



The gates are open!



LONG SIMMENTALS

The Sixth

ANNUAL PRODUCTION SALE

FEBRUARY 2, 2026 | 1:00 PM | AT THE FARM, CRESTON, IA

SIMMENTAL, ANGUS & SIMANGUS™ BULLS | ELITE SIMMENTAL BRED FEMALES



Sale Schedule

Sunday, February 1, 2026

Cattle on Display

(weather protected AccuSteel hoop building)

Monday, February 2, 2026

Cattle on display beginning at 9:00 am

(weather protected AccuSteel hoop building)

Lunch served at 11:00 am

The Gates Are Open Production Sale at 1:00 pm CST

Sale Location

Long's Simmentals - At the Farm

3272 320th Street | Creston, IA 50801

Sale Updates

WWW.LONGSIMMENTAL.COM

Visit our website or Facebook for details

*Cattle viewing prior to this
schedule available by appointment*



WELCOME to our 6th annual "The Gates Are Open" production sale at Long Simmentals! Each year as I sit down to write this letter, I am reminded of the lifetime of emotion, effort, and dedication behind everything we do. We pour 110% into our operation, and each passing year of this sale represents the culmination of those lifelong commitments.

For those who know us—or are getting to know us—you quickly realize that family is at the heart of everything we do. We often hear people say, "If you get one of us, you get us all!" That's exactly how we approach life, and it's certainly how we approach our cattle operation.

Over the past year, our operation has continued to grow in both land and cattle. We have expanded our herd in both quantity and quality, while also strengthening our embryo program by adding more cooperator herds.

Our mission remains clear: to build a sustainable family legacy for future generations and to raise functional cattle backed by industry leading genetics. Our goal is to be your trusted seedstock supplier for life.

As for this year's offering—what more can we say that you haven't already read in countless other catalogs? "Our best set ever, deepest quality yet," and so on. It should be. That's what genetic progress is all about. What sets our program apart is our commitment, discipline, and focus. Our priority is improving customer profitability through our genetics, willingness to help personally consult with our customers for their management goals and building relationships that last.

The bull offering: stouter, denser, bolder—designed for calving ease without sacrificing pounds or performance. Our bulls are unique in that they will also sire efficient, maternally driven females.

The fancy open females: whether you're chasing banners or selecting your next donor, these females will rise to the occasion.

The bred beauties and proven donors: SIMPLY INCREDIBLE. Their profiles speak for themselves.

The genetic offering: some of the nation's finest—available exclusively through our sale.

We invite you to join us on Monday, February 2, 2026, at our farm. Please reach out with any questions about the offering or how we can support your operation in any way.

THANK YOU FOR YOUR BUSINESS!

Sincerely,

The Long Family



Tyler, Abby, Quentin & Sutton Long



Rob, Gina, Cody, Sammi, Tyler and Abby Long



Cody & Kate Long

#betherereasonsomesomeonesmilestoday

Innovation

AgMarketing, LLC

Friends, Simmental enthusiasts, and fellow cattlemen and cattlewomen,

The true, passionate agriculturalists will do whatever they must to endure and enjoy the lifestyle that so many of us are privileged to know. It's a lifestyle that offers the freedom to control one's destiny, but it also requires sacrifice and discipline early on to set the stage for what's in store in the decades ahead. In a podcast, it was mentioned that "I tell my kids all the time that the bills are paid from 8 to 5, but the empire is built from 6 to midnight." That philosophy is true in any life experience. Those who are successful and achieve their goals of independence know the philosophy behind the statement to be true, and the Long Family of Creston, Iowa, would all be too familiar with that experience.

Rob and Regina Long are very passionate about what they do on a day-to-day basis. The couple did whatever was necessary to afford themselves and their three kids the opportunities they have had to build a cow herd that has helped expand their land base, so that their seedstock and commercial programs can grow enough to sustain the next generation and beyond. This family operation has been built with jobs off the farm, disciplined financial strategies, and sacrifice, all too familiar to so many in agriculture, but those are the musts to enjoy the life that comes with it.

The program continues to strive for industry acceptance with each calf crop through aggressive bull acquisitions, AI, and an aggressive embryo transfer program. As they invest in herd sires that advance their program, they use those bulls intensively enough to offer a bull like SFI Longs In Charge 28K in this production sale. His cattle have been standouts over the past couple of years. Daughter retention has been extremely high, so the proven calving-ease son of SO Remedy 7F is up for acquisition, along with a dynamic pen of sons that complement an offering saturated with quality and industry merit.

This year's sale offering will include the "trademark" female offering that is so familiar to this annual marketing event. The firm does a magnificent job of presentation in preparation for the sale. The bred cattle will be mated for success, with many representing the proven donor base of Long's Carmen or Longs F12, along with the influence of the breed's leading sires. As usual, both the bred and open offerings are laced with phenotype beyond expectations, with excellence in design and overall skeletal quality. Annually, it's one of the very best pens of females up for appraisal in the business, and as you study this sale book, we think this is the very best set ever assembled for the first Monday of February.

The beef cattle industry has seen some great times, and those times will continue over the next couple of years. Sure, the paper traders will do some foolish things along the way but stay the course and use the tools available to hedge that risk, as that hedge can be one of the very best investments for longevity and annual growth. The strength in this market is here, and the opportunities for genetic improvement are very important for the future of any operation, regardless of affiliation. Stay aggressive in making the moves necessary to improve your personal operation and take full advantage of doing business with family operations such as the Long Family.

Consider this your personal invitation to the annual sale at Long Simmentals. The cattle are available for viewing at any time. Please reach out to anyone in the family to schedule an on-farm visit prior to sale day. They will be more than gracious to accommodate your needs. If you should need any additional information or assistance with sight-unseen purchasing, please feel free to reach out to any of the Innovation AgMarketing team, and we will be more than happy to assist. Thank you for your interest!

Enjoy the cattle,

Graham Blagg Jered Shipman Tim Anderson



SALE HOST CONTACTS

Rob Long - (641) 344-3028

Tyler Long - (641) 344-5085

Cody Long - (641) 344-4357

AUCTIONEER

Col. Jered Shipman - (806) 983-7226

SALE MANAGED BY INNOVATION AGMARKETING, LLC

Graham Blagg - (530) 913-6418

Tim Anderson - (605) 682-9343

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SALE CONSULTANTS

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RING STAFF

Mike Sorensen, American Cattlemen - (641) 745-7949

Bryce Farmer, Special Assignment - (817) 694-4049

Brice Conover, Lee AgriMedia - (515) 979-3890

SPECIAL ASSIGNMENT

Joel Edge - (319) 331-3667

Colby Taber, SC Online Sales - (309) 335-1939

ACCOMMODATIONS

Supertel Inn & Conference Center Creston, IA - (641) 782-7873

Des Moines International Airport - 60 mi

Eppley Airfield Omaha, NE - 99 mi

HERD HEALTH

Bulls - Fully vaccinated as calves and boostered at, and after, weaning. Pre-breeding shots will be given at time of BSE along with being poured.

Bred Females - Fully vaccinated as calves and boostered at, and after, weaning. All females have been CHV, Scour Bos 9, and wormed and poured.

EPDS

All bulls have genomic-enhanced EPDs.

SEmen INTEREST

Long's Simmentals will retain a minimum of 1/3 revenue only interest in all bulls selling. Buyer is buying full possession unless otherwise stated.

RISK

Each animal becomes the risk of the purchaser as soon as sold. Animals purchased are at the purchaser's risk as to loss or injury, and will be loaded according to purchaser's direction.

TRUCKING

We will assist with arrangements as best we can.

TERMS

All announcements sale day from the block are final. Cattle sell under the recommended terms of American Simmental Association and American Angus Association. You are attending this sale at your own risk. Long's Simmentals or any sale affiliate is not responsible for any liability, risk or injury. Announcements from the auction block will take precedence over statements in catalog. Disclaimer: The information in this catalog is subject to change.

BULL GUARANTEE

Unless otherwise noted, all the breeding age bulls will have passed a breeding soundness exam prior to pick up/delivery. In addition to the standard terms and conditions of the American Simmental Association and American Angus Association we will provide the first breeding season (the 90-day period immediately following turn out) guarantee on all yearling and older bulls. This guarantee is not an insurance or mortality policy, but a guarantee on functional fertility. It is not a substitute or replacement for poor management. Buyer assumes all risks for injury due to running bulls together or management decisions outside genetic control. For the guarantee to apply, we ask that you contact us as soon as a condition is observed and before the animal is sold. We will work with you to determine whether the animal is returned or sold for slaughter. We will attempt to provide a suitable replacement. If one cannot be provided of equal or greater value, we will issue a sale credit to be used in a future sale for the full purchase price less the salvage value of the animal.

INSURANCE

Insurance will be offered through the sale management.

FEED AND KEEP PROGRAM AND DELIVERY FOR BULLS ONLY

We are keeping ALL bulls FREE of charge until April 15th! At or before that time we will do BSE exams and start assisting with arrangements for delivery or pickup. If you need your bull kept longer, we will try to accommodate the best we can for a daily charge.

All bulls have been developed on a TMR bunk fed ration. We will care for every bull as if our own, but they are livestock, we assume no risk after the sale and highly encourage everyone to cover your investment with insurance available sale day.

SALE FEMALES

Long's Simmentals reserves the right to one successful flush or a minimum of 6 transferable embryos on all females selling. No fertility or breeding guarantees on virgin heifers that have been IVF'd or ET procedures have been performed.

BRED FEMALES

With their approaching due dates, please be prepared to take the bred females as soon as possible.

ADVERTISING AND CATALOG PRODUCTION

J.Maree Designs - Jeana Hurlbut - (605) 880-7601

PHOTOGRAPHY & VIDEOGRAPHY

Noll Ernst (641) 414-0404



Bid Live Online

www.CCI.live - Watch the Sale

(405) 400-9505 Text/Call - schedule@cci.live

Find us on the App Store and Google Play

Over 35 years in livestock marketing!

The gates are open!



LONG SIMMENTALS

Our Cattle

Rest assured our cattle are bred, raised and developed truly as "working stock"! They have to pay the bills around here so if they don't get the job done, they are gone! They are raised & bred and not pampered in southern Iowa fescue pastures during summer months and fall grazed on corn stalks. In winter months they are fed a high roughage ground hay and silage mix to maintain body condition. We believe in self-maintaining, easy keeping, productive HARD-WORKING cows that raise productive calves. We are also very critical and analytical of the data, efficiency and profitability of every aspect of our operation, especially the cow herd, so we can hopefully set the stage for a successful, productive purchase of your future seedstock genetics from a reputable family seedstock operation!





LOT 1 - LONG'S IN CHARGE N429

- A special group of open heifers is ushered in by a special individual in N429.
- The first in a pair of full sisters to be introduced, N429 is the product of mating resident herd sire SFI Longs In Charge K28 to the one and only legendary donor, Long's Carmen. The results of this mating are a home run and will be seen throughout this offering.
- The stouter featured, softer middled of the pair combines cowy and cool in a very unique package. She has future donor cow written all over her, hopefully creating another chapter in her mom's amazing story.
- She ranks in the top 10% for ADG, the top 15 for YW, CW, and MILK, the top 20% for WW, and the top 25% for MCE. Powerful in person and on paper bringing it all together in this special female.



LONG'S IN CHARGE N409

Full Brother to Lots 1 & 2
He Sells as Lot 13



LOT 2 - LONG'S IN CHARGE N829

- Not to be outdone, the second full sister is to be admired for her balance, build, and neat front third design. She ties all her parts together seamlessly.
- When you see how well this mating worked, you will realize the guesswork is done and the opportunity is there for the taking.
- The winner on paper for added growth and performance, she ranks in the top 2% for CW, the top 10% for WW, the top 15% for YW and MILK, and the top 20% for ADG.



LONG'S IN CHARGE N115

Full Brother to Lots 1 & 2
He Sells as Lot 14

1 LONG'S IN CHARGE N429

Reg: 4594036 DOB: 2/3/25 Tattoo: N429 PB SM

Adj. BW: 67 • Adj. WW: 772 • Homozygous Polled • Homozygous Black

SO REMEDY 7F LLSF PAYS TO BELIEVE ZU194
SFI LONGS IN CHARGE K28 x LONG'S CARMEN
 SFI MISS ME O MY LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9	4.3	88.6	141.3	0.33	7.4	28.9	10.5	73	11.3	46.5	-0.22	0.04	-0.05	0.77	114.9	80.2

2 LONG'S IN CHARGE N829

Reg: 4594038 DOB: 2/6/25 Tattoo: N829 PB SM

Adj. BW: 69 • Adj. WW: 638 • Homozygous Polled • Homozygous Black

SO REMEDY 7F LLSF PAYS TO BELIEVE ZU194
SFI LONGS IN CHARGE K28 x LONG'S CARMEN
 SFI MISS ME O MY LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
7.5	5	95.1	143.6	0.3	6.1	28.9	10.4	76.3	7	61.2	-0.23	-0.01	-0.063	0.9	101.3	81.2

- The Long's Carmen family tree has produced many branches, and this young lady sired by Next Level is the next great donor candidate to bear fruit for the cow family.
- You will love the way this one ties her neck high into her shoulder blade, carries a level top back into a square hip, and puts it all on a nice set of running gears. She's the kind that can produce you a special one.
- Perhaps, the most progressive growth EPD profile in the entire sale offering. Take a hard look at how she ranks: the top 3% for WW, the top 10% for YW, the top 20% for DOC and REA, the top 25% for MILK, the top 30% for AGD, and the top 35% for CW and TI.



NEXT LEVEL

Sire of Lot 3



LOT 3 - LONG'S NEXT LEVEL N22

- Combines the largely successful SFI Longs In Charge K28 with an own daughter of Long's Carmen. This cross will be continuously documented throughout the sale with high quality livestock.
- Sharp fronted and still broody in her kind from the shoulder back, it's easy to see why this lady will make a lot of friends leading up to the sale.
- Calving ease, carcass, and quality all rolled into one remarkable young female. Ranks in the top 2% for CW, the top 20% for CED and REA, the top 25% for MCE, and the top 35% for MILK.

LONG'S J117
Dam of Lot 4LONG'S
RESOURCE M19
Maternal Sister to
Lot 4

LOT 4 - LONG'S IN CHARGE N39

3

LONG'S NEXT LEVEL N22

Reg: 4594030 DOB: 2/4/25 Tattoo: N22 PB SM
Adj. BW: 80 • Adj. WW: 747 • Homozygous Polled • Heterozygous Black

KRJ DAKOTA OUTLAW G974

LLSF PAYS TO BELIEVE ZU194

NEXT LEVEL x LONG'S CARMEN

KRD L CAEDENCE C37

LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
5.6	5.3	100.6	145.7	0.28	3.9	27.1	14.6	77.3	15.4	37.3	-0.36	0.1	-0.059	1.05	123.2	86.8

4

LONG'S IN CHARGE N39

Reg: 4593367 DOB: 2/13/25 Tattoo: N39 PB SM
Adj. BW: 67 • Adj. WW: 662 • Homozygous Polled •

SO REMEDY 7F

W/C LOADED UP 1119Y

SFI LONGS IN CHARGE K28 x LONG'S J117

SFI MISS ME O MY LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.5	1.2	80	117.4	0.23	7.2	25.6	11.4	65.4	6.5	61.6	-0.34	-0.14	-0.088	1.05	101.8	74.4



LOT 5 - LONG'S/TSC PRIVATE STOCK N50

- Leading into the F12 portion of the female offering with a granddaughter of the elite donor, sired by the highly touted Rocking P Private Stock H010, the 2021 NAILE Grand Champion Purebred Simmental Bull.
- Study her photo and you will easily find this beast. If you want power, she has it in spades. Middle body shape? She excels there as well. And yet, she's still smooth fronted and up headed. She reads like a future power cow donor with a productive future. Her dam is the \$70,000 valued donor dam that is owned with TSC Livestock.
- A truly unique genetic combination that ranks in the top 20% for BW and MARB, the top 30% for CED and TI, and the top 35% for CW. Females that combine this phenotypic type and quality with additional genetic merit don't come along often.



LONG'S DIAMOND K49

\$70,000 Valued Dam of Lot 5
Full Sister to Lot 6



LOT 6 - LONG'S EPIC N038

- Here's a cool genetic opportunity you don't see every day: an own daughter of Long's F12, sired by the breed leading OMF Epic E27. A mating of two legendary animals to create an extraordinary prospect. N038 is a full sister to the dam of N50 directly above her.
- When you study this classy female, you will immediately notice her elegance, smoothness of her makeup, and overall quality. She's one that has the pieces to mate her a lot of ways and be successful in many breeding programs.
- The icing on the cake of this lady is her excellent genetic data, as well as homozygous black and homozygous polled status. She ranks in the top 20% for MARB, the top 25% for BW, and the top 35% for MCE, MILK, API, and TI.



LONG'S F12

Dam of Lot 6
She Sells as Lot 51

5

LONG'S/TSC PRIVATE STOCK N50

Reg: 4593374 DOB: 2/7/25 Tattoo: N50 PB SM
Adj. BW: 77 • Adj. WW: 673 • Homozygous Polled • Homozygous Black

WLE COPACETIC EO2 OMF EPIC E27
ROCKING P PRIVATE STOCK H010 x LONG'S DIAMOND K49
RP/MP BUILT TO LOVE A021 LONG'S F12

6

LONG'S EPIC N038

Reg: 4594053 DOB: 2/19/25 Tattoo: N038 PB SM
Adj. BW: 59 • Adj. WW: 701 • Homozygous Polled • Heterozygous Black

WS ALL-AROUND Z35 LLSF PAYS TO BELIEVE ZU194
OMF EPIC E27 x LONG'S F12
OMF TIME LESS B100 LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
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11.8	-0.8	81.1	111.6	0.19	5.8	18.5	12.2	58.9	10.7	37.8	-0.29	0.41	-0.056	0.84	140.8	89.5
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LONG SIMMENTALS - *The Gates are Open!*

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
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10.5	-0.3	78.9	113.4	0.22	6.6	25.1	11.5	64.4	14.2	30.9	-0.26	0.37	-0.033	0.84	142.7	87.2
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R



LONG'S SAM L910
\$70,000 Daughter of Long's Carmen

LONG'S LUCY L794
Daughter of Long's Carmen

LONG'S REMEDY M418
\$21,000 Daughter of Long's Carmen

LONG'S SAM M632
\$13,000 Daughter of Long's Carmen

LONG'S J63
\$26,000 Daughter of Long's Carmen

7 LONG'S CARMEN IVF CYCLE

Reg: 3455868 DOB: 2/10/18 Tattoo: F6 PB SM
Adj. BW: 80 • Adj. WW: 685

CNS PAYS TO DREAM T759 HTP SVF IN DEW TIME
LLSF PAYS TO BELIEVE ZU194 x **LONG'S LILA**
LLSF URABABYDOLL U194 LONG'S MISS PENNY



LONG'S COUNTERTIME M30
Son of Long's Carmen

LONG'S/WBS HIRED GUN J100
Son of Long's Carmen

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
4.3	6	103.3156.8	0.33	5	30.4	10.3	82	13.9	51.5	-0.17	0.19	-0.039	0.78	123.4	89.3	

- We believe this to be one of the very elite genetic opportunities of any genetic offering the breed! The right to one IVF cycle on the great Long's Carmen!
- This female has already generated well over a half million dollars in progeny and genetic sales in her short seven-year career in production. Not many donor females in the industry have that on their resume, but when they consistently produce quality and do so in volume like F6 has done so many times through her production cycle, that feat is easily accomplished.
- She is the dam of the 2025 NWSS Grand Champion Pen of Three Purebred Simmental Heifers. In last year's sale she had progeny sell for \$21,000, \$15,000, \$13,500, \$13,000, \$12,500, \$11,700, \$10,000, and several others from \$7,500 to \$9,000!
- Just two years ago, in 2024, six head sold from this donor at public auction to average just a little more than \$19,250 per head, and that's the trend every year with the progeny from this monumental matriarch.
- She is a legit matriarch as the family has retained over twenty daughters in production to carry the torch beyond F6's life span. Daughters like Long's J117, the dam of lot four would be one of the main reasons why they will continue to build the program around the dominant donor.
- "Carmen" will be similar to breed dominating females such as Miss Werning 534R, 3C Melody M668 BZ, and countless others, so invest with confidence in this opportunity to better your program as this female does average 16 embryos per cycle.
- Selling the right to one successful IVF aspiration. Buyer is responsible for all costs associated with the said procedure which will include drug therapy, oocyte collection, embryo production, freezing costs, semen, and any and all shipping or freight charges. Long Simmentals will guarantee a minimum of six transferrable embryos and two 60-day pregnancies, with all embryos over ten being split between buyer and seller, with the buyer retaining the odd numbered embryos and the seller receiving the even numbered embryos.**
- Contact any member of the Long Family or the Innovation AgMarketing squad for any additional insight.



UDE NEW HEIGHTS 62/87
\$280,000 Sire of Lot 8A

- The Lot 8A embryos are sired by the \$280,000 UDE New Heights 62/87 stud that was a featured Live Lot in the 18th Annual Embryos on Snow selling to progressive group of breeders across the country.
- The rookie calf crop sire by UDE New Heights 62/87 set records this past fall!
- The first 14 daughters to sell through the Udell Cattle Company "The Advantage" Production Sale averaged an incredible \$67,092, highlighted by sales of \$500,000, \$207,000, \$45,000, \$35,000, \$35,000, \$33,000, and numerous others in the \$15,000 to \$20,000 range. Additional standouts include the \$201,500 high-selling heifer in Sullivan Farms' "Maternal Legends" Online Sale, who will be campaigned by Josie Phillips, a \$111,000 daughter bred by Sullivan Farms and marketed by Jess Recknor, a \$91,500 daughter sold at Boyert-Core, and two daughters sold by Willie Weis for \$55,000 and \$41,500. The list of high sellers continues to grow—and the best is clearly yet to come.
- **Guaranteeing 1 60-day pregnancy if transferred by a certified technician.**



WHF/JS/CCS WOODFORD J001
2023 NAILE Grand Champion Percentage Simmental Bull
Sire of Lot 8B

- Another new and exciting mating from the immortal Long's Carmen donor that is sired by the iconic WHF/JS/CCS Woodford J001, the 2023 NAILE Grand Champion Percentage Simmental Bull.
- WHF/JS/CCS Woodford J001 is a direct son of the legendary WHF Summer 365C, the highest dollar generating female in the donor pen at JS Simmentals in Prairie City, Iowa.
- This mating offers tremendous upside, as the winning bidder will have the chance to produce elite Purebred Simmental show heifer/donor prospect that align two extremely prolific and profitable cow families.
- Don't let this cutting-edge genetic opportunity pass you by!
- **Guaranteeing 1 60-day pregnancy if transferred by a certified technician.**

8a 3 IVF SEXED FEMALE EMBRYOS

1/2 SM 1/2 AN

BNWZ DIGNITY 8017 LLSF PAYS TO BELIEVE ZU194
UDE NEW HEIGHTS 62/87 x LONG'S CARMEN
 FCF PHYLLIS 532 LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
6.8	3.3	94.3	147.9	0.34	5.5	21.2	12.3	68.3	12.1	51.4	0.01	0.28	0.02	0.66	115.2	81.9

8b 3 NON SEXED IVF EMBRYOS

PB SM

EGL FIRESTEEL 103F LLSF PAYS TO BELIEVE ZU194
WHF/JS/CCS WOODFORD J001 x LONG'S CARMEN
 WHF SUMMER 365C LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.1	3.6	95.5	139.7	0.28	4.5	24.7	11.5	72.3	17	37.2	-0.21	0.27	-0.04	0.68	-0.41	138.4

- The mating to the \$230,000 KCC1 Countertime 872H has been met with much praise. Not only are the cattle big outlined and high performing, but come with plenty of balance, look, and beef industry power.
- In the 2024 offering two sons have a combined average of just over \$7,100 and quite possibly the best-bred heifer in the keeper pen is a direct daughter of this mating as well.
- Cattle carrying the influence of the Kearns Cattle Company bred stud have been the highest averaging sire group in the annual bull sale at Rushville, NE, and his daughters in production nationwide will assume responsibility for producing sons and daughters that will be sale toppers with high retention on the female side. A year ago, in this event, one of the high selling featured bulls was a son of 872H, Long's Countertime L670 was the selection of Moore Land and Cattle.
- Buy with confidence in a mating that has never been offered in Creston, Iowa.
- Guaranteeing 1 60-day pregnancy if transferred by a certified technician.**



LONG'S LUCY L794
Full Sister to Lot 8C Embryos
Her Embryos Sell as Lot 72



KCC1 COUNTERTIME 872H
\$230,000 Sire of Lot 8C

- Here is a new and very exciting mating sired by the \$280,000 sensation from the 11th Annual Hartman Cattle Company Bull Sale, BOWJ Manifest 985M
- Dennis Moore of Moore Land & Cattle in Jerseyville, Illinois made the initial investment when he first laid eyes on BOWJ Manifest 985M a year ago. The unmatched look of quality and style is what sets him into a league of his own. Exceptionally stout featured, perfect footed, square hipped, and loaded with shape from end to end.
- The dam of BOWJ Manifest 985M is a perfect bodied, sound built, very attractive young female that headlines the donor pen at Bowling Cattle Company.
- Another new and exciting mating from the legendary Long's Carmen matriarch!
- Guaranteeing 1 60-day pregnancy if transferred by a certified technician.**



BOWJ MANIFEST 985M
\$280,000 Sire of Lot 8D

8c 3 IVF SEXED FEMALE EMBRYOS

ES RIGHT TIME FA110-4 LLSF PAYS TO BELIEVE ZU194
KCC1 COUNTERTIME 872H x LONG'S CARMEN
 KCC1 HAVANA 83E LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
7.7	4.6	98.3	151.5	0.33	5.9	23.2	13.7	72.2	14.3	50.6	-0.21	0.26	-0.05	0.75	-0.4	131.9

8d 3 IVF SEXED FEMALE EMBRYOS

4/B DYNAMO LLSF PAYS TO BELIEVE ZU194
BOWJ MANIFEST 985M x LONG'S CARMEN
 HCCO COUNTESS 985F LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
5.3	4.3	89.5	128.5	0.24	3.3	25	10.8	69.6	11.6	40.1	-0.24	0.18	-0.06	0.71	114.3	80.8



LOT 9 - LONG'S INTIMIDATOR N21

- An exciting leadoff into the bull offering with Long's Intimidator N21, an own son of the feature donor Long's F12.
- A herd sire prospect that will catch your attention with his striking profile, smooth design, and added center body capacity on a sound skeletal framework.
- N21 ranks in the top 15% for MCE and REA, the top 30% for CW, and the top 35% for BW. If you are looking for a herd bull prospect to add some quality into a calf crop while being backed by an elite donor female, N21 is a prime candidate.



LONGS F12
Dam of Lot 9



LONG'S DIAMOND K49
\$70,000 Valued Maternal
Sister to Lot 9



LOT 10 - LONG'S INTIMIDATOR N52

- It is easy to appreciate the added look and athletic build of this W/C Intimidator 553K son.
- The sons of W/C Intimidator 553K are all stamped with added presence and extension to catch your attention when sorting the stock.
- In addition to his physical quality, N52 tested as homozygous polled.
- He is a herd bull prospect with the growth and carcass yield genetic data to back him up, ranking in the top 15% for CW, the top 20% for ADG, the top 30% for YW, and the top 35% for WW and MCE.



W/C INTIMIDATOR 533K
Sire of Lots 9-12

9

LONG'S INTIMIDATOR N21

Reg: 4593344 DOB: 1/22/25 Tattoo: N21 PB SM

Adj. BW: 78 • Adj. WW: 728 • Homozygous Polled • Homozygous Black

W/C INNOVATOR 533H LLSF PAYS TO BELIEVE ZU194

W/C INTIMIDATOR 533K x LONGS F12

W/C MISS WERNING 978G LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.2	0.4	77.1	117.2	0.25	8.1	23.7	11.8	62.1	9.9	40.3	-0.39	0.21	-0.065	1.1	123.6	82

10

LONG'S INTIMIDATOR N52

Reg: 4593376 DOB: 2/7/25 Tattoo: N52 PB SM

Adj. BW: 79 • Adj. WW: 697 • Homozygous Polled • Heterozygous Black

W/C INNOVATOR 533H HTP SVF IN DEW TIME

W/C INTIMIDATOR 533K x LONGS GIA

W/C MISS WERNING 978G LONGS ELLY

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
7.6	2.9	83.4	131.2	0.3	6.7	21.3	10.3	62.9	12.8	47.1	-0.26	0.14	-0.066	0.78	121.5	80.2

- When you see the photo of Long's Intimidator N80, you are immediately drawn to the quality that this bull carries himself with. He is long fronted, with loads of middle shape, as well as muscle dimension. He ties all his components together in a smooth, eye appealing package that is hard to ignore.
- As good as he is in the flesh, N80's genetic prediction data is some of the best in the sale. Check it out: he ranks in the top 2% for YW and ADG, the top 3% for WW, the top 15% for CW, and the top 20% for MARB and TI. Plus, he is homozygous black and polled.
- A herd bull prospect that should meet the criteria of even the most discriminating stockmen.



WINC OUTLAW 015H
Maternal Grandsire of Lot 11



LOT 11 - LONG'S INTIMIDATOR N80

- Here is another W/C Intimidator 553K son that carries the trademark balance and center body that this sire group demonstrates in this year's sale offering.
- From the same cow family as the N52 bull in this same sire group, going back to the Long's Elly cow you find up close on both pedigrees.
- Ranks in the top 35% for BW EPD, infusing a shot of easier calving in a homozygous polled package without giving up the noted qualities you expect from utilizing a Simmental herd sire.

"You should be so proud of having such respect in this industry. The world needs more Long Families!"

- Deb Core, IA



LOT 12 - LONG'S INTIMIDATOR N20

11

LONG'S INTIMIDATOR N80

Reg: 4593398 DOB: 2/28/25 Tattoo: N80 PB SM
Adj. BW: 85 • Adj. WW: 713 • Homozygous Polled • Homozygous Black

W/C INNOVATOR 533H WINC OUTLAW 015H
W/C INTIMIDATOR 533K x LONG'S OUTLAW L14
W/C MISS WERNING 978G LONGS GLORIA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
6.2	6.2	102	161.1	0.37	4.3	21.6	12.3	73.6	9.8	48.4	-0.26	0.37	-0.062	0.84	128.1	93.2

12

LONG'S INTIMIDATOR N20

Reg: 4593342 DOB: 1/16/25 Tattoo: N20 PB SM
Adj. BW: 72 • Adj. WW: 590 • Homozygous Polled • Heterozygous Black

W/C INNOVATOR 533H MR HOC BROKER
W/C INTIMIDATOR 533K x LONG'S ELLY
W/C MISS WERNING 978G MCM 505R

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8	0.3	65.1	96.5	0.2	4.9	23.1	8.6	55.5	9.1	20.7	-0.33	0.09	-0.081	0.54	108.3	71.1



LOT 13 - LONG'S IN CHARGE N409

- Leading into the SFI Longs In Charge K28 sire group is a royally bred top-end herd bull prospect that will be sure to make many friends in The Yards in Denver and on sale day.
- The dam of N409 is none other than the cornerstone donor matron Long's Carmen, whose influence is seen throughout our program and this offering year after year.
- This dashing young sire has the presence of a top-end herd bull when you view him, as he balances up nicely and blends together smoothly from end to end.
- His look does not overshadow the sheer mass and bone he carries, making him a unique combination of style and substance.
- As a feature lot in the bull offering, he brings together the extras you seek: homozygous black and polled, with a stout set of EPDs. He ranks in the top 2% for CW, the top 10% for WW, the top 15% for YW and MILK, the top 20% for ADG, and the top 25% for REA to propel a calf crop forward with growth and performance.

LONG'S
IN CHARGE N429

Full Sister to Lots 13 & 14
She Sells as Lot 1



LOT 14 - LONG'S IN CHARGE N115

- The leading edge of the SFI Longs In Charge K28 contingent exemplifies the goals of the Long family breeding program: herd sires with look, power, and balance that combine leading cow families and strong genetic predictions.
- Presenting the longer bodied, cool looking full brother to N409. Long's Carmen has written her history in our herd, and she is spreading her influence throughout the Simmental breed with quality sons and daughters like the ones offered in this sale.
- You will certainly appreciate the masculinity and stout features this guy offers.
- Like his brother, N115 reads with excellence for growth and power traits in his EPD profile, ranking in the top 4% for CW, the top 10% for YW and ADG, and the top 15% for WW and MILK.

LONG'S
IN CHARGE N829

Full Sister to Lots 13 & 14
She Sells as Lot 2

13

LONG'S IN CHARGE N409

Reg: 4594033 DOB: 2/10/25 Tattoo: N409 PB SM
Adj. BW: 78 • Adj. WW: 879 • Homozygous Polled • Homozygous Black

SO REMEDY 7F LLSF PAYS TO BELIEVE ZU194
SFI LONGS IN CHARGE K28 x LONG'S CARMEN
SFI MISS ME O MY LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
6.3	4.3	94.2	141.5	0.3	4.7	28.9	12.4	75.8	8.5	63	-0.23	-0.01	-0.054	1	103.3	81.2

14

LONG'S IN CHARGE N115

Reg: 4594032 DOB: 2/8/25 Tattoo: N115 PB SM
Adj. BW: 78 • Adj. WW: 817 • Homozygous Polled • Homozygous Black

SO REMEDY 7F LLSF PAYS TO BELIEVE ZU194
SFI LONGS IN CHARGE K28 x LONG'S CARMEN
SFI MISS ME O MY LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
6.8	3.3	93.3	147	0.34	5.3	28.9	11.3	75.4	11.5	56.7	-0.19	0.01	-0.057	0.77	114	82.9

- Based on the same cross as the previous two bulls across the page, we continue through this standout sire group with N62, whose young dam is a daughter of Long's Carmen.
- Here is a bull that will catch your attention with his blazed face marking, as well as his physical quality. The power, shape, depth of body, and profile of this bull are all noteworthy.
- If you're looking to up the game on performance traits while keeping your calves black hided and polled, his EPD profile and genetic testing suggests him as a strong candidate to do so. Ranks in the top 2% for CW, the top 10% for YW and ADG, the top 15% for WW and REA, and the top 35% for MILK. Good bulls, like N62, backed by good cow families will always be in demand.



LONG'S LUCY L794

Dam of Lot 15

Full Sister to Dam of Lot 16



LOT 15 - LONG'S IN CHARGE N62

- A full brother in blood to the previous bull, combining the leading herd sire SFI Longs In Charge K28 with full sister dams on the bottom side from the KCC1 Countertime 872H mating to the immortal Long's Carmen donor.
- Full brothers to the dams of N62 and N66 led off the 2025 bull sale offering and were crowd favorites.
- N66 is the solid black package of the pair, and he is designed with the same smooth shoulder and massive middle one third.
- Utilize this homozygous black and polled prospect as his genetic profile suggests and you will add pounds all the way through on his calves. He ranks in the top 10% for WW, YW, ADG, and CW, the top 30% for TI, and the top 35% for MILK.



LOT 16 - LONG'S IN CHARGE N66

15

LONG'S IN CHARGE N62

Reg: 4593384 DOB: 2/11/25 Tattoo: N62 PB SM
 Adj. BW: 97 • Adj. WW: 641 • Homozygous Polled • Homozygous Black

SO REMEDY 7F

KCC1 COUNTERTIME 872H

SFI LONGS IN CHARGE K28 x LONG'S LUCY L794

SFI MISS ME O MY LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
4.6	6.5	93.3	145.5	0.33	3.3	25.2	12	71.7	9.2	62.2	-0.34	-0.11	-0.08	1.12	94.4	75.7

16

LONG'S IN CHARGE N66

Reg: 4593386 DOB: 2/13/25 Tattoo: N66 PB SM
 Adj. BW: 86 • Adj. WW: 722 • Homozygous Polled • Homozygous Black

SO REMEDY 7F

KCC1 COUNTERTIME 872H

SFI LONGS IN CHARGE K28 x LONG'S COUNTERTIME L825

SFI MISS ME O MY

LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11	3.2	94.5	146.8	0.33	6.1	25.2	10.3	72.3	11.7	50.5	-0.21	0.16	-0.064	0.68	128.5	87.8



LOT 17 - LONG'S IN CHARGE N229

- It will be easy to find N229, a feature of the SFI Longs In Charge K28 sire group, with his commanding presence and overall top-tier quality.
- You can come see him on sale day, but we think he will make plenty of friends on his trip out west to Denver to be a part of our display in The Yards.
- An own son of the donor cow Long's F12. She needs no introduction if you have followed our program in recent years. Keep studying this offering and you will keep finding her influence.
- Rarely does this stud give you a bad look, making the grade for the essential traits needed in a herd bull: excellent structured, loaded with muscle shape, deep bodied and easy doing, while tying it all together in a smooth, balanced profile that catches your attention.
- N229 is homozygous polled and ranks in the top 30% for MILK.

LONG'S F12
Dam of Lot 17

LOT 18 - LONG'S/TSC IN CHARGE N70

- Another level topped, shapely herd sire prospect with an attractive look that fits the mold cast by this sire group.
- The dam of N70 is the \$70,000 valued daughter of the leading donor dam known as Long's F12. She is sired by the immensely popular OMF Epic E27 who has been at the top of the registration charts in the Simmental breed for the last several years.
- Don't miss this bull if you want to combine a physical presence with a striking data sheet. He ranks in the top 15% for REA, the top 20% for CW, the top 30% for MILK, and the top 35% for ADG, showcasing finished product excellence and growth ability in his calves.

LONG'S DIAMOND K49
\$70,000 Valued
Dam of Lot 18

17

LONG'S IN CHARGE N229

Reg: 4594034 DOB: 2/17/25 Tattoo: N229 PB SM
Adj. BW: 74 • Adj. WW: 815 • Homozygous Polled • Heterozygous Black

SO REMEDY 7F LLSF PAYS TO BELIEVE ZU194
SFI LONGS IN CHARGE K28 x LONG'S F12
SFI MISS ME O MY LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10	0.7	67.6	95.7	0.18	6.1	25.9	9.8	59.5	10.9	35.7	-0.23	-0.11	-0.035	0.78	101.9	66.8

18

LONG'S/TSC IN CHARGE N70

Reg: 4593390 DOB: 2/17/25 Tattoo: N70 PB SM
Adj. BW: 82 • Adj. WW: 702 • Homozygous Polled • Heterozygous Black

SO REMEDY 7F OMF EPIC E27
SFI LONGS IN CHARGE K28 x LONG'S DIAMOND K49
SFI MISS ME O MY LONG'S F12

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10	2.6	77.1	120.1	0.27	6	26.2	12	64.6	8.4	43.5	-0.42	-0.01	-0.081	1.12	106.2	74.5

- If you are looking for added length and depth from this sire group, here is a bull that suits those traits well.
- Needing a different twist to the pedigree to add back into your program? The maternal side here is a new line that we are excited about.
- Ranks in the top 15% for REA and CW, the top 25% for WW, the top 30% for YW and MILK, and the top 35% for ADG. A big growth data bull who is sure to put pounds on the scales with his calves.



SFI MISS ROAD BOSS K1H

Dam of Lot 19



LOT 19 - LONG'S IN CHARGE N57

- Anchoring this sire group. Take a moment to study this son of Long's Carmen from the influential sire SFI Longs In Charge K28. We think N55 will certainly catch your attention on sale day with his added balance and substance.
- Notice the length of body, level top and square hip, and his attractive, extended front one third. Imagine the type of heifer calf he can sire with his type and kind.
- Ranks in the top 15% for MILK and the top 25% for REA.



LOT 20 - LONG'S IN CHARGE N55

19

LONG'S IN CHARGE N57

Reg: 4593381 DOB: 2/9/25 Tattoo: N57 PB SM
 Adj. BW: 82 • Adj. WW: 669 • Homozygous Polled • Homozygous Black

SO REMEDY 7F KBHR HIGH ROAD E283
SFI LONGS IN CHARGE K28 x **SFI MISS ROAD BOSS K1H**
 SFI MISS ME O MY SFI MISS CHITCHAT H1E

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.8	2.4	86.4	129.6	0.27	6.4	26.1	11.9	69.2	7.4	47	-0.45	-0.09	-0.104	1.09	102.9	78.2

20

LONG'S IN CHARGE N55

Reg: 4593379 DOB: 2/9/25 Tattoo: N55 PB SM
 Adj. BW: 80 • Adj. WW: 649 • Homozygous Polled • Heterozygous Black

SO REMEDY 7F GWS EBONY'S TRADEMARK 6N
SFI LONGS IN CHARGE K28 x **LONG'S CARMEN**
 SFI MISS ME O MY BAURS L925

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.4	3.2	72	100.1	0.18	5	28.8	10	64.7	7.4	34.5	-0.5	0	-0.114	1.01	99.2	70.8



LOT 21 - LONG'S SALEM N67

- Starting into the ES/Longs Salem HW46-1 sons is N67, a standout baldy with a combination of phenotype and genotype that should impress a lot of people.
- A bull that is complete in his design, covering the bases for key traits needed in a herd bull and does so in a package that is easy on the eyes. His young dam did a great job on her first round in production.
- Ranks in the top 2% for REA, the top 4% for ADG, the top 15% for YW, the top 20% for CW, and the top 30% for WW, TI, and MCE. Multi trait excellence across the production cycle leads to overall genetic improvement.



ES/LONGS SALEM HW46-1

Sire of Lots 21-32



LOT 22 - LONG'S SALEM N49

- Another product of an exciting first calving female that did an excellent job raising this herd bull prospect. N49 is massive from all angles, with plenty of muscle and depth of center body. He is a chunk!
- If you want a sleep all night calving ease prospect, add him to your short list. He ranks in the top 3% for CED, the top 4% for BW, the top 20% for MCE, the top 30% for MARB, and the top 35% for API.



LONGS PAY THE MAN

Maternal Grand sire of Lot 22

21

LONG'S SALEM N67

Reg: 4593387 DOB: 2/13/25 Tattoo: N67 5/8 SM 1/4 CS 1/8 AN
Adj. BW: 70 • Adj. WW: 773 • Homozygous Polled • Homozygous Black

MR NLC UPGRADE U8676 KSU BALD EAGLE 53G
ES/LONGS SALEM HW46-1 x LONG'S BALD EAGLE L52
ES W46 0737H

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.2	0.9	85.7	141.9	0.35	6.8	23.7	12.2	66.5	7.2	44.1	-0.53	0.21	-0.093	1.36	125.5	88.4

22

LONG'S SALEM N49

Reg: 4593373 DOB: 2/7/25 Tattoo: N49 PB SM
Adj. BW: 65 • Adj. WW: 663

MR NLC UPGRADE U8676 LONGS PAY THE MAN
ES/LONGS SALEM HW46-1 x LONG'S PAY THE MAN L34
ES W46 LONGS E3

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
18	-2.8	54.9	76.6	0.14	7.8	22.2	6	49.6	14.8	5.6	-0.26	0.29	-0.046	0.42	143.9	74.4

- You will want to make sure you find Long's Salem N38. He puts added length of body and muscle shape into an attractive package that is easy to appreciate.
- Another young dam did a good job raising a pounds heavy calf that should be well received.
- Ranks in the top 25% for DOC, the top 30% for ADG, and the top 35% for CED. Keep your calf crops black, polled, and docile with N38.



MR SR MIC DROP G1534

Maternal Grand sire of Lot 23



LOT 23 - LONG'S SALEM N38

- A Purebred, homozygous black and polled prospect that meets several needs of a herd sire.
- Built like a calving ease prospect should be put together with a smoothly built shoulder and a level, correct top and hip.
- Ranks in the top 20% for CED, the top 25% for BW, and the top 35% for STAY and REA. He should work on heifers without sacrificing calf crop quality.

"Every year, I think I might have just bought the best bull I have ever owned from Long Simmentals and the next year I say the same thing. Every year the quality gets better and better from top to bottom. So lucky to have the Long's as our seedstock producer and look forward to the line up the sale next sale."

- Mike Thompson. HA



LOT 24 - LONG'S SALEM N56

23

LONG'S SALEM N38

Reg: 4593366 DOB: 2/3/25 Tattoo: N38 PB SM

Adj. BW: 81 • Adj. WW: 779 • Homozygous Polled • Homozygous Black

MR NLC UPGRADE U8676 MR SR MIC DROP G1534
ES/LONG'S SALEM HW46-1 x LONG'S MIC DROP L39
 ES W46 LONGS GIA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.2	1.7	73.2	117.8	0.28	5.4	21.6	14	58.1	11.2	17.7	-0.25	0.2	-0.045	0.55	124.6	77.7

24

LONG'S SALEM N56

Reg: 4593380 DOB: 2/9/25 Tattoo: N56 PB SM

Adj. BW: 79 • Adj. WW: 571 • Homozygous Polled • Homozygous Black

MR NLC UPGRADE U8676 W/C ROLEX 0135E
ES/LONG'S SALEM HW46-1 x LONG'S ROLEX H43
 ES W46 SS COW BELL

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.5	-0.1	57.9	81.7	0.15	5.5	17.3	11.2	46.2	17	17.6	-0.44	0.05	-0.067	0.95	127	66.9



LOT 25 - LONG'S SALEM N14

LONG'S B28
Dam of Lot 25

LOT 26 - LONG'S SALEM N17

- The product of a successful mating of ES/Longs Salem HW46-1 to a daughter of Long's Dribble, a foundation cow whose influence is felt in this offering through multiple daughters.
- One of the more powerful members of sire group as he showcases added muscle dimension.
- This soggy made, homozygous polled stockman's kind of bull ranks in the top 30% for REA.

- If you need to focus on adding some calving ease prospects to the herd bull battery, study this sire group closely.
- Rugged in his design with added body depth, this guy looks like you would want a young herd bull to look.
- Calve his progeny out easy and keep them black and polled. N17 ranks in the top 15% for CED, and the top 25% for BW.

25 **LONG'S SALEM N14**
 Reg: 4593331 DOB: 1/13/25 Tattoo: N14 3/4 SM 1/4 AN
 Adj. BW: 77 • Adj. WW: 708 • Homozygous Polled • Heterozygous Black

MR NLC UPGRADE U8676	LONG'S SHEAR ENVY
ES/LONG'S SALEM HW46-1 x LONG'S B28	
ES W46	LONG'S DRIBBLE
CE BW WW YW ADG MCE MILK DOC MWW STAY CW YG MARB BF REA API TI	
7.5 1.9 78.3 109 0.19 5.3 21.4 8.9 60.4 14.2 26.1 -0.41 0.18 -0.066 0.99 110.9 74.2	

26 **LONG'S SALEM N17**
 Reg: 4593337 DOB: 1/15/25 Tattoo: N17 PB SM
 Adj. BW: 68 • Adj. WW: 603 • Homozygous Polled • Homozygous Black

MR NLC UPGRADE U8676	LONG'S SOLID STEEL
ES/LONG'S SALEM HW46-1 x LONG'S F41	
ES W46	ELM-MOUND LUCKY MAN Y157
CE BW WW YW ADG MCE MILK DOC MWW STAY CW YG MARB BF REA API TI	
14.3 -0.4 57 84.9 0.17 5.2 16 7.7 44.4 14 8.6 -0.45 0.01 -0.068 0.87 120.7 66	

- Long's Salem N1 should not be overlooked among his contemporaries, as this bull brings some unique genetic pieces with plenty of quality. Appreciate him for his balance and added body shape when you study him in the pens.
- Ranks in the top 10% for CED, the top 15% for BW, the top 25% for MCE, and the top 20% for MARB. Add calving ease with a shot of carcass quality all at once.



KSU BALD EAGLE 53G
Maternal Grandsire of Lots 27 & 28

- A bull that started small and grew to be an impressive herd bull prospect. His birth to weaning weight performance reads well among the sale bulls.
- Deep bodied, masculine featured, and rugged built best describe the kind of N5.
- One of the more diverse EPD profiles in the offering, highlighting multi trait genetic merit. He ranks in the top 15% for CED, BW, and MARB, the top 25% for ADG and API, and the top 30% for TI. He is homozygous black and polled.



LOT 27 - LONG'S SALEM N1



LOT 28 - LONG'S SALEM N5

27

LONG'S SALEM N1

Reg: 4593311 DOB: 1/4/25 Tattoo: N1 5/8 SM 1/4 AN 1/8 CS
Adj. BW: 67 • Adj. WW: 631

MR NLC UPGRADE U8676 KSU BALD EAGLE 53G
ES/LONG'S SALEM HW46-1 x LONG'S BALD EAGLE K3
ES W46 04H

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14.8	-1.1	75.2	111.2	0.23	7.1	24	12.2	61.3	11	29.3	-0.32	0.32	-0.049	0.88	126.7	80.9

28

LONG'S SALEM N5

Reg: 4593316 DOB: 1/9/25 Tattoo: N5 5/8 SM 1/4 CS 1/8 AN
Adj. BW: 65 • Adj. WW: 694 • Homozygous Polled • Homozygous Black

MR NLC UPGRADE U8676 KSU BALD EAGLE 53G
ES/LONG'S SALEM HW46-1 x LONG'S BALD EAGLE K36
ES W46 0093H

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14.1	-1.3	73.6	120.7	0.29	5.7	23.4	11.5	60.1	12.4	14.1	-0.17	0.48	-0.042	0.26	152	89



LOT 29 - LONG'S SALEM N15



LONG'S LILA

Maternal Granddam of Lot 29



LOT 30 - LONG'S SALEM N43

- Utilizing ES/Longs Salem HW46-1 on heifers worked out well for us, as evidenced by yet another product of that breeding plan being represented in the bull offering.
- Admire N43 for his correct design and calving ease potential.
- Ranks in the top 15% for CED, BW, and MCE, and the top 35% for DOC and REA.

29

LONG'S SALEM N15

Reg: 4593333 DOB: 1/15/25 Tattoo: N15 PB SM
 Adj. BW: 68 • Adj. WW: 555 • Homozygous Polled • Homozygous Black

MR NLC UPGRADE U8676 LLSF PAYS TO BELIEVE ZU194
ES/LONG'S SALEM HW46-1 x LONGS E7
 ES W46 LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
15.7	-2	53.5	71.3	0.11	7.9	19.5	6.8	46.2	17.6	1.7	-0.33	0.2	-0.047	0.58	139.3	69.9

30

LONG'S SALEM N43

Reg: 4593370 DOB: 2/4/25 Tattoo: N43 5/8 SM 1/4 CS 1/8 AN
 Adj. BW: 76 • Adj. WW: 650

MR NLC UPGRADE U8676 KSU BALD EAGLE 53G
ES/LONG'S SALEM HW46-1 x LONG'S BALD EAGLE L107
 ES W46 705F

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.8	-1.3	70.2	104.7	0.22	8	23.7	12.8	58.7	12.5	29.9	-0.4	-0.01	-0.068	0.97	122.7	75

- Well balanced, deep bodied, and square made are traits of a herd bull that will work and last, and N24 encompasses all those traits.
- Keep the calves black and polled, as he is homozygous for both, while adding a splash of that cool baldy and blazed face marking.
- An interesting genetic combination of calving ease and carcass product, ranking in the top 25% for REA, the top 30% for CED, and the top 35% for CW.

"Nichols Long's SMJ001 is doing a great job with her calf by Nichols Extra F221. We will find this calf again for a pre-weaning photo. Money well spent at the Long Simmentals Production Sale."
- Nichols Farms, IA



LOT 31 - LONG'S SALEM N24

- Rounding out the largest sire group in this year's bull lineup is N81. They are strong start to finish without sacrificing quality all the way throughout.
- N81 is smooth in his design and correct in his skeletal build.
- Reads like a bull that will infuse calving ease, as he ranks in the top 15% for CED, the top 25% for BW, and the top 35% for MCE.



W/C ROLEX 01345E
 Maternal Grand sire of Lot 32



LOT 32 - LONG'S SALEM N81

31

LONG'S SALEM N24

Reg: 4593349 DOB: 1/28/25 Tattoo: N24 PB SM
 Adj. BW: 70 • Adj. WW: 583 • Homozygous Polled • Homozygous Black

MR NLC UPGRADE U8676
ES/LONG'S SALEM HW46-1 x **LONG'S PAY THE MAN H11**
 ES W46 LONGS C102

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.9	1.4	77.6	113.7	0.23	6.2	21.1	9.4	59.8	13.1	38.4	-0.35	0.14	-0.056	1.03	127	79.1

32

LONG'S SALEM N81

Reg: 4593399 DOB: 3/3/25 Tattoo: N81 PB SM
 Adj. BW: 70 • Adj. WW: 599

MR NLC UPGRADE U8676
ES/LONG'S SALEM HW46-1 x **LONG'S ROLEX H29**
 ES W46 LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14	-0.1	64.4	88.7	0.15	6.5	20.9	11.2	53.1	11.2	22.1	-0.42	0.13	-0.071	0.91	122	72.8



LOT 33 - LONG'S COUNTERTIME N6

- Leading off the offering of our first crop of sons from our home-raised herd sire, Long's Countertime L670, is a powerful SimAngus prospect.
- Long's Countertime L670 is a past sale feature that started the catalog in our 2024 sale. He now works in the Moore Land & Cattle program as well as seeing use here at home.
- Admire the balance, shape of quarter, levelness of top and hip that this bull reads with. His photo should make you stop flipping pages for a second look.
- A homozygous polled herd sire that ranks in the top 15% for DOC the top 20% for CED, BW, STAY, and MARB, and the top 35% for MCE. Look to this bull for easy calving, making replacement heifers, and steers that will grade on the rail!



LONG'S COUNTERTIME L670

Sire of Lots 33-39

- Another young SimAngus bull from the inaugural class of Long's Countertime L670 sons. This homozygous polled prospect comes from a nice Angus cow that traces back to the popular AI sire in the Angus breed, Woodhill Blueprint.
- He is a longer bodied, neat made calf with extra body and mass.
- There aren't many traits that N8 doesn't excel on his data sheet. Notice that he ranks in the top 10% for ADG, the top 15% for WW and YW, the top 20% for CW, the top 25% for MILK, MARB, and DOC, the top 30% for STAY, and the top 35% for TI.



LOT 34 - LONG'S COUNTERTIME N8

33

LONG'S COUNTERTIME N6

Reg: 4593318 DOB: 1/21/25 Tattoo: N6 1/2 SM 1/2 AN
 Adj. BW: 74 • Adj. WW: 619 • Homozygous Polled • Heterozygous Black

KCC1 COUNTERTIME 872H S A V FINAL ANSWER 0035
LONG'S COUNTERTIME L670 x RCC MISS 539
 LONG'S B28 RCC MISS MITCH 031

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.3	-0.7	72.8	103.9	0.19	6.7	21.3	15	56.3	18.3	22	-0.08	0.37	-0.007	0.36	138.3	78.3

34

LONG'S COUNTERTIME N8

Reg: 4593320 DOB: 1/22/25 Tattoo: N8 1/2 SM 1/2 AN
 Adj. BW: 88 • Adj. WW: 700 • Homozygous Polled • Heterozygous Black

KCC1 COUNTERTIME 872H WOODHILL BLUEPRINT
LONG'S COUNTERTIME L670 x MENSING EVENINGTINGE 013 611
 LONG'S B28 MENSING EVENINGTINGE 611 315

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11	1.9	91.4	143.6	0.33	6.1	26.6	14	72.1	17.6	45.1	-0.05	0.34	0.009	0.7	137.6	86.7

- Changing pace here to go to a feature purebred Simmental from this exciting young sire grouping that is both homozygous black and polled.
- His striking blaze face and bold muscle expression is sure to catch the interest of sale goers. If you study the sale book and find N18's picture, you will certainly consider him for your short list of herd bull prospects to invest in on sale day.
- Ranks in the top 35% for DOC.



MOORE MS ELI 86J

Dam of Lot 35



LOT 35 - LONG'S COUNTERTIME N18

- It's easy to see why we like our sons of Long's Countertime L670. He stamps them with presence and quality without giving up the essentials traits we all want in a sire.
- N22 carries extra body depth and a square hip construction. He's going to be a fan favorite in this year's class.
- Ranks in the top 20% for DOC, the top 25% for BW, CW, and MCE, and the top 35% for CED. Calving ease and docility are the two most sought-after traits in the commercial market, and this guy should easily bring both to the table.



LOT 36 - LONG'S COUNTERTIME N22

35 LONG'S COUNTERTIME N18
 Reg: 459338 DOB: 1/27/25 Tattoo: N18 PB SM
 Adj. BW: 85 • Adj. WW: 596 • Homozygous Polled • Homozygous Black

KCC1 COUNTERTIME 872H SCHOOLEY ELI 434B
LONG'S COUNTERTIME L670 x MOORE MS ELI 86J
 LONG'S B28 MOORE TOTAL RADIANT 132E

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.4	1.3	67.7	92.9	0.16	6.3	16	12.8	49.6	13.7	30	-0.17	0.19	-0.029	0.58	121.7	72.2

36 LONG'S COUNTERTIME N22
 Reg: 4593345 DOB: 2/6/25 Tattoo: N22 3/4 SM 1/4 AN
 Adj. BW: 67 • Adj. WW: 509 • Homozygous Polled

KCC1 COUNTERTIME 872H LONG'S PAY THE MAN
LONG'S COUNTERTIME L670 x LONG'S PAY THE MAN H19
 LONG'S B28 RCC MISS 539

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.4	-0.3	68.3	94.9	0.17	7.4	21.2	14.2	54.7	14.3	42.8	-0.18	0.04	-0.024	0.83	107.5	67



LOT 37 - LONG'S COUNTERTIME N12

- Presenting one of the pounds heavy member of the L670 sire contingent in this solid black, homozygous polled beef bull.
- N12 is smooth shouldered, attractive, and deep bodied, carrying on the same pattern as the other studs in this sire group. Their quality is easy to recognize.
- A bull that needs to be on the short list if you sell feeders by the pound, as he ranks in the top 35% for WW.

"Really good calves are from the really good cows! The SS Cardinal N166 bull calf is by ES King Cardinal LD127 and out of Long's J66, the bred that we bought from you sired by Hook's Full Figures 11F."
- Bill Stapp, NE



LOT 38 - LONG'S COUNTERTIME N1

- We think the SimAngus calves are a highlight of this sire group, and a great genetic opportunity for the forward-thinking cattleman.
- A soggy made, well-built young bull that doesn't sacrifice the physical presence that we strive to stamp into our breeding program.
- Like many in this offering, N1 is tested to be homozygous polled.
- Ranks in the top 25% for MCE and DOC, and the top 30% for CW.



S A V PLATINUM 0010
 Maternal Grandsire of Lot 38

37 **LONG'S COUNTERTIME N12**

Reg: 4593328 DOB: 1/23/25 Tattoo: N12 3/4 SM 1/4 AN
 Adj. BW: 83 • Adj. WW: 645 • Homozygous Polled • Heterozygous Black

KCCI COUNTERTIME 872H RUBY SWC BATTLE CRY 431B
LONG'S COUNTERTIME L670 x LONG'S F100
 LONG'S B28 FCC REVOLUTION ROSE 54X

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.6	3.1	83.5	120.1	0.23	4.9	18.9	11.8	60.9	12.3	28.7	-0.25	0.18	-0.038	0.74	108.3	75.4

38 **LONG'S COUNTERTIME N1**

Reg: 4593312 DOB: 1/18/25 Tattoo: N1 1/2 SM 1/2 AN
 Adj. BW: 81 • Adj. WW: 559 • Homozygous Polled • Heterozygous Black

KCCI COUNTERTIME 872H S A V PLATINUM 0010
LONG'S COUNTERTIME L670 x KK MISS PLATINUM 651
 LONG'S B28 KK MISS BURGESS 4123

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.4	1.6	78.7	121	0.26	7.4	22.4	14.1	62.2	11.5	40.2	-0.14	0.12	-0.012	0.76	106.2	73.3

- Closing the door on this first Long's Countertime L670 offering is a level topped bull with added extension through his front one third. His body type fits the mold of a surefire calving ease prospect.
- For a unique pedigree twist, notice the renowned OCC Emblazon 854E as his maternal grandsire.
- Calving ease and docility are the calling cards of his genetic profile. His EPDs rank in the top 20% for DOC, and the top 30% for CED and BW.



LOT 39 - LONG'S COUNTERTIME N20

- A single CDI Trustee 837F son in the offering, but one that shouldn't be overlooked because he is flying solo. Examine N71 and you will notice that he is good in his lines and center body, with plenty enough muscle shape and herd bull character to make friends.
- Functional and full of quality, this fella should make for a satisfied new owner when the first calves hit the ground.
- Ranks in the top 35% for REA.



CDI TRUSTEE 387F
Sire of Lot 40



LOT 40 - LONG'S TRUSTEE N71

39 **LONG'S COUNTERTIME N20**
Reg: 4593341 DOB: 2/4/25 Tattoo: N20 1/2 SM 1/2 AN
Adj. BW: 78 • Adj. WW: 620 • Homozygous Polled • Heterozygous Black

KCCI COUNTERTIME 872H O C C EMBLAZON 854E
LONG'S COUNTERTIME L670 x **RCC MISS EMBLAZON 355**
LONG'S B28 RCC MS PAX 944

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.1	0.2	75.4	103.3	0.17	4.2	21.9	14.2	58.2	15.6	25.7	-0.14	0.15	0	0.67	118.2	73.2

40 **LONG'S TRUSTEE N71**
Reg: 4593391 DOB: 2/18/25 Tattoo: N71 PB SM
Adj. BW: 80 • Adj. WW: 673

CDI REVIVAL 370D LONGS THE PLAYER
CDI TRUSTEE 387F x **CC MS PLAYER 10F**
CDI MISS HOMETOWN 163C CC MISS Z ABOVE PAR 11Z

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.9	1.4	74.9	111.6	0.23	4.1	18.9	11.4	56.3	15.5	34	-0.4	0.14	-0.077	0.95	128.9	77.3



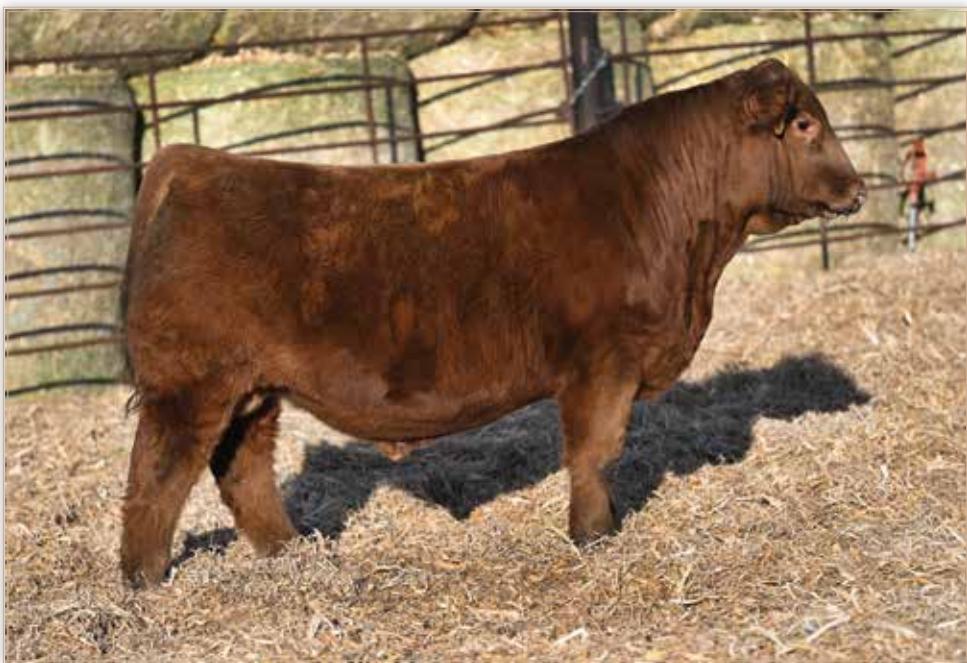
LOT 41 - LONG'S HONOR GUARD N36

- The first in a trio of red Simmentals is N36, the bald-faced son of CDI/NF Honor Guard 267H, out of a really nice young Hook's Full Figures 11F daughter that is doing a fantastic job.
- The red hide and bald face will catch your eye, and the quality will keep it. Study this guy and notice the ideal proportions of balance, the depth of body, plenty of muscle shape and dimension all tied together in a bull you will like to look at.
- Adding more intrigue to this bull is his data set and homozygous polled status. N36 ranks in the top 5% for DOC, the top 10% for CED and REA, the top 15% for MCE, the top 20% for BW and API, the top 30% for ADG, MARB, MILK, and STAY, and top 35% for TI. Achieve all-around genetic excellence with a herd sire like him.



CDI/NF HONOR GUARD 267H

Sire of Lots 41-43



LOT 42 - LONG'S HONOR GUARD N29

- A sharp looking, longer bodied member of the trio of CDI/NF Honor Guard 267H sons that carries extra muscle mass and power.
- You don't find a calving ease red bull that looks like this guy every day. Don't miss the opportunity.
- Ranks in the top 10% for CED and BW, and the top 20% for MCE. Cool calving ease bulls like N29 are always in demand.

41

LONG'S HONOR GUARD N36

Reg: 4593364 DOB: 2/2/25 Tattoo: N36 PB SM

Adj. BW: 76 • Adj. WW: 646 • Homozygous Polled

CDI ABUNDANCE 391C HOOK'S FULL FIGURES 11F
CDI/NF HONOR GUARD 267H x **LONG'S FULL FIGURES K19**
 CDI MISS VERDICT 141C LONGS F2

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
14.6	-0.8	75.9	120.6	0.28	8	26	16.8	63.9	17.4	29.1	-0.52	0.3	-0.093	1.16	154.3	87.1

42

LONG'S HONOR GUARD N29

Reg: 4593359 DOB: 1/30/25 Tattoo: N29 3/4 SM 1/4 CS

Adj. BW: 70 • Adj. WW: 601

CDI ABUNDANCE 391C LONG'S SOLID STEEL
CDI/NF HONOR GUARD 267H x **LONGS E75**
 CDI MISS VERDICT 141C 152

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
15.4	-1.9	63.7	98.9	0.22	7.8	17.3	9.9	49	15.4	12.7	-0.42	0.04	-0.075	0.76	132.5	72.9

- A feature in the offering is Long's Honor Guard N9, a red purebred that is homozygous polled and carries all the extras you want in a herd sire.
- Cow power on display: from the same cow family as the N36 red baldy sire prospect, tracing back to F2 who is the dam of N9 and the maternal granddam of N36.
- A really good beef bull and herd sire prospect from any angle you want to study him. Admire his depth of body, power, and masculine herd bull presence. He's sound, stout, and overall high quality.
- Ranks in the top 10% for REA, the top 15% for ADG, the top 30% for BW, and the top 35% for CED, YW, and DOC. Should sire calves that start small and grow fast. Who doesn't love that?



LOT 43 - LONG'S HONOR GUARD N9

43 LONG'S HONOR GUARD N9

Reg: 4593322 DOB: 1/12/25 Tattoo: N9 PB SM

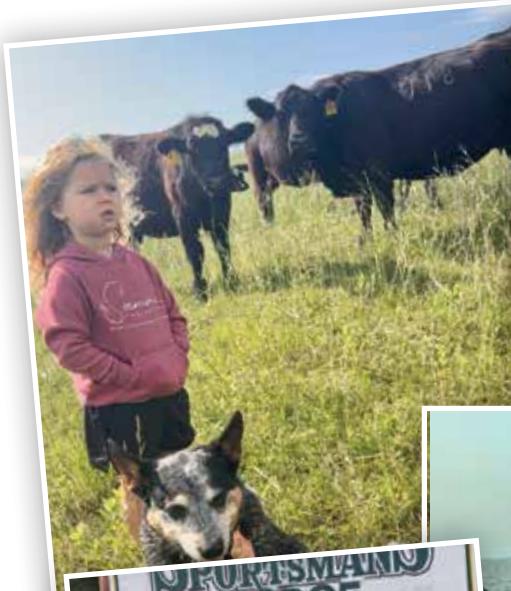
Adj. BW: 69 • Adj. WW: 680 • Homozygous Polled

CDI ABUNDANCE 391C W/C BULLSEYE 3046A

CDI/NF HONOR GUARD 267H × LONGS F2

CDI MISS VERDICT 141C LONGS DELILAH

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.4	0.2	79	128.1	0.31	4.7	21.7	13.1	61.1	13.8	23.9	-0.54	0.14	-0.085	1.2	133.7	83





LOT 44 - LONG'S OUTLAW N73

- The only WINC Outlaw 015H to sell this year is no slouch. He is long bodied, stout hipped, and plenty powerful.
- He was an impressive individual performer from his birth to weaning weight growth.
- Ranks in the top 15% for CED, and the top 25% for MCE and DOC. Another prospect that hammers home the importance we place on easy calving, easy handling cattle in the breeding program.



WINC OUTLAW 015H
Sire of Lot 44



LOT 45 - LONG'S BALD EAGLE M953



LONG'S CARMEN
Dam of Lot 45

- An older bull that is ready for advanced service, backed by the one and only cornerstone female, Long's Carmen. Sired by KSU Bald Eagle 53G, he's a fall 2024 born that should be able to work a little harder in his first season than his sale mates.
- He's homozygous black and also homozygous polled.
- Long bodied, smooth made, and correct in his skeletal lines best describe M953.
- M953 does many things well in his genetic script, ranking towards the top of the breed in several diverse traits. He ranks in the top 4% for WW and TI, the top 10% for YW, MARB, CW, and DOC, the top 15% for REA, the top 20% for ADG and MILK, and the top 25% for API.

44

LONG'S OUTLAW N73

Reg: 4593392 DOB: 2/20/25 Tattoo: N73 5/8 SM 1/4 CS 1/8 AN
Adj. BW: 77 • Adj. WW: 709

TJ FRANCHISE 451D LONGS PAY THE MAN
WINC OUTLAW 015H x 068H
WINC 801F 068D

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.6	0.7	82	124.2	0.26	7.1	23.1	13.9	64	11.7	36.9	-0.12	0.22	-0.018	0.6	119.5	79.1

45

LONG'S BALD EAGLE M953

Reg: 4594051 DOB: 11/20/24 Tattoo: M953 PB SM
Adj. BW: 70 • Adj. WW: 624 • Homozygous Polled • Homozygous Black

HOOK'S EAGLE 6E LLSF PAYS TO BELIEVE ZU194
KSU BALD EAGLE 53G x LONG'S CARMEN
KSU MISS SHEAR FORCE 9Z LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
6.6	1.6	100.2148.4	0.3	5.7	28	16.3	78	14.3	54	-0.27	0.52	-0.039	1.1	151.4	101.2	



LOT 46 - SFI LONGS IN CHARGE K28



LONG'S IN CHARGE N429
Daughter of Lot 46
She Sells as Lot 1



LONG'S IN CHARGE N829
Daughter of Lot 46
She Sells as Lot 2



LONG'S IN CHARGE N409
Son of Lot 46
He Sells as Lot 13



LONG'S IN CHARGE N229
Son of Lot 46
He Sells as Lot 17

46

SFI LONGS IN CHARGE K28

Reg: 4113347 DOB: 2/7/22 Tattoo: K28 PB SM
Adj. BW: 85 • Adj. WW: 806 • Homozygous Polled • Homozygous Black

HPF/HILL UPRISING C104

JM OL STEEL Y50

SO REMEDY 7F x SFI MISS ME O MY

B&K CREAM SODA 8D

HANELS MISS AMERICA U814

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.6	0.9	73	115.2	0.26	7.1	27.3	9.2	63.6	5.6	47.5	-0.4	-0.26	-0.087	1.04	93	68.5

"I have had very good luck with all the cattle I have bought from you guys!"

Thank you for creating high quality/functional cattle."

- Cole Dickey, IA

- Here is your opportunity to get in to a sire that the guesswork is done, as the proof is seen throughout this sale offering and is sure to impress!
- Many of the highlights of our contingent for the National Western are sons and daughters of SFI Longs In Charge K28. He sires cattle that are good enough to take to town and show off!
- A high-quality individual himself, as he is long bodied, bold ribbed, massive in his muscle shape all the while presenting himself with a look and herd bull presence that is certain to be admired.
- SFI Longs In Charge K28 has an incredible set of progeny that will highlight this year's offering. He has also experienced tremendous use across the industry as a preferred calving ease option that is highly proven in this regard. The winning bidder will reap the rewards of yearly semen dividends that are certain to continue due to the confidence that breeders have in his ability to sire elite seedstock.
- On top of the tremendous quality this sire passes on, there are some genetic pieces worth noting. He ranks in the top 15% for CED and CW, the top 20% for REA, and the top 25% for MCE and MILK. Infuse shots of maternal, carcass, and calving all in one.
- **Selling 100% Semen Interest & Possession.**



LOT 47 - LONG'S GLACIER N7

- Our selection of Angus bulls may be low on numbers, but it is high on phenotypic quality and maternal excellence. All of this year's bulls are sired by our resident herd sire, Conley Glacier 295.
- We base this portion of our program on bringing together the best cow makers the Angus breed has to offer. The female base behind these bulls originate from the prominent Voss Angus program here in Western Iowa.
- In the pens, you will like him for his look and structural build, while also being well balanced, carrying plenty of depth of body and muscle shape in his lower quarter.
- The heavyweight of our Angus offering, he ranks in the top 10% for \$M, the top 15% for DOC, the top 35% for YW.



CONLEY GLACIER 295

Sire of Lots 47-50



LOT 48 - LONG'S GLACIER N11

- Admire this smooth fronted calving ease prospect that is correctly built in his shoulder. One of the most popular female making sires in recent Angus history, SAV Resource 1441, is his maternal grandsire.
- A maternally oriented EPD profile, as he ranks in the top 3% \$M, the top 10% CED, the top 20% BW, the top 25% CEM, and the top 35% DOC. You will love the heifer calves he sires for your replacement pen.



S A V RESOURCE 1441

Maternal Grandsire of Lot 48

47

LONG'S GLACIER N7

Reg: 21389582 DOB: 1/10/25 Tattoo: N7 ANGUS
 Adj. BW: 63 • Adj. WW: 709 • Homozygous Polled • Homozygous Black

COLEMAN GLACIER 041 MUSGRAVE SKY HIGH 1535
CONLEY GLACIER 295 x **LONG'S SKY HIGH K14**
 WALLACE FRONTIER GAL 987 V OSS ANNIE 7414

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
7	2	71	130	0.26	3	23	65	54	0.55	0.73	-16	92	64	94	142	176

48

LONG'S GLACIER N11

Reg: 21389583 DOB: 1/13/25 Tattoo: N115 ANGUS
 Adj. BW: 68 • Adj. WW: 576 • Homozygous Polled • Homozygous Black

COLEMAN GLACIER 041 S A V RESOURCE 1441
CONLEY GLACIER 295 x **VOSS IDESSA 7426**
 WALLACE FRONTIER GAL 987 WK IDESSA 9321

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
13	-0.4	58	100	0.25	11	31	17	31	0.07	0.44	4	100	70	72	97	226

- The Conley Glacier 295s are good livestock that will help you set the foundation of your herd if you keep the heifer calves from these bulls.
- N19 presents himself with a cool look, as well as a bold middle third of his body.
- Calving ease genetics coupled with explosive growth figures, N19 ranks in the top 10% \$M, the top 20% for CED, the top 25% for \$W, and the top 35% for WW.



S A V RENOWN 3439
Maternal Grandsire of Lot 49



LOT 49 - LONG'S GLACIER N19

- Well balanced and deep in his forerib to flank, N2 has the look of an impressive young Angus herd sire.
- If you are looking to sell steers at weaning and keep their sisters for a herd rebuild, this bull is the right kind to consider. He ranks in the top 3% for MILK, the top 4% for \$W, the top 10% for \$M, and the top 35% for BW, WW, and DOC.



LOT 50 - LONG'S GLACIER N2

49

LONG'S GLACIER N19

Reg: 21389585 DOB: 1/16/25 Tattoo: N19 ANGUS
Adj. BW: 66 • Adj. WW: 668 • Homozygous Polled • Homozygous Black

COLEMAN GLACIER 041
CONLEY GLACIER 295 x **VOSS ERICA 7322**
WALLACE FRONTIER GAL 987

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
10	3	74	113	0.18	6	24	23	36	0.17	0.71	5	91	77	61	94	213

50

LONG'S GLACIER N2

Reg: 21389580 DOB: 1/7/25 Tattoo: N2 ANGUS
Adj. BW: 62 • Adj. WW: 668 • Homozygous Polled • Homozygous Black

COLEMAN GLACIER 041
CONNEY EARL MARSHALL
CONLEY GLACIER 295 x **VOSS MISS FOREVER 7463**
WALLACE FRONTIER GAL 987

CE	BW	WW	YW	RADG	CEM	MILK	MW	CW	MARB	RE	\$EN	\$M	\$W	\$F	\$B	\$C
6	0.5	75	129	0.26	8	37	43	58	0.88	0.46	-13	91	94	98	160	299



LOT 51 - LONGS F12



LONG'S DIAMOND K49
\$70,000 Daughter of Lot 51



LONG'S LOVERBOY H5
\$17,000 Daughter of Lot 51



BRIDLE BIT RECHARGE K256
Sire of Lot 52A Embryos



OMF EPIC E27
Sire of Lot 52B Embryos

51

LONGS F12

Reg: 3472590 DOB: 2/10/18 Tattoo: F12 3/4 SM 1/4 AN
Adj. BW: 75 • Adj. WW: 515

CNS PAYS TO DREAM T759

WSJ ENCORE

LLSF PAYS TO BELIEVE ZU194 x **LONG'S DRIBBLE**

LLSF URABABYDOLL U194

MCM 505R

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
6.3	1	66.3	94.8	0.18	5.7	24.4	9.9	57.5	12	35.6	-0.19	0.38	-0.031	0.71	112.1	72.2

AI BRED 4/26/25 TO SFI LONGS IN CHARGE K28 (ASA: 4113347)

SAFE AI - EST. DUE 2/5/26

Projected EPDs for the mating of SFI LONGS IN CHARGE K28 x LONGS F12 | Calf Breed: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10	1	73.1	109.5	0.23	6.4	27.7	9.8	64.1	8.9	43.8	-0.3	0.06	-0.06	0.92	107.4	72.9

- It is our goal to offer our very best annually, therefore it only makes sense to offer a female straight from the heart of our donor pen!
- Long's F12 is an incredible individual that is sired by the great LLSF Pays To Believe ZU194 stud, a bull that has left countless daughters of influence across the industry. F12 is a paternal sister to the iconic Long's Carmen.
- F12 is a highly proven female that is the dam of the \$70,000 valued Long's Diamond K49 donor dam that is owned with TSC Livestock. Another daughter sold in last year's sale for \$17,000 to Maple Lane Farms and Griswold Cattle Company!
- A truly elite opportunity to elevate your program and tie into a proven donor that is still in the prime of her life!
- She ranks in the top 20% for MARB.

52a

5 NON SEXED IVF EMBRYOS

PB SM

BRIDLE BIT RESOURCE G9117

LLSF PAYS TO BELIEVE ZU194

BRIDLE BIT RECHARGE K256 x **LONGS F12**

BRIDLE BIT MISS G948

LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.9	-0.8	75.2	115.3	0.25	7.3	27.6	13.1	65.1	14.6	47.7	-0.25	0.51	-0.04	0.98	149	87.3

- If you are looking for something a little out of the usual but still tying into an elite cow, this offering of five embryos from the Bridle Bit Recharge K256 x Long's F12 would certainly fit that ticket.
- The possibilities that await here are exciting, as this mating could result in a front-end bull or leading donor prospect.
- Guaranteeing 1 60-day pregnancy if transferred by a certified technician.

52b

3 IVF SEXED FEMALE EMBRYOS

PB SM

WS ALL-AROUND Z35

LLSF PAYS TO BELIEVE ZU194

OMF EPIC E27 x **LONGS F12**

OMF TIME LESS B100

LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.8	-0.1	76.4	110.6	0.22	7	25.1	12	63.2	14.1	36	-0.24	0.29	-0.04	0.78	133.7	81.7

- A proven mating that has already produced a donor for the Long Simmental program could be the package to produce your own donor.
- Combining breed-leading sire OMF Epic E27 with Long's F12 donor should be a home run, much as it was when that mating produced our \$70,000 valued Long's Epic K49 donor that is owned with TSC Livestock!
- Guaranteeing 1 60-day pregnancy if transferred by a certified technician.



LOT 53 - LONG'S MISS PENNY



LONG'S CARMEN
Maternal Granddaughter of Lot 53



LONG'S EO L47
\$17,000 Daughter of Lot 53



LONG'S PLAYER L784
Daughter of Lot 53

53

LONG'S MISS PENNY

Reg: 2654737 DOB: 3/6/12 Tattoo: Z23 5/8 SM 5/16 AN 1/16 CS
Adj. BW: 78 • Adj. WW: 658

WSJ ENCORE KENCO/MF POWERLINE 204L
JF FOUNDATION 8010U x LONG'S COWGIRL
TRIPLE C EMPRESS N3063L BAURS L925

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
5.9	4.3	69.1	108.1	0.24	3.7	23.7	7	58.2	15.2	26.8	-0.27	0.03	-0.038	0.79	96.2	62.1



LONG'S PLAYER L148
Daughter of Lot 53



LONG'S CAME TO PLAY
Son of Lot 53

- Don't let her age fool you, Long's Miss Penny is in excellent condition and is ready to enter and make a positive contribution to an embryo program.
- Replicate the matings that have been so successful within this family or utilize the proven cow power of Long's Miss Penny to incorporate some of the hottest young sires in the business into your program.
- Long's Miss Penny is the maternal granddam of the iconic Long's Carmen, the highest dollar generating cow in the Long Simmentals breeding program. The influence of Long's Miss Penny can be identified throughout the entire offering!
- One of her most recent high selling daughters is the \$17,000 Long's EO L47, a female that was purchased by Moore Land & Cattle of Illinois.
- Proven donor cows aren't offered regularly, so take the opportunity as we offer this leading lady for your appraisal.
- **OPEN AND READY FOR PRODUCTION**



LOT 54 - LONG'S STYLE L017

- The bred heifer division begins with a special pair of daughters of the elite cornerstone donor, Long's Carmen. Sired by Silveiras Style 9303, who has produced as many champions across the country as any bull, L017 and L674 are a pair of bred heifers with as royal of a pedigree as we could write for a top producing SimAngus.
- L017 is as complete as you can design a female, with added extension and femininity. It's challenging to pick a hole in this one when you study her.
- Her mating to SFI Long's In Charge K28 for a February calf could be special.
- More than just a pretty face, she backs it up genetically, ranking in the top 10% for ADG, the top 15% for CW, the top 20% for MARB, and the top 25% for YW. She has many of the pieces needed to become a potential donor cow.



LONG'S STYLE L825
\$20,000 Full Sister to
Lots 54 & 55



LOT 55 - LONG'S STYLE L674

- The mating of Silveiras Style 9303 to the one and only Long's Carmen was a home run, as evidenced by the quality of both these females in the front of this year's set of bred heifers.
- Much like her full sister, L674 is an attractive made female that is smooth in her design and ladylike in her features. She will certainly catch your attention with her presence.
- Ranks in the top 10% for ADG, the top 15% for CW, the top 20% for MARB, and the top 25% for YW. Take your pick of two feature females or invest in both for a foundation pair of females.



LONG'S CARMEN
Dam of Lots 54-60

54

LONG'S STYLE L017

Reg: 4428797 DOB: 12/30/23 Tattoo: L017 1/2 SM 1/2 AN

Adj. BW: 75 • Adj. WW: 628

GAMBLES HOT ROD

LLSF PAYS TO BELIEVE ZU194

SILVEIRAS STYLE 9303 x LONG'S CARMEN

SILVEIRAS ELBA 2520

LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.1	3.2	81.8	133.7	0.32	6	22.2	9.2	63.1	12.9	45.9	0.01	0.41	0.001	0.44	121.9	79.9

AI BRED 5/3/25 TO SFI LONG'S IN CHARGE K28 (ASA: 4113347)

PE 5/30/25-7/6/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

SAFE AI - EST. DUE 2/12/26

Projected EPDs for the mating of SFI LONG'S IN CHARGE K28 x LONG'S STYLE L017 | Calf Breed: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.9	2.2	81.2	129.6	0.3	6.2	25	9.3	65.6	9.2	48.9	-0.19	0.08	-0.04	0.77	108.2	75.1

LONG SIMMENTALS - *The Gates are Open!*

55

LONG'S STYLE L674

Reg: 4428796 DOB: 12/30/23 Tattoo: L674 1/2 SM 1/2 AN

Adj. BW: 71 • Adj. WW: 619

GAMBLES HOT ROD

LLSF PAYS TO BELIEVE ZU194

SILVEIRAS STYLE 9303 x LONG'S CARMEN

SILVEIRAS ELBA 2520

LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.1	3.2	81.8	133.7	0.32	6	22.2	9.2	63.1	12.9	45.9	0.01	0.41	0.001	0.44	121.9	79.9

PE 5/30/25-7/6/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

SAFE TO PE SIRE - EST. DUE 3/20/26

Projected EPDs for the mating of ES LONG'S BALANCED OPTION MH21 x LONG'S STYLE L674 | Calf Breed: 5/8 SM 3/8 AN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.1	1	83.3	134.6	0.32	7.6	22.6	11.6	64.7	14.2	45.3	-0.13	0.28	-0.02	0.72	129.8	81.3

- Another pair of full sisters from Long's Carmen gracing this page, but this time we bring to you two outstanding purebreds sired by the producer of countless champions, SO Remedy 7F.
- M816 is a gorgeous profiling female with added neck extension and femininity. Additionally, she's got loads of substance, rib, and mass from the shoulder back.
- She checked AI bred to W/C Intimidator 533K for an early calf.
- Ranks in the top 15% for WW, YW, ADG, and CW, the top 25% for MILK, and the top 35% for DOC. An elegant female with a data set that reads for power is one to study closely.

SO REMDY 7F
\$530,000 Sire of
Lots 56 & 57



LOT 56 - LONG'S REMEDY M816

- A royal Simmental pedigree for making a great set of females, with the build and quality that can do much more in her productive career.
- Admire the M410 sister for being the longer spined of the pair, but still just as attractive and well put together in her design. There will be plenty of ongoing debate as to which of these ladies is the better one right up until sale time.
- Getting your hands on a Long's Carmen daughter is a great step to move a program forward, especially one that combines quality and genetic merit like this female. She ranks in the top 15% for WW, YW, ADG, and CW, the top 25% for MILK, and the top 35% for DOC.

2025 NWSS GRAND CHAMPION PEN OF THREE PUREBRED SIMMENTAL HEIFERS

Full Sisters to
Lots 56 & 57



LOT 57 - LONG'S REMEDY M410

56

LONG'S REMEDY M816

Reg: 4429849 DOB: 2/12/24 Tattoo: M816 PB SM

Adj. BW: 72 • Adj. WW: 593

HPF/HILL UPRISING C104

LLSF PAYS TO BELIEVE ZU194

SO REMDY 7F x LONG'S CARMEN

B&K CREAM SODA 8D

LONG'S LILA

57

LONG'S REMEDY M410

Reg: 4429856 DOB: 2/18/24 Tattoo: M410 PB SM

Adj. BW: 74 • Adj. WW: 669

HPF/HILL UPRISING C104

LLSF PAYS TO BELIEVE ZU194

SO REMDY 7F x LONG'S CARMEN

LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8	3.7	91.4	140.6	0.31	5.2	27.1	12.9	72.7	11	47.9	-0.29	-0.01	-0.073	0.83	111.6	80.9

AI BRED 5/4/25 TO W/C INTIMIDATOR 533K (ASA: 4121154)

PE 5/30/25-7/6/25 TO SFG LONG'S KANSAN M428 (ASA: 4446443)

SAFE AI - EST. DUE 2/13/26

Projected EPDs for the mating of W/C INTIMIDATOR 533K x LONG'S REMEDY M816 | Calf Breed: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.5	2.9	93.8	149.7	0.35	5.7	25.5	13.4	72.3	10.5	51.8	-0.35	0.1	-0.08	1.01	119.7	85.3

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8	3.7	91.4	140.6	0.31	5.2	27.1	12.9	72.7	11	47.9	-0.29	-0.01	-0.073	0.83	111.6	80.9

AI BRED 5/26/25 TO SFI LONGS IN CHARGE K28 (ASA: 4113347)

PE 5/30/25-7/6/25 TO SFG LONG'S KANSAN M428 (ASA: 4446443)

SAFE AI - EST. DUE 3/7/26

Projected EPDs for the mating of SFI LONGS IN CHARGE K28 x LONG'S REMEDY M410 | Calf Breed: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.9	2.4	86.3	133.5	0.3	6.1	27.3	11.1	70.3	8.4	50.2	-0.35	-0.14	-0.08	0.98	102.3	75.6



LOT 58 - LONG'S COUNTERTIME M33

- It takes a special type of donor cow to have the impact that Long's Carmen has on our breeding program. It's evident in this year's offering, with fourteen direct progeny and many more where she shows up on the maternal granddam line of the pedigree.
- This daughter of KCC1 Countertime 872H is an excellent combination of brood cow functional traits with extra look and quality.
- M33 is ideally balanced, soft middled, and good in her lines. On top of that, she's certainly an attractive made female when you view her on the profile. She's a top tier prospect for her brood cow career and beyond.
- Ranks in the top 5% for WW, the top 10% for YW, ADG, and CW, the top 25% for DOC and TI, and the top 35% for MARB.



LONG'S COUNTERTIME M30
Full Brother to Lot 58



LOT 59 - LONG'S NEXT LEVEL M934

- Next in the long line of Long's Carmen daughters is M934, sired by Next Level. She may be the most eye appealing of this class of sisters.
- You will love the front end and classiness this female carries around the pen.
- As a bonus, she is bred to SFI Long's In Charge K28 for an early ROI.
- Combine her look with a rock solid EPD profile and you have a female with worlds of mating versatility. M934 ranks in the top 10% for WW, the top 15% for YW, the top 20% for CW, the top 25% for ADG and MILK, and the top 30% for REA.



LONG'S J570
Maternal Sister to
Lots 54-60

58 LONG'S COUNTERTIME M33

Reg: 4428977 DOB: 1/31/24 Tattoo: M33 PB SM

Adj. BW: 78 • Adj. WW: 568

ES RIGHT TIME FA110-4
KCC1 COUNTERTIME 872H x LONG'S CARMEN
KCC1 HAVANA 83E

LLSF PAYS TO BELIEVE ZU194
LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
7.6	4.5	98.3	151.4	0.33	5.9	23.1	13.8	72.2	14.3	50.6	-0.2	0.26	-0.055	0.75	133.4	90

AI BRED 5/20/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)
PE 5/30/25-7/6/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

SAFE AI - EST. DUE 3/1/26
Projected EPDs for the mating of ES LONG'S BALANCED OPTION MH21 x LONG'S COUNTERTIME M33 | Calf Breed: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.9	1.7	91.1	142.9	0.33	8	22.6	14	68.5	14.9	47.8	-0.24	0.21	-0.05	0.88	137.5	87.3

59 LONG'S NEXT LEVEL M934

Reg: 4429852 DOB: 2/20/24 Tattoo: M934 PB SM

Adj. BW: 73 • Adj. WW: 551

KRJ DAKOTA OUTLAW G974
NEXT LEVEL x LONG'S CARMEN
KRDL CAEDENCE C37

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
4	5.2	95.6	141.6	0.29	4.1	27.1	12.2	74.8	13.7	43.2	-0.36	0.04	-0.073	0.98	113	82.2

AI BRED 5/4/25 TO SFI LONGS IN CHARGE K28 (ASA: 4113347)
PE 5/30/25-7/6/25 TO SFG LONG'S KANSAN M428 (ASA: 4446443)
SAFE AI - EST. DUE 2/13/26
Projected EPDs for the mating of SFI LONGS IN CHARGE K28 x LONG'S NEXT LEVEL M934 | Calf Breed: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.8	3.2	88.2	133.7	0.29	5.6	27.6	10.7	71.5	9.7	47.7	-0.38	-0.11	-0.08	1.05	102.8	76.2

- The finale of the Long's Carmen daughters is sired by LCDR Patriot 8K, who brings a different top side to the table with the same predictable bottom side of the pedigree that works every time.
- A cowy-made bald faced female that has the look, the mass, and the overall quality to be a big time producer.
- She ranks in the top 10% for WW, YW, and ADG, the top 15% for TI, the top 20% for CW, the top 25% for MARB, the top 30% for REA, and the top 35% for API and MILK. One of the most intriguing animals in the offering when you combine physical traits with her genetic backing, M201 is an exciting prospect.



LCDR PATRIOT 8K
Sire of Lot 60



LOT 60 - LONG'S PATRIOT M201

- M63 continues the legacy of the Carmen cow family, as she is a maternal granddaughter of Long's Carmen from a young W/C Loaded Up 1119Y daughter.
- This lady is wicked fronted, and square built in her skeleton. She has some unique pieces to catch your eye, and the big blaze face will certainly make you notice her.
- Ranks in the top 15% for CED, the top 25% for MCE, and the top 30% for BW. A female like M63 is the kind to raise your next calving ease herd sire.



LONG'S J319
Dam of Lot 61



LOT 61 - LONG'S SALEM M63

60

LONG'S PATRIOT M201

Reg: 4429842 DOB: 2/10/24 Tattoo: M201 PB SM

Adj. BW: 73 • Adj. WW: 614

HHS MR ENTOURAGE 867B

LLSF PAYS TO BELIEVE ZU194

LCDR PATRIOT 8K × LONG'S CARMEN

WS MISS SUGAR C4

LONG'S LILA

61

LONG'S SALEM M63

Reg: 4429002 DOB: 2/21/24 Tattoo: M63 PB SM

Adj. BW: 64 • Adj. WW: 555

MR NLC UPGRADE U8676

W/C LOADED UP 1119Y

ES/LONG'S SALEM HW46-1 × LONG'S J319

ES W46 LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.1	3.1	97.4	149.5	0.33	6.3	25.5	9.8	74.1	15.1	45	-0.3	0.35	-0.051	0.99	143.7	94.3
AI BRED 5/2/25 TO SFI LONGS IN CHARGE K28 (ASA: 4113347)																
PE 5/30/25-7/6/25 TO SFG LONG'S KANSAN M428 (ASA: 4446443)																
SAFE AI - EST. DUE 2/11/26																
Projected EPDs for the mating of SFI LONGS IN CHARGE K28 x LONG'S PATRIOT M201 Calf Breed: PB SM																
CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.9	2.1	89.2	137.7	0.31	6.7	26.7	9.6	71.1	10.4	48.7	-0.35	0.05	-0.07	1.05	118.4	82.4
14.3	-0.6	81	124.3	0.27	8.7	22.6	12.4	63.5	13.2	38	-0.33	0.13	-0.05	0.98	133.6	82.4



LOT 62 - LONG'S COUNTERTIME M810

- Diving into the other cornerstone cow family in this offering, we present an own daughter of Long's F12 sired by the wildly successful KCC1 Countertime 872H stud herd bull. She is one of five opportunities to purchase F12 offspring in this year's sale, or further evidence to invest in F12 herself.
- M810 is a showstopper! So square and level in her design, with a smooth front end that ties in beautifully to a bold ribcage. With this much look, you will be impressed with how much punch and power she also carries.
- Ranks in the top 25% for CW and MARB, and the top 30% for DOC. It's not easy to add this kind of look with added carcass merit, but M810 fits that bill.



LOT 63 - LONG'S PAY TO PLAY M52

62 LONG'S COUNTERTIME M810

Reg: 4429848 DOB: 2/12/24 Tattoo: M810 PB SM

Adj. BW: 74 • Adj. WW: 556

ES RIGHT TIME FA110-4 LLSF PAYS TO BELIEVE ZU194
KCC1 COUNTERTIME 872H x LONG'S F12
 KCC1 HAVANA 83E LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.6	2.1	79.8	120.4	0.25	6.2	20.2	13.6	60	13.3	42.6	-0.21	0.35	-0.05	0.71	134.5	83.8

PE 5/30/25-7/6/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

SAFE TO PE SIRE - EST. DUE 4/4/26

Projected EPDs for the mating of ES LONG'S BALANCED OPTION MH21 x LONG'S COUNTERTIME M810 | Calf Breed: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.4	0.7	69.6	97.7	0.18	6.6	22.4	1.7	57.1	15.6	18	-0.47	0.03	-0.078	0.98	123.3	72.7

63 LONG'S PAY TO PLAY M52

Reg: 4428993 DOB: 2/12/24 Tattoo: M52 PB SM

Adj. BW: 69 • Adj. WW: 566

LLSF PAYS TO BELIEVE ZU194 WS PRIME BEEF Z8
LONG'S PAY TO PLAY x LONG'S ROSE
 LONG'S ELLIE LONG'S U30

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.4	0.3	77.7	117.5	0.25	7.3	24.3	8.9	63.1	17.1	24.9	-0.49	0.16	-0.08	1.08	138.7	80.9

AI BRED 5/2/25 TO CDI/NF HONOR GUARD 267H (ASA: 3801515)

PE 5/30/25-7/6/25 TO SFG LONG'S KANSAN M428 (ASA: 4446443)

SAFE AI - EST. DUE 2/11/26

Projected EPDs for the mating of CDI/NF HONOR GUARD 267H x LONG'S PAY TO PLAY M52 | Calf Breed: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.4	0.3	77.7	117.5	0.25	7.3	24.3	8.9	63.1	17.1	24.9	-0.49	0.16	-0.08	1.08	138.7	80.9

- A couple of percentage females sired by W/C Rest Easy 752G from the storied Werning breeding operation. Both M49 and M47 are out of dams that are progeny of Longs The Player and from foundation Voss Angus cows.
- The first of this pair of 3/4 sisters is M49, a well-balanced female that is extraordinary in her center body without sacrificing eye appeal and look. We think she is going to be a favorite of many on sale day.
- Combining look and substance the way that M49 does makes livestock that are easy to appreciate.
- Ranks in the top 15% for BW.

"The bred heifer we bought had a 74-pound heifer calf. She is a great mother. Couldn't be happier with both! Hope I can make it to your next sale, absolutely

*love their phenotype!"
- Doug Nichols, OH*



LOT 64 - LONG'S REST EASY M49

- Not to be outdone, M47 is the more densely made, power packed female of the pair of W/C Rest Easy 752G daughters. She's densely built and loaded with muscle and dimension.
- Those that believe cattle need more natural mass and thickness put back into them need to take a hard look at M47. Percentage Simmental females with her type and kind can be mated many ways to make her a successful producing female.
- Ranks in the top 15% for BW.



LOT 65 - LONG'S REST EASY M47

64

LONG'S REST EASY M49

Reg: 4429050 DOB: 2/10/24 Tattoo: M49 1/2 SM 5/16 AN 3/16 CS

Adj. BW: 67 • Adj. WW: 494

MR SR 71 RIGHT NOW E1538

W/C REST EASY 752G x **LONG'S PLAYER K84**

W/C MISS WERNING 752E

LONGS THE PLAYER

VOSS MISS 9223

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11	-1.4	71	107.4	0.23	6.3	18.5	10.2	54.5	10.9	31.6	-0.21	0.13	-0.028	0.73	109.6	72.5

AI BRED 5/3/25 TO SFI LONGS IN CHARGE K28 (ASA: 4113347)

PE 5/30/25-7/6/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

SAFE AI - EST. DUE 2/12/26

Projected EPDs for the mating of SFI LONGS IN CHARGE K28 x LONG'S REST EASY M49 | Calf Breed: 3/4 SM 5/32 AN 3/32 CS

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.3	-0.3	74.9	115.1	0.25	6.7	23.8	9.8	61.4	8.3	39.9	-0.31	-0.07	-0.06	0.9	104.4	72

65

LONG'S REST EASY M47

Reg: 4428988 DOB: 2/9/24 Tattoo: M47 5/8 SM 3/8 AN

Adj. BW: 69 • Adj. WW: 565 • Homozygous Polled

MR SR 71 RIGHT NOW E1538

W/C REST EASY 752G x **LONG'S PLAYER K75**

W/C MISS WERNING 752E

LONGS THE PLAYER

VOSS ERICA 7322

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.7	-1	76.7	116.3	0.25	5.3	20.1	10.9	58.5	11.5	37.1	-0.23	0.06	-0.031	0.82	106.7	73.6

AI BRED 5/2/25 TO SFI LONGS IN CHARGE K28 (ASA: 4113347)

PE 5/30/25-7/6/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

SAFE AI - EST. DUE 2/11/26

Projected EPDs for the mating of SFI LONGS IN CHARGE K28 x LONG'S REST EASY M47 | Calf Breed: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.7	0.1	79.4	122.1	0.27	6.2	23.7	10.1	63.3	8.6	44.6	-0.32	-0.1	-0.06	0.97	103.7	73.5



LOT 66 - LONG'S/TSC IN CHARGE M250

- Another branch of the F12 tree here with this SFI Long's In Charge K28 daughter, from an OMF Epic E27 x Long's F12 dam that made her presence known earlier in the sale book with her standout bull and open heifer.
- The future of the Long's Epic K49 influence on this program is going to be exciting.
- Like many of the females we offer to you this year, M250 is cool made in her design and deep made through her middle one third.
- Ranks in the top 25% for CED and CW, the top 30% for BW, MILK, and REA, and the top 35% for MCE. Style and substance come together to make a superb, bred heifer worthy of serious study.



LONG'S DIAMOND K49

\$70,000 Valued Dam of Lot 66



LOT 67 - LONG'S IN CHARGE M59

- The SFI Long's In Charge K28 progeny certainly get the job done for showcasing added look and body shape. M59 is no exception, as she displays an elegance to her front third while being deep bodied and bold ribbed.
- This female will go to work for you early with her examined safe to a February AI date.
- Ranks in the top 30% for MILK and the top 35% for ADG.

"Really nice pair. The calf out of the bred we bought is going to be a nice cow for sure!"
- Matt Downing, IA

66

LONG'S/TSC IN CHARGE M250

Reg: 4428930 DOB: 2/28/24 Tattoo: M250 PB SM

Adj. BW: 68 • Adj. WW: 592 • Homozygous Polled

SO REMEDY 7F

OMF EPIC E27

SFI LONG'S IN CHARGE K28 x LONG'S DIAMOND K49
SFI MISS ME O MY LONG'S F12

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.2	0.1	72.8	108.8	0.23	6.7	26.2	9.6	62.5	9.4	41.2	-0.36	0.01	-0.073	0.98	113.9	75.3

AI BRED 5/3/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

PE 5/30/25-7/6/25 TO SFG LONG'S KANSAN M428 (ASA: 4446443)

SAFE AI - EST. DUE 2/12/26

Projected EPDs for the mating of ES LONG'S BALANCED OPTION MH21 x LONG'S IN CHARGE M250 | Calf Breed: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.2	-0.6	81.5	126	0.28	8.4	24.9	11.9	65.9	12.6	44.4	-0.32	0.08	-0.06	1.01	128.5	81.6

67

LONG'S IN CHARGE M59

Reg: 4428997 DOB: 2/20/24 Tattoo: M59 1/2 SM 1/2 CS

Adj. BW: 75 • Adj. WW: 558

SO REMEDY 7F

ANGUS

SFI LONG'S IN CHARGE K28 x 106H
SFI MISS ME O MY ANGUS

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
9.2	2	79.3	122.2	0.27	5.4	25.9	8.8	65.4	4.8	36.7	-0.38	-0.15	-0.092	0.83	78.5	67.9

AI BRED 5/3/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

PE 5/30/25-7/6/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

SAFE AI - EST. DUE 2/12/26

Projected EPDs for the mating of ES LONG'S BALANCED OPTION MH21 x LONG'S IN CHARGE M59 | Calf Breed: 5/8 SM 1/4 CS 1/8 AN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.7	0.4	83.1	130.3	0.3	7.8	23.5	11.4	65.4	10.2	40.5	-0.33	0	-0.06	0.91	117.1	79.4

- Admire the broodiness of this female. She's stout and soggy from end to end.
- The kind of female that can produce you a calving ease sire prospect to use or market for a quick return on your initial investment.
- Ranks in the top 1% CED, the top 3% CEM, and the top 5% BW.



SFI LONG'S IN CHARGE K28

Sire of Lots 66-70
He Sells as Lot 46



LOT 68 - LONG'S IN CHARGE M85

- Another high quality SFI Long's In Charge K28 female, this time in a SimAngus genetic package.
- Carries a cool, sleek front end as well as a rear quarter that has shape and dimension. Her physical pieces are difficult to find, and her genetic highlights are designed to improve both calving ease and carcass traits simultaneously.
- Ranks in the top 10% for CW, the top 20% for CED, the top 25% for ADG, the top 30% for BW, and the top 35% for MCE and MILK.



MUSGRAVE SKY HIGH 1535

Maternal Grandsire of Lot 69



LOT 69 - LONG'S IN CHARGE M101

68

LONG'S IN CHARGE M85

Reg: 4429019 DOB: 3/5/24 Tattoo: M85 1/2 SM 1/2 CS

Adj. BW: 51 • Adj. WW: 583

SO REMEDY 7F ANGUS
SFI LONG'S IN CHARGE K28 x 0737H
SFI MISS ME O MY ANGUS

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
19.5	-2.4	63.6	98.7	0.22	10.1	24.4	7.9	56.1	4.8	33.7	-0.4	-0.15	-0.092	0.85	93.6	65

AI BRED 5/24/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

PE 5/30/25-7/6/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

SAFE AI - EST. DUE 3/5/26

Projected EPDs for the mating of ES LONG'S BALANCED OPTION MH21 x LONG'S IN CHARGE M85 | Calf Breed: 5/8 SM 1/4 CS 1/8 AN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
16.8	-1.8	78.9	123.5	0.28	10.1	25.1	11	64.8	10.2	40.8	-0.34	0	-0.06	0.95	126	80.3

69

LONG'S IN CHARGE M101

Reg: 4428954 DOB: 3/13/24 Tattoo: M101 1/2 SM 1/2 AN

Adj. BW: 69 • Adj. WW: 605 • Homozygous Polled

SO REMEDY 7F MUSGRAVE SKY HIGH 1535
SFI LONG'S IN CHARGE K28 x LONG'S SKY HIGH H35
SFI MISS ME O MY VOSS MISS FOREVER 7463

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.3	0	73.5	119.7	0.29	6.7	24.9	11	61.8	8.5	52.1	-0.11	0.17	-0.023	0.71	109.8	74.4

AI BRED 5/3/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

PE 5/30/25-7/6/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

SAFE AI - EST. DUE 2/12/26

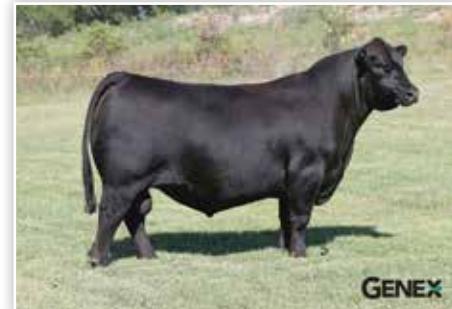
Projected EPDs for the mating of ES LONG'S BALANCED OPTION MH21 x LONG'S IN CHARGE M101 | Calf Breed: 5/8 SM 3/8 AN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.8	-0.6	82.8	132.5	0.31	8.4	24	12.5	66.2	12.1	48.4	-0.21	0.16	-0.03	0.9	125.4	80.8



LOT 70 - LONG'S IN CHARGE M111

- One of the more powerfully constructed females in this sire group, M111 is stout hipped and featured when you evaluate her build.
- A genetic profile that combines calving ease and carcass yield for a very useful SimAngus EPD profile. She ranks in the top 10% for CW, the top 20% for CED and ADG, and the top 35% for YW and MILK.



STEVENSON TURNING POINT

Maternal Grandsire of Lot 70



LOT 71 - LONG'S OUTLAW M78

- The bred heifer section concludes with the lone WINC Outlaw 015H daughter offered this year, and she is a baldy female who is level topped and correct in her skeletal lines.
- M78 should improve carcass quality in her offspring, as she ranks in the top 30% for MARB.
- A female that bred up early and is carrying one of the first progeny of SFG Long's Kansan M428 on board.



WINC OUTLAW 015H

Sire of Lot 71

70

LONG'S IN CHARGE M111

Reg: 4429044 DOB: 3/30/24 Tattoo: M111 1/2 SM 1/2 AN

Adj. BW: 75 • Adj. WW: 668 • Homozygous Polled

SO REMEDY 7F STEVENSON TURNING POINT
SFI LONG'S IN CHARGE K28 x **LONG'S TURNING POINT K20**
 SFI MISS ME O MY LONG'S SKY HIGH H23

71

LONG'S OUTLAW M78

Reg: 4429015 DOB: 3/1/24 Tattoo: M78 3/4 SM 7/32 AN 1/32 CS

Adj. BW: 80 • Adj. WW: 536

TJ FRANCHISE 451D LONG'S THE PLAYER
WINC OUTLAW 015H x **LONG'S PENELOPE**
 WINC 801F LONG'S MISS PEADUNK

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13	0.6	77.8	126.3	0.3	6	24.9	10.4	64	8.9	52.6	-0.12	0.14	-0.022	0.78	109.1	75.5

AI BRED 5/4/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

PE 5/30/25-7/6/25 TO ES LONG'S BALANCED OPTION MH21 (ASA: 4414219)

SAFE AI - EST. DUE 2/13/26

Projected EPDs for the mating of ES LONG'S BALANCED OPTION MH21 x LONG'S IN CHARGE M111 | Calf Breed: 5/8 SM 3/8 AN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
13.6	-0.3	86.1	137.3	0.32	8.1	24.3	12.3	67.8	12.2	51.2	-0.21	0.15	-0.03	0.94	125.5	82.2

Projected EPDs for the mating of SFG LONG'S KANSAN M428 x LONG'S OUTLAW M78 | Calf Breed: 5/8 SM 3/8 AN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.9	2.2	77.6	119.1	0.26	6.6	20.7	12.1	59.5	12.5	38.7	-0.15	0.52	-0.03	0.62	136.3	82.6

LONG SIMMENTALS - *The Gates are Open!*



LONG'S LUCY L794 - Dam of Lot 72 Embryos



BOWJ MANIFEST 985M - \$280,000 Sire of Lot 72 Embryos

72

3 IVF SEXED FEMALE EMBRYOS

PB SM

4/B DYNAMO

KCC1 COUNTERTIME 872H

BOWJ MANIFEST 985M x LONG'S LUCY L794

HCCO COUNTESS 985F

LONG'S CARMEN

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
7.7	3.8	86.3	123.5	0.23	3.8	21.3	13.3	64.4	11.9	37.3	-0.25	0.25	-0.06	0.68	121.5	81.3

- Some of the freshest genetics we could offer from our breeding program.
- L794 is a product of the can't miss mating of KCC1 Countertime 872H to the one and only, Long's Carmen.
- Long's Lucy L794 is a female that we retained in herd due to her unique genetic combination and elite maternal influence that can be identified on both sides of her pedigree. Phenotypically she is one of the most incredible animals to ever set foot on the farm in Creston, Iowa!
- L794 will help to carry on the legacy of her mother, and this mating to BOWJ Manifest 985M could be the one to put her on the map.
- Guaranteeing 1 60-day pregnancy if transferred by a certified technician.



LONG'S DIAMOND K49 - Dam of Lot 73 Embryos



KCC1 COUNTERTIME 872H - \$230,000 Sire of Lot 73 Embryos

73

3 IVF SEXED FEMALE EMBRYOS

PB SM

ES RIGHT TIME FA110-4

OMF EPIC E27

KCC1 COUNTERTIME 872H x LONG'S DIAMOND K49

KCC1 HAVANA 83E

LONGS F12

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10	1.6	83.9	125.7	0.26	6.1	20.5	13.6	62.3	13.9	42.3	-0.29	0.31	-0.06	0.82	136.1	85

- K49 is a rising superstar from the F12 family tree that is sure to impress when you study her three-progeny offered in this year's sale. Her two daughters in the sale are some of the best we have to offer in this year's sale offering!
- Combine the reliability and popularity of the \$230,000 KCC1 Countertime 872H, these sexed female embryos will be a hot commodity and worthwhile investment.
- Guaranteeing 1 60-day pregnancy if transferred by a certified technician.



ES/LONG'S
Balanced
 OPTION

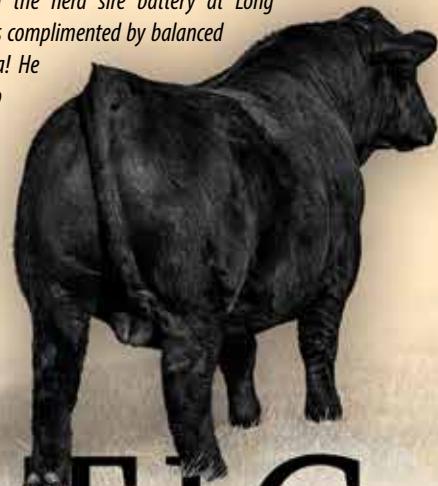
ASA:4414219 3/4 SM 1/4 AN

MH21

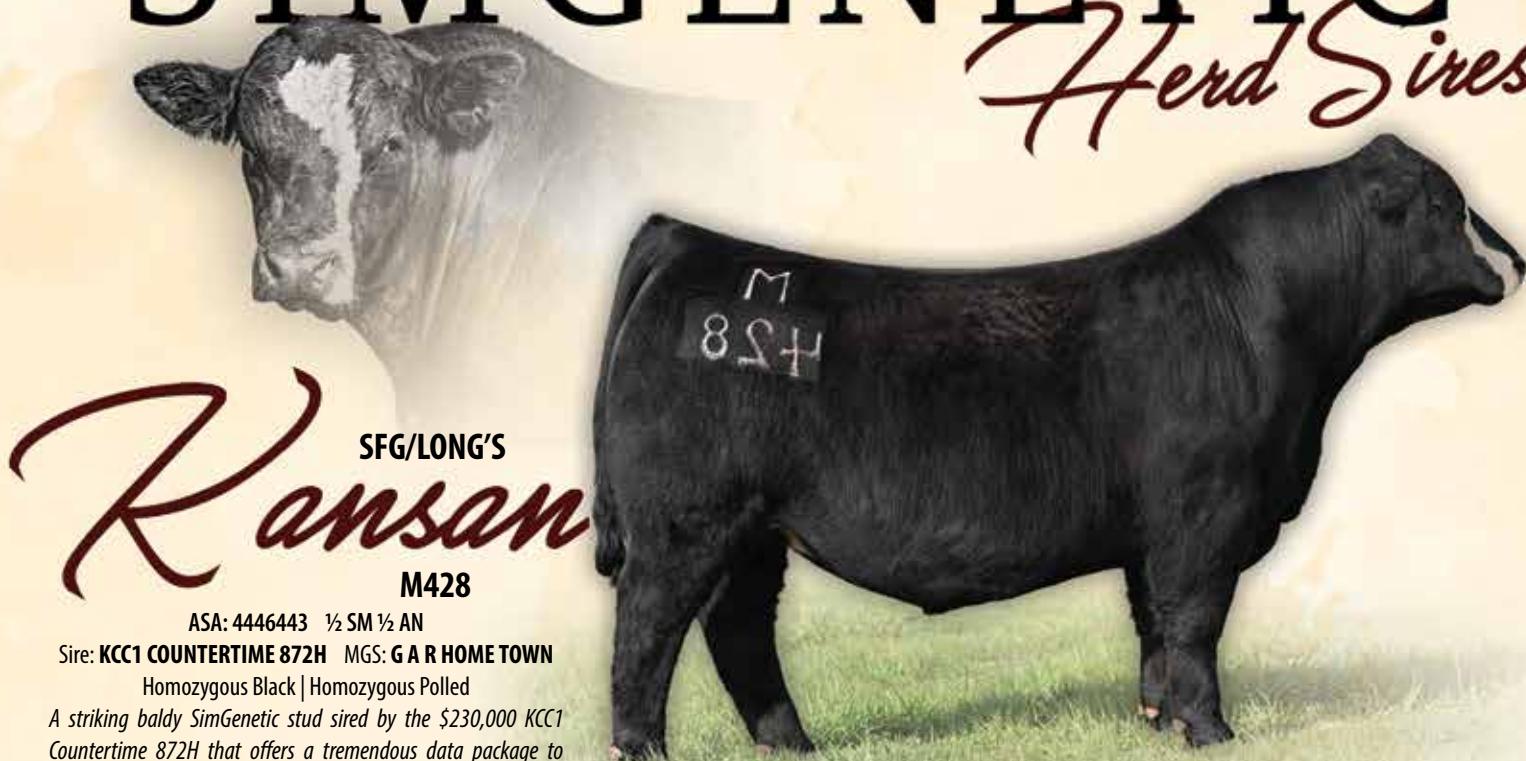
Sire: **KBHR HONOR H060** MGS: **JK HIGH POINT 745**

Homozygous Black | Homozygous Polled

One of the newest members of the herd sire battery at Long Simmentals! His elite phenotype is complimented by balanced set of genomically enhanced data! He ranks among the top 5% MCE, top 15% CE, top 15% REA, top 25% BW, top 25% YW, top 25% ADG, top 30% \$GN, top 35% WW, top 35% MWW, top 35% CW, top 35% YG!



The
SIMGENETIC
Herd Sires



Ranson
 SFG/LONG'S
 M428

ASA: 4446443 1/2 SM 1/2 AN

Sire: **KCC1 COUNTERTIME 872H** MGS: **G A R HOME TOWN**

Homozygous Black | Homozygous Polled

A striking baldy SimGenetic stud sired by the \$230,000 KCC1 Countertime 872H that offers a tremendous data package to compliment his basic build. An elite calving ease option that offers a premium blend of carcass merit, growth, and maternal strength!

In CHARGE

SFI/LONGS
K28

ASA: 4113347 PB SM

Sire: SO REMEDY 7F MGS: JM OL STEEL Y50

Homozygous Black | Homozygous Polled

The tried and true calving ease king at Long Simmentals! This son of the \$530,000 SO Remedy 7F is backed by the iconic SFI Miss Me O My donor dam. His first progeny have been met with high demand in the marketplace!



The PUREBRED Herd Sires



Intimidator ^{W/C}

ASA: 4121154 PB SM 533K

Sire: W/C INNOVATOR 533H MGS: MR SR 71 RIGH NOW E1538

Homozygous Black | Homozygous Polled

W/C Intimidator 533K aligns the highest dollar generating matrons in the Simmental breed! He offers big spread genetics with elite maternal strength and premium carcass merit. He will continue to see heavy use at Long Simmentals!

LONG SIMMENTALS

3272 320th Street | Creston, IA 50801

Rob: 641-344-3028 Tyler: 641-344-5085 Cody: 641-344-4357





CONLEY
Glacier
295

AAA: 20743809 ANGUS

Sire: COLEMAN GLACIER 041 MGS: MUSGRAVE 316 STUNNER

Our selection from the 2024 Conley Cattle Bull Sale that sets the standard for quality, foot shape, and eye appeal. We love the job that Conley Glacier 295 is doing in our program as his first sons highlight the Angus division in 2026!



ES LONG'S
Salem
HW46-1

ASA: 3758406 3/4 SM 1/4 AN

Sire: MR NLC UPGRADE U8676 MGS: S A V NET WORTH 4200

Our selection from the 2021 Eichacker Simmentals Production Sale in South Dakota. ES/Longs Salem HW46-1 is a trait leader for CE, REA, and DMI. We love the consistency and quality of his progeny. A true breeding bull that has left behind a tremendous set of daughters!



LONG'S
Countertime
L670

ASA: 4265662 PB SM

Sire: KCC1 COUNTERTIME 872H MGS: LONG'S SHEAR ENVY

The \$20,000 high selling bull from our 2024 Production Sale that was purchased by Moore Land & Cattle of Illinois. His first sons highlight this year's sale!



DONOR - LONG'S CARMEN

LONG'S CARMEN

Reg: 3455868

PB SM

CNS PAYS TO DREAM T759 HTP SVF IN DEW TIME
LLSF PAYS TO BELIEVE ZU194 x **LONG'S LILA**
 LLSF URABABYDOLL U194 LONG'S MISS PENNY

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
6.8	6	103.3	156.8	0.33	3.4	32.7	10.9	84.1	11.6	50.9	-0.22	0.15	-0.049	0.85	119.4	89



DONOR - LONG'S F12

LONG'S F12

Reg: 3472590

3/4 SM 1/4 AN

CNS PAYS TO DREAM T759 WSJ ENCORE
LLSF PAYS TO BELIEVE ZU194 x **LONG'S DRIBBLE**
 LLSF URABABYDOLL U194 MCM 505R

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
8.9	1.7	71.1	104.6	0.21	5.2	24.9	11.2	60.2	12.9	36.8	-0.2	0.23	-0.031	0.74	112.2	71.7



DONOR - LONG'S B28

LONG'S B28

Reg: 2911530

3/4 SM 1/4 AN

HOOKS SHEAR FORCE 38K WSJ ENCORE
LONG'S SHEAR ENVY x **LONG'S DRIBBLE**
 LONGS MISS SWEETS MCM 505R

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.3	2.6	76.8	107.9	0.19	4.9	19.3	12.1	57.4	15.9	25.5	-0.34	0.06	-0.04	0.96	111.2	69.9



DONOR - LONG'S MOLLY M6

LONG'S MOLLIE M6

Reg: 4428998

PB SM

SO REMEDY 7F LLSF PAYS TO BELIEVE ZU194
SFI LONGS IN CHARGE K28 x **LONGS G56**
 SFI MISS ME O MY LONGS SURE CHARM

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
10.5	2.3	88	133.9	0.29	6.6	27.2	11.4	71.1	10.8	50.1	-0.34	-0.05	-0.071	1.04	113.6	80.3



DONOR - LONG'S LILA



DONOR - LONG'S MISS PENNY



DONOR - LONG'S EPIC K49



DONOR - LONG'S COUNTERTIME L794

LONG'S LILA

Reg: 2911541 3/4 SM 3/16 AN 1/16 CS

CNS DREAM ON L186 JF FOUNDATION 8010U
HTP SVF IN DEW TIME x **LONG'S MISS PENNY**
 HTP SVF HONEYDEW LONGS COWGIRL

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.3	2.6	72.5	103	0.19	4.9	20.7	5.5	56.7	14.4	19.2	-0.2	0.06	-0.029	0.53	118	71.1

LONG'S MISS PENNY

Reg: 2654737 5/8 SM 5/16 AN 1/16 CS

WSJ ENCORE KENCO/MF POWERLINE 204L
JF FOUNDATION 8010U x **LONGS COWGIRL**
 TRIPLE C EMPRESS N3063L BAURS L925

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
6.8	4.7	69.8	107.9	0.24	3.5	25.4	7.9	60.1	15.9	23.2	-0.33	0.03	-0.046	0.85	100.8	63.1

LONG'S EPIC K49

Reg: 4112840 PB SM

WS ALL-AROUND Z35 LLSF PAYS TO BELIEVE ZU194
OMF EPIC E27 x **LONGS F12**
 OMF TIME LESS B100 LONG'S DRIBBLE

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
12.7	-0.3	76.2	109.7	0.21	6.2	24.7	11.9	62.8	15.9	30.2	-0.25	0.29	-0.042	0.71	142.1	83.1

LONG'S COUNTERTIME L794

Reg: 4265656 PB SM

ES RIGHT TIME FA110-4 LLSF PAYS TO BELIEVE ZU194
KCC1 COUNTERTIME 872H x **LONG'S CARMEN**
 KCC1 HAVANA 83E LONG'S LILA

CE	BW	WW	YW	ADG	MCE	MILK	DOC	MWW	STAY	CW	YG	MARB	BF	REA	API	TI
11.5	4.5	94.6	144.2	0.31	6.1	24.6	15.1	71.8	15.1	39	-0.26	0.45	-0.051	0.79	148	92.9

Balancing Cow Weight with Industry Demand

by Lilly Platts

The industry's push for larger carcass weights continues to put pressure on commercial producers who must also maintain a productive, profitable cow herd. Dr. Jamie Courter, Assistant Professor and State Beef Extension Specialist at the University of Missouri, explored this dichotomy during Fall Focus 2025.

Optimizing efficiency and productivity are central goals for all cow-calf producers. The end product and the demands of the packer are also a consideration, and often go against what is best for long-term cow-calf profitability. Bigger cows can produce bigger calves, but at what cost? Courter shared that the push for bigger carcass weights will continue in the future, and because of this, focusing on cow herd efficiency and profitability is more important than ever. "Whether we're talking about the end product, or selling a weaned calf, your motivation should still be the cow," Courter shared.

Mature cow size has been steadily increasing over time, which is evident in data across breed associations. Courter evaluated Angus, Red Angus, and Simmental trends, and saw a uniform trend throughout. "Regardless of breed, we are increasing cow size," she said.

The cow-calf phase of the production cycle accounts for 74% of the overall input required to produce one pound of carcass weight, and the bigger the cow, the higher this number is.

The cow-calf phase of the production cycle accounts for 74% of the overall input required to produce one pound of carcass weight, and the bigger the cow, the higher this number is. "A 30% larger cow will consume 22–28% more dry forage matter," Courter shared. "Mature cow weight matters."

Courter encourages producers to think about their cow herd as a whole unit, as opposed to individual animals. Heavier calves may bring more on sale day,

but if the female that raised that calf required more input, those extra dollars may cancel out. "Yes, heavier calves make more money, but if we think about fixed resources, smaller cow size and more moderate weaning weights aren't always a bad thing," she said.

Many beef cattle traits are optimized somewhere in the middle, like docility, and Courter believes the same is true for cow size. An 1,100- to 1,200-pound cow usually strikes the right balance between input and productivity, and Courter encourages producers to look at their output as pounds weaned per acre, as opposed to individual cow performance. "The key is to avoid cows that are over 1,400 pounds, and that are consuming more nutrients than they are providing you in profit," she said. "The data shows that mature cow size is an intermediate-optimum trait."

Birth weight is as frequently discussed as mature cow size, and is another important factor in optimizing productivity. There are several EPD associated with birth, including calving ease direct, calving ease maternal, and birth weight. Calving ease direct predicts the probability of a first-calf heifer experiencing dystocia; calving ease maternal predicts the probability of first-calf daughters experiencing dystocia; and birth weight predicts the calf's weight compared to the breed average.



Crossbreeding is one of the most valuable tools for increasing productivity without increasing input costs.

Courter shared that producers often put emphasis on the wrong trait. "Time and time again, producers think that birth weight is equivalent to calving ease, especially on the commercial side," she explained.

Using correlations, Courter explained that birth weight and calving ease are genetically related, but not the same trait. Conversely, the correlation between calving ease direct and the percentage of unassisted births is high. This means that producers who select primarily for birth weight may only be starting off with lighter, more issue-prone calves, and not actually solving dystocia problems. "When we select for low birth weight, we are not solving the problem," Courter shared. "Selection for birth weight does not ensure calving ease. It just creates light calves."

**"Selection for birth weight
does not ensure calving ease.
It just creates light calves."**

Data shows that calves that start out lighter will also be lighter at weaning and yearling. Commercial producers often use birth weight over other calving EPD when selecting bulls, which may lead to long-term financial loss. If calving ease direct predicts that a first-calf heifer can have a 60-pound calf unassisted, then putting emphasis on birth weight and pushing that weight down to 50 pounds is only taking pounds away long-term. "We need to be having these tough conversations with our commercial buyers," Courter shared.

Crossbreeding is one of the most reliable methods for increasing productivity while maintaining input costs,



Above: Dr. Jamie Courter shared about the implications of cow size, and potential strategies for balancing productivity with cost.

Below: Cow size has a significant impact on input and overall production cost.

and Courter emphasized this. "We know that crossbred cows raising crossbred calves wean over 23% more weaning weight per cow exposed," Courter said. "Crossbreeding and mating systems will increase the resources we have while keeping cow size moderate."

Courter encouraged producers to consider crossbreeding systems, as well as maternal and terminal herds.



Balancing Cow Weight with Industry Demand

Increasing carcass weights while keeping cow size moderate is difficult, and while genetics and technology have produced bulls and cows that "do it all," genetic potential can only go so far. Pushing the cow herd to meet end-product demands could have negative long-term effects. "If we want to avoid doing that to our cow herd, we need to start thinking about the story differently," Counter explained. "We need to start thinking about creating maternal cows that will be the factory, while also creating terminal animals that are all pounds weaned," Counter shared.

Specific crossbreeding systems have been considered labor- and resource-intensive in the past, but Counter countered this belief. Other industries, like dairy, have been successfully using sexed semen and technology to create maternal and terminal crosses. "With the advent of AI, sexed semen, and genomic testing, we are past that. We are past the argument of it being labor-, cost-, and resource-intensive," she said.

Through crossbreeding and technology, producers can meet the demands of the industry while also maintaining profitability in the cow herd.

Counter concluded that through crossbreeding and technology, producers can meet the demands of the industry while also maintaining profitability in the cow herd. "My challenge to you is this. How can we adopt technology to meet what the market is telling us, and at the same time, not detrimentally impact our cow herd?"

ST



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