Gems TUESDAY, OCTOBER 4, 2016 BROWN LAND & CATTLE CO. Fall Online Sale www.rrmarketplace.com

### SALE MANAGEMENT

RR

Randy Ratliff 615.330.2735 randy@rrmktg.com

**R&R** Technical Assistance

Abby Lane .......919.618.8098 or abby@rrmktg.com Jason Skidmore .....972.310.7627 or jason@rrmktg.com

**R&R** International Sales

P.J. Budler ......682.597.0380 or info@thecattlemarket.net

### SALE CONSULTANTS

Skyler Davis	770.307.7036
Bill Helton	256.962.0256
Mark Smith	515.229.5227

### ADDITIONAL NOTES ...

- Payment required within seven days following the sale. Checks mailed to R&R Marketing, 1212 Laurel St, #1614, Nashville, TN 37203. Contact abby@rrmktg.com for credit card payments
- Sight Unseen Guarantee. Buy with confidence.
- All purchases are fully guaranteed. All cattle sell under the standard guarantee of the North American Limousin Foundation.
- We will work with all buyers to arrange trucking for your purchases at a minimal cost.

# Tuesday, October 4, 2016 www.rrmarketplace.com

Bidding Opens ... Tuesday, October 4th, at 7:00 am (CST) Bidding Closes ... Tuesday, October 4th at 7:00 pm (CST)



# Brown Land & Cattle Co. MCBN

17305 Highway FF, Diamond, MO 64840 Cheryl Brown, 417.438.2519 • Marty Brown, 417.310.6649 www.BrownLandAndCattleCo.com • cheryl@brownlandandcattleco.com



- This 50% Lim-Flex female is so neatly balanced across her growth, maternal and carcass traits; she truly is a statistical gem.
- When studying this female's pedigree, you will notice four of the beef industry's great in the first two generations back, SAV Mandan 5564, SAV May 2397, AUTO Dollar General 122R and JCL Mayberry 62S. All of which have made significant contributions to the Limousin and Angus breeds.
- MCBN Coppertone 566C dam, LVLS Mayberry 8954X, is one of the AUTO Dollar General 122R females that keeps advancement possible every year in the MCBN herd.
- In terms of specific data numbers, MCBN Coppertone 566C is in the top 20% for MK, TM, CW, MB; top 15% for \$MTI and top 10% for REA.



### **OPEN HEIFER**



### MCBN CHARISMATIC 572C

Lim-Flex [50] Cow Double Polled Homozygous Black 09.05.15 MCBN 572C LFF 2102577

JCL LODESTAR 27L LH RODEMASTER 338R VERMILION E BLACKBIRD 9546

### MAGS UR A ROBIN

CONNEALY LEAD ON BOHI RED ROBIN 282R MAGS MANUELA

LVLS FARMER JACK 5842M LVLS FARMER JOHN 7428P LVLS7428L

### LVLS 8105T

FRENZEN HEAVY HARVESTH113 FRENZEN MAYFLOWER M74 FREZEN MAYFLOWER F32

 CED
 BW
 WW
 YW
 MK
 TM
 CEM
 SC
 ST
 DOC
 CW
 REA
 YG
 MB
 \$MTI

 EPD
 7
 0.6
 61
 91
 30
 60
 5
 1.00
 27
 0.35
 -0.01
 0.38
 62.30

 % Rank
 55
 30
 60
 5
 15
 35
 65
 25
 50
 70
 90
 10
 15

- 572C is a granddaughter of LVLS Farmer John and LH Rodemaster, both of which were sires that were ahead of their time in terms of performance and chart topping growth.
- Brown Land & Cattle Co. is a performance-mined herd and LVLS 8105T offspring have taken her to the top of our females. That growth is likewise instilled in MCBN Charismatic 572C.
- This homozygous black, MAGS UR A Robin daughter has milk, marbling and \$MTI; consequently, she will offer many positive traits to many different scenarios.
- She records a 30 MK EPD, .38 MB EPD and 62.30 \$MTI.



### **OPEN HEIFER**



### MCBN CENTERFOLD 575C

09.14.15 MCBN 575C LFF 2102578

G A R PREESTINED PA POWER TOOL 9108 SHAMROCKS BEEBEE QUEEN 30

G A R NEW DESIGN 5050 PINE VIEW SQR RITA W091 PINE VIEW RITA R084

**WULFS TITUS 2149T** MAGS PAYDAY MAGS SNICKERS

### MCBN SHOW ME PAID 281Z

MAGS THE GENERAL AUTO SHOW OFF 233X **AUTO REBECA 292S** 

6 0.97 -15 50 0.84 -0.17 0.60 77.60

- When this female's performance report came across our desk, we had to do a double take! Her data is absolutely insane. She just may be one of the best numbered females to be offered for public auction this fall. We challenge you to find one that is this good, yet still is in the top 1% for TM and \$MTI, top 2% for YW, CW, MB and top 5% for REA and WW.
- PA Full Power may not be a household name ... yet. He will definitely be one that we hear a lot about in the future. His daughters are beautifully uttered and great footed in addition to having a tremendous amount of statistical spread and carcass value.
- MCBN Centerfold 575C's maternal side sports one of the most recognized cow families in the Limousin breed, AUTO Rebeca 292S.



### **SPRING BRED FEMALES**

02.08.15 MCBN 507C LFF 2082891

S A V 8180 TRAVELER 004 S A V ABIGALE 0451

SAF 598 BANDO 5175

S A V MAY 7238

LVLS SECRET WEAPON 4408K AUTO DOLLAR GENERAL 122R AUTO KYRIA 232K

MCBN TURNED OUT PERFECT

GPFF BLAQUE RULON MCBN RAZZLE DAZZLE

- Safe bred, A.I. 4.15.16 to MAGS Aviator; due 01.25.17; P.E. 4.24.16 to 8.17.16 to MCBN Classified 528C
- When evaluating the Angus population for potential sires to incorporate into our Lim-Flex program, SAV Brave was an intriguing one for us to explore. He has a tremendous amount of product in him and is particularly heavy structured; however, his female progeny still look like females should.
- The maternal power in the pedigree of MCBN Cassidy 507C consists of the AUTO Dollar General 122R daughter, MCBN Turned Out Perfect 774T who, with every calf, fulfills her name; and, her grandmother, MCBN Razzle Dazzle, a popular donor who served for both the Magness and Brown programs. SAV Brave's dam is maternal sister to Density & Providence and is the granddam of Heritage.
- Speaking of maternal, MCBN Cassidy excels on paper for milk with an EPD of 33. On the other side of the equation, 507C is in the top 20% for both marbling and ribeye, which is very rare.



### **SPRING BRED FEMALES**



### MCBN CALL GIRL 538C

Lim-Flex [50] Cow 04.14.15 Double Polled MCBN 538C Homozygous Black LFF 2090842

> S A V MANDAN 5664 S A V BRAVE 8320

S A V MAY 2397

MCBN BRAVE EAGLE 214Z

LVLS TOP CRITERIA 8862P LVLS MISS BLACKBIRD 111U

FRENZEN BLACKBIRD M120

DHVO DEUCE 132R MAGS WAZOWSKI BOHI RED ROBIN 282R MCBN ZAMORA BROWN 224Z MAGS SAVAGE

MCBN XOTIC 006X EXLR REBECA 1019P

															T
EPD	5	2.6	76	116	25	63	4	0.94	10	-	42	0.63	-0.08	0.33	65.65
% Rank	80	75	10	10	55	20	80	35	95	-	10	25	80	15	85

CED RW WWW YW MK TM CEM SC ST DOC CW REA YG MR \$MTI

- Safe bred. A.I. 5.31.16 MAGS Aviator; due 03.10.17; P.E. 6.5.16 to 8.17.16 to MCBN Classified 528C
- Keeping suit with the breeding principals here at Brown Land & Cattle is MCBN Call Girl 538C. 538C carries the MCBN prefix on both sides of her pedigree and represents so much of what we strive to accomplish
- This 50% Lim-Flex heifer offers exception growth and carcass strength, consequently tabulating a \$MTI that places her in the top 10% of the non-parent Lim-Flex females. Brown/Lonely Valley donor LVLS Miss Blackbird 111U and EXLR Rebecca 1019P are both represented in the lineage of this exclusive female. She certainly has the exclusive and proven bloodlines to make a solid foundation female.
- Combining two of our exciting young stars. MCBN Brave Eagle 214Z's progeny are being recognized as standouts by our visitors to the ranch. MCBN Zamora Brown 24Z with her first two calves showing the explosive growth of her pedigree.









### MCBN ADDISYN 385A

Lim-Flex [25] Cow Homozygous Polled Homozygous Black 02.19.13 MCBN 385A LFF 2046910

MK ALLIANCE 6595 187 CONNEALY CONSENSUS BLINDA OF CONANGA 004

**CONNEALY CONSENSUS 7229** 

WOODHILL ADMIRAL 77K BLUE LILLY OF CONANGA 16 BLUE CASH OF CONANGA 6020

G A R PREDESTINED RITO REVENUE 5M2 OF 2536 G A R PRECISION 2536 SBLX UNIFORM DESIGN 5243U JCL LODESTAR 27L MAGS ROBERTA

MAGS JODI

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI	
EPD	13	-0.7	63	104	25	57	6	0.95	-	27	31	0.51	0.16	1.20	91.41	
% Rank	10	15	40	15	55	40	45	2.0	_	15	25	40	>95	1	1	

- Safe bred. P.E. 12.3.15 to 4.1.16 to MCBN Armored 307A
- Study this lot very, very carefully. You will notice that MCBN Addisyn 385A, her dam AND her sire are all in the top 1% of the breed for \$MTI.
- Connealy Consensus 7229 is beyond predictable, and has continued to shine on through his progeny. Both his male and female offspring are the highlights of many Angus and hybrid operations across the country.
- SBLX Uniform Design 5243U is one of those special females in our breed that ties together phenotypic quality and breed topping marbling. MCBN Addisyn 385A, like her mother, will be a delight to mate to a variety of different type bulls.
- Homozygous polled / homozygous black



# FALL BRED FEMALES





### MCBN BLISTER 453B

Lim-Flex [50] Cow Homozygous Polled Double Black 12.22.14 MCBN 453B LFF 2085034

JCL LODESTAR 27L LH RODEMASTER 338R VERMILION E BLACKBIRD 9546

### MCBN YASIR 125Y

BR MIDLAND EXLR REBECA 1019P EXLR REBECA 614H

LVLS SECRET WEAPON 4408K AUTO DOLLAR GENERAL 122R AUTO KYRIA 232K

MCBN WHISPER 116W

MCBN 116P

CED BW WW YW MK TM CEM SC ST DOC CW REA YG MB \$MTI

EPD % Rank								

- Safe bred. A.I. 1.15.16 to ENGD Zip Line 2515Z; due 10.29.16; P.E. 1.24.16 to 4.1.16 to MCBN Bounty Hunter 416B
- 453B is a December baby who is getting better and better by the day. Her exceptional performance profile makes her one that you can't overlook in this offering.
- A direct daughter of MCBN Yasir 125Y who is a son of the \$50,000 valued donor EXLR Rebecca 1019P. His superb style and rib shape make him a standout here at the ranch.
- MCBN Whisper side of MCBN 453B goes back generations in our herd as one of the top revenue producing families.
- Statistically speaking, this bred heifer sits at a 77 for WW and excels up to a 117 YW EPD. Furthermore, this homozygous polled, black female is in the top 20% of the breed for MB EPD and top 15% for \$MTI.

### **PAIR**



### MCBN BET' CHA 469B

Lim-Flex [50] Cow Homozygous Polled Double Black

09.06.14 MCBN 469B LFF 2085036

KAIO RESPONDER 120R

AHCC WESTWIND W544

AHCC MISS WULF HUNT R544

**ENGD ZIP LINE 2515Z** 

GPFF BLAQUE RULON

RTTB ROYALTY 2505R

WULFS JULIETTE 9025J

S A V 8180 TRAVELER 004

S A V NET WORTH 4200

S A V MAY 2410

**ELC COMPOSITION P462** 

SITZ ALLIANCE 6595

MERCER RITA P467

RITA 700 OF 2T1 EXT

• Pattern wise, they don't get any more ideal than MCBN Bet'Cha 469B. Her sleek front end, massive middle and	
• Pattern wise, they don't get any more ideal than MCDIN bet Cha 409D. Her sleek front end, massive middle and	
striking look certainly will turn heads.	
striking look certainly will turn heads.	

- MCBN Bet'Cha 469B is sired by one of the hottest Purebred bulls on the market right now, ENGD Zip Line. Zip
  Line seems to be stamping them to all be as attractive and as functional as this high quality female. Her dam, ELC
  Composition P462, is one of MCBN's most reliable Angus females.
- Homozygous polled and exceptionally balanced epds across the board.
- Lot 8A MCBN Diamond Lil' 693D LFF2105818, heifer, 9/6/16, BW 64, HP/DB, 75% Lim-Flex An added bonus is this AUTO Dollar General 122R female. Females like this are the foundations of the MCBN herd. Top 2% MK, Top 1% TM, Top 4% CEM.

 CED
 BW
 VWW
 YW
 MK
 TM
 CEM
 SC
 ST
 DOC
 CW
 REA
 YG
 MB
 \$MTI

 EPD
 9
 0.9
 65
 106
 26
 58
 7
 0.94
 13
 13
 35
 0.25
 0.01
 0.29
 60.38

 % Rank
 35
 40
 45
 25
 45
 45
 35
 80
 80
 20
 85
 95
 15
 20

LVLS SECRET WEAPON 4408K AUTO DOLLAR GENERAL 122R

LOT 8A AUTO DOLLAR GENERAL

AUTO KYRIA 232K

MCBN DIAMOND LIL' 693D

ENGD ZIP LINE 2515Z

MCBN BET' CHA 469B

ELC COMPOSITION P462

EPD 8 1.0 74 112 36 73 10 0.82 15 16 38 0.25 0.03 0.18 58.68 Rank 45 40 15 15 2 1 4 45 60 65 15 85 95 25 20



## FALL BRED FEMALES





### MCBN BAYLEE 492B

Lim-Flex [50] Cow Homozygous Polled Homozygous Black

10.20.14 MCBN 492B LFF 2082369

KRVN NASKAR 013N SCHILLING'S TALLADEGA RCSX RAINY DAY 80R

CALO BRICKYARD 902W

BON VIEW NEW DESIGN 1407 EXG E839 1407 M175 LS PAF 4019 6807 E839

S A V BISMARCK 5682 S A V BRILLIANCE 8077 S A V BLACKCAP MAY 5270 MCBN ZAYANA 202Z ICL LODESTAR 27L

> MAGS RÓBERTA MAGS JODI

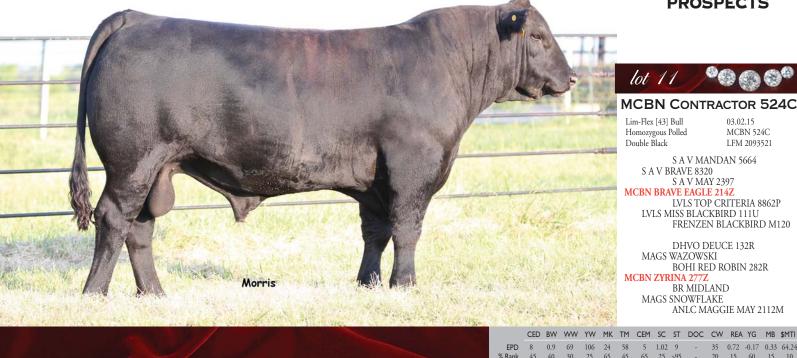
EPD 12 0.6 53 82 25 52 4 0.93 13 11 20 0.32 -0.06 0.28 56.85 % Rank 15 30 90 75 55 80 80 35 80 85 75 75 85 15 25

- Safe bred. A.I. 1.15.16 to AUTO Dollar General 122R; due 10.29.16; P.E. 1.24.16 to 4.1.16 to MCBN Bounty Hunter 416B
- This extraordinary female is a granddaughter of the exclusive donor. MAGS Roberta. Roberta has produced top genetics for Sugar Bush, Magness and ourselves over the years. Her success has been apparent, when we have flushed her Angus, Lim-Flex and Purebred.
- Sired by the many time champion for Double A, Jones and JCL, CALO Brickyard.
- MCBN 492B is certainly going to add a calving ease component to your donor prospect battery. She posts a 12 CED and 0.6 BW EPD. To further compliment these low birth weight stats, she is in the top 15% of the breed for marbling.
- Homozygous polled and homozygous black



- Actual BW: 78 lbs.; WW: 872 lbs.: YW: 1,150 lbs.; SC: 41 cm
- These Windfall cattle are doing EXACTLY what they are supposed to do, proven by his growth numbers staying so true. MCBN Cash Out 517C has been a performance machine since he hit the ground. A desirable 78 lb. BW and then exploded to an adjusted WW of 872 lbs.!
- If you are serious about raising cattle that will make you money and not cost you money, this is one to tie to. Every good cowman studies a bull's dam before using him, and you won't be disappointed with LVLS 8212S. She is one of our most consistent, fertile and profit oriented females on the ranch.
- Double black and double polled

# HERD SIRE PROSPECTS



- Actual BW: 75 lbs.: WW: 836 lbs.; YW: 1,105 lbs.; SC: 43 cm
- We love the look this bull gives you from the side, super straight lined and strong topped. Testicular size and shape also need to be noted, as this is an opportunity to add projected fertility into a herd.
- The MCBN Brave Eagle progeny are being recognized as standouts by visitors to the ranch and MCBN Zyrina 277Z as an explosive growth female. They combined to produce MCBN Contractor 524C. We are excited about the future of this power house bull.
- We find it intriguing, that with 524C you aren't sacrificing CW, REA or MB when you incorporate him into your breeding scenario. He ranks in the top 20% for all three.



# HERD SIRE PROSPECTS

### lot 12

### MCBN COPYRIGHT 536C

Lim-Flex [50] Bull 04.06.15
Double Polled MCBN 536C
Double Black LFM 2093523

JCL LODESTAR 27L LH RODEMASTER 338R VERMILION E BLACKBIRD 9546

MCBN YASIR 125Y

BR MIDLAND EXLR REBECA 1019P EXLR REBECA 614H

B/R NEW DESIGN 036 G A R PREDESITNED G A R EXT 4206 SBLX UPTOPIAN QUEEN 1305U

JCL BLACK OUT

AUTO ÉLITE 270F

STBR GRACIOUS GIRL

	CLD	D11	****		1 111		CLII	50	01	DOC	C , ,	112/1		1 10	ψιιιι
EPD	7	1.5	74	120	23	61	7	1.00	17	7	44	0.29	0.03	0.47	69.52
% Rank	55	50	15	5	75	30	35	25	35	95	5	80	95	10	4

- Actual BW: 74 lbs.; WW: 712 lbs.; YW: 1,095 lbs.; SC: 40 cm
- Growth, marbling and \$MTI! all traits that both the commercial cattleman and the seedstock producers alike can appreciate. All three are direct indicators of how your bottom line is going to turn out.
- This long-spined, deep-sided herd sire gets out and moves as well as any that we are offering.
- A direct son of LH Rodemaster X EXLR Rebeca 1019P, MCBN Yasir 125Y is responsible for keeping the calf crop a constant here at MCBN. On the maternal side, ranch favorite, SBLX Utopian Queen 1305U, doing what she does time after time.
- Double black and double polled



- Actual BW: 78 lbs.; WW: 705 lbs.; YW: 1,090 lbs.; SC: 42 cm
- Many of us find this bull's pedigree quite intriguing. Within the first few generations you will find several known individuals who have produced show greats and pasture matrons like LH Rodemaster, LVLS Farmer John, Bon View New Design 878 and EXLR Rebeca 1019P.
- 42 CM SC is certainly admirable and noteworthy on this April yearling bull. You will notice that we select heavily for SC and it is paying dividends for us and it will for you too.
- 75 WW EPD and 118 YW EPD rank 540C in the top 15 and 10% of the breed respectively. Furthermore, he is in the top 10% for MB and \$MTI.
- This bull has everything in place to have you grinning ear to ear when checking his calves next year.