner: JLG ASA# 4462695

BW 85 | Age of Dam 6 | Disposition 1.5 | Frame 6.2

G A R SURE FIRE 6404
GB FIREBALL 672
GB ANTICIPATION 432
MAF DRUNKEN SAILOR 266C
MAF SHAMROCK 247F
IPU MS. EXCITER 2W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.3	2.0	75.3	124.9	9.8	20.4	57.8	13.5
80%	85%	60%	45%	15%	80%	75%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
12.0	73.2	-0.15	0.38	-0.017	1.14	122.2	77.2
65%	2%	60%	55%	75%	3%	70%	70%



NEW DAY MC1 || Sells as Lot 31.

30 NEW DAY M457

Homo Black || Homo Polled 1/2 SM 1/2 AN
9/21/2024 Owner: JLG ASA# 4462716

BW 91 | Age of Dam 6 | Disposition 1 | Frame 5.7

G A R SURE FIRE 6404
GB FIREBALL 672
GB ANTICIPATION 432
MAF DRUNKEN SAILOR 266C
MAF SHAMROCK 247F
IPU MS. EXCITER 2W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.5	1.7	80.0	136.6	9.5	20.4	60.1	16.4
45%	85%	45%	25%	15%	80%	70%	40%
DOC	CW	YG	MARB	BF	REA	API	TI
12.7	46.7	-0.14	0.64	-0.011	0.84	151.4	87.9
55%	30%	65%	20%	75%	25%	30%	35%

31 NEW DAY MC1

Black || Hetero Polled 1/4 SM 3/4 AN
9/3/2024 Owner: SHECKELS ASA# 4536056

BW 72 | Age of Dam 9 | Disposition 1 | Frame 5.9

CONNEALY CONSENSUS 7229
CONNEALY COMRADE 1385
HAPPY GEE OF CONANGA 919
GIBBS 0601X RAISINCAIN



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.5	-1.9	74.9	126.0	7.6	28.2	66.3	11.4
45%	25%	65%	45%	45%	20%	40%	85%
DOC	CW	YG	MARB	BF	REA	API	TI
17.4	39.5	-0.09	0.45	-0.014	0.57	131.4	83.2
10%	50%	80%	45%	75%	75%	60%	50%

32 NEW DAY M439

Homo Black || Homo Polled 3/8 SM 5/8 AN
9/11/2024 Owner: JLG ASA# 4462692

BW 77 | Age of Dam 3 | Disposition 1 | Frame 5.8

SITZ RESILIENT 10208
CONNEALY CRAFTSMAN
BLACK CATHY OF CONANGA 8521
BRINK SKYLIGHT G924
JLG1 MS SKYLIGHT K203
JLG1 MS ROCKMOUNT E725



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.8	2.2	93.5	153.6	6.5	35.7	76.6	12.2
80%	90%	10%	10%	60%	1%	10%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
8.5	38.9	-0.08	0.47	0.004	0.66	129.2	90.2
95%	50%	80%	40%	90%	60%	65%	30%



33 NEW DAY 304M

Homo Black || Homo Polled 1/2 SM 1/2 AN
8/30/2024 Owner: LUD ASA# 4405383

BW 80 | Age of Dam 4 | Disposition 1 | Frame 5.8

E W A PEYTON 642
DE-SU VOLUNTEER B122
E W A 3128 OF 9067 WEIGH UP
CDI INNOVATOR 325D
LUDWIG MISS CINDY 39H
LUDWIG MISS CINDY 148E



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.7	0.9	98.6	158.7	12.0	35.6	84.8	15.2
15%	70%	5%	4%	2%	1%	1%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
11.0	68.4	-0.03	0.72	-0.003	0.83	166.1	103.2
75%	3%	90%	15%	85%	30%	15%	4%



NEW DAY 304M || Sells as Lot 33.

34 NEW DAY 018M

Homo Black || Homo Polled 1/4 SM 3/4 AN
9/20/2024 Owner: AHCC ASA# 4625087

BW 80 | Age of Dam 2 | Disposition 1 | Frame 5.7

CONNEALY CLARITY
KM CLARIFIED 214
KM ERICA 6106
CONNEALY CONFIDENCE PLUS
ADV MS CONFIDENCE PLUS K2518
HRM MS WIDE RANGE C560



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.4	0.7	88.8	151.5	5.7	24.3	68.7	12.6
55%	65%	20%	10%	75%	50%	30%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
13.1	70.6	0.01	0.76	0.024	0.93	150.5	95.5
45%	2%	95%	10%	99%	15%	30%	15%



NEW DAY 018M || Sells as Lot 34.

35 NEW DAY M443

Homo Black || Homo Polled 1/2 SM 1/2 AN
9/11/2024 Owner: JLG ASA# 4462690

BW 102 | Age of Dam 2 | Disposition 1 | Frame 5.9

MUSGRAVE 316 STUNNER
MUSGRAVE CRACKERJACK
MUSGRAVE RITO JET A649
HPF OPTIMIZER A512
JLG1 MS OPTIMIZER K268
LRS MS DAKOTA 559R



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.4	1.0	94.3	157.4	6.7	28.4	75.4	16.9
75%	70%	10%	5%	60%	20%	10%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
12.1	65.1	-0.09	0.05	-0.013	0.90	122.8	82.8
60%	4%	80%	99%	75%	20%	70%	55%



NEW DAY M443 || Sells as Lot 35.

New Day Bulls

36 NEW DAY M83

Homo Black || Homo Polled 3/8 SM 5/8 AN
 9/13/2024 Owner: PVF ASA# 4465871

BW 79 | Age of Dam 6 | Disposition 1 | Frame 5.8

MUSGRAVE FEATURE
MUSGRAVE VINDICATOR 750
 GALAXY BLACKBIRD 6109
 CCR 2405 SPART 9050D
PVF SPARTAIN F233
 KLS EUREKA



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.1	0.6	75.7	111.3	6.7	22.1	65.1	11.8
45%	65%	60%	70%	60%	70%	45%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
12.3	54.3	-0.09	0.46	-0.004	0.82	124.6	79.1
60%	15%	80%	45%	85%	30%	70%	65%

37 NEW DAY 10M

Homo Black || Homo Polled 1/2 SM 1/2 AN
 11/12/2024 Owner: MCDC ASA# 4594557

BW 70 | Age of Dam 3 | Disposition 1 | Frame 5.2

GB FIREBALL 672
YON FLAGSHIP
 YON QUEEN G1085
 CLRS GUARDIAN 317G
CLRS/GF/MCDC KATELYN 268K
 HOOK'S YUMA 49Y



CE	BW	WW	YW	MCE	MILK	MWW	STAY
19.6	-1.5	84.9	139.5	9.0	23.0	65.0	18.4
4%	30%	30%	20%	20%	60%	45%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
12.1	50.2	0.01	0.80	0.007	0.53	179.2	98.7
60%	25%	95%	10%	90%	80%	4%	10%

38 NEW DAY 33M

Homo Black || Homo Polled 5/8 SM 3/8 AN
 9/25/2024 Owner: RLE ASA# 4462552

BW 70 | Age of Dam 6 | Disposition 1 | Frame 6
 F:G Ratio 91 | RFI 0.05

BRIDLE BIT ECLIPSE E744
BRIDLE BIT MR J101
 BRIDLE BIT MISS D613
 TJ COWBOY UP 529B
RLE COWGIRL QUEEN 2G
 RLE MISS QUEEN 12W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.1	1.1	91.7	140.7	6.3	26.1	71.9	10.7
75%	15%	15%	20%	65%	35%	15%	90%
DOC	CW	YG	MARB	BF	REA	API	TI
17.1	73.9	-0.03	0.60	-0.044	0.57	136.2	93.4
10%	2%	90%	25%	35%	75%	50%	20%

39 NEW DAY 24M

Hetero Black || Homo Polled 1/2 SM 1/2 AN
 8/28/2024 Owner: BEACH ASA# 4470272

BW 70 | Age of Dam 2 | Disposition 1 | Frame 5.7
 F:G Ratio 110 | RFI 3.34

TEHAMA PATRIARCH F028
CCR BEDROCK 5171J
 CCR MS 2073 COWBOY 5171C
 RUBYS HITMAN 0107H
BC/C HOSANNA 269K
 HHS HOSANNA 0095



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.0	-0.7	95.5	153.9	9.3	30.0	77.9	11.9
25%	40%	10%	10%	20%	10%	4%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
16.0	65.5	0.02	0.88	0.000	0.66	167.4	106.3
15%	4%	95%	5%	90%	60%	10%	2%

40 NEW DAY 110M

Homo Black || Homo Polled 1/2 SM 1/2 AN
 10/27/2024 Owner: MCDC ASA# 4633320

BW 68 | Age of Dam 3 | Disposition 1.5 | Frame 5.8

CLRS GUARDIAN 317G
CLRS JOHNNY WALKER 1049J
 HOOK'S YUMA 49Y
 BASIN PAYWEIGHT 1682
WEIKERS LADY 52W1
 EDGEWOOD LADY 515



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.2	1.2	94.2	146.3	8.0	25.8	73.0	19.3
75%	75%	10%	15%	35%	35%	15%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
12.1	57.0	-0.16	0.34	-0.031	0.86	141.0	89.0
60%	15%	60%	65%	50%	25%	45%	30%

41 NEW DAY 36M

Homo Black || Homo Polled 1/2 SM 1/2 AN
 9/3/2024 Owner: BEACH ASA# 4470284

BW 79 | Age of Dam 3 | Disposition 1 | Frame 6.5

GIBBS 9114G ESSENTIAL
GIBBS SIGNATURE 2510K
 GIBBS 7077E LOUISE Y534
 GALAXY RAMP IT UP 6081
BC/C BLACKLASS 6J
 GALAXY BLACKLASS 5620



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.8	0.3	93.1	159.0	7.4	32.4	78.9	19.2
60%	60%	15%	4%	45%	4%	3%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
13.3	44.1	-0.12	0.70	0.013	0.93	166.2	100.0
45%	40%	70%	15%	95%	15%	15%	10%



NEW DAY 321M || Sells as Lot 42.

42 NEW DAY 321M

Hetero Black || Homo Polled 1/2 SM 1/2 AN
 9/30/2024 Owner: LUD ASA# 4416594

BW 87 | Age of Dam 9 | Disposition 1 | Frame 6.2

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
8.2	3.1	82.2	138.3	8.1	30.5	71.0	15.3
85%	95%	40%	25%	35%	10%	20%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
14.0	52.0	-0.10	0.53	0.016	0.99	135.3	84.8
35%	20%	75%	35%	95%	10%	55%	45%

43 NEW DAY 322M

Homo Black || Homo Polled 1/2 SM 1/4 AN 1/4 CS
10/1/2024 Owner: LUD ASA# 4417108

BW 85 | Age of Dam 5 | Disposition 1 | Frame 5.8

IR IMPERIAL D948
HOOK'S HALLMARK 24H
HOOKS ZAFIRAH 41Z
BUTCHS BLACK GRANITE D820
LUDWIG MISS 211G
LUDWIG MISS 84W



CE	BW	WW	YW	MCE	MILK	MWW	STAY
6.0	3.8	93.6	152.3	6.5	25.9	71.6	17.9
95%	99%	10%	10%	60%	35%	20%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
14.5	54.0	-0.19	0.29	-0.018	1.04	127.7	84.2
30%	15%	50%	70%	75%	10%	65%	50%



HOOK'S HALLMARK 24H || Sire of Lots 42-44.

44 NEW DAY 320M

Hetero Black || Homo Polled 1/2 SM 1/2 AN
9/30/2024 Owner: LUD ASA# 4416359

BW 83 | Age of Dam 4 | Disposition 1 | Frame 6.5

IR IMPERIAL D948
HOOK'S HALLMARK 24H
HOOKS ZAFIRAH 41Z
CONNEALY MAINSTAY
BUTCHS ELSIE H039
BUTCHS ELSIE C926



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.6	1.0	81.5	135.3	7.7	31.0	71.6	19.1
70%	70%	40%	30%	40%	10%	20%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
14.1	54.8	-0.16	0.78	-0.007	1.02	161.9	93.5
35%	15%	60%	10%	85%	10%	15%	20%

45 NEW DAY 3M

Homo Black || Homo Polled 1/2 SM 1/2 AN
8/28/2024 Owner: BEACH ASA# 4470253

BW 64 | Age of Dam 2 | Disposition 2.5 | Frame 5.7

HOOK'S EAGLE 6E
IRON CREEK ANTHEM 14J
KBHR MATRON OF HONOR F202
GALAXY EXPEDITION 0859
BC/C ERICAMORE 4K
BAKERS ERICAMERE 5084



CE	BW	WW	YW	MCE	MILK	MWW	STAY
18.5	-2.9	89.4	149.8	10.5	31.3	77.4	15.8
10%	15%	20%	10%	10%	10%	5%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
13.3	56.1	0.10	0.66	0.026	0.49	169.4	100.2
45%	15%	99%	20%	99%	85%	10%	10%

46 NEW DAY 4M

Homo Black || Homo Polled 1/2 SM 1/2 AN
8/29/2024 Owner: BEACH ASA# 4470254

BW 66 | Age of Dam 2 | Disposition 1 | Frame 5.8

HOOK'S EAGLE 6E
IRON CREEK ANTHEM 14J
KBHR MATRON OF HONOR F202
GALAXY EXPEDITION 0859
BC/C BLACKCAP 5K
GALAXY BLACKCAP 8718



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.3	-0.9	98.2	157.8	10.5	29.3	79.0	19.6
20%	40%	5%	5%	10%	15%	3%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
12.6	69.0	-0.03	0.85	-0.003	0.84	183.1	107.6
55%	3%	90%	10%	85%	25%	3%	2%



IRON CREEK ANTHEM 14J || Sire of Lots 45, 46.

47 NEW DAY 32M

Homo Black || Homo Polled 1/2 SM 1/2 AN
9/22/2024 Owner: MCDC ASA# 4599925

BW 84 | Age of Dam 5 | Disposition 1.5 | Frame 5.8

HOOKS ADMIRAL 33A
JC MR FIVE STAR 532G
TJ 8T
GIBBS 3009A ELEMENT
BMGA ALLEE 0007
BMGA 918



CE	BW	WW	YW	MCE	MILK	MWW	STAY
3.5	2.3	86.3	135.3	5.1	26.1	69.2	13.0
99%	90%	25%	30%	85%	35%	25%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
11.5	61.4	-0.12	0.18	-0.021	0.88	107.0	77.7
70%	10%	70%	85%	60%	20%	90%	70%

48 NEW DAY 40M

Homo Black || Homo Polled 1/4 SM 3/4 AN
9/13/2024 Owner: MCDC ASA# 4594553

BW 76 | Age of Dam 6 | Disposition 1 | Frame 5.7

HOOKS ADMIRAL 33A
JC MR FIVE STAR 532G
TJ 8T
CASINO BOMBER N33
VINTAGE BLACKBIRD 9005
VINTAGE BLACKBIRD 5396



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.3	3.0	100.4	147.3	5.9	25.3	75.5	13.4
65%	95%	4%	15%	70%	40%	10%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
15.8	66.6	-0.02	0.55	-0.011	0.72	135.4	93.0
15%	4%	90%	30%	75%	45%	55%	20%



NEW DAY M19 || Sells as Lot 49.

49 NEW DAY M19

Homo Black || Homo Polled 5/8 SM 3/8 AN
9/2/2024 Owner: KEC ASA# 4493798

BW 56 | Age of Dam 5 | Disposition 1 | Frame 5.7

KBHR HIGH ROAD E283
JC MR HURON 7262G
MILL BRAE CP QUEEN 7262
HPF OPTIMIZER A512
KEC BRENNIA G17
KEC BONNIE B21



CE	BW	WW	YW	MCE	MILK	MWW	STAY
20.9	-4.1	81.5	139.0	9.0	23.2	63.9	20.0
2%	5%	40%	25%	20%	60%	50%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
16.3	28.5	-0.06	0.30	0.007	0.48	161.5	88.2
15%	80%	85%	70%	90%	85%	15%	35%

BWF

50 NEW DAY 4038

Homo Black || Homo Polled 1/2 SM 1/2 AN
8/27/2024 Owner: 5G ASA# 4512404

BW 61 | Age of Dam 2 | Disposition 1 | Frame 5.9

KBHR HIGH ROAD E283
JC MR HURON 7262G
MILL BRAE CP QUEEN 7262
Geff County O
5GF MS COUNTY O 2001
SPRUCE HILL 4114LADY 3003



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.0	-0.4	89.5	147.2	7.3	18.4	64.1	13.4
30%	45%	20%	15%	50%	95%	50%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
13.3	50.2	-0.18	0.44	-0.050	0.69	143.5	91.2
45%	25%	55%	45%	35%	50%	40%	25%



JC MR HURON 7262G || Sire of Lots 49, 50.

51 NEW DAY 122M

Homo Black || Homo Polled 1/2 SM 1/2 AN
9/1/2024 Owner: BEACH ASA# 4470366

BW 70 | Age of Dam 5 | Disposition 1.5 | Frame 6

TJ HEISMAN 388F
KBHR SWEETNESS H185
WS MISS SUGAR C4
GALAXY COUNTRYSIDE 7200
GALAXY ROSEGAY 9806
EDGEWOOD ROSEGAY 713



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.1	-2.5	70.9	117.8	10.4	27.3	62.6	13.2
15%	15%	75%	60%	10%	25%	55%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
12.9	47.3	-0.08	0.41	-0.016	0.61	139.7	82.2
50%	30%	80%	50%	75%	65%	45%	55%

52 NEW DAY 120M

Homo Black || Homo Polled 1/2 SM 1/2 AN
9/2/2024 Owner: BEACH ASA# 4470364

BW 76 | Age of Dam 5 | Disposition 1 | Frame 5.9

F:G Ratio 110 | RFI 0.91

TJ HEISMAN 388F
KBHR SWEETNESS H185
WS MISS SUGAR C4
GALAXY EXPEDITION 6203
GALAXY EVERGREEN 9836
GALAXY EVERGREEN 6401



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.3	-0.9	85.8	137.6	10.3	34.3	76.6	14.3
30%	40%	30%	25%	10%	2%	10%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
13.7	54.0	0.11	0.69	-0.002	0.22	156.5	95.8
40%	15%	99%	15%	85%	99%	20%	15%



LCDR ANTHEM 33K || Sire of Lots 53, 54.

53 NEW DAY 4040

Homo Black || Homo Polled 5/8 SM 3/8 AN
8/29/2024 Owner: 5G ASA# 4532132

BW 78 | Age of Dam 11 | Disposition 1 | Frame 5.7

HHS MR ENTOURAGE 867B
LCDR ANTHEM 33K
WS MISS SUGAR C4
R&R CHAMBERLAIN X744
SPRUCE HILL M CH 314
887



CE	BW	WW	YW	MCE	MILK	MWW	STAY
5.3	2.3	98.1	155.9	4.5	23.1	72.0	17.5
95%	90%	5%	10%	90%	60%	15%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
11.4	38.8	-0.21	0.48	-0.061	0.55	140.3	92.9
70%	50%	45%	40%	15%	75%	45%	20%

BWF

54 NEW DAY 4001

Homo Black || Homo Polled 5/8 SM 3/8 AN
8/13/2024 Owner: 5G ASA# 4512447

BW 78 | Age of Dam 11 | Disposition 1 | Frame 5.8

HHS MR ENTOURAGE 867B
LCDR ANTHEM 33K
WS MISS SUGAR C4
R&R CHAMBERLAIN X744
SPRUCE HILL M CH 314
887



CE	BW	WW	YW	MCE	MILK	MWW	STAY
5.7	2.2	103.6	163.9	2.8	23.1	74.7	12.2
95%	90%	2%	3%	99%	60%	10%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
14.3	44.3	-0.20	0.38	-0.047	0.71	127.1	93.8
30%	35%	45%	55%	35%	50%	65%	20%



55 NEW DAY 4032

Homo Black || Homo Polled 3/8 SM 5/8 AN
8/26/2024 Owner: 5G ASA# 4512355

BW 87 | Age of Dam 8 | Disposition 1 | Frame 6.2

CONNELY CONFIDENCE PLUS
R&R DOUBLE PUMP F80
R&R MAGGIE D616
HSR IDENTITY C690
E48
Y37



CE	BW	WW	YW	MCE	MILK	MWW	STAY
5.3	1.5	82.4	135.6	4.0	25.2	66.6	12.6
95%	80%	35%	25%	95%	40%	35%	75%
DOC	CW	YG	MARB	BF	REA	API	TI
12.8	41.3	0.07	0.65	0.018	0.33	131.2	86.3
50%	45%	99%	20%	95%	95%	60%	40%

56 NEW DAY 102

Homo Black || Homo Polled 1/2 SM 1/2 AN
7/22/2024 Owner: SNOW ASA# 4508442

BW 79 | Age of Dam 10 | Disposition 1 | Frame 5.6

SYDGEN ENHANCE
HBFS ENHANCE 148J
BHSF MS INEZ 645E
A A RTEN X 7008 S A
BHSF MS TENX 674B
MS STETSON R/H Y894



CE	BW	WW	YW	MCE	MILK	MWW	STAY
17.5	-4.3	71.0	118.6	8.9	30.4	66.8	18.6
10%	4%	75%	60%	25%	10%	35%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
13.7	31.4	-0.05	0.77	0.006	0.50	175.2	93.8
40%	75%	85%	10%	90%	85%	5%	20%

57 NEW DAY M63

Homo Black || Homo Polled 5/8 SM 3/8 AN
9/4/2024 Owner: PVF ASA# 4465869

BW 85 | Age of Dam 4 | Disposition 1 | Frame 5.8
F:G Ratio 105 | RFI -0.38

LCDR PROGRESSIVE 106G
ES JA110-7
ES A110
HOOVER DAM
PVF HOOVER DAM J6
PVF J.T. Y100



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.4	-0.2	79.7	125.2	7.7	27.0	67.1	14.9
35%	50%	45%	45%	40%	25%	35%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
11.6	42.8	-0.21	0.46	-0.029	0.85	141.0	85.8
70%	40%	45%	45%	60%	25%	45%	45%

58 NEW DAY M50

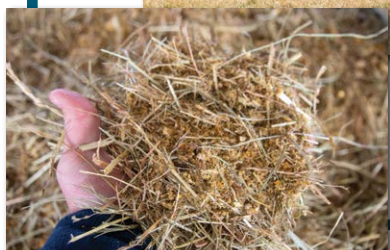
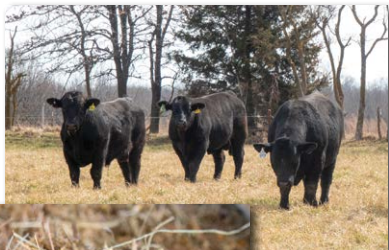
Homo Black || Homo Polled 5/8 SM 3/8 AN
8/20/2024 Owner: PVF ASA# 4465833

BW 72 | Age of Dam 4 | Disposition 1 | Frame 5.8

LCDR PROGRESSIVE 106G
ES JA110-7
ES A110
MUSGRAVE AVIATOR 2545
PVF 2545 H86
PVF ML X47



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.4	-0.1	74.5	117.5	6.4	29.5	67.1	12.4
35%	50%	65%	60%	65%	15%	35%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
11.8	25.1	-0.10	0.58	-0.027	0.32	139.9	85.3
65%	90%	75%	30%	60%	95%	45%	45%



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.



NEW DAY M15 || Sells as Lot 59.

59 NEW DAY M15

Red || Homo Polled 3/4 SM 5/32 AR 1/16 AN 1/32 CS
8/12/2024 Owner: SLAY ASA# 4409092

BW 78 | Age of Dam 5 | Disposition 2 | Frame 6.2
F:G Ratio 112 | RFI 3.08

TJ HEISMAN 388F
GW HEISMAN 355H
GW MISS GPRD 001W
WS OUTCROSS C164
SLAY OUTCROSS G46
SLAY CONQUEST C31



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.7	-1.4	79.8	127.1	7.2	25.7	65.5	23.3
25%	30%	45%	40%	50%	40%	40%	1%
DOC	CW	YG	MARB	BF	REA	API	TI
7.7	33.2	-0.13	0.44	-0.023	0.55	160.5	86.6
95%	70%	65%	45%	60%	75%	20%	40%

60 NEW DAY 14M

Red || Homo Polled 1/2 SM 11/32 AN 5/32 AR
9/8/2024 Owner: RLE ASA# 4462554

BW 73 | Age of Dam 4 | Disposition 1 | Frame 5.6

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
12.1	-0.3	72.6	112.9	8.4	22.6	58.7	21.6
45%	50%	70%	70%	30%	65%	75%	4%
DOC	CW	YG	MARB	BF	REA	API	TI
16.6	28.0	-0.05	0.33	-0.023	0.23	142.2	77.0
10%	80%	85%	65%	60%	99%	45%	70%



NEW DAY 14M || Sells as Lot 60.

62 NEW DAY M11

Red || Homo Polled 3/4 SM 7/32 AR 1/32 AN
8/7/2024 Owner: SLAY ASA# 4409088

BW 97 | Age of Dam 2 | Disposition 1.5 | Frame 6.2

CDI SECRET AGENT 407C
REDHILL BURLEY 99J
REDHILL W107 153X 257B
KBHR MO ABOARD F078
SLAY MO ABOARD K83
SLAY OUTCROSS F11



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.3	1.8	99.8	147.5	6.1	25.8	75.6	16.0
75%	85%	4%	15%	70%	35%	10%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
8.5	37.3	-0.41	0.49	-0.071	1.08	143.6	96.0
95%	55%	3%	40%	10%	5%	40%	15%

61 NEW DAY M10

Red || Homo Polled PB SM
8/7/2024 Owner: SLAY ASA# 4409087

BW 75 | Age of Dam 2 | Disposition 1 | Frame 6

DKSR GLACIER Z563
HSR RED MAGNUM C708
HSR MS BEEF MAKER X501
GW HEISMAN 355H
SLAY HEISMAN K82
MGB MISS RED G919



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.7	-1.5	76.4	121.4	9.4	22.2	60.3	20.1
5%	15%	65%	45%	10%	60%	65%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
14.2	25.8	-0.21	0.56	-0.048	0.51	175.7	92.8
25%	80%	95%	10%	90%	99%	5%	20%

64 NEW DAY M26

Red || Homo Polled 3/4 SM 1/4 AR
8/25/2024 Owner: SLAY ASA# 4409103

BW 87 | Age of Dam 7 | Disposition 1.5 | Frame 5.7

TJ HEISMAN 388F
GW HEISMAN 355H
GW MISS GPRD 001W
HSR RED MAGNUM C708
SLAY RED MAG E47
PELTON MISS 957A



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.8	-0.3	77.8	119.5	7.1	24.1	62.9	23.5
60%	50%	55%	55%	50%	50%	55%	1%
DOC	CW	YG	MARB	BF	REA	API	TI
10.1	20.2	-0.19	0.33	-0.029	0.51	147.0	80.8
85%	95%	50%	65%	60%	80%	35%	60%

63 NEW DAY 308M

Red || Homo Polled 3/4 SM 1/4 AN
9/2/2024 Owner: LUD ASA# 4405590

BW 74 | Age of Dam 2 | Disposition 1 | Frame 5.6

CLRS GUARDIAN 317G
CLRS JAY LENO 957J
CLRS GOLD ANGEL 957G
HOOK'S HALLMARK 24H
LUDWIG MISS 67K
LUDWIG MISS 1410B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.2	0.6	89.2	136.4	3.2	21.0	65.4	19.7
85%	65%	20%	25%	99%	80%	40%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
6.6	35.9	-0.36	0.65	-0.036	1.18	157.4	94.7
99%	60%	10%	20%	50%	2%	20%	15%

65 NEW DAY M3

Red || Homo Polled 3/4 SM 5/32 AR 3/32 AN
 7/31/2024 Owner: SLAY ASA# 4409080

BW 81 | Age of Dam 2 | Disposition 1 | Frame 5.8

CDI SECRET AGENT 407C
REDHILL BURLEY 99J
 REDHILL W107 153X 257B
 GW COPPERHEAD 919G
SLAY COPPERHEAD K58
 SLAY RED MAG H46



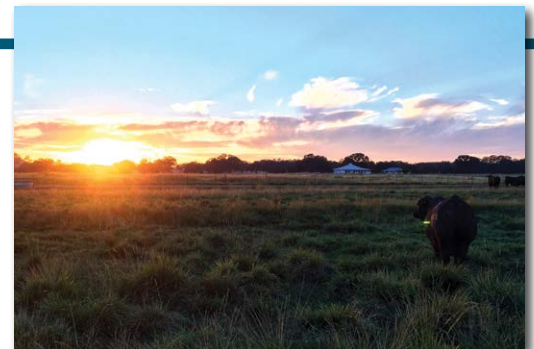
CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.2	1.6	103.9	162.5	5.0	24.6	76.5	16.8
65%	80%	2%	3%	85%	45%	10%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
14.9	50.0	-0.38	0.45	-0.085	1.04	147.9	98.3
25%	25%	10%	45%	3%	10%	35%	10%



REDHILL BURLEY 99J || Sire of Lot 65.

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 113M || Sells as Lot 66.



NEW DAY M08 || Sells as Lot 67.

66 NEW DAY 113M

Homo Black || Homo Polled PB SM
 9/8/2024 Owner: BEACH ASA# 4470357

BW 75 | Age of Dam 3 | Disposition 1 | Frame 6

KBHR HIGH ROAD E283
RUBYS KICKBACK 218K
 RUBYS LINDA 721E
 CLRS GUARDIAN 317G
BC/C KAYE 103J
 RUBYS KAYE 9G12



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.3	2.5	107.5	166.5	7.4	25.7	79.4	15.0
60%	75%	1%	2%	25%	35%	3%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
11.3	61.2	-0.34	0.32	-0.045	1.39	148.5	100.7
60%	3%	60%	30%	90%	1%	30%	5%

67 NEW DAY M08

Homo Black || Homo Polled PB SM
 8/20/2024 Owner: KEC ASA# 4493795

BW 87 | Age of Dam 7 | Disposition 1 | Frame 6.3
F:G Ratio 70 RFI 0.00

HOOK'S BEACON 56B
KBHR HONOR H060
 WS MISS SUGAR C4
 TJ MAIN EVENT 503B
KEC LUCY F05
 KEC SAVANNAH C06



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.4	-0.2	98.8	152.4	6.7	25.5	74.7	15.7
45%	30%	5%	10%	35%	35%	10%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
7.8	40.6	-0.31	0.35	-0.067	0.85	154.0	99.4
90%	30%	70%	25%	60%	60%	25%	10%



NEW DAY M86 || Sells as Lot 68.



NEW DAY M86G || Sells as Lot 69.

68

NEW DAY M86

Homo Black || Homo Polled PB SM
 9/30/2024 Owner: RSCC ASA# 4458638

BW 70 | Age of Dam 2 | Disposition 1 | Frame 6

HOOK'S EAGLE 6E
 IRON CREEK ANTHEM 14J
 KBHR MATRON OF HONOR F202
 CLRS GUARDIAN 317G
 MISS RSCC KEEPER K86G
 MISS RSCC GLAMOROUS G86B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.6	-3.9	83.2	131.3	8.2	22.7	64.2	17.6
5%	2%	40%	30%	15%	55%	50%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
15.3	39.6	-0.39	0.51	-0.046	1.25	176.2	99.6
15%	35%	40%	15%	90%	4%	5%	10%

69

NEW DAY M86G

Homo Black || Homo Polled PB SM
 9/26/2024 Owner: RSCC ASA# 4458627

BW 56 | Age of Dam 5 | Disposition 1 | Frame 6

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 WS PROCLAMATION E202
 MISS RSCC GLAMOROUS G86B
 MISS WEF BOMBSHELL



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.8	-1.1	83.9	133.0	10.8	26.7	68.5	17.5
10%	15%	35%	25%	2%	30%	30%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
16.2	41.8	-0.41	0.60	-0.064	1.19	175.1	99.3
10%	30%	30%	10%	60%	10%	10%	10%



NEW DAY M41J || Sells as Lot 70.

70 NEW DAY M41J

Homo Black || Homo Polled PB SM
 10/8/2024 Owner: RSCC ASA# 4458628
 BW 61 | Age of Dam 3 | Disposition 1 | Frame 5.8

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 TJ TEARDROP 783F
 MISS RSCC SUGAR DROP J41C
 WS MISS SUGAR C4



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.7	-0.5	87.0	132.9	7.8	27.6	71.0	17.8
20%	25%	25%	25%	20%	25%	20%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
13.1	39.8	-0.32	0.53	-0.057	0.95	168.2	97.9
35%	35%	70%	10%	75%	40%	10%	10%



HA JUSTICE 30J || Sire of Lots 69-75.

71 NEW DAY 7M

Homo Black || Homo Polled PB SM
 8/21/2024 Owner: BEACH ASA# 4470256
 BW 67 | Age of Dam 3 | Disposition 1 | Frame 6.1

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 CLRS GUARDIAN 317G
 BC/C CINDA 119J
 RUBYS CINDA 9G19



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.8	-0.6	92.1	140.6	7.9	28.0	73.9	19.5
25%	20%	15%	15%	20%	20%	15%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
12.6	63.7	-0.29	0.61	-0.043	1.26	176.8	102.8
45%	2%	80%	10%	90%	4%	5%	4%

BWF

72 NEW DAY 42M

Homo Black || Homo Polled PB SM
 8/14/2024 Owner: BEACH ASA# 4470290
 BW 59 | Age of Dam 3 | Disposition 1 | Frame 5.9
 F:G Ratio 109 | RFI 2.22

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 CLRS GUARDIAN 317G
 BC/C KAYE 103J
 RUBYS KAYE 9G12



CE	BW	WW	YW	MCE	MILK	MWW	STAY
6.1	3.2	100.8	165.2	6.6	27.7	78.1	16.5
90%	85%	4%	2%	40%	25%	4%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
10.8	63.6	-0.35	0.60	-0.079	1.18	160.9	103.3
65%	2%	55%	10%	45%	10%	15%	3%

73 NEW DAY 58M

Homo Black || Homo Polled PB SM
 8/21/2024 Owner: BEACH ASA# 4470305
 BW 64 | Age of Dam 3 | Disposition 2 | Frame 6
 F:G Ratio 126 | RFI -1.60

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 CLRS GUARDIAN 317G
 BC/C KAYE 103J
 RUBYS KAYE 9G12



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.5	0.6	100.4	165.5	7.6	27.7	77.9	19.5
70%	40%	4%	2%	25%	25%	5%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
13.1	53.2	-0.31	0.79	-0.054	1.11	184.9	111.2
35%	10%	70%	2%	75%	15%	2%	1%

74 NEW DAY 90M

Homo Black || Homo Polled PB SM
 9/2/2024 Owner: BEACH ASA# 4470334
 BW 77 | Age of Dam 4 | Disposition 1 | Frame 6

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 LBRS GENESIS G69
 BRIDLE BIT MISS J117
 BRIDLE BIT MISS E745



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.4	0.6	97.2	146.4	8.3	28.4	76.9	17.5
35%	40%	10%	10%	15%	20%	10%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
18.4	53.0	-0.31	0.80	-0.065	1.02	181.1	109.0
2%	10%	70%	2%	60%	25%	3%	1%

75 NEW DAY M546

Homo Black || Homo Polled PB SM
 10/13/2024 Owner: RSCC ASA# 4458624
 BW 63 | Age of Dam 3 | Disposition 1 | Frame 6.2

HOOK'S GALILEO 210G
 HA JUSTICE 30J
 HOOK'S DACIA 14D
 TJ TEARDROP 783F
 MISS RSCC SUZIE Q K546 ET
 GIBBS 9597G CASSIA B208



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.0	0.2	90.1	149.5	7.7	27.5	72.5	17.8
40%	35%	20%	10%	20%	25%	15%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
13.2	56.7	-0.36	0.44	-0.056	1.30	162.5	97.3
35%	5%	50%	20%	75%	3%	15%	10%

BWF

76 NEW DAY 87M

Homo Black || Homo Polled PB SM
 9/27/2024 Owner: BEACH ASA# 4470331

BW 78 | Age of Dam 2 | Disposition 1 | Frame 6

HOOK'S EAGLE 6E
IRON CREEK ANTHEM 14J
 KBHR MATRON OF HONOR F202
 KBHR SRIRACHA H127
BC/C KATHY 223K
 RUBYS MISS 0H66



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.1	1.2	95.1	147.0	6.6	26.4	73.9	18.9
60%	50%	10%	10%	40%	30%	15%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
15.1	54.0	-0.30	0.46	-0.068	0.99	161.0	98.2
15%	10%	75%	15%	60%	30%	15%	10%



NEW DAY 87M || Sells as Lot 76.

77 NEW DAY 26M

Homo Black || Homo Polled PB SM
 9/23/2024 Owner: BEACH ASA# 4470274

BW 70 | Age of Dam 2 | Disposition 1 | Frame 5.6

HOOK'S EAGLE 6E
IRON CREEK ANTHEM 14J
 KBHR MATRON OF HONOR F202
 KBHR SWEETNESS H185
BC/C KELLEY 266K
 BAR CK MS 1006X 4114B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.2	-2.4	84.9	131.9	7.0	26.7	69.1	19.3
10%	10%	35%	30%	30%	30%	30%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
15.6	46.4	-0.36	0.63	-0.051	1.20	182.0	101.9
15%	20%	50%	10%	75%	10%	3%	4%

78 NEW DAY M78

Homo Black || Homo Polled PB SM
 9/10/2024 Owner: PVF ASA# 4465874

BW 80 | Age of Dam 5 | Disposition 1 | Frame 6
 F:G Ratio 125 | RFI -1.74

LLSF VANTAGE POINT F398
CLRWR CLEAR ADVANTAGE H4G
 WS MISS SUGAR C4
 HOOK'S BLUEPRINT 13B
PVF BLUEPRINT G76
 PVF DOUBLE GRADE B89



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.1	1.2	85.0	124.0	6.1	25.0	67.4	12.4
60%	50%	35%	40%	45%	40%	35%	80%
DOC	CW	YG	MARB	BF	REA	API	TI
16.0	28.3	-0.21	0.33	-0.038	0.61	134.6	87.7
10%	70%	95%	30%	95%	95%	50%	35%

79 NEW DAY M67

Homo Black || PB SM
 9/6/2024 Owner: PVF ASA# 4465839

BW 86 | Age of Dam 9 | Disposition 1 | Frame 6
 F:G Ratio 110 | RFI -1.47

LCDR PROGRESSIVE 106G
ES JA110-7
 ES A110
 W/C AGENT UTAH 710A
M L H SUMMER 510C
 OBCC PERFECT SUMMER M10A



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.0	0.5	90.9	129.9	5.1	25.9	71.2	14.9
30%	40%	20%	30%	65%	35%	20%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
15.1	33.7	-0.28	0.24	-0.051	0.79	141.8	90.4
15%	50%	80%	40%	75%	70%	40%	25%



NEW DAY M67 || Sells as Lot 79.

80 NEW DAY M47

Homo Black || PB SM
 8/18/2024 Owner: PVF ASA# 4465831

BW 73 | Age of Dam 3 | Disposition 1 | Frame 5.8

LCDR PROGRESSIVE 106G
ES JA110-7
 ES A110
 TJ CHIEF 460G
PVF CHIEF J79
 M L H SUMMER 510C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.9	-1.8	80.5	114.4	6.7	28.9	69.1	20.9
10%	10%	50%	60%	35%	20%	30%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
14.5	27.7	-0.13	0.39	-0.030	0.41	165.2	90.8
20%	75%	99%	25%	99%	99%	15%	25%

81 NEW DAY M49

Black || Homo Polled PB SM
 8/21/2024 Owner: PVF ASA# 4465860

BW 71 | Age of Dam 4 | Disposition 1 | Frame 6
 F:G Ratio 115 | RFI 1.05

LCDR PROGRESSIVE 106G
ES JA110-7
 ES A110
 THSF LOVER BOY B33
PVF JAZZY GIRL J2
 TJ 714G



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.5	-2.4	88.3	132.8	8.2	30.1	74.2	16.5
10%	10%	25%	25%	15%	15%	15%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
14.8	46.0	-0.14	0.42	-0.018	0.77	165.7	97.8
20%	20%	99%	20%	99%	75%	15%	10%

BWF

New Day Bulls

82 NEW DAY 85M

Hetero Black || Homo Polled PB SM
9/3/2024 Owner: BEACH ASA# 4470329

BW 74 | Age of Dam 2 | Disposition 1 | Frame 5.8
F:G Ratio 118 | RFI 0.56

HOOK'S FULL FIGURES 11F
FIVE STAR JACKSON J10
KBHR F316
RUBYS HITMAN 0107H
BC/C YETTI 232K
BC/C YETTI



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.4	0.4	101.9	152.1	10.7	36.3	87.2	16.5
30%	35%	3%	10%	2%	2%	1%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
16.3	48.8	-0.45	0.44	-0.065	1.41	163.6	104.8
10%	15%	20%	20%	60%	1%	15%	3%

83 NEW DAY 25M

Homo Black || Homo Polled PB SM
9/14/2024 Owner: RLE ASA# 4462544

BW 76 | Age of Dam 6 | Disposition 2.5 | Frame 6

LBR'S GENESIS G69
GIBBS CULMINATION
GIBBS 9047G LOUISE Y534
W/C UNITED 956Y
RLE UNITED LASS 35F
RLE LUCKY LASS 14B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.1	3.4	98.1	150.8	5.5	28.2	77.2	17.7
60%	90%	10%	10%	55%	20%	5%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
11.4	56.3	-0.20	0.49	-0.043	0.89	156.8	97.8
60%	5%	95%	15%	90%	50%	20%	10%

84 NEW DAY 41M

Homo Black || Homo Polled PB SM
9/11/2024 Owner: BEACH ASA# 4470289

BW 81 | Age of Dam 6 | Disposition 1 | Frame 6

GIBBS 9114G ESSENTIAL
GIBBS SIGNATURE 2510K
GIBBS 7077E LOUISE Y534
OVAL F ECHO E709
RUBYS JUANADA 9145G
RUBYS JUANADA 783E



CE	BW	WW	YW	MCE	MILK	MWW	STAY
8.0	3.0	95.7	146.8	5.0	30.4	78.6	21.1
75%	85%	10%	10%	65%	15%	4%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
15.0	44.7	-0.09	0.44	-0.007	0.68	158.5	95.0
15%	20%	99%	20%	99%	90%	20%	15%



NEW DAY 41M || Sells as Lot 84.



KBHR BOLD RULER H152 || Sire of Lot 86.

85 NEW DAY M72

Homo Black || Homo Polled 3/4 SM 1/4 AN
11/3/2024 Owner: SHSF ASA# 4635629

BW 97 | Age of Dam 6 | Disposition 1 | Frame 5.7

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
7.7	0.8	93.2	147.2	5.8	21.4	67.9	14.8
85%	70%	15%	15%	75%	75%	30%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
13.9	49.9	-0.36	0.29	-0.055	1.21	129.5	88.2
35%	25%	10%	70%	25%	2%	60%	35%

86 NEW DAY 101

Homo Black || Homo Polled PB SM
1/9/2025 Owner: SNOW ASA# 4528441

BW 83 | Age of Dam 4 | Disposition 1 | Frame 6

WS PROCLAMATION E202
KBHR BOLD RULER H152
BAR CK MS X38 106Z
TJ GOLD 274G
TJ 11J
TJ 6C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.7	-0.2	78.9	112.0	9.2	31.1	70.5	17.9
55%	30%	55%	65%	10%	10%	25%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
14.3	26.9	-0.24	0.62	-0.035	0.71	162.0	93.5
25%	75%	90%	10%	95%	85%	15%	20%

87 NEW DAY M22

Hetero Black || Homo Polled PB SM
9/25/2024 Owner: KEC ASA# 4493799

BW 89 | Age of Dam 6 | Disposition 1 | Frame 5.8
F:G Ratio 129 | RFI -3.92

HOOK'S BEACON 56B
KBHR HIGH ROAD E283
WS MISS SUGAR C4
TJ MAIN EVENT 503B
KEC CLAIRE F22
KEC LITTLE CAM



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.8	-0.6	84.6	125.1	7.0	22.7	64.9	19.4
15%	20%	35%	40%	30%	55%	45%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
11.8	37.0	-0.31	0.22	-0.053	0.91	154.0	88.1
55%	40%	70%	45%	75%	45%	25%	35%

88 NEW DAY 26M

Hetero Black || Homo Polled PB SM
9/15/2024 Owner: RLE ASA# 4462558

BW 68 | Age of Dam 3 | Disposition 1 | Frame 5.9
F:G Ratio 90 | RFI -0.03

CLRS GUARDIAN 317G
KBHR KEYNOTE K229
KBHR DEBUTANTE H113
RLE COWBOY CUT 14E
RLE SUNSHINE ROSE 32J
RLE SUMMER'S SUNSHINE 8C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
14.7	-1.3	90.6	139.8	8.2	22.3	67.5	20.7
15%	15%	20%	20%	15%	60%	35%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
11.4	41.0	-0.17	0.87	-0.034	0.66	196.3	108.6
60%	30%	99%	1%	95%	90%	1%	1%

90 NEW DAY 27M

Hetero Black || Homo Polled PB SM
9/15/2024 Owner: RLE ASA# 4462535

BW 77 | Age of Dam 4 | Disposition 1.5 | Frame 5.8
F:G Ratio 98 | RFI -1.30

EGL FIRESTEEL 103F
LCDR AFFIRMED 212H
WS MISS SUGAR C4
TJ HIGH CALIBRE 556B
RLE LADY ROSEBUD 11J
RLE ROSEBUD 3B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.2	0.8	80.1	118.5	4.6	25.8	65.7	21.9
50%	45%	50%	55%	75%	35%	40%	4%
DOC	CW	YG	MARB	BF	REA	API	TI
18.1	45.7	-0.15	0.73	-0.050	0.56	176.0	95.3
2%	20%	99%	3%	90%	99%	5%	15%



NEW DAY 15M || Sells as Lot 92.

92 NEW DAY 15M

Hetero Black || Hetero Polled PB SM
9/8/2024 Owner: RLE ASA# 4462547

BW 84 | Age of Dam 7 | Disposition 1.5 | Frame 6
F:G Ratio 107 | RFI -0.82

HHS MR ENTOURAGE 867B
LCDR RESERVE 210J
LCDR MS ECHO 43E
ROSE VOLTAGEC504
RLE ROSE VELVET 29E
RLE MISS VELVET 20T



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.8	1.6	91.5	136.8	5.4	28.3	74.0	15.7
75%	60%	15%	20%	60%	20%	15%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
8.4	34.5	-0.45	0.17	-0.077	1.12	134.7	88.6
85%	50%	20%	55%	45%	15%	50%	30%

BWF

Age Advantaged - Fescue Adapted

89 NEW DAY 82M

Homo Black || Homo Polled PB SM
8/27/2024 Owner: BEACH ASA# 4470326

BW 79 | Age of Dam 3 | Disposition 1 | Frame 6.2
F:G Ratio 113 | RFI 1.14

HHS MR 847D
KBHR REVOLUTION H071
WS MISS SUGAR C4
CLRS GUARDIAN 317G
BC/C CINDA 119J
RUBYS CINDA 9G19



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.4	0.6	96.1	147.4	6.1	23.1	71.1	21.2
20%	40%	10%	10%	45%	55%	20%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
6.2	50.0	-0.33	0.23	-0.064	1.06	160.0	94.2
95%	15%	65%	45%	60%	20%	20%	15%

BWF



NEW DAY 27M || Sells as Lot 90.

91 NEW DAY 4013

Homo Black || Homo Polled PB SM
8/17/2024 Owner: 5G ASA# 4512454

BW 78 | Age of Dam 16 | Disposition 1 | Frame 6

HHS MR ENTOURAGE 867B
LCDR ANTHEM 33K
WS MISS SUGAR C4
DIKEMANS SURE BET
TJ MS 38W
TJ 12L



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.2	1.6	103.1	167.9	6.1	25.3	76.7	18.0
40%	60%	3%	1%	45%	40%	10%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
16.7	45.3	-0.36	0.28	-0.084	0.94	156.5	99.1
5%	20%	50%	35%	25%	40%	20%	10%

BWF

93 NEW DAY 117M

Homo Black || Homo Polled PB SM
9/8/2024 Owner: BEACH ASA# 4470361

BW 78 | Age of Dam 3 | Disposition 1 | Frame 5.8

KBHR HIGH ROAD E283
RUBYS KICKBACK 218K
RUBYS LINDA 721E
TJ 50K 485H
TJ 190K
TJ 25H



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.0	1.6	91.9	144.9	7.4	27.0	72.9	16.6
40%	60%	15%	15%	25%	25%	15%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
14.9	51.9	-0.37	0.35	-0.071	1.15	151.8	93.9
20%	10%	45%	25%	45%	10%	25%	20%



95 NEW DAY M15

Homo Black || Homo Polled PB SM
 8/25/2024 Owner: KEC ASA# 4493797

BW 91 | Age of Dam 6 | Disposition 1 | Frame 5.9
 F:G Ratio 106 | RFI -2.78

HOOK'S EAGLE 6E
 TJ GOLD 274G
 TJ 12C



KEC LOLA F17
 HOOK'S BEACON 56B
 KEC SHILOH D17



CE	BW	WW	YW	MCE	MILK	MWW	STAY
3.0	2.1	80.7	127.8	6.1	22.4	62.6	14.8
99%	70%	50%	35%	45%	60%	55%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
9.8	45.3	-0.36	0.58	-0.041	1.28	144.7	90.1
75%	20%	50%	10%	90%	3%	35%	25%

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.





NEW DAY 409M || Sells as Lot 96.



NEW DAY 001M || Sells as Lot 97.

96 NEW DAY 409M

Homo Black || Homo Polled PB SM
 9/15/2024 Owner: MCDC ASA# 4594550

BW 93 | Age of Dam 14 | Disposition 1 | Frame 5.5

CCR COWBOY CUT 5048Z
WS PROCLAMATION E202
 WS MISS SUGAR C4
 HOOKS TITUS 31T
HOOK'S YUMA 49Y
 HOOK'S UNIVERSAL 17U



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.4	0.4	82.7	127.8	7.3	26.8	68.0	15.8
45%	35%	40%	35%	25%	30%	30%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
15.9	30.2	-0.33	0.25	-0.081	0.65	141.4	86.7
10%	65%	65%	40%	25%	90%	40%	35%

97 NEW DAY 001M

Homo Black || Homo Polled 3/4 SM 1/4 AN
 8/12/2024 Owner: AHCC ASA# 4625083

BW 78 | Age of Dam 7 | Disposition 1.5 | Frame 6.1

HOOK'S EAGLE 6E
BROWN RRR EMBLEM J3541
 HRM MS TOP GRADE A310
 HOOK'S BEACON 56B
FSCR PRINCESS E204
 EXAR PRINCESS 2786



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.7	-1.0	83.8	129.5	7.8	32.0	74.0	17.2
40%	35%	35%	35%	40%	4%	10%	30%
DOC	CW	YG	MARB	BF	REA	API	TI
13.7	44.1	-0.03	0.68	0.015	0.66	158.6	94.2
40%	40%	90%	20%	95%	60%	20%	20%



NEW DAY 52M || Sells as Lot 98.

98 NEW DAY 52M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/14/2024 Owner: MCDC ASA# 4594555

BW 83 | Age of Dam 9 | Disposition 2 | Frame 6

CLRS GUARDIAN 317G
CLRS JOHNNY WALKER 1049J
HOOK 5 YUMA 49Y
TJ FINAL COPY 267Z
BF MISS FINAL COPY D54
HLTS GIRAFFE



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.4	0.2	80.7	126.1	7.1	24.5	65.1	17.9
65%	60%	45%	45%	50%	50%	45%	25%
DOC	CW	YG	MARB	BF	REA	API	TI
10.7	21.0	-0.19	0.37	-0.019	0.59	137.9	82.9
80%	95%	50%	60%	75%	70%	50%	55%

99 NEW DAY 116

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/24/2024 Owner: SNOW ASA# 4508456

BW 79 | Age of Dam 5 | Disposition 2 | Frame 6

GIBBS 7382E BROAD RANGE
GIBBS 9114G ESSENTIAL
GIBBS 7153E STAR 3136A
BHSF PREMIUM BEEF 503C
BHSF MS FOXIE 942G
MS FOXIE R/H 4362T



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.7	0.8	98.3	159.9	4.4	29.3	78.3	13.8
70%	70%	5%	4%	90%	15%	4%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
16.8	49.9	-0.14	0.36	0.036	1.23	135.3	93.2
10%	25%	65%	60%	99%	2%	55%	20%

100 NEW DAY 11M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/7/2024 Owner: RLE ASA# 4462561

BW 75 | Age of Dam 3 | Disposition 1 | Frame 6.2
F:G Ratio 90 | RFI 2.37

GIBBS 7382E BROAD RANGE
GIBBS 9114G ESSENTIAL
GIBBS 7153E STAR 3136A
TJ FLAT IRON 259G
RLE MISS SUNSHINE 1K
RLE MISS SUNSHINE 11H



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.4	2.1	108.6	172.1	8.5	32.4	86.6	19.8
55%	90%	1%	1%	30%	4%	1%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
7.8	58.8	-0.14	0.43	-0.015	0.97	154.8	100.1
95%	10%	65%	50%	75%	15%	25%	10%



CAROLINE

GIBBS CULMINATION || Sire of Lots 101, 102.

101 NEW DAY 9M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/5/2024 Owner: RLE ASA# 4462545

BW 84 | Age of Dam 6 | Disposition 1 | Frame 6.2

LBRS GENESIS G69
GIBBS CULMINATION
GIBBS 9047G LOUISE Y534
CCR BOULDER 1339A
RLE MISS LASS 24F
RLE MISS UNITED D22



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.5	1.7	97.5	161.6	6.7	24.4	73.1	14.2
90%	85%	10%	3%	60%	50%	15%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
12.5	62.1	-0.23	0.57	-0.054	0.98	144.2	96.8
55%	10%	40%	30%	25%	15%	40%	15%

102 NEW DAY 24M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/12/2024 Owner: RLE ASA# 4462536

BW 72 | Age of Dam 5 | Disposition 1 | Frame 6.5
F:G Ratio 102 | RFI 1.08

LBRS GENESIS G69
GIBBS CULMINATION
GIBBS 9047G LOUISE Y534
EXAR MONUMENTAL 6056B
RLE RITA'S LASS 26G
RLE COWBOY LASS E22



CE	BW	WW	YW	MCE	MILK	MWW	STAY
16.0	0.4	95.7	155.1	8.6	27.8	75.7	16.1
15%	60%	10%	10%	25%	20%	10%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
16.0	68.8	-0.09	0.95	-0.022	0.86	179.4	107.2
15%	3%	80%	3%	60%	25%	4%	2%

103 NEW DAY 45M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/5/2024 Owner: BEACH ASA# 4470293

BW 72 | Age of Dam 3 | Disposition 1 | Frame 6.3

GIBBS 9114G ESSENTIAL
GIBBS SIGNATURE 2510K
GIBBS 7077E LOUISE Y534
BAR CK C154 9147G
BC/C JAYCEE 140J
BAR CK MS 312E 9016G



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.5	0.8	95.8	159.9	6.8	31.9	79.8	13.5
90%	70%	10%	4%	55%	4%	3%	70%
DOC	CW	YG	MARB	BF	REA	API	TI
17.1	58.1	-0.16	0.79	-0.033	0.87	155.6	102.8
10%	10%	60%	10%	50%	25%	25%	4%

104 NEW DAY M97J

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/25/2024 Owner: RSCC ASA# 4458620

BW 82 | Age of Dam 3 | Disposition 1 | Frame 6.2

HOOK'S GALILEO 210G
HA JUSTICE 30J
HOOK'S DACIA 14D
GW TRIPLE CROWN 018C
MISS RSCC CROWN JEWEL J97G
MISS RSCC GIGI G97A



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.0	0.1	87.7	144.0	7.4	26.7	70.5	18.9
50%	55%	25%	15%	45%	30%	20%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
18.5	39.3	-0.24	0.75	-0.026	0.92	167.6	98.0
3%	50%	35%	15%	60%	20%	10%	10%



HA JUSTICE 30J || Sire of Lots 104-107.

105 NEW DAY M97G

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/26/2024 Owner: RSCC ASA# 4458626

BW 76 | Age of Dam 5 | Disposition 1 | Frame 5.8

HOOK'S GALILEO 210G
HA JUSTICE 30J
HOOK'S DACIA 14D
HOOK'S EAGLE 6E
MISS RSCC GIGI G97A
MISS WEF FORTUNE COOKIE



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.8	1.7	92.7	151.3	8.4	27.7	74.0	19.3
70%	85%	15%	10%	30%	25%	10%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
15.7	54.2	-0.25	0.86	-0.036	1.08	170.7	101.6
15%	15%	30%	5%	50%	5%	10%	5%

106 NEW DAY 119

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/26/2024 Owner: SNOW ASA# 4508459

BW 78 | Age of Dam 4 | Disposition 2 | Frame 5.9

HOOK'S GALILEO 210G
HA JUSTICE 30J
HOOK'S DACIA 14D
BHSF TOP HAND 060A 151F
BHSF-HBFS MS INEZ 0025H
MS INEZ R/H Y879



CE	BW	WW	YW	MCE	MILK	MWW	STAY
6.4	3.1	104.0	163.0	5.1	32.3	84.4	13.9
95%	95%	2%	3%	85%	4%	1%	65%
DOC	CW	YG	MARB	BF	REA	API	TI
19.7	75.9	-0.24	0.62	-0.057	1.15	143.2	100.2
1%	1%	35%	25%	25%	3%	40%	10%

107 NEW DAY M24J

Homo Black || Homo Polled 3/4 SM 1/4 AN
10/6/2024 Owner: RSCC ASA# 4458635

BW 68 | Age of Dam 3 | Disposition 1 | Frame 6

HOOK'S GALILEO 210G
HA JUSTICE 30J
HOOK'S DACIA 14D
HOOK'S EAGLE 6E
MISS RSCC NIGHTINGALE J24
MISS WEF FORTUNE COOKIE



CE	BW	WW	YW	MCE	MILK	MWW	STAY
6.2	1.2	92.3	149.9	7.4	29.4	75.5	16.8
95%	75%	15%	10%	45%	15%	10%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
19.4	57.7	-0.28	1.04	-0.052	1.07	171.4	106.0
2%	10%	25%	2%	25%	10%	10%	2%

108 NEW DAY 003M

Homo Black || Homo Polled 3/4 SM 1/4 AN
8/27/2024 Owner: AHCC ASA# 4625084

BW 63 | Age of Dam 3 | Disposition 1 | Frame 5.7

WS PROCLAMATION E202
CASON'S MR MASTERCRAFT
CASON'S MISS NATALIE
CCR 2409 PAY DIRT 1071F
CCR MS PAY 1071F 1276J
CCR MS NATIONAL 4413B



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.1	0.0	77.1	118.7	6.4	24.6	63.1	23.6
55%	55%	55%	60%	65%	45%	55%	1%
DOC	CW	YG	MARB	BF	REA	API	TI
12.9	28.1	-0.27	0.75	-0.057	0.63	169.9	90.8
50%	80%	25%	15%	25%	65%	10%	25%

109 NEW DAY 45M

Homo Black || Homo Polled 3/4 SM 1/4 AN
10/3/2024 Owner: MCDC ASA# 4594548

BW 75 | Age of Dam 6 | Disposition 1 | Frame 6

CLRS GUARDIAN 317G
CLRS JOHNNY WALKER 1049J
HOOK'S YUMA 49Y
SYDGEN DESTINY 5393
MCDC MISS DESTINY 910G
GONSIOR AMANDA A19



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.6	0.6	83.0	128.0	6.8	21.3	62.7	19.0
35%	65%	35%	40%	55%	75%	55%	15%
DOC	CW	YG	MARB	BF	REA	API	TI
9.0	42.0	-0.34	0.32	-0.052	1.07	142.4	83.4
90%	45%	15%	65%	25%	10%	40%	50%



CLRS JOHNNY WALKER 1049J || Sire of Lot 109.

New Day Bulls

110 NEW DAY M51

Homo Black || Homo Polled 3/4 SM 7/32 AN 1/32 CA
8/29/2024 Owner: PVF ASA# 4465854

BW 84 | Age of Dam 8 | Disposition 1 | Frame 6
F:G Ratio 113 | RFI -2.18

CCR WIDE RANGE 9005A
GIBBS 8084F RANGE FINDER
SSF BLK LOUISE Y534



W/C LOADED UP 1119Y
APEX RITA KA760D
RDD MS VRD 323R 1CA



CE	BW	WW	YW	MCE	MILK	MWW	STAY
7.4	3.5	82.9	131.4	7.6	27.6	69.0	16.1
90%	99%	35%	35%	45%	25%	25%	45%
DOC	CW	YG	MARB	BF	REA	API	TI
14.8	42.4	-0.35	0.29	-0.047	1.16	122.0	79.0
25%	40%	10%	70%	35%	3%	75%	65%

111 NEW DAY M24

Hetero Black || Homo Polled 3/4 SM 5/32 AR 3/32 AN
8/23/2024 Owner: SLAY ASA# 4409101

BW 81 | Age of Dam 6 | Disposition 2 | Frame 6.2

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

WS OUTCROSS C164
SLAY OUTCROSS F11
RZCC BEEF QUEEN C551



CE	BW	WW	YW	MCE	MILK	MWW	STAY
9.5	2.6	96.4	151.5	7.5	25.8	73.9	21.2
75%	95%	10%	10%	45%	35%	10%	5%
DOC	CW	YG	MARB	BF	REA	API	TI
12.3	47.8	-0.14	0.24	-0.041	0.61	138.2	86.1
60%	30%	65%	80%	35%	65%	50%	40%

112 NEW DAY 132

Homo Black || Homo Polled 3/4 SM 1/4 AN
10/19/2024 Owner: SNOW ASA# 4508471

BW 83 | Age of Dam 7 | Disposition 1 | Frame 6.2

SYDGEN ENHANCE
HBFS ENHANCE 148J
BHSF MS INEZ 645E

HOOK'S BEACON 56B
BHSF MS INEZ 645E
MS INEZ R/H Y879



CE	BW	WW	YW	MCE	MILK	MWW	STAY
10.9	-1.1	83.2	135.3	7.2	31.9	73.9	18.3
60%	35%	35%	30%	50%	4%	10%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
14.0	45.3	-0.26	0.76	-0.043	0.95	165.5	97.3
35%	35%	30%	10%	35%	15%	15%	10%

113 NEW DAY 319M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/28/2024 Owner: LUD ASA# 4416109

BW 96 | Age of Dam 3 | Disposition 1 | Frame 6.2

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

BUTCHS BLACK GRANITE D820
LUDWIG MISS 235J
LUDWIG MARCIA CK6Z



CE	BW	WW	YW	MCE	MILK	MWW	STAY
1.8	5.2	93.8	154.2	3.9	24.9	70.1	15.0
99%	99%	10%	10%	95%	45%	25%	55%
DOC	CW	YG	MARB	BF	REA	API	TI
11.1	58.2	-0.22	0.45	-0.032	1.06	123.5	86.0
75%	10%	40%	45%	50%	10%	70%	40%

114 NEW DAY 317M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/25/2024 Owner: LUD ASA# 4413911

BW 78 | Age of Dam 7 | Disposition 1 | Frame 6.4

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

HOOK'S BROADWAY 11B
MISS RSCC BLACKCAP E61A
W E F BLACKCAP A161



CE	BW	WW	YW	MCE	MILK	MWW	STAY
6.7	0.4	71.3	119.0	6.8	25.6	61.1	16.8
90%	60%	75%	55%	55%	40%	65%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
12.5	46.0	-0.38	0.51	-0.061	1.19	136.9	81.3
55%	35%	10%	35%	15%	2%	50%	60%

BWF

115 NEW DAY 81M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/1/2024 Owner: BEACH ASA# 4470325

BW 70 | Age of Dam 3 | Disposition 1 | Frame 5.9
F:G Ratio 113 | RFI 1.73

REDHILL 672X X004 231A
IR LODESTAR H380
IR MS LUCY E711

TJ 50K 485H
TJ 190K
TJ 25H



CE	BW	WW	YW	MCE	MILK	MWW	STAY
18.2	-3.5	81.0	122.0	11.0	22.7	63.1	21.3
10%	10%	40%	50%	4%	65%	55%	4%
DOC	CW	YG	MARB	BF	REA	API	TI
14.1	42.9	-0.20	0.56	-0.032	0.80	171.3	93.0
35%	40%	45%	30%	50%	35%	10%	20%

116 NEW DAY 88M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/26/2024 Owner: BEACH ASA# 4470332

BW 65 | Age of Dam 3 | Disposition 2.5 | Frame 5.8

HOOK'S EAGLE 6E
IRON CREEK ANTHEM 14J
KBHR MATRON OF HONOR F202

GW VINDICATOR 312E
BC/C JOSIE 144J
BAR CK MS 5186C 9249G



CE	BW	WW	YW	MCE	MILK	MWW	STAY
15.9	-2.8	80.9	131.3	8.1	27.2	67.6	15.7
20%	15%	40%	35%	35%	25%	35%	50%
DOC	CW	YG	MARB	BF	REA	API	TI
13.5	47.4	-0.32	1.00	-0.052	1.10	182.8	104.6
40%	30%	15%	3%	25%	4%	3%	3%

117 NEW DAY 47M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/7/2024 Owner: BEACH ASA# 4470295

BW 68 | Age of Dam 3 | Disposition 1 | Frame 5.8

WS PROCLAMATION E202
LBRS GENESIS G69
LBR DIANA D69

GW VINDICATOR 312E
BC/C JERSEY 141J
BAR CK MS 3016A 9005G



CE	BW	WW	YW	MCE	MILK	MWW	STAY
11.3	-2.9	80.2	126.4	8.1	27.3	67.3	18.3
55%	15%	45%	45%	35%	25%	35%	20%
DOC	CW	YG	MARB	BF	REA	API	TI
15.7	52.1	-0.15	0.92	-0.024	0.84	175.4	100.4
15%	20%	60%	4%	60%	25%	5%	10%

118 NEW DAY 21M

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/10/2024 Owner: RLE ASA# 4462529

BW 74 | Age of Dam 3 | Disposition 1 | Frame 5.9
F:G Ratio 61 | RFI 3.57

EGL FIRESTEEL 103F
LCDR AFFIRMED 212H
WS MISS SUGAR C4
CLRS GUARDIAN 317G
RLE XCELLENT QUEEN 4K
RLE PREMIUM QUEEN 3D



CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.8	-1.6	88.3	138.9	6.6	26.7	70.8	20.4
30%	30%	20%	25%	60%	30%	20%	10%
DOC	CW	YG	MARB	BF	REA	API	TI
12.6	52.2	-0.08	0.75	-0.024	0.62	173.9	99.4
55%	20%	80%	15%	60%	65%	10%	10%

119 NEW DAY M71

Age Advantaged - Fescue Adapted
Homo Black || Homo Polled 3/4 SM 1/4 AN
11/3/2024 Owner: SHSF ASA# 4635629

BW 82 | Age of Dam 5 | Disposition 1 | Frame 5.8

GIBBS 9114G ESSENTIAL
JC MR ESSENTIAL 2K
HOOK S FANTASIA 94F
SHSF FREIGHTLINER D10
SHSF G33
SHSF AUTUMN 37B

CE	BW	WW	YW	MCE	MILK	MWW	STAY
13.2	-0.5	81.7	128.5	8.5	28.0	68.4	15.1
10%	25%	45%	35%	15%	20%	30%	60%
DOC	CW	YG	MARB	BF	REA	API	TI
12.6	44.4	-0.33	0.39	-0.040	1.16	151.5	90.0
45%	20%	65%	25%	95%	10%	25%	25%

120 NEW DAY M60

Homo Black || Homo Polled 3/4 SM 1/4 AN
9/2/2024 Owner: PVF ASA# 4465824

BW 74 | Age of Dam 6 | Disposition 1 | Frame 6

TJ FROSTY 318E
TJ CHIEF 460G
TJ 52A
HILB ORACLE C033R
TESF DIXIE QUEEN
XTCC BOBBY SUE 45C



CE	BW	WW	YW	MCE	MILK	MWW	STAY
12.5	-1.5	68.4	99.9	5.8	24.0	58.1	17.1
45%	30%	85%	90%	75%	55%	75%	35%
DOC	CW	YG	MARB	BF	REA	API	TI
11.7	19.2	-0.25	0.23	-0.047	0.55	128.2	74.1
65%	95%	30%	80%	35%	75%	65%	80%



NEW DAY M60 || Sells as Lot 120.



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 an ASA CE 14/AAA CED 7 or higher and are confirmed pregnant to an estimated calving date by a veterinarian.

Lot 121

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

- All home raised heifers 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 122

JIM BURISS AND LIGHTNING W FARMS – JIM BURISS/CODY WOFFORD – SALEM, MO 9 HEAD OF BLACK SIMANGUS BRED HEIFERS

- Home raised out of bred heifers purchased from New Day Genetics
- AI Bred to Hoffman Thedford AAA 19820180
- Natural service sire AAA 21271231

Lot 123

5G FARMS – RUSS GANT – WEST PLAINS, MO 55 HEAD OF BLACK/BWF SIMANGUS BRED HEIFERS

- Heifers sourced from 5G Farms and New Day bull customers
- AI bred to JC Lawless (ASA 4192163) for estimated calving date of August 28, 2026.
- Heifers exposed to natural service sires JC Lawless (ASA 4192163) and ADV Talon 3535 (ASA 4271038) until January 23, 2026.



Lot 124

CUNNINGHAM LIVESTOCK – TED CUNNINGHAM – SALEM, MO 40 HEAD OF BLACK AND BWF SIMANGUS BRED HEIFERS

- Heifers originate from Cunningham Livestock as well as New Day customers Simpson Farms – Keith and Gary Simpson (Alton, MO) and Cafourek Farms – Jim and Jacob Cafourek (Salem, MO)
- 20 Heifers AI bred to Bridle Bit Eclipse E744 (ASA 3271380) or C-3 Next Up (ASA 4038066) for an estimated due date of August 26, 2026
- 20 Heifers with natural service to sires New Day 956G (ASA 3787679) and New Day SLN766K (ASA 4056190).

Lot 125

PIPP AND CABELL FARMS – ANTHONY PIPP AND TONY CAMPBELL – SALEM, MO 14 HEAD OF BLACK SIMANGUS BRED HEIFERS

- 4 AI Bred heifers to Bridle Bit Eclipse E744 (ASA 3271380) for an estimated due date of August 26, 2026
- 10 heifers naturally bred to New Day 1485J (ASA 3892726)

Lot 126

SIMPSON FARMS – KEITH AND GARY SIMPSON – ALTON, MO 9 HEAD OF OPEN HEIFERS

- Heifers selected from the top cut of the replacement pen at Simpson Farms, long time New Day Genetics bull customers.
- Heifers have been pelvic measured and tract scored and meet the requirements of the Show-Me-Select program for reproductive soundness.
- Developed right and are ready to breed to the bull of your choice!



1407 County Road 6380
Salem, MO 65560

Presorted
First Class
US Postage
PAID
SlateGroup



Spring **BULL SALE**

APRIL 18, 2026

Cunningham Livestock. Salem, MO.

New Day
BEEF
GENETICS

www.newdaygenetics.com