

Wishing you all a blessed spring!

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Using EPDs to Make Breeding Decisions

By Lisa Moser, K-State Research and Extension News Service



At the start of a new sports season, there are always people speculating about the team, and some of the serious fans may use statistics to make their predictions about the individual athletes.

In much the same way, beef cattle producers have data to help in their decision-making about herd matings, said the experts at the Kansas State University Beef Cattle Institute.

One of the data tools for making breeding decisions is Expected Progeny

Differences, also known as EPDs, said K-State beef cattle geneticist Megan Rolf, speaking on a recent Cattle Chat podcast.

"EPDs are the differences we expect to see in the performance among groups of progeny," Rolf said.

She gave the example of comparing a weaning weight EPD between two bulls of the same breed.

"If Bull A's weaning weight EPD is 50 and Bull B's weaning weight EPD is 70, then we would expect the calves of Bull

B to be 20 pounds heavier at weaning, on average, if we bred them to the same cows," Rolf said.

While EPDs across the breeds are calculated similarly, the baseline of the calculation varies and so she advises that producers only compare EPDs between animals of the same breed.

"Factors that go into that calculation of the statistical model are phenotype information collected by breeders, the pedigree of the animal's sire and dam, and, in some cases, the animal's own genomic data," Rolf said. Genomic data is collected through a hair or tissue sample of the animal on which the EPD is calculated.

Rolf added that if producers want to compare bulls of different breeds, one way to do so is to look at their rankings within their respective breeds.

"Comparing EPDs against percentile rankings in their breed is one way to broadly evaluate bulls," Rolf said.

When studying the animal's EPDs, it is also important to note the accuracy of that data point, Rolf said.



Herd Give Prospects

AVAILABLE PRIVATE TREATY

VORT 402M - Master Plan is a valuable breeding piece, being a son of the immortal CELL Envision. 402M's genetic and phenotypic combination are hard to beat. He's muscular, stout, deep bodied, sound structured and has a phenomenally good disposition. His actual performance EPDs are hard to duplicate! Envision sons continue to be some of the most popular in the breed. 62.5% Lim-Flex • Homo Polled • Homo Black • CE: 9 BW: 1.3 WW: 81 YW: 137 MK: 22 SC: 2.10 RE: 1.05 MB: 0.47 \$MI: 73

VORT 414M - Macguyver has as much predictability as an outstanding herd sire as one could find. His dam, 811F, has achieved an enviable record of producing great cattle. Macguyver's previous two siblings were both People's Choice Champions and high sellers at the Iowa Beef Expo in 2023 and 2024. They now serve as herd sires for the Getz family in West Virginia and the Alfrey family in Illinois. 414M has the "parts" and "looks" of a great sire. 68% Lim-Flex • Homo Polled • Homo Black • CE: 13 BW: 0.2 WW: 67 YW: 106 MK: 28 SC: 0.50 RE: 0.58 MB: 0.38 \$MI: 65

DEBV 421M - Mad Dog is super sound, easy fleshing, deep in his forerib and has plenty of internal capacity. He's out of a Prada daughter and the popular FWLY LHC Capital bull. The genetics are there to sire fast growing, easy keeping offspring that will be easy to market. 81.3% Limousin • Homo Polled • Homo Black • CE: 11 BW: 2.9 WW: 76 YW: 116 MK: 28 SC: 1.15 RE: 0.89 MB: 0.09 \$MI: 59

VORT 424M - Maverick is one of those rare herd sire prospects that really catches your attention. Super clean up front with lots of length, style and balance. His dam, 920G, is an awesome producer and always brings in a good one. He should sire low birth weight progeny with good performance. If you like cattle with extra eye appeal, look for Maverick. 76.5% Limousin • Double Polled • Double Black • CE: 11 BW: -0.1 WW: 59 YW: 90 MK: 20 SC: 1.15 RE: 0.61 MB: 0.25 \$MI: 59

DEBV 425M - Mufasa is a good choice of you're looking for calving ease. His dam consistently has low birth weight calves. 425M is an excellent prospect that is uniform from end-to-end and is a high quality individual. You will appreciate his structure and soundness plus his desirable disposition! Check out his Calving Ease Direct and Birth Weight EPDs. 48.4% Lim-Flex • Double Black • Double Polled • CE: 16 BW: -2.1 WW: 53 YW: 85 MK: 26 SC: 0.68 RE: 0.37 MB: 0.37 \$MI: 59

DLTM 426M - Malachi's full brother was a many time Champion including Reserve Grand Champion Lim-Flex Bull at the National Junior Limousin Show & Congress. Malachi himself was Reserve Champion Lim-Flex Bull at the 2024 Iowa State Fair. He's loaded with style, structure and predictability as well as great performance and low birth weight! Dalton plans to show him this spring and early summer. 42.2% Lim-Flex • Double Black • Homo Polled • CE: 12 BW: 0.6 WW: 59 YW: 104 MK: 29 SC: 1.05 RE: 0.63 MB: 0.39 \$MI: 62

AVAM 440M - Mighty Mouse has "mighty" genetics being an Alter Ego son and out of Kora who had a noteworthy show career with many wins including Supreme Breeding Heifer Overall Breeds at the 2023 Best of the Southwest Shootout and the Limi Lady Classic. This guy is loaded with a huge rib cage and awesome structure. He's a really fancy prospect that will catch your eye with his style and moderation. Should be a calving ease specialist with his low birth weight and corresponding EPDs. Ava plans to show him this spring and early summer. 66.6% Lim-Flex • Double Black • Double Polled • CE: 13 BW: -1.6 WW: 55 YW: 83 MK: 16 SC: 0.84 RE: 0.40 MB: 0.19 \$MI: 54

50% down will hold your bull until April 1.

Bulls will be semen checked, vaccinated and ready to go meet your cows.

Give Roger or Deb a call with questions.

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DEB 

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31112 Hwy 6
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Continued from cover

"Accuracy is a risk management tool because it gives producers an idea of how much data is in the EPD calculation and how much that number might change over time," Rolf said.

For heifer matings, Rolf recommends producers use high-accuracy sires, especially related to calving ease. With cows, since they are less prone to calving difficulty, she said some producers may prefer to take more risk with a lower accuracy sire who is often younger or a natural service sire.

In Commercial herds, oftentimes the cows do not have EPDs calculated for them so Rolf said she puts a lot of focus on the sire's EPDs.

"In Commercial operations, you can put a lot of selection pressure on the sire to make changes within the herd, especially if replacement heifers are being retained from those matings," she said.



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1/2 page	\$600	\$650
1/3 page	\$480	\$530
1/4 page	\$425	\$475
1/8 page	\$215	\$265

Contract Rates Available. Contact Ashley for more info.

DEADLINES & TERMS

THE 1ST OF THE PREVIOUS MONTH

DEADLINES

January/February Dec. 10
March/April Feb. 10
May/June April 10
Sept./Oct. Aug. 10
Nov./Dec. Oct. 10
Deadlines are subject to vary.

Terms: All accounts due & payable as billed.

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HEARTLAND CALENDAR

MARCH

- 1 Linhart Limousin "Business Done Right" Bull Sale - Leon, IA
- 3 Buck Ridge Cattle Co Inaugural Sale - Seymour, MO
- 25-26 Wulf Cattle Open House, Sandy Ridge Ranch - Atkinson, NE
- 26 Schilling Cattle Annual Sale - Edson, KS
- 27 Minor Limousin Inaugural Sale - SC Online Sales
- 31 Linhart Limousin April Fool's Online Genetic Sale - SC Online Sales

APRIL

- 3 Wulf Cattle Annual "Opportunity Sale" - DV Auctions
- 5 Ludens Family Limousin Annual Production Sale - Viborg, SD
- 8 Hager Cattle Co. Annual Bull Sale - Karlsruhe, ND
- 9 Peterson's L7 Bar Annual Bull Sale - Pukwana, SD
- 22 Linhart Limousin Online Show Heifer Sale - SC Online Sales
- 26 The Great American Pie Sale - Lebanon, MO
- 26 Missouri Limousin Breeders Assoc. Annual Meeting/Banquet/Benefit Auction - Lebanon, MO

MAY

- 22-24 Heartland Limousin Assoc. Regional Junior Show - Allison, IA

JUNE

- 7-8 Iowa Junior Limousin Assoc. Field Day, Westfair - Council Bluffs, IA
- 13-15 Missouri Limousin Breeders Assoc. Open and Junior Field Day, MO State Fairgrounds - Sedalia, MO
- 20-26 National Junior Limousin Show and Congress, Georgia National Fairgrounds and Ag Center - Perry, GA

Recipe of the Month

ROTEL PASTA

Ingredients:

- 1 block Velveeta cheese
- 1 block of cream cheese (8 ounces)
- 1 can cream of chicken
- 2 cans of Rotel with chilies
- 2 pounds ground beef
- 1 box/package of bowtie noodles
- 5 diced fresh jalapeños or sliced pickled jalapeños (these are optional)

Instructions:

Place the Velveeta cheese and cream cheese in the crockpot. Pour in the cream of chicken, Rotel and jalapeños. Turn crockpot on to high. Brown the ground beef and add to the crockpot. Cook on high for approximately an hour (or less if all melted and creamy), stirring occasionally. Boil noodles per instructions, drain and add to the crockpot when ready to serve, mixing all together. Serve and enjoy! This is an elevated version of comfort mac and cheese.

Limi Things With A Touch Of TWANG

By Ashley Wiser

As I write this column, we are right in the middle of a busy sale season, soon to be followed by calving and show season for most in the Heartland. On a farm or ranch, we spend so much of our time preparing for the next season in life. Putting up hay in the summer to prepare for the winter, clipping and washing to prepare for sale or show day, reviewing EPDs to prepare for future genetics. Let's all remember to take a moment to enjoy this season of life, whatever one you may be in. Enjoy the sense of peace that comes from looking over your herd or the smile it brings when you run into an old friend. I was fortunate enough to get to see old and new friends at Cattlemen's Congress (and lots of beautiful Limousin cattle) and hope to see you all down the road at the Heartland Junior Regional Show on May 22-24 in Allison, Iowa. We will have our Heartland benefit auction that Friday as well. Please reach out to myself, Charlie or a board member if you have items to donate and we will make arrangements. All are greatly appreciated! Mark your calendars so you don't miss it. Also, subscribe to the Heartland Cattle Call podcast on YouTube and follow along for industry insights and featured guests.

HLA Hires Charlie Tesch As Executive Secretary

The Heartland Limousin Association is excited to announce the addition of Charlie Tesch to the team as the Executive Secretary. Charlie is a fourth-generation cattle breeder, carrying on his family's 80-year tradition of raising Angus cattle in Estaline, South Dakota. Growing up in the cattle business taught him the value of hard work, dedication, and the importance of quality livestock. "While I'm proud of my family's Angus legacy, I've expanded into raising and exhibiting Chi and Sim-Angus cattle, blending tradition with innovation to keep moving forward."

Charlie attended South Dakota State University, where he built on what he had learned growing up and sharpened his skills to better serve the livestock industry. He currently resides in Oakland, Iowa, with his daughter Paisley and his girlfriend Ashley. "Raising cattle isn't just a job for me—it's a passion and a way of life. I'm proud to share this passion with my family and the next generation of producers." Join us in welcoming Charlie to the Heartland team!



Thad and Whitney Jensen of Amherst, South Dakota welcomed baby Tilden John Jensen into the world on February 3, 2025. Big sister Wyn and all the family are proud of their new addition. Congratulations Jensen family!

SOCIAL MEDIA/DIGITAL MARKETING PACKAGES

• POWER A POST \$25

Have your logo & ranch info featured on one of our upcoming social media posts. It will say "Post Powered By" to feature your support and market your brand. This will be used for Heartland specific posts/fliers/content such as the Heartland Regional Show, Benefit Auction, etc.

• VIDEO PACKAGE \$50

Submit a video (or multiples) that is five minutes or less about your farm/ranch/family/cattle, etc. We will edit (or combine) the video and share on our social media feed.

• FACEBOOK COVER PHOTO FEATURE \$50

Have your photo be our FB cover photo for the full month. Upon updating the picture, we will feature submission details so you have an opportunity to showcase your ranch, cattle, etc. *Pictures must be appropriate, as well as related to the Limousin Industry and/or member.

• SALE AD PACKAGE \$70

We will share your sale ad to our social media feeds a minimum of two times, as well as posting a reminder on sale day with a link. We will also post the sale ad/reminder to our website. If the ad is created by our team, there will be an additional fee of \$30.

• MEMBER OF THE MONTH SPOTLIGHT \$100

We will do a minimum of four posts (one per week) featuring your farm/ranch. These can feature pics, an ad, a video, etc. (members choice). We will tag you in the posts as well when applicable. We will also feature our member of the month on our website (a short bio on the family/ranch).

• QUARTERLY CLOSE UP PACKAGE \$100

We will feature on ad per quarter of your choice on social media platforms, as well as one video feature per year.

• FILLER PHOTO PURCHASE \$100

Have one of your farm/ranch/cattle photos featured as our front cover page (top, left corner) filler square photos for the next edition of the Heart Beat. Photo and farm credit given in magazine, no minimum sizes.

• GEARED FOR GROWTH PACKAGE \$250

One ad per month of your choice, one video or storyline per quarter that tells your story. We will work with you to help author your story if needed and it will be featured on our website for a month as well.

If interested, contact Ashley Wiser, 479.883.4615

In Memoriam



Kenneth Lee Tesch passed away on Wednesday, December 25, 2024, at the age of 88, at Stoney Brook Suites Assisted Living in Watertown, South Dakota, formerly of Estelline, South Dakota. A Funeral Service will be held at 10:00 am Saturday, January 4, 2025, at St. Francis DeSales Catholic Church in Estelline. Visitation will be held the night prior from 5:00 pm to 7:00 pm on Friday, January 3, 2025, at St. Francis DeSales Catholic Church.

Kenny was born at home on March 23, 1936, on the farm in rural Bemis, South Dakota, to Charles and Mary (Gebhart) Tesch. He was baptized and confirmed in St. Peter Lutheran Church in Goodwin, South Dakota. He attended country school at Hanten #12 near Bemis up until the eighth grade when he graduated at the top of his class (he was the only student in his grade). Kenny then joined his father, Charlie, and his brother, Dennis, to begin his lifelong career of farming.

He met the love of his life, Bernadine 'Bunny' (Perry) Tesch, and won her heart while the two were enjoying one of his favorite pastimes as a young man: roller skating. They were united in marriage on September 19, 1960, at Immaculate Conception Catholic Church in Watertown. The couple began raising their family near Castlewood before moving to their farm near Estelline. On Good Friday in 1984, Kenny surprised Bunny by joining her in the Catholic faith, and he remained a member of St. Francis DeSales Catholic Church until his death.

Kenny spent nine years serving in the Army National Guard and was a member of the Estelline American Legion. He enjoyed giving back to his community through many clubs and organizations and loved driving his tractor through community parades. His greatest passion in life was caring for land and livestock and he was a proud member of the National Farmers Organization, where he made many good friends and attended meetings across the state and country. He enjoyed passing down his love for agriculture to the next generation and served as a 4-H club leader

for several years. Growing up, he enjoyed showing cattle and later enjoyed watching his children and grandchildren at many cattle shows, especially the South Dakota State Fair, which he made sure to attend each year until his last, to catch up with his 'fair family.' He was a member of the American Angus Association and was honored as the South Dakota Angus Breeder of the Year in 2018.



Kenny loved visiting with family and friends, hosting many get-togethers and card parties over the years on the farm. He and Bunny also welcomed many into their home as foster parents and foreign exchange student hosts. Kenny had a deep appreciation for nature and was an avid fisherman and hunter. But there was nothing that brought Kenny more joy than sharing a dance with his wife; the two could often be found at square dance club or other dances in the area.

Kenny will be remembered for his sense of humor, farming expertise, his passion for caring for animals and livestock, and love for getting family and friends together to celebrate.

Grateful for having shared their lives with Kenny are his sons Jim Tesch of Watertown, Joe (Marlys) Tesch of Watertown, Russell (Cheryl) Tesch of Estelline, Roger (Shannon) Tesch of Watertown; daughter Kathy Tesch of Watertown; grandchildren Charlie (Ashley) Tesch, Nick (Erin) Tesch, and Kennedy Tesch; great-grandchildren Paisley, Briley, Jaycee, Macey; sisters Dorothy Evjen Barck, Marjorie Tesch, Dianne Adams; brother Carl Tesch; several nieces and nephews and a host of other relatives and good friends.

Having gone before him are his wife, Bunny; his parents, Charlie and Mary; infant brother, Charles; brother Dennis Tesch; sisters Carol Karterud, Mary Vanpoucke; and many other relatives and loved ones.

The family would like to thank the staff at Stoney Brook Suites Assisted Living in Watertown for the care they provided Kenny in the last year of his life.

"Our success isn't just about hard work. It comes down to our focus on genetics, our passion for good cattle and the way we treat our customers." GV Limousin

Thank You!

We are proud to be able to serve the commercial and seedstock sectors of the industry. This year marked our 44th Annual Production Sale and we thank our customers for their support.



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Junior Beat



Delaney Engler, Cinch Dowling & Ryleigh Morris working the ring.



Carly Henderson (Wellsville, Missouri) & Roux Wilson (Marshfield, Missouri) representing the Heartland region at the Class #3 Level I MOE Show. Great job ladies!



Gabe and Abby Kemner enjoyed showing at the Sioux Empire Livestock 4-H Show.



Beau Wiser and Oliver Anthony of Bluffton, Arkansas work with Matilda to get her show ready.



Memphis Peterson of Peterson's L7 Bar Limousin with his BHSS Champion Limousin Bull, L7 Luckenbach.



Lyla BrookKansas of Farragut, Iowa in the ring for Class #11 Lim-Flex at Cattlemen's Congress.

Kyle Ruehle of Dodge City, Kansas with Olim Latte 373L.



Ashley Schrag of Moundridge, Kansas gets her heifer set in Class #8 of the 2025 Cattlemen's Congress.



Nora Caldwell of Havana, Arkansas checking her herd and to look for new babies.

BULL SEASON IS HERE

As one of the largest ALL PRIVATE TREATY bull sale operations in the country, we take the time to visit with you and make sure your needs are met with our Limousin, Lim-Flex and Angus bulls. Each bull we sell is registered and has complete performance data, carcass data and feed efficiency testing. Our bulls are roughage raised and haven't been fed hard, kept inside or pampered; these boys go out and work. The average bull here has a YW EPD of 125 with the top at 156. We work with many feedlots who seek Leonard-sired feeder cattle because of the enhanced performance and feed efficiency obtained through our genetics. Come see us for your two-year-old bull needs.

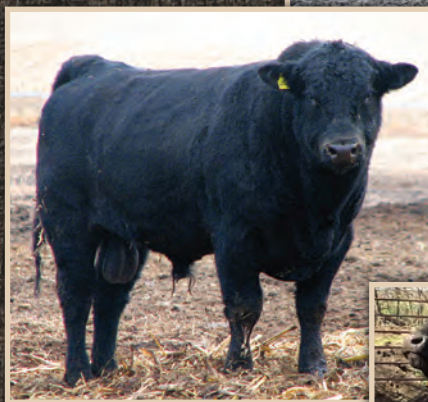
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Iowa News...

Iowa Beef Expo Limousin Sale Held In Des Moines

The Iowa Limousin Association held their annual sale February 9th, 2025 at the Iowa Beef Expo at the Iowa State Fairgrounds in Des Moines. Auctioneer Jon Schaben presided over the sale, which included ten lots from four consignors. The sale took place in the Beef Barn and those who could not attend in person were able to bid on LiveAuctions.TV.

Eight bulls grossed \$40,200 to average \$5,025 and two heifers grossed \$8,500 to average \$4,250. The high-selling bull was RMKR Maverick 421M, consigned by Bosch Farms from Indianola, Iowa, sold to Barbara Johnson from Sebeka, Minnesota, for \$8,000.

The People's Choice Bull was CWCL 135A Maxwell 301M, consigned by Crazy Women Creek Limousin from Rushford, Minnesota. The high-selling and People's Choice Heifer was lot nine, CWCL 118F Marley 408M, also consigned by Crazy Women Creek Limousin. She sold to Levi Powell from Bluegrass, Iowa, for \$5,500.



The high-selling heifer was CWCL 118F Marley 408M, a 4/10/24 daughter of CELL History Maker 0256H ET out of CWCL Felicity 118F, consigned by Crazy Women Creek Limousin.



The high-selling bull was RMKR Maverick 421M, a 1/3/24 son of DEBV Gladiator 917 G out of CWCL Gagnam Style 135A, consigned by Bosch Farms.



The Limousin clerking crew enjoying the expo!

Iowa Exhibitors Find Success at Cattlemen's Congress

Congratulations to DebV, Treynor, Iowa, for exhibiting the Reserve Champion Limousin Bull at the Cattlemen's Congress in Oklahoma City. DEBV MC Hammer 419M, is a January 25, 2024, 59% Lim-Flex bull sired by Alter Ego. Deb V also exhibited the Grand Champion Lim-Flex Pen of three Bulls. Other Iowa exhibitors at the Cattlemen's Congress included: Lyla Brooks, Delany Engler, Jackson Mehman, Ava Miller and Aaliyah Wicke. Great job in representing the Iowa Limousin Association!

Linhart Limousin Named Premier Breeder at NWSS

Linhart Limousin of Leon, Iowa received the Premier Breeder award at the conclusion of the National Western Stock Show. Linhart Limousin is a family partnership and started their purebred herd in 1979 with five head. They have now grown to approximately 350 females. Congratulations to the Linhart family on your excellent representation of the Limousin breed!

Iowa Junior Limousin Association Field Day

Mark your calendar and make plans to attend the 2025 Iowa Junior Limousin Field Day Show on June 7-8, 2025 at Westfair in Council Bluffs, Iowa. The IJLA Board will be finalizing plans and details this spring. Watch the newsletter, email and the website for details. IJLA members, if you have any suggestions, please let a board member or advisor know.



Tomy Rooney and Ernie Barnes admiring the quality lineup entering the ring.



Ryan Thyn bought a heifer from Bosch Farms.



Paul, of Crazy Women Creek Limousin, thanks Levi Powell, who purchased his heifer.

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Kansas News...

Kansas Limousin Exhibitors Find Success at Shows

Kansas Limousin breeders and exhibitors kicked off the 2025 show run with success at both Cattlemen's Congress and the National Western Stock Show, with several juniors from throughout the state showcasing their skills and showmanship in the ring. Stay tuned for dates on the upcoming field day and state events. Great job in representing the state of Kansas!

Minnesota News...

Wulf Cattle and Riverview Farms, LLC Awarded "Commercial Marketing Booster of the Year" by NALF

The North American Limousin Foundation (NALF) held its Annual Award Ceremony and Genetics On Ice Benefit Auction January 6, 2025 in conjunction with the Cattlemen's Congress in Oklahoma City, Oklahoma. Wulf Cattle and Riverview Farms, LLC of Morris, Minnesota, were named Commercial Marketing Booster of the Year.

Wulf Cattle has been a leader in the beef industry for over 50 years. Founded by Leonard and Violet Wulf, the operation became synonymous with the Limousin breed. Under Leonard's vision, Wulf Cattle gained a reputation for balancing cattle feeding and breeding, emphasizing efficiency, red meat yield and carcass quality. Today, the Wulf legacy continues under the leadership of Jerry Wulf in tandem with the seedstock cattle manager, Casey Fanta who has expanded the operation's focus through bold partnerships and strategic innovation.

In 2012, Wulf Cattle partnered with Riverview LLP, one of the largest dairy operations in the United States (located in Minnesota and South Dakota) to create a groundbreaking program that integrates Limousin genetics into dairy operations. The partnership, spearheaded by Jerry and Riverview CEO Gary Fehr, capitalized on sexed semen technology and strategic breeding to enhance the value of dairy bull calves, particularly from Jersey herds. By crossbreeding Limousin bulls with Jersey cows, the partnership aimed to address market challenges while adding value to both industries.

Limousin genetics were chosen for their calving ease, reproductive excellence, superior muscling and feed efficiency—all the traits that made them ideal for crossing with dairy breeds. Trials began in 2010, showing exceptional results: 98.8% unassisted calving and average birth weights of 79.5 lbs. Feed trials confirmed Limousin-crossed Jersey steers performed competitively, yielding high-quality carcasses with excellent feed conversion and growth rates. The program, branded as "Beef Builders," has since become a model for blending beef and dairy production.

Wulf Cattle expanded the initiative through its Breeding to Feeding program in partnership with Genex Cooperative. This program markets Wulf-bred Limousin and Lim-Flex bulls to dairies, allowing producers to breed their best females with sexed semen for replacements and use beef semen for terminal crosses. The result is

Missouri News...

Great American Pie Sale Entries Due

The 20th annual Great American Pie Limousin Sale, sponsored by the Missouri Limousin Breeders Association, will be held on April 26, 2025 at 4 p.m. in Lebanon, Missouri. Sale entry deadline of March 15th is fast approaching! The sale is a great way to showcase breeding operations and genetics to the public, as well as prospective buyers in the industry. There will be a Live Video Auction hosted by DVAuction on Saturday, April 26th so mark down the date. Visit www.missourilimousin.org for an updated entry form and additional information.

a more profitable and efficient system, with Wulf Cattle managing the calves from purchase to feedlot, ensuring consistent quality and market demand.

Collectively, the Wulf Cattle team's innovative leadership exemplifies how collaboration and strategic breeding can transform industry challenges into opportunities. Their efforts have strengthened the reputation of Limousin genetics and provided a pathway for the dairy industry to generate additional income through value-added calves.

Casey Fanta accepted this well-deserved honor on behalf of the Wulf Cattle & Riverview team and noted that the "Wulf" brand stands as a testament to the power of forward-thinking solutions in agriculture. Congratulations from the Heartland Limousin Association!



Wulf cattle manager, Casey Fanta, is pictured accepting the award from C.K. Booth and Austin Hager, NALF President.



Minnesota Livestock Judging Team NWSS Success

The Dakota/Washington county 4-H livestock judging team was the 5th Overall Team at the 2025 National Western Stock Show 4-H livestock judging contest. Team members included Wyatt (2nd from right) and Colton Herman (3rd from right), who are the sons of Limousin breeder Chris and Jamie Herman of Hastings, MN. Wyatt was the High Individual in cattle and gave a 50 on his feedlot steer reasons. The team is coached by Limousin breeders Matt Duff and Rachel Marthaler.

Nebraska News...

New Location for Nebraska Junior Beef Expo

The 2025 Nebraska Jr. Beef Expo will be held on Friday, June 6th – Sunday, June 8th, 2025, in Albion, Nebraska, at the Boone County Fairgrounds.

Hotel and AirBnB information has been shared, with camping information coming soon.

The entry deadline will be earlier in 2025 in order to allow time for processing of entries, and for kids getting out of school, and the Memorlowal Day weekend. Watch for entry deadlines coming soon and follow their Facebook page for all announcements.

Please contact your respective breed rep with any questions, or contact DIowane Duren for more information.

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Fullblood News...

FLA Note from Betty, President of Fullblood Limousin Allowance

On January 16, 2025, the Fullblood Limousin Allowance held their annual meeting. We would like to introduce our newly elected FLA Board of Directors and provide their contact info. We are extending a Happy New Year to all our fellow Limousin breeders and look forward to seeing you at our April meeting during the 20th Great American Pie Sale in Lebanon, Missouri, April 26th.

Betty Anglani, President

fullbloodlimousin@gmail.com * 417-257-3614

Anthony Goss, Vice President

agoss19864@aol.com * 281-794-1339

Joe Latendresse, Treasurer

j.latendresse@sbcglobal.net * 918-443-2648

Kim Kosmicki, Secretary

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Ron Coger, Director

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Livie Brinley, Director

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Ryan Reed, Director

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Ron Garrison, Director

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David Goss, Director

Davidgoss270@hotmail.com * 255-573-3705

John Post, Director

john@posthavenlimousin.ca * 519-831-1869

REMINDER: 2025 HEARTLAND MEMBERSHIPS ARE NOW DUE!

APPLICATION FOR MEMBERSHIP

To continue receiving a paper edition of the Heart Beat, you must be a member of the Heartland Limousin Association. The HLA is comprised of Limousin breeders including the states of Iowa, Kansas, Minnesota, Missouri, Nebraska & South Dakota.

Name _____ Most used herd prefix assigned by NALF _____

Address _____ City/State/Zip _____

Phone/Email _____

Have you registered cattle with NALF within the last year? Yes or No

of Cattle Owned _____

Please make checks payable to the HLA,
clip and return this membership application and \$50 to:

Ashley Wiser, HLA
PO Box 33, Bluffton, Arkansas 72827

South Dakota News...

Farlee Ranch Named South Dakota Limousin Association “Commercial Producer of the Year”

Clint and Shane Farlee, Farlee Ranch of Dupree, South Dakota, were named South Dakota Limousin Association (SDLA) “Commercial Producers of the Year. They were awarded the honor at the SDLA annual Limousin Banquet and Benefit Auction held February 6, 2025, at the Ramkota Hotel in Rapid City, South Dakota. This took place in conjunction with the Black Hills Stock Show.

Shane and Kayla Farlee along with their children Shayna, Clinton, and Arlo and Shane’s father Clint, run a 500-cow operation and have used Limousin bulls since 1999. They have purchased bulls from Wulf Cattle in Morris, Minnesota, Schatt

Limousin in McLaughlin, South Dakota, Lura Limousin in Delavan, Minnesota, and the Black Hills Limousin sale. They calve in both the spring and fall, selling their production to Wulf Cattle and at the Fort Pierre Auction in South Dakota.

Shane’s wife Karla, along with her parents, Dale and Terri McLellan of Lantry, South Dakota, and daughter, Shayna, attended the banquet and award presentation. Dale McLellan received the South Dakota “Commercial Producer of the Year” several years ago, and now his son-in-law, Shane, was given the award. Congratulations to Farlee Ranch!



Shane and Clint Farlee, of Dupree, South Dakota, proudly display the disc blade purchased at the South Dakota banquet and benefit auction February 6, 2025. They received the 2025 South Dakota “Commercial Producer of the Year” at the banquet.



Jake Edelman, SDLA president (left) along with Charlie Tesch, HLA Executive Secretary, and Dean Summerbell, former HLA Executive Secretary (right) recognized Clint and Shane Farlee, Farlee Ranch of Dupree, South Dakota, as South Dakota Limousin Association “Commercial Producer of the Year” and presented them jackets. Pictured with them are Shayna and Kayla Farlee and Dale & Terri McLellan of Lantry, South Dakota.

John Symens Honored at National Western Stock Show

This year marked the 119th anniversary of the National Western Stock Show, held in Denver, Colorado. It also marked the 50th trip to National Western for John Symens of Symens Brothers Limousin in Amherst, South Dakota. John was honored and recognized for all his years of exhibiting bulls in the pen and carload show. While he and his family have taken home many banners throughout the years, including the 2025 Reserve Champion Limousin Pen, most importantly they are a constant at National Western, exemplifying what it means to represent and support the Limousin breed and the beef industry. Thank you John for your continued commitment and congratulations on this achievement!



South Dakota Limousin Association Holds Annual Banquet and Benefit Auction

The South Dakota Limousin Association held their annual banquet and benefit auction on Thursday, February 6, 2025 in conjunction with the Black Hills Stock Show. The annual meeting kicked off with a social hour at 6 p.m., followed by a successful benefit auction at 7 p.m. SDLA members enjoyed visiting and promoting and supporting the SDLA.

“BACK IN TIME” Do You Know the Answer?

Can you answer these questions?

1. Where did the first Limousin show win take place?
2. Who helped lead the natural selection process of the Limousin breed in France, after crossing with oxen only to discover they required too much feed for the region?
3. Bob Purdy, first NALF President, had experience with what other cattle breed before getting involved with Limousin?
4. In what year did NALF introduce Lim-Flex to offer flexibility and crossbreeding?
5. The black Limousin was first introduced in Canada by crossing Limousin bulls with what breed of cow?

Answers on page 21

South Dakota News...

Successful Black Hills Stock Show Limousin Sale

The Black Hills Stock Show Limousin Sale was held on February 7, 2025 at 1 PM in Rapid City, South Dakota at the Central States Fairgrounds. Nineteen consignors from six states consigned cattle to the sale. The top-selling bull was lot 29, TECS Mocha 426M, a 1/25/24 Purebred son of VL Hunker Down 003H out of TECS Hammock 073H, consigned by Trails End Cattle of Loyal, WI, who sold for \$9,200 to Nolz Limousin of Mitchell, South Dakota.



Lura Limousin is a 21-year exhibitor at Black Hills Stock Show.

The high-selling heifer was, lot 9, Royal Lucky Card RBGL 305 L, a 2/19/23 Purebred homozygous black, polled daughter of CFXL Wild Card out of Royal Holly RBGL 005H, A.I.'d 5/15/24 to LFLC Bank Account 701B. She was consigned by Royal Beef Genetics of Morris, Minnesota, and purchased by Kessler Livestock of Leola, South Dakota. A total of 30 bulls sold at the Black Hills Stock Show Sale, averaging \$5,740, with nine heifers averaging \$4,694.



Kessler Livestock purchased the Champion, High-Selling Heifer from Royal Beef Genetics.



Cruz Gohmann of Kimble, MN, and family bought a show heifer at the sale.



Bulls getting prepped for the sale.



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Cattlemen's Congress Crowns Junior Champions

The 2025 Cattlemen's Congress National Junior Limousin Show took place January 7, 2025 at the state Fairgrounds in Oklahoma City, Oklahoma. Andrew Foster of Niles, Michigan evaluated the 124 head of Limousin and Lim-Flex cattle in the ring, where the Heartland was well represented.



Reserve Champion Lim-Flex Female: Sadie Eggers of Humboldt, Kansas with Ratliff Lights Out 307L ET, 1/26/23, 59% Lim-Flex, homozygous black, horned, sired by FWLY Can Do, out of MRRC Forever Charmed 801F ET.

Lim-Flex Junior Show Division Winners:



Division I Reserve: Delaney Engler of Wheatland, Iowa with BRDG Google 086M ET, 4/21/24, 75% Lim-Flex, double black, double polled, sired by Schilling Halas ET, out of Ratliff Google 911G ET.



Division II Champion: Ben Spencer of Gibbon, Nebraska with KLHN SCC Golden

Larissa, 3/5/24, 25% Lim-Flex, homozygous black, double polled, sired by SCC SCH 24 Karat 838, out of JSZC.



Division IV Champion: Ryleigh Morris of Ash Grove, Missouri with CELL Legacy Charm 3162L ET, 5/2/23, 50% Lim-Flex, homozygous black, polled, sired by BNWZ Dignity 8017, out of Riverstone Charmed.

Division V Reserve: Sadie Eggers of Humboldt, Kansas with Ratliff Lights Out 307L ET, 1/26/23, 59% Lim-Flex, homozygous black, horned, sired by FWLY Can Do, out of MRRC Forever Charmed 801F ET.

Limousin Junior Show Division Winners:

Division I Champion: Ella Snyder of Fort Scott, Kansas with TASF Maple 903M, 4/21/24, 93% Limousin, homozygous black, double polled, sired by TASF Guinness 315G ET, out of TASF Beverly 855B, exhibited by Ella Snyder, Fort Scott, Kansas.



Division III Reserve: Gabriel Minor of Strafford, Missouri with MINO Looks to Kill 501L ET, 12/8/23, 78% Limousin, homozygous black, homozygous polled, sired by TMCK Durham Wheat 6030X, out of MINO Fiona ET.



Cattlemen's Congress Lim-Flex and Limousin Pen Show

The 2025 Limousin and Lim-Flex Pen Show was held on January 7, 2025 in Oklahoma City, Oklahoma. Chan Phillips of Maysville, KY was the judge for the show.



Grand Champion Lim-Flex Pen and Division IV Champion: DebV of Treynor, Iowa with AVAM Mickey Mouse 401M, 1/1/24, 76% Limousin, sired by Alter Ego; DEBV MC Hammer 419M, 1/25/24, 59% Lim-Flex, sired by Alter Ego; DLTM Malachi 426M, 2/8/24, 42% Lim-Flex, sired by DEBV Gladiator 917G. Congratulations to Deb Miller of Treynor, Iowa, pictured with her Grand Champion Pen of Three Bulls.



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Cattlemen's Congress Level I MOE Show Winners

The Cattlemen's Congress Level I Medal of Excellence (MOE) Limousin Show took place January 8, 2025 at Oklahoma City, Oklahoma. Judge Lance Sennett of Waynetown, Indiana evaluated the 140 entries.



Reserve Champion Limousin Bull: DEBV MC Hammer 419M, 1/25/24, 59% Lim-Flex, black, homozygous polled, sired by Alter Ego, out of DEBV Flash Dancer 829F ET.

Female Show Division Winners:

Division I Reserve: Ben Spencer of Gibbon, Nebraska with KLHN SCC Golden Larissa, 3/5/24, 25% Lim-Flex, homozygous black, double polled, sired by SCC SCH 24 Karat 838, out of JSZC SCC Larissa 1111H ET.

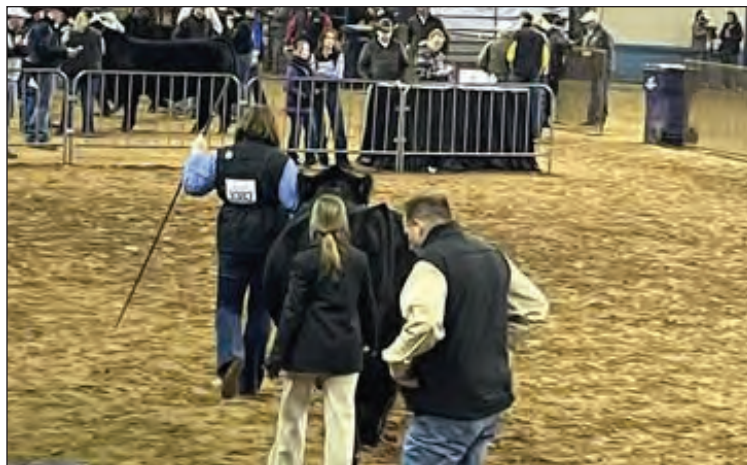
Division IV Champion: Ryleigh Morris of Ash Grove, Missouri with CELL Legacy Charm 3162L ET, 5/2/23, 50% Lim-Flex, homozygous black, polled, sired by BNWZ Dignity 8017, out of Riverstone Charmed.

Division IV Reserve: Cinch Dowling of Fair Grove, Missouri with SHSK Sarabi 309L ET, 5/9/23, 43% Lim-Flex, double black, homozygous polled, sired by Colburn Primo 5153, out of WLR Prada.

Bull Show Division Winners:

Division I Reserve: Trace Falkenstein of Oswego, Kansas with LRCC Heir To The Throne, 4/20/24, 57% Lim-Flex, double black, double polled, sired by Ratliff Icedout 704J, out of Ratliff Knockout 205K.

Division II Champion: Deb V of Treynor, Iowa with DEBV MC Hammer 419M, 1/25/24, 59% Lim-Flex, black, homozygous polled, sired by Alter Ego, out of DEBV Flash Dancer 829F ET.



Division IV Champion: Wies Limousin of Wellsville, Missouri with WLR Blackwater 822L ET, 5/28/23, 65% Lim-Flex, homozygous black, homozygous polled, sired by ELCX Kings Landing 599 D ET, out of WLR Envious ET.



Division V Reserve: Kaelyn Schilling of Goodland, Kansas with Schilling BLC Lazarus ET, 4/10/23, 42% Lim-Flex, homozygous black, double polled, sired by Ratliff Jump Start 340J ET, out of MLA Proven Queen 2156.

In Memoriam



Vernon Long, 78, of Afton, Iowa, passed away Monday, December 30, 2024 at Greater Regional Health in Creston, Iowa.

Vernon Lee Long, son of Raymond A. Long and Helen R. (Miller) Long, was born on April 21, 1946 in Creston. He graduated from East Union High School with the Class of 1964.

On June 21, 1968, Vernon married Deva Jane Ricks at the United Methodist Church in Afton. They settled in the Afton area near his home place and began a life-long career in agriculture until his death. Vernon and Deva had three children: William, Kristin and Darren.

Vernon raised cattle, seed soybeans and corn. He took an A.I. Course in 1968 which started his interest in Limousin cattle. He began raising Limousin cattle in 1970. He was one of the early members of the National Limousin

Foundation in 1970. He was a member of the Iowa Limousin Association and served on the board for 18 years beginning in 1976. Long and Sons Limousin won the Iowa Limousin Association Seedstock Producer of the Year in 1983. In 2015 Long and Sons Limousin was inducted in the Iowa Limousin Association Hall of Fame. Vernon and his children traveled the United States showing Limousin heifers at Junior Shows. He began raising Red Angus cattle in 1996 and was a member of the National Red Angus Association. He enjoyed riding horses, especially his favorite horses "King" and "Target".

Vernon is survived by his wife, Deva, of Afton; his children, William (Sarah) of Afton, Kristin (Craig) Moeckly of Lawrence, Kansas, and Darren of Afton; his grandchildren, Lane, Mogan and Henry Moeckly and Riley, Peyton, Emmet and Maria Long.





Limousin Exhibitors Take Part in NWSS Junior and Open Shows

The National Western Stock Show (NWSS) Junior and Open Limousin Shows were held on January 12, 2025 in the Stadium Arena in Denver, Colorado. Lance Sennett of Waynetown, Indiana evaluated the Junior Show, while Kyle Gillooly of Georgia served as the judge for the Open Show.

JUNIOR SHOW:



The Grand Champion Limousin Female and Division III Champion was WINDS/COBN Listen Linda, a 5/3/23, 77% Limousin, homozygous black, double polled, sired by TASF Guinness 315G ET, out of LFL Ester 7015E, exhibited by Bevin Bertsche of Onida, South Dakota.

The Reserve Champion Limousin Female and Division IV Champion was OLIM Latte 373L, a 2/9/23, 80% Limousin, homozygous black, homozygous polled, sired by ROMN Floyd Mudhenkey 101F, out of ALYN Jazzy 158J, exhibited by Kyle Ruehle of Dodge City, Kansas.

Lim-Flex Show



The Grand Champion Lim-Flex Female and Division III Champion was CELL Lady 3165L ET, a 5/4/23, 50% Lim-Flex, homozygous black, homozygous polled, sired by BNWZ Dignity 817, out of Riverstone Charmed, exhibited by Bevin Bertsche of Onida, South Dakota.

The Reserve Champion Lim-Flex Female and Division I Champion was MOSJ Khloe Mae 001M, a 4/25/24, 57% Lim-Flex, double black, double polled, sired by MAYC Gold Buckle 624G, out of Schilling Khloe ET, exhibited by Jance Mosbarger of Goodland, Kansas.

Heartland Division Winners:

Division IV Champion: SSUL 3259L ET, 3/11/23, 42% Lim-Flex, sired by Silveiras Forbes 8088, out of Ratliff Howboutit 008H ET, exhibited by Leighton Hackett, Sauk Rapids, Minn.

OPEN SHOW:

Female Show



The Grand Champion Limousin Female and Division V Champion was SSUL 3259L ET, a 3/11/23, 42% Lim-Flex, sired by Silveiras Forbes 8088, out of Ratliff Howboutit 008H ET, exhibited by Leighton Hackett of Sauk Rapids, MN.



The Reserve Champion Limousin Female and Division I Champion was MOSJ Khloe Mae 001M, a 4/25/24, 57% Lim-Flex, double black, double polled, sired by MAYC Gold Buckle 624G, out of Schilling Khloe ET, exhibited by Jance Mosbarger of Goodland, Kansas.

Heartland Female Show Division Winners:

Division I Reserve: PCCX Miss Melba 420M ET, a 3/20/24, 67% Lim-Flex, homozygous black, double polled, sired by Ratliff Jump Start 340J ET, out of AUTO Chicago 423C ET, exhibited by Paradeis Cattle Co, Sarcxie, Missouri.

Division II Champion: PCCX Ranch Cow 423M, a 2/14/24, 75% Lim-Flex, homozygous black, double polled, sired by TASF Crown Royal 960C ET, out of AUTO Chicago 423C ET, exhibited by Karli Buggs, Sarcxie, Missouri.

Division II Reserve: CELL Morgan 4097M ET, a 2/25/24, 25% Lim-Flex, homozygous black, homozygous polled, sired by Colburn Primo 5153, out of MAGS Grete 288G, exhibited by Brodie Mackey, Gering, Nebraska.

Division IV Champion: CELL Lady 3165L ET, a 5/4/23, 50% Lim-Flex, homozygous black, homozygous polled, sired by BNWZ Dignity 817, out of Riverstone Charmed, exhibited by Bevin Bertsche, Onida, South Dakota.

Bull Show:

The Reserve Champion Limousin Bull and Division I Reserve was Fires 22M ET, a 4/2/24, 75% Limousin, double black, polled, sired by TASF Guinness 315G ET, out of Ratliffs Flirt 892F ET, exhibited by Parker Schwarz of La Cygne, Kansas.



Limousin Breeders Exhibit Bulls at NWSS Pen Show

Breeders brought in their best Limousin and Lim-Flex bulls to the National Western Stock Show (NWSS) “Pen of Three” Show in Denver, Colorado to be evaluated by judge Don MacLennan of Colorado on January 13, 2025.

LIMOUSIN PEN



The Grand Champion Limousin Pen was exhibited by Ochsner Limousin of Kersey, Colorado: OLIM Magnum 499M, 2/18/24, 81% Limousin, sired by OLIM Keystone 23K; OLIM Matador 437M, 2/29/24, Purebred, sired by VL Hunker Down 003H; OLIM Marksman 463M, 3/4/24, 87% Limousin, sired by VL Hunker Down 003H.



The Reserve Champion Limousin Pen was exhibited by Symens Brothers Limousin of Amherst, South Dakota: SYES Mastercharge 89M, 3/19/24, Purebred, sired by SYES Hardrock 65H; SYES Mainstay 603M, 3/19/24, Purebred, sired by SYES Knockout 23K; SYES Masterplan 158M, 3/25/24, Purebred, sired by SYES Hardrock 65H.



The People's Choice Grand Champion Limousin Pen was exhibited by Wulf Cattle of Morris, Minnesota: Wulfs Morris 9467M, 1/25/24, Purebred, sired by VL Jim Beam 114J B2F; Wulfs Mobridge 8208M, 2/13/24, 87% Limousin, sired by VL Jim Beam 114J B2F; Wulfs McLaughlin 7179M, 1/25/24, 93% Limousin, sired by VL Jim Beam 114J B2F.

LIM-FLEX PEN



The Grand Champion and People's Choice Lim-Flex Pen was exhibited by Hager Cattle Company of Karlsruhe, North Dakota: AHCC Kingpin 8062M, 2/24/24, 70% Lim-Flex, sired by CELL TMCK Kingpin 2267K ET; AHCC Jackpot 8002M, 3/6/24, 71% Lim-Flex, sired by COLE Jackpot 38J ET; AHCC Gameboy 6067M, 3/7/24, 65% Lim-Flex, sired by Wulfs Gameboy C911G ET.



Heartland Cattle Call Podcast Out Now

The Heartland Limousin Association is excited to announce the premiere of our very own podcast, the Heartland Cattle Call out now! Listen in as hosts Charlie Tesch, Heartland Executive Secretary, and Ashley Wiser, Heartland Editor talk all things Limousin with special featured guests. The Cattle Call is your all access pass to Limousin Auctions, events, and industry leaders. We aim to be “Your connection to the Limousin industry, from the sale ring to the show ring.” Be sure to subscribe to the podcast on YouTube so you never miss an episode! You can also catch each episode on the Heartland Facebook page.

We also have sponsorships available, which are an excellent promotional opportunity. Reach out to Ashley or Charlie if you are interested in being a sponsor or joining us as a guest!



Heartland Sale Reports

Glendenning J Bar J Holiday Classic Sale

Glendenning J Bar J Ranch of Lebanon, Missouri, held their "Holiday Classic" Online Sale on December 19, 2024.

The top-selling lot 1 was a choice of two open full sisters sold to Hunt Limousin Ranch of Frohna, Missouri for \$8,000. The females are both 3/6/24, homozygous polled, homozygous black, 65% Lim-Flex daughters of ELCX Kings Landing 5999 D out of MAGS Constance.

Lots 6 and 7 both sold for \$3,700 each. Lot 6, J Bar J Langley 369L, a 4/4/23, homozygous polled, double black, 54% Lim-Flex daughter of MAGS Hodaddy 1648H out of CELL 8278F, went to Darrell Pollock of Lebanon, Missouri. She

was AI'd to Wulfs Ka-Ching and PE'd to LDIL Just Right 128J, due in late March. Lot 7 was J Bar J Lightning Bug 332L, a 3/15/23, homozygous polled, red, 50% Lim-Flex daughter of B-Bar Serratelli 72H out of PBRs Candy 989, sold to Rick Bryant of Wagoner, Oklahoma. She was AI'd to Wulfs Ka-Ching and PE'd to LDIL Just Right 128J, also due late March.

Five open heifers grossed \$19,000, to average \$3,800 each. Two breds grossed \$7,400 to average \$3,700. Six embryo lots grossed \$7,950 to average \$1,325. Congratulations to Glendenning J Bar J on yet another successful Holiday Classic sale!



Lot 1A, J Bar J Marlee 431M ET



Lot 1B, J Bar J Marley 432M ET

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INAUGURAL ONLINE SALE

MARCH 18, 2025 • HOSTED BY L365 AUCTIONS

FEATURING: 5 Bulls • 2 Bred Show Heifers
4 Open Show Heifers • Semen • Embryos



57% Lim-Flex • Homo Polled • Homo Black
CJSL Creed 5042C x TMCK Fresca 607F
CE: 11 BW: 1.9 WW: 78 YW: 132 MK: 23
CM: 7 SC: 0.40 DC: 11 YG: 0.04 CW: 43
RE: 0.68 MB: 0.72 \$TPI: 112



100% Purebred • Homo Polled • Red
MINO Hemingway 007H x Miss SYES Big Timber 111F
CE: 8 BW: 3.2 WW: 86 YW: 138 MK: 18
CM: 5 SC: 0.50 DC: 15 YG: -0.48 CW: 46
RE: 1.40 MB: -0.28 \$TPI: 116



63% Lim-Flex • Homo Polled • Black
Wulfs Gameboy C911G x NCC Groove On
CE: 11 BW: 3.5 WW: 101 YW: 166 MK: 31
CM: 4 SC: 0.74 DC: 14 YG: -0.26 CW: 64
RE: 1.27 MB: 0.33 \$TPI: 162

MARK YOUR CALENDAR

March 15, 2025

OPEN HOUSE • At the farm in Perryville, MO

Featuring 16 bulls available private treaty—first come, first pick priority. Bulls include 3 yearling bulls, 8 fall yearlings bulls and 5 bulls with extra age and breeding experience.



Heartland Sale Reports

Hunt Limousin Ranch Heritage Online Bull Sale

Hunt Limousin Ranch of Oxford, Nebraska hosted their "Heritage Online Bull Sale" and open house on January 25, 2025. Dan and Charlie Hunt have been in the cattle industry more than 40 years and take pride in raising Limousin cattle that are built to go to work in real world conditions. Longtime buyers traveled to the ranch to enjoy the open house and view the sale bulls in person. The Hunts had a successful sale, with a total gross of \$161,150. Sixteen yearling bulls grossed \$155,150 to average at \$9,697, while one pick grossed \$6,000. The top-selling lot was lot 2, which went for \$22,500, HUNT Marco 42M, a 2/9/24, homozygous polled, red, 25% Lim-Flex son of J6 Maxed Out 121G out of DANH Alto 35A, sold to Wulf Cattle of Morris, Minnesota. Lot 1, HUNT M.A.G.A. 18M, a 2/4/24, homozygous polled, homozygous black, 71% Lim-Flex son of HUNT Jackpot 63J out of HUNT Gabriella 190G, sold for \$20,000 to Larry Bose of Orleans, Nebraska. Lot 12 was sold to Wulf Cattle of Morris, Minnesota for \$9,750, HUNT Master 30M, a 2/6/24, homozygous polled, homozygous black, 68% Lim-Flex son of RUNL Justified 364 J out of HUNT Miss Wind 18E. Congratulations Hunt family!



HUNT Marco 42M, the high-selling bull.



Dave & Charlie Hunt with Steve & Bryant Reese from Logan Kansas. The Reese family bought three bulls at the sale.



Banzhaf from Cambridge, NE, a longtime customer of the Hunts, bought a number of top bulls and are pictured with Dan & Charlie Hunt.

In Memoriam



Tommy "Darrell" WillIowams, 96, of Paola, left his earthly vessel behind for his eternal home of glory TueSouth Dakotaay morning January 7, 2025.

He was born on May 8, 1928, to Tommy and Luella (Farier) WillIowams in Kansas City, Kansas. His youth was spent in Shawnee, Kansas where he was a Boy Scout, worked for a truck farm, and helped raise his younger siblings. Football, Track, and Baseball were a large part of his high school years. Darrell graduated in 1946 from Shawnee Mission Rural High School.

As a family, they moved east of Hillsdale in 1947, where they had a dairy farm. Darrell would then be united in marriage to Maryanna Diehm on June 2, 1955, at her parent's home. The couple continued to run the family dairy and became the parents of five children before moving to rural Paola in March of 1966. From 1965 to 1970, Darrell worked as a carpenter for Matney Construction of Osawatomie. He began working for the Paola Post Office in April of 1968 and would then retire after 25 years of service with them in 1993.

Darrell used his skills as a carpenter to build the family home west of Paola, with the help of his children.

He enjoyed gardening and canning the fruits and vegetables he grew, refurbishing furniture, fishing, and tracking family genealogy. Darrell was well known for his peanut brittle, and he made sure homemade ice cream was made for birthdays.

Darrell and his father both accepted Jesus Christ as their savior while helping build the First Baptist Church of Shawnee. From then on, he was highly active in that church, then Elm Grove Baptist Church in Chiles, and finally the family became members of the First Baptist Church of Paola. He served as a Deacon, choir member, Sunday School teacher, and many other capacities for all the churches that he was a part of. He also served the community as a 4-H leader and, alongside his wife, as chapter leaders of the Miami County Chapter of Compassionate Friends and the Miami County Historical Society and Swan River Museum. Darrell was the president of the Paola chapter of the National Active and Retired Federal Employees, NARFE, for many years.

Darrell was preceded in death by his parents. On September 3, 1984, he lost two sons, Jeffery and Michael, then his wife, Maryanna, on September 28, 2009. He is also preceded in death by his siblings, Margie Voiles, Gene WillIowams, Judy Cripps.

He is survived by his daughters, Marclowa (Jim) Cooper of Paola, Kansas, and Gwendolyn (Mark) Behrends of Lincoln, NE, and son, Kevin WillIowams of Neodesha, Kansas. Darrell is also survived by his grandchildren, Sarah Giles, Leroy and Lucas Henning and great-grandchildren, Alexis Giles, Miguel Villasana, Ava and Alexis Lopez and great-great-grandson, Dezmond Villasana.





Heartland Sale Reports

Bullis Creek Ranch 25th “Generations of Predictability” Bull Sale

It was a beautiful bright sunny day at Bullis Creek Ranch on January 27 in the heart of cow country America, otherwise known as the sandhills of Nebraska. Cattlemen appraised a set of long-aged, non-pampered, easy handling, gentle bulls with muscle, carcass and bred in maternal for generations. The Brawner family has raised Limousin for the last 54 years and Red Angus for the last 32 years on a ranch that has been in existence since 1917. Bidding was fast paced and active as buyers selected top genetics for their ranches.

27 Red Angus Coming Two-Year-Olds grossed \$163,000 to average \$6,037.

24 Limousin/Lim-Flex Coming Two-Year-Olds grossed \$121,250 to average \$5,052.

51 Head of Coming Two-Year-Olds grossed \$284,250 to average \$5,573.

Auctioneer: Tracy Harl

Red Angus Highlights

BCRR Lead Time 331L commanded a top bid of \$14,250 from Allen Red Angus of Ainsworth, Nebraska who was also the sales' top volume buyer taking home seven head.

BCRR Monument 327L was the first pick of the pen of Fritz Monument son's to sell going to Roger Lechtenburg of Ainsworth, Nebraska for \$10,000.

BCRR Mr. 3110L a top son of Fritz Monument sold to long-time buyer Gordon Cattle Co of Chinook, Montana for \$10,000.

BCRR Momentum 339L the next Monument son picked went home with Ravenscroft Red Angus of Nenzel, Nebraska. He was a full brother to the high selling bull at Bullis Creek in 2023. 339L commanded a bid of \$10,000. The last two Monument sons left the ring at \$7,500 and \$6,500 respectively.

Limousin/LimFlex highlights:

BRAW Emprize 3237L notched \$8000 going to Jon Soukup of Lesterville,



BRAW Emprize 3237L, the high-selling bull, sold to Jon Soukup of Lesterville, South Dakota.

South Dakota. He was sired by Wulf's Emprize who sired last year's top seller.

BRAW WF 3229L went to past Bullis Creek buyers Schmale Farms and Feedlot. This CJS Windfall son was a crowd favorite. He left the ring at \$8,000.

BRAW Defend 3202L sold going to Cindy Doke of Wray, Colorado. Cindy who also bought several other good herdbulls and last fall bought a large number of females from Bullis Creek at private treaty. 3202 brought \$6,500 and was son of Wulf's Defend who is #10 on Vytelle's top 150 list for feed efficiency.

BRAW Yellowstone 3261L went to past buyers Wulf Cattle of Morris, Minnesota. This son of JBV Yellowstone left the ring at \$6,500. He has an index on the new TPI that is in the top 1% of the breed.



Prospective buyers survey the lots before the sale.



BRAW WF 3229L, the high-selling bull went to Kyle and Austin Schmale of Carroll, NE.

“BACK IN TIME”

Do You Know the Answer?

Answers:

1. The Bordeaux Fair in France where the breed took second and third place.
2. Charles de Leobary, whose herd went on to win approximately 265 ribbons at Bourdeaux.
3. Charolais
4. 2002
5. Aberdeen Angus

Questions on page 12

**HAVE INFORMATION YOU WOULD
LIKE PRINTED IN THE HEART BEAT?**

CONTACT US!



Heartland Sale Reports

Treftz Limousin “Where Muscle Still Matters” Annual Sale

Treftz Limousin “Where Muscle Still Matters” Annual Production Sale was held on February 8, 2025, 1 p.m. sharp at the ranch in Wetonka, South Dakota. Five inches of fresh light snow and negative temps was didn't cool the crowd or deter the 31 online buyers propelling Treftz Limousin to a record-breaking price tag on the bulls. As a testament to Treftz' focus and commitment to customers, 95% of the bulls sold to commercial buyers.

The top-selling bull was lot four, TREF Michigan 318M, a 2/29/24, homozygous polled, purebred red son of TREF Hardcore 204H out of TREF Elana 318E, which sold for \$17,000 to Shy Hawk Limousin of Marshfield, Wisconsin.

The eight total TREF Hardcore sons averaged \$11,937. Along with two open heifers, his sire group totaled \$102,700! Congratulations to Treftz on another successful annual sale!

Averages:

Bulls

37 Yearling Bulls averaged \$9,195

6 Two-Year-Old Bulls averaged \$9,583

42 Total Bulls averaged \$9,249

Females

6 Bred Heifers averaged \$4,270

5 Bred Cows averaged \$3,770

5 Fall Pairs averaged \$5,060

14 Open Heifers averaged \$3,643

19 Commercial Open Heifers averaged \$3,350



Shy Hawk Limousin of Marshfield, Wisconsin took home the top-selling bull.



Leir Limousin (left) took home lot 36, a Hersey son for \$12,000 and Joe Grotson (right) picked one of the top pairs, lot 58, for \$5,900.



MARK YOUR CALENDAR!

2025 NJLSC
June 20-26, 2025
Perry, Georgia



Jim Thomas of Flandreau, South Dakota bought a top-selling bull for \$15,000.



LSBL 4012M

Double Polled • Red • Purebred
L7 Humdinger 0035H x Miss L7 610D
CE: 10 BW: 0.5 WW: 68 YW: 107 MK: 22
DC: 13 RE: 1.24 MB: 0.00 \$TPI: 105



LSBL 4018M

Double Polled • Red • Purebred
Wulfs Kut Above 7118K x Miss L7 717E
CE: 11 BW: 1.1 WW: 87 YW: 131 MK: 30
DC: 14 RE: 1.34 MB: 0.09 \$TPI: 138



LSBL 4068M

Double Polled • Double Black • 84% Limousin
AHCC Heartland 901F x Miss L7 225K
CE: 12 BW: -0.3 WW: 71 YW: 113 MK: 27
DC: 14 RE: 0.78 MB: 0.20 \$TPI: 109



LSBL 4069M

Double Polled • Double Black • 71% Lim-Flex
Schilling Halas x Miss L7 230K
CE: 11 BW: 0.7 WW: 76 YW: 116 MK: 26
DC: 12 RE: 0.90 MB: 0.04 \$TPI: 93

THE TRADITION CONTINUES

47TH ANNUAL PRODUCTION SALE

April 9, 2025

At The Ranch • Pukwana, SD

SELLING 57 LOTS

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50 Bulls • 7 Open Heifers
All Polled • Red & Black

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Wiley Fanta, 320.287.0751

SALE-DAY PHONE: 605.894.4470

AUCTIONEER: Chisum Peterson

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Heartland Sale Reports

Venner Limousin Hosts “Nine Plus 1” Online Sale

On February 11, 2025, Venner Limousin of Breda, Iowa hosted their annual “Nine Plus 1” online sale, hosted by L365 Auctions. This sale traditionally features nine bulls and one female lot. However, due to a calf crop that was primarily heifers, the Venners offered five bulls and four bred heifers this year. Total sale gross was \$36,000.

Bulls averaged \$4,450, while the bred heifers averaged \$3,437.50. The high-selling bull was Lot 1, JBV Game Seven 329L, a 9/27/23, homozygous polled,

homozygous black son of JBV Yellowstone 901G out of JBV Moonlight Drive 606D, selling for \$5,850 to Debbie Kayl of Spencer, NE.

The top-selling heifer was Lot 6, JBV Millicent 312L, selling for \$4,250 to Andy Anderson of East Bernard, TX. JBV Millicent is a 2/9/23, black, homozygous polled daughter of WULFS Hat Trick 7183H out of JBV Millie 501B. She was AI'd on 6/29/24 to WRZK Kalua 33K.



JBV Game Seven 329L



JBV Millicent 312L

34th Annual Production Sale BOYER LIMOUSIN

March 9, 2025

SALE AT 1 P.M. CDT | LUNCH AT NOON
20 MI. NORTHEAST OF MARYSVILLE, KS



LOT 33

BOYER DAVE THE METHODIST 8709M
SIRE: LVLS STABILIZER 6745H
MGS: TMCK AMERICAN MADE 353D
WW 72 **TOP 30%**
YW 110 **TOP 35%**
DOC 15 **TOP 15%**



LOT 6

BOYER LATE FOR DINNER 6214L
SIRE: SANDHILLS ENVISION 51G
MGS: WULFS CANDY CRUSH M233C
WW 82 **TOP 10%**
YW 126 **TOP 15%**
CREA 1.06 **TOP 10%**



LOT 16

BOYER'S LAW AND ORDER 5382L
SIRE: JUST GO WITH IT 185J
MGS: GATS XERXES
CED 12 **TOP 30%**
WW 76 **TOP 20%**
YW 118 **TOP 20%**



LOT 40

JTBO MAPLE SYRUP 47M
SIRE: COLE EARNING POWER 35K
MGS: WULFS CANDY CRUSH M233C
WW 75 **TOP 20%**
YW 117 **TOP 25%**
MILK 29 **TOP 15%**

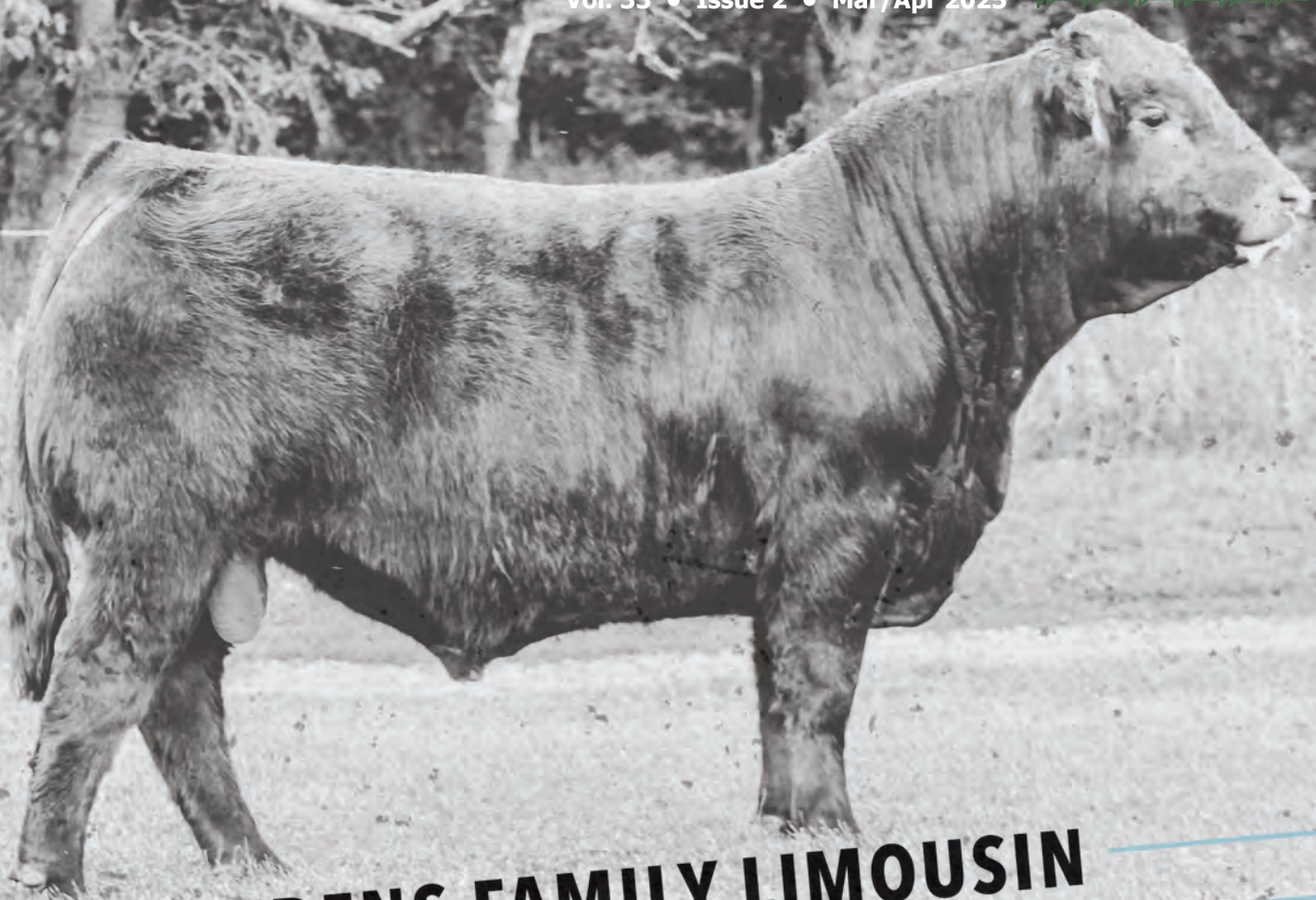
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Heartland Sale Reports

ROM'N Limousin "Where Class Meats Carcass" Online Bull Sale

ROM'N Limousin of Arlington, South Dakota held their annual "Where Class Meats Carcass" Online Bull Sale on February 13, 2025. The sale was hosted by L365 Auctions. There were 10 lots offered in the sale, with a total sale gross of \$39,900 and an average of \$3,990.

The high-selling lot was Lot 1, ROMN Mint Condition 101M, a 3/21/24,

double polled son of AUTO Lucky Guy 140D ET out of ROMN Garland 34G, sold for \$6,000. Lot 9, ROMN Monarch 109M, a 4/28/24, double polled, double black son of JBV Denali 204K out of ROMN Fond Memories 11F, was another top seller at \$4,800. Both were purchased by Cory Arvidson of Lake Preston, South Dakota. Congratulations to ROM'N on a great sale!



ROMN Mint Condition 101M



ROMN Monarch 109M

Spring Creeks Cattle Co. Annual Bull and Female Sale

Spring Creeks Cattle Company of Boscobel, Wisconsin held their Annual Bull and Female Sale on February 16, 2025 at the Fennimore Livestock Exchange and on DVAuction. The sale gross for the 72 total head was \$388,900. Fifty bulls averaged \$6,007, four opens averaged \$3,550 and eighteen breds averaged \$4,130.

The top-selling bull was Lot 3, Spring Creeks Michelangelo ET, going to Wulf Cattle of Morris, MN, a homo poled, red 3/9/24 Lim-Flex son of Hunt Credentials 37C ET out of Wulfs Edwinna 7056E. Lot 1, Spring Creeks Machete

7017M, a homo polled, black 3/3/24 purebred son of CELL History Buff 0245H ET out of Spring Creeks East Coast went to Musk Cattle of NC for \$13,250.

The top-selling female was Spring Creeks Mrs Grand, Lot 52, a 3/8/24 Lim-Flex daughter of HUBB Grand Central 901G out of CELL 9216G ET, sold to the Franseen family of Marshfield, Wisconsin for \$7,000. A large crowd in attendance made for a great sale at Spring Creeks!



Spring Creeks Michelangelo

Mission Statement of the Heartland Limousin Association



The purpose for which the HLA is organized is to serve as a service organization designed to promote and further enhance the Limousin breed of cattle in the six state area comprised of Iowa, Kansas, Minnesota, Missouri, Nebraska and South Dakota.

The goals for the Association shall include promotion, strengthening state and junior Associations within the region; development of a regional publication; improvement of communication and a unified attitude of breeders; to provide market information and expertise; to serve as a coordinator of events between the Association and the industry; to increase breeder involvement; and to strengthen ties between the NALF and the Heartland Limousin Association.



2025 *Great* **AMERICAN** *Pie Sale*

SATURDAY, APRIL 26, 2025 • 4 P.M.

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C.K. "Sonny" Booth - 918-533-5587

Consultant:

Bill Helton - 256-962-0256

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March 15
Click here for entry form.



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March 25 & 26, 2025



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