# BEEFMASTERS

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## Wednesday, June 7, 2017 OPEN HEIFER ONLINE SALE

# Windy Hils BEEFMASTERS

Poplarville, Mississippi L www.windyhillsranch.com Owner, Dr. Gerald Berenson L Manager, Joshua Smith

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Bidding Opens ... 06.07.2017 at 7:00 am (CST) Bidding Closes ... 06.07.2017 at 7:00 pm (CST)

#### SALE MANAGEMENT ...



Randall O. Ratliff 615.330.2735 randy@rrmktg.com

Abby Hinton, 919.618.8098 abby@rrmktg.com

#### ADITIONAL NOTES ...

Payment required within seven days following the sale.

Checks mailed to R&R Marketing.

Contact randy@rrmktg.com for credit card payment (3% fee will apply).

Sight Unseen Guarantee.

Buy with confidence.

All purchases are fully guaranteed.

Windy Hills will work with the buyers on transportation to make it the most convenient for the buyer. 75 miles North of New Orleans, LA and 43 miles South of Hattisburg, MS

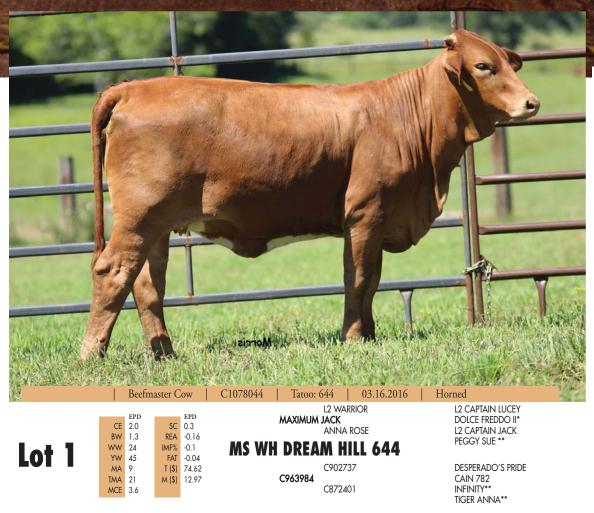
### WINDY HILLS BEEFMASTERS HISTORY

Windy Hills Beefmasters in one of the nations premier Beefmaster operations, being named the 2004 BBU Breeder of the Year. Windy Hills is located in the gentle rolling hills of the Gulf Coast region of South Mississippi and is home to over 100 donor cows. Windy Hills raises nearly 200 purebred calves each year and focuses on maintaining the Beefmaster breeds "Six Essentials".

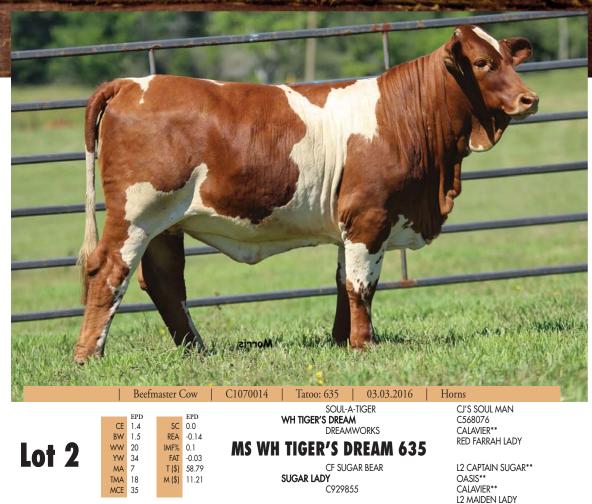
Dr. Gerald "Doc" Berenson, director of the Tulane Center for Cardiovascular Health in New Orleans, has been in the cattle business for nearly 40 years. Dr. Berenson purchased his first cattle while working on a research fellowship in Chicago. After seeing an ad in LIFE Magazine on the Curtiss Candy Farm sale Doc decided to check it out. Despite the fact that the candy makers were already famous for the creation of Butterfinger and Baby Ruth candy bars it was their Shorthorn cattle that caught Doc's eye. Before he knew it he had bought a bull and four cows and shipped them back to his folks place in Mississippi. After experiementing for a few years with the Shorthorns and commercial cattle Dr. Berenson followed the advice of longtime friend, Swayze McCrain Jr. McCrain's father had coached the livestock judging team at LSU and they knew cattle that were best suited for the southeast and he suggested selling the Shorthorn and purchasing either Brangus or Beefmaster. So in 1981, they went to Texas to Twin Creek Ranch and Starbrand Ranch and bought a total of 60 heifers. Within in a matter of just a few years Windy Hills Beefmasters was firmly established within the Beefmaster breed. Over the course of the next 30 years Windy Hills Beefmasters escalated to one of the nations premier Beefmaster breeders and in 2004 was named the Beefmaster Breeders United Breeder of the Year. Despite the fact that Dr. Berenson has been named a Distinguised Scientist by the American Heart Association, is an internationally renowned clinical cardiovascular researcher and founder of the medically famed Bogalusa Heart Study, Dr. Berenson still says being named BBU Breeder of the Year is one of the highest honors he's ever received. Windy Hills Beefmasters is located on Hwy 26 between Poplarville, MS and Bogalusa, La. Today Windy Hills manages a mature cow heard of about 250 registered Beefmaster and uses an aggressive breeding and embryo transfer program to provide the industries best genetics to continue to improve of the Beefmaster breeds "Six Essentials".

- 2001 Southeastern Beefmaster Breeders Association Breeder of the Year
- 2004 Beefmaster Breeders United Breeder of the Year Held nearly 20 Production Sales
- Hosted two dozen Junior Beefmaster Breeders Association Sanctioned Shows
- Started Beefmasters Carcass Progeny Testing
- Sponsored and coordinated the first Beefmaster Feeder Calf Sale in the state of Mississippi.
- Tirelessly promoted beef and the Beefmaster breed to both the academic and medical fields world-wide.

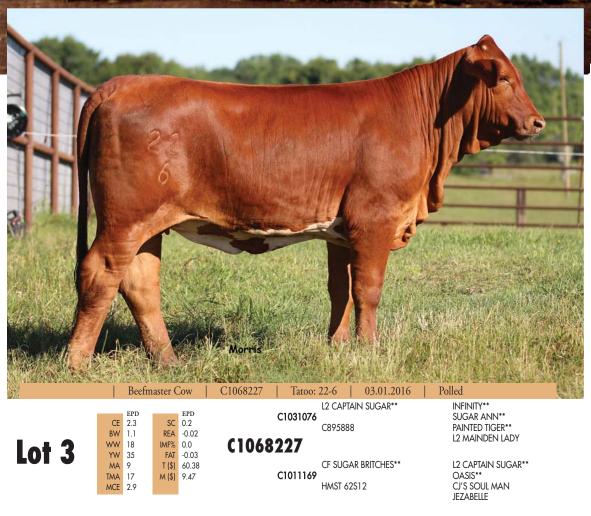




- Here is a very well made and structurally correct open heifer.
- From the heart of the Windy Hills program is this daughter of Maximum Jack 117/11 daughter.
- She is very clean up through her head and neck and still maintains strength down her top and is very square and level out of her rump.



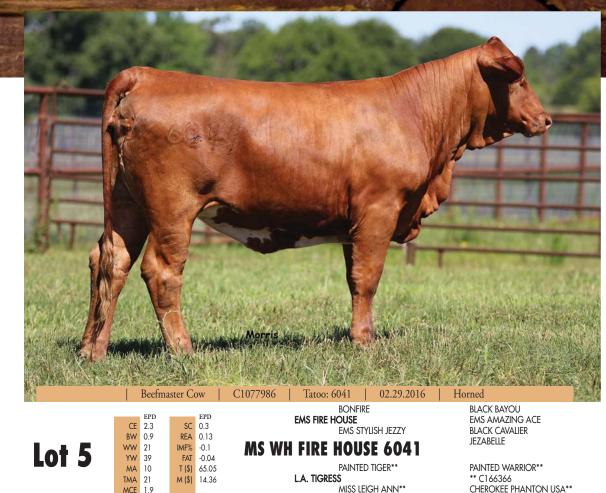
- Talk about a highlight lot to proudly represent the Windy Hills program.
- She is the result of the 40 plus year Windy Hills Beefmaster program.
- Her sire is WH Tigers Dream 9000 and she is from a daughter of CF Sugar Bear 933.
- We love the amount of mass and capacity in this young heifer and we can only imagine how great she will grow to be and the kind of job she will do as a future brood cow.



- What a terrific polled Beefmaster open heifer.
- This grand-daughter of L2 Captain Sugar 12/02 is one tremendous heifer.
- Her dam is a daughter of CF Sugar Britches 040.
- We love the clean lines, feminine front end and straight lines found in this young heifer.

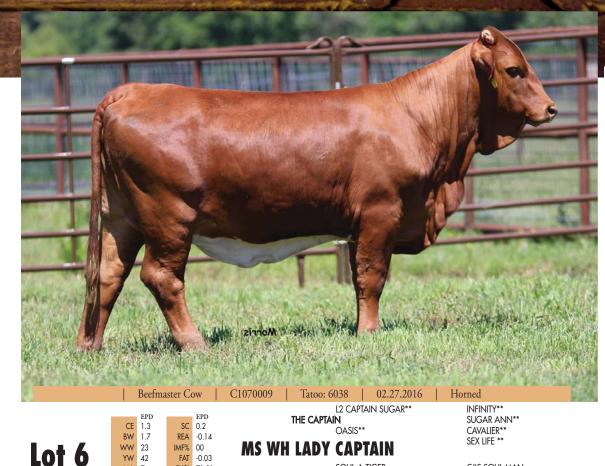


- This young heifer has tremendous length of body and has tremendous growth in her appearance.
- This polled open embryo transplant heifer is sired by EMS Fire House 261 and from a daughter of Painted Tiger 3-390.
- If you want a heifer that is sleek in her lines, very well made in her design then consider this March heifer from the heart of the Windy Hills program.



- This embryo transplant heifer from the Windy Hills program is this smooth made and lovely red heifer.
- She is a daughter of EMS Fire House 261 and from a daughter of Painted Tiger 3-390.
- We love this heifer's substance of bone, strength of top line and feminine front end.
- The Windy Hills program is one of the long-standing and highly reputable Registered Beefmaster programs in the entire U.S. and this is their very first online sale for them even though they have had 20 production sales.

\*\* C324276



MA 7

TMA 19

MCE 3.4

T(\$) 71.91

M(\$) 11.23

SOUL-A-TIGER

INFINITE SUGAR

SOUL BABY

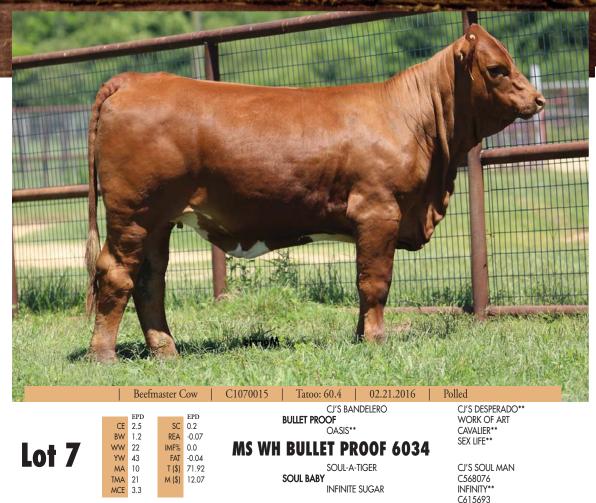
CJ'S SOUL MAN

C568076

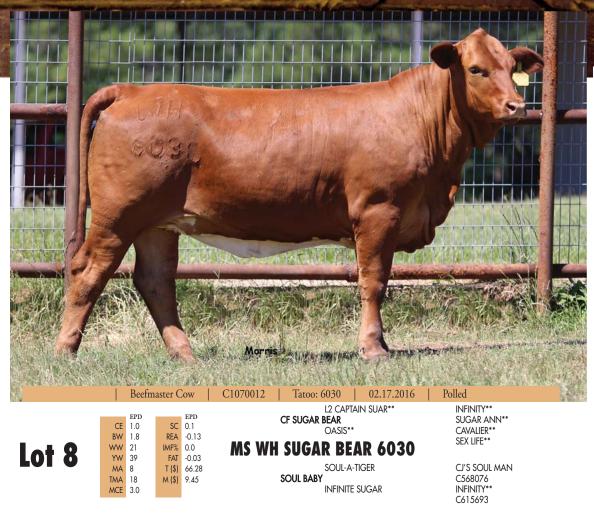
INFINITY\*\*

C615693

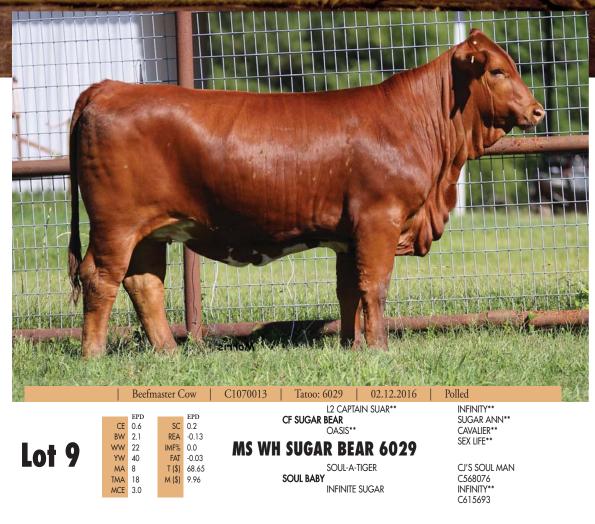
- Here is a sale feature and one of the finest females to ever represent the WH brand.
- This big ribbed, deep bodied and very maternal looking heifer is the real deal.
- She is a daughter of The Captain 910 and from a daughter of Soul-A-Tiger.
- The goal for Windy Hills Ranch has always been to breed structurally sound, deep bodied and easy doing and they have certainly done just that with this young heifer.



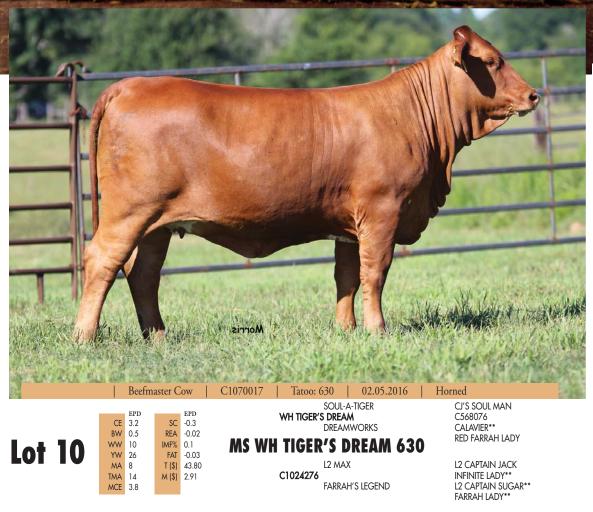
- What a remarkable young polled open heifer.
- She is a product from a very strong embryo transplant mating and represents the long standing Windy Hills program.
- Take a look at the moderate framed, heavy boned and very striking open polled heifer.
- She is a daughter of Bullet Proof and from the donor Soul Baby 2021, a proven grand daughter of CJ's Soul Man 168.



- We so appreciate how this embryo transplant female has turned out.
- She is nearly perfect in her design and is very structurally sound.
- Her length of side and desirable conformation speaks volumes as you can see in her picture and video.
- This polled daughter of CF Sugar Bear 933 is from a daughter of Soul-A-Tiger and from a daughter of Infinite Sugar.



- If you want an amazing polled Beefmaster heifer then take a look here with Ms WH Sugar Bear 6029.
- She is a daughter of CF Sugar Bear and from the donor Soul Baby 2021, a daughter of Soul-A-Tiger 5001.
- We love and appreciate the amount of mass, muscle, fleshing ability and structural correctness found in this embryo transplant polled heifer.



- Pure beauty and elegance is how you would describe this young heifer.
- This open heifer stands upright and with a tremendous amount of rib shape, depth of capacity and has a very strong maternal look to her.
- She is a daughter of WH Tiger's Dream 9000 and from a daughter of L2 Max L2139 from L Two Ranch.