

# *Moore* LAND & CATTLE

## **Annual Production Sale**

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**SATURDAY, DECEMBER 27, 2025 | 3 PM CST | JERSEYVILLE, IL**

Offering 51 Lots of Registered Simmental & Angus Open Heifers,  
Bred Heifers, & Genetic Lots



# Moore

## Annual Production Sale

### Land & Cattle

**SATURDAY, December 27, 2025**

**3:00 PM CST | At the Farm | Jerseyville, IL**

#### Sale Staff

Jered Shipman, Auctioneer	806-983-7226
Mitchell Armitage, Ring Staff	405-641-9438
Eric Lee, Stockyard Media	608-295-5312
Jared Ruter, Midwest Marketer	815-238-7530
Dalton Lundy, Consultant	502-727-6898
Thomas Lundy, Consultant	502-471-0354
Greg Miller, Consultant	608-778-8785
Jeremie Ruble, Consultant	406-581-7940
Dennis Moore, Owner	618-410-3325
Deken Kemme, Herdsman	618-483-5234

#### Sale Management

### DWYER

CATTLE >> SERVICES

Nick Dwyer	309-337-6404
Bob Dwyer	309-337-1404

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

#### Event Schedule

##### Friday, December 26<sup>th</sup>

Cattle available for viewing at the sale site all day, prior to this time all cattle can be viewed at their consignors farms.

##### Saturday, December 27<sup>th</sup>

Cattle available for viewing all day  
1:00 pm Complimentary Dinner  
3:00 pm Auction Begins

#### Sale Location

Moore Land & Cattle  
30992 St. Hwy 16, Jerseyville, IL 62052

#### Videos & Updates

[www.dwyercattle.com](http://www.dwyercattle.com)  
Follow us on Facebook as well for the most current information.

#### Online Bidding/Broadcast

[www.CCI.Live](http://www.CCI.Live)

#### Accommodations

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

#### Terms of Sale

Terms of payment are cash, good check, or Discover/Visa/Master Card. All credit card payments will incur a 3% processing fee. No cattle will be loaded until approved by sale clerks.

#### Terms & Conditions

All cattle sell under the terms and conditions of their respective breed associations. All announcements made in the supplement sheet or on the sale block will take precedence over materials presented in this book. EPD's are based of fall of 2025. Please leave all transfer instructions with the clerks following the auction.

#### Trucking

We will work with you to find the most reasonable trucking available. Please let us know as soon as possible following the sale what your needs may be.

#### Insurance

Cindy Cagwin will be available at the clerks table to provide any insurance needed.  
217-370-6034.

#### Herd Health

All cattle will have papers for interstate travel across the US. Bred females have all be recently re-examined as safe in calf. If any animals are found open within 21 days of the sale please contact the seller immediately for adjustments to be made.

#### Absentee Bidding

If you will not be able to attend this sale, please contact Sale Management or a member of the sales staff to obtain a bidder number prior to the auction.

#### Liabilities

Everyone attending this auction does so at their own risk. Sale Management, Staff, Consignors, & Moore Land & Cattle assume no risk for injury or loss which occurs at the sale site.

#### Sexed Semen

We cannot 100% guarantee the sex on cattle bred with sexed semen.

#### Embryos

Each package of embryos sold will come with a guarantee of one pregnancy per package if work is done by a certified technician. Shipment/Pick up of embryos purchased is the responsibility of the buyer.

It is our pleasure to welcome each of you to Jerseyville, IL for this season's Annual Production Sale. Each and every breeding season our goal is to produce the very best sound, functional, maternally oriented cattle possible. We feel the set of cattle and genetics represented in this year's offering hit our target for this season and we hope you enjoy them just as much as we have watching them develop the last two years.

The open heifer offering is deep this year with many of the females being backed by some of the most prominent cow families on the farm. The sires backing this set are also second to none. Deken has done a really good job working on this set and the disposition on these heifers are second to none. They are the type and kind you'd be proud to exhibit and will undoubtedly go on to make highly productive females when they hit the calving pen.

The bred heifer division is one we are very proud to offer. We have included into this set hand selected heifers from Shannon Welsh as well as Jason Kane. This division is saturated with quality from the first lot to the final lot in the offering. If you're looking to improve your cow herd in quick fashion this set is well worth added attention as sale week closes in.

The genetic offering includes semen on the exciting BOWJ Manifest, who topped the Hartman Bull sale this season. Manifest has seen usage by some of the top firms in the industry and we can't wait to see his impact in the coming years. We are also offering the right to flush the 2025 Nebraska State Fair Supreme Champion Female! We will be utilizing this female heavily in the coming years and look forward to offering up her genetics.

As the push continues to sale weekend we would like to add that if your travel plans bring yourself into the Jerseyville area ahead of the sale you are more than welcome to stop in to view the offering early. If you have any questions please feel free to reach out to myself or any member of the sales team.

Thank you for your consideration and we wish each of you a Safe and Happy Holidays!

**Moore Land & Cattle**  
**Dennis Moore**



## *Sale Day Contacts*

### **Moore Land & Cattle**

30992 St. Hwy 16

Jerseyville, IL 62052

Dennis Moore 618-410-3325

Deken Kemme 618-483-5234

### **Kane Cattle**

Roseville, IL

Jason Kane 309-337-2582

### **Welsh Cattle Company**

Blandinsville, IL

Shannon 309-337-0175

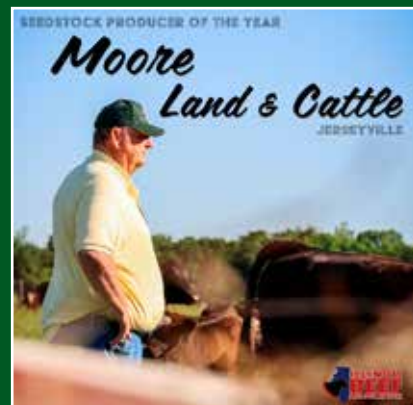
Carson 309-333-6312

### **Dwyer Cattle**

Roseville, IL

Nick 309-337-6404

Bob 309-337-1404



A special Thank You to the Illinois Beef Association for awarding us with the 2024 Seedstock Producer of the Year! Thank you to the IBA for all you do for each of us all year long!

## Open Heifers



Lot 1

1

### Moore's Shelby

1/15/25 • PB Simmental • ASA 4612300 • P • Tattoo 181N

LLSF Pays to Believe

Profit

**Schooley Eli 434B**

**Moore Lady Profit 6J**

Schooley Ms 296 434B

WLE CNS Shelby T335

CE	BW	WW	YW	Milk	Stay	API
7.5	2.2	69.3	95.6	14.8	13.2	107.6

#### Open Heifer

- The Eli sire group continues to stand a part from the competition providing a perfectly shaped hoof, added fleshing ability, and a look of quality.
- 181N is backed by our famed Shelby cow family who has produced donors as well as show ring standout across the country.
- Here's a female with added foot size, big turn to her rib cage, and added look. Study this one from any angle and you'll be impressed with her three dimensional shape and build.



WLE CNS Shelby T335

## Open Heifers



Lot 2

**2**

### Moore's Remedy

2/15/25 • 1/2 Simmental • ASA 4612298 • P • Tattoo 10N

HPF/Hill Uprising C104

W/C Relentless 32C

**SO Remedy 7F**

**KATZ Miss True Secret 07K**

B&K Cream Soda 8D

4/B Ms Secret Weapon 41D

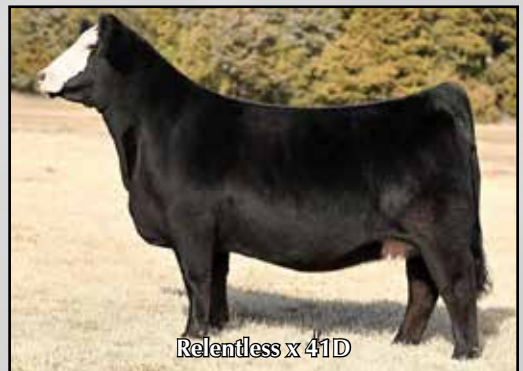
CE	BW	WW	YW	Milk	Stay	API
9.6	2.2	76.9	112.9	22.9	7.5	98.3

Open Heifer

- A female backed by one of the premier cow families in the Simmental herdbook, the famed "41D".
- 10N excels in terms of length of body, flexible skeleton, and a cocky look. Here's a female ready for the tan bark and will develop into a front pasture standout.
- Her dam was raised by Brent Katz of Nebraska and was the top seller in The Event Sale.
- Truly donor caliber!



KATZ Miss True Secret 07K



Relentless x 41D

## Open Heifers



A true ground pounder with the added dimension and power we are all actively searching for. This female has been a standout for many early visitors. She's backed by one of our top producing cow families who originated at Gerdes Show Cattle in Iowa. If you're looking for a highly competitive female this one is a must see sale weekend.

**3**

### Moore's Sioux

4/12/25 • PB Simmental • ASA 4612304 • P • Tattoo 42N

Rubys Turnpike 771E

W/C Bankroll 811D

**Ruby TLLC Turn It Up 1114J**

**MCDK Sioux 197H**

Rubys Kimberly 6D25

GSC Sioux 130C

CE	BW	WW	YW	Milk	Stay	API
6.7	4.6	85.8	133.9	21.6	11.5	106.0

Open Heifer

**4**

### Moore's Miss Star

4/1/25 • PB Simmental • ASA 4612303 • P • Tattoo 46N

Rubys Turnpike 771E

Profit

**Ruby TLLC Turn It Up 1114J**

**TL Miss Tar 5**

Rubys Kimberly 6D25

Miss Star Above

CE	BW	WW	YW	Milk	Stay	API
4.1	5.6	85.9	135.4	19.5	12.5	105.6

Open Heifer

A royally bred female who goes back to Miss Star Above, the dam of TL Ledger. Here's a female with a killer look! 46N is long bodied, striking on the profile, and has a big turn to her rib cage. The Turn It Up bull exceded our expectations and is going to have a bright future in the coming seasons. Tie right into this exciting prospect heifer.



## Open Heifers



Lot 5

5

### Moore's Copacetic

3/10/25 • PB Simmental • ASA 4611820 • P • Tattoo 34N

HPF Quantum Leap Z952

Hara's Distinction 10C

**WLE Copacetic E02**

**CNS/HFS/JW Alley F221**

CMFM Joy 02ZB

WHF/PRS/HPF Alley 247Y

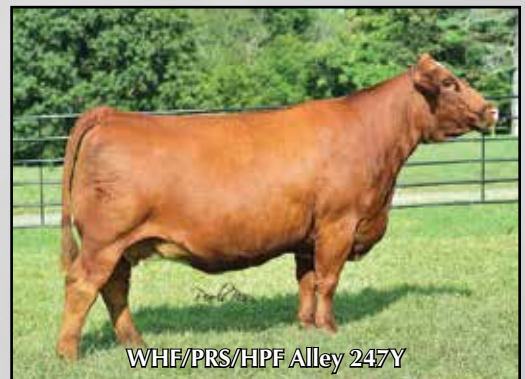
CE	BW	WW	YW	Milk	Stay	API
8.7	2.2	79.4	119.6	9.1	7.0	101.9

Open Heifer

- Dam was the top seller at the Schick/Haefner Dispersal, Granddam was the top seller at the Hudson Pines Dispersal. Power in the Blood!
- One look at 34N and you'll be hooked. Picture perfect on the profile and flawless when set in motion.
- This female comes with a great attitude and the looks to run in the big arena. If you're looking for highly competitive female backed by a great pedigree she needs to find your short list.



CNS/HFS/JW Alley F221



WHF/PRS/HPF Alley 247Y

## Open Heifers



A granddaughter of the famed Summer 365C and one who comes with big pieces. 61N is moderate framed, big hiped, and extra sound when set in motion. Her sire Countertime L670 is doing a great job in production producing cattle with added look without sacrificing the fundamentals of fleshing ability and hoof design.

6

### Moore's Countertime

5/21/25 • PB Simmental • ASA 4612302 • P • Tattoo 61N

KCC1 Countertime 872H

Hook's Black Hawk 50B

**Long's Countertime L670**

Long's B28

**CCS/JS Eve 61E**

WHF Summer 365C

CE	BW	WW	YW	Milk	Stay	API
9.4	2.3	88.1	128.4	18.9	12.5	112.5

Open Heifer

7

### Moore's Countertime

4/2/25 • 1/2 Simmental • ASA 4612297 • P • Tattoo 76N

KCC1 Countertime 872H

PVF Insight 0129

**Long's Countertime L670**

Long's B28

**UDE Blackbird 0111**

Hoffman H/G Blackbird 620

CE	BW	WW	YW	Milk	Stay	API
8.4	2.1	80.9	123.5	21.6	11.8	110.0

Open Heifer

Granddam "620" was the \$80,000 top seller at the Hoffman Ranch who has notably produced the \$300K Udel high seller selected by Ferree. This half-blood comes backed by Power in the Blood and exudes quality. Dense made, shaggy haired, and excellent at the ground. Here's a percentage female to build a program around.



KCC1 Countertime 872H



Lot 7

## Open Heifers



Lot 8

Here's a female destined for the showing. This Countertime daughter is high tying out of her shoulder, deep bodied, and flexible at the ground. Her grand-dam 8143 is a Lutton/5001 which will lend her potency in production. This female is hairing up now that the weather has turned off cooler and is really starting to turn the corner.

8

### Moore's Countertime

4/21/25 • 1/2 Simmental • ASA 4612305 • P • Tattoo 48N

KCC1 Countertime 872H

Colburn Primo 5153

**Long's Countertime L670**  
Long's B28

**Moore Rise 22K**  
LazyHBar Forever Lady 8143

CE	BW	WW	YW	Milk	Stay	API
8.6	2.2	79.1	118.3	18.3	12.5	114.7

Open Heifer

9

### Moore's Rhythm

3/15/25 • PB Simmental • ASA 4612306 • P • Tattoo 8N

KCC1 Countertime 872H

Profit

**Long's Countertime L670**  
Long's B28

**Moore Little Rhythm 8293F**  
Ruby NFF Rhythm Z214

CE	BW	WW	YW	Milk	Stay	API
8.1	3.3	78.0	109.9	18.9	14.3	112.9

Open Heifer

Another Countertime backed by a tremendous cow family. 8N comes to the auction backed by the famed Ruby Rhythm cow family. Here is a dense made female with added bone and body shape. Love her powerful hip and easy keeping design. Bullet proof pedigree and bred deep for long term success in production.



Lot 9

## Open Heifers



Lot 10

A fan favorite for many early viewers of this group! Her baldy face draws you in and her tremendous body and bone hold you tight to her quality. Study her pedigree and you'll see she's backed by the OG Serena which will only booster her generating potential. This one has big time pieces and we can't wait to see where she goes after sale day!



HF Serena

**10**

### Moore's Serenas Time

1/8/25 • PB Simmental • ASA 4613307 • P • Tattoo 168N

KBHR Sriracha H127

KCC1 Countertime 872H

**Ruby NFF Sriracha K212**

**H2O's Serenas Time K308**

Ruby NFF Rhythm 2124Z

HF Serena

CE	BW	WW	YW	Milk	Stay	API
11.5	1.4	77.2	119.1	23.0	13.4	128.2

Open Heifer

**11**

### Moore's Orange Crush

5/21/25 • PB Simmental • ASA 4612299 • P • Tattoo 80N

KBHR Sriracha H127

TRCC Pandemic

**Ruby NFF Sriracha K212**

**B&K/IVS/CTS Orange Crush**

Ruby NFF Rhythm 2124Z

HPF Orange Crush A378

CE	BW	WW	YW	Milk	Stay	API
12.0	1.0	68.9	106.8	23.7	12.5	118.9

Open Heifer

The Sriracha sire group has exceeded our high expectations thus far and thus our heavy utilization. They come small and grow with the best of our sire groups. This red head standout is backed by the famed Orange Crush donor who originated at Hudson Pines. Timeless design and a strong maternal presence. **Offered with Tom Marinelli**



HPF Orange Crush A378



Lot 11

## Open Heifers



When this one hit the ground we knew she was headed to the sale. Big ring look and backed by a tremendous pedigree. You'll want to make the trip to Jerseyville to view this standout red head in the flesh sale week. Just a June baby but don't let that hold you back. Her dam is a full sibling to the \$43K high seller for Schaeffer a few years back.



**12**

**C4 Ruby Red N595**

6/14/25 • PB Simmental • ASA 4612505 • P • Tattoo N595

W/C Bankroll 811D

HILL Big Order 17G

**TRCC Pandemic**  
RF 29E

**S&S Bramlet Ruby Red J169**  
Strawberry Wine

CE	BW	WW	YW	Milk	Stay	API
11.6	0.6	66.7	98.2	20.3	10.6	116.0

Open Heifer

**13**

**Moore's Fortune**

4/4/25 • PB Simmental • ASA 4612301 • P • Tattoo 49N

Mr TR Hammer 308A ET

TJSC King of Diamonds

**ACLL Fortune 393D**  
Firefly 311A

**Bramlets/C4 Indy K205**  
Bramlets Indy F822

CE	BW	WW	YW	Milk	Stay	API
9.1	1.7	72.3	98.8	13.8	7.3	95.8

Open Heifer

Backed by our selection from Bramlets Ground Up Sale this Fortune daughter comes to the auction as one of our favorites. 49N is moderate framed, easy fleshing, and excellent at the ground. The Fortune sire group has done an excellent job here producing females with great udders and added look.



## Open Heifers



Lot 14

14

### Moore's Snow White

4/5/25 • PB Charolais • AICA EF1374372 • P • Tattoo 37N

CCC WC Resource 417 P

TR Mr Fire Water 5792

**CCC WC Redemption 7143**

**TR Ms Brylor 4766 ET**

WC Rolls Royce 3177

Thomas Ms Impressive 0641

CE	BW	WW	YW	Milk	MCE	TSI
7.3	0.3	64	113	22	5.1	267

Open Heifer

- Backed by the most prominent mating in the Charolais industry Fire Water x 0641. Dam was a Division winner at the Illinois State Fair and raised one of our high sellers a few years back.
- Snow White was our lone Charolais female born this season but when the only one has this sort of quality why would you ever need more.
- Extra flexible at the ground, square built, and comes with an electric look.
- This female is first year show person tame and has continues to get better and better every day.



CCC WC Redemption 7143



TR Ms Brylor 4766 ET

## BOWJ Manifest 985M Semen



**15A -  
15E**

### **BOWJ Manifest 985M Semen**

PB Simmental • ASA 4435312

SO Remedy 7F

TL Ledger

**4/B Dynamo**

**HCC0 Countess 985F**

4/B Miss Pilgrim 81B

SJF Countess 148Y

CE	BW	WW	YW	Milk	API	TI
6.4	2.4	75.3	99.6	20.2	108.0	74.9

5 packages of 3 conventional units of Semen

- Our \$280,000 selection from the Hartman Cattle Company Bull Sale and one of the premier Simmental bulls to sell this calendar year.
- Manifest is extra stout featured, big footed, and square made. His sire was the \$120K selection made by Herbster Angus of Nebraska from the famed 4B Land & Cattle program.
- This semen has been utilized successfully on multiple cows for Reverse Sort Frozen IVF embryo production.
- Offering 5 groups of 3 units of conventional semen.





Lot 16

16

## SFIS/Kane Crystal Gayle L742

11/18/23 • PB Simmental • ASA 4612366 • P • Tattoo L742

CKCC LD Dimension 8965

Profit

Wheatland Dimensional 1147J SFIS Crystal Gayle

JPCC Miss Foxy 115F

Sandeen Donna 4325

CE	BW	WW	YW	Milk	Stay	API
6.5	1.7	78.9	119.9	19.1	11.3	102.1

AI 5/9 to GCC Night Owl. PE 5/20 till 7/28 to Gold Standard Sons. Likely Safe AI.

- Direct daughter of the famed SFIS Crystal Gayle who sold for \$80,000 for 1/2 Interest in the Next Generation Foundation Female Sale. Multiple maternal siblings have commanded from \$20K-\$50K in recent sales.
- Outcross pedigree backed by the Sandeen and Werning owned Dimensional 1147J.
- L742 is a true donor in the making. Massive footed, long bodied, and deep sided. Here's a female who built to produce highly sought after bulls as well as front pasture females.



SFIS Crystal Gayle



Wheatland Dimensional 1147J

## Kane Cattle Bred Heifers



Lot 17

Another outcross daughter of the famed Crystal Gayle and a female who exudes the added power and dimension this cow line is noted for. You'll love her added frame and smooth soft design. A maternal sibling topped the Iowa Beef Expo for Speas Farms this spring commanding \$50K.



Relentless x Crystal Gayle

17

### SFIS/Kane Crystal Gayle L916

11/15/23 • PB Simmental • ASA 4612363 • P • Tattoo L916

CKCC LD Dimension 8965

Profit

Wheatland Dimensional 1147J SFIS Crystal Gayle

JPCC Miss Foxy 115F

Sandeen Donna 4325

CE	BW	WW	YW	Milk	Stay	API
6.5	1.7	78.9	119.9	19.1	11.3	102.1

AI 5/9 to GCC Night Owl. PE 5/20 till 7/28 to Gold Standard Sons. Likely Safe AI.

18

### SFIS/Kane Crystal Gayle M817

2/13/24 • PB Simmental • ASA 4612360 • P • Tattoo M817

W/C Loaded Up 1119Y

Profit

W/C Bankroll 811D

Miss Werning KP 8543U

SFIS Crystal Gayle

Sandeen Donna 4325

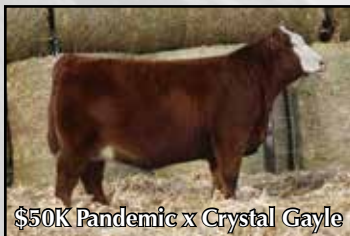
CE	BW	WW	YW	Milk	Stay	API
11.1	-0.1	65.8	93.1	19.0	10.5	111.2

AI 5/9 to GCC Night Owl. PE 5/20 till 7/28 to Gold Standard Sons. Likely Safe AI.

A striking red baldy who comes to the sale with added bone and a killer look. 817 is moderate framed, bold ribbed, and built to produce both steers as well as high end females. This female is not perfect in terms of attitude and is suited for producers equipped to handle a little more spirit.



Lot 18



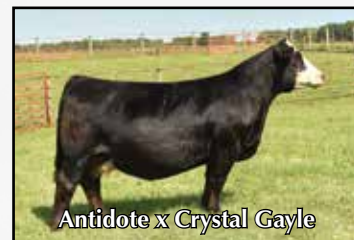
\$50K Pandemic x Crystal Gayle

## Kane Cattle Bred Heifers



Lot 19

A own daughter of the deceased SAM and backed by the famed Crystal Gayle. Here's a red baldy standout who is deep sided, cocky headed and extra hairy. The SAM's are producing at a high level in production and this female has the pieces to be a front pasture standout for year's to come.



Antidote x Crystal Gayle

**19**

### SFIS/Kane Crystal Gayle M810

2/14/24 • PB Simmental • ASA 4612361 • P • Tattoo M810

W/C Relentless 32C

Profit

**JSUL Something About Mary**

**SFIS Crystal Gayle**

JBSF Proud Mary

Sandeen Donna 4325

CE	BW	WW	YW	Milk	Stay	API
10.7	-0.1	64.7	96.5	11.7	10.6	109.2

AI 5/9 to GCC Night Owl. PE 5/20 till 7/28 to Gold Standard Sons. Likely Safe AI.

**20**

### SFIS/Kane Crystal Gayle M803

2/11/24 • PB Simmental • ASA 4612359 • P • Tattoo M803

W/C Loaded Up 1119Y

Profit

**W/C Bankroll 811D**

**SFIS Crystal Gayle**

Miss Werning KP 8543U

Sandeen Donna 4325

CE	BW	WW	YW	Milk	Stay	API
11.1	-0.1	65.8	93.1	19.0	10.5	111.2

AI 5/9 to OMF Epic. PE 5/20 till 7/28 to Gold Standard Sons. Likely Safe AI.

A solid black daughter of Crystal Gayle who is long bodied, sound structure, and extended fronted. This female is good spined, and has a picture perfect udder coming along.



Lot 20



GCC Night Owl



21

**Welsh Miss M039**

2/10/24 • PB Simmental • ASA Pending • P • Tattoo M039

W/C Relentless 32C

WLE Big Deal A617

**JSUL Something About Mary**

**NFF Miss Design H036**

JBSF Proud Mary

NFF Miss Design F103

CE	BW	WW	YW	Milk	Stay	API
10.5	0.9	69.7	104.1	12.9	12.7	113.7

AI 4/2 to FRKG Classic 948K

- Striking baldy female with all the bells and whistles. Here's a female who is correct in terms of her top line and stands on a powerful set of feet and legs.
- Donor dam is quickly rising towards the top of our aresonal and is producing females adored by all types of cattlemen.
- You'll love her perfect disposition and flawless structural build.
- She's bred to Classic who continues to produce many of our high sellers each season.



# Welsh Cattle Company Bred Heifers



Lot 22

You read that right SAM backed by the famed Peine donor herself. Here's a true standout in the bred heifer pen and one that is sure to make a big impact in production. Huge footed, wide bodied, and built to thrive on wind, water, and weeds. Her donor dam is knocking it out of the park and this female is sure to follow in her footsteps.



JSUL Rosie Night 1111J

**22**

## Welsh Miss 111M

1/12/24 • PB Simmental • ASA 4612361 • P • Tattoo 111M

W/C Relentless 32C

WLE Copacetic E02

**JSUL Something About Mary**

**JSUL Rosie Night 1111J**

JBSF Proud Mary

Peine/GS Rosie 677D

CE	BW	WW	YW	Milk	Stay	API
9.1	2.1	77.8	118.5	9.4	9.8	109.7

AI 4/2 to FRKG Classic 948K

**23**

## Bailey's 119M

2/8/24 • PB Simmental • ASA 4612622 • P • Tattoo 119M

SVF Steel Force S701

W/C Cash In 43B

**Mr HOC Broker**

**Bailey's Madonna 720E**

JM BF H25

Bailey's 502C

CE	BW	WW	YW	Milk	Stay	API
4.5	2.5	69.1	103.1	20.1	8.6	88.2

AI 4/9 to TJ Chief

Direct daughter of the famed Maddona 720E who's placed daughters in Hartman Cattle Co.'s elite female sale. This brockle faced Broker daughter is big footed, powerful hiped, and ideal in her skeletal build. You'll love her attitude as well. Get her bought and mate her however you choose, her mating potential is only limited to your imagination.



Lot 23



Bailey's Maddona 720E

# Welsh Cattle Company Bred Heifers



Lot 24

A granddaughter of the famed Hoya Saxa and one who comes to the sale ideal in terms of structure and muscle design. She's flat shouldered, long necked, and bold in terms of the sweep to her rib cage. Bred to the baldy maker TJ Chief for a easy calf out of the gate.



Hoya Saxa

**24**

## Welsh Miss Remedy 1M

1/26/24 • 3/4 Simmental • ASA 4612398 • P • Tattoo 1M

HPF/Hill Uprising C104

Gateway Follow Me F163

**SO Remedy 7F**

B&K Cream Soda 8D

**Welsh Miss Me**

KDP Miss Hoya Rose

CE	BW	WW	YW	Milk	Stay	API
10.4	2.5	77.6	114.8	19.6	9.8	102.0

AI 4/7 to TJ Chief

**25**

## Welsh Miss Remedy 35M

2/8/24 • PB Simmental • ASA 4612397 • P • Tattoo 119M

HPF/Hill Uprising C104

-

**SO Remedy 7F**

B&K Cream Soda 8D

**35**

-

CE	BW	WW	YW	Milk	Stay	API
11.7	0.6	71.0	109.6	23.2	11.6	105.9

AI 3/28 to TJ Chief

A flat shouldered easy keeping daughter of SO Remedy and backed by a really nice Commercial female in our program. This female has a beautiful udder and will likely calve out right around sale time.



Lot 25



SO Remedy 7F

# Welsh Cattle Company Bred Heifers



Lot 26

A full sibling to this heifer was one of the top sellers at the Next Generation Foundation Female Sale last year. That female went on to win numerous times for the Thurman family of Illinois. You'll love the hair, levelness of top, and udder development on this standout. Backed by the famed Dreamy cow from Bailey's Simmentals.



Full sibling to 147M

**26**

## Bailey's 147M

1/28/24 • PB Simmental • ASA 4612623 • P • Tattoo 147M

Mr CCF 20/20

CSCX Bandwagon 513A

**FRKG Victory 78J**

SWSN Panarama 900G

**Bailey's Crystal 609D**

Bailey's Ms Dreamy 946W

CE	BW	WW	YW	Milk	Stay	API
5.1	4.5	82.8	114.2	19.5	10.5	102.6

AI 4/19 to TJ Chief

**27**

## Welsh Miss Victory 808M

1/18/24 • 3/4 Simmental • ASA 4612362 • P • Tattoo 808M

Mr CCF 20/20

EXAR Blue Chip 1877B

**FRKG Victory 78J**

SWSN Panarama 900G

**Welsh Miss Blue 808G**

SWC Liberty 602X

CE	BW	WW	YW	Milk	Stay	API
5.2	3.3	84.3	121.7	18.2	8.0	96.2

AI 4/2 to TJ Chief

A daughter of Victory going back to one of our standout cow families, 602X. 602X has laid the foundation for many of our Registered females in our herd. This female is long bodied, big framed, and built to produce at a high level. We bred her to our own calving ease specialist TJ Chief. Regardless of the sex on this calf you'll be happy with the results.



FRKG Victory 78J



Lot 27

## Moore Land & Cattle Bred Heifers



Lot 28

Own daughter of Tecumseh backed by the famed Hope Floats family. You'll love her added foot size, bold hip, and striking presence. Here's a female with the frame, look, and body to produce at a high level. Take one look at the Sriracha progeny in the open heifer division and you'll see why we mated her this way for her first calf. Maternal sibling embryos sell as Lot 51!



STCC Tecumseh 058J

**28**

### Moore's Mary 128M

3/25/24 • PB Simmental • ASA 4446945 • P • Tattoo 128M

VCL Foresight  
**STCC Tecumseh 058J**  
HF Serena

W/C Wide Track 694Y  
**TNGL Hopes Desire A572**  
AJE/HS/MBCC Hope Floats

CE	BW	WW	YW	Milk	Stay	API
6.1	4.0	78.0	115.0	21.7	12.6	119.2

Due 3/12/26 to Ruby NFF Sriracha K212

**29**

### Moore's Melody 21M

2/21/24 • PB Simmental • ASA 4446943 • P • Tattoo 21M

W/C Loaded Up 1119Y  
**W/C Bankroll 811D**  
Miss Werning KP 8543U

Mr HOC Broker  
**WAGR Playmate 438A**  
WAGR Lullaby 703T

CE	BW	WW	YW	Milk	Stay	API
8.8	2.4	74.2	104.0	19.2	10.5	100.0

Due 3/12/26 to Ruby NFF Sriracha K212

Here's a baldy female sure to stop you in your tracks. She's bred in the purple being backed by Playmate and the impressive Lullaby on the bottom side. Here's a female who's already made her way to the short list for early visitors. Full sibling embryos offered at Lot 50 in this sale!



Lot 29

## Moore Land & Cattle Bred Heifers



A powerhouse daughter of Sriracha backed by a really good female from the Tingle program. This female offers a shot of calving ease with explosive growth numbers. You'll love her picture perfect udder design as well as perfect attitude. She's the kind you'd love a pasture full of.

**30**

### Moore's Desire

1/15/24 • PB Simmental • ASA 4613316 • P • Tattoo 14M

KBHR Sriracha H127

SO Remedy 7F

**Ruby NFF Sriracha K212**

**Moore Remedys Desire 15K**

Ruby NFF Rhythm 2124Z

TNGL Hopes Desire A572

CE	BW	WW	YW	Milk	Stay	API
12.4	0.9	73.4	114.8	24.9	12.2	118.4

Due 3/12/26 to Moore Titan 38L

**31**

### Moore's Premiere

1/12/24 • PB Simmental • ASA 4613318 • P • Tattoo 11M

KBHR Sriracha H127

WS Premiere 26G

**Ruby NFF Sriracha K212**

**KBHR Ms Premiere K030**

Ruby NFF Rhythm 2124Z

KBHR H034 Ms Sniper

CE	BW	WW	YW	Milk	Stay	API
14.0	-0.8	72.4	113.5	25.1	15.5	137.3

Due 5/21/26 to Moore Titan 38L

Another baldy daughter of Sriracha and another example of why we are so high on this bull. Moderate framed, bold ribbed, and powerful hiped. She's another female who offers a shot of calving ease with excellent growth. It's hard to make females with this much look without making sacrifices on the EPD values.



Lot 31

# Moore Land & Cattle Bred Heifers



A bigger framed daughter of Turn It Up who comes to the sale backed by our T335 donor. T335 has left behind a tremendous set of females across the nation and this female has the look of a front pasture female. She's safe AI to Woodford.

**32**

## Moore's Scarlett

4/25/24 • 3/4 Simmental • ASA 4613309 • P • Tattoo 124M

Rubys Turnpike 771E

SLC Sooner 101M

**Ruby TLLC Turn It Up 1114J**

**Moore Scarlett 46B**

Rubys Kimberly 6D25

WLE CNS Shelby T335

CE	BW	WW	YW	Milk	Stay	API
8.1	3.8	78.4	121.1	17.7	7.8	92.4

Due 2/19/26 to WHF/JS/CCS Woodford

**33**

## Moore's Rhythm

4/1/24 • PB Simmental • ASA 4613321 • P • Tattoo 70M

W/C Fort Knox 609F

Profit

**FFS JNR Hard Knox H034**

**Moore Little Rhythm 8293F**

HILB Miss Versace E57C

Ruby NFF Rhythm Z214

CE	BW	WW	YW	Milk	Stay	API
8.4	1.6	73.3	107.3	20.7	12.6	116.6

Due 2/19/26 to WHF/JS/CCS Woodford

Our lone Hard Knox daughter and one that comes to the sale with the sort of look and design we love to propagate. Thick skulled, huge hipped, and extra long bodied. Her raw bone and cocky look should add her well in production. Look for her mating to Woodford to be lights out.



# Moore Land & Cattle Bred Heifers



Lot 34

## Moore's Lady

34

1/3/24 • PB Simmental • ASA 4613322 • P • Tattoo 2M

W/C Fort Knox 609F

THSF Lover Boy B33

**W/C Bet on Red 481H**

**Sandeen/Draper Lady 2344**

W/C Angel 7113E

Sandeen Lady 0344

CE	BW	WW	YW	Milk	Stay	API
10.7	0.7	76.2	110.0	26.4	9.9	118.8

Due 3/12/26 to Ruby NFF Sriracha K212

The coolest marked female in the set and backed by a legendary cow family at Sandeen Genetics. This Bet on Red daughter is big league ready! Sound structured, good looking, and massive footed. We love making this kind of female!



Sandeen/Draper Lady 2344

## Moore's Butterfly

35

1/7/24 • PB Simmental • ASA 4613314 • P • Tattoo 22M

Mr SR Mic Drop G1534

RGRS SRG Two Step 20Z ET

**OMF/DKSM Density J34**

**HPF/PCCC Butterfly 415E**

OMF/DK Cheers C88

HILB/Ruby Butterfly B555

CE	BW	WW	YW	Milk	Stay	API
7.3	2.7	88.4	137.3	20.1	11.5	114.6

Due 2/19/26 to WHF/JS/CCS Woodford

A powerful daughter of Density who comes to the sale as one worthy of the donor pen. This female is high indexing boasting a YW of nearly 140. You'll love her bold hip, big turn to her rib cage, not to mention being safe AI to Woodford for a quick return on investment.



Lot 35

## Moore Land & Cattle Bred Heifers



The Density sire group is doing an excellent job and females like this are the reason why. High growth cattle that make no sacrifices in terms of look and design. 107M is sound at the ground and is coming with a picture perfect udder.

**36**

**Moore's Beyonce**

4/13/24 • PB Simmental • ASA 4613311 • P • Tattoo 107M

Mr SR Mic Drop G1534

TJ High Calibre 556B

**OMF/DKSM Density J34**

**KNA Beyonce F814**

OMF/DK Cheers C88

KCC1 Beyonce 4032B

CE	BW	WW	YW	Milk	Stay	API
7.9	3.2	95.5	153.7	21.0	14.3	130.6

Due 2/19/26 to WHF/JS/CCS Woodford

**37**

**Moore's Yetti**

2/15/24 • PB Simmental • ASA 4613315 • P • Tattoo 63M

Mr SR Mic Drop G1534

Oval F Echo E709

**OMF/DKSM Density J34**

**Ruby SWC Yetti 9125G**

OMF/DK Cheers C88

Ruby SWC Yetti E760

CE	BW	WW	YW	Milk	Stay	API
7.7	3.8	98.4	157.6	24.1	12.1	115.1

Due 2/19/26 to WHF/JS/CCS Woodford

The highest ranking YW in the offering coming at nearly 160! Here's a female to raise bulls! Ranks Top 3% of the breed for YW, ADG, & \$GN, Top 5% for WW and CW. She's also safe AI to Woodford!



## Moore Land & Cattle Bred Heifers



A cocky looking Density daughter who comes bold ribbed, moderate framed, and striking. This sire group continues to stamp them with all the extras.

**38**

### Moore's Edge 137M

5/8/24 • PB Simmental • ASA 4446941 • P • Tattoo 137M

Mr SR Mic Drop G1534

TJ High Calibre 556B

**OMF/DKSM Density J34**

**KNA Beyonce F814**

OMF/DK Cheers C88

KCC1 Beyonce 4032B

CE	BW	WW	YW	Milk	Stay	API
7.9	3.2	95.5	153.7	21.0	14.3	130.6

Due 4/11/26 to Ruby NFF Sriracha K212

**39**

### Moore's Irene

4/21/24 • PB Simmental • ASA 4613308 • P • Tattoo 80M

LCDR Favor 149F

CSCX Bandwagon 513A

**Schooley Judgement 68J**

**Irene CS D1**

Hook's Gabriella 30G

Irene CS 4648B

CE	BW	WW	YW	Milk	Stay	API
6.3	2.1	87.1	134.5	20.1	12.9	139.8

Due 4/26/26 to Ruby NFF Sriracha K212

A well balanced, easy keeping daughter of Schooley Judgement. Judgement was our \$38,000 selection from the Schooley firm in Bloomfield, IA. This female is safe in calf to Sriracha which should be an exciting combination.



## Moore Land & Cattle Bred Heifers



Lot 40

A bigger framed daughter of the \$38,000 Judgement. Barbie is long bodied, big footed, and sound as you can build one.

**40**

### Moore's Barbie

3/20/24 • PB Simmental • ASA 4613317 • P • Tattoo 62M

LCDR Favor 149F

**Schooley Judgement 68J**

Hook's Gabriella 30G

CDI Trustee 387F

**KLER Barbie 007J**

KLER Barbie 455B

CE	BW	WW	YW	Milk	Stay	API
4.4	2.7	96.0	153.5	19.2	13.6	138.5

Due 3/12/26 to Ruby NFF Sriracha K212

**41**

### Moore's Sweetness

4/5/24 • PB Simmental • ASA 4613313 • P • Tattoo 73M

LCDR Favor 149F

**Schooley Judgement 68J**

Hook's Gabriella 30G

TJ High Calibre 556B

**Sweetness 2E**

MECC Sweetness 353B

CE	BW	WW	YW	Milk	Stay	API
6.7	2.2	93.5	148.2	19.1	15.3	147.0

Due 4/11/26 to Ruby NFF Sriracha K212

A cool built daughter of Judgement who goes back to a really nice High Calibre daughter. This female ranks Top 10% for WW & YW, Top 15% for TI & Marb. Her calf by Sriracha will be off the charts genomically.



Lot 41

## Moore Land & Cattle Bred Heifers



The Judgement sire group is one we are fond of with this group of bred heifers. Here's one of the true genomic stand-outs in the entire offering ranking towards the top of the breed for WW & YW. Big time bull raiser!

**42**

### Moore's Beyonce

4/5/24 • PB Simmental • ASA 4613319 • P • Tattoo 72M

LCDR Favor 149F

TJ High Calibre 556B

**Schooley Judgement 68J**

**KNA Beyonce F814**

Hook's Gabriella 30G

KCC1 Beyonce 4032B

CE	BW	WW	YW	Milk	Stay	API
6.2	2.5	94.8	150.8	19.5	15.7	148.5

Due 4/11/26 to Ruby NFF Sriracha K212

**43**

### Moore's Shine

4/15/24 • PB Simmental • ASA 4613320 • P • Tattoo 89M

LCDR Favor 149F

Mr TR Hammer 308A ET

**Schooley Judgement 68J**

**Moore Shine 6D**

Hook's Gabriella 30G

WLE CNS Shelby T335

CE	BW	WW	YW	Milk	Stay	API
6.9	2.0	90.9	142.0	16.1	11.5	130.0

Due 4/21/26 to Ruby NFF Sriracha K212

Another huge indexing Judgement daughter. 89M has a shot more look than her contemporaries within this sire group. Top 15% WW, YW, ADG and Top 2% \$GN.



## Moore Land & Cattle Bred Heifers



Lot 44

Judgement has done an excellent job producing low birth weight cattle with exceptional growth. This female makes no sacrifices in terms of eye-appeal or structural correctness.

**44**

### Moore's Maple 95M

4/16/24 • PB Simmental • ASA 4446944 • P • Tattoo 95M

LCDR Favor 149F

WS Revival

**Schooley Judgement 68J**

**MG/GSC Reba 217E**

Hook's Gabriella 30G

DAF Reba W43

CE	BW	WW	YW	Milk	Stay	API
7.5	1.7	85.8	135.2	19.6	11.7	133.9

Due 2/19/26 to WHF/JS/CCS Woodford

**45**

### Moore's Miss Knockout

3/1/24 • PB Simmental • ASA 4613347 • P • Tattoo 69M

HTP/SVF Duracell T52

JSUL Something About Mary

**THSF Lover Boy B33**

**JLR Miss Knockout 034K**

RP/MP Right to Love 015

STCC Ms Out Believing

CE	BW	WW	YW	Milk	Stay	API
11.2	0.8	78.7	114.4	22.3	10.2	120.4

Due 6/5/26 to Ruby NFF Sriracha K212

The Lover Boy cattle are making excellent mothers in production and this female will be no exception. 69M is long bodied, good footed, and sells bred to Sriracha.



Lot 45

## Moore Land & Cattle Bred Heifers



Lot 46

The Epic sire group has long been noted for calving ease and a timeless build. Here's a female who comes moderate in terms of frame, easy fleshing, and sound at the ground. She's calving early to Sriracha.

**46**

### Moore's Epic

2/3/24 • PB Simmental • ASA 4613312 • P • Tattoo 39M

WS All-Around Z35

Longs Blacklist

OMF Epic E27

Long's Blacklist K88

OMF Time Less B100

Longs D54

CE	BW	WW	YW	Milk	Stay	API
10.9	0.3	72.5	105.2	25.2	15.0	127.7

Due 2/10/26 to Ruby NFF Sriracha K212

**47**

### Moore's Dixie Erica 66M

3/19/24 • Reg. Angus • AAA 21412800 • P • Tattoo 66M

Square B Atlantis 8060

Silveiras Style 9303

Chestnut Haus 231

Hara's SULL Dixie Erica 6354

Chestnut Beauty 920

Hara's Dixie Erica 1

CED	BW	WW	YW	Milk	\$W	\$C
0	2.7	59	105	26	46	-

Due 4/11/26 to Ruby NFF Sriracha K212

Study the pedigree here folks! Haus backed by the famed Hara Farms Dixie Erica cow line. This female is cocky fronted, big middled, and as sound as you can build one. Here's one that'll be a ton of fun in production and we can't wait to see what she'll do for you!



Lot 47



Lot 48

**48**

**Moore's Princess 48M**

2/12/24 • Reg. Angus • AAA 21412801 • P • Tattoo 48M

Square B Atlantis 8060

Silveiras S Sis GQ 2353

**Chestnut Haus 231**

**Moore Princess Fiona 22F ET**

Chestnut Beauty 920

EXAR Princess 5468

CED	BW	WW	YW	Milk	\$W	\$C
-	-	-	-	-	-	-

Due 4/11/26 to Ruby NFF Sriracha K212

- We don't have many Angus females this season but this one gets us excited about the future of our Angus program.
- 48M is dense made, striking on the profile, and comes with all the extras.
- Here's a female with all the look you'd want for the show ring without the show ring breeding behind her leaving her as an outcross option.
- Mate her Angus, Simmental, Maine, or Chi this one can do it all!





Lot 21

49

## Flush Conley FRKG Queen Meg 3000

Registered Angus • AAA 20914858

Conley No Limit

C&C Priority 1428B EXAR

Conley DS Clear Cut 0510

Collison Proven Queen 875

Conley Sandy 5104

Moffit Proven Queen M301

CED	BW	WW	YW	Milk	\$B	\$C
-1	3.4	63	104	14	118	165

Right to Flush Guarantee 6 transferable embryos with a cap of 20 embryos. Buyer responsible for flush costs and semen fees.

- Multiple time Champion Angus with her most recent honors coming as the Reserve Supreme Champion Female at the 2025 Nebraska State Fair for Hadley Hartman.
- Dam "875" has produced countless daughters over the \$50K mark including the 2022-2023 ROV Show heifer of the year, 1085, shown by Houston Ferree.
- Donor is currently open and flush work can be done shortly after the sale.
- **Offered with Dalton Hartman**



# Moore Land & Cattle Genetic Offering



Full sibling to embryos being offered as Lot 50

Playmate 438A was our selection from a past Hartman Cattle Co. female sale and is a female who holds a special place in our operation. Dam of countless high sellers in our program as well as mother to quite a few females retained in our program. Since this female is deceased we will offer these embryos as buy 3 receive 1 for free since we are unable to make anymore to guarantee a pregnancy. Full sibling to this mating sells as LOT 29!

**50**

## WAGR Playmate 438A Embryos

PB Simmental • ASA 2774694

W/C Loaded Up 1119Y

Mr HOC Broker

W/C Bankroll 811D

WAGR Playmate 438A

Miss Werning KP 8543U

WAGR Lullaby 703T

CE	BW	WW	YW	Milk	Stay	API
8.8	2.4	74.2	104.0	19.2	10.5	100.0

IVF Heifer Embryos Buy 3 Receive 1 Free

**51**

## Hopes Desire A572 Embryos

PB Simmental • ASA 2768987

Mr TR Hammer 308A ET

W/C Wide Track 694Y

ACLL Fortune 393D

TNGL Hopes Desire A572

Firefly 311A

AJE/HS/MBCC Hope Floats

CE	BW	WW	YW	Milk	Stay	API
6.1	4.0	78.0	115.0	21.7	12.6	119.2

IVF Heifer Embryos Buy 3 Receive 1 Free

Study the history and track record behind this mating. A572 was one of the top sellers at the Tingle Dispersal and is backed by the famed Hope Floats cow family. A strong maternal foundation backs this elite genetic opportunity. Since this female is deceased we will offer these embryos as buy 3 receive 1 for free since we are unable to make anymore to guarantee a pregnancy. Full sibling to this mating sells as LOT 28!



Maternal sibling to embryos being offered as Lot 51



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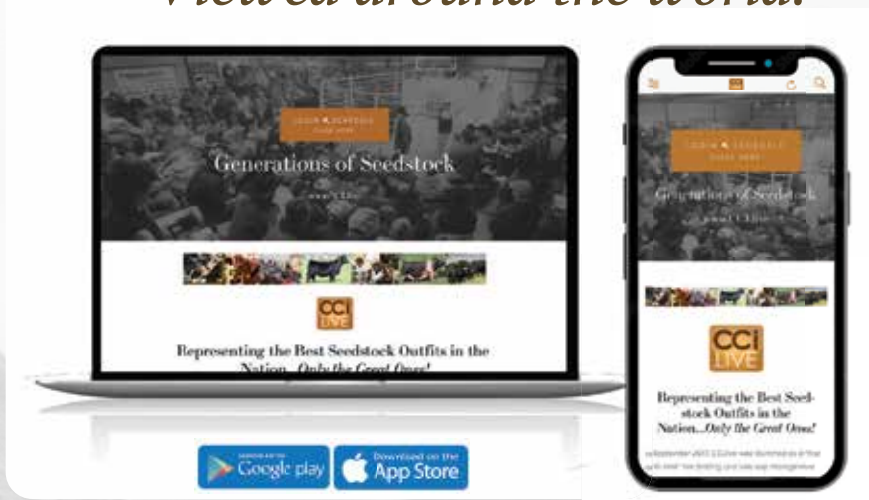
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