



Family Matters

ONLINE SALES EVENT
VOL II

4.30.25 | 6 p.m. C.S.T. | Powered by **LiveAg**

Selling 52 Lots ... Cow/ Calf Pairs, Bred Females, Open Heifers and foundation Semen lots!

SELLING 52 LOTS

Cow/ Calf Pairs, Bred Females, Open Heifers, Donors & Foundation Semen Lots!

4 Cow/ Calf Pairs

13 Fall Bred Heifers

3 Donors

9 Spring Bred Heifers

12 Open Heifers

11 Foundation Semen Sires

Watch Live and Bid Online 



Beeman Family Fifth Generation Texas Ranchers!

RANCH LOCATION

732 Jeff Davis Ranch Road, Harwood, TX 78632

- 60 miles from Austin, TX

- 137 miles from Houston, TX

- 81 miles from San Antonio, TX

Sale cattle are available for viewing prior to the sale.

*Feel free to call the Ranch to make an appointment,
830.540.3955.*

This auction is the next step in HeartBrand continuing to be a leading seedstock producer, and this will expand our cattle to a larger market. We are joining our forces with LiveAg to continue to build the market for Akaushi genetics.

*Sale Catalog will be digital only, and available at
www.Wagnu365.com or <https://bid.live-ag.com/>*



Dear Valued Customers,

The HeartBrand Cattle Family Matters Online Sale brings together an outstanding selection of cow/calf pairs, bred females, open heifers, elite embryo packages, and foundation semen lots, all meticulously chosen to meet the highest standards of quality and performance.

With calves commanding record-high prices and strong grid premiums, now is the perfect time to incorporate HeartBrand Cattle's Akaushi genetics into your program. These genetics are celebrated for their ability to deliver exceptional marbling while maintaining essential traits like growth, longevity, and performance, making them a wise investment in today's favorable market conditions.

Demand for Akaushi genetics and Akaushi beef continues to rise, and we are proud to be at the forefront of this dynamic movement. Together, we are witnessing the industry embrace the incredible advantages of this breed, and we are confident its momentum will only gain strength.

Thank you for your ongoing support and for being part of this exciting journey. We look forward to providing you with top-tier Akaushi genetics and working together to achieve even greater success!

Jordan Beeman

The HeartBrand Cattle team is honored to offer this set of breeding females for sale this spring. Our goal is to provide our buyers with functional cattle that fulfill their need for genetics that can complement their operation. The process that our team holds in place is structured for you to take advantage of multi generations of our selection pressure.

Akaushi is the best breed that I have ever seen significantly increase carcass quality without sacrificing the profit generating traits, like growth, fertility and longevity. We have continued to try to make the breed better and thank you for being loyal customers and promoting the breed and our branded program.

JoJo Carrales



Ronald Beeman & son Jordan Beeman,
President of HeartBrand Beef



JoJo Carrales,
Vice President of HeartBrand Cattle,
Kaci Carrales,
Joseph & Adalyne



Jacob Tipp, *Full Blood Cattle Manager,*
Amy Tipp, *Meat Sales Manager,* Kaston & Kinley



Callie Hendershot,
Database Manager,
Ross Hendershot &
89Raelyn



AUCTIONEER ...

Eddie Burks270.991.6398

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SALE ORDER & SUPPLEMENTAL INFORMATION ...

Sale order is catalog order. Any additional information or corrections to the printed sale catalog will be available online at www.Wagyu365.com and <https://bid.live-ag.com/>

WATCH LIVE & BID ONLINE ...

We have made preparations to bid and buy livestock through LiveAg's bidding platform. For those unable to attend in person on sale day. Please note that all lots in the sale will be available for viewing online prior to sale day at: <https://bid.live-ag.com/>

If you need assistance with registration or with either bidding platform, call LiveAg at 817.533.6699

MANAGEMENT ...

Auction money and proceeds will be conducted under Randall O. Ratliff, DBA R&R Marketing, P.O. Box 60097, Nashville, TN 37206 Bond # 7901027402 (U.S. Department of Agriculture, Grain Inspection, Packers and Stockyards Administration Packers & Stockyards Program)



REGISTRATION & TRANSFERS ...

As soon as the cattle are paid for, the cattle sold will be transferred (registrations) to the new owners through the offices of the American Akaushi Association. The fee is paid for by the seller.

PAYMENT ...

All lots must be paid for immediately following the conclusion of the HeartBrand Cattle Family Matters Online Sales Event II, unless prior payment arrangements have been made with any representative of Wagyu365. Buyers are welcome to pay by credit card. If so, you will be charged a 3% fee on the total sum of your purchase.

PICKUP LOCATION ...

732 Jeff Davis Ranch Road, Harwood, TX 78632

DELIVERY ...

Buyers are responsible for any shipping cost pertaining to their purchases and transportation of the live cattle. Wagyu365 buyers and HeartBrand Cattle will work together to make this the easiest and most efficient process possible. Cattle need to be picked up by May. 30th. If past May 30th there will be a \$3 per day charge per animal.

TRUCKING ...

Please contact the HeartBrand Cattle office at 830.540.3955 for them to assist with your trucking needs and desires.

HEALTH PAPERS ...

All cattle sold will be accompanied by appropriate health papers for immediate intrastate shipment. Additional health testing may be required for interstate shipment.

LIVESTOCK MORTALITY INSURANCE ...

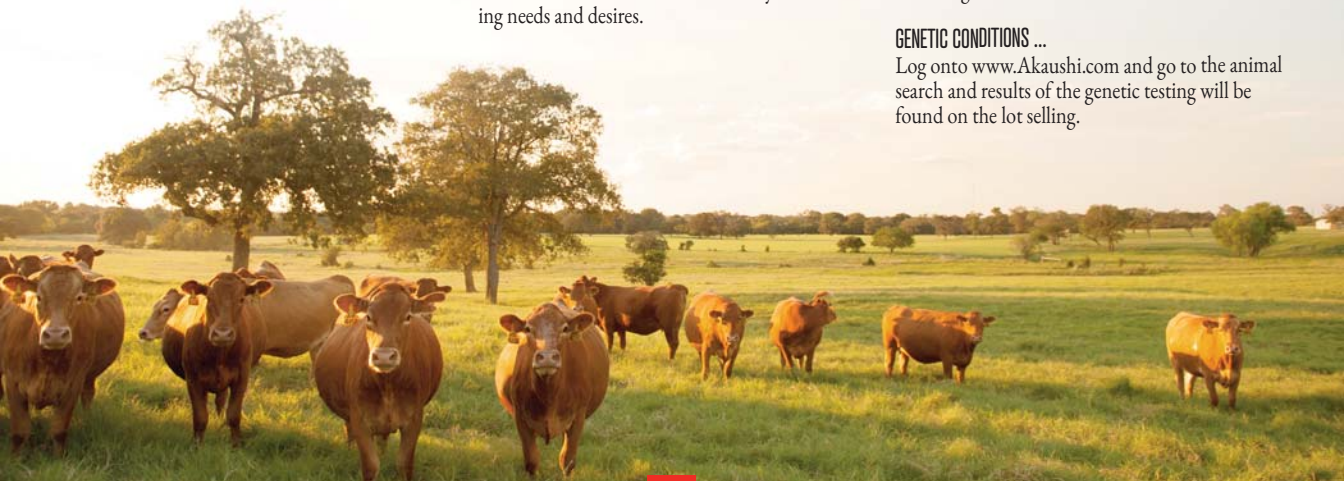
Any representative of the Wagyu365 team can assist any buyer with insurance regarding their purchases.

TERMS & CONDITIONS ...

Cattle will be sold under the Standard Terms and Conditions of the American Akaushi Assoc. Please log onto www.Akaushi.com

GENETIC CONDITIONS ...

Log onto www.Akaushi.com and go to the animal search and results of the genetic testing will be found on the lot selling.





HEARTBRAND CATTLE WANTS TO MAKE YOUR BUYING EXPERIENCE ENJOYABLE AND VERY CONVENIENT

1. CALL US IN ADVANCE

This old-school way is still alive and well at HeartBrand Cattle. When your schedule or travel plans make it impossible to join us, please take a quick moment and give us a call at 830.540.3955 or call any of the folks listed on sale day contacts or sale management. We are all here to help you. We can visit about the cattle that interest you and, if you'd like, we can even offer an opinion. In other words, please share with us what you would like to do and we will arrange it per your instructions. We will make it simple to accept your max bid on lots you are interested in buying.

2. REAL-TIME PHONE BIDS

Not quite as old-school as calling us in advance of sale day but still a tried and true method of buying cattle, particularly if you don't have reliable high-speed internet. You may call LiveAg at 817.533.6699 or any of the sale day phones.

3. ONLINE BIDS

Technology does have its advantages and it's pretty cool. We aim to be on the cutting edge of all technology, allowing us to better serve you. If you have high-speed internet, may we suggest the online bidding platforms of <https://bid.live-ag.com/>.

4. LARGE SELECTION

The HeartBrand Cattle program is the largest offering of Akaushi cattle in the United States. This means high-quality Akaushi genetics will be available in volume at every price range.

5. CONVENIENCE FEE

HeartBrand Cattle will be charging a 3% Convenience Fee for any credit/debit card transactions for cattle and/or genetics.



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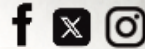
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CONNECT WITH US FOLLOW WAGYU365 ON SOCIAL MEDIA ~
#Wagyumarketingatitsfinest #24/7/365Wagyu
#alldayeverydaywagyu

ABOUT THE FEMALES

- ~ All females have been Brucellosis Vaccinated
- ~ All females will have individual EID tags
- ~ All females have been parent verified by DNA
- ~ All females have been branded with the HeartBrand logo on their hip
- ~ All females have been checked to be reproductively sound and have been third-party verified pregnant (if specified bred)
- ~ Maternal and performance minded Akaushi Females
- ~ They are well made, structurally sound with tremendous carcass merit.





OUR BRANDED PRODUCT



In 2024, HeartBrand Beef graded a total of 17,076 individual carcass sides utilizing a camera grading system. To our knowledge, this is the largest set of Akaushi cattle ever graded, and quite possibly, the largest set of Wagyu cattle graded in the United States that can be used for breeding evaluations and data. The average marbling on all 17,076 sides revealed a score of 797. In comparison to USDA grading scales, this average marbling score is equivalent to Slightly Abundant 50 and would be equal to USDA Prime. The yield grade landed at 3 when evaluating the data from these sides and showed a ribeye area of 13.82. These numbers speak volumes for the industry.

If you want to be a part of raising higher quality beef, we invite you to join! Joining is easy—the first step is buying a bull. HeartBrand currently has over 20,000 head on feed across three different states at five feedlots. These calves were bought from producers who purchased one or more HeartBrand Akaushi bulls and chose to sell their calves back to us. What are we doing with this many calves on feed? HeartBrand runs the second largest Wagyu beef program in the U.S., and we source our calves from producers who buy HeartBrand Akaushi bulls just like the ones offered in this catalog. While we purchase lots of calves from producers, the opportunities with this breed are endless. The calves can be finished out and used to supply any meat program depending on your demand whether that is all-natural, grass fed, grain fed, organic, or even locally raised beef. An Akaushi bull will upgrade any beef program. At the end of the day, we want you to make the highest profit possible on your herd and follow what makes the most sense for you and your family. The progeny from our bulls will be considered free market trade and there is no obligation to sell your calves back to HeartBrand or for HeartBrand to purchase from you. We welcome you to find the best opportunity to put the most money in your pocket, and we believe you could raise that bar with an Akaushi bull.

Over the past 10 years, we have had the pleasure of watching firsthand the impact Akaushi beef has made on the consumer. Our Akaushi beef program has grown drastically in size because we produce what the customer wants: marbled beef at a decent price. Akaushi beef is served in some of the best restaurants in the country and offered in many retail stores across the U.S. Customers are asking for better quality beef and that's what we are serving. If you agree with today's consumer and want tasty, tender, marbled beef for the future, Akaushi is the breed for you. We look forward to you joining the movement of raising better beef for the future.



BRANDED WITH EXCELLENCE

LOT 1

HEARTBRAND 6772J

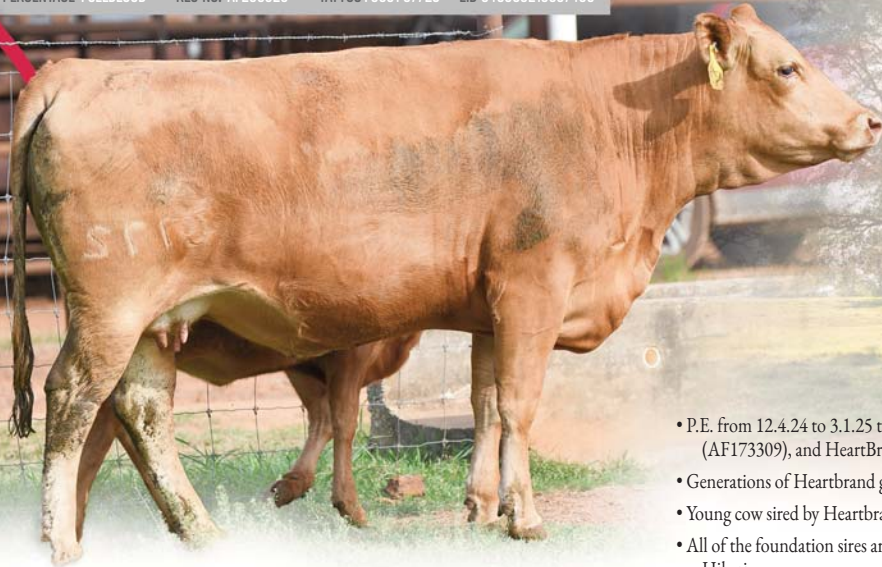
DOB 09.13.2021

PERCENTAGE FULLBLOOD

REG NO. AF230328

TATTOO F0001 6772J

EID 840003219657469



- P.E. from 12.4.24 to 3.1.25 to HeartBrand Shabu Zone 4557H (AF173309), and HeartBrand Dozer 9967Y (AF19355)
- Generations of Heartbrand going back to Himawari
- Young cow sired by Heartbrand 0718F, a descendant of Dai 8 Marunami
- All of the foundation sires are here – Big Al, Shigemaru, Tamamaru, and Hikari
- Heifer calf at side

SIRE HEARTBRAND 0718F
HEARTBRAND 9573
HEARTBRAND 809Z

DAM HEARTBRAND 1512Z
HEARTBRAND B3427R
HEARTBRAND T1991P

HEARTBRAND S5502S
HEARTBRAND V7256U
HEARTBRAND S5502S
HEARTBRAND T4225S
BIG AL
HEARTBRAND S0946J
TAMARU
HEARTBRAND C034K

DOB 11.04.2024

PERCENTAGE FULLBLOOD

REG NO. AF355552

HEARTBRAND 6772M

TATTOO 6772M

EID 840003263867435

LOT 1A

HEARTBRAND 3496G

HEARTBRAND 6772J

HEARTBRAND 2541A ET
HEARTBRAND 4742B
HEARTBRAND 0718F
HEARTBRAND 1512Z



LOT 2

HEARTBRAND 6934K

DOB 01.10.2022

PERCENTAGE FULLBLOOD

REG NO. AF231543

TATTOO F0001 6934K

EID 840003241566386

COW/ CALF PAIR



- P.E. from 12.4.24 to 3.1.25 to HeartBrand Shabu Zone 4557H (AF173309), and HeartBrand Dozer 9967Y (AF19355)
- A great young cow from the Fuyuko maternal line
- Sired by Heartbrand 9861Y, a son of H0518E from the Himawari line
- Bottom side of pedigree posts two crosses each to Big Al and Tamamaru
- Heifer calf at side

SIRE **HEARTBRAND 9861Y**
HEARTBRAND H0518E
HEARTBRAND 8482W
HEARTBRAND S3105R
HEARTBRAND T1610P
HEARTBRAND B3314R
HEARTBRAND T1244P

DAM **HEARTBRAND 5837C**
HEARTBRAND 8015W
HEARTBRAND T3400R
HEARTBRAND B0092K
HEARTBRAND T3400R
HEARTBRAND B0092K

DOB 09.30.2024

PERCENTAGE FULLBLOOD

REG NO. AF355550

HEARTBRAND 6934M

LOT 2A

TATTOO 6934M

EID 840003263967433

HEARTBRAND 3503G

HEARTBRAND 2421Z

HEARTBRAND 2638A

HEARTBRAND 6934K

HEARTBRAND 9861Y

HEARTBRAND 5837C

100% FULLBLOOD
COW/ CALF PAIR

LOT 3

HEARTBRAND 7331K

DOB 04.26.2022

PERCENTAGE FULLBLOOD

REG NO. AF238716

TATTOO F0001 7331K

EID 840003241566611



- P.E. from 12.4.24 to 3.1.25 to HeartBrand Shabu Zone 4557H (AF173309), and HeartBrand Dozer 9967Y (AF19355)
- Great-looking young cow sired by Heartbrand 8834E, who stems from Fuyuko
- 7331K traces back to Himawari on her maternal side
- The pedigree is loaded with multiple crosses of Shigemaru and Tamamaru
- Heifer calf at side

SIRE **HEARTBRAND 8834E ET**
HEARTBRAND KC S6386U
HEARTBRAND STARR 9193X

DAM **HEARTBRAND 2735G**
HEARTBRAND RICHARD 1350Z
HEARTBRAND 9897Y

SHIGEMARU
HEARTBRAND C0062L
HEARTBRAND S3528R
HEARTBRAND T4958S
TAMAMARU
HEARTBRAND S0513N
HEARTBRAND S5198S
HEARTBRAND T0727N

DOB 10.20.2024

PERCENTAGE FULLBLOOD

REG NO. U355551

TATTOO 7331M

EID 840003263967434

HEARTBRAND 7331M LOT 3A

HEARTBRAND TRUE GRIT 4290H

HEARTBRAND 7331K

HEARTBRAND 4490B
HEARTBRAND 1247A ET
HEARTBRAND 8834E ET
HEARTBRAND 2735G



LOT 4

TRIBE LAND AND CATTLE 7808K

DOB 03.26.2022

PERCENTAGE FULLBLOOD

REG NO. AF246666

TATTOO 7808K

EID 840003258087852

COW/ CALF PAIR



- P.E. from 12.4.24 to 3.1.25 to HeartBrand Shabu Zone 4557H (AF173309), and HeartBrand Dozer 9967Y (AF19355)
- Beautiful young cow sired by MCCJ41853, a Heartbrand Joe son
- Five generations of Heartbrand breeding going back to the legendary Ume
- Tremendous set of genetics featuring Big Al, Hikari, Shigemaru, and Tamamaru
- Heifer calf at side

SIRE **MCCJ41853**

HEARTBRAND JOE S5394S

HEARTBRAND S0282N

DAM **HEARTBRAND 9032**

HEARTBRAND T5313S

HEARTBRAND C4396S

SHIGEMARU

HEARTBRAND B0004M

SHIGEMARU

HEARTBRAND B0940J

TAMAMARU

HEARTBRAND B0039M

HEARTBRAND H0518E

HEARTBRAND S0933J

DOB 09.30.2024

PERCENTAGE FULLBLOOD

REG NO. AF355557

HEARTBRAND 7808M

TATTOO 7808M

EID 840003263967440

LOT 4A

HEARTBRAND LIL BUBBA 5046H

HEARTBRAND BUBBA BROWN 9131

HEARTBRAND 1295F

MCCJ41853

HEARTBRAND 9032

TRIBE LAND AND CATTLE 7808K

FALL CALVING FEMALE

LOT 5

HEARTBRAND 8625L

DOB 03.09.2023

PERCENTAGE FULLBLOOD

REG NO. AF280059

TATTOO F0001 8625L

EID 840003258088263



SIRE

HEARTBRAND 3666B ET

SHIGEMARU

HEARTBRAND C5158S

DAM

HEARTBRAND 9398D

HEARTBRAND 9861Y

HEARTBRAND T0745N

DAI-NI 2 SHIGENAMI TOKKYU 27
DALYON 4 AKIBARE TOKKYU 3357
HEARTBRAND H0518E
HEARTBRAND T0497N
HEARTBRAND H0518E
HEARTBRAND 8482W
TAMAMARU
HEARTBRAND B0952J

- Safe Bred 12.22.24 to Brady (AF52168)
- 8625L boasts a pedigree built on the great Heartbrand Himawari
- Her sire is Heartbrand 3666B, who is a Shigemaru son out of an H0518E dam
- Shigemaru, Big Al, Hikari, and Tamamaru all power up this great pedigree
- This heifer looks the part!

FALL CALVING FEMALE

LOT 6

HEARTBRAND 9000L ET

DOB 03.10.2023

PERCENTAGE FULLBLOOD

REG NO. AF305904

TATTOO F0001 9000L

EID 840003258009716



SIRE **HEARTBRAND KC S6386U**
SHIGEMARU
HEARTBRAND C0062L

DAM **HEARTBRAND 165Y**
HEARTBRAND C0600N
HEARTBRAND T2899R

DAI-NI 2 SHIGENAMI TOKKYU 27
DAI-YON 4 AKIBARE TOKKYU 3357
HEARTBRAND H0518E
HEARTBRAND S0917J
HEARTBRAND H0518E
HEARTBRAND S0939J
TAMAMARU
HEARTBRAND B0009M

- Safe Bred 12.9.24 to Come And Take It (AF4586)
- 9000l is a daughter of Heartbrand KC
- Heartbrand KC is a Shigemaru son that traces back to the powerful Ume
- Ringo and Marunami provide the powerful base for this heifer
- Tamamaru, Big Al, and Namimaru line up directly in this outstanding pedigree

LOT 7

HEARTBRAND 8634L ET

DOB 02.14.2023

PERCENTAGE FULLBLOOD

REG NO. AF282314

TATTOO F0001 8634L

EID 840003258075996



SIRE **HEARTBRAND 9595Y**
HEARTBRAND JOE S5394S
HEARTBRAND BUCKCHERRY S2421R

DAM **HEARTBRAND 235Y**
HEARTBRAND T4192S
HEARTBRAND H1631P

SHIGEMARU
HEARTBRAND B0004M
SHIGEMARU
TWA TANOMU
TAMAMARU
HEARTBRAND H0919L
HIKARI
HEARTBRAND S0944J

- Safe Bred 12.23.24 to Big Al (AF114)
- Ume powers the genetics in this heifer
- Heartbrand 9595Y, a son of Buckcherry and Joe, is the sire of 8634L
- Shigemaru genetics dominate this pedigree for predictable performance
- Hikari, Big Al, and Tamamaru lend support to the heavy Shigemaru influence

LOT 8

HEARTBRAND 8686L

DOB 03.26.2023

PERCENTAGE FULLBLOOD

REG NO. AF282610

TATTOO F0001 8686L

EID 84.0003258076098



SIRE **MCCJ41853**

HEARTBRAND JOE S5394S
HEARTBRAND S0282N

DAM **HEARTBRAND 1039F**

HEARTBRAND 4810B
HEARTBRAND 4124B

SHIGEMARU
HEARTBRAND B0004M
SHIGEMARU
HEARTBRAND B0940J
HEARTBRAND T6955U
HEARTBRAND H3012R
HEARTBRAND 9581Y
HEARTBRAND 7793W

- Safe Bred 12.23.24 to Big Al (AF114)
- 8686L is a well-built daughter of MCCJ41853
- Dai 8 Marunami anchors the maternal line in this pedigree
- Six generations of powerful, proven Heartbrand breeding
- All of the foundation sires dot this strong genetic package

LOT 9

HEARTBRAND 931L

DOB 03.07.2023

PERCENTAGE FULLBLOOD

REG NO. AF285811

TATTOO F0001 931L

EID 840003258009943



SIRE HEARTBRAND 563Z
HEARTBRAND H0518E
HEARTBRAND 7787W

DAM HEARTBRAND 5383J
HEARTBRAND BINGER 2071A
HEARTBRAND 9755Y

HIKARI
DAI-HACHI 8 MARUNAMI
HEARTBRAND S2824R
HEARTBRAND T3296R
HEARTBRAND H0518E
HEARTBRAND STARR 9193X
HEARTBRAND JOE S5394S
HEARTBRAND V7331U

- Safe Bred 12.6.24 to Big Al (AF114)
- 9311L displays great phenotype to complement her strong Heartbrand pedigree
- She traces back to the highly sought after Namiko on her maternal line
- This pedigree is six generations deep with Heartbrand breeding!
- The sire pathway is extremely impressive with Binger, Joe, Shig, Tam, and Big Al

LOT 10

HEARTBRAND 8920L

DOB 03.12.2023

PERCENTAGE FULLBLOOD

REG NO. AF280189

TATTOO F0001 8920L

EID 840003258077866

FALL CALVING FEMALE



Paternal grandsire, HeartBrand H0518E

SIRE **HEARTBRAND 2421Z**
HEARTBRAND H0518E
HEARTBRAND JONIE V7341U

DAM **HEARTBRAND 4057H**
HEARTBRAND JIMBO 9276E ET
HEARTBRAND 3801B

HIKARI
DAI-HACHI 8 MARUNAMI
SHIGEMARU
HEARTBRAND S1741P
HEARTBRAND CHARLIE C4037S
HEARTBRAND V7219U
TAMAMARU
HEARTBRAND 291Y

- Safe Bred 12.10.24 to Brady (AF52168)
- Seven generations of proven Heartbrand breeding!
- The sire of 8920L is Heartbrand 2421Z, a son of H0518E
- The highly proven Dai 8 Marunami is the base of the deep maternal line
- Original import sire Judo is at the base of the sire stack built on Marunami

LOT 11

HEARTBRAND 8759L

DOB 03.27.2023

PERCENTAGE FULLBLOOD

REG NO. AF280007

TATTOO F0001 8759L

EID 840003258088231

FALL CALVING FEMALE

Service Sire, HeartBrand Judo Rocks



Lot 11

SIRE **HEARTBRAND 4537B** HEARTBRAND CHARLIE C4037S HEARTBRAND H0518E
HEARTBRAND 8834X HEARTBRAND S0917J
BIG AL
HEARTBRAND S5390T
HEARTBRAND B3314R
HEARTBRAND T1244P
TAMAMARU
HEARTBRAND B0029L

DAM **HEARTBRAND 4972B** HEARTBRAND 8015W
HEARTBRAND T4190S

- Safe Bred 12.6.24 to HeartBrand Judo Rocks (AF49237)
- The sire of 8759L is Heartbrand 4537B, who is a son of Charlie
- The maternal line of 8759L traces back to the import cow Fuyuko
- The foundation sires Big Al and Tamaru anchor the sire stack in this pedigree
- Fuyuko genetics have been proven performers for multiple generations!

LOT 12

HEARTBRAND 8830L

DOB 03.11.2023

PERCENTAGE FULLBLOOD

REG NO. AF280319

TATTOO F0001 8830L EID 840003258088309

FALL CALVING FEMALE

Service Sire, Big Al



Lot 12

SIRE HEARTBRAND 6309B ET
HEARTBRAND KC S6386U
HEARTBRAND H0518E
HEARTBRAND B0311N
HEARTBRAND C0311R
HEARTBRAND H0518E
HEARTBRAND B0311N
HEARTBRAND TERMINATOR T3810S
HEARTBRAND 7770W
DAM HEARTBRAND 9484E
HEARTBRAND 1941A
HEARTBRAND 1292A ET
SHIGEMARU
HEARTBRAND T0487N

- Safe Bred 12.9.24 to Big Al (AF114)
- 8830L is sired by Heartbrand 6309B, a KC son from the Namikos
- Her maternal line is anchored by Himawari
- Shigemaru x Tamamaru x Big Al are in a direct line on the bottom of the pedigree
- There is high predictability in this heifer!



LOT 13

HEARTBRAND 8812L

DOB 04.02.2023

PERCENTAGE FULLBLOOD

REG NO. AF280315

TATTOO F0001 8812L

EID 840003258088305

FALL CALVING FEMALE



SIRE

HEARTBRAND 2963A

HEARTBRAND 9006X CAPTAIN RON

HEARTBRAND T3634S

DAM

HEARTBRAND 4124B

HEARTBRAND 9581Y

HEARTBRAND 7793W

HEARTBRAND 5133S

HEARTBRAND BUCKCHERRY S2421R

TAMAMARU

HEARTBRAND C0032K

HEARTBRAND JOE S5394S

HEARTBRAND T0291N

HEARTBRAND B4047S

HEARTBRAND H0531N

- Safe Bred 12.10.24 to Come And Take It (AF4586)
- Heartbrand 2963A, a Captain Ron son, is the sire of 8812L
- Breed legend, Marunami 8, anchors this pedigree
- Hikari and Shigemaru form the strong genetic base of 8812L
- Big Al and Tamamaru also appear in this deep pedigree

LOT 14

HEARTBRAND 8819L

DOB 04.06.2023

PERCENTAGE FULLBLOOD

REG NO. AF280317

TATTOO F0001 8819L

EID 840003258088307

FALL CALVING FEMALE

Service Sire, Big Al



Lot 11

SIRE HEARTBRAND 2963A HEARTBRAND 9006X CAPTAIN RON HEARTBRAND T3634S

DAM MCCC4251 HEARTBRAND H0518E HEARTBRAND S0741N

HEARTBRAND 5133S HEARTBRAND BUCKCHERRY S2421R TAMAMARU HEARTBRAND C0032K HIKARI DAI-HACHI 8 MARUNAMI SHIGEMARU HARUKO

- Safe Bred 12.10.24 to Big Al (AF114)
• The sire of 8819L is Heartbrand 2963A, a Captain Ron son
• Heartbrand 2963A is anchored by Buckcherry and Himawari
• The maternal line of 8819L is anchored by Haruko
• H0518E and Shigemaru complete the sire link from 2963A to Haruko

LOT 15

HEARTBRAND 8590L

DOB 03.24.2023

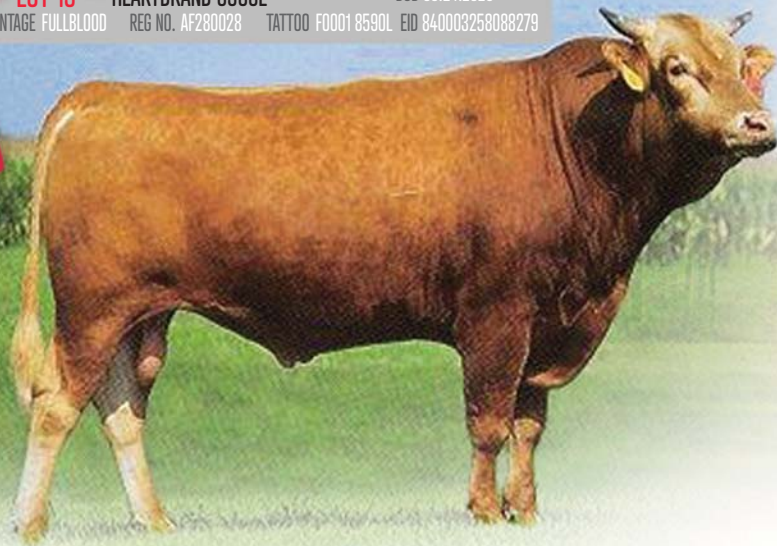
PERCENTAGE FULLBLOOD

REG NO. AF280028

TATTOO F0001 8590L EID 840003258088279

FALL CALVING FEMALE

Maternal Grand sire, Tamamaru



SIRE HEARTBRAND 4727B
HEARTBRAND T6023T
HEARTBRAND H5727T

DAM HEARTBRAND 4001B
TAMAMARU
HEARTBRAND 967Z

TAMAMARU
HEARTBRAND B0102M
HIKARI
HEARTBRAND S0162M
DAI-GO 5 TAMANAMI TOKKYU 96
DAI-HACHI 8 MARUNAMI
BIG AL
HEARTBRAND S2155K

- Safe Bred 12.23.24 to Hikari (AF107)
- 8590L is a maternal descendent of the incomparable Ume!
- The sire stack of 8590L includes Tamamaru x Big Al x Shigemaru x Dai 10 Mitsamaru
- The sire of 8590L is Heartbrand 4727B, who is a grandson of Tamamaru
- An extremely strong pedigree to build on for the future

LOT 16

HEARTBRAND 9674L

DOB 07.11.2023

PERCENTAGE FULLBLOOD

REG NO. AF317119

TATTOO F00019674L

EID 840003208655999

FALL CALVING FEMALE

Service Sire, Brady



Lot 16

SIRE HEARTBRAND 3184A
HEARTBRAND B7083U
HEARTBRAND S1463P

DAM HEARTBRAND 2487Z
HEARTBRAND B4351S
HEARTBRAND T4898S

HEARTBRAND B2249R
HEARTBRAND T0291N
SHIGEMARU
HEARTBRAND B0905J
BIG AL
HEARTBRAND T0183M
TAMAMARU
HEARTBRAND B0466N

- Safe Bred 12.23.24 to Brady (AF52168)
- 9674L descends from the proven Fuyuko maternal line
- Her sire is Heartbrand 3184A, who has a Fuyuko based pedigree
- Big Al and Tamamaru back up two generations of Heartbrand sires in the sire line-up
- Fuyuko appears on both sides of this heifer's pedigree!

LOT 17

TRIBE LAND AND CATTLE 9385L

DOB 04.02.2023

PERCENTAGE FULLBLOOD

REG NO. AF290432

TATTOO 9385L

EID 840003258009844

FALL CALVING FEMALE

Service Sire, Big Al



Lot 17

SIRE HEARTBRAND 4949H
HEARTBRAND 2541A ET
MCC5760

DAM HEARTBRAND 9032E
HEARTBRAND T5313S
HEARTBRAND C4396S

RUESHAW 430
HEARTBRAND NIKKI DR S1029P
MCC 7222Z
HEARTBRAND T3262R
TAMAMARU
HEARTBRAND B0039M
HEARTBRAND H0518E
HEARTBRAND S0933J

- Safe Bred 12.7.24 to Big Al (AF114)
- 9385L is a super looking daughter of Heartbrand 4949H
- This is a sought after pedigree from the powerful Ume cow
- Three generations of Heartbrand sires stacked on Shigemaru and Dai 10 Mitsamaru!
- Built-in performance genetics



HeartBrand[®] CATTLE

So far in 2024, HeartBrand Beef has graded a total of 17,076 individual carcass sides utilizing a camera grading system . To our knowledge, this is the largest set of Akaushi cattle ever graded, and quite possibly, the largest set of Wagyu cattle graded in the United States that can be used for breeding evaluations and data. The average marbling on all 17,076 sides revealed a score of 797. In comparison to USDA grading scales, this average marbling score is equivalent to Slightly Abundant 50 and would be equal to USDA Prime. The yield grade landed at 3 when evaluating the data from these sides and showed a ribeye area of 13.82.

DONOR

LOT 18

HEARTBRAND 3112A

DOB 08.27.2013

PERCENTAGE FULLBLOOD

REG NO. AF60639

TATTOO 3112A

EID 988001000705251



Sire, Judo 1223

SIRE **JUDO 1223**

SHIGETAKARA H 40

SAKAE RK23331

DAM **HEARTBRAND Z1118P**

RUESHAW 430

AKIKO

SHIGETAMA H 11

TAKARA 3 22765

MARUZONO F252

KAME RK4370

RUEMEI H39

FB2 KIKUTAMA 14285

NAMIMARU KO 74

MITSUOKO TOKKYU 9639

- Original, import genetics at their absolute finest
- Outcross genetics – Judo x Rueshaw – on top of Akiko!
- The Akiko line makes the elite ones – including Big Al, himself!
- Incredible breeding opportunities with this proven donor!
- Sells open

LOT 19

HEARTBRAND 2079A

DOB 03.29.2013

PERCENTAGE FULLBLOOD

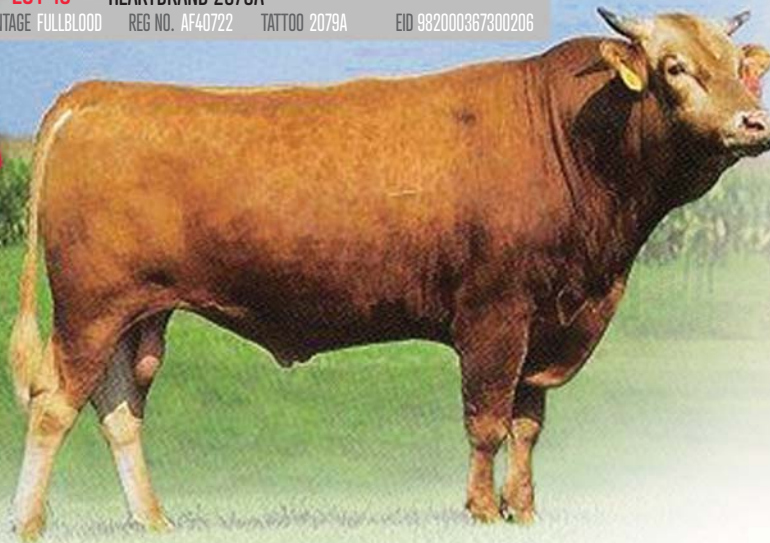
REG NO. AF40722

TATTOO 2079A

EID 982000367300206

DONOR

Sire, Tamamaru



Lot 19

SIRE **TAMAMARU** DAI-GO 5 TAMANAMI TOKKYU 96 TAMANAMI KO 70
DAI-HACHI 8 MARUNAMI FUJIMITSU KO 2030
DAI-SAN 3 MITSUMARU KO 71
DAI-HICHI 7 MARUNAMI TOK 14289
DAI-JU 10 MITSUMARU KO 76
KAZUTOMO IKYU 92958
DAM **TWA MAJIRU** HIKARI
AKIKO NAMIMARU KO 74
MITSUKO TOKKYU 9639

- A Tamamaru daughter from Big Al's maternal line!
- Traces directly back to Akiko on maternal side
- Powerful foundation sire stack of Tamamaru x Hikari x Namimaru
- 2079A has produced 29 registered progeny – proven donor cow
- Sells open

LOT 20

HEARTBRAND 1834A

DOB 05.05.2013

PERCENTAGE FULLBLOOD

REG NO. AF36781

TATTOO 1834A

EID 982000367716355



SIRE

HEARTBRAND B4183S

BIG AL

HEARTBRAND S0701M

DAM

HEARTBRAND T3285R

TAMAMARU

HEARTBRAND C0006K

DAI-JU 10 MITSUMARU KO 76

AKIKO

SHIGEMARU

AKIKO

DAI-GO 5 TAMANAMI TOKKYU 96

DAI-HACHI 8 MARUNAMI

HEARTBRAND H0518E

HEARTBRAND HIMAWARI 245

- Maternal line traces back to the great Heartbrand Himawari 245 cow
- Daughter of Heartbrand B4183S, a Big Al son with 285 registered progeny!
- Great sire stack including Tamamaru x H0518E x Dai 10 Mitsamaru
- 1834A has 29 registered progeny – proven donor cow!
- Sells open

DELIVERY ...

Buyers are responsible for any shipping cost pertaining to their purchases and transportation of the live cattle. Waygu365 buyers and HeartBrand Cattle will work together to make this the easiest and most efficient process possible. Cattle need to be picked up by May 30th. If past May 30th there will be a \$3 per day charge per animal.

TRUCKING ...

Please contact the HeartBrand Cattle office at 830.540.3955 for them to assist with your trucking needs and desires.



FALL CALVING FEMALE

LOT 21

HEARTBRAND 9294L

DOB 06.23.2023

PERCENTAGE FULLBLOOD

REG NO. AF303597

TATTOO F0001 9294L EID 840003258077014



SIRE **BIG AL**

DAI-JU 10 MITSUMARU KO 76
AKIKO

DAI-NI 2 MITSUMARU TOKKYU 22
GODAI KO 2739
NAMIMARU KO 74
MITSUKO TOKKYU 9639
DAI-JU 10 MITSUMARU KO 76
KAZUTOMO IKYU 92958
SHIGEMARU
HARUKO

DAM **HEARTBRAND 9955Y**

HIKARI
HEARTBRAND S0753L

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- This is a special heifer!
- Big Al is the sire of 9294L!
- This is a stacked pedigree of Big Al x Hikari x Shigemaru x Haruko
- Sells pregnant to Jamie 3201A

LOT 22

HEARTBRAND 8628L

DOB 02.28.2023

PERCENTAGE FULLBLOOD

REG NO. AF280045

TATTOO F0001 8628L

EID 840003258088249

FALL CALVING FEMALE



SIRE

HEARTBRAND 9861Y

HEARTBRAND H0518E

HEARTBRAND 8482W

DAM

HEARTBRAND 3717B ET

SHIGEMARU

HEARTBRAND P0250R

HIKARI

DAI-HACHI 8 MARUNAMI

HEARTBRAND S3105R

HEARTBRAND T1610P

DAI-NI 2 SHIGENAMI TOKKYU 27

DAI-YON 4 AKIBARE TOKKYU 3357

HEARTBRAND B0018M

HEARTBRAND H0250N

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- Powerful pedigree built on Ume and Ringo genetics
- Big Al, Hikari, Shigemaru, and Tamamaru are the foundation sires in this pedigree
- Five generations of proven Heartbrand breeding
- Sell pregnant to Jamie 3201A

LOT 23

HEARTBRAND 8636L ET

DOB 02.13.2023

PERCENTAGE FULLBLOOD REG NO. AF282330 TATTOO F0001 8636L EID 840003258076012



SIRE **HEARTBRAND H0518E**
 HIKARI
 DAI-HACHI 8 MARUNAMI

DAM **HEARTBRAND 3444B**
 HEARTBRAND JOE S5394S
 HEARTBRAND 8603X

DAI-JU 10 MITSUMARU KO 76
 KAZUTOMO IKYU 92958
 DAI-SAN 3 MITSUMARU KO 71
 DAI-HICHI 7 MARUNAMI TOK 14289
 SHIGEMARU
 HEARTBRAND B0004M
 HEARTBRAND B3965S
 HEARTBRAND B1815P

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- She is a daughter of the highly proven Heartbrand H0518E
- Her maternal Grandsire is Heartbrand Joe
- The pedigree traces back to the great brood cow Fuyuko
- Sells pregnant to Jamie 3201A

LOT 24

HEARTBRAND 8712L

DOB 03.29.2023

PERCENTAGE FULLBLOOD

REG NO. AF282616

TATTOO F0001 8712L

EID 840003258076104

FALL CALVING FEMALE

HeartBrand Jamie 3201A



Lot 24

Shigemaru
HeartBrand

SIRE **MCCJ41853**

HEARTBRAND JOE S5394S

HEARTBRAND S0282N

DAM **HEARTBRAND 0984F ET**

HEARTBRAND RHUBARB 2142A ET

HEARTBRAND SHELLI V7413U

SHIGEMARU

HEARTBRAND B0004M

SHIGEMARU

HEARTBRAND B0940J

RUESHAW 430

HEARTBRAND BARBARA B3518R

HEARTBRAND SAMSUNG S0947P

HEARTBRAND C4164S

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- 8712L is a good-looking daughter of MCCJ41853, who is a Joe son
- The maternal grandsire is Rhubarb!
- The maternal line is the mighty Akikos with five generations of Heartbrand breeding
- Sells pregnant to Jamie 3201A



LOT 25

HEARTBRAND 8726L

DOB 03.19.2023

PERCENTAGE FULLBLOOD

REG NO. AF282631

TATTOO F0001 8726L EID 840003258076119

FALL CALVING FEMALE



SIRE HEARTBRAND 2785A
HEARTBRAND JOE S5394S
HEARTBRAND 8989X
SHIGEMARU
HEARTBRAND B0004M
SHIGEMARU
HEARTBRAND V6156T
HEARTBRAND JOE S5394S
HEARTBRAND H1010P
DAM HEARTBRAND 0831E
HEARTBRAND 1779A
HEARTBRAND T5391T
TAMAMARU
HEARTBRAND C0193M

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- Ume is the maternal line featured in this pedigree
- Big Al, Shigemaru, Hikari, and Tamamaru are prominent in this pedigree
- The sire of 8726L is Heartbrand 2785A
- Sells pregnant to Jamie 3201A

LOT 26

HEARTBRAND 9352L ET

DOB 03.19.2023

PERCENTAGE FULLBLOOD

REG NO. AF291570

TATTOO F0001 9352L

EID 840003247252927

FALL CALVING FEMALE

Sire, HeartBrand Trump 6684C ET



Lot 26

SIRE HEARTBRAND CHARLIE C4037S
HEARTBRAND TRUMP 6684C ET
HEARTBRAND 2636A

DAM COME AND TAKE IT
BEEMAN RANCH 470Z
HEARTBRAND S4553S

HEARTBRAND H0518E
HEARTBRAND S0917J
BIG AL
HEARTBRAND S0880N
HEARTBRAND H0518E
AKIKO
SHIGEMARU
HEARTBRAND B0078M

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- This heifer descends from the highly sought after Namiko maternal line
- 9352L is a daughter of Heartbrand Trump, who is a Charlie son
- This is a stacked pedigree of Come and Take It x Shigemaru x Big Al x Tamamaru
- Sells pregnant to Jamie 3201A

LOT 27

HEARTBRAND 8717L

DOB 04.07.2023

PERCENTAGE FULLBLOOD

REG NO. AF282602

TATTOO F0001 8717L

EID 840003258076090

FALL CALVING FEMALE

Service Sire, HeartBrand Jamie 3201A



Lot 27

SIRE HEARTBRAND 4200H
 HEARTBRAND 994Z
 HEARTBRAND 293Y

DAM HEARTBRAND 0822F
 HEARTBRAND 9861Y
 HEARTBRAND 9320X

HEARTBRAND H0518E
 HEARTBRAND BUCKCHERRY S2421R
 HEARTBRAND S4873S
 HEARTBRAND B4858S
 HEARTBRAND H0518E
 HEARTBRAND 8482W
 HEARTBRAND B4047S
 HEARTBRAND T2878R

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- Generations of Heartbrand breeding in this package on both sides of the pedigree
- 8717L is a daughter of Heartbrand 4200H
- The maternal line is founded on Himawari
- Sells pregnant to Jamie 3201A



LOT 28

TRIBE LAND AND CATTLE 9391L

DOB 05.22.2023

PERCENTAGE FULLBLOOD

REG NO. AF290418

TATTOO 9391L

EID 840003258009850

FALL CALVING FEMALE



SIRE **HEARTBRAND 4949H**
HEARTBRAND 2541A ET
MCC5760

DAM **HEARTBRAND 7082D**
HEARTBRAND B7083U
HEARTBRAND 7914W

RUESHAW 430
HEARTBRAND NIKKI DR S1029P
MCC 7222Z
HEARTBRAND T3262R
HEARTBRAND B2249R
HEARTBRAND T0291N
HEARTBRAND C4408S
HEARTBRAND S3058R

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- 9391L represents four generations of Heartbrand breeding on the amazing Akiko
- Her sire is a Rueshaw grandson, Heartbrand 4949H
- Foundation sires Shigemaru, Tamamaru, Big Al, and Rueshaw highlight this pedigree
- Sells bred to Jamie 3201A



LOT 29

HEARTBRAND 8851L

DOB 02.09.2023

PERCENTAGE FULLBLOOD

REG NO. AF280327

TATTOO F0001 8851L EID 840003258088317

FALL CALVING FEMALE



Maternal grandsire, Shigemaru



Lot 29

SIRE HEARTBRAND 6309B ET
HEARTBRAND KC S6386U SHIGEMARU
HEARTBRAND C0062L
HEARTBRAND H0518E
HEARTBRAND B0311N
HEARTBRAND 8851L
DAM HEARTBRAND 8844E ET
SHIGEMARU
HEARTBRAND H0108M
DAI-NI 2 SHIGENAMI TOKKYU 27
DAI-YON 4 AKIBARE TOKKYU 3357
HIKARI
HEARTBRAND T0002K

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- 8851L is built on a sire stack including Shigemaru x Hikari x Tamaru x Hikari
- The feature maternal line is the great Dai 8 Marunami
- The sire of 8851L is Heartbrand 6309B, who is a paternal grandson of Shigemaru
- Sells pregnant to Jamie 3201A



OUR FEMALES ARE BACKED BY YEARS OF INTENSE
SELECTION PRESSURE & GENERATIONS OF ELITE GENETICS.

-Jojo Carrales

LOT 30

HEARTBRAND 9502L

DOB 10.04.2023

PERCENTAGE FULLBLOOD

REG NO. AF316836

TATTOO F0001 9502L

EID 840003258077069

OPEN HEIFER

Sire, Big Al



Lot 30

SIRE **BIG AL**

DAI-JU 10 MITSUMARU KO 76
AKIKO

DAM **HEARTBRAND 5218C**

HEARTBRAND JAKE H6369T
HEARTBRAND H0531N

DAI-NI 2 MITSUMARU TOKKYU 22
GODAI KO 2739
NAMIMARU KO 74
MITSUKO TOKKYU 9639
HIKARI
HEARTBRAND T1872P
HIKARI
HEART BRAND 560G

- Direct Big Al daughter!
- Big Al is the GOAT of Akaushi sires to many breeders.
- Marunami maternal line.



LOT 31

HEARTBRAND 9570L ET

DOB 09.23.2023

PERCENTAGE FULLBLOOD

REG NO. AF319722

TATTOO F0001 9570L

EID 840003258088418

OPEN HEIFER



SIRE **HIKARI**

DAI-JU 10 MITSUMARU KO 76
KAZUTOMO 1KYU 92958

DAM **HEARTBRAND 1834A**

HEARTBRAND B4183S
HEARTBRAND T3285R

DAI-NI 2 MITSUMARU TOKKYU 22
GODAI KO 2739
NAMIMARU KO 74
KIKUMI TOKKYU 11875
BIG AL
HEARTBRAND S0701M
TAMAMARU
HEARTBRAND C0006K

- Direct Hikari daughter!
- Himawari maternal line.
- Dam contributes the blended genetics of elite females Akiko, Marunami, and Himawari!

LOT 32

HEARTBRAND 9402L ET

DOB 08.20.2023

PERCENTAGE FULLBLOOD REG NO. AF320269 TATTOO F0001 9402L EID 840003258009861



SIRE JUDO 1223
HEARTBRAND J-PRIME 2132A
 HEARTBRAND V5909S

DAM RUESHAW 430
HEARTBRAND 1733A ET
 HEARTBRAND BUCKCHERRY S2421R

SHIGETAKARA H 40
 SAKAE RK23331
 HEARTBRAND C0600N
 HEARTBRAND T1033P
 RUEMEI H39
 FB2 KIKUTAMA 14285
 SHIGEMARU
 TWA TANOMU

- Sired by J-Prime bringing outcross Judo genetics.
- Dam is a direct Rueshaw daughter!
- Maternal grandam is the legendary Buckcherry cow!

LOT 33

HEARTBRAND 9653L

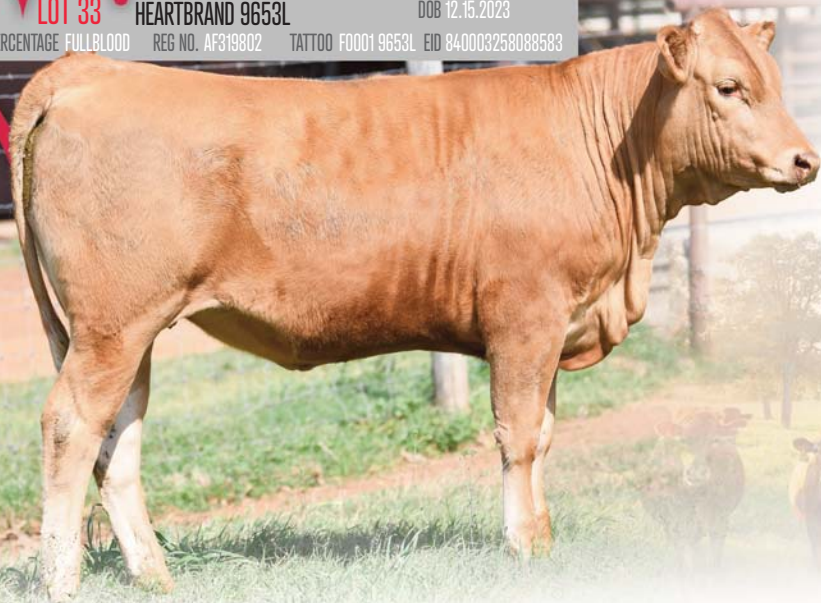
DOB 12.15.2023

PERCENTAGE FULLBLOOD

REG NO. AF319802

TATTOO F00019653L

EID 840003258088593



SIRE **HEARTBRAND J-PRIME 2132A**
 JUDO 1223
 HEARTBRAND V5909S

DAM **HEARTBRAND 8834X**
 BIG AL
 HEARTBRAND S5390T

SHIGETAKARA H 40
 SAKAE RK23331
 HEARTBRAND C0600N
 HEARTBRAND T1033P
 DAI-JU 10 MITSUMARU KO 76
 AKIKO
 SHIGEMARU
 HEARTBRAND T0321N

- Sired by J-Prime, and elite Judo son.
- Outcross Judo genetics paired with the Himawari maternal line.
- Tremendous maternal base of Big Al x Shigemaru x Tamamaru.

LOT 34

HEARTBRAND 9436L

DOB 10.01.2023

PERCENTAGE FULLBLOOD

REG NO. AF316828

TATTOO F0001 9436L EID 840003258077061



SIRE SHIGEMARU
HEARTBRAND SAMSUNG S0947P
 HARUKO

DAM HEARTBRAND 2943A
HEARTBRAND 0258E
 HEARTBRAND B2817R

DAI-NI 2 SHIGENAMI TOKKYU 27
 DAI-YON 4 AKIBARE TOKKYU 3357
 DAI-SAN 3 MITSUMARU TOKKYU 30
 DAI-NANA 7 KIKUHIME TOKKYU 6669
 HEARTBRAND 9595Y
 HEARTBRAND D0026R
 BIG AL
 HEARTBRAND S0946J

- Samsung brings Shigemaru x Haruko's proven maternal traits and longevity!
- Elephant cow maternal line.
- Known sires Joe, Big Al, and Shigemaru combined.

LOT 35

HEARTBRAND 9438L

DOB 09.26.2023

PERCENTAGE FULLBLOOD

REG NO. AF316813

TATTOO F00019438L EID 840003258077046



Sire, HeartBrand Joe S5394S

SIRE SHIGEMARU
HEARTBRAND JOE S5394S
 HEARTBRAND B0004M

DAM HEARTBRAND B3485R
HEARTBRAND 1480F
 HEARTBRAND 624Z

DAI-NI 2 SHIGENAMI TOKKYU 27
 DAI-YON 4 AKIBARE TOKKYU 3357
 BIG AL
 FUYUKO
 BIG AL
 HEARTBRAND S0944J
 HEARTBRAND CHARLIE C4037S
 HEARTBRAND 7888W

- Sire has Heartbrand Joe's leading growth and maternal genetics.
- Buckcherry cow's renowned bloodline.
- Himawari maternal line.

LOT 36

HEARTBRAND 9573L ET

DOB 09.18.2023

PERCENTAGE FULLBLOOD

REG NO. AF3196813

TATTOO F0001 9573L EID 840003258088377



SIRE HEARTBRAND 9595Y
HEARTBRAND JOE S5394S
HEARTBRAND BUCKCHERRY S2421R

DAM HEARTBRAND 1834A
HEARTBRAND B4183S
HEARTBRAND T3285R

SHIGEMARU
HEARTBRAND B0004M
SHIGEMARU
TWA TANOMU
BIG AL
HEARTBRAND S0701M
TAMAMARU
HEARTBRAND C0006K

- Joe brings breed leading growth and maternals.
- Dam contributes Big Al and H0518E's proven carcass traits.
- Elephant cow maternal line.



LOT 37

HEARTBRAND 9426L

DOB 09.28.2023

PERCENTAGE FULLBLOOD

REG NO. AF316822

TATTOO F0001 9426L

EID 840003258077055

OPEN HEIFER



SIRE **HEARTBRAND B4183S**
BIG AL
HEARTBRAND S0701M

DAM **HEARTBRAND 7003D**
HEARTBRAND BINGER 2071A
HEARTBRAND 3376B

DAI-JU 10 MITSUMARU KO 76
AKIKO
SHIGEMARU
AKIKO
HEARTBRAND H0518E
HEARTBRAND STARR 9193X
HEARTBRAND 9134X
HEARTBRAND 159Y

- Sire contributes the lines of Big Al, Shigemaru, and Akiko
- Sire's dam, S0701M is a full sister Red Emperor.
- Dam rare H0518E genetics.

LOT 38

HEARTBRAND 9574L

DOB 10.13.2023

PERCENTAGE FULLBLOOD

REG NO. AF320066

TATTOO F0001 9574L EID 840003258077137



SIRE **HEARTBRAND HEAVY HAULER 3199A** HEARTBRAND CHARLIE C4037S HEARTBRAND H0518E
HEARTBRAND V7494U HEARTBRAND S0917J HEARTBRAND H2460R
HEARTBRAND T1929P
HEARTBRAND B7083U
HEARTBRAND S1463P
HEARTBRAND 6322B ET
HEARTBRAND 4126B

DAM **HEARTBRAND 3650H** HEARTBRAND 3184A
HEARTBRAND 0991F

- Heavy Hauler has H0518E and Hikari genetics.
- Himawari maternal line.
- Dam has a solid foundation of Heartbrand staples including Shigemaru and H0518E.

LOT 40

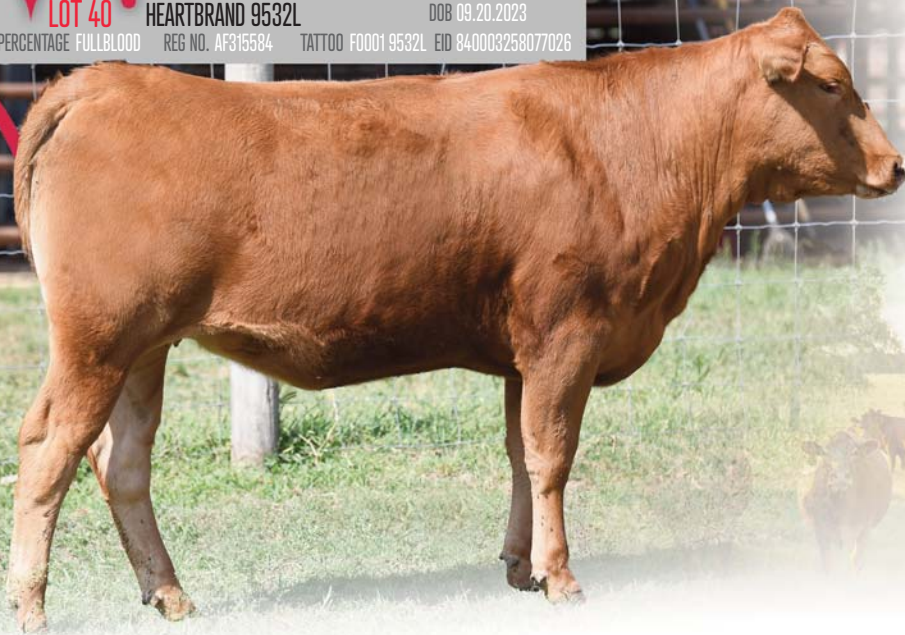
HEARTBRAND 9532L

DOB 09.20.2023

PERCENTAGE FULLBLOOD

REG NO. AF315584

TATTOO F0001 9532L EID 840003258077026



SIRE **HEARTBRAND 3496G**
HEARTBRAND 2541A ET
HEARTBRAND 4742B

DAM **HEARTBRAND 6939J**
HEARTBRAND 4666H
HEARTBRAND 5808C ET

RUESHAW 430
HEARTBRAND NIKKI DR S1029P
HEARTBRAND T6955U
HEARTBRAND B4939S
TWINWOOD TW0660Z
HEARTBRAND 3890B
HEARTBRAND JOE S5394S
HEARTBRAND 8460W

- Paternal side brings Rueshaw, Shigemaru, Big Al, and Akiko influence!
- Dam contributes Shigemaru heavy influence of strong maternals and growth.
- Solid herd building base genetics.

LOT 41

HEARTBRAND 9694L

DOB 11.29.2023

PERCENTAGE FULLBLOOD

REG NO. AF316019

TATTOO F0001 9694L EID 840003258009788



Great-grand sire, HeartBrand H0518E

SIRE **HEARTBRAND 4727B**
HEARTBRAND T6023T
HEARTBRAND H5727T

DAM **HEARTBRAND 9281X**
HEARTBRAND C4170S
HEARTBRAND T0509N

TAMAMARU
HEARTBRAND B0102M
HIKARI
HEARTBRAND S0162M
HEARTBRAND H0518E
HEARTBRAND S0354L
TAMAMARU
HEARTBRAND C0006K

- Sired by Heartbrand 4727B, bringing Tamamaru, Hikari, and Akiko genetics.
- Dam brings concentrated Heartbrand H0518E blood.
- Tamamaru and Shigemaru influence solidify maternals and growth.

LOT 42A

TWO UNITS OF HEARTBRAND H0518E SEMEN
PERCENTAGE FULLBLOOD US REG NO. AF123 AUS REG NO. -

LOT 42B

TWO UNITS OF HEARTBRAND H0518E SEMEN

LOT 42C

TWO UNITS OF HEARTBRAND H0518E SEMEN

LOT 42D

TWO UNITS OF HEARTBRAND H0518E SEMEN

LOT 42E

TWO UNITS OF HEARTBRAND H0518E SEMEN

HIKARIDAI-JU 10 MITSUMARU KO 76
KAZUTOMO IKYU 92958DAI-NI 2 MITSUMARU TOKKYU 22
GODAI KO 2739
NAMIMARU KO 74
KIKUMI TOKKYU 11875**DAI-HACHI 8 MARUNAMI**DAI-SAN 3 MITSUMARU KO 71
DAI-HICHI 7 MARUNAMI TOK 14289MITSUTAKE KO 58
FUKUMARU KO 933
DAI-JYUU 10 SHIGEKAWA KO 65
MARUNAMI KO 2402

- Hikari from the original import cow Marunami.
- Marunami is the iconic Akaushi cow who was selected to lead Akaushi breed improvement in Kumomoto Japan as a heifer before her eventual live export to the USA.
- This is a rare chance to get his elite carcass traits genetics now.

*Heartbrand H0518E*

LOT 43A

PERCENTAGE FULLBLOOD

TWO UNITS OF **BIG AL** SEMEN
US REG NO. AF114 AUS REG NO. FB2998

LOT 43B

TWO UNITS OF **BIG AL** SEMEN

LOT 43C

TWO UNITS OF **BIG AL** SEMEN

LOT 43D

TWO UNITS OF **BIG AL** SEMEN

LOT 43E

TWO UNITS OF **BIG AL** SEMEN

DAI-JU 10 MITSUMARU KO 76
GODAI KO 2739

AKIKO
NAMIMARU KO 74
MITSUKO TOKKYU 9639

MITSUTAKE KO 58
DAI 3 MITSU IKYU 48242
DAI 5 SHIGEKAWA IKYU 540
HATAURA IKYU 33574
DAI-NI 2 SHIGENAMI TOKKYU 27
DAI-NI 2 MARUHANA KO 2862
MITSUTAKE KO 58
MITSU KO 1753

- Big Al was the first bull born outside of Japan in January of 1995.
- Direct son of the legendary Dai 10 Mitsumaru 76 x Akiko and is highly proven.
- Big Al is considered by many to be the greatest Akaushi bull of all-time!
- Known for making incredible females with growth, strength, maternal traits, and longevity on top of making amazing carcasses!



Big Al



LOT 44A

PERCENTAGE FULLBLOOD

TWO UNITS OF **TAMAMARU** SEMEN
US REG NO. AF109 AUS REG NO. FBZ125

LOT 44B

TWO UNITS OF **TAMAMARU** SEMEN

LOT 44C

TWO UNITS OF **TAMAMARU** SEMEN

LOT 44D

TWO UNITS OF **TAMAMARU** SEMEN

LOT 44E

TWO UNITS OF **TAMAMARU** SEMEN

TAMANAMI KO 70
DAI-GO 5 TAMANAMI TOKKYU 96
 FUJIMITSU KO 2030

DAI-SAN 3 MITSUMARU KO 71
DAI-HACHI 8 MARUNAMI
 DAI-HICHI 7 MARUNAMI TOK 14289

SHIGENAMI KO 48
 MARUSAKAE KO 394
 SHIGETAMA H 11
 FUJIHANA IKYU 1173
 MITSUTAKE KO 58
 FUKUMARU KO 933
 DAI-JYU 10 SHIGEKAWA KO 65
 MARUNAMI KO 2402

- One of the most widely used and predictable Akaushi bulls due to his consistency and legendary mother, Dai 8 Marunami.
- Adds length of body and stoutness of structure without sacrificing carcass quality.
- Sire, Dai 5 Tamanami Tokkyu 96 provides a slight outcross to the rest of the 1994 importation.



Tamamaru

LOT 45A

PERCENTAGE FULLBLOOD

TWO UNITS OF HIKARI SEMEN
US REG NO. AF107 AUS REG NO. FB2455

LOT 45B

TWO UNITS OF HIKARI SEMEN

LOT 45C

TWO UNITS OF HIKARI SEMEN

LOT 45D

TWO UNITS OF HIKARI SEMEN

LOT 45E

TWO UNITS OF HIKARI SEMEN

DAI-NI 2 MITSUMARU TOKKYU 22
DAI-JU 10 MITSUMARU KO 76
 GODAI KO 2739

NAMIMARU KO 74
KAZUTOMO IKYU 92958
 KIKUMI TOKKYU 11875

MITSUTAKE KO 58
 DAI 3 MITSU IKYU 48242
 DAI 5 SHIGEKAWA IKYU 540
 HATAURA IKYU 33574
 DAI-NI 2 SHIGENAMI TOKKYU 27
 DAI-NI 2 MARUHANA KO 2862
 DAI-JYUU 10 SHIGEKAWA KO 65
 DAI 2 KIKUMI KO 1345

- Known for his extreme balance of growth with high marbling and carcass traits.
- Son of Japanese legend, Dai 10 Mitsumaru 76 who also sired breed legends Big Al, Kaedemaru, and "the Elephant Cow" Heartbrand T0504E.
- Leading proven sire of sons having produced elite bulls such as WSI Umemaru, TWA Kajikari, Kotsukari, and Heartbrand Hercules 2619A!



Hikari



LOT 46A

PERCENTAGE FULLBLOOD

TWO UNITS OF SHIGEMARU SEMEN

US REG NO. AF110

AUS REG NO. FB2124

LOT 46B

TWO UNITS OF SHIGEMARU SEMEN

LOT 46C

TWO UNITS OF SHIGEMARU SEMEN

LOT 46D

TWO UNITS OF SHIGEMARU SEMEN

LOT 46E

TWO UNITS OF SHIGEMARU SEMEN

SHIGENAMI KO 48

DAI-NI 2 SHIGENAMI TOKKYU 27

DAI 2 TAMASHIGE KO 1842

DAI-JYU 10 SHIGEKAWA KO 65

DAI-YON 4 AKIBARE TOKKYU 3357

DAI-NI 2 AKIBARE IKYU 53244

SHIGEMIYA IKYU 78

HATSUTAMA KO 387

NAKAHORI KO 38

TAMAHANA IKYU 19222

DAI 2 SHIGEKAWA KO 53

SOSHIGE KO 1287

DAI 3 SOSHOKU IKYU 507

AKIBARE KO 758

*Shigemaru*

- Original import and foundation sire!
- Highly proven sire that makes the best Akaushi females you will ever own.
- He sires moderately sized females with extreme depth, width, and strength. They are excellent maternal traits and will last turning into elite brood cows.
- Shigemaru has sired elite proven bulls including Heartbrand Joe, Heartbrand Raymond Reddington, Heartbrand Samsung, and Heart Brand Red Star.

LOT 47A THREE UNITS OF **HEARTBRAND KC BONES 1106Z** SEMEN
 PERCENTAGE FULLBLOOD US REG NO. AF31459 AUS REG NO. -

LOT 47B THREE UNITS OF **HEARTBRAND KC BONES 1106Z** SEMEN

LOT 47C THREE UNITS OF **HEARTBRAND KC BONES 1106Z** SEMEN

LOT 47D THREE UNITS OF **HEARTBRAND KC BONES 1106Z** SEMEN

LOT 47E THREE UNITS OF **HEARTBRAND KC BONES 1106Z** SEMEN

HEARTBRAND KC S6386U
 SHIGEMARU
 HEARTBRAND C0062L

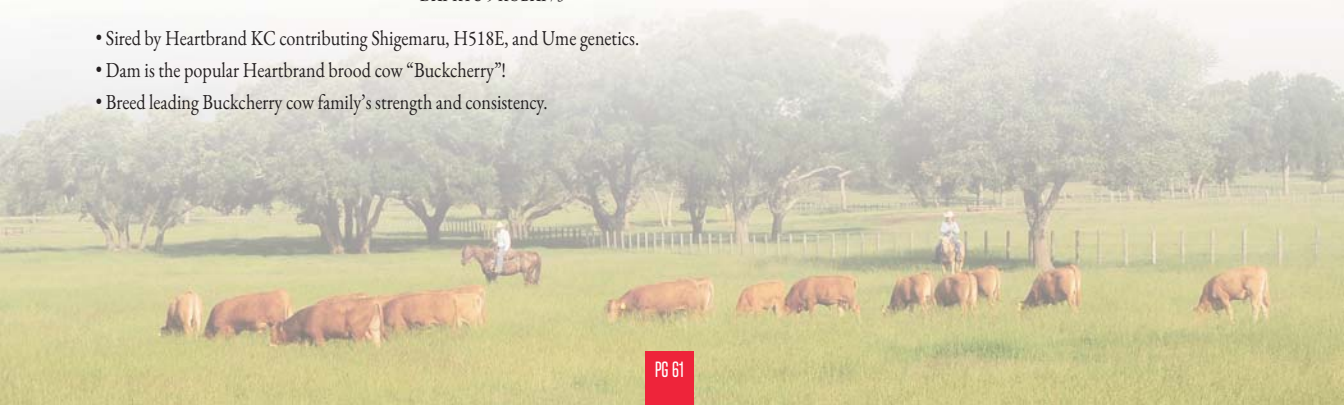
HEARTBRAND BUCKCHERRY S2421R
 SHIGEMARU
 TWA TANOMU

DAI-NI 2 SHIGENAMI TOKKYU 27
 DAL-YON 4 AKIBARE TOKKYU 3357
 HEARTBRAND H0518E
 HEARTBRAND S0917J
 DAI-NI 2 SHIGENAMI TOKKYU 27
 DAL-YON 4 AKIBARE TOKKYU 3357
 SHIGEMARU
 DAL-KYU 9 KOBAI 73

- Sired by Heartbrand KC contributing Shigemaru, H518E, and Ume genetics.
- Dam is the popular Heartbrand brood cow "Buckcherry"!
- Breed leading Buckcherry cow family's strength and consistency.



Heartbrand KC Bones 1106Z



LOT 48A THREE UNITS OF **HEARTBRAND JUDO ROCKS 2537A** SEMEN
 PERCENTAGE FULLBLOOD US REG NO. AF49237 AUS REG NO. -

LOT 48B THREE UNITS OF **HEARTBRAND JUDO ROCKS 2537A** SEMEN

LOT 48C THREE UNITS OF **HEARTBRAND JUDO ROCKS 2537A** SEMEN

LOT 48D THREE UNITS OF **HEARTBRAND JUDO ROCKS 2537A** SEMEN

LOT 48E THREE UNITS OF **HEARTBRAND JUDO ROCKS 2537A** SEMEN

SHIGETAKARA H 40
JUDO 1223
 SAKAE RK23331

SHIGEMARU
HEARTBRAND BUCKCHERRY S2421R
 TWA TANOMU

SHIGETAMA H 11
 TAKARA 3 22765
 MARUZONO F252
 KAME RK4370
 DAI-NI 2 SHIGENAMI TOKKYU 27
 DALYON 4 AKIBARE TOKKYU 3357
 SHIGEMARU
 DAI-KYU 9 KOBAI 73



Heartbrand Judo Rocks 2537A

- Rare direct son of Judo!
- Combines Judo's rare outcross genetics with the popular Heartbrand brood cow "Buckcherry"!
- Heartbrand Judo Rocks 2537 brings outcross mating versatility united with the breed leading Buckcherry cow family's strength and consistency.



LOT 49A FIVE UNITS OF **HEARTBRAND MAHOMES 6767J ET SEMEN**
 PERCENTAGE FULLBLOOD US REG NO. AF49237 AUS REG NO. -

LOT 49B FIVE UNITS OF **HEARTBRAND MAHOMES 6767J ET SEMEN**

LOT 49C FIVE UNITS OF **HEARTBRAND MAHOMES 6767J ET SEMEN**

LOT 49D FIVE UNITS OF **HEARTBRAND MAHOMES 6767J ET SEMEN**

LOT 49E FIVE UNITS OF **HEARTBRAND MAHOMES 6767J ET SEMEN**

TAMAMARU
 DAI-GO 5 TAMANAMI TOKKYU 96
 DAI-HACHI 8 MARUNAMI

SHIGEMARU
HEARTBRAND BUCKCHERRY S2421R
 TWA TANOMU

TAMANAMI KO 70
 FUJIMITSU KO 2030
 DAI-SAN 3 MITSUMARU KO 71
 DAI-HICHI 7 MARUNAMI TOK 14289
 DAI-NI 2 SHIGENAMI TOKKYU 27
 DALYON 4 AKIBARE TOKKYU 3357
 SHIGEMARU
 DAI-KYU 9 KOBAL 73



Heartbrand Mahomes 6767J ET

- Sired by Tamamaru, who adds length of body and stoutness of structure without sacrificing carcass quality.
- Dam is the popular Heartbrand brood cow "Buckcherry"!
- Breed leading Buckcherry cow family's strength and consistency.



LOT 50A

FIVE UNITS OF **HEARTBRAND JAMIE 3201A** SEMEN
 PERCENTAGE FULLBLOOD US REG NO. AF61148 AUS REG NO. -

LOT 50B

FIVE UNITS OF **HEARTBRAND JAMIE 3201A** SEMEN

LOT 50C

FIVE UNITS OF **HEARTBRAND JAMIE 3201A** SEMEN

LOT 50D

FIVE UNITS OF **HEARTBRAND JAMIE 3201A** SEMEN

LOT 50E

FIVE UNITS OF **HEARTBRAND JAMIE 3201A** SEMEN

SHIGETAKARA H 40
JUDO 1223
 SAKAE RK23331

RUESHAW 430
HEARTBRAND Z1118P
 AKIKO

SHIGETAMA H 11
 TAKARA 3 22765
 MARUZONO F252
 KAME RK4370
 RUEMEI H39
 FB2 KIKUTAMA 14285
 NAMIMARU KO 74
 MITSUKO TOKKYU 9639



Heartbrand Jamie 3201A

- Combines Judo's rare outcross genetics with Rueshaw's well-known marbling ability and the maternal strength and longevity of the renowned "Z" Cow.
- Brings outcross mating versatility united with the breed leading Akiko maternal line's carcass quality strength and consistency.
- Valuable breeding tool in the tight gene pool of the Akaushi breed.

LOT 51A FIVE UNITS OF **HEARTBRAND RENEGADE 7099K ET** SEMEN
 PERCENTAGE FULLBLOOD US REG NO. AP247876 AUS REG NO. -

LOT 51B FIVE UNITS OF **HEARTBRAND RENEGADE 7099K ET** SEMEN

LOT 51C FIVE UNITS OF **HEARTBRAND RENEGADE 7099K ET** SEMEN

LOT 51D FIVE UNITS OF **HEARTBRAND RENEGADE 7099K ET** SEMEN

LOT 51E FIVE UNITS OF **HEARTBRAND RENEGADE 7099K ET** SEMEN

RUESHAW 430
 RUEMEI H39
 FB2 KIKUTAMA 14285

HEARTBRAND 6306B
 HEARTBRAND TIPP 9988Y
 HEARTBRAND R2 037X

RYUEI H20
 HARUMI H376
 SOCHU H10
 KIKUFUJI 1627
 TAMAMARU
 HEARTBRAND B0951J
 HEARTBRAND H2662R
 HEARTBRAND R1 057



Heartbrand Renegade 7099K ET

- POLLED!!!!
- Sired by Rueshaw the original 1970s import!
- Brings Rueshaw's outcross and high-performance genetics combined with the Polled gene!



LOT 52A

FIVE UNITS OF HEARTBRAND JUNIOR 2380G SEMEN
 PERCENTAGE FULLBLOOD US REG NO. AF144386 AUS REG NO. -

LOT 52B

FIVE UNITS OF HEARTBRAND JUNIOR 2380G SEMEN

LOT 52C

FIVE UNITS OF HEARTBRAND JUNIOR 2380G SEMEN

LOT 52D

FIVE UNITS OF HEARTBRAND JUNIOR 2380G SEMEN

LOT 52E

FIVE UNITS OF HEARTBRAND JUNIOR 2380G SEMEN

HIKARI
HEARTBRAND JAKE H6369T
 HEARTBRAND T1872P

HEARTBRAND S3528R
HEARTBRAND STARR 9193X
 HEARTBRAND T4958S

DAI-JU 10 MITSUMARU KO 76
 KAZUTOMO 1KYU 92958
 TAMAMARU
 HEARTBRAND B0950J
 SHIGEMARU
 HEARTBRAND B2089J
 TAMAMARU
 HEARTBRAND S0774N

- Sire Heartbrand Jake contributes carcass genetics of Hikari and Big Al!
- Dam brings heavy Tamamaru and Shigemaru genetics, cementing strong growth and maternals.



Heartbrand Junior 2380G



**SUPERIOR CATTLE,
DESIRABLE TRAITS,
AMAZING VALUE.**

**INNOVATE WITH
AKAUSHI CATTLE.**

WHAT IS AKAUSHI?

Akaushi is known as the “Emperor’s Breed.” All Akaushi are Wagyu, but not all Wagyu are Akaushi. The Akaushi breed did not exist outside of Japan until the 1990s. Akaushi cattle are known worldwide for their distinct marbling that gives Akaushi beef a melt-in-your-mouth tenderness and rich, buttery flavor.

Since the 1990’s, American Akaushi genetics have increased carcass performance and premium grade opportunities for cattle producers throughout the country.

While Akaushi beef is prized for its marbling and intense flavor, Akaushi cattle boast extremely efficient, consistent production. They excel at important traits, like growth, fertility, vigor and longevity. The American Akaushi breed offers one-of-a-kind opportunities to improve consistency, maintain uniformity and help maximize the gap between profit and loss in your herd.

BREED BENEFITS?

Looking for a new herd sire? Need higher cattle prices?

Next breeding season consider American Akaushi genetics for your herd. This breed consistently produces high USDA Quality Grade carcasses for increased profitability. Recent F1 carcass data shows Akaushi cattle grade an average of 60% Prime and 40% Choice, which is key to driving Akaushi beef demand with consumers.

Ranchers prize these traits in their Akaushi herds:

- Quality Grade – Five times the industry average for USDA PRIME
- Bull longevity – American Akaushi bulls typically last 10+ years
- Cow longevity – American Akaushi cows average 8 years of calving due to their high fertility, udder quality, and functional feet and legs
- Calving ease – More live calves on the ground
- Environmental adaptability – The Akaushi breed is successful across all climates, including cold, heat, high altitude, etc.



Family Matters

ONLINE SALES EVENT
VOL II

BEEMAN FAMILY ... FIFTH GENERATION TEXAS RANCHERS!

Thank you for your ongoing support and for being a part of the Akaushi journey with us.
We look forward to continuing to provide you with top-tier genetics and working together to achieve greater success.