

The background is a vibrant red with a cracked, textured appearance. A silhouette of a city skyline is visible in the middle ground, with the cracks of the background appearing to flow over and around it. The text is centered and rendered in white.

HEREFORD *Eve*

— IN OKC —

EMBASSY SUITES OKLAHOMA CITY NORTHWEST
JANUARY 6, 2022 - 7:30 PM

HEREFORD EVE IN OKC

— Thursday, January 6, 2022 —

Embassy Suites Oklahoma City Northwest
3323 Northwest Expressway, Oklahoma City, OK 73112

6:30 p.m. Cocktail Hour — 7:30 p.m. Sale



AUCTIONEERS

Justin B. Stout 913-645-5136
Cody Lowderman 309-313-2171

SALE STAFF

Colton Pratz, *Hereford World* 405-385-1054
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Matt Caldwell, *Special Assignment* 913-755-1105
Doug Paul, *Special Assignment* 405-820-3982
Monte Lowderman, *Sale Consultant* 309-313-2171

TERMS OF SALE

Cash or check payable directly at the close of the sale and prior to any shipping arrangements unless prior agreements have been made with the owner in advance. All lots sell under

the standard Terms and Conditions set forth by the American Hereford Association. All guarantees are between buyer and seller only, the auctioneers/sale managers act only as agents. Announcements at the sale by the owner or auctioneer take precedence over written material in the catalog.

BID LIVE

Can't make the sale? Watch it live and bid in real time on



DELIVERY

The buyer is responsible for all shipping costs unless other arrangements are made between the buyer and seller. Delivery is not part of the sale agreements.

PERFORMANCE INFORMATION:

All EPDs are current according to the official AHA record as of November 1, 2021 and are subject to change.

Dear Hereford Breeders and Enthusiasts,

It is with great excitement and enthusiasm that we welcome you to the "Hereford Eve" in OKC frozen genetics sale. We would especially like to thank the outstanding breeders and consignors that have dug deep into their respective arsenals to put together a power packed sale offering. This sale has proven to be the platform to present the freshest and hottest genetics within the Hereford breed as there have been multiple success stories from purchases right through this event. With the fast paced ever changing world we live in, the importance of utilizing the most elite, dominant, proven, and top tier genetics is more imperative than ever before. We strongly feel you will find just that kind of quality and opportunities while flipping through this catalog, with genetics that are sure to add value to your program and bottom line. We thank those who have supported and purchased from this sale and invite everyone to attend for what is sure to be an exciting event. We would like for you to study your operation's needs and future goals and highly encourage your inspection and attendance Thursday evening. Thank you in advance for your consideration, as always, if we can be of any assistance please do not hesitate to contact us.

Respectfully,

Cody Lowderman

Justin B. Stout

American Hereford Association

PLEASED TO HAVE SALE SPONSORED BY:

ReproLogix™
REPRODUCTIVE TECHNOLOGIES

As part of our sponsorship, the top three selling flushes are eligible for a free flush

**HYFA DONATION LOT A
HYFA DONATION LOT B**

Trans Ova Genetics presents this donation for 1 certificate for \$500

towards any service provided by Trans Ova*. These services can be performed at any of our regional or satellite centers, as well as our headquarters in Sioux Center, Iowa.

Trans Ova Genetics is the industry-leader in advanced reproductive technologies including embryo transfer, in vitro fertilization, sex-sorted semen, as well as genetic preservation and cloning services. With more than 37 years of experience, Trans Ova Genetics is the best partner to equip you with the tools you need to achieve your breeding goals. Our vision is to help clients "Multiply Success®" by assisting them in increasing the genetic impact of their success in their breeding programs.

*Excludes recipient and calf products.

TRANS OVA
genetics



MSU RACHAEL 58Z ET



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 Kathy cell 214-537-1306
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 www.gkbcattle.com



KJ BJ 364C SALSA TIME 664G ET



Four (4) IVF Embryos

BOYD 31Z BLUEPRINT 6153 (DLF,HYF,IEF,MSUDF,MDF)
GREEN JCS MAKERS MARK 229G ET (DLF,HYF,IEF,MSUDF)
 P44042074 JDH AH MERCEDES 11E ET (DLF,HYF,IEF,MSUDF)

FELTONS LEGEND 242 (SOD)(HYF)

MSU RACHAEL 58Z ET (DLF,HYF,IEF)
 P43301579 MSU TCF RACHAEL ET 54N (DLF,HYF,IEF)

	CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
Sire:	12.0	1.0	67	109	0.1	1.3	22.7	32	66	4.2
Dam:	3.9	2.3	58	88	0.6	0.7	8.1	20	49	-0.3
	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
Sire:	99	1.50	1.60	83	0.023	0.63	0.02	468	548	137
Dam:	64	1.10	1.30	81	0.053	0.81	0.27	243	321	135

• We're giving you options on two of our very best to choose from. To start off, you can pick this mating out of the immortal 58Z cow. The last time the breed saw her, she commanded \$60,000 during the 2020 Mile High Night Sale. 58Z is the dam of Contender D56, who has been very influential within our breed and was the 2018 NWSS Reserve National Champion Bull. This combination with Makers Mark is something truly unique. In addition to producing beautiful phenotype progeny and show heifers, just look at the performance this mating will offer. These progeny will be in the top 20% or better for CE, WW, YW, CW, and MARB including being in the top 3% for REA.



Four (4) IVF Embryos

NJW 79Z Z311 ENDURE 173D ET (CHB)(DLF,HYF,IEF,MSUDF,MDF)
LOEWEN GENESIS G16 ET (DLF,HYF,IEF)
 P43987463 LOEWEN 77 48 MISS 344N 4RB42ET (DLF,HYF)

KJ BJ 58Z CONTENDER D56 ET (CHB)(DLF,HYF,IEF,MSUDF)

KJ BJ 364C SALSA TIME 664G ET (DLF,HYF,IEF,MSUDF)
 P44037559 KJ BJ DWE 686Z SALSA 364C ET (DLF,HYF,IEF,MSUDF)

	CE	BW	WW	YW	DMI	SC	SCF	MM	M&G	MCE
Sire:	3.6	3.2	75	130	0.7	1.8	20.1	32	69	6.3
Dam:	5.6	2.7	64	94	0.2	0.8	16.7	33	65	0.3
	MCW	UDDR	TEAT	CW	FAT	REA	MARB	BMI\$	BIIS	CHBS
Sire:	130	1.10	1.00	87	0.083	0.57	0.40	442	555	162
Dam:	118	1.30	1.30	76	0.033	0.74	-0.01	369	440	113

• Not a lot needs to be said about the second choice to this mating ... you're bidding on ¾ sib embryos to the great KJ MHPH RW 364C MEDIA 240J ET. 25% of Media sold for \$240,000 this past fall in the 2021 Autumn Alliance Sale in Canada. You can ask for more proof of the potential revenue value in these progeny. Salsa Time herself was the lead-off heifer in the 2020 "Chosen" Sale. She possesses an excellent phenotype, is super feminine and sound.

• Selling choice between the two (2) matings. Each mating is four (4) IVF embryos with a guarantee of one (1) pregnancy per mating if implanted by a certified embryologist.



POWERHOUSE HEREFORD Sale

a new force within the Hereford industry

1PM • SUNDAY, JANUARY 30, 2022 • West Arena

Fort Worth Stock Show Grounds • Show: Saturday, January 29, 2022

52nd Annual Whiteface Replacement Female Show & Sale

SELLING 250 HEAD

Bred & Open Heifers

200 Herefords

50 Black and Red Angus cross females

Special Feature

Donated by THA members to fund THA promotional activities.

3 Pens of Open Heifers

10 Herefords

10 Black Baldies

10 Hereford/Red Angus cross

HEREFORD WEEKEND
 SOUTHWESTERN EXPOSITION & LIVESTOCK SHOW
 JANUARY 29-31, 2022

Make "Super Hereford Weekend" an educational and fun event by attending The THA Annual Membership Meeting and Social, Powerhouse Commercial Sale and National Hereford Shows.

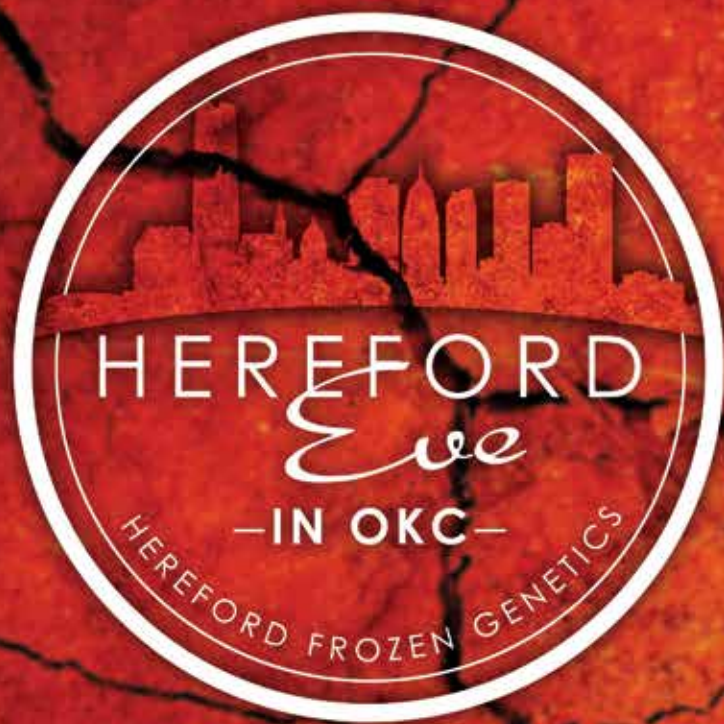
Sponsored by

Texas Hereford Association

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