



HAPPY RETIREMENT, Dean & Bev!

LIMOUSIN Heart Beat

OFFICIAL PUBLICATION of the HEARTLAND LIMOUSIN ASSOCIATION • MAR/APR 2024

Darron And Jeannie Uhl Named NALF “Commercial Producer Of The Year”



Darron and Jeannie Uhl of Battle Creek, Iowa, were selected as the North American Limousin Foundation (NALF) Commercial Producer Of The Year for 2023. The award was presented at the NALF Award Ceremony and Genetics On Ice Benefit Auction January 1, 2024 in conjunction with the Cattlemen’s Congress in Oklahoma City, Oklahoma.

The Uhls have been farming, feeding cattle and operating a cow herd since 1996. They run a 200-head Angus-crossbred commercial cow herd and feed 1,000 head annually. Over the

years, the operation has grown to about 2,000 crop acres.

In addition to their own home-raised calves, they also purchase Limousin-cross calves. The Uhls purchase their bulls from Leonard Limousin of Holstein, Iowa.

They market their home-raised calves at 1,500 lbs. at 16 months of age. They strive to hit a Yield Grade 1, Choice with 65-66% yield. Feed conversion is a major consideration, and they only purchase bulls that have feed conversion of at least a 5 lbs. to 1 lb. (grain to gain). They also select bulls with an YWT EPD higher

than 130 and an actual ribeye at 12 months larger than 16”. They sell directly to Cargill in Schuyler, Nebraska. All of the calf crop is sold as finished cattle, mostly on the grid.

The Uhls strive to maintain 95% of the calf crop that will weigh over 700 lbs. at seven months of age. In the next few years, they will try to expand their home-raised herd to 300 cows because their two sons are interested in joining the operation.

The number one priority for Darron is weaning weight plus final harvest weight. They are cognizant of docility as the behavior of the calf contributes to higher weight gain. Darron said Limousin bulls have always been easy to work with, and in his 30 years using Limousin bulls, they have never experienced a bull with a bad attitude. The Uhl family relies on detailed records for analysis in determining their following year’s herd goals and improvements.

Darron is a member of the Iowa and Ida County Cattlemen’s Association, and he has served in various service positions within their church. The Uhls were nominated for this prestigious award by Mark Leonard, Leonard Limousin of Holstein, Iowa, and the Iowa Limousin Association. Congratulations to Darron and Jeannie Uhl!

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Time-Dated Material
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Dean Summerbell, Executive Secretary of HLA, recognized Shelly and Doug Henley of Britton, South Dakota, Darron and Jeannie Uhl of Battle Creek, Iowa, and Marci and Curtis McClellan of Guthrie Center, Iowa, as outstanding commercial producers on January 1, 2024, in Oklahoma City, Oklahoma, in conjunction with the Cattlemen's Congress.



The Three P's of Marketing:
Promotion, Promotion, Promotion



HEARTLAND CALENDAR

MARCH

- 6 Straight's Herd Sire Edition Online Sale – L365Auctions.com
- 10 Boyer Limousin Annual Production Sale, at the farm – Liberty, NE
- 26-27 Wulf Cattle Open House, Sandy Ridge Ranch – Atkinson, NE
- 28 Minor Limousin Inaugural Online Sale Event – L365Auctions.com

APRIL

- 4 Wulf Cattle "Opportunity Sale of 2024" Online Sale – DV Auction.com and SuperiorClickToBid.com
- 6 Ludens Family Limousin Annual Sale, at the farm – Viborg, SD
- 9 Hager Cattle Co. Annual Bull Sale, at the ranch – Karlsruhe, ND
- 10 Peterson's L7 Bar Limousin Annual Production Sale, at the ranch – Pukwana, SD
- 23 Linhart Divas Online Show Heifer Sale – SC Online Sales
- 27 The Great American Pie Sale – Lebanon, MO
- 27 Missouri Limousin Breeders Association Annual Meeting, Banquet/ Benefit Auction – Lebanon, MO

MAY

- 18 Kansas Junior Limousin Breeders Association Field Day – Fort Scott, KS
- 24-25 Heartland Limousin Association Regional Junior Show – Dunlap, IA
- 26 Iowa Limousin Association Junior Field Day – Dunlap, IA

JUNE

- 7-9 Missouri Limousin Breeders Association Open and Junior Field Day, Missouri State Fairgrounds – Sedalia, MO
- 8 Fullblood Limousin Alliance National Show – Sedalia, MO



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COVERING GROUND ...

By Dean Summerbell



All good things come to an end. I believe that this last column fits into that statement. I have enjoyed serving the Limousin breeders and buyers for the past 23 years. Through ups and downs during that time, the breed has vastly improved as a viable source of raising quality calves. I appreciate the breeders for their decision to create an ever-improving product for the beef industry.

Thank you for allowing Beverly and me to be a part of the breed. We will endeavor to stay connected to the breed and the breeders. Good luck in the future.

Here are some pictures throughout the past years...



Billy Etbauer, eight-time NFR World Champion Bronc Rider, formerly from Ree Heights, SD, and Dean Summerbell visited at the Express Ranches booth during the NFR.



Sales talk at the 2021 NALJA show.



Andy Peterson gives Dean tips about the meat market.



Sometimes one needs a break.

Heartland Association

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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 Dean for more info.

DEADLINES & TERMS

THE 1ST OF THE PREVIOUS MONTH

DEADLINES

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 March/April Feb. 10
 May/JuneApril 10
 Sept./Oct..... Aug. 10
 Nov./Dec.....Oct. 10

Deadlines are subject to vary.

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Rest in peace, Carl.



Dean met with Ed Schafer, Secretary of Agriculture, in the fall of 2008 at his office in Washington, D.C. Ed was a former governor of North Dakota.

Thank you, Dean & Bev!



The hard work and dedication Dean and Beverly Summerbell have poured into the Limousin breed is evident. Over the last 23 years, we have attended countless sales and shows all across the country together. We sincerely thank you for all you have done over the years and wish you a happy retirement!

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"On the Road Again"



By Bev Summerbell

This will be the last column I that I will be writing for the Heart Beat. It is a "bittersweet" feeling that after 23 years with the Heartland Limousin Association, our time has come to an end.

The Heart Beat has undergone many changes over the years, we have had a variety of graphic designers and printers, and they have all been great to work with. They didn't complain when I sent in many changes and corrections after proofing the paper not once or twice, but three times. It's been a great experience putting out

the paper and we hope that you have enjoyed reading it.

Thanks for the memories! I would like to close with this saying:

*I DON'T HAVE
A HUGE HOUSE,
A BRAND-NEW CAR
OR LOTS OF MONEY.
WHAT I DO HAVE IS
MY FAITH, AN AMAZING
FAMILY, FRIENDS, AND
MEMORIES THAT WILL
LAST FOREVER.*



Beverly is a busy gal with a phone in each ear.



HLA Mexican cruise.



Bev behind the camera!



Beverly's second job. Ha-ha.



Heart Beat over the years.



Biscuits and gravy before the 2007 Heartland Regional in Spencer, IA.



Dean & Bev enjoy the scenery on the HLA Alaskan cruise.

Recipe of the Month

I would like to share a recipe that is easy to make with a few ingredients. We served it a few years ago when we had eight friends from England at our home for dinner before Christmas. I don't think some of them had ever had a Jello salad before. It was fun to see their reaction.

Bev Summerbell

RASPBERRY JELLO SALAD

Ingredients:

- 1 3 oz. package raspberry Jello
- 1 3 oz. package cream cheese, softened
- 1 box frozen raspberries, including juice
- ½ cup chopped pecans



Instructions:

1. Mix Jello and 1 cup boiling water. Stir until dissolved.
2. Add the container of frozen raspberries and juice. Stir and put in the refrigerator to thicken.
3. Mix the pecans into the cream cheese and roll into little balls.
4. I use a round mold. Layer the raspberry Jello mixture and the cream cheese balls.
5. Put it in the refrigerator to set.

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Junior Beat



Sadie Grace Eggers of Humboldt, KS, and her heifer Ratliff Lights Out 307L, a 1/26/23, horned, homozygous black, 59% Lim-Flex daughter of FWLY Can Do out of MRRC Forever Charmed 801F ET, were named **Supreme** Overall Heifer in both Ring A & B at The Kansas Classic February 2-4, 2024 in Hutchinson. Congratulations, Sadie!



Fun times at Cattlemen's Congress!



Norma and Kelly Yorga of Flintoft, SK, Canada, purchased a book written and illustrated by nine-year-old Scarlett Radke of Mitchell, SD, at the BHSS.



Correction: Congratulations to Zach Sleiter of Alexandria, MN, who received the Leonard Wulf Scholarship at the Minnesota Cattlemen's Convention. He is pictured with Duane and Jerry Wulf, who presented the award.



I wonder who will win the class?



BRDG Google 05K ET, an 11/22/22, double black, double polled, 75% Lim-Flex daughter of Schilling Halas ET out of Ratliff Google 911G ET, was exhibited by Cal Pryor of Woodbine, IA, at the Iowa Beef Expo Junior Show. She was named Grand Champion Lim-Flex Female and then went on to be selected as 5th Overall Breeds. Congratulations!

Photo courtesy of Diane Hamilton.



Bevin Bertsche of Onida, SD, is all smiles at the BHSS Junior Show.



Kinnick Paulsen of Preston, Iowa, exhibited the Reserve Grand Champion Lim-Flex Female in Ring B and was later selected 3rd Overall Female in the Supreme Drive at The Kansas Classic February 2-4, 2024 in Hutchinson. Miss LJRJ Living Reckless is a 3/3/23, double black, polled, Lim-Flex daughter of Gateway Follow Me F163X out of SCAS Enchantress 940 E. Congratulations!



The Grand Champion Limousin Heifer at the Iowa Beef Expo Junior Show was EL Laura, a 4/9/23, double black, scurred, purebred daughter of Ratliff Jump Start 340J ET out of EL Zendella 5C, exhibited by Jackson Mehmen of Plainfield, Iowa. Congratulations!

Iowa News...

Iowa Presents “Commercial Producer” Award to Darin Scheer



Darin Scheer of Mapleton, IA, ILA “Commercial Producer of the Year”, received a plaque and jacket from Paul Millhollin, ILA president, at the Iowa Beef Expo sale.

Darin Scheer of Mapleton, Iowa, was named by the Iowa Limousin Association (ILA) as their “Commercial Producer of the Year”. They were presented with a plaque during the Iowa Beef Expo Limousin Show February 11, 2024, at the state fairgrounds in Des Moines.

He has been working with cattle since he was a young boy in the 1980s, helping select Limousin bulls with his father. Darin currently runs 100 cows in a fall-calving herd and 100 cows in a spring-calving herd. He does this to get double usage from his high-performance herd sires.

Darin also purchases 70-100 bred heifers each spring, calves them out and

sells them bred to Limousin bulls after weaning. Darin’s operation is unique because he raises his calves preweaning and breeds cows all in a confinement hoop building. After calving, the pairs go into the hoop building where they stay until weaning time and the cows are bred back.

The spring-calving cows then graze on corn stalks until calving begins. The fall-calving cows run on pasture in the summer and enter the hoop building after the spring-calving cows go on stalks. The hoop building works to the benefit of the fall-born calves, helping to avoid the performance reduction typically seen in fall calves in the north. He expects to double his cow numbers over time.

Congratulations, Darin!

Clanton Creek Cattle Named Iowa “Seedstock Producers of the Year”

Clanton Creek Cattle, Paul and Darla Millhollin, along with their daughter, Sarah, and son-in-law, Ben Smith, of Peru, Iowa, were honored at the Iowa Beef Expo as the Iowa Limousin Association (ILA) “Seedstock Producers of the Year”. The presentation took place during the Limousin sale on the Iowa State Fairgrounds in Des Moines February 11, 2024.

Paul has been in the beef industry his entire life, with the majority of the time having Limousin genetics in the

herd. Paul and Darla raised six children who were active in the beef industry, raising, showing and selling cattle.

The foundation of their operation is their breeding program, producing cattle that have excellent traits to succeed in the pasture, feedlots and on the rail. They focus on providing cattle for both seedstock and commercial producers that will be the best for their operation.

Congratulations, Millhollin family!



Clanton Creek Cattle, Paul Millhollin and his daughter, Sarah Smith and her husband, Ben, of Peru, IA, were honored as the ILA “Seedstock Producer of the Year” at the IA Beef Expo.

Memories From Iowa...



Long-time Limi Breeder Chet Butler.



Grand Champion Female in Iowa (unknown date).



Producer, buyer, choreman and now auctioneer. All-around utility man.



Thanks, Bob Bosch, for serving on the HLA Board of Directors for six years.

Iowa News...

Annual Limousin Sale Held at Iowa Beef Expo

The Iowa Limousin Association held their annual sale during the Iowa Beef Expo in Des Moines February 11, 2024. The sale took place in the North Annex Sale Ring in the Beef Barn on the Iowa State Fairgrounds. Those not able to attend the sale were able to bid on LiveAuctions.TV.

They had a "People's Choice" parade of the sale bulls and females on Saturday, the day before the sale, in the Limousin aisle. Jon Shaben of Dunlap, Iowa, took over the duties of auctioneering the sale on Sunday from C.K. "Sonny" Booth of Miami, Oklahoma. He has auctioned every Limousin sale at the Iowa Beef Expo. "Sonny" was recognized and thanked for his many years of service.

The top-selling bull and "People's Choice" bull was VL Law And Order 309L, a 1/24/23, homozygous black, homozygous polled, 67% Lim-Flex son of CYWD Jack Frost 38J out of VL Fanny Mae 811F. He was consigned by Vorthmann Limousin of Treynor, Iowa, and purchased by Chris Alfrey of Elmwood, Illinois, for \$8,500.

Paul Johnson of Deep River, Iowa, had the final bid of \$5,000 on RMKR Limited Edition 309L, a 3/6/23, double black, homozygous polled, purebred son of WZRK Junk in the Trunk out of RMKR Yasmine 128Y, consigned by Bosch Limousin of Indianola, Iowa.

Bosch Limousin sold RMKR Luke Skywalker 394L, a 3/2/23, double black, double polled, 85% Limousin son of JASB Jacket 21J out of RMKR Grace Kelly 918G, to Michael Billings of Abela, Missouri, for \$4,700.

RMKR Lone Star 302L, a 3/1/23, double black, double polled, purebred son of RMKR Hercules 020H out of RMKR Delaware 693D, consigned by Bosch Limousin, was purchased by Brian Brant of Osceola, Iowa, for \$4,300.

Paul Bartsh, Crazy Women Creek Limousin of Rushford, Minnesota, consigned CWCL 112Y Lucky Strike 303L, a 2/1/23, black, homozygous polled, 50% Lim-Flex son of Silveiras Forbes 088 out of CWCL Yvonne 112Y. He was purchased by Richard Verhrenkamp of Dover, Minnesota, for \$4,250.

The top-selling female and "People's Choice" female was DEBV Lola 331L, a 2/27/23, double black, double polled, 69% Lim-Flex daughter of DEBV Gladiator 917G out of DEBV Forever Love 802F. She was purchased by Tate Lind of Rushford, Minnesota, for \$5,750.

Boyer Family Limousin consigned JASB Loretta, a 2/21/23, double black, homozygous polled, 82% Limousin daughter of Wulfs Halifax P602H out of JASB Gin 34G. She was purchased by Owen Powell,

Diamond P Ranch of Blue Grass, Iowa, for \$4,500. Owen, a junior member, used his \$500 Iowa State Fair credit towards the purchase of this female.

Averages:

11 Bulls.....	\$4,159
4 Females.....	\$4,262

Auctioneer: Jon Schaben

Sale Management: Iowa Limousin Association



Tom Rooney of Maxwell, IA, long-time Limousin Breeder and ring man, took bids at the Iowa Beef Expo Limousin Sale.



Bob Bosch of Indianola, IA, thanked Brian and Becky Brant, Brant Farms of Osceola, IA, for purchasing one of his consigned bulls at the IA Beef Expo.



Brian Hait and his daughter, Hailey, thanked Brittany Van Santen of Erhard, MN, for purchasing his consigned heifer. Pictured with them is Matt Johnson.



Kaitlyn Boyer and her dad, Jason, of Weldon, IA (far right) appreciated the Powell family, Scott, Levi and Owen of Blue Grass, IA, for buying their bull and female. Owen used his \$500 Iowa State Fair credit towards the purchase of this female.



VL Law And Order 309L — "People's Choice"
Photo courtesy of Diane Hamilton



DEBV Lola 331L — "People's Choice"
Photo courtesy of Diane Hamilton

Memories From Kansas...



Limousin Junior Nationals in Amarillo 22 years ago.



Sale day in Salina.



Please Dad, can we have the puppy?



Kansas families get together at the state sale.



We would like to thank Dean and Bev for their commitment to the Limousin breed over the years. The friendships they cultivated ran deep and the commitment to their craft went above and beyond anyone's expectations. John thought the world of Dean and Bev and enjoyed each opportunity to visit and talk about cattle with them.



Happy retirement Summerbells!

The DeRungs Family
John & Claudia
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Fullblood News...

Annual Meeting

The annual meeting of the Fullblood Limousin Alliance (FLA), originally scheduled for Branson, Missouri, on January 10, 2024, had to be moved to an online meeting due to the bad weather in the area. The slate of officers and board members were elected via a mail-in ballot. Congratulations to Stephen Haynes, president; Ryan Reed, vice president; Kim Kosmicke, secretary; Joe Latendresse, treasurer; and board members Betty Anglani and Livie Garrison Brinley.

Mark Your Calendars

Get your show animals ready! Members of the FLA will hold their annual National Show the weekend of June 7-9, 2024, at the Missouri State Fairgrounds in Sedalia. This will take place in conjunction with the MLBA Field Day and the Missouri Cattlemen's show. The deadline for entering the show is March 12. The entry fee is \$50.

New Members

The board extends a warm welcome to our new members Compton Farms, TX; Wheatcrest Farms, AB; Sulack Land & Cattle, TX; and Minor Limousin, MO.

Thanks, FLA, for the memories!



Dean & Bev received a "Good People" award from Stephen Haynes at the Foundation Sale.

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23 Months Old. Virgin. Semen Tested.
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FOXHILL JASPER.\$Call For Price.



#28 • REGISTERED LIMOUSIN BULL
23 Months Old. Virgin. Semen Tested.
Embryo from the UK.
Sire is FOXHILL JASPER.....\$Call For Price.



#2 • REGISTERED LIMOUSIN BULL
26 Months Old. Virgin. Semen Tested.
Fullblood Limousin. Sire is from the UK;
WILODGE CERBERUS.\$Call For Price.



#W54



#27



#28



Memories From Minnesota...



The Minnesota Board of Directors 2006.



Dean and Bev receive their 25 year membership plaque from Minnesota Limousin Association President Jerry Wulf in 2010.



Former Minnesota Limousin Breeder Roger Potter judged the 2015 Heartland Regional in Fairmont, Minnesota.

33rd Annual Production Sale

BOYER LIMOUSIN

March 10, 2024

LOT 19



BOYER'S **KEYSTONE** 5190K
TATTOO JTBO 5190K

LOT 28



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LOT 38L



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Join us at the farm March 10!

Missouri News...

In Memoriam



Jan MaShelle (Robinson) Trimble, 64, of Unionville, Missouri, passed away January 12, 2024.

Graveside services were held January 20, 2024, at the Union Church Cemetery in Unionville.

She was born and spent her entire life in Unionville. MaShelle held a wide variety of jobs including working for Farmers Implement,

she was a dispatcher at the Putnam County Sheriff's Office, she served as the Union Township and City Tax Collector, and she was currently the treasurer for the Unionville Special Road District. She was appointed by Governor John Ashcroft as the License Bureau Free Agent in 1992, where she served the community for 31 years.

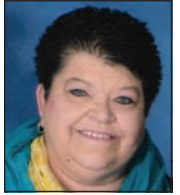
MaShelle loved attending cattle shows, especially watching her grandsons show their projects. She

and her mom, Judy Robinson, never missed a Limousin field day or state fair show. She was also active in her community, serving on several committees at the Unionville Methodist Church and she was on the Putnam County Fair Board for 22 years.

She had a way to make everyone feel special. Her kindness, generosity and love will not be forgotten.

MaShelle is survived by her

husband of 45 years, Jim Trimble, her mother, Judy Robinson, L & R Limousin, her son Justin



of Unionville, and daughter, Jenika (Wade) Huston of Chillicothe, five grandsons, two brothers, Scott (Patty) and Andy (Toni) Robinson, and many other friends and family.

Memories From Missouri...



Andy Rest, Ed Pinegar and Dean relax before the show.



Three Wulf heifers from Minnesota headed to Missouri.



A very cold sale day in Missouri.



Arator Valley Farms "Promoter of the Year" award in 2017.



Long-time friends Rosalie Smith and Dean.

APPLICATION FOR MEMBERSHIP

The Heartland Limousin Association is comprised of Limousin breeders including the states of IA, KS, MN, MO, NE, SD & WI.

Name _____ Most used herd prefix assigned by NALF _____

Address _____ City/State/Zip _____

Phone/Email _____

The undersigned herein applies for membership in the HLA with all rights and privileges outlined in the HLA constitution and bylaws.

Please make checks payable to the HLA, clip and return this membership application & \$50 to:
Dean Summerbell, HLA, 619 139th Lane NW,
Andover, MN 55304

Signature _____

Memories From Nebraska...



The Schmale brothers of Emerson, NE, enjoyed the spring sunshine.



Nebraska Hall Of Fame award for Charlie Hunt.



Jay and Carol Boyer held their first sale in Beatrice.

South Dakota News...

Annual Meeting, Banquet and Benefit Auction Held in Rapid City

Members of the South Dakota Limousin Association (SDLA) along with Limousin enthusiasts from Iowa, Minnesota, North Dakota, Oklahoma, Wisconsin and Canada traveled to Rapid City for their Annual Meeting, Banquet and Benefit Auction February 1, 2024. This event was held at the Courtyard by Marriott in conjunction with the Black Hills Stock Show.

The evening began with a buffet meal followed by opening remarks given by Curt Wiczorek, SDLA president. The "Commercial Producer of the Year" award was presented to Roger Randall, Triple R Livestock, by Dean Summerbell. An election took place and Kiley McKinna was elected to the SDLA board of directors. The evening concluded with the benefit auction.

The South Dakota Limousin Association honored long-time auctioneer C.K. "Sonny" Booth of Miami, Oklahoma. He has served as the auctioneer for every Limousin sale at the BHSS. He was presented with a certificate for a custom-made cowboy hat in recognition of his many years at the stock show.



The SDLA also recognized Dean and Bev Summerbell of the Heartland Limousin Association. They are retiring after serving for 23 years as Executive Director and editor of the Heart Beat. They were presented with a gift basket filled with items made in South Dakota.



Julie Montagne presented a gift basket on behalf of the SDLA to Dean and Bev Summerbell.

Benefit Auction

Chisum Peterson of Pukwana served as the auctioneer for the evening. Members of the South Dakota Board of Directors displayed the items during the auction. Bidding was brisk throughout the auction.

There was a wide variety of items on the auction including a pasta basket, cheese box, a gift box from Berry & Basil Gift Store, a homemade rug, and a cow/calf iron silhouette. In addition, there were also a lot of goodies; homemade apple pies, Crumbl Cookies, Valentine sugar cookies and fudge. The auction ended with the

Chisum Peterson thanked Sonny Booth for his years of service auctioning the Black Hills Stock Show Limousin Sale.

famous "Mystery Bucket" which was put together and donated by Kelly Fanta. Rod Peterson held the winning bid and had fun discovering all the unique items.



Rod Peterson purchased the mystery box at the auction and was required to show what he bought.

The members of the South Dakota Limousin Association would like to **thank** everyone who donated and/or purchased items on the benefit auction. The money raised goes to support the association for the upcoming year.



Sonny and Mary Booth purchased a book at the benefit auction written and illustrated by nine-year-old Scarlett Radke of Mitchell, SD.



Board members Jill Stern and Curt Wiczorek offered the two apple pies baked by Shirley Symens at the auction.

Bevin Bertsche of Onida, SD, exhibited the Grand Champion Lim-Flex Female at the Black Hills Stock Show Junior Show. CELL Lady 3165L ET is a



5/4/23, homozygous black, homozygous polled, 50% Lim-Flex daughter of BNWZ Dignity 8017 out of Riverstone Charmed. The duo went on to be named 4th Overall Heifer. Congrats!

South Dakota News...

Randall's Triple Ranches and Feeders Selected as South Dakota "Commercial Producer of the Year"



Congratulations to Triple R Ranches of Chamberlain, SD, upon their selection for Commercial Producers for 2024.

Roger and Carol Randall of Chamberlain, South Dakota, were awarded the South Dakota Limousin Association "Commercial Producer of the Year". They were recognized at the South Dakota Limousin Association

Annual Meeting, Banquet and Benefit Auction held February 1, 2024, at the Courtyard by Marriott in Rapid City, South Dakota. This took place in conjunction with the Black Hills Stock Show.

They were nominated for this award by the South Dakota Limousin Association and Peterson's L7 Bar Limousin of Pukwana, South Dakota.

The Randalls have used Limousin bulls on their herd of commercial cattle since 1977 after watching Limousin calves grow in their neighbor's pasture. They always feed out their cattle so the higher dressing percentage and reduced number of yield grade fours and fives impressed them. In addition to using Limousin bulls, they purchased a set of higher percentage Limousin cows and formed Triple R Limousin. In addition to feeding out their production, they sold a few bulls to neighbors and used their bulls themselves.

As their farming and feeding operation grew, and Limousin bulls became more available, they reduced their registered herd and began to devote their time to feeding more commercial cattle. Today, the Triple R Feeders operation has developed into 1,300 commercial cows and a 4,500-head feedlot.

Two sons have joined the feeding program that includes custom silage cutting and other agricultural related entities. They are always looking for Limousin cattle that will meet their goals of high cutability and feed efficiency.

Congratulations to Roger and Carol, their son, Bart and his wife, Makaela, and their children Emberly, Ella, Amelia, and Charles and son, Ryan and his wife, McKenzie and their children Raya and Rustin on this prestigious honor.

"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

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South Dakota News...

South Dakota Producers Featured in Papers

**Information for this article was taken from The Cattle Business Weekly and the Tri-State Livestock News.*

Two South Dakota producers were featured in newspapers in December and January. An article about the Petersen Ranch of Eagle Butte was printed in the December 27th issue of *The Cattle Business Weekly* and an article about Ludens Family Limousin of Viborg was published in the January 27th copy of the *Tri-State Livestock News*.

Petersen

The Petersen family roots run deep in South Dakota. The family: Arden and his wife, Lori, son Cole and his

wife, Carleyn, raise Limousin cattle. Cole said that his grandpa, Raymond, got into the breed in the early '70s. "We like their meat. We are used to seeing 16-inch ribeyes," Cole said. "They are good mothers."

Ribeye size, milk production and ability to protect their young from predators are what the family selects for each generation. In addition to the cow/calf herd, the family raises feedstuffs: wheat, alfalfa, oats and millet. The past two years were difficult due to the drought.

"I like to get to see my calves grow up and turn into breeding heifers and then

cows," Cole explained. "I feel like life on a ranch is a good way to raise a family."

Ludens

The Ludens family has been exhibiting cattle at the Black Hills Stock Show for the past 36 years. Gordy took over the family place 48 years ago. His grandchildren are now the sixth generation on the farm, located near Viborg.

In 1981, Gordy bought his first Limousin bull from a dispersal sale in Huron, SD. He worked to build up the herd, and in 1988, he entered

his first cattle in the BHSS. In 2020, Ludens Family Limousin exhibited a bull that went on to be selected **Supreme** Champion at the BHSS. "The Black Hills Stock Show is like a reunion every year," said Mike, their son. The Ludens family have also taken bulls to the National Western Stock Show in Denver, Colorado.

Gordy and his wife, Pam, hosted their first bull sale in 1991 after selling a few bulls private treaty. They now run the farm and cattle operation with their son, Mike, and his wife, Sarah, and their four children.

Memories From South Dakota...



These "Limi Ladies", Wendy, Shirley and Bev, enjoyed the South Dakota State Fair.



Legends of the Breed, Symens Brothers.



Cade Peterson presented the "Commercial Producer of the Year" award to Rick King in 2017.

A Job Well Done!



Congratulations to the exhibitors at the Iowa Beef Expo! We applaud Jackson Mehmen for his success with his heifer raised by us. It is a great feeling to see our genetics be successful in both the show ring and in production. When you are searching for bulls or females, give us a call to see what we have available.

EL Laura
Grand Champion Limousin Female, 2024 Iowa Beef Expo Junior Show
 Shown by Jackson Mehmen, Plainfield, IA

Ellsworth Limousin

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LSBL 3004L

Homo Polled · Red · 57% Lim-Flex
L7 Just One 1061J x Miss L7 249Z
CE: 11 BW: 0.9 WW: 69 YW: 107 MK: 26
DC: 13 RE: 0.88 MB: 0.05 \$MI: 55



LSBL 3028L

Polled · Red · Purebred
Wulfs Hickok 7056H x Miss L7 722E
CE: 7 BW: 3.6 WW: 80 YW: 118 MK: 27
DC: 11 RE: 1.30 MB: 0.06 \$MI: 60



LSBL 3033L

Homo Polled · Homo Black · 65% Lim-Flex
AHCC Heartland 901F x Miss L7 763E
CE: 10 BW: 1.8 WW: 74 YW: 117 MK: 27
DC: 14 RE: 0.79 MB: 0.17 \$MI: 60



LSBL 3052L

Homo Polled · Black · 84% Limousin
CELL History Buff 0245H x Miss L7 924G
CE: 7 BW: 1.8 WW: 76 YW: 121 MK: 18
DC: 12 RE: 1.24 MB: 0.16 \$MI: 63

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Cattlemen's Congress Crowns Champions in Junior Show

The 2024 National Junior Limousin Show took place January 2, 2024, at the state fairgrounds in Oklahoma City, Oklahoma. Shane Bedwell of Oklahoma evaluated the 124 Limousin and Lim-Flex females that went through the ring as part of the Cattlemen's Congress.

Purebred Show



The Grand Champion Limousin Female was TASF CLAC Karma 639K ET, a 4/3/22, homozygous black, homozygous polled, daughter of AUTO Lucky Guy 140D ET out of AUTO Peyton 206Y, exhibited by Ben Spencer of Gibbon, Nebraska. She was the Division V Champion.



Memphis Peterson of Pukwana, South Dakota, took home the Reserve Grand Champion Female banner with Boss Lake Klarissa 239K ET, a 3/12/22, double black, double polled, daughter of Cottage Lake Border Agent out of AUTO Olga 498A. She was also the Division V Reserve Champion.

Heartland Division Winners

Division III Champion: Ben Spencer of Gibbon, Nebraska, with TASF Keep It Classy 681K ET, a 9/21/22, homozygous black, double polled, daughter of TASF Crown Royal 960C ET.

Division IV Champion: Braxton Chaplin of Fredonia, Kansas, with SC Kiara 522K, a 5/3/22, double black, double polled, daughter of Legacy's Hercules.

Lim-Flex Show



Sara Sullivan of Dunlap, Iowa exhibited the Grand Champion Lim-Flex Female with SSUL 412K ET, a 3/26/22, homozygous black, double polled, 56% Lim Flex daughter of RLBH Air Force One out of WLR Eden ET. She was the Division V Champion.



The Reserve Grand Champion and Reserve Division V Champion was J6 Caitlyn 685K ET, a 3/25/22, homozygous black, polled, 31% Lim-Flex daughter of SCC SCH 24 Karat 838 out of SSTO Caitlyn 5818C ET, exhibited by Ben Spencer of Gibbon, Nebraska.

Heartland Division Winners

Division I Champion: McKenna Richardson of Eureka, Kansas, with Richardson's Legacy 309L, a 4/14/23, double black, 57% Lim-Flex daughter of MAYC Gold Buckle 624G.

Division I Reserve Champion: Dalton Miller of Treynor, Iowa, with SHSK Lucy, a 4/1/23, black, double polled, 43% Lim-Flex daughter of Conley No Limit.

Division II Champion: Danica Lowrey of El Dorado Springs, Missouri, with SHSK Cruella Deville 301L, a 1/19/23, double black, homozygous polled, 34% Lim-Flex daughter of KR Casino 6243.

Division II Reserve Champion: McKenna Richardson of Eureka, Kansas, with TMCK Loretta Lynn 315L, a 3/15/23, double black, double polled, 54% Lim-Flex daughter of MAYC Gold Buckle 624G.

Division III Champion: Sara Sullivan of Dunlap, Iowa, with DLCN Kibbles 1025K, a 10/25/22, double black, double polled, 57% Lim Flex daughter of MAYC Gold Buckle 624G.

Division III Reserve Champion: Cal Pryor of Woodbine, Iowa, with BRDG Google 05K ET, an 11/22/22, double black, double polled, 75% Lim-Flex daughter of Schilling Halas ET.

Division IV Reserve Champion: McKenna Richardson of Eureka, Kansas, with TUBB MKNA Kamikaze 230K ET, a 5/13/22, homozygous black, double polled, 75% daughter of TASF Crown Royal 960C ET.

Heartland Class Winners

Class 28: Karlee Favor of Marshfield, Missouri, with CELL 2390K.

Class 29: Aven Nichols of Saint James, Missouri, with AVEN Kimber 922K.

Class 34: Molly McCurry of Hutchinson, Kansas, with Richardson's Kiki 207K.



www.facebook.com/HeartlandLimousinAssociation

Lily Mitchell Receives Junior Achievement Award



Lily Mitchell, daughter of Bart and Amy Mitchell, Spring Creeks Cattle Co. of Wauzeka, Wisconsin, received the Outstanding Junior Achievement Award given by the Heartland

Limousin Association. It was presented at the North American Limousin Foundation (NALF) Award Ceremony and Genetics On Ice Benefit Auction January 1, 2024, at the Embassy Suites Hotel in Oklahoma City, Oklahoma.

This award was started after the passing of long time Limousin breeder and NALF Hall of Fame member Gene Raymond of Garnett, Kansas. His family donated a sum of money to the Heartland Limousin Association with the goal of presenting a special award to juniors who have gone

above and beyond by helping in whatever way might be needed, serving in leadership positions, and volunteering to mentor younger members. The recipient receives a beautifully engraved belt buckle.

Lily currently serves as a member of the North American Limousin Junior Association (NALJA) Board of Directors. She has been an active member of the Wisconsin Limousin Association and has assisted with various shows and events not only in her home state, but also at the Heartland Regional Shows. She has also participated in the NALJA shows for several years. Lily is always willing to step up and lend a helping hand.

She is currently a freshman at UW-Platteville, majoring in Ag Business with a minor in Animal Science. While in high school, Lily was active in sports, FFA, 4-H, was class president and ended her school year as valedictorian.

Previous winners include Peyton, Riley and Emmet Long of Afton, Iowa, and Wiley Fanta of Starbuck, Minnesota.



Cattlemen's Congress Level I MOE Show Winners

The Cattlemen's Congress Level I Medal of Excellence (MOE) Limousin Show took place January 3, 2024, in Oklahoma City, Oklahoma. Tyler Bush of Britton, South Dakota evaluated the 103 Limousin and Lim-Flex Females and 24 Bulls that went through the ring. At the end of the show, Sara Sullivan of Dunlap, Iowa was named "Premier Breeder" and Ben Spencer of Gibbon, Nebraska, was "Premier Exhibitor".

Female Show



The Grand Champion Female was SSUL 2412K ET, a 3/26/22, homozygous black, double polled, 56% Lim-Flex daughter of RLBH Air Force One out of WLR Eden ET, exhibited by Sara Sullivan of Dunlap, Iowa. This Division V Champion went on to be selected as the **Supreme** Champion Female.



Carter Konegay of Tulsa, Oklahoma took home the Reserve Grand Champion banner with ELCX Kate 332K ET, a 5/16/22, black, homozygous polled, 53% Lim-Flex daughter of ELCX Kings Landing 599 D ET out of ELX Extra Special. She was the Division IV Champion.

Heartland Division Winners

Division III Champion: Ben Spencer of Gibbon, Nebraska with TASF Keep It Classy 681K ET, a homozygous black, double polled, 82% daughter of TASF Crown Royal 960C ET.

Division III Reserve Champion: Cal Pryor of Woodbine, Iowa, with BRDG Google 05K ET, an 11/22/22, double black, double polled, 75% Lim-Flex daughter of Schilling Halas ET.

Division IV Reserve Champion: McKenna Richardson of Eureka, Kansas, with TUBB MKNA Kamikaze 230K ET, a 5/13/22, homozygous black, double polled, 75% Lim-Flex daughter of TASF Crown Royal 960C ET.

Division V Reserve Champion: Ben Spencer of Gibbon, Nebraska, with TASF CLAC Karma 639K ET, a 4/3/22, homozygous black, homozygous polled, purebred daughter of AUTO Lucky Guy 140D ET.

Heartland Class Winners

Class 4: McKenna Richardson of Eureka, Kansas, with Richardson's Legacy 309L.

Class 5: Dalton Miller of Treynor, Iowa, with SHSK Lucy.

Class 6: Super C Limousin of Altoona, Kansas, with SC Liby 550L ET.

Class 11: Saddle Grace Eggers of Humboldt, Kansas, with Ratliff Lights Out 307L ET.

Class 12: Ava Miller of Treynor, Iowa, with AVAM Lima Bean 302L.

Class 14: Braxton Chaplin of Fredonia, Kansas, with SC Kellee Sue 533K.

Class 17: Aven Nichols of Saint James, Missouri, with AVEN Kimber 922K.

Class 26: Trace Falkenstien of Oswego, Kansas, with Ratliff Keep Up the Charm.

Bull Show



The Grand Champion Bull was Ratliff Killin Time ET, a 1/20/22, homozygous black, homozygous polled, 82% son of MAYC Gold Buckle 624G out of Riverstone Charmed. He was the Division V Champion Bull, and he was also the Grand Champion in the 2023 Cattlemen's Congress Show. He is owned by Ratliff Cattle of Westphalia, Kansas, and Thomas and Son Farms of Boonsboro, Maryland.



Tanner Curtin of Oxford, Iowa, exhibited the Reserve Grand Champion Bull, Curtins Game Changer 17L, a 2/28/23, double black, double polled, 37% Lim-Flex son of GC Money Earned 852E ET out of CELL 5600C. He was the Division II Champion.

Heartland Division Winners

Division I Reserve Champion: Colton Barton of Paris, Missouri, with COBN Leave It to Me 13L, a 4/25/23, homozygous black, double polled, 77% son of J6 We the People 411J ET.

Division III Champion: Zach Snyder of Fort Scott, Kansas, with ZSZS Kodak ET, a 10/28/22, homozygous black, double polled, 50% Lim-Flex son of MRRC Legal 441E ET.

Division IV Champion: Trace Falkenstien of Oswego, Kansas, with LRCC Hidden Treasure 117K, a 6/10/22, double black, scurred, 57% Lim-Flex son of MAYC Gold Buckle 624G.

Division V Reserve Champion: Minor Limousin of Strafford, Missouri, James Byers III, and Broken Y Cattle Co. with MINO King Julian 011K ET, a 4/5/22, homozygous black, homozygous polled, 60% Lim-Flex son of AUTO King David 120E ET.

Thank you to Bruce Lawrence for your service to NALF as President of the Board of Directors.



Congratulations to Joel Edge for winning the 2024 NALJA raffle in Oklahoma City, OK.



Heartland Exhibitors Honored for MOE Standing

Results of the 2023 Medal of Excellence (MOE) standings were announced at the Cattlemen's Congress in Oklahoma City, Oklahoma. Congratulations to the following Heartland exhibitors for their success in the show.

NATIONAL STANDINGS Purebred Female

Gold Award – TASF CLAC Karma 639K ET, owned by Ben Spencer of Gibbon, NE (gold award winner from the Mid-Western Region).

Bronze Award – TASF Juneau 559J, owned by Cloie Bruce of Emerson, IA (gold award winner from the Central Region).

Lim-Flex Female

Bronze Award – TUBB MKNA Kamikaze 230K ET, owned by McKenna Richardson of Eureka, KS (silver award winner from the South-Central Region).

Lim-Flex Bulls

Gold Award – LRCC Hidden Treasure 117K, owned by Trace Falkenstien of Oswego, KS (gold award winner from the South-Central Region).

Silver Award – MINO King Julian 011K ET, owned by Minor Limousin of Strafford, MO (gold award winner for the Central Region).

REGIONAL STANDINGS Purebred Females

Mid-Western – Silver Award – TASF Keep It Cassy 681K ET, owned by Ben Spencer of Gibbon, NE.

Mid-Western – Bronze Award – L7 Licorice 301L, owned by Rory Peterson of Pukwana, SD.

Lim-Flex Females

Central Region – Gold Award – J6 Caitlyn 631K ET, owned by Ryleigh Morris of Ash Grove, MO.

Central Region – Silver Award – MKLN 1105J, owned by Sara Sullivan of Dunlap, IA.

Central Region – Bronze Award – MINO Juniper 031J, owned by Minor Limousin of Strafford, MO.

Mid-Western Region – Gold Award – J6 Caitlyn 685K ET, owned by Ben Spencer of Gibbon, NE.

Mid-Western Region – Silver Award – L7 Lady May 342L, owned by Memphis Peterson of Pukwana, SD.

Mid-Western Region – Bronze Award – J6 Caitlyn 565K ET, owned by Ben Spencer of Gibbon, NE.

Lim-Flex Bulls

Central Region – Bronze Award – KRLE Langston 111L, owned by Karlee Favor of Marshfield, MO.

South-Central Region – Bronze Award – ELCX High Time 065H ET, owned by Anderson Farms of Topeka, KS.

Mid-Western Region – Gold Award – L7 Luckenbach 3043L, owned by Memphis Peterson of Pukwana, SD.



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CED	BW	WW	YW	MILK	TM	SC	DOC	MARB	RE	\$MTI
8	2.6	75	120	20	57	1.63	15	0.12	0.90	59.88

RADK LEVI 53L LFM2606649



CED	BW	WW	YW	MILK	TM	SC	DOC	MARB	RE	\$MTI
8	1.4	83	141	25	67	1.40	20	0.50	0.43	72.96

SRAD KAMOFLAGE 56K LFM2565247



CED	BW	WW	YW	MILK	TM	SC	DOC	MARB	RE	\$MTI
11	0.4	63	103	21	52	1.44	12	0.21	1.04	59.81

RADK LAKOTA 759L NPF2606651



CED	BW	WW	YW	MILK	TM	SC	DOC	MARB	RE	\$MTI
13	1.1	75	119	29	67	0.63	15	0.34	0.83	66.92



Cattlemen's Congress Pen of Three Bull Show

The 2024 Limousin and Lim-Flex Pen Show was held on Tuesday January 2nd at the Oklahoma State Fairgrounds in Oklahoma City, Oklahoma. The judge for the show was Kevin Hafner of Oklahoma.

Limousin Pen of Three



The Grand Champion Pen of Three Purebred Bulls was exhibited by Excel Ranches of Merryville, Missouri. The pen of August and September black, homozygous polled bulls were sired by AHCC Earning Power 900E, AHC Barn Burner B907 and EXCEL Kemp ET. They had an average weight of 1,531 lbs. and an average weight per day (WDA) of age of 3.12.

Lim-Flex Pen of Three



Lawrence Family Limousin of Anton, Texas, took home the Grand Champion banner with their May 2023 pen of Lim-Flex bulls. They were sired by LFL Jetson 1300J ET, LFL Esquire 7084E ET, and LFL Deluxe Edition 6020D ET. They had an average weight of 765 lbs. and a WDA of 3.32. This pen won the "People's Choice" award.



The Reserve Champion Pen of Three was exhibited by Wies Limousin of Wellsville, Missouri. This May pen was sired by AUTO Black Dakota 129J, ELCX Kings Landing 599 D ET, and WLR Dragonstone 828L ET. They had an average weight of 870 lbs. and a WDA of 3.91.

ON TO NEW PASTURES

Our Limousin and Lim-Flex cows have moved to new pastures.

Thank you to Lance Schulz, Thompson Limousin and Ross & Gary Block of Block Ranch for purchasing them.

We are grateful for our many faithful customers who have supported our program since 1970. The Limousin breed has been good to us, and we are especially thankful for all the good friends we have made along the way.



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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 10, 2024, in the Stadium Arena in Denver, Colorado. Kyndal Reitzenstein of Colorado served as the judge for the Junior Show and Dan Harker of Indiana, evaluated the females and bulls in the Open Show.

JUNIOR SHOW Limousin Show



The Grand Champion Limousin Female was SL Cinco De Mayo, a 5/5/22, black, polled, purebred daughter of S5TO Guns N Roses 9408G ET out of Straight 970G, exhibited by Bevin Bertsche of Onida, South Dakota. She was the Division III Champion.



The Reserve Grand Champion Limousin Female and the Division I Champion was CELL Lace 3083L ET, a 2/16/23, homozygous black, homozygous polled, purebred daughter of ELCX Kings Landing 599 D ET out of CELL 5154C ET, exhibited by Mayci Wilkins of Lamar, Arkansas.

Heartland Class Winner

Class 2: Jordyn Jones of Carthage, Missouri, with JNJS Lettie 17L, a 4/5/23 daughter of WTP Hennessy 42G.

Lim-Flex Show



Ben Spencer of Gibbon, Nebraska, took home the Grand Champion banner with his Lim-Flex Female, J6 Caitlyn 685K ET, a 3/25/22, homozygous black, polled, 31% Lim-Flex daughter of SCC SCH 24 Karat 838 out of S5TO Caitlyn 5818C ET. She was the Division IV Champion.



The Reserve Grand Champion Lim-Flex Female and Division IV Reserve Champion was GCCC Katniss 802K, a 4/4/22, homozygous black, double polled, 25% Lim-Flex daughter of MRRC Legal 441E ET out of GCC Miss Elite D612, exhibited by Brynna Herndon of Sapulpa, Oklahoma.

Heartland Division Winners

Division I Champion: Bevin Bertsche of Onida, South Dakota, with CELL Lady 3165L ET, a 5/4/23 daughter of BNWZ Dignity 8017.

Division II Reserve Champion: Jordyn Jones of Carthage, Missouri, with C5 Larissa 545 ET, a 12/21/22 daughter of TASF Crown Royal 960C ET.

Heartland Class Winner

Class 8: Briggston Bertsche of Onida, South Dakota, with PBRS Luna 32L ET, a 2/3/23 daughter of KLS SULL Charmer ET.

OPEN SHOW Female Show



The Grand Champion Female was SHSK Sherri ET, a 3/17/22, homozygous black, homozygous polled, 43% Lim-Flex daughter of Silveiras Style 9303 out of WLR Prada, exhibited by Carly Kolterman of Garland, Nebraska. She was the Division V Champion.



The Reserve Grand Champion and Reserve Division V Champion was J6 Caitlyn 685K ET, exhibited by

Ben Spencer of Gibbon, Nebraska. She was also the Grand Champion in the Lim-Flex Junior Show.

Heartland Division Winners

Division I Champion: Bevin Bertsche of Onida, South Dakota, with CELL Lady 3165L ET, a 5/4/23 daughter of BNWZ Dignity 8017.

Division II Champion: Briggston Bertsche of Onida, South Dakota, with PBRS Luna 32L ET, a 2/3/23 daughter of KLS SULL Charmer ET.

Division III Reserve Champion: Jordyn Jones of Carthage, Missouri, with C5 Larissa 545 ET, a 12/31/22 daughter of TASF Crown Royal 960C ET.

Division IV Champion: Bevin Bertsche of Onida, South Dakota, with SL Cinco De Mayo, a 5/5/22 daughter of S5TO Guns N Roses 940G ET.

Division VI Champion: Karli Buggs of Sarcoxie, Missouri, with PCCX Miss Miami 423, a 12/15/21 daughter of TASF Crown Royal 960C ET.

Heartland Class Winner

Class 3: Jordyn Jones of Carthage, Missouri, with JNJS Lettie 17L, a 4/5/23 daughter of WYTP Hennessy 42G.

Bull Show



The Grand Champion Bull was Royal Knight RBGL 204K, a 2/20/22, red, homozygous polled, purebred son of HUNT Credentials 37C ET out of Boss Lake MS Molly 812F, exhibited by Royal Beef Genetics and Wulf Cattle of Morris, Minnesota.



Fort Hays State University of Hays, Kansas, took home the Reserve Grand Champion Bull banner with FHSU Lannister 006L ET, a 3/4/23, red, homozygous polled, 40% Lim-Flex son of ELCX Kings Landing 599 D ET out of MANN MS R017 AJA Y59.



Limousin Breeders Consign Exhibit Bulls at NWSS Pen Show

Breeders from Colorado, Minnesota, North Dakota and South Dakota, as well as Flintoft, Saskatchewan, Canada brought Limousin and Lim-Flex bulls to the National Western Stock Show (NWSS) “Pen of Three” Show in Denver, Colorado, January 9, 2024. Marty Ropp of Normal, Illinois, evaluated the bulls.

Limousin Pen



The Grand Champion Purebred Limousin “Pen of Three” Bulls was exhibited by Ochsner Limousin of Kersey, Colorado. They were the Division V Champion and the “People’s Choice” Award winners. The bulls had February and March birthdates and they averaged 1,075 lbs. with a weight per day (WDA) of age of 3.39.

Lim-Flex Pen



The Grand Champion “Pen of Three” Lim-Flex Bulls was exhibited by Lawrence Family Limousin of Anton, Texas. These bulls, born in September, October and December had an average weight of 1,670 lbs. and a WDA of 3.74. They were the Division III Champions.



Wulf Cattle of Morris, Minnesota, took home the Reserve Grand Champion “Pen of Three” banner with their Division V Reserve Champion bulls. These bulls were born in March and had an average weight of 1,073 lbs. and a WDA of 3.65.



The Reserve Grand Champion and Division V Champion Lim-Flex Pen of Three was exhibited by Hager Cattle Company of Karlsruhe, North Dakota. These February bulls had an average weight of 1,137 lbs. and a WDA of 3.51.

The “People’s Choice” winner was exhibited by Running Creek Ranch of Elizabeth, Colorado, with their March and April bulls who had an average weight of 1,692 lbs. and a WDA of 2.62.

Heartland Division Winners

Division VI Champion – Symens Brothers Limousin of Amherst, South Dakota, with their April bulls who had an average weight of 982 lbs. and a WDA of 3.52.

Division VI Reserve Champion – Ludens Family Limousin of Viborg, South Dakota, with their April bulls. They had an average weight of 930 lbs. and a WDA of 3.43.



The Limousin pens in the Denver Stockyards during the National Western Stock Show.



Limousin Hall of Fame Pioneers; Ken Holloway, Sonny Booth & Leonard Wulf.

Mark & Tammy Anderson Named NALF “Promoter of the Year”



Mark and Tammy Anderson were named NALF Limousin “Promoters of the Year” at the Genetics on Ice Benefit Auction January 1, 2024. The award ceremony took place at the Embassy Suites in Oklahoma City, Oklahoma.

They have worked tirelessly to oversee the research project that was established in 2021 by the North American Limousin Research Foundation (NALF). Mark and Tammy first met with the ranchers in Great Falls, Montana, in November of 2021. They traveled back to the two ranches to help breed over 450 commercial Angus cows in the spring of 2022. They made additional trips to the Montana ranches for pre-weaning, weaning, and finally for the shipping of the calves to South Dakota State University in November of 2023.

The time spent at the ranches included gathering the

calves, tagging, branding, vaccinating and record keeping to ensure that the project was carried out with integrity. Mark and Tammy adhered to the breeding schedules, coordinated cleanup bulls, and played an integral role in the execution of the research project. They put in many hours of time, work, and commitment to see the project through.

Mark and Tammy both work for the North American Limousin Foundation. Mark has served as Executive Director since 2011. Prior to that, he worked with Producers Feedlot for 30 years. Tammy worked for State Farm for 30 years before joining the NALF staff in 2018.

They enjoy camping, fishing, and spending time with their two sons, Cooper and Tanner, and their four grandchildren. Congratulations to Mark and Tammy Anderson of Eaton, Colorado.

Highlights from the Heartland



Joseph Bernsten of Laharpe, KS, with Colton Droessler of Girard, KS, purchased two high-selling bulls in the 43rd Annual GV Limousin Production Sale.



This TREF Hardcore heifer calf is making a fashion statement!



Charles and Heather Linhart of Leon, IA, purchased a bred female and a genetic opportunity in the ATAK Limousin "New Year's Resolution" Sale.



What a great valentine for an old man.



Bob May congratulates Kaitlyn Boyer, Boyer Family Farms of Weldon, IA, on their Reserve Division Champion Bull at the Black Hills Stock Show.



Jason Jochim of Selfridge, ND, and his daughter Chevelle, purchased two lots from the Treftz sale.

Jim Thomas of Flandreau, SD, purchased a higher selling bull from the Treftz offering.



Brad Kaiser of Wells, MN, purchased a high-selling two-year-old bull from the Treftz sale offering.



Bruce Brooks and Dean enjoyed their visit at Cattlemen's Congress in OKC.

Glenn Treftz of Wetonka, SD, welcomed Australian Breeders Mervale Limousin to their ranch on January 6, 2024.



It was a full house for the Spring Creeks Cattle Company 6th Annual Sale in Fennimore, WI.



Andy Rest and Kiley McKinna are ready for the Treftz sale.



A typical huge crowd of buyers at the Black Hills Stock Show & Sale.

PRIDE of the DAKOTAS

SATURDAY, APRIL 6, 2024
1:00 P.M. • AT THE FARM
VIBORG, SOUTH DAKOTA

Limousin Bulls
PRODUCTION SALE

SELLING 35 LOTS
LIMOUSIN BULLS
BRED HEIFERS

OUR 2023 NWSS BULLS SELL!

(Homozygous tests pending for black/polled traits)



LFLC **LINEBACKER** 914L

Birth Date: 4/13/23

Syes Jump Start 317J x LFLC Brinly 914B

CED: 13 BW: 0.2 WW: 69 YW: 99 MK: 19 TM: 53



LFLC **LIGHTS OUT** 116L

Birth Date: 3/23/23

Ratliff Jump Start 340J ET x LFLC Dakota Belle 116C

CED: 10 BW: 1.0 WW: 61 YW: 88 MK: 25 TM: 55



LFLC **LOADSTAR** 11L

Birth Date: 4/13/23

Syes Jump Start 317J x Miss Syes Arby 11G

CED: 14 BW: -0.9 WW: 65 YW: 97 MK: 21 TM: 53



LFLC **LOCKED N LOADED** 311L


Birth Date: 4/12/23

Syes Jump Start 317J x LFLC Dakota Belle 311G

CED: 13 BW: -0.2 WW: 68 YW: 98 MK: 19 TM: 53

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Heartland Sale Reports

Hunt Limousin Ranch Holds “Heritage Online Sale”

Hunt Limousin Ranch of Oxford, Nebraska, held their “Heritage Online Sale” Saturday, January 13, 2024. The sale was hosted by L365 Auctions.

Dan and Charlie Hunt have been in the cattle business for more than 40 years, and their focus has been on raising Limousin cattle in real world condition. The Hunt family has always stressed a balance of traits, and the set of bulls on this sale held up to those standards. They offer a calf buy back program. They also have 80 bulls available for sale by Private Treaty.

All the bulls on the sale were parent verified and came with Genomically Enhanced EPDs.

The high-selling bull was HUNT Lex 133L, a 3/2/23, red, homozygous polled, purebred son of FILL Danny 211D out of HUNT Miss Yukon 51D. Wieczorek Limousin of Mount Vernon, South Dakota, had the final bid of \$17,500 on this popular bull.

Charlene Dolezal of Julesburg, Colorado, purchased DANH Longmire 28L, a 2/20/23, homozygous black, homozygous polled, 68% Lim-Flex son of FILL Danny 211D out of DANH Miss Denver 16E, for \$8,250.

Also bringing \$8,250 was HUNT Las Vegas 86L, a 2/17/23, black, homozygous polled, 84% Limousin son of AHCC Heartland 901F ET out of HUNT Miss Credentials 24F. He was purchased by Luke Johnson of Elsie, Nebraska.

HUNT Gaylord 29L, a 2/8/23, homozygous black, homozygous polled, 69% Lim-Flex son of Wulfs Gaylord C904G out of HUNT Miss Faultless 55J ET, was purchased by Krayton Banzhaf of Cambridge, Nebraska, for \$7,750.

Shane Whiting of Roosevelt, Utah, purchased DANH Lars 26L, a 2/18/23, black, homozygous polled, 78% Limousin son of AHCC Earning Power 900E ET out of DANH Miss Fill 27G, for \$7,500.

HUNT Louisville 130L, a 3/1/23, black, homozygous polled, 68% Lim-Flex son of MAGS Cable out of HUNT Harlequin 36H, was purchased by Krayton Banzhaf of Cambridge, Nebraska, for \$7,000.

Averages:

13 Bulls.....	\$7,738
1 Female.....	\$5,570
1 Flush.....	\$4,800



HUNT Lex 133L



DANH Longmire 28L

24th Annual Bullis Creek Ranch “Generations of Predictability” Sale Held at the Ranch

Rob and Brenda Brawner along with their son, Neil, and daughter, Audrey, held their 24th Annual “Generations of Predictability” Sale at the ranch south of Wood Lake, Nebraska, on January 22, 2024. The offering featured a stout set of Limousin and Red Angus bulls for those who were at the ranch on sale day or were bidding online on DVAuction.com.

The ranch was established in 1917 by Rob’s grandparents. The Brawners have worked to breed for balanced traits and their emphasis has been performance orientated. They utilize the latest improvements in beef production including performance testing, data collection, EPDs, AI, embryo transfer, whole herd reporting and genomic testing. They select for

highly docile, easy-handling cattle that are efficient, structurally sound with increased longevity and performance. The last seven years they have also been selling beef directly to the consumer and they track consumer satisfaction.

Rob and his family are actively involved in the breed. He is a member of the North American Limousin Association (NALF), Heartland Limousin Association (HLA), and the Nebraska Limousin Association Board of Directors. The Brawners believe in actively participating in the promotion and policy making on all levels of beef production.

The high-selling Limousin bull was BRAW Emprize 2246K, a 4/8/22, red, homozygous polled,

68% Lim-Flex son of Wulfs Emprize 2424E out of BRAW MS Christy 8220F. He was purchased by Wulf Cattle of Morris, Minnesota, for \$8,000.

John and Sheila Wheeler, Lazy Trails Ranch of Wood Lake, Nebraska, had the final bid of \$7,000 on BRAW Mr. Enhance 2200K, a 2/21/22, homozygous black, homozygous polled, 36% Lim-Flex son of SYDGEN Enhance out of BRAW MS Eagle 0273H.

Another popular lot was BRAW Yellowstone 2226K, a 3/26/22, black, homozygous polled, son of JBV Yellowstone 901G out of BRAW Cheap Trick 7202E. He was purchased by Rich and Laura Cockroft of Salina, Kansas, for \$6,000.

Two bulls brought \$5,500 on the Bullis Creek

Continued on page 30



Rob Brawner thanked Casey Fanta, Wulf Cattle of Morris, MN, for his purchase of the high-selling Limousin bull at the Bullis Creek Production Sale.



Dustin and John Wheeler of Wood Lake, NE, each purchased two bulls, including the second high-selling bull from the Bullis Creek offering.



Rick and Deanna Campbell of Axtell, NE, purchased a high-selling Limousin bull from the Brawners.

Minor Limousin

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AUTO Genevieve 284G
AUTO Strawberry 431D
MINO Fiona
COLE Genesis 86G
Ratliff Jurisdiction 435J

These products of our program represent the quality we will be offering again this year.



MINO King Julian 011K

Homo Polled • Homo Black • 60% Lim-Flex
AUTO King David 120E x MINO Fiona
CE: 11 BW: 3.5 WW: 77 YW: 127 MK: 26
SC: 0.79 DC: 9 RE: 0.66 MB: 0.36 \$MI: 68
2023 American Royal Rs. Champion Bull
2023 MOE Silver Medal Lim-Flex Bull
Selling heifers carrying his service along
with genetic opportunities sired by him.



MINO Fiona

Homo Polled • Homo Black • 57% Lim-Flex
CJSL Creed 5042C x AUTO Callie 403D
CE: 11 BW: 2.5 WW: 75 YW: 131 MK: 19
SC: 0.5 DC: 12 RE: 0.57 MB: 0.55 \$MI: 73
The dam of King Julian, Fiona is not only a
product of our program, but one of the breed's
most promising up and coming donors.



MINO Kalamity Jane 052K

Homo Polled • Homo Black • 56% Lim-Flex
FWLY LHC Capital X Ratliff Google 9111G
CE: 13 BW: 2.9 WW: 71 YW: 117 MK: 27
SC: 1.07 DC: 13 RE: 0.73 MB: 0.29 \$MI: 64
She was the Division II Reserve Champion at the
2023 Junior Nationals for Tripp Phillips of Geary, OK.

Sale Management MC MARKETING

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Heartland Sale Reports

Continued from page 28

sale; BRAW Windfall 2209K, a 3/16/22, black, polled, purebred son of CJSL Windfall 9072W out of BRAW Jewel 576C, was purchased by Steve and Kristi Voorhees of Scobey, Montana.

BRAW Emprize 2212K, a 3/18/22, red, homozygous



Stetson and K.T. Allen of Ainsworth, NE, purchased a Limousin bull from the Brawners.

polled, 62% Lim-Flex son of Wulfs Emprize 2424E out of BRAW MS Defend 9256F, was purchased by Luke Kallenbach of Canyon, Texas, for \$5,500.

Taylor Farms of Phillipsburg, Kansas, was the volume buyer of seven bulls.



Austin and Kyle Schmale of Carroll, NE, purchased three bulls from Brenda and Rob Brawner at their Bullis Creek Production Sale.

Average:

32 Limousin Bulls.....\$4,226

Auctioneer: Tracy Harl



Thank you to Rob and Brenda Brawner for the great retirement cake that was served at their sale near Wood Lake, NE.

ATAK Limousin Holds “New Year’s Resolution” Sale

Andy, Tammy, Adam and Jonelle Schmalshof, ATAK Limousin, held their second “New Year’s Resolution” Sale at the Twisted Too Grill in Roseville, Illinois, on January 27, 2024. The cattle were available for viewing at the farm near Avon, Illinois, during the day. The sale started at 6:30 p.m. after the roast beef meal.

They have always been a farm focused on family. From the incorporation of family into the ATAK name to the relationships built in the Limousin family, and the inclusion of elite cow families into their herd...family is always front and center!

The cattle and genetics offered on the sale came from the heart of their herd. The usage of embryo transplant, AI and elite sires add to the utilization of the prominent cow families that they have built upon at ATAK to provide quality cattle.

The sale led off with the announcement of the buyers of the semen syndicate, totaling \$10,500. ATAK offered packages of 25 units for \$1,500 and 15 units for \$1,000 of semen on FWLY LHC Capital ET, a 4/10/20, homozygous black, homozygous polled, 62% Lim-Flex son of MAGS Cable out of CLLL Crystal 334W.

The top-selling bred female was ATAK Karma, a 1/9/22, black, homozygous polled, 43% Lim-Flex daughter of LVLS Full Duty 2201F out of CELL 7215E ET, bred to MAYC Gold Buckle 624G. Wicke Cattle Co. of Buffalo Center, Iowa, had the final bid of \$8,000 on this female.

Chris and Becky Alfrey of Elmwood, Illinois, purchased the top-selling open heifer, ATAK Lovely, for \$6,500. She is a 1/20/23, homozygous black, double polled, 68.5% Lim-Flex daughter of Ratliff Jump Start 340J ET out of BL Go Big or Go Home 975G.

Alfrey’s also bought ATAK Layla, a 1/7/23, double black, homozygous polled, 77% daughter of Schilling Halas ET out of ATAK Jessabell, for \$5,500.

ATAK Klover, a 1/31/22, homozygous black, homozygous polled, 46% Lim-Flex daughter of TMCK Humvee 767H ET out of ELCX Fallen 17E,

bred to MAGS Edge Fund 508H, was purchased by Linhart Limousin of Leon, Iowa, for \$4,000.

The top-selling bull was ATAK Launch ET, a 1/5/23, black, homozygous polled, 76.5% Lim-Flex son of Royal Jester RBGL 103J out of BL Go Big or Go Home 975G. He was purchased by Jimmy Hunter of Roseville, Illinois, for \$4,300.

Rafter DP Farm & Ranch of Geary, Oklahoma, purchased one of the high-selling genetic opportunities. They purchased four IVF heifer embryos sired by Cell Kilimanjaro 2218K ET out of CELL 7215E ET for \$700 each. These will be double black, homozygous polled and 56% Lim-Flex females.

Linhart Limousin of Leon, Iowa, purchased another one of the genetic opportunities; three IVF heifer embryos sired by KLS SULL Charmer ET out of AUTO Chaperall 406C ET for \$900 each. These females will be homozygous black, double polled and 68% Lim-Flex.

Chris Ziegler of Bloomville, Ohio, was the volume buyer, purchasing five bred females.



Andy and Tammy Schmalshof along with Adam and Jonelle Schmalshof thanked Jimmy Hunter and his grandson, Caesar Register, of Roseville, IL, for their purchase of the high-selling bull.

Averages:

1 Semen Syndicate\$10,500

4 Genetic Opportunities.....\$12,400

6 Open Heifers.....\$3,908

22 Bred Females.....\$3,202

4 Bulls.....\$3,888

Total:

37 Lots\$3,573

Auctioneer: Ronn Cunningham

Sale Management: MC Marketing Management

Sale Consultant: Bill Helton



Chris and Becky Alfrey (center) of Elmwood, IL, bought two open heifers from the Schmalshofs.



Kent and Connie Flesner of West Point, IL, purchased two bred females at the ATAK sale.



Heartland Sale Reports

Treftz Hold Annual “Where Muscle Still Matters” Production Sale

Glenn Treftz, Treftz Limousin, held his annual production sale, “Where Muscle Still Matters” on February 10, 2024, at the ranch near Wetonka, South Dakota. A large crowd gathered to view the cattle, enjoy lunch, and bid on the quality set of cattle. The stands were full and there were also many bidders registered on DVAuction.com.

For over four decades, Treftz Limousin has been raising Limousin bulls that are heavy muscled and performance oriented. They believe that the bulls should have two copies of the myostatin gene. While maintaining the muscle and performance, they have made substantial advances on milk and disposition.



Glenn Treftz presented the annual “Commercial Buyer Jacket” to Jeremy Larson of Tyler, Minnesota. Pictured with them is Kelly Heather.

The top-selling bull was TREF Legendary 117L, a 2/2/23, red, homozygous polled, purebred son of TREF Hardcore 204H out of TREF Corsage 117C. Balmore Farms of Great Village, Nova Scotia purchased this lead-off bull on the sale for \$20,000. Treftz are retaining half interest.

Symens Brothers of Amherst, South Dakota, had the final bid of \$19,500 on TREF Long Ranger 577L, a 3/13/23, red, homozygous polled, purebred son of TREF EZ Street 107E out of TREF Gemma 577G. Treftz are retaining half interest.

TREF Kombat 293K, an 8/10/22, black, homozygous polled, purebred son of TREF Gunpowder 290G out of TREF Dakota Dixie 283D, was purchased by Stoll Limousin of Pavillion, Wyoming, for \$18,000. Treftz are retaining half interest.

Austin Bauer of Kenyan, Minnesota, purchased another one of the popular bulls, TREF Landmine 525L, a 3/11/23, black, homozygous polled, purebred son of Richmond Fantom SRD 102F out of TRF Grace 525G, for \$14,500.

TREF Living Legend 1601L ET, a 2/26/23, red, homozygous polled, purebred son of Anchor B Gold Rush 48G out of TREF Josie 710J, was purchased by Diamond V Ranch of Selfridge, North Dakota, for \$13,500.

TREF Lucky Strike 318L, a 3/5/23, red, homozygous polled, purebred son of TREF Hardcore 204H out of TREF Elana 318E, was purchased by Brad Kaiser of Wells, Minnesota, for \$12,750. Treftz are retaining half interest.

Roberts Limousin of Marengo, Iowa, had the final bid of \$12,000 on TREF Legion of Doom 467L ET,

a 2/28/23, red, homozygous polled, purebred son of Anchor B Gold Rush 48C out of TREF Josie 710J.

Two bulls brought \$11,000; TREF Lunker 1607L ET, a 3/4/23, red, homozygous polled, purebred son of Anchor B Gold Rush 48C out of TREF Josie 710J, was purchased by Rylan Jacob of Kintyre, North Dakota.

The other \$11,000 bull was purchased by Lane Pine of Moundsville, West Virginia. TREF Koda 491K is an 8/22/23, red, homozygous polled, purebred son of TREF Gunpowder 290G out of TEF Flicker 491F.

The high-selling bred female was TREF Katie Jo 842K, a 3/22/22, red, double polled, purebred daughter of TREF Grand Slam 111G out of TREF Alexandria 984A. She was purchased by Alan Steinke of Idaho Falls, Idaho, for \$6,000.

Alan Steinke also bought the two top-selling open heifers for \$3,500 each. TREF Lunar 933L is a 3/19/23, double black, double polled, purebred daughter of Richmond Fantom SRD 102F.

The other open heifer was TREF Lucinda 936L, a 3/23/23, red, double polled, purebred daughter of Richmond Fantom SRD 102F out of TREF Flash Dance 488E.

Averages:

29 Yearling Bulls	\$8,759
10 Aged Bulls	\$8,300
7 Breds	\$4,929
14 Open Heifers	\$2,971
11 Commercial Heifers	\$2,364

Auctioneer: Chisum Peterson

Sale Consultant: MC Marketing Management



Glenn Treftz thanked Warren and John Symens for purchasing the second high-selling bull at the “Where Muscle Still Matters” Sale.



Alan Steinke of Idaho Falls, ID, and Hunter and David Fredrickson of Independence, WI, purchased some of the top-selling females.



Repeat buyers Sam, Ben, Larry and Marsha Roberts of Marengo, IA, purchased one of the high-selling bulls from Glenn Treftz.



Austin and Liz Bauer of Kenyon, MN, purchased a high-selling bull at the Treftz sale.



Verrick and Sarah Schock of Carson, ND, were buyers of Treftz bulls.



Rylan Jacob and his nephew, Brady, of Kintyre, ND, was a buyer of Treftz bulls.



Heartland Sale Reports

GV Limousin Holds Annual Sale in Garnett

GV Limousin Limousin of Garnett, Kansas, held their 43rd Annual Production Sale February 17, 2024, at the community building on the Anderson County Fairgrounds in Garnett. Arne and Stacy Hanson along with their son, Zach, and Diane Allen appreciated those who traveled to Garnett for the sale or bid online on DVAuction.com. Many lots sold to repeat buyers.

Arne wrote in the sale catalog that at GV Limousin they utilize the technology and science available to create the type of cattle that will meet the demands of all segments of the industry. They also provide the data needed to help buyers evaluate all traits to make

an informed selection when buying the cattle offered on the sale.

A quote from the late Gene Raymond, printed in the catalog, sums up the goals at GV Limousin, "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."

The top-selling bull was GV Dakota Thunder 613K, a 9/14/22, homozygous black, homozygous polled, 56% Lim-Flex son of AHCC Dakota Thunder 363D out of GV MS Cable 0054H. He was purchased by Greg Miller of Garnett, Kansas, for \$9,000.

Mike and Sheila Rich of Gridley, Kansas had the final bid of \$8,000 on GV Darthmouth 542K, a 3/14/22, homozygous black, homozygous polled, purebred son of TMCK Dartmouth 360D out of GV MS Xcellsior 943G,

GV Credentials 523K, a 3/8/22, red, homozygous polled, purebred son of HUNT Credentials 37C ET out of GV MS Xcellsior 705E, was purchased by Ronda Wollman, Hansen Brothers Farm of Harrold, South Dakota, for \$7,500.

GV Dakota Thunder 623K, a 9/19/22, homozygous black, homozygous polled, 50% Lim-



Arne Hanson thanked Sheila Rich of Gridley, KS, for her purchase of the second high-selling bull.



Ronda Wollman of Harrold, SD, had the final bid on two of the top-selling bulls.



David and Dustin Greer of Welch, OK, had the final bid on three bulls from the GV Sale in Garnett.

Sires That EXCEL

These impressive herd sire prospects garnered the attention of many cattlemen at the 2024 Cattlemen's Congress. They are now available private treaty and ready to go to work for you.



2024 CATTLEMEN'S CONGRESS

Grand Champion Limousin Pen
People's Choice Grand Champion Limousin Pen

Pen Averages: WDA: 3.12 lbs. • Weight: 1,531 lbs.

Excel Kirkland

8/28/22 • HP/Blk • PB
CE: 11 BW: 2.0 WW: 85
YW: 140 MK: 29 SC: 1.45
RE: 0.81 MB: 0.26 \$MI: 68
S: AHCC Earning Power 900E
D: Excel Polled April 824F

Excel Kemp

8/24/22 • HP/Blk • PB
CE: 13 BW: -0.7 WW: 67
YW: 104 MK: 35 SC: 0.60
RE: 0.60 MB: 0.40 \$MI: 66
S: COLE Genesis 86G
D: COLE Miss Zone 5110C

Excel Knight Vision 2356K

9/7/22 • HP/Blk • PB
CE: 9 BW: 3.2 WW: 75
YW: 120 MK: 18 SC: 1.10
RE: 1.06 MB: 0.11 \$MI: 60
S: AHCC Barn Burner B907
D: PBRs Zsa Zsa 246Z

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573-513-3475
excelranches.us@yahoo.com



Heartland Sale Reports

Flex son of AHCC Dakota Thunder 363D out of GV MS Cable 0032H, was purchased by Bill Wiedenmann of Lewisburg, Kansas, for \$7,400. Bill has been buying bulls from GV Limousin for 30 years!

Brandon Davis of Garnett, Kansas, purchased GV Credentials 554K a 3/17/22, red, homozygous polled, purebred son of Hunt Credentials 37C ET out of GV MS Zach 818F, for \$6,400.

GV Excelsior 550K, a 3/16/22, red, homozygous polled, purebred son of GV Xcellisior 212C out of GV MS X-Man 544C, was purchased by Joseph Bernsten of Liharpe, Kansas, for \$6,000.

The top-selling bred female was GV MS Credentials 112J, a 2/28/21, red, homozygous polled, purebred daughter of HUNT Credentials 37C ET out of GV MS Zach 603D, pasture exposed to GV Stakeholder 915H. She was purchased by Mike Cravens, M&B Limousin of Lee's Summit, Missouri, for \$4,100. Mike was the volume buyer, taking home two bulls and four females.

Two females brought \$4,000 each on the sale. Gary Phillips of Adair, Oklahoma, purchased GV MS Xcellisior 049H, a 3/24/20, double black, double polled, daughter of GV Xcellisior 212C out of GV MS X-Man 536C and pasture exposed to COLE Envision.

Zachery Buso of Holden, Missouri, purchased the other \$4,000 female, GV MS Zach 9939G, a red, homozygous polled, purebred daughter of GV Zach 508Z out of GV MS Xcellisior 7793E and AI'd to COLE Envision.

Averages:

23 Two-Year-Old Bulls.....	\$4,685
21 Fall Bulls.....	\$4,543
20 Females.....	\$3,500

Auctioneer: Ronn Cunningham



Bill Wiedenmann of Lewisburg, KS, has been buying bulls from GV Limousin for 30 years. He took home a bull from this year's sale.



Arne Hanson appreciated repeat buyer Mike Cravens of Lee's Summit, MO, for buying two bulls and four females on the sale, including the top-selling female.



Gary Phillips of Adair, OK, purchased the second high-selling female from the GV sale.

COMMITTED TO THE BREED

The Summerbell's dedication to the Limousin breed has been unparalleled. In sincere gratitude, the FULLBLOOD LIMOUSIN ALLIANCE would like to thank Dean and Beverly Summerbell and the Heartland Limousin Association, for your friendship, support and for publishing our news and events for many years. We hope to keep our relationships with Dean and Bev, along with the *Heart Beat* publication, for years to come.



THANK YOU.

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WE ARE LIMOUSIN.





Heartland Sale Reports

Venner Limousin Holds “Nine Plus 1” Online Sale

Venner Limousin of Breda, Iowa, held their second “Nine Plus 1” Online Sale February 13, 2024. The sale was hosted by L365Auctions.com.

Jim and Becky Venner started in the beef seedstock business in 1979 with the purchase of a few Limousin females. Since that time, Venner Limousin has developed into a reliable source for heavily muscled, user-friendly beef bulls.

This year the cattle sold into six states, Iowa, Kansas, Missouri, Nebraska, North Dakota and South Dakota, as well as Canada.

The top-selling bull was JBV Aces & Eights 301K, a 2/21/22, homozygous black, homozygous polled, purebred son of CELL History Buff 0245H out of

JBV Jessica 002H. Brian Darrington of Underwood, Iowa, purchased full possession and 2/3 semen interest for \$10,000.

Debbie Kayl of Spencer, Iowa, had the final bid of \$5,250 on JBV Playbook 219K, a 9/7/22, homozygous black, double polled, purebred son of CELL History Buff 0245H out of JBV Moonlight Drive 606D.

JBV House Call 216K, a 9/4/22 red, homozygous polled, purebred son of Wulfs Fifty T804F out of JBV Honey Bee 025H, sold to Vaughn Farms Limousin of Cavalier, North Dakota, for \$5,000.

Also bringing \$5,000 from Symens Brothers of Amherst, South Dakota, was JBV Goldstone 306L,

a 1/2/23, red, homozygous polled, purebred son of Anchor B Gold Rush 48G out of JBV Girl Crush 422B.



JBV Aces & Eights 301K

ROM’N Limousin Holds “Where Class Meats Carcass” Online Sale

ROM’N Limousin of Arlington, South Dakota, held their annual “Where Class Meats Carcass” Online Bulls Sale February 15, 2024. The sale was hosted by L365Auctions.com.



ROMN Limited Edition 111L

Robert “Cookie”, Mary, Adam and Michelle Nielson offered the Top Cut of their 2023 bull crop. It includes many potential AI sires that embody the eye appeal, numbers and carcass traits we strive to create.

The top-selling bull was ROMN Limited Edition 111L, a 4/3/23, black, homozygous polled, 44% Lim-Flex son of STAG Good Times 201ET out of ROMN Heebie Jeebies 39H. He was purchased by William Priest of Sabetha, Kansas, for \$6,000.

ROMN Legend Has It 112L ET, a 4/2/23, black, double polled, purebred son of AUTO Lucky Guy 140D ET out of ROMN Aretha 50A, was purchased by Bill Franke of Mechanicsburg, Illinois, for \$5,250.

Three bulls in the sale sold for \$3,000. ROMN Lucky Dog 106L, a 2/23/23, red, homozygous polled, purebred son of ROMN Floyd Mudhenkey 101F out of ROMN Ester 38E, was purchased by Dean Dather of Niobrara, Nebraska.

Dean Dather also purchased ROMN Lacrosse 102L, a 3/9/23, polled, double black, purebred son of LFCL Executive 756E out of ROMN Captivate 31C.

Beaver Brook Farm of Shell Lake, Wisconsin, was the winning bidder on ROMN Live It Up 101L, a 2/25/23, homozygous black, homozygous polled, 84% Limousin son of ROMN Joe Dirt 107J out of ROMN Jet Stream 44J.

Spring Creeks Cattle Company Holds 6th Annual Sale

Spring Creeks Cattle Company of Wauzeka, Wisconsin, held their 6th Annual Bull & Female Sale February 18, 2024, at the Fennimore Livestock Exchange in Fennimore, Wisconsin. The Mitchell family: Bob, Bart, Matt, and Scott, along with their families, have been involved in the cattle business for more than three decades. Their motto is “Breed’n the Feed’n Kind!”

Their farm is located in a portion of Wisconsin with access to lush green pastures and an abundance of feed. The bulls selected for this sale are from top genetics and are products of their cows that efficiently convert Mother Nature’s best into the best genetics in the breed. The bulls received no creep feed, and the fall bulls spent the summer on grass with very little supplement.

Spring Creeks Cattle Company says that “raising kids and cows” were the values when they founded the program and are still firmly intact – faith, family, beef industry fundamentals, and customer relations. They are most proud of their loyal customer base, many who have been with them from the start.

The top-selling Limousin bull, Spring Creeks Keep It Up, a 4/12/22, red, homozygous polled, purebred son of Wulfs Apostle T343A out of Miss SYES Worktime 559A, was purchased by Tom and Lynn Reburn, Reburn Farms of New Albin, Iowa, for \$8,000.

Watts Limousin of Fairfield, Nebraska, had the final bid of \$7,000 on the second high-selling bull. Spring Creeks Loan Approved is a 1/29/23, homozygous black, homozygous polled, 56% Lim-Flex son of FWLY LHC Capital ET out of MAGS Fischel 379F.

The top-selling female, Spring Creeks Lovely One, a 2/22/23, red, double polled, 78% Limousin daughter of WZRK Jack Black 9048J out of Spring Creeks Jolly 1033J, was purchased by John Franseen of Marshfield, Wisconsin, for \$6,500.

John Muehlenkamp of Elroy, Wisconsin, was the volume buyer, purchasing four lots on the sale.

Averages:

30 Limousin & Lim-Flex Bulls.....\$4,206
 12 Limousin & Lim-Flex Bred Heifers.....\$3,808
 3 Limousin Open Heifers\$4,816

Total:

45 Lots\$4,141

Auctioneer: Chisum Peterson

Sale Management: MC Marketing Management



John Franseen and his family of Marshfield, WI, purchased the high-selling female in the sale.



LIMOUSIN & LIM-FLEX CATTLE

FOR SALE PRIVATE TREATY ONLY

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WWW.SUPERCCATTLE.COM

SC Limitless 2L ET



SIRE: CARROUSELS NASDAQ
DAM: DALT CERES 341C ET
76% LIMI | DOUBLE POLLED
REGISTRATION # NXM2605901

SC Leverage 408L



SIRE: SSTO SKLS FRANK 8879F
DAM: SC 408G ET
55% LIMI | HET POLLED | HOMO BLACK
REGISTRATION # LFM2605234

SC Linc 918L



SIRE: SSTO SKLS FRANK 8879F
DAM: SCRN CINDA 918C
83% LIMI | HET POLLED | HOMO BLACK
REGISTRATION # NXM2607766

SC Louie 411L



SIRE: SSTO SKLS FRANK 8879F
DAM: SC 411G ET
55% LIMI | DOUBLE POLLED
REGISTRATION # LFM2605879

SC Lincoln 431L



SIRE: SILVEIRAS FORBES 8088
DAM: SC HOPE 431H
44% LIMI | DOUBLE POLLED
REGISTRATION # LFM2605881

SC Louis 911L



SIRE: ROMN FLOYD MUDHENKEY 101F
DAM: SC CASSIE 911C
94% LIMI | DOUBLE POLLED
REGISTRATION # NPM2605892

SC Linx 620L



SIRE: RATLIFF JURISDICTION 435J ER
DAM: CELL 6206D
65% LIMI | HET POLLED | HOMO BLACK
REGISTRATION # LFM2606841

SC Lee 953L ET



SIRE: CARROUSELS NASDAQ
DAM: DALT CERES 341C ET
76% LIMI | HOMO POLLED | HOMO BLACK
REGISTRATION # NXM2607772



Heartland Sale Reports



Limousin Breeders from Five States Consign to Black Hills Stock Show and Sale

Limousin breeders from South Dakota, Iowa, Minnesota, Wisconsin and Wyoming consigned a quality set of bulls and females to the 2024 Black Hills Stock Show (BHSS) in Rapid City, South Dakota. The Limousin portion of the BHSS took place on Friday, February 2nd.

Bob May of Mineral Point, Wisconsin, evaluated the 30 bulls and four females. There was a large crowd in the stands for the 9:00 a.m. show.

Bull Show



The Grand Champion Bull was L7 Koko 2064K, a 4/2/22, double black, 83% Limousin son of AHCC Heartland 901F out of L7 Gummy Bear 052G, exhibited by Peterson's L7 Bar Limousin of Pukwana, South Dakota. He was the Senior Champion Bull.



Wulf Cattle of Morris, Minnesota, exhibited the Reserve Grand Champion Bull, Wulfs Kredentials 9720K, an 8/3/22, red, 75% Lim-Flex son of HUNT Credentials 37C out of Wulfs Giana 9720G. He was the Intermediate Champion Bull.

Division Winners

Junior Champion: ROM'N Limousin of Arlington, South Dakota, with ROMN Lock Down 110L, a 3/3/23, red, purebred son of LFLC Executive out of ROMN Bonai.

Junior Reserve Champion: Boyer Family Farms of Weldon, Iowa, with JASB Longmire 29L, a 2/25/23, red, purebred son of FILL Elevate 260E out of JASB Frizzle 29E.

Intermediate Reserve Champion: Torgerson Farms of Artesian, South Dakota, with TF Knotty Pine 249K ET, an 11/11/22, black, purebred son of TASF Crown Royal 960C ET out of CELL 5402C.

Senior Reserve Champion: Ludens Family Limousin of Viborg, South Dakota, with BRLU Ludens Karter 817K, a 4/28/22, black, percentage son of LFLC Gallagher 854G out of FC Zesty 817F ET.

Female Show



The Grand Champion Female was MRL Lorissa 340L, a 4/9/23, black, percentage daughter of Ratliff's Jurisdiction 435J out of KQLL 441B, exhibited by Mill Road Limousin of Knapp, Wisconsin.



Ludens Family Limousin of Viborg, South Dakota took home the Reserve Grand Champion banner with their bred heifer, LFLC Kandi 203K, a 3/20/23, black, percentage daughter of LFLC Gallagher 8543G out of MAGS Gainful 352G.

SALE

The stands were full at the Convention Center in Rapid City for the Black Hills Stock Show 1:00 p.m. Limousin Sale. Prior to the sale, Chisum Peterson recognized C.K. "Sonny" Booth, and thanked him for his many years serving as auctioneer for the show. He has auctioned every Limousin sale at the BHSS. There was active bidding in the stands as well as on DVAAuctions.com.

The top-selling bull was the Grand Champion, L7 Koko 2064K, consigned by Peterson's L7 Bar Limousin of Pukwana, South Dakota. He was purchased by Lonely Valley Limousin of Creston, Nebraska, for \$15,000.

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Hailey Bies of Fairburn, SD, with her family; Jayden and Madison Bies, and Karli Phillips holding Parker, Grandpa Harold, and Dad, Travis Bies, purchased the Reserve Grand Champion Female from Gordy and Mike Ludens of Viborg, SD. They also purchased a bull and two other females.



Jason Jochim, Diamond V Ranch of Selfridge, ND, with Shad Agard bought bulls from Kaitlyn & Kacey Boyer (far left & right) of Weldon, IA, and Joel Franseen (second from right) of Marshfield, WI.



Casey, Kelly and Wiley Fanta of Starbuck, MN, thanked Chris and Susan Bartels (center) of Alliance, NE, for purchasing their Reserve Grand Champion Bull.

The town is Holstein. The bulls are Limousin.



Dear Mark,

We wanted to tell you how happy we are with the bulls we have been buying from you. For more than 20 years we have purchased bulls from you. Two years ago, we had a set of steers and heifers mixed that weighed 1,480 lbs. on May 6. Most of them were born in February. They yielded over 65%, so pay weight ended up being 1,510 lbs. With the added profit from feed efficiency, we couldn't be happier. Make sure you reserve some for us next year.

Thanks again,
Darron Uhl and Rob Uhl

2023 NALF Commercial Producer Of The Year

This is where the bulls are.

Black & Red bulls available every day.
Avg. YW EPD: 124

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Al Morales, herdsman, 712-304-2035
mark@agcomfinancial.com



In the Limousin Business Since 1969

We have been buying our bulls from Mark Leonard for 20 years. We are feeding cattle as good, or better, than any around and the prices we get prove it.

A year ago, a gentleman walked into our vet's office asking questions about our calves. He had watched our calves sell - our biggest steers averaged over 900 lbs. with a herd average of 798 lbs. on 340 head. Our vet told him about our vaccines and nutrition. The man's response was, "Well, they must start calving in January." The vet assured him we don't start until March on half of the cows and April on the other half. Knowing the quality of bulls we were buying from Leonard Limousin, he told him if he wanted to have the performance we were getting he needed to buy the kind of bulls we were using.

That same month we were completing our tracking reports on the calves. Our feed salesman called and said I must have forgotten to report all the feed. All the calves from all the groups on both farms had some of the best feed efficiency numbers he had ever seen. All he could do was scratch his head.

The calves we sold in January this year averaged 819 lbs. on 330 head with the 98 biggest steers weighing 940 lbs. When you buy great genetics and care for them right, the cattle will always impress.

Leonard Limousin bulls are efficient, perform well and their temperament is outstanding. We will definitely continue getting our bulls from Mark.

Trevor and Tina Gress and families
Gress Cattle, Denison, IA
2018 NALF Commercial Producer Of The Year



Heartland Sale Reports

Continued from page 36

Chris and Susan Bartels of Alliance, Nebraska, purchased the Reserve Grand Champion Bull, Wulf's Kredentials 9720K, consigned by Wulf Cattle of Morris, Minnesota, for \$9,500.

Also bringing \$9,500 on the sale was JBV Consensus 218K, a 9/5/22, red, purebred son of Anchor B Gold Rush out of JBV Silhouette 803E. He was consigned by Venner Limousin of Breda, Iowa, and purchased by ROM'N Limousin of Arlington, South Dakota.

Diamond V Ranch of Selfridge, North Dakota, had the final bid of \$9,000 on JASB Longmire 29L, the Reserve Junior Champion, exhibited by Boyer Family Farms of Weldon, Iowa.

Another popular lot was the Junior Champion Bull, ROMN Lock Down 110L, consigned by ROM'N

Limousin of Arlington, South Dakota. He was purchased by Nathan Allen, Windy Gables Limousin of Codrington, Ontario, Canada for \$8,000.

Another Canadian buyer, Tyler Steward of Settler, Alberta, purchased ROMN Light It Up 113L for \$7,750. He is a 3/21/23, black, purebred son of AUTO Lucky Guy out of ROMN Favorite, consigned by ROM'N Limousin of Arlington, South Dakota.

JASB Kryptonite 79K, a 9/13/22, black, purebred son of Anchor B Gold Rush 48G out of JASB Fine Wine 48F consigned by Boyer Family Farms of Weldon, Iowa, was purchased by Zach Leier of Tappen, North Dakota, for \$6,500.

The top-selling female was the Grand Champion, MRL Lorissa 340L, consigned by Mill Road Limousin

of Knapp, Wisconsin. She was purchased by May Cattle Co. of Mineral Point, Wisconsin, for \$7,750.

The Reserve Grand Champion Female, LFLC Kandi 203K, consigned by Ludens Family Limousin of Viborg, South Dakota, was purchased by Hailey Bies, of Fairburn, South Dakota, for \$6,250. She was the volume buyer, purchasing two bulls and three females.

Averages:

30 Bulls.....\$5,467
4 Females.....\$4,875

Total:

34 Lots\$5,397

Auctioneer: C.K. "Sonny" Booth

Breed Representatives: Chisum Peterson, Wiley Fanta



Steve and Matt Duff of Hampton, MN, thanked Susan & Randy Shannon and their son, Tyrel of Broadus, MT, for his purchase of their bull.



Jim & Becky Venner and their grandson, Wyatt, of Breda, IA, appreciated Mary & "Cookie" Nielson of Arlington, SD, for purchasing their high-selling bull.



Del Keyes of Knapp, WI, thanked Bob May of Mineral Point, WI, for purchasing his Grand Champion Female.



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Thank You

Words can't express the feeling of what we experienced after our annual production sale this February. We appreciate Balamore Farms, Symens Brothers, John Stoll and Austin Bauer for purchasing our high-selling lots. It's extremely humbling and rewarding when a large crowd shows up to compete for a product you are very proud of. Your interest in our program made all the work worthwhile and our passion for Limousin just that much stronger. **THANK YOU TO ALL!**

A special thank you to Dean and Bev Summerbell for your help and support over the years. Enjoy retirement!



GLENN TREFTZ
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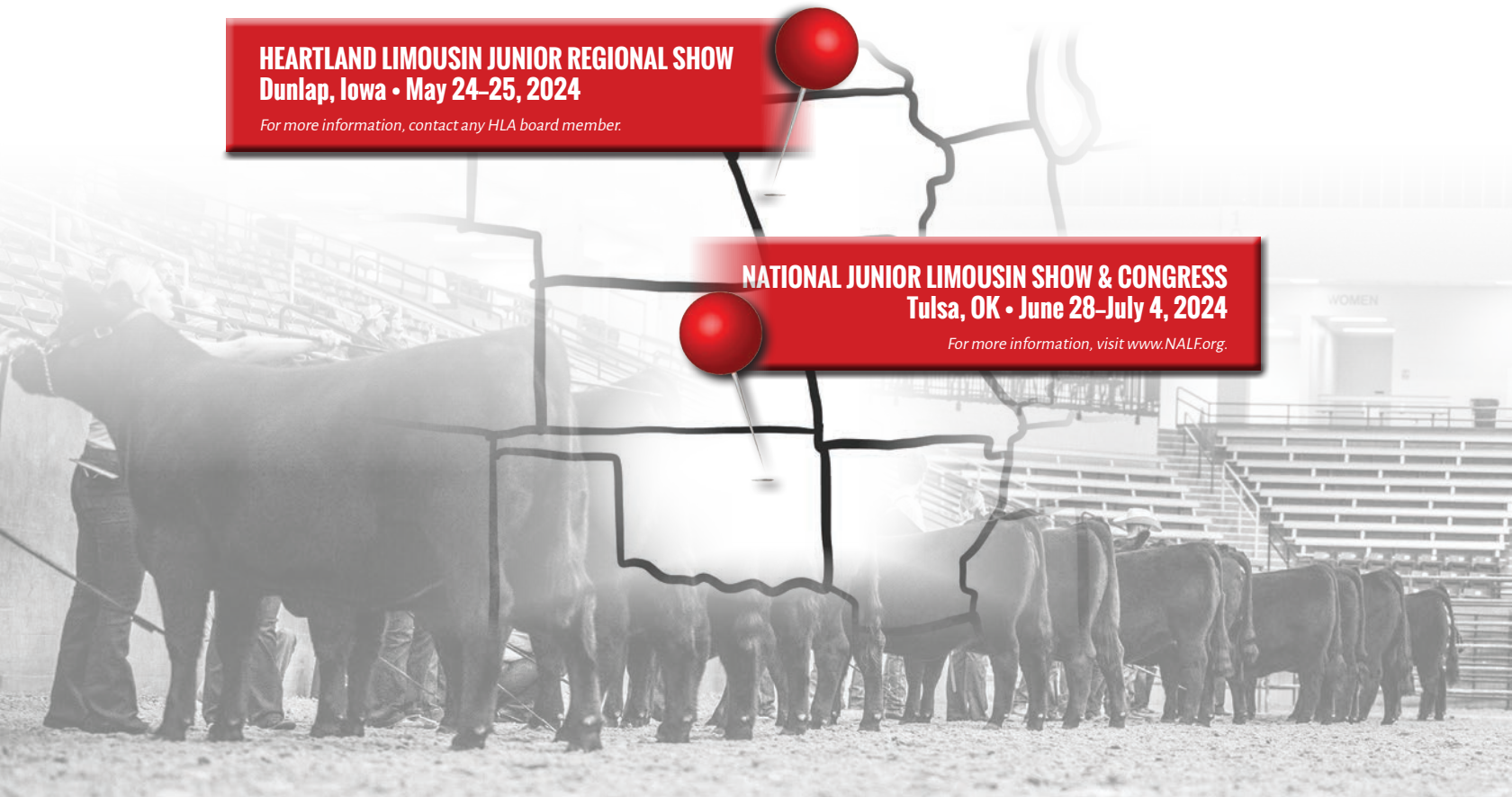
OPPORTUNITIES FOR JUNIORS

HEARTLAND LIMOUSIN JUNIOR REGIONAL SHOW
Dunlap, Iowa • May 24-25, 2024

For more information, contact any HLA board member.

NATIONAL JUNIOR LIMOUSIN SHOW & CONGRESS
Tulsa, OK • June 28-July 4, 2024

For more information, visit www.NALFor.org.



BREEDING *to* FEEDING



OPPORTUNITY SALE *of* 2024

Thursday, April 4, 2024 • 12 Noon

Online Sale With Live Bidding

Watch the sale and bid live online at
Bid.SuperiorLivestock.com and DVAuction.com

**SELLING 400 BULLS &
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Limousin, Lim-Flex, Angus

- Bull Selection Index
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Evaluate the sale offering in person
Open House at Sandy Ridge Ranch
Atkinson, Nebraska
March 26 & 27, 2024



Access sale
details here



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Office: (320) 392-5802 / Fax: (320) 392-5319 / Wulf@WulfCattle.com
Casey Fanta: (320) 288-6128 / Casey.Fanta@WulfCattle.com

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