



Rev. Alan Harre **Crusader Simmentals** June 12, 1940 - August 20, 2020

It is with great sadness that we welcome you to this year's New Direction Sale without an important member of our family, consignors, and extra farm help. Alan Harre of Crusader Simmentals and Andrea Sloup's father passed peacefully at his home in August.

Alan was a very accomplished man. He had numerous degrees, held positions on numerous boards, preached the word of the Lord, and presided over colleges, but his most important position was the head of his family. He was married to his dear wife Diane for 56 years, and had three children Andrea, Jennifer, and Eric.

Alan enjoyed Simmental cattle as well as he partnered with Nick on several top females in the Sloup program. He was always seated at the side of the sale ring in his denim Crusader Simmentals shirt, pen and catalog in hand, recording prices. Alan was a great supporter and cheerleader of the Sloup program.

We will dearly miss Alan's beaming smile, and thoughtful words at this year's New Direction Sale.



Crusader Simmentals

Alan and Diane Harre 2172 364th Rd. Staplehurst, NE 68439 Phone 402.535.2862 e-mail ADHarre@gmail.com

Friends.

2020 has been a very challenging year for everyone. Through everything, I am so thankful for my faith, family and friends. Just recently my father-in-law, Alan Harre (Crusader Simmentals), passed away. He was a wonderful husband, father, grandfather and friend we are all thankful for, and he will be missed.

As we prepare for our upcoming New Direction Sale, I am thankful for all the consignors who work so hard to bring you top genetics from each of their programs.

We will be offering a great set of donor cows, including Onyx, one of the elite donors in the breed, along with an excellent set of pairs, bred heifers, and opens many of which will be highly competitive in the show ring. Finally, we will be selling a high quality group of herd bull prospects. There is a really good selection of black and red genetics. Look through the catalog and you will see the many great cow families that are represented.

If you have any questions, please contact any of the consignors, DP Sales Management, or any of the excellent consultants who work so well with our programs.

Thanks again for your continued support, and we look forward to working with all of our friends and past customers. We are also excited to meet new friends who are a part of the Simmental breed.

With appreciation, Nick









SIMMENTA

Nick, Andrea, Shane, Brevin, Natalie & Haylie Sloup Jackson & Shelbi Hackbart 303 Northern Heights Dr. . Seward, NE 68434

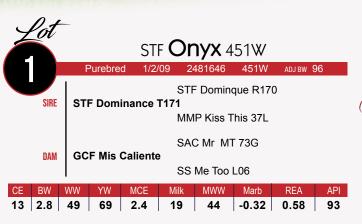
402.641.2936, cell

e-mail a.sloup@juno.com Bill & Deb Sloup · 402.641.5132

Daniel Amick, herdsman • 402.641.3040

www.sloupsimmentals.com





here do you start with an elite individual like STF Onyx? It is a difficult decision to allow her to leave our program was definitely not an easy one to make. When we purchased Onyx, we felt that she would never leave our program, but with her excellent production in embryo transfer; we felt passing the torch to another program was exciting. Onyx is one of our best purchases to date, and her progeny and

genetics down the road will be felt in both our program and Fenton's' for many years. With the ever-growing new genetics and bulls in the Simmental breed, the return on the investment will be nothing but positive and exciting for the new owner.

STF Onyx, the two-time NAILE champion has an impressive 141 progeny reported on her cow card, and her dam Caliente has 176. The family is impressive including Bunny, Nostalgia Lockout, Adamant, Onyx 61B, Prima Donna, Gemstone, Hope, Genesis, and more. The list of programs Onyx has influenced is a book in itself. In a year that has had so much uncertainty and change, the consistency of Onyx and her influence should make you feel better about 2020. Onyx is housed at Donor Solutions, who have done a wonderful job of working with her. She sells with 5 embryos. Please contact sale management, the Sloups, or Fentons to discuss this breed matriarch. Onyx will be ready to flush a week after the sale, she has averaged 23 embryos on her last two flushes. After we offer two sets of embryos in the New Direction online sale we will not offer any embryos out of Onyx at public auction for one year.

Owned by: SLOUP SIMMENTALS & FENTON FARMS SIMMENTALS



(D) onors



DAM

GKS **Trelbi** 49Z

Purebred 2/15/12 2758444 49Z ADJ BW 71

JS Sure Bet 4T JSSC Wide Body 090W

WHCC Angolo

WHCC Angels Dream

CNS Dream On L186

SS Magnificent Dreams

SVF NJC Magnetic Ldy M25

								REA	
15	-1.2	55	73	11.9	28	56	-0.08	0.73	122

Bred AI to TJ High Caliber, ASA#2891465 on 12/11/19. Due 9/19/20 We all know in life, there are very difficult decisions to be made and having to write this footnote is one of them. We are giving you the opportunity to purchase, "GKS Trelbi 49Z", a knock out red-baldy, "Magnificent Dreams" x "JSSC Wide body" daughter that has proven herself, not only in our program, but others as well. We decided back in February, after our good friends Matt, E'lise, & Cade Bracker of Bracker Livestock, campaigned a Trelbi grand-daughter to the honors of winning the Supreme Champion female at the 2020 Nebraska Cattlemens Classic. Trelbi is an extremely powerful female with a massive hip and loads of internal dimension, that is beautifully constructed, with a stunning presence to her. Semen from her deceased sire, JSSC Widebody, is extremely scarce and nearly impossible to come by, so this is an excellent opportunity to get your hands on his championship genetics. Trelbi is due to calve prior to the sale, to the Hartman/Apex/Herbster stud, TJ High Caliber, and will be ready to flush a couple months after the sale. Call me with any questions on this outstanding donor for your program. Kasl Simmentals retains a right to a future flush, with a minimum of (8) freezeable embryos at the seller's expense and buyer's convenience.

Owned by: KASL SIMMENTALS



W/C Miss Werning 5016C

Yardley High Regard W242

W/C No Remorse 763Y

DW Susanna 763T

WAGR Dream Catcher 03R

DAM Miss Werning 174Y

Miss Werning 534R

MMMM Marb

9	1.1	58	74	3.3	32	61	-0.02	0.8	96

Bred AI to SC Pay In Cash C15, ASA#298878. Due prior to sale day. If you have been thinking of adding excitement to your program by acquiring a top young donor to your program, you would be hard pressed in any sale opportunity in the months ahead, to find a female that is this good, this good looking and with this kind of pedigree. Miss Werning will have a calf at side by Pay in Cash and will be getting ready to be flushed at sale time. It is hard to find a cow this well structured, with this kind of femininity and style.

Owned by: SLOUP SIMMENTALS & BF BLACK SIMMENTALS



Grandaughter of 49Z, Supreme Champion 2020 NCC





DAM

SFPC Lucys Longhaul C194

2988006 C194

STF Shocking Dream SJ14

STCC Long Haul 033X

Miss Fancy Yardley T85

DUFF New Edition 6108

Zeis New Edition X500

CRR Elizabeth T828

								0.74	
CF	BW	ww	YW	MCF	Milk	MWW	Marh	REA	API

We're all about outstanding female's, and when this female came up as top open we knew we wanted her at the farm. C194 Is right in the prime of her life and has been open so she can immediately enter your transplant program. The X500 cow family has generated a lot of dollars and banners in the Midwest and this female carries on the legacy.

4_A 5/22/20 Sire Arrow H Big Bear B006, ASA#2890431 Bull

Owned by: SLOUP SIMMENTALS

FSCI Beatrice B423

2/7/14 2851952 B423

Remington On Target 2S

Remington Lock n Load 54U

BAR15 Miss Knight 78E-51G

SVF/NJC Built Right N48

Lazy H Built to Burn T19

Triple C Burn it Up N34L

								REA	
10	2.6	67	106	4.8	26	59	-0.22	0.98	107

What a tremendous Lock-N-Load black baldy daughter! This donor can be recommended to any program. She sells with a really special, solid black, Big Bear daughter (M25 x Upgrade), born on 4/4/20. Cow is open and ready to flush.

5A SS Sweet Gem H243 ASA#3765327 BD 4/4/20 H423 Heifer ADJ BW 84 Sire Arrow H Big Bear B006, ASA#2890431 **Owned by: SLOUP SIMMENTALS**



Bred AI to W/C Fort Knox, ASA#3499385 on 2/17/20 due 11/26/20 Only because I want to offer our best is this young elite cow selling. Denali is a dark red Big Deal x Red Jewell daughter. To top it off she was AI bred to Fort Knox on 2/17/20 and is due 11/26/20. She belongs in anyone's front pasture.



Flush & Pregnancies









DF Miss Pep 301A Flush

PB Flush 4/20/13 2743263 301A

E | JF Milestone

TNT Top Gun R244

Ms Maxie Lou M112S

SVF/NJC Built Right N48 HPF Miss Pep Y301

Miss Pep 58H

								REA	
9	2.9	73	105	4.7	22	59	-0.01	0.76	115

IVF Flush. 100% of flush to sell with an open top. Average 43 ovacytes and average of 12 freezable embryos. Work to be done at TransOva. 301A is open and ready to flush. Don't overlook this opportunity. Please refer to lots 41 and 49. Yes, you should be bidding on sale day.

Owned by: CTN SIMMENTALS



CTN SS BWL Kinley D004 X TMAS Can't Touch This 8531F

Pregnancy [

Oue 12/10/20 3227797

M

Mr TR Hammer 308A ET

TMAS Can't Touch This 8531F

J6RA 606B

SVF Steel Force S701

CTN SS BWL Kinley D004

EKHCC Red Jewel 760

CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
7	3.6	79	119	3	18	57	-0.08	0.93	108

Here is a tremendous, high quality, registered recipient cow. She is calving a Kinley (Steel Force x Red Jewell) x Can't Touch This. She is due to calve 12-10-20. I own this beautiful donor cow with my good friend, Brandon Luebbe.

Recipient **URF Jessica's Jewel C010**, ASA#3104140 BD 9/15/15 Sire WLE Uno Mas X549 Dam Blankette Of Conanga 198

Owned by: SLOUP SIMMENTALS



obcc cmfm Deplorabull D148

Heifer Pregnancy Due 9/19/20 2387869

W/C Executive Order 8543B

OBCC CMFM Deplorabull D148

Lazy H/Adkins BlkStar Z15

CNS Dream On L186

SS Magnificent Dreams

SVF NJC Magnetic Ldy M25

CE								0.79	API
CE	RW	14/14/	VM	MCE	Milk	MWW	Marb	DEA	۸DI

Magnificent Dreams has always and will continue to have a huge impact in "The New Direction" sale. We wanted to bring something really special, and after much deliberation we decided to bring you the first born heifer calf from the "Magnificent Dreams" x "Deplorabull" mating. This is an outstanding opportunity to get a heifer calf from a proven donor in the Simmental breed that has tallied up to 175 recorded progeny to her credits. Any questions prior to sale or pics of the heifer calf, please feel free to contact me.



ss Enchantress x W/C Fully Loaded 90D

Pregnancy Due 11/24/20 3006221

Recipient Gonsior/GC Jackie C202, ASA#3150439 BD 9/21/15 sire TLLC One Eyed Jack Dam WRS/GS Dixie Z201

Owned by: SLOUP SIMMENTALS



SIRE

ss Enchantress x W/C Fully Loaded 90D

Pregnancy Due 11/24/20 3006221

Recipient SS Frivalous 44F, ASA#3764236 BD 10/4/18 Sire CCR Cowboy Cut 5048Z Dam OBCC Eriskay 496Y

Owned by: SLOUP SIMMENTALS

W/C Loaded Up 1119Y W/C Fully Loaded 90D

Miss Werning KP 8543U

TJ Sharper Image 809U

SS Enchantress

SVF NJC Magnetic Ldy M25

_								0.95	
CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API



Here is an excellent opportunity to add elite genetics to your program. This young baldy, One Eyed Jack daughter, sells with a B200 x WC Fully Loaded pregnancy.





Gonsior/GC Jackie C202 - Lot 10

SS Frivalous 44F - Lot 10A



It is always a pleasure to welcome cattle producers to Seward, Nebraska. The New Direction Sale is truly a collective offering of some of the best genetics in the Simmental industry, and it's an exciting event year after year.

Last year we celebrated the 25th anniversary of the New Direction. As we embark on year 26, we can't move forward without mentioning a part of the family that will not be with us this year. Recently, the New Direction family lost Alan Harre of Crusader Simmental, but most importantly he was Diane's husband, Andrea's dad, Nick's father-in-law, and Shane, Shelbi, Brevin, Natalie, and Haylie's grandfather. Alan was a very successful man through many of his endeavors, but boy did I love when I would come out to Nebraska and he would come with a catalog in hand to show me one that he had seen. He would inquire about the animal, and Nick would tell me that he had been asking questions. Alan was a man deeply rooted in his faith, the love for his family, and he enjoyed this cow thing too. He will be greatly missed.

Nick has encouraged his guest consignors this year to dig deep into their programs, and bring some of the best from their operations. You have to admire his desire to strive to make things better even for year 26; which is evident in the offering of STF Onyx. Though as you turn the pages past Onyx, you will find bred cows, females, and open heifers. Even though we say it each year, there is truly something for everyone. Because there truly is.

You will see something missing as you look through the catalog. The embryo portion of the sale has been moved online to DP Online Sales. In an effort to shorten the sale time due to COVID-19, all of the embryos will sell online. The sale will open on Friday before the sale, and close on Sunday after the sale. Same great genetics that the Sloup and consignors always offer; just a different venue.

As always, we encourage you to contact Nick or Bill to discuss the sale offering, or any of the consignors. Feel free to visit the farm on Friday before the sale if you would like to look around with less people. It has been a challenging year, but the New Direction crew worked hard even through a pandemic to make year 26 a positive result. Coug PARKE











SS Gensis 73G

9/23/19 3764401 73G ADJ BW 86

CNS Pays to Dream T759

SC Pay the Price C11

LLSF Urababydoll U194

STF DominanceT171

STF Onyx 451W

GCF Miss Caliente

								REA	
10	2.8	60	85	2.9	19	49	-0.15	0.81	99

This son of the immortal Onyx and Pay the Price has been good since he hit the ground-Deep sided, big footed, sleek fronted, yet bold ribbed, Gensis will make an impact on your breeding program. He moves effortlessly and has a calm disposition.

Owned by: SLOUP SIMMENTALS



SS **High Ridge** G128 ed 11/2/19 3764400 G128 ADJ BW 89

W/C Loaded Up 1119Y

W/C Fully Loaded 90D

Miss Werning KP 8543U

Hook's Xpectation 36X

HSF Ms Xpect A93 128C

HSF Ms Beef 33R A93

								REA	
12	1.1	74	107	6.2	31	67	0.15	1	144

This red bull is loaded with style and substance. He sets the bar high for quality, genetics and usefulness as the red color is becoming increasingly desired. He is out of an Xpectation daughter out of the 10K sale feature female in the Hoffman Simmental sale from two sales ago. Fully Loaded, our full brother to Bankroll, has been an exceptionally consistent sire for our program and his progeny has had a strong influence in our program. Buy this young stud with confidence!

Owned by: SLOUP SIMMENTALS



SS **Geronimo** 81G

9/5/19 3764151 81G ADJ BW 84

SS Extraordinaire E513

HLTS Dakota Red

Mr CCF 20-20

M.A.C.Wallstreet 340A

SS/B&L Black Beauty 81D

B & L Real Look 73X

12	0.1	66	93	5.8	20	53	0.08	0.8	120
CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API

SS Geronimo is a dark cherry red, Extraordinaire son, out of 81D, one of our best producing young cows. I wanted to offer something special out of Extraordinaire who sold in a New Directions Sale 1/2 interest for \$20,000 to Ron Buch and Fenton Farms. We also sold an Extraordinaire heifer calf for \$35,000 that was the pick of the herd last year, selling to Koehler Farms. She was an Onyx x Extraordinaire.

Opens—

Woodlawn Marcella

Purebred 8/23/19 3604327 163G ADJ BW 72

W/C Loaded Up 1119Y JASS On the Mark 69D

JASS Sable's Time 53X

LRS A Plus 219A

AM WCS Ms 603D

WCS Ms 004 900W

								REA	
11	3	87	135	6.4	27	71	0.11	0.93	143

Every year we offer 1/2 interest in what I believe to be our elite heifer. This elegant, powerful, Jazz on the Move heifer is one I think will make a tremendous donor for the new owner and Sloup Simmentals. Just take a moment and study the data and genetic potential of this purebred baldy beauty. I look forward to being a partner on this exceptional female.

Owned by: SLOUP SIMMENTALS



14	1	69	98	6.2	24	58	0.13	0.76	118
Gem	stone	is a b	eautifu	l, eye-ca	atching b	aldy, si	red by Da	ata Bread	h.

Gemstone is a beautiful, eye-catching baldy, sired by Data Breach. Her dam is an ET daughter out of Magnetic Lady x BC Lookout. Tremendous genetics! Great disposition!

Owned by: SLOUP SIMMENTALS



This ET heifer has been a standout since birth. Sired by the ever popular, Lock-n-Load, and out of SS Elianah, high selling heifer in the 2018 sale (1/2 interest \$24,000 with our good friends Fenton Farms), Gianna will end up in someone's donor pen. Highly recommend!











13 |-0.1 | 60 | 88 | 8.1 | 22 | 52 | 0.08 | 0.73 | 123

We are so pleased with our SS Extraordinaire calves. Here is a great example of how good these calves are. His dam was the high selling donor in the Klein Red Angus Dispersal. Grace will be an outstanding

Owned by: SLOUP SIMMENTALS



Y	Pot	·		SS	s Gr	ace	G25		
	X		Purebre	ed 9/	1/19	3764405	G25	ADJ BW	88
	SIRE	HIL	.B/SHE	ER Data	Breac	LB Oracle h IER Glitte			
	DAM	ss	-DS CI	ass Ab	ove	ing B Curss CCF R		W4	
CE	DW	\A/\A/	VM	MCE	Maile	N #\ A /\ A /	Marh	DEA	ADI

13 1.9 78 116 6.7 22 61 -0.09 0.76 118

A fall heifer from the Fenton donor cow I purchased a couple of years ago out of Fat Butt. Her mom is a beautiful female and she has consistently produced heifers like this Data Breech female. This is a solid replacement female that is the kind that stays in the herd for a long time.

Owned by: SLOUP SIMMENTALS



Mr CCF Vision Mr CCF 20-20 HTP SVF Dew the Stroke
PVF Insight 0129 SS Sensation E119
DAM SS Sensation E119 SVF NJC Magnetic Ldy M25
CE BW WW YW MCE Milk MWW Marb REA API

								KEA	
13	1.7	76	110	6.3	22	60	-0.05	1.34	103

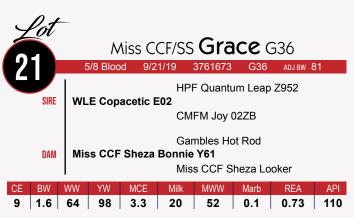
This is one of our top heifers we are selling. Night Lights is a powerful, solid black, 20/20 daughter. Her dam, 119E is one of our top young donors who is a Magnetic Lady x PVF Insight daughter. Tremendous genetics!



Expectation is a very complete, solid black, Revival daughter. Revival's dam, SS Noreen, was raised by us and sold to Walsh Simmentals.

Owned by: SLOUP SIMMENTALS





Everyone likes a beautiful black baldy. SS Grace is a Copacetic x Sheza Bonnie daughter. If you like them extra fancy, here she is.

Owned by: SLOUP SIMMENTALS

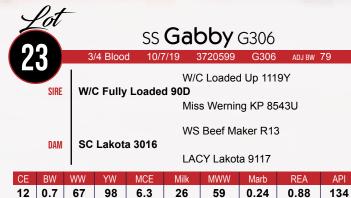




SS Jasmine G020

Sandeen Donna 7386 - reference granddam





SS Gabby is a dark cherry red, WC Fully Loaded daughter, by a tremendous Beef Maker daughter we purchased from Shoal Creek.

This heifer has cow prospect written all over her.

Owned by: SLOUP SIMMENTALS

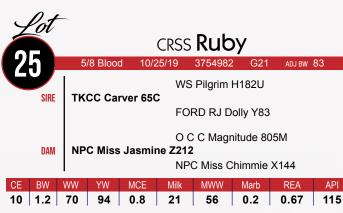




Royally bred and royally designed this future red donor is the kind to build a program around. A beautiful heifer deserves a beautiful name. Giselle has the earning potential and genetic profile to become a standout in the Simmental breed.

Owned by: SLOUP SIMMENTALS





Ruby is a very attractive TKCC Carver daughter that is bound to catch your eye. She has a gentle disposition and is broke to lead for anyone wanting another 4H heifer to drag around to shows. She'll make an exceptional cow. Her OCC Magnitude dam sells as Lot 88.

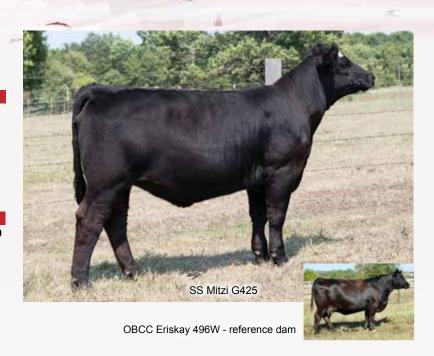
Owned by: SUPERIOR SIMMENTALS



CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
16	-0.2	76	114	9.4	27	65	0.33	0.57	139

SS Mitzi is an eye-catching black baldy, Bankroll daughter. Her donor dam by Bismarck is our top Angus donor who has had exceptional progeny.

Owned by: SLOUP SIMMENTALS



9	Pot	 Si	mAngus		\ul \ 5/19	Derry 3764232	/ G96		89			
4		ı	iiii aigac	, 11/1				I ADS DW	00			
	SIRE	CD	I Autho	ority 77		NF Trump S582						
				CE	CDI Ms Crocket 88T							
	DAM	KΔ	W M26	P Rasir		d Fine Lir	ne Mulbe	erry 26P				
	DAM	"	KAW M26P Basinette 961 JAG Shstaldy HB 1606L									
0.5	DW	1404/	VAM	MOE	N. 470	8.00.00A/		DEA	٨٥			

								REA	
10	1.1	65	102	2.9	23	54	-0.03	0.52	95

This solid red, CDI Authority daughter has caught everyone's attention. If you are looking for exceptional red genetics, here is the one. Her dam is our best Red Angus cow. Top cow prospect!

Owned by: SLOUP SIMMENTALS



9	Pot	-	3/4 Blo		Crir	MSOI		ADJ BW 8	6		
C	Remington Lock n Load 54U W/C Lock Down 206Z G C F Miss New Level R206										
	DAM	STF Lock Out Z44L WLC Eternity THSF Sheza Dream S623									
CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API		
13	-0.1	77	115	6.1	20	57	0.13	0.75	122		
SS	Crimso	n is a	beautif	ul red b	aldy, W	C Lockdo	own dau	ghter. He	r		

SS Crimson is a beautiful red baldy, WC Lockdown daughter. Her granddam is a full sister to Steel Force. These Lockdown daughters make excellent cows.







This blaze face Hammer X Steel Force granddaughter has all the correct pieces to make an outstanding cow. She is broke extremely well for anyone looking for a potential show heifer Her dam sells in this sale as Lot 89.

118

Owned by: SUPERIOR SIMMENTALS





I found this heifer's mother at the second to last Silver Towne Sale. Dalton Lundy called me about her and I have always been glad that he did. With Quantum Leap being deceased and his progeny having so much success, this combines her mother with Fully Loaded, our powerhouse red sire full brother to Bankroll. The Fully Loaded heifers are making wonderful females. Dam sells as lot 76. This one will be one too!

Owned by: SLOUP SIMMENTALS



SS **Gemstone** G229 3764403 G229 W/C Loaded Up 1119Y W/C Bankroll 811D Miss Werning KP 8543U STF Dominance T171 DAM STF Onyx 451W **GCF Miss Caliente** CE BW WW MWW Marb

13 2 64 89 4.8 25 57 -0.14 0.82

With the magical female, Onyx and the exciting and proven sire, Bankroll, this striking red young lady is a real Gemstone. A heifer by this mating would have a dynamic pedigree anyway but add her beautiful red coat of hair and a striking profile and she is hard to not notice. A daughter of the great Lot 1.



CRSS Drumroll

12/5/19 3758695

W/C Bankroll 811D

W/C Loaded Up 1119Y

Miss Werning KP 8543U

DAM

CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API		
	EPDs Available Sale Day										

Drumroll is out of a first calf High Voltage heifer She continues to improve with age. She has the right design and lines for the show world. Her grand dam never missed at producing calves at the very top for phenotype each year. If you believe in the importance of the maternal line then you'll want to go home with this heifer on sale day and anticipate the quality of calves she'll produce in the future.

Owned by: SUPERIOR SIMMENTALS



SS Graycen G650

3764407 G650

ADJ BW 86

W/C Loaded Up 1119Y

W/C Fully Loaded 90D

Miss Werning KP 8543U

STF Lock Out Z44L

SS Cottontop C650

KenCo Miley Cottontail

CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
13	1.7	70	101	4.8	27	62	0.04	0.94	124

This is the last heifer I decided to place in the New Direction. I know what kind of calves this heifer's mom has produced. Her dam is a Miley Cottontail out of Lockout and Graycen's sisters have become top Simmental females. Buy with confidence that this stylish, moderate, yet soundly constructed female will be a solid addition to your herd.

Owned by: SLOUP SIMMENTALS





ss **Harmony** G135

3764410 G135

W/C United 956Y

W/C Executive Order 8543B

Miss Werning KP 8543U

CDI Rimrock 325Z

DAM SS Ember E135

JM Steel My Heart

14 -1.3 77 | 112 | 6.5 | 23 | 62 | 0.09 | 0.91 | 128

I liked naming this heifer Harmony because she fits the name as her famous grand dam, Steel My Heart meshed beautifully with Executive Order to produce this pretty red female. She is going to make a wonderful female and turn in to the kind of cow that we all need more of in our herds.











Purebred 1/7/20 3758679 H295 ADJ BW 72

W/C Loaded Up 1119Y

W/C Bankroll 811D

Miss Werning KP 8543U

SS/PRS High Voltage 244X

M Sandeen Donna 3001

Sandeen Donna 8386

-								REA	
12	1.4	75	101	5.3	28	65	0.08	0.85	125

GKS Maui H295 is a name that we'll all hear more of in the up and coming years. She undoubtedly possesses that look that true cattlemen have come to desire, with her massive sweeping rib cage, her fluid movement, and her absolutely flawless front one-third. Maui is backed by several of the most consistent and highly sought after cows in the breed. These matrons have produced countless descendants that have contributed a great deal to the seedstock industry. Maui has a definite show ring presence to her, but after all the banners are hung on the wall, her greatest attribute will be in the donor pen making more just like her. From the day she hit the ground, and every day thereafter, she has held a special place in our hearts and selling her was NOT an option or up for any further discussion!! As sale deadlines were approaching, we discussed the potential of her show career, and have decided to offer up 100% possession of this beast and we are going to hang on to 50% genetic interest. Contact Kasl Simmentals for additional details on GKS Maui H295. We'd love to visit with you about her!

Owned by: KASL SIMMENTALS



RE MR CCF 20-20

HTP SVF Dew The Stroke

HTP/SVF Duracell T52

HS Sweet Gem X141N

KENCO Miley Cottontail

MR CCF Vision

								REA		
13	0.9	77	109	5.9	20	59	-0.03	1.05	119	

Sweet Gem's always trickle to the top for us and this matting for me has clicked. Full sister I sold a few years back to the Trauernicht family topped the sale and went on as Supreme heifer at the Big Red show. Sold heifer made long in her design, good on her feet and legs, and going to be a great fault free cow down the road.

Owned by: B&L CATTLE COMPANY



 CE
 BW
 WW
 YW
 MCE
 Milk
 MWW
 Marb
 REA
 API

 14
 0.5
 58
 88
 4.2
 23
 53
 -0.17
 0.76
 109

An Onyx daughter out of Deplorable (Executive Order x Blackstar), Hope can add pedigree and promise to your program. The Onyx daughters have become solid additions to many programs because they continue the legacy of their great dam.



SS Harmony H99

W/C Loaded Up 1119Y

W/C Fully Loaded 90D

Miss Werning KP 8543U

Mr NLC Upgrade U8676

FFS Sazerite

HTP BT HVF Sazerac T99

								REA	
10	2.4	77	111	6	25	63	0.07	1.01	129

This young heifer's mom is one of my favorite cows for several reasons. Her mom was purchased as a pregnancy from Fenton Farms that established them as partners and friends ever since. She is as consistent producer as I have and this year's calf is no exception. They always have the look and the disposition that makes you want them as part of your herd.

Owned by: SLOUP SIMMENTALS





NABE Julia 422H

KA TCF Independence S30L - reference dam

NABE **Darcy** 425H

3758647 425H

Mr HOC Broker

JM BF H25

HC Power Drive 88H

KA TCF Independence S30L

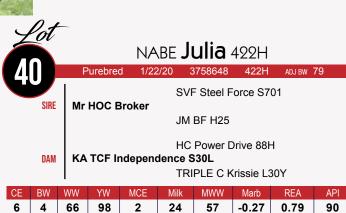
TRIPLE C Krissie L30Y

SVF Steel Force S701

								REA	
6	4	66	98	2	24	57	-0.27	0.79	90

This exciting Broker daughter has all the right pieces and parts to make a big-time donor in a very short time. Darcy has a tremendous amount of volume and capacity as well as impeccable structural correctness. This baldy heifer is backed by her dam, Independence, who's calves have been highly sought after. Several full sibs have been sale toppers.

Owned by: NABER FARMS



Julia is a purebred Simmental that has been a standout since birth. She's super pretty fronted with a lot of femininity about her while still being extremely sound and big footed with huge rib shape. This heifers dam produces calves with a show ring look and great eye appeal. Julia will make a good show heifer for a junior and will transition into a great cow.

Owned by: NABER FARMS



BWL Jessie's Girl 718H

Dameron First Class

Colburn Primo 5153

Silveiras Sara's Dream 1339

SSC Shell Shocked 44B

BWL/NABE Pep You Up 301E

DF Miss Pep 301A

CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
12	0.2	61	88	7	14	45	0.24	0.43	114

Been a great one to watch develop from day one as this heifer has so much to bring to the table. Love how big this ones stands but brings rib, bone, soundness, and to top it off with a great front end to be a big time player in the ring and as a cow. Also, the cow family is stacked with the Pep cow that we sold las year in sale and backed by her mother that also sold in the sale. Hairy and tame the Primo calves are always fun to work on.

Owned by: B&L CATTLE COMPANY

DAM





HFS/SS **Harmony** H57

3764094 H57 ADJ BW 82

W/C BF Innocent Man

Miss Werning 174Y

W/C No Remorse763Y

SS Goldmine L42

Miss Knockout 74T

Slow Poke 74R

								REA	
8	2.3	57	82	4.3	26	54	-0.01	0.73	103

This beautiful ET daughter, SS Harmony, is an Innocent Man x Knockout 74T daughter. This striking young female has tremendous potential and is a sale highlight.

Owned by: SLOUP SIMMENTALS



BWL Sandy 545H

2/20/20 3760047 545H

Dameron First Class

ADJ BW 75

Colburn Primo 5153

Silveiras Sara's Dream 1339

SVF Steel Force S701

JM Steel My Heart

JM BF H25

CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
11	1.0	66	97	6	12	45	0.14	0.44	102

Cow I like more than any is Steel My Heart and have had good luck with different mating's but the Primo has always raised to the top. Sandy is got it all with rib, power, bone, and so soft on her feet she floats as she moves. Full sisters to this mating have sold awesome and gone to be foundation cows in herds. I really like this one and have a hard time parting with her but here she is.

Owned by: B&L CATTLE COMPANY



GKS Caitlin H8

2/22/20 3758680 H8

W/C Bankroll 811D

W/C Loaded Up 1119Y Miss Werning KP 8543U

TJ Sharper Image 809U

GKS Sahmera C49

SS Magnificent Dreams

								REA	
11	2.5	89	114	6.8	29	69	0.10	0.81	132

Caitlin is one that my daughter (and I) will hate to see leave the farm! Her picture says it all...this female is beautiful!!! Not much else can or needs to be said. This astonishing Bankroll daughter has the sweet front end, combined with the depth and power to compete at a high level. We are letting this one go to show you what our new donor, "GKS Sahmera C49" can crank out. This heifer has a sweet, baby doll disposition that any exhibitor will love!!!

Owned by: KASL SIMMENTALS





GKS Keisha H91

3758681 H91

W/C Bankroll 811D

W/C Loaded Up 1119Y

Miss Werning KP 8543U

TJ Sharper Image 809U **GKS Sahmera C49**

SS Magnificent Dreams

								REA	
11	2.5	89	114	6.8	29	69	0.10	0.81	132

Keisha is one that gets me excited! She is a super soft made, whale bellied female, who is sound with plenty of power, all while possessing a beautiful front 1/3, that is very hard to find in a female. Keisha will be a fun one in the ring, having great hair and being extremely kid friendly.

Owned by: KASL SIMMENTALS





GKS **Janaya** H49

Purebred 4/12/20 3758682 H49

W/C Loaded Up 1119Y

GEFF County O

RUBY NFF Rhythm 475B

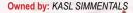
TJ Sharper Image 809U

GKS Sahmera C49

SS Magnificent Dreams

								REA	
9	2.9	77	118	5.2	26	65	-0.01	0.84	124

Janaya is the natural calf from our new donor, "GKS Sahmera C49". This young, "County O" daughter has a bright future ahead of her in the show ring and even more importantly, following her show career. Janaya, while being greener than most of the older heifers in the sale, is one that has ALL the pieces and parts to have a very successful campaign in the ring. She is a flat shouldered, trim fronted female, who has a beautiful look to her. We are very excited to offer a female of this caliber and will love to hear reports on this one as time goes on.











NABE Chloe 901H

Purebred 2/24/20 3

24/20 3758650 901H

O1H ADJBW /

LLSF Pays to Believe ZU194

LLSF Urababydoll U194

CNS Pays to Dream T759

CNS Dream On L186

SS Magnificent Dreams

SVF NJC Magnetic Ldy M25

CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
11	2.4	71	99	6.5	25	60	0.11	0.76	121

This Pays To Believe daughter has a ton of natural thickness with a tremendous amount of rib capacity. Chloe is an awesome haired, photogenic individual that ties in very neatly through her front 1/3. To top it all off she's also got a lot of bone and foot size and is very sound on the ground when set into motion. Chloe's dam, SS Magnificent Dreams T69, has proven herself in both the show ring as well as a successful producer. This heifer should follow in her mother's footsteps as being a top donor for some lucky customer.

Owned by: NABER FARMS



The first calves that I seen out of the Gemstone cow I knew that cow was great and I wanted to get some calves on the ground myself.

This 20-20 doesn't disappoint one bit as she has loads of rib and flawless on her feet you can picture this one as a mature cow and know that she is going to shine. Full sisters have been dominated

and this one follows right behind her sisters and right with Gemstone. Show barn to pasture you will like this one all the way through.

11 | 1.5 | 80 | 119 | 4.5 | 21 | 62 | -0.11 | 1.11

Owned by: B&L CATTLE COMPANY



BWL Wendy 483H Purebred 2/27/20 3760045 483H ADJ BW 65 W/C Loaded Up 1119Y Miss Werning KP 8543U JF Milestone 999W HPF Miss Pep Y301

								REA	
11	2.1	75	105	5.8	27	64	0.02	0.91	126

Bankroll with a little pep to bring this heifer at you with a full baldy, wicked neck like her dam, and a well-made powered up heifer. Sold her dam in last year's sale to CTN Simmentals and they have been off and running with her and watch for very nice progeny coming this winter. Solid heifer with the look and rest of the puzzle to back her up and take home to watch explode.

Owned by: B&L CATTLE COMPANY



SS Fiona 01AF

Remington Lock n Load 54U W/C Lock Down 206Z

G C F Miss New Level R206

01A ПΔМ

SIRE

								REA	
13	-1.3	74	124	8	28	65	0.5	0.41	132

Bred AI to SFG Cowboy Logic, ASA#3208956 on 4/2/20 due 2/4/21 What a beautiful, black baldy bred heifer! This is one of the best bred heifers I have ever sold. SS Fiona is a WC Lockdown daughter. To top it off, she was Al'd to Cowboy Logic on 4/27/20 and is due 2/4/21. Front pasture female!

Owned by: SLOUP SIMMENTALS





Misty Dew

LLSF Uprising Z925 **HILB Oracle C033R**

SS Babys Breath P035

HTP SVF In Dew Time

DBLDF Morning Dew ET

Drake Chaos

CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
11	1.8	74	99	5.6	19	56	0.01	0.73	121

PE to WS Lockdown F24, ASA#3515535 from 5/15/20 to 8/5/20 Preg check 100 days on 9/1/20, due approx. 2/25/21

Misty Dew is a black baldy, Oracle daughter. Her dam is an ET daughter by In Dew Time x Drake Chaos, some excellent old



CNS Dream On L186

SS Magnificent Dreams

SVF NJC Magnetic Ldy M25

8 2.9 73 104 5.9 31 67 0.16 0.78

Bred AI to W/C Executive Order, ASA#2900283 on 2/3/20

Finley is probably the best bred heifer we have sold in the New Direction. All the daughters out of Magnificent Dreams have been extremely popular in past sales plus they excelled in their track record. F144 is due to calve November 15th. The bulls mates have excelled and sold well. Proven genetics for sure.

Owned by: ARROW H SIMMENTALS











imAngus 9/18/18 3754701

W/C Loaded Up 1119Y

W/C Bankroll 811D

Miss Werning KP 8543U

3

S A V Bismarck 5682

OBCC Eriskay 496W

EXAR Eriskay Q38 4696

								REA 0.57	
16	-0.3	/ 3	108	9.3	21	64	0.34	0.57	138

Bred AI to W/C Executive Order, ASA#2900283 on 3/16/20

Eriska is one heck of an Angus cow and her producing ability has been phenomenal. Nick Sloup has two excellent daughters; one a full sister to this bred and a Cowboy Cut. This bred will impress. We all like presents and you will get one on Christmas Day.

Owned by: ARROW H SIMMENTALS

Lot	Hal	ey's S	enori	ta G5	18			
(h4)	Purebred	1/3/19	3624333	G518	ADJ BW 80			
SIRE	W/C Tribute		Yardley Utah Y361					
o			Miss Werning KP 8543U					
DAM	Remington M	Remington Lock n Load 54U Remington Miss Red Rush 68 CEN Miss Red Rush 439R						
	1		OLIVINIOS IX	ca rtasii	10011			

				REA 0.99	

Bred AI to Longs The Player, ASA#3030191 on 3/2/20

PE to MPHC Rockstar F497, ASA#3562927 from 4/26/20 to 7/7/20

This really nice bred heifer is out of a full brother to Relentless and a red donor that comes from the outstanding Remington program up in Canada. We bred her to our popular bull The Player for an exciting December calf.

Owned by: HALEY FARMS

SIRE

DAM



Deling Rosa

SimAngus 1/13/18 3444747

+++1+1 132 AD3 DW

Mr NLC Upgrade U8676
Mr TR Hammer 308A ET

SVF/HS Expecting a Dream

LAU Beef Maker JJ 996

LAU Primrose JC 1858

LVVF Touchstone of JC 433

								REA	
13	1.3	70	115	7.8	21	56	0.19	0.52	106

Here is one bred that has a special look about her. This star headed, Hammer daughter is extremely big boned and stout while still being really feminine through her front end. She's got a lot a look and eye appeal. Rosa's mother was the great Primrose donor from Bruhn Farms. Check her and her calf out come sale day. We know you won't be disappointed.

55A 9/1/20 92H Heifer Sire CCR Cowboy Cut, ASA#2703910

Owned by: NABER FARMS





								REA	
14	0.2	73	98	6.2	20	56	0.09	0.94	122

HS Lookin for Love X362S

Bred AI to Mr. CCF 20/20, ASA#2964446 on 4/9/2020

This super sound big bellied heifer also has a great pedigree. The sire has Duracell and Dew It Right in it and Dam is sired by Relentless out of Lookout x Glitter Cow.

Owned by: NP CATTLE



1-1			Haley S	G000 G	III G520	a text	A STAN	
Y	ot	Ha	ley's (God	od (Sirl G	5520	
-1		Purebre	d 1/5/	19 3	624334	G520	ADJ BW 7	78
U	SIRE	JS Sure B	et 4T	SVI	F/NJC M	o Town I	M216	
				JS I	Black Ma	agic Wor	nan 13P	
	DAM	Haley's D	iamond	E392	gs The F Athena	Player		
CE	DW	14/14/	MOE	Malle	N #\ A /\ A /	Morb	DEA	ADI

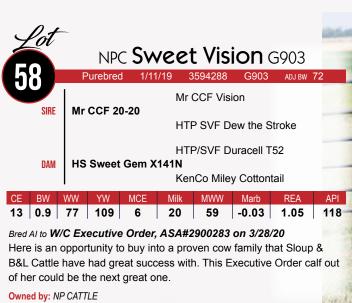
								REA	
11	1.4	58	79	6.5	22	51	-0.19	0.85	107

Bred Al to CCR Wide Range, ASA#2725666 on 3/22/20

PE to MPHC Rockstar F497, ASA#3562927 from 4/26/20 to 7/7/20

This heifer is out of a first calf heifer that we have been super happy with so far and when she can produce a real nice one the first year it is a bonus. Oh and this young lady goes back to the great Magnetic Lady line so we all know the proof is there. She is due the very first of the year to the Wide Range bull that we have been super happy with in our program.

Owned by: HALEY FARMS









7 | 4.3 | 76 | 112 | 4.3 | 22 | 60 | 0.05 | 0.78 | 113

Bred AI to W/C Lock Down, ASA#2658496 on 5/15/20

Smaller framed heifer with a real nice look. Bred to Lock Down, no clean up bull.

Owned by: MELBY SIMMENTALS

Lot



			Melbys Exquiste										
h			urebre	d 1/1	9/19	3764015	G71	ADJ BW	79				
V	SIRE	 _{TK}	CC Cla	ssified	MR	TR Ham	nmer 308	BA ET					
	OIIIE		00 010	ioomicu	FO	FORD RJ Dolly Y83							
	DAM	00	Exqui	sito	HTI	HTP SVF In Dew Time							
	DAIVI	33	Exqui	Sile	Sal	ley's Mis	s Piggy						
CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API				
8	2.5	78	114	2.6	25	64	-0.02	0.91	121				

Bred AI to W/C Lock Down, ASA#2658496 on 5/22/20

Sold a lot of sisters in this sale. Her dam never misses. Bred to Lock Down, no clean up bull.

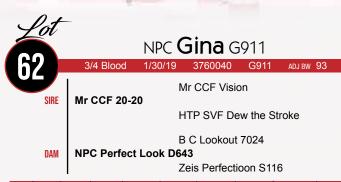
Owned by: MELBY SIMMENTALS





11 1.4 74 105 6.8 19 56 -0.04 0.89 121

PE to W/C Lock Down, ASA#3515535 from 5/15/20 to 8/5/20 due 3/1/21 This ET, eye-appealing, Revival x 144Y daughter will grab your attention. She is very complete. She was pasture exposed to W/C Lockdown F24 (ASA#3515535) from 5-15-20 to 8-5-20 and due around March 1st. Lockdown was one of the top selling bulls on the Walsh Sale. We are very pleased with his calves.



								REA	
13	1.6	75	109	4.2	16	53	0.08	0.98	114

Bred AI to W/C Executive Order, ASA#2900283 on 3/30/20

Gina is a long powerful heifer with great growth. Her dam goes back to our old perfection donor cow that has helped build our herd. On top of that when you throw BC Lookout into this pedigree Gina will be a great cow.

Owned by: NP CATTLE





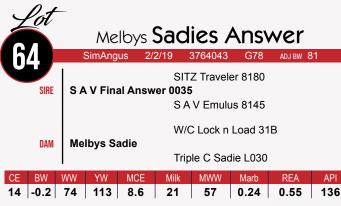
8 | 4 | 76 | 113 | 4.9 | 23 | 60 | 0.07 | 0.91

Bred AI to Hooks Black Hawk, ASA#2854467on 5/6/20

A real nice baldy heifer that goes back to Hudson Pines, CLCC Victoria. Bred to Black Hawk, no clean up bull.

Owned by: MELBY SIMMENTALS





Bred AI to CNS Dream On, ASA#2144976 on 5/6/20

A Final Answer cow with some Power Drive in there. She will make a great cow. Bred to Dream On, no clean up bull.

Owned by: MELBY SIMMENTALS







BWL Hard Core 6U J&C Ms Hardcore B464

NLC LG772

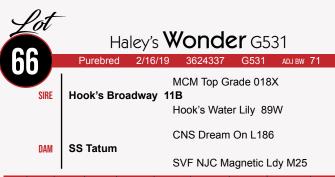
12	Λο	G E	0.7	E 2	40	E4	Λ Λο	0.74	126
CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API

Bred AI to CLRS Guardian, ASA#3563436 on 4/8/20

Here is a dark cherry red, ET Kappes Pendleton daughter. She sells Al'd to calving ease bull, Guardian, on 4-8-20.

Owned by: SLOUP SIMMENTALS





8 | 2.7 | 74 | 107 | 5.3 | 27 | 64 | 0.12 | 0.91 | 127

Bred AI to CCR Wide Range, ASA#2725666 on 4/23/20

PE to MPHC Rockstar F497, ASA#3562927 from 4/26/20 to 7/7/20

We are offering these 2 half sisters out of our Donor SS Tatum because we love the cows that they are making in our herd and so we wanted to share a few more. This solid black heifer is full of style and has a great future in her. She is bred to the popular Wide Range bull for a early February calf that will surely be a great one to watch grow.

Owned by: HALEY FARMS



Melbys **Delight**2/17/19 3764035 G03 Remington Lock n Load 54U W/C Lock n Load 31B Miss Werning KP 8543U TJ Sharper Image 809U SS Delight D03 DAM SVF NJC Magnetic Ldy M25

62 0.02 0.86 125 12 | 1.3 | 71 | 101 | 6.7 27

Bred AI to SAV Final Answer, ASA#2320695 on 4/27/20

A nice solid black heifer that goes back to Magnetic Lady. Sells bred to Final Answer, no clean up bull.

Owned by: MELBY SIMMENTALS



Haley's Cha Cha G533

3624338 G533 ADJ BW

HSF Better Than Ever **GLS New Direction X184**

GLS N6

CNS Dream On L186

SS Tatum

SVF NJC Magnetic Ldy M25

								REA	
11	1.1	59	86	5.9	22	52	-0.05	0.77	111

Bred AI to ASR Birthright, ASA#3485818

PE to MPHC Rockstar F497, ASA#3562927 from 4/26/20 to 7/7/20

We are offering these 2 half sisters out of our Donor SS Tatum because we love the cows that they are making in our herd and so we wanted to share a few more. This solid red heifer is one that I am only offering because we just have to have a red one in our sale group or it just would not seem right. No matter if she is bred to the AI or the natural service she will have you an outstanding calf this winter.

Owned by: HALEY FARMS



NPC Perfect Class C536

NPC Miss Cameo B416

								REA	
10	2.1	69	104	4.5	22	57	0.23	0.76	117

Bred AI to THSF Lover Boy, ASA#2983443 on 3/22/20

Here is a super freaky fronted young heifer that will stand out in any pasture. Here mother raised our top selling open heifer 2 years ago that we sold to Hadden Simmentals. We bred this heifer to the Denver Champion that Hadden's raised (Lover Boy).

Owned by: NP CATTLE









11 0.3 68 100 5.8 60 26 0.35

Bred AI to CCR Wide Range, ASA#2725666 on 5/11/20

PE to MPHC Rockstar F497, ASA#3562927 from 6/7/20 to 7/7/20

This heifer is the product of a outstanding young cow that we bought out of a past New Direction sale. She got her name because the cow is really good at making bulls but this is the first heifer so we were excited and then she gave us another one this year so I felt it was OK to make this one available. There are so many things this heifer could do for a program and we are super excited to hear about her Wide Range baby this coming winter.

Owned by: HALEY FARMS







								REA	
12	2.4	69	97	6.4	33	68	-0.03	1.02	125

Bred AI to Walsh Lock Down, ASA#3515535 on 4/24/20 due 2/1/21

Top genetic package here! This one is an ET daughter of Magnetic Lady x WC Fully Loaded, Gucci was Ald to WC Lockdown on 4-24-20 and is due 2-1-21.

Owned by: SLOUP SIMMENTALS



Z	Pot	<u>.</u>		Na	din	e/Le	gac	У				
		3	/4 Blood	d 4/28	3/19	3598982	G104	ADJ BW	65			
	SIRE	 Rai	ins Led	acy E2		C Executi	ive Orde	er 8543B				
			•	, ,		Rains Legacy C24						
	DAM	ss	Nadin	e	We	Welshs Dew It Right 067T						
				_	SS	Nighting	ale					
0.5	DW	10001	VAM	MOE	N.420	3.03.037		DEA	4.0			

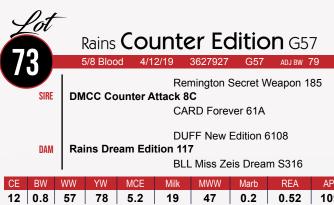
13 -1.8 59 85 5.4 22 52 0.04 0.63 126

Bred AI to W/C Fort Knox 609F, ASA#3499385 on 8/18/20

Top cow prospect! Here is another fine looking black baldy heifer. Her dam, by Dew it Right, is a tremendous cow. G104 was Al'd to the exciting Fort Knox on 8-18-20.

Owned by: SLOUP SIMMENTALS





12 | 0.8 | 57 | 78 | 5.2 | 19 | 47 | 0.2 | 0.52 | 109

Bred AI to GSC/GCCO Dew North, ASA#3141837 on 4/7/2020

A stylish percentage heifer that is bred to Dew North. We have had tremendous luck with our Dew North calves adding spring of rib and power. This calf should represent the best of it's dam & sire.

Owned by: NP CATTLE



DAM

SS **Daysi** D530

ed 11/2/16 3649086 D530 ADJ BW 86

MCM Top Grade 018X

Hook's Broadway 11B

Hook's Water Lily 89W

GWS Ebonys Trademark 6N

KenCo Miley Cottontail

JM Dice-H25-L24

								REA	
9	2.9	81	121	4.2	24	64	0.14	0.83	124

Bred AI to W/C Fully Loaded, ASA#3182370

Miley Cottontail x Broadway- We all enjoy walking out into the pasture or the pen and look at a striking female. This gorgeous black baldy will always fit that category. She is beautifully made with a perfect udder and a top pedigree. I was fortunate to own Miley for a few years and she produced many bulls and heifers that were some of my best. This young cow is one of them! Due mid October to Fully Loaded.

Owned by: SLOUP SIMMENTALS



DAM

CTN **Emma** E323

Purebred 1/28/17 3336107 E323

WLE Power Stroke

HC Power Drive 88H

Kappes Lady Irish F88

SVF/NJC Built Right N48

EKHCC Red Jewel 760

EKHCC Crown Jewel 523

								REA	
8	3.9	68	107	3.2	24	59	-0.06	0.78	115

Bred AI to W/C Fully Loaded, ASA#3182370 on 3/14/20 due 12/22/20

Not often can you purchase a cow of this quality and pedigree. This solid black outstanding young Power Drive x Red Jewell daughter sells bred to Fully Loaded. Bred to Fully Loaded on 3-/14/20 and is due 12/22/20. She was pregnancy checked 4/28/20 and was 45 days.

Owned by: SLOUP SIMMENTALS



SIRE

STF/RP Camille D684

Purebred 9/5/16 3245056 D684 ADJ BW 8

HTP/SVF Duracell T52

HPF Quantum Leap Z952

RP/MP Right to Love 015U

STF Shocking Dream SJ14

DAM Miss 159Y

STF/RP Miss S013

								REA	
13	0.3	72	101	6.2	22	57	-0.01	0.82	124

Bred AI to W/C Fort Knox. ASA#3499385 due 10/15/20

Camille D684 is a female that is sired the Quantum Leap and back to Shocking Dreams, Goldmine, STF Diva and Promise. Look forward to her Ft Knox calf and you don't have to wait long. You read the footnotes about not wanting to sell one and this is that female as she was brought home to picture for the sale although I was not planning on selling her. Since we got her picture, I decided to allow her to be on the sale. Due 10/15/20 to Fort Knox! Daughter sells as Lot 30.

Owned by: SLOUP SIMMENTALS





KenCo Miley Cottontail - reference dam













CVLS Sheza Velvet 753E

Triple C Singletary S3H

CCR Cowboy Cut 5048Z

CCR Ms 4045 Time 7322T

CNS Pays To Dream T759

CVLS Pays 2B Velvet 428B

PRS Spring Velvet X126

CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
102	2.2	79	114	7.5	24	63	0.22	1.08	141

We really should not be letting this tremendous young female off the farm but we're committed to offering our best. This one is backed by great Velvet X126 cow and sired by Cowboy Cut, which we can't say enough good things about. This female has worked successfully in our ET program and that the only reason we can part with her. 753E sells open and ready to flush along with 3 embryos by Mr. CCF 20-20

Owned by: SLOUP SIMMENTALS



SS Dacia D310

1/10/16 3444768 D310 ADJ BW 84

TJSC Optimus Prime 12W STF Lock Out Z44L

STF Onyx 451W

GWS Ebonys Trademark 6N **KenCo Miley Cottontail**

JM Dice-H25-L24

								KEA	
13	1.9	65	93	3.7	20	53	0.02	0.73	108

Bred AI to CCR Cowboy Cut, ASA#2703910 on 3/17/20.

Miley Cottontail X Lockout- My friend, Cramer Schneider has a full sister to this female and she is one of three that I owned. Each always produces top bulls and heifers with looks and build and pedigree. The Lockout bull from Silver Towne was an important building block here at Sloup Simmentals. She is another young Miley daughter that is carrying on the tradition. Her mating to Cowboy Cut should be ideal. Al'd to Cowboy Cut on 3/17/20 for a Christmas baby!

Owned by: SLOUP SIMMENTALS



Haley's Queen C328

12/10/15 3121013 C328 ADJ BW 78

Long's Shear Pleasure

TLLC One Eyed Jack

Long's Miss Sweet Treat

LMF Movin Forward

SS Baylee

SVF NJC Magnetic Ldy M25

								REA	
11	1.6	57	82	2.7	23	52	-0.08	0.81	105

Everyone loves a baldy but truly everyone wants a really good baldy and that is what you are getting here, times two. This outstanding young cow and her really nice heifer calf are the kind of pair that someone can start a program with or just add quality to an existing one. Take these two girls home and put them to work for the future.

79A 8/2/20 H610 Heifer ADJ BW 67 Sire M-R Edison, ASA#3538194 Owned by: HALEY FARMS





Bred AI to CLRS Guardian, ASA#3563436 on 4/8/20 due 1/16/21
This solid black, young Uno Mas cow, is AId to Guardian on 4/8/20 and due 1/16/21. Here is an opportunity to add a productive young cow to your program.

0.6

12 |-0.3 | 58 | 83 | 6.1 | 10 | 39 | 0.26 |

Owned by: SLOUP SIMMENTALS

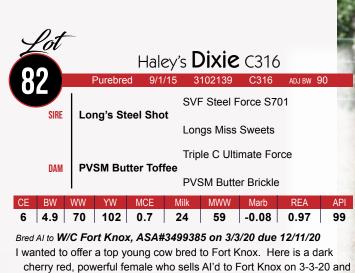


γ R	Pot	P	urebre			IVan 8624341	a G5	42 adj bw	76				
U	SIRE	НР	JF Milestone 999W HPF N-Charge A025 Miss Knockout 74T										
	DAM	AN	DJ Mis	s Free			dom 300 liss Beck						
CE 6	BW 3.7	WW 75	YW 111	MCE 3.5	Milk 25	MWW 63	Marb -0.17	REA 0.79	API 108				

Bred AI to CWS Stepping Stone, ASA#2937803 due 2/12/20
PE to CMPHC Rockstar F497, ASA#3562927 from 6/7/20 to 7/7/20

G542 is out of one of the best red cows have had in our herd, unfortunately we had to let her go last year and so it is hard to share her last daughter but I know that she is going to be a good one for someone to add to their program. Havana has enough show genetics and real world production in her pedigree to work for you no matter what you want her to do and she is put together in a very complete package. Her mid winter Stepping Stone calf will be an exciting one to watch grow.

Owned by: HALEY FARMS



is due 12-11-20. Excellent opportunity here!

Owned by: SLOUP SIMMENTALS

Haley's Dixie C316







WSJ MS Uprising C8 3/4 Blood 1/2/15 3365120 C8 ADJ BW 79 Heads Up 20X ET LLSF Uprising Z925 LLSF Untouchable U925 WSJ Encore

CE BW WW YW MCE Milk MWW Marb REA API	9	2	74	108	3.5	18	55	-0.02	0.89	105
	CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API

SOSF Ebonys Joy L-123

Bred AI to W/C Fully Loaded, ASA#3182370 on 4/3/20 due 1/21/21

WSJ Serendipity

Only because I am trying to shorten the calving season am I parting with some of these good young cows. Here is a powerful Uprising daughter, bred to WC Fully Loaded on 4-3-20 and due 1-21-21. We are very pleased with the Fully Loaded calves.

Owned by: SLOUP SIMMENTALS

•	J . 0_	00. 0					
Lo	rt	_	SVF	Rose B	35		
$X \Lambda$		SimAngus	10/7/14	2981254	B35	ADJ BW 7	8
	SIRE	B C Lookout	7024	O C C Legen Gibbet HILL I		ne E37	
I	DAM	SVF NJC Ebo	nys Ros	WAR Nitro	Ū		
CE B	۱ ۱۸۸	WW AW W	`E Mil	k Μ/Λ/Λ/	Marh	RΕΔ	ΔPI

12 1.8 72 109 2 19 55 0.21 0.6 117

Bred AI to W/C Fort Knox, ASA#3499385 due 12/5/20

Here is an excellent pair. This BC Lookout ET daughter, out of Ebony's Rose, has been a top producer for us. She sells Ald to Fort Knox and is due 12-5-20. Her fancy marked Data Breach daughter also sells. H35 was born on 1-5-20.

84A SS Shazam H35 ASA#3765329 BD 1/5/20 H35 Heifer ADJ BW 77 Sire HILB/SHER Data Breach, ASA#3290447 Owned by: SLOUP SIMMENTALS



Bred AI to JASS On the Mark, ASA#3210989 on 4/16/20
PE to M-R Edison, ASA#353194 from 4/28/20 to 5/30/20

This beautiful young cow is in the prime of her life and we are super excited to share one of this caliber in the sale this year. It will not matter how you want to use her in your herd because this one is versatile enough to fit whatever your market is. She is bred for a January calf out of the great On the Mark bull which should be a beautiful baby this winter.

Owned by: HALEY FARMS



DAM

CLO Ashley 29A

2760178 29A ADJBW 72

3C W/C Right Track W9462

W/C Wide Track 694Y

Miss Werning 694S

CNS Dream On L186

CLO Shasta 129S

WAR Diva M704

								REA	
10	4	70	105	3	18	53	-0.01	0.98	116

PE to WS Lockdown F24, ASA#3515535 from 5-5 to 8-5-20, pregnancy checked approx. due 2-25-21

A tremendous cow that turned some heads since she arrived in Seward. A royal pedigree with WAR Diva, Dream On and Wide Track. This one is deep, functional and will pay dividends.

Owned by: SLOUP SIMMENTALS







SVF NJC Magnetic Ldy M25

								REA	
13	1.3	69	88	7.2	25	60	0.03	0.65	125

Narual Service to **GKS Paragon 7410E, ASA#3368174 on 4/15/20**

SS Magnificent Dreams

Nick wanted to know if we had any bred cows that we would be willing to put on "The New Direction". At first, we were hesitant to let anything go, but as time went on, we decided to offer "Topanga". We have a heifer calf, "GKS Abby H364" in the sale, and after seeing her in the open heifer division, you can see what this cow can do. The fact that Topanga is a daughter of Magnificent Dreams and being bred back the exact same way, we felt it fitting and fair to do our part and bring to you an awesome cow that has proof in this sale of what she can do for your program.

Owned by: KASL SIMMENTALS



GKS Abby H364

STCC Jack Around 4031

GKS Paragon 7410E

Sandeen Donna 3001

Welshs Dew It Right 067T

GKS Topanga B364 DAM

SS Magnificent Dreams

10	2.4	70	92	4	25	59	0.09	0.72	118
CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API

Abby is the first born calf from our herdsire "GKS Paragon", and by the looks of her, he has a great future ahead of him. Abby is a long spined, deep bodied, big hipped female that stands on big-timber. She is a super easy keeping female, and with her genetic makeup, we all want a pasture full of these kinds of females. Abby's dam, "GKS Topanga B364", also sells in this sale....make sure to look her up!!!









NPC Miss Jasmine Z212

/8 Blood 1/22/12 2774614 Z212 ADJ BW 77

O C C Emblazon 854E

O C C Magnitude 805M

O C C Pollyanna 878G

Maximus 391

NPC Miss Chimmie X144

Zeis Ruby T67

								REA	
10	1.1	59	84	0	14	43	0.26	0.31	108

Bred AI to SWC Deals Done, ASA#3204496 due 11/13/20

This belly dragging OCC Magnitude daughter is one you won't want to overlook on sale day. She always produces calves at the top end for quality. Her last year's heifer calf is no exception. She's safe in calf to SWC Deals Done, ASA# 3204496. Which will be a full sib to her heifer calf selling in this sale as Lot 25. Due approximately. November 13.

Owned by: SUPERIOR SIMMENTALS



KenCo PJ`S Force D22Z

urebred 2/22/12 2676303 D22Z ADJ BW 8

CNS Dream On L186

SVF Steel Force S701

SVF Sheza Beauty L901

KSU Venom 101M

SVF NJC Precious Jewel

NJC Black Jewell

CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
15	-0.8	55	78	8.5	18	46	-0.28	0.78	108

Bred AI to WLE Copacetic E02, ASA#3299037 due 2/2021.

Beautiful black baldie Steel Force daughter. She's bred to WLE Copacetic for a mid February calf. Her last year's heifer calf sells as Lot 29.

Owned by: SUPERIOR SIMMENTALS



Dillons Kandy Time

Purebred 1/5/07 2382690 T704 A

CNS Dream On L186

HTP SVF In Dew Time

HTP SVF Honeydew

HC Power Drive 88H

LF Kandy Kisses

NJC TJF Hollye Hunter

								REA	
13	1.1	63	85	5.3	24	55	0.04	0.68	121

Bred AI to Walsh Lock Down F24, ASA#3515535 due 2/25/21

This beautiful baldy cow is a Kandy Kisses x In Dew Time daughter. She has been a tremendous cow. She sells bred to F24. She was pregnancy checked at 80 days on 8-18-20. She is due approximately on 2-25-21. She sells with a fancy baldy, a Fort Knox heifer, who was born on 2-15-20.

90A _{BD} 2/15/20 H704 Heifer _{Sire} W/C Fort Knox 609F, ASA#3499385

Herd Sires



1	R	1		١	w/c F	ort	Knc	X 60)9F	
1	Ш				3/4	Blood	34	499385		
			SIRE V	V/C Bar	ıkroll 81	ID	DAM K-LE	R Dolly	s Queen	609D
	CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
	12	0.5	88	131	5	33	77	0.27	1.19	145



1	R	7		W	/c Fu	ılly l	_oac	beb	90D	
1	Ш	J			Pur	ebred	3′	182370		
			SIRE V	//C Loa	ded Up 1	1119Y	DAM Mi	ss Wern	ing KP 85	43U
	CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
	11	1.6	73	103	6	31	68	0.06	1.14	138



R	5			KLER	Proi	mot	er G	15	
L	J /			3/4	Blood	36	313881		
		SIRE R	lubys T	urnpike '	771E	DAM	GW Miss	GPRD 0	28X
CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API
10	1.2	97	157	5	24	72	0.24	1.19	128



R	2		ss Extraordinaire E513								
	L)		Purebred 3441593								
		SIRE Mr CCF 20-20 DAM HLTS Dakota Red									
CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API		
14	0.9	71	97	7	21	57	0.00	1.20	129		



RA				Walsh Lockdown F24										
	Ш				5/8	Blood	35	15535						
•			SIRE W	I/C Loc	k Down 2	206Z	DAN	WS Ms	Uprising	D1				
	CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API				
_	11	0.6	81	126	7	23	63	0.29	0.67	129				



1	R	B		THE Governor G75									
- \	Ш	U		Purebred 3609716									
			SIRE W/C Fully Loaded 90D DAM HH Our Legacy							y			
	CE	BW	WW	YW	MCE	Milk	MWW	Marb	REA	API			
	9	2.5	71	106	5	27	62	-0.06	1.00	123			





B&L Cattle Co.



Haley Farms

B&L Cattle Company

Brandon Luebbe 310 8th Staplehurst, NE 68439 **402.643.5071**

CTN Simmentals

Clint Nielson 708 N Oak St Gordon, NE 69343 **308.360.1561**

Haley Farms

Mike & Pam Haley
11203 Mullinix Rd West Salem, OH 44287
330,353,6072

Kasl Simmentals

George & Jennifer Kasl 865 County Rd 1400 Dorchester, NE 68343 **402.641.7232**

Mark Hintz

1610 Dove Rd Hebron, NE 68370 402.768.8329

Melby Simmentals

Jake Melby 40008 St Hwy 37 Soldier, IA 51572 **712.882.3018**

NP Cattle

Nick Petersen & Family 1663 CO Rd 17 Fremont, NE 68025 402.720.7476

Naber Farms

Trevor Naber 3596 Raymond Rd Seward, NE 68434 **402.641.2576**

Superior Simmentals

Curtis Stevens
PO Box 220160 Centerfield, UT 84622
435.979.8179



Kasl Simmentals



NP Cattle



Superior Simmentals

The New DIRECTION

Mhere are the Embryos?

At Sloup Simmentals we take genetics very seriously and we strive to offer our very best for your operation. This year we decided in light of time it would benefit everyone to offer

2020 New Direction frozen genetics via an online auction. This is our most exciting embryo offering to date!

SALE OPENS

Friday, October 9th 12:00 PM EST (Noon)

SALE CLOSES

Sunday, October 11th 8:00 PM EST

extended bidding will begin at 8:00 PM EST







Nick & Andrea Sloup & Family

Cell 402.641.2936 a.sloup@juno.com



October 10TH, 2020

12:00 pm CST I at the Farm Seward, Nebraska

Sale will be a Video Sale.

Videos of all lots will be available prior to the sale.

Sale Day Phones

402.641.2936, Nick's cell **859.421.6100**, Doug's cell

Auctioneer

Tracy Harl **402.469.3852**

Sale Consultants

DP Sales Management, LLC

Doug Parke	859.421.6100
Drew Hatmaker	423.506.8844
Holli Hatmaker	859.707.5248
Buddy Robertson	580.747.7000
Ron Miller	402.297.6329
Chris Beutler	402.380.8244
Austin Sorensen	712.310.3788
Chris Sweat	479.970.6905
Jeramie Ruble	406.581.7940

Sale Staff

Randy Rasby, Livestock Plus	308.539.6195
Tom Rooney, Midwest Messenger	515.491.6025
Chris Beutler, Midwest Messenger	402.380.8244
Becky Wadlow, DV Auction	903.563.9177

Livestock Transportation & Shipping

Stacey Soper • 515.250.3080
Bryan Wyatt • 423.240.5533
Dick Coleman • 765.461.0954

Terms & Conditions

All cattle sell under the terms and conditions of the American Simmental Association. Cattle become the responsibility of the buyer upon purchase. Terms of sale are cash or check, payable during or immediately after the sale and before cattle will be released. Payments are to be made within 15 days of the sale. Failure to make settlement in a timely manner will result in prosecution. Cattle will not be transferred until paid in full.

EPDs

EPDs in this catalog were current at the time of printing. The American Simmental Association's BOLT system updates weekly. For most current data visit simmental.org.

GPS address to Farm

3115 Branched Oak Rd Staplehurst, NE 68439

Sale Related Activities

Cattle on display October 9th and 10th at sale facility.

Transportation and Hotel Accommodations

Airport

Lincoln (25 miles east of Seward on Hwy 34) Omaha (80 miles east of Seward on I-80)

Motels

Cobblestone Inn & Suites • 2575 Progressive Rd • Seward, NE

(Sale Headquarters) • 402.646.1004

Sunset Inn • Seward, NE on Hwy 15 • 402.643.3388

Seward East Hill Motel • Seward, NE on Hwy 34 • 402.643.3679

There are many major hotels in Lincoln (30 miles east of Seward)

Livestock Insurance

Insurance will be available sale day through Jame Secondino/Krieger • 812.208.0956

Announcements

A supplement sheet will be available sale day with updated information, catalog corrections, or any additional information. This information and any information relayed over the auction block during the sale will take precedence over printed material for the sale. Anyone attending the sale does so at their own risk. DP Sales Management, sale hosts, and/or consignors will not be held responsible for any personal injury incurred at the event. DP Sales Management is only an agent for the seller and has no responsibilities other than those conducting the sale.

Note

All cattle sell under the Suggested Terms and Conditions of the American Simmental Association. View updated guidelines and conditions at www.simmental.org

Sale Manager



Doug & Debbie Parke • 859.421.6100 Drew & Holli Hatmaker • 423.506.8844 153 Bourbon Hills • Paris, KY 40361 859.987.5758 • office@dpsalesllc.com

DVAUCTION Broadcasting Real-time Auctions





