SALE MANAGEMENT
Randy Ratliff
615.330.2735
randy@rrmktg.com

Abby Hinton ...............919.618.8098
abby@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

SALE DETAILS
Bidding Opens ...
Thursday, December 14th at 7:00 am (CST)

Bidding Closes ...
Thursday, December 14th at 7:00 pm (CST)

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

ADDITIONAL NOTES ...
• Payment required within seven days following the sale. Checks mailed to R&R Marketing,
PO Box 60097, Nashville, TN 37206
Contact abby@rrmktg.com for credit card payments, a 3% finance fee will be applied.
• 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.

MCBN
Brown Land & Cattle Co.
Welcome To
Brown Land & Cattle Co.’s
Platinum Bonus Series

What is the Platinum Bonus Series? The Platinum Portion of this sale is designed for a rare opportunity into the core of Brown Land & Cattle Co. The Bonus portion features 4 of MCBN’s most trusted donors. The Series Portion is this year’s December event starring the accomplishments of our program of the past year.

The focus of our ranch has always been to develop cattle that are easy calving, easy fleshing along with the volume necessary to maintain in harsh conditions, as this is how our cattle are expected to work. The AI sires in these flushes have proven to us over the years that they can enhance those same qualities to an even higher degree. All said and done, MCBN admires cattle with abilities to go to work every day to achieve greater and greater standards; along the way themselves becoming leaders of this great cattle industry.

One proven female and 4 young heifers were chosen to represent the platinum donors of this sale. They were selected with the same criteria used for all the breeding females at MCBN; calving ease, performance minded, milk, sound, functional, fluid in movement, phenotype and pedigree. We feel these females accomplish these goals. They have been bred to bulls to incorporate traits that will add to your financial bottom line.

Also featured in this sale is one of the finest young herd sires to come from the breeding program of Brown Land & Cattle Co., MCBN Donnie Darko 667D. Sired by the performance bull, MAGS Eagle 229Y, and from the dynamic female, LVLS Blackbird 111U; this cow’s ability to produce top-notch quality time after time keeps the excitement level high here at the ranch.

Here is an opportunity to own part of this exclusive cow family from possibly this line’s greatest accomplishment to date, MCBN Donnie Darko 667D. Donnie has the phenotype as well as a solid genetic profile that will work in numerous scenarios from the show ring or the pasture. This will be a chance to be first in line on an amazing multi-purpose sire that has no limit in sight.

MCBN is committed in developing cattle that will work in all kinds of conditions. We take pride in trying to achieve toward that end. Promoting the Limousin breed is one of the things we most enjoy. So don’t hesitate to give us a call if we can be of any assistance on this sale.

Marty & Cheryl Brown
The MAGS Aviator daughters have been taking the country by storm due to their superior phenotype, moderation and functionality. This homozygous polled/homozygous black donor prospect is double digit CED and in the top 10% of the breed for marbling and top 15% for $MTI. This female is destined for greatness just like her famous dam who has 16 progeny with an average WW ratio of 102 and YW ratio of 104.
A.I. on 11/24/17 to MANGS Aviator 373A

684D has been one of our favorites since day one. Anyone who knows us, knows that we sell our best ones and it is our goal every year to offer the very elite females that we have produced. This 50% Lim-Flex daughter of COLE Absolute is homozygous black and stacked for power and profit. Her fascinating pedigree and performance measures yields a 119 YW EPD and ranks her in the top 10% of the breed for MB and $MTI as well. These Absolute daughters will be heard from for generations to come, due to the power they are going to bring back to the Lim-Flex population.
MAGS Eagle is one of the most popular sires of the past decade. He is homozygous black and homozygous polled and has sired sale toppers from coast to coast. It is daughters like 681D who will carry his impact into the next decade. Spread cattle that consistently rank in the top 10-15% across the board from CED to YW and then post similar percentile rankings for MB and $MTI will always have a place in the industry and be profit generators in the Limousin breed.

A.I. on 11/24/17 to MAGS Aviator 373A

MAGS Eagle is one of the most popular sires of the past decade. He is homozygous black and homozygous polled and has sired sale toppers from coast to coast. It is daughters like 681D who will carry his impact into the next decade. Spread cattle that consistently rank in the top 10-15% across the board from CED to YW and then post similar percentile rankings for MB and $MTI will always have a place in the industry and be profit generators in the Limousin breed.
A.I. on 11/24/17 to S A V Bruiser 9164

This mating was planned precisely to produce eye-appealing, low birth weight progeny with breed leading marbling numbers ... and, thankfully things go as planned from time to time in the cattle industry! AUTO Black Tangerine and MAGS Aviator, both are extremely consistent and are stamping their progeny. 682D’s prestige carries from her photo to her performance profile, she currently is double digits for CED, ranks in the top 10% for MB and top 25% for $MTI.
MCBN Donnie Darko 667D is a name that you won’t forget anytime soon! Not because of the uniqueness of it, but because you are going to hear it time and time again. This bull is a legitimate answer to your Lim-Flex sire needs; he is flawless in his design and mobility, backed by a powerhouse cow family and one of the few true birth to yearling spread bulls on the market.

667D is homozygous black and homozygous polled and goes back maternally to LVLS Miss Blackbird 111U, who is one of the truly dominant females in the breed. In terms of numbers, Donnie Darko is a 10 CED, 118 YW and in the top 15% for MB and top 10% for $MTI.
This red, high growth female is dynamic in regards to what she contributes to the breeding equation. Her data indicates that she is a trait leader for WW and YW with a 87 WW EPD and a 135 YW EPD, as well ranking in the top 10% for TM. 281Z carries the influence of AUTO Rebeca 292S and MAGS Lady Ace, both of which are absolute icons in the industry and will have long-term impacts on programs across the nation.
Hoover Dam possesses a unique ability to produce calving ease, muscle, carcass quality, docility, and phenomenal daughters. Hoover Dam now has over 14,000 progeny recorded in the Angus database in over 1,400 herds. He is flawless and flexible, you can essentially breed him in any direction and not be concerned. 233X injects as much growth as any donor in the country, she currently ranks in the top 2% for WW and top 3% for YW, she also records a 29 MK EPD.
The resulting progeny of this mating will be born with instant value. EF Xcessive Force is a past national champion and a current sire of champions and sale toppers in the nation’s leading programs. LVLS 8105T is a Farmer John daughter who has been tremendous for us and has been a consistent revenue producer throughout the years.
MAGS Wazowski has maintained his reputation for being the high growth with balanced carcass trait sire. His power and mass is uniquely matched with her fleshing ability and softness of middle. Amongst the nation's cow herd, these traits seem to be passed on. EXLR 157R has left a variety of females in the MCBN herd from breed leading sires. These Wazowski's will be the latest to enhance this line.

5 Embryos

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<th>SIRE</th>
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<tr>
<td>DHVO DEUCE 132R</td>
<td>GPFF BLAQUE RULON</td>
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<td>MAGS WAZOWSKI</td>
<td>AMY JO DHAN 20L</td>
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<td>BOHI RED ROBIN 282R</td>
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5 Embryos

50% Lim-Flex
Double Polled
Homozygous Black
Growth, growth and more growth! If you are in the business of making herd bulls, here is one of the best genetic options of the fall for you. COLE Windfall currently post an 85 WW EPD, a 135 YW EPD and is a trait leader for MK and TM. Going on nine years of age, Windfall has held his own for nearly a decade in terms of being a predictable breed leader. Donor, LVLS Blackbird 111U, brings similar strengths to the table on paper and in person. She is a powerful, yet feminine female who is very dynamic.