

TUESDAY, APRIL 5, 2016 WWW.RRMARKETPLACE.COM

Spring Online Sale

SALE MANAGEMENT



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R&R Technical Assistance

R&R International Sales

SALE CONSULTANTS

Skyler Davis	
Bill Helton	
Mark Smith	

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, April 5, 2016 www.rrmarketplace.com SALE DETAILS

Bidding Opens ... Tuesday, April 5th at 7:00 am (CST) Bidding Closes ... Tuesday, April 5th at 7:00 pm (CST)

BROWN LAND & CATTLE CO.

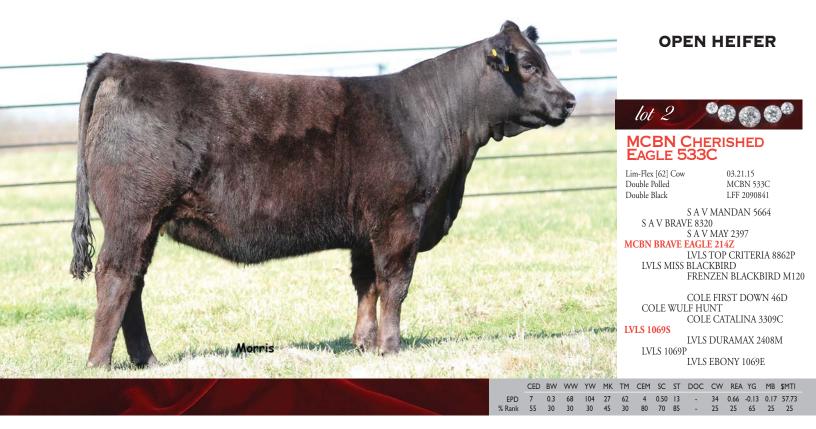
Spring Online Sale

Brown Land & Cattle Co. MCBN

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



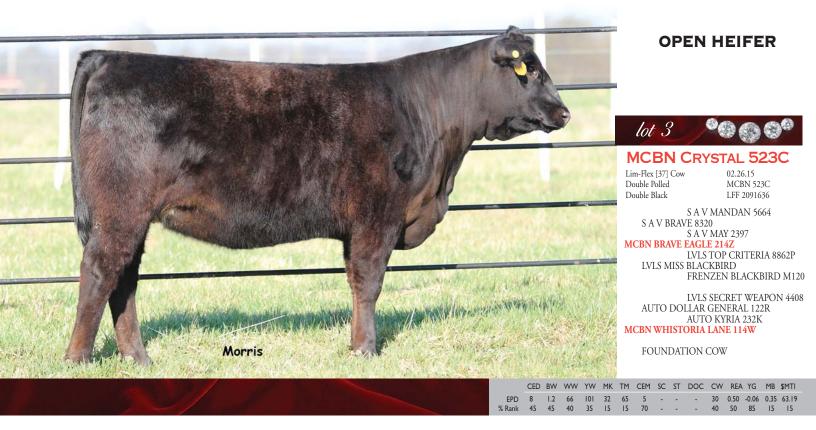
- Keeping suit with the breeding principals here at Brown Land & Cattle is MCBN Call Girl 538C. 538C is an ideal place to start off this offering as she carries the MCBN prefix on both sides of her pedigree and represents so much of what we strive to accomplish.
- This 50% Lim-Flex heifer offers exception 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.



• Complete describes this heifer to a "T," her genomic and phenotypic qualities are extremely balanced and desirable.

• MCBN Cherished Eagle 533C is complex in her carcass data, she ranks in the top 25% for CW, REA and MB EPD's which makes her intriguing and versatile when it comes to mating options.

• This Lim-Flex open heifer is part of the a long line of legitimate foundation females who have set benchmarks for fertility and longevity, including LVLS Miss Blackbird 111U and LVLS 1069P



- These MCBN Brave Eagle 214Z daughters are something quite special here at the ranch. Their data meets their phenotype and he is working to produce quality on numerous kinds of cows.
- This AUTO Dollar General 122R granddaughter is extremely maternal and marbling oriented. She ranks in the top 15% for Milk, TM and marbling EPD's.
- Crystal 523C is a 37% Lim-Flex and has that beautiful blended looks of the stout Limouisn; and maternal looking Angus genetics in her pedigree.



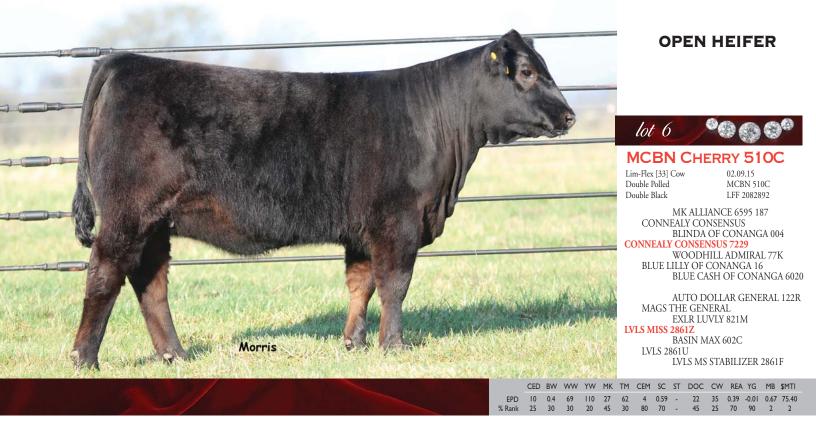
• This particular spring yearling is bred very similarly to the Lot 1 female, in that she is an MCBN Brave Eagle 214Z and a granddaughter of EXLR 1019P.

• From the same cow family who produced AUTO Rebecca 292S, the ultimate donor at Pinegar Limouisn who has reinvented the definition fertility specialist; her ET success is very good.

• In terms of data, 521C surfaces as a balanced trait specialist who's sons will add extra maternal and extra marbling to your program.



- MAGS Ur A Robin is a growth specialist, who has absolutely excelled at all performance measure points and is one of the heaviest wearing weight bulls to ever come out of the Magness programs at 918 lbs.
- MCBN Claribel 516C comes from the same AUTO Elite cow family that produced Auto Katie who, when she was on the show circuit, was one of the leading all time show heifers capturing a majority of the major show championships, including Grand Champion at the National Western two years in a row. She was added to the Deer Valley Farm program at an appraised value of \$128,000 for full interest.
- 516C is homozygous black and notably is in the top 4% of the breed for \$MTI.
- Has a carrier trait



- MCBN Cherry 510C is a direct daughter of the ultimate "multi-tasker" in terms of Angus sires, Connealy Consensus. Consensus has a special ability to be able to produce top performing and top selling bulls, quality replacement females and cattle that excel visually as well as statistically. Him and his progeny are designed to be profitable and predictable for the long term.
- LVLS Miss 2861Z did a spectacular job raising Cherry as her first calf. We are excited about her future in our program. It wasn't an easy decision to sell this female; however, we are confident that her dam will produce many more exceptional individuals in the future.
- 510C has a valuable growth spread from her 10 CED and 110 YW EPD. Furthermore, she is in the top 2% of the population for marbling and \$MTI!



- 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 MCBN Razzle Dazzle who served as a popular donor 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 507C excels on paper for milk with an EPD of 33. On the other side of the equation, 507C is on the top 20% for both marbling and ribeye, which is very rare.



- LVLS Miss Blackbird 111U will continue to leave her legacy on the breed, especially if her daughters and grand daughters continue to produce the looks and performance that is evident in females like MCBN Candy Apple 503C.
- 503C has a data set that indicates that there is exceptional potential for economical impact; she has a below average BW EPD, 120 YW EPD and is in the top 20% of the population for Marbling and \$MTI.
- Sired by JCL Lodestar, one of the most proven cow producers in the Limousin and Lim-Flex registry



- Homozygous black and homozygous polled, exceptional data and regal pedigree make MCBN Casual Affair 502C a highlight.
- Statistically speaking, 502C is on the desirable side of average for all calving ease and growth traits, is in the top 2% for MK, top 4% for TM and has terminal profit indicators that are lead by marbling and \$MTI rankings in the top 15%.
- AUTO Dollar General will always have a place in our program, his calculated numbers are so accurate and reflected consistently in his progeny that we have.



- LVLS 8105T has worked so well when we have flushed her to power bulls who are heavy muscled and stout featured. We are so thrilled with her progeny by Cole Windfall and EF Xcessive Force. MCBN Billionaire 476B is particularly massive in his construction, big topped and solid footed.
- EF Xcessive Force is one of the great ones in the breed who has gone from the show ring to the sire line-up and done both very successfully.
- When searching data on a potential herd sire, you will find MCBN Billionaire 476B is appealing with a birth to yearling spread from .6 to 96 and he is in the top 2% for SC.
- BW: 72 lbs.



• MAGS Yip has earned his way to the top of the "go-to Purebred" sire list in the Limousin breed, partially due to the strength of his progeny, such as PBRS 4189B.

• 4189B is homozygous polled and double black, ranks in top 15% for YW EPD, top 10% CEM and in the top 15% for both CW and MB EPD's.

• Bred in the PBRS program and tracing back to one of the most prestigious and historic Angus cow families in the country, Oak Hill Miss Wix.

• BW: 81 lbs.