



# Platinum Bonus Series

Thursday, December 14, 2017  
[www.rrmarketplace.com](http://www.rrmarketplace.com)

**Brown Land & Cattle Co.**  
**MCBN**

## SALE MANAGEMENT

Randy Ratliff  
615.330.2735  
randy@rrmktg.com

Abby Hinton .....919.618.8098  
abby@rrmktg.com

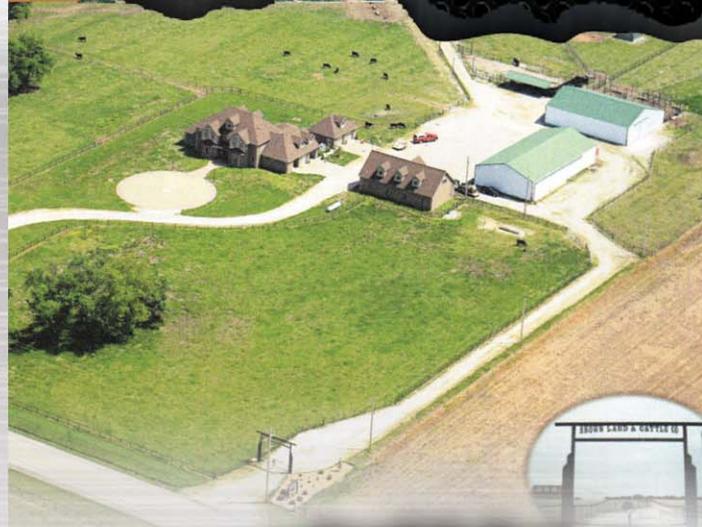
R&R International Sales  
P.J. Budler .....682.597.0380  
or info@thecattlemarket.net

## SALE CONSULTANTS

Skyler Davis.....770.307.7036  
Bill Helton.....256.962.0256  
Mark Smith .....515.229.5227

## 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.



## 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

Thursday,  
December 14, 2017  
www.rrmarketplace.com

# Platinum Bonus Series

## SALE DETAILS

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

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*

## BRED HEIFER

A.I. on 11/24/17 to  
AUTO Dollar General 122R

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.

Morris

## MCBN Due Process 642D

lot 1

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	10	0.4	65	85	24	57	7	0.75	6	-	21	0.08	0.11	0.41	63.38
% Rank	25	30	45	70	65	55	35	45	55	-	70	>95	>95	10	15

Lim-Flex [54] Cow  
Homozygous Polled  
Homozygous Black  
08.18.2016  
MCBN 642D  
LFF 2104267

MAGS WINSTON  
**MAGS AVIATOR**  
MAGS XTRA REST

LVLS FARMER JOHN 7428P  
**LVLS 8105T**  
FRENZEN MAYFLOWER M74

BT CROSSOVER 758N  
MAGS STRAWBERRY  
DHVO DEUCE 132R  
MAGS UNREST  
LVLS FARMER JACK 5842M  
LVLS 7428L  
FRENZEN HEAVY HARVEST 113  
FRENZEN MAYFLOWER F32

## BRED HEIFER

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

Morris

lot 2

Lim-Flex [50] Cow  
Double Polled  
Homozygous Black  
08.28.2016  
MCBN 684D  
LFF 2104276

AHCC XPENSIVE ACCOUNT X516  
**COLE ABSOLUTE 05A**  
COLE MISS TRAVELER 029X

BON VIEW NEW DESIGN 1407  
**EXLR BARB 157R**  
EXLR BARB 1027M

KAJO RESPONDER 120R  
AHCC MISS NORTHSTAR R516  
COLEMAN TRAVELER 797  
COLE 91L  
B/R NEW DESIGN 036  
BON VIEW PRIDE 664  
EXLR BROADWAY 041E  
C&C BARB

# MCBN Dream Country 684D

	CED	BW	VVW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	7	1.1	74	119	27	64	5	1.10	8	8	39	0.59	-0.08	0.37	66.55
% Rank	60	45	20	10	35	20	70	15	35	95	15	30	75	10	10

## BRED HEIFER

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.



Morris

# MCBN Dark Shadows 681D

## lot 3

	CED	BW	WWV	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	12	0.2	75	120	18	56	9	0.97	4	15	37	0.53	-0.08	0.31	64.78
% Rank	15	25	15	10	>95	60	10	25	75	65	15	35	75	15	10

Lim-Flex [50] Cow  
Homozygous Polled  
Double Black  
08.25.2016  
MCBN 681D  
LFF 2104273

MAGS WINSTON  
**MAGS EAGLE**  
MAGS WEB OF DECEIT  
S A V BISMARCK 5682  
**LLJB 1100Y**  
JBRH SHEZA PASSION

BT CROSSOVER 758N  
MAGS STRAWBERRY  
AUTO DOLLAR GENERAL122R  
CABIN CREEK BEHAVE 6040  
G A R GRID MAKER  
S A V ABIGALE 0451  
MAGS KAPTAIN AMERICA  
JBRH SHEZA DANDY

## BRED HEIFER

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 times 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.



Morris

# MCBN Digital 682D

## lot 4

	CED	BW	VWV	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	11	-1.1	52	78	29	55	10	0.57	5	21	15	0.22	0.08	0.37	58.41
% Rank	20	10	90	85	20	70	3	70	65	35	90	90	>95	10	25

Lim-Flex [67] Cow  
Homozygous Polled  
Homozygous Black

08.26.2016  
MCBN 682D  
LEF 2104274

MAGS WINSTON  
**MAGS AVIATOR**  
MAGS XTRA REST

AUTO DOLLAR GENERAL 122R  
**AUTO BLACK TANGERINE 270T**  
KRVN PROGENY 175P

BT CROSSOVER 758N  
MAGS STRAWBERRY  
DHVO DEUCE 132R  
MAGS UNREST  
LVLS SECRET WEAPON 4408K  
AUTO KYRIA 232K  
GPFf BLAQUE RULON  
KRVN 011K



Morris

BW: 70 lbs.; WW: 778 lbs.; YW: 1,358 lbs.

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.

## SEMEN

Selling 10 Unit SEMEN Packages buy now for \$500

**MCBN Donnie Darko 667D**

**lot 5**

Selling 10 Unit SEMEN Packages buy now for \$500

**MCBN Donnie Darko 667D**

**lot 5A**

Selling 10 Unit SEMEN Packages buy now for \$500

**MCBN Donnie Darko 667D**

**lot 5B**

Selling 10 Unit SEMEN Packages buy now for \$500

**MCBN Donnie Darko 667D**

**lot 5C**

Selling 10 Unit SEMEN Packages buy now for \$500

**MCBN Donnie Darko 667D**

**lot 5D**

**MCBN Donnie Darko 667D**

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	10	1.3	78	118	22	61	7	0.78	4	18	42	0.29	0.06	0.30	63.87
% Rank	25	50	10	10	80	30	35	45	75	45	10	80	>95	15	10

Lim-Flex [50] Bull  
Homozygous Polled  
Homozygous Black  
08.18.2016  
MCBN 667D  
LFM 2104268

MAGS WINSTON  
**MAGS EAGLE**  
MAGS WEB OF DECEIT

CALO BRICKYARD 902W  
**MCBN ARTEMIS 316A**  
LVLS MISS BLACKBIRD 111U

BT CROSSOVER 758N  
MAGS STRAWBERRY  
AUTO DOLLAR GENERAL122R  
CABIN CREEK BEHAVE 6040  
SCHILLING'S TALLADEGA  
EXG E839 1407 M175 LS  
LVLS TOP CRITERIA 8862P  
FRENZEN BLACKBIRD M120

## BRED FEMALE

PE to MCBN Classified 528C;  
Due approximately 3/1/18

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.



Morris

# MCBN Show Me Paid 281Z

# lot 6

% Limousin [81] Cow  
Double Polled  
Red  
09.20.2012  
MCBN 281Z  
NXF 2021665

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

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

WULFS REALTOR 1503R  
WULFS MEADOW GRASS 2149M  
BR MIDLAND  
MAGS LADY ACE  
AUTO DOLLAR GENERAL 122R  
EXLR LUVLY 821M  
LESF ASPHALT 9N  
EXLR REBECA 1019P

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	4	5.4	87	135	21	65	3	0.78	-1	12	58	0.49	-0.10	-0.19	50.25
% Rank	80	>95	1	1	80	10	80	35	>95	70	1	40	80	55	35

# EMBRYOS



Hoover Dam, sire



AUTO Show Off 233X, dam

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.

## 1 Embryo

lot 7

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
SIRE	8	-0.3	46	89	24	-	7	0.84	-	-	41	0.76	-0.01	0.78	-
DAM	6	2.9	82	122	29	69	6	0.45	-1	11	46	0.27	-0.08	-0.15	49.91

43.5% Lim-Flex  
Homozygous Polled  
Double Black

SYDIGEN CC & 7  
**HOOVER DAM**  
ERICA OF ELLSTON C124

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

S A F CONNECTION  
SYDGEN FOREVER LADY 4087  
TC GRIDIRON 258  
ERICA OF ELLSTON V65  
AUTO DOLLAR GENERAL 122R  
EXLR LUVLY 821M  
LESF ASPHALT 9N  
EXLR REBECA 1019P

# EMBRYOS



EF Excessive Force, sire



LVLS 8105T, dam

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.

## 5 Embryos

lot 8

	CED	BW	VVW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
SIRE	8	-2.2	55	86	21	48	12	1.70	6	15	18	-0.37	0.25	0.49	62.46
DAM	6	1.9	57	84	24	53	4	1.00	8	-	23	0.05	0.00	0.18	53.79

50% Lim-Flex  
Double Polled  
Homozygous Black

D A TRAVELER 004 703  
**EF EXCESSIVE FORCE**  
CFLX MOLLYS IMAGE

LVLS FARMER JOHN 7428P  
**LVLS 8105T**  
FRENZEN MAYFLOWER M74

S A V 8180 TRAVELER 004  
LEACHMAN SAUGAHATCHEE3000  
DHVO DEUCE 132R  
JCL PEPPERMINT  
LVLS FARMER JACK 5842M  
LVLS 7428L  
FRENZEN HEAVY HARVESTH113  
FRENZEN MAYFLOWER F32

# EMBRYOS



MAGS Wazowski, sire



EXLR Barb 157R, dam

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 cowherd, 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 enance this line.

## 5 Embryos

lot 9

	CED	BW	VVW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
SIRE	7	1.8	87	128	24	68	5	1.40	4	14	48	0.78	-0.08	0.37	70.24
DAM	10	-1.4	48	77	30	55	9	0.90	4	7	14	0.29	-0.21	0.77	74.36

5% Lim-Flex  
 Double Polled  
 Homozygous Black

DHVO DEUCE 132R  
**MAGS WAZOWSKI**  
 BOHI RED ROBIN 282R

BON VIEW NEW DESIGN 1407  
**EXLR BARB 157R**  
 EXLR BARB 1027M

GPFF BLAQUE RULON  
 AMY JO DHAN 20L  
 CONNEALY LEAD ON  
 MAGS MANUELA  
 B/R NEW DESIGN 036  
 BON VIEW PRIDE 664  
 EXLR BROADWAY 041E  
 C & C BARB

# EMBRYOS



COLE Windfall 144W, sire



LVLS Miss Blackbird 111U, dam

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.

## 3 Embryos

lot 10

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
SIRE	7	2.9	85	135	44	86	7	1.40	6	0	54	0.57	-0.01	0.25	65.02
DAM	8	1.1	73	110	30	67	4	0.20	7	17	6	0.43	-0.07	0.10	56.33

50% Lim-Flex  
 Double Polled  
 Homozygous Black

COLEMAN PRODUCITON 608  
**COLE WINDFALL 144W**  
 COLE MISS FIRSTDOWN 6162S

LVLS TOP CRITERIA 8862P  
**LVLS MISS BLACKBIRD 111U**  
 FRENZEN BLACKBIRD M120

GAR PRECISION 1680  
 LEACHMAN RIGHT TIME  
 CLONE-COLE FIRST DOWN 46D  
 COLE 18K  
 COLE WULF HUNT  
 LVLS 8862M  
 FRENZEN KEYSTONE K17  
 FRENZEN BLACKBIRD H15