



Wishing you all a successful bull sale season this spring!



OFFICIAL PUBLICATION of the HEARTLAND LIMOUSIN ASSOCIATION • MAR/APR 2026

“Systems Thinking” Needed for Tech in Cattle Industry

By Jamie Henneman



With new technologies coming out frequently that promise to help cattle producers improve their herd health and bottom line, it’s important to take a “systems thinking” approach to the options, according to veterinarian Daniel Cummings.

By considering both the pros and the unintended consequences of using a new product or production practice, producers should consider the entire

beef system, not just their part of it, he explained.

“Ofentimes, our mind goes to value and the rate of return, but it’s hard to put dollar figures on all of it,” he said. “As a practicing veterinarian, I have to think about whether what we are applying will have a short-term gain, as well as the long-term impacts. It’s a ‘systems thinking’ issue.”

Some technologies that producers

may favor to help their profitability include technology, like growth implants, but other practices with health benefits only are often questioned.

“I’ll have producers balk at the idea of preconditioning because they don’t feel they get an economic return, but we know preconditioning is effective and can prevent health issues down the road like (bovine respiratory disease), which is a painful condition and preventing it needs to be thought of as a welfare issue,” he said.

Recognizing that an action or inaction on one part of the supply chain can affect many others is important, as the unintended consequences can be high, Cummings noted.

“One of the issues we have to be aware of is antimicrobial resistance. Through some of our practices, we might be writing checks we can’t cash,” he said.

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Time-Dated Material
 Volume 34 • Issue 2
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Continued from cover

At times, using or not using technology in beef production can also come from confusion, as in the case of wormers.

When these products first launched, they had a 99 percent rate of effectiveness, but we don't commonly see that today, and in some cases it's only 50 percent," he related. "To help prevent parasite resistance, producers can try changing formulas, but often they are switching from a pour-on to an injectable and it's the same active ingredient."

Some producers may also choose not to use certain production methods due to a lack of time, facilities or manpower. The best way for this to change is through education, Cummings said.

"We have great resources on all levels, but we need to be consistent in our messaging and help producers identify the frictions or the things that are keeping them from doing certain things," he said. "Now, if we were to implement every change or resource that comes along, we could be weaning 900-pound calves and milking and an extra ten pounds a day, but there is only so much you can do. That's why it's important for veterinarians to plug in with Extension agents to give the best information to producers."



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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/FebruaryDec. 10
March/AprilFeb. 10
May/JuneApril 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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Introducing WULFS DIGITS 2490M

Digger is our new calving-ease specialist with outcross genetics purchased from Wulf Cattle. He ranks in the top 15% of the breed for six traits. Stay tuned as we will have our first set of calves out of him this spring.



81% Limousin · Homo Polled · Red · 2/12/24
 Wulfs Digits 3786D x Wulfs Kinley 2490K

CE: 16 BW: -1.9 WW: 70 YW: 113 MK: 26 CM: 9 SC: 0.70 DC: 13 YG: -0.25
 CW: 31 RE: 0.75 MB: 0.17 \$TPI: 121 \$G: 0.16 \$MPI: 93 \$IPI: 126

Females carrying his service will sell at the Great American Pie Sale. Join us April 25 in Lebanon, MO.



PRAIRIE CREEK RANCH



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Limi Things With A Touch Of TWANG

By Ashley Wisler

We are right in the middle of a busy and successful sale season, and it seems as if this year has flown by at a feverish pace! My son and I took his heifer, Ms Molly, to show at Cattlemen’s Congress for the first time and it was such a fun and exhausting learning experience. We enjoyed catching up with our Heartland friends and greatly appreciated all the help and advice you all gave us. The market and breed continue to thrive, with excellent sales by our members. We were exceptionally well represented at the Black Hills Stock Show Sale, with Limousin bulls sold by two of our members taking home the title of first and third highest selling bulls over all breeds. A big congratulations!

One of my favorite things I get to do is use the Heartland Cattle Call podcast to tell your stories. I very much enjoy getting to chat with the best in the business and hear how you all got your start and what sets you apart. It is geared to not just sell our cattle, but connect with our members on a more personal level as well. If you are interested, please reach out, I would love to have you on. Lots of breeds have good looking cattle, but it is truly the people in the Limousin industry that stand out.

I hope to see you all at the Heartland Regional Show May 22-24 in Springfield, Missouri!




Recipe of the Month

LASAGNA SOUP

This is a quick and hearty meal for those days when you are short on time but not short on hunger!

Ingredients:

- 1 tablespoon olive oil
- 2 tablespoons Italian seasoning
- 1 diced garlic clove
- 1 pound of hamburger or sausage
- 2 tablespoons tomato paste
- 1 jar (24 ounces) of marinara sauce
- 2 quarts chicken broth
- 8 ounces lasagna noodles broken into pieces
- 10 ounces frozen spinach (thawed or chunked)
- 1 ¼ cups ricotta
- 1 cup grated mozzarella
- 1 cup grated parmesan

Instructions:

1. Heat oil in a large pot on medium heat.
2. Add garlic and onion. Cook until soft, seasoning with salt and pepper.
3. Add hamburger or sausage and cook until browned. Add tomato paste, remaining herbs and seasoning and stir, cooking for approximately one minute.
4. Add marinara sauce and broth, bringing to a boil.
5. Lastly, add noodles and spinach, cooking until noodles are either al dente or soft based on your preference.
6. Top soup with cheese and serve.

HEARTLAND CALENDAR

MARCH

- 2 Buck Ridge Cattle Co Inaugural Sale - Seymour, MO
- 7 Linhart Limousin Business Done Right Bull Sale - Leon, IA
- 8 Boyer Family Limousin Annual Production Sale - Liberty, NE
- 24-25 Wulf Cattle Open House, Sandy Ridge Ranch - Atkinson, NE
- 30 Linhart Limousin April Fool’s Online Genetic Sale - L365 Auctions

APRIL

- 2 Wulf Cattle Annual “Opportunity Sale of 2026” - DV Auction
- 4 Minor Limousin Open House - Strafford, MO
- 7 Hager Cattle Co Annual Bull Sale - Karlsruhe, ND
- 8 Peterson’s L7 Bar Annual Bull Sale - Pukwana, SD
- 9 Minor Limousin “Matriarchs in the Making” Sale - SC Online Sales
- 11 Excel Ranches Open House and Private Treaty Sale - Perryville, MO
- 21 Linhart Divas Online Show Heifer Sale - SC Online Sales
- 25 Great American Pie Sale - Lebanon, MO

MAY

- 22-24 Heartland Regional/MLBA Field Day/National Fullblood Shows - Springfield, MO

WISHING YOU ALL A SAFE AND
HEALTHY SPRING SEASON!



Remember
to Tune In!

STAY CONNECTED

A new way of staying connected is now at your fingertips. Say goodbye to remembering to check sale dates, times and updates. Instead, be notified when a sale opens or nears closing, bidding is extended, videos and catalog are posted and more. Staying updated on all things Limousin related is now in the palm of your hand. Sign up for text alerts today or contact us to see how your marketing efforts can benefit from text alerts.

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Junior Beat



Hunter catches up on the Heartbeat on the drive to NWSS.



Reagan Minor trades her cows for her pony Ginger.



Rory and Memphis Peterson took home banners at Cattlemen's Congress.



Nora Caldwell had to check her cows by sled.



The Radke boys traded beef for fish to practice their ice fishing skills.



Ben Spencer and his crew get in some last minute touch ups.



The Miller kids approve of the sale picks for Excel.



A little cold weather won't stop the Wilson girls from putting in the work.



Beau Wiser and Fat Molly were excited to exit the show ring at OKC.



Ella Snyder prepped her heifers for show day at Cattlemen's Congress.



Ava Miller watches the stall between shows for DEBV.



Dixon Schmalshof awaited his family sale with his grandmother Tammy.



Haze Hagedon with HAZH Dorado 24M.

Matriarchs in the MAKING

ONLINE SALE

Thursday, April 9, 2026



2026 Cattlemens Congress
Div III Champion Lim-Flex



2025 Ozark Empire Fair
6th Overall Female Junior Show

Selling

Elite Show Heifer Prospects
Genetic Opportunities

We hope you plan to join us April 4th on the farm in Strafford, MO, for what promises to be a day of fun, food and exceptional cattle at our annual Open House. We are excited to once again have Flat Creek Resturant with us!

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Iowa News...

IJLA Field Day Coming Soon

The Iowa Junior Limousin Association Field Day will be held June 6-7, 2026 at Westfair in Council Bluffs, IA. Hope all the juniors can make it out!

Show Ring Success at Cattlemen's and NWSS

Dalton Miller had the Division I Champion Bull in the Open Show at Cattlemen's Congress while DEBV was awarded the Grand Champion Pen of Lim-Flex Bulls. At the NWSS, Aaliyah Wicke took home the banner for Reserve Champion Limousin Female. Congrats to all!

New Website for ILA

The Iowa Limousin Association has a new website, www.iowalimousin.com, where you can also find the membership application and stay up to date on all things ILA.

Chambers Named Iowa Limousin Commercial Producer



Jamison Chambers is from Treynor and has been farming and feeding cattle in Southwest Iowa since 2007. He started out focusing on row crop farming corn and soybeans and feeding

out cattle. In 2019, his kids were starting to get involved in 4-H and wanted to show cattle, so he bought his first four in his area, so he has been using more of a dry lot system where he grows his own alfalfa and chops silage. He currently feeds out a couple hundred steers and runs around 30 cows of his own. He has been using bulls from Vorthmann Limousin and DEBV which has worked great for the fair and retaining replacement heifers. He also utilizes AI some in his program. Jamison likes to use Limousin bulls because he likes the added muscle and performance of the calves along with calving ease and vigor at birth. Jamison and his wife, Brianne, have five children and they have enjoyed spending time on the farm and being a part of the cattle operation.

Kansas News...

Kansas Breeders Have Successful Show and Sale Run

Many of our Kansas breeders have had successful sales and taken home banners in the show ring as well. A big congratulations to all!

Old 24 Manhattan Named 2025 MOE Show Bull of the Year

Congratulations to Cogan Schilling, Old 24 Cattle and all the Schilling family of Goodland, KS on Old 24 Manhattan being awarded the 2025 National Medal of Excellence Lim-Flex Show Bull of the Year! Semen is available through both Cattle Visions and Grassroots Genetics for those interested in purchasing.



Minnesota News...

Save The Date

Save the date for the Wulf Cattle "Opportunity Sale of 2026" Online Sale taking place April 2nd via DVAuction.com or [Bid SuperiorLivestock.com](http://BidSuperiorLivestock.com). Sales consultants will also be available via phone if preferred.

Minnesota Members Have Great Success at Black Hills

Minnesota Heartland members had a very successful run at both the Black Hills Stock Show and Sale. Wulf Cattle had the top selling bull of all breeds, Wulfs Neon Moon 8672N, while Royal Beef Genetics had both the Champion Heifer Calf and Grand Champion Limousin Heifer. A big congratulations to both!

Missouri News...

Great American Pie Sale

The 21st Annual Great American Pie Limousin Sale, sponsored by the MLBA will be held on Saturday, April 25, 2026 at 4 p.m. in Lebanon, MO. Late entry deadline is March 15, \$50 per head. Hope to see everyone there!

Heartland Regional Show Heads to Missouri

We are excited to announce that the MLBA will be hosting the Heartland Regional Show and National Fullblood Limousin Show in conjunction with the Missouri Field Day Level III MOE Open Show. The shows will be held on May 22-24, 2026 at the Darr Agricultural Center in Springfield, MO. Check in will be on the 22nd. Entry deadline is May 1st with late entries through May 15th, as well as a May 15th ownership deadline. Heartland entries will be accepted online via the North American Limousin Foundation at www.nalf.org. The headquarters hotel is the Hilton Garden Inn at 4155 S Nature Center Way in Springfield, MO. All participants will need to have yearly membership dues paid for show entry. Sponsorship opportunities are available, contact Caleb Minor or Ashley Wiser for additional information.

FRIDAY, MAY 22

Check In

SATURDAY, MAY 23

Showmanship
MLBA Field Day
Level III MOE Point Show
National Fullblood Show

SUNDAY, MAY 24

Steer Show
Heartland Regional Show

SCAN FOR ENTRIES



Nebraska News...

Mark Your Calendar

Save the date for the Nebraska Junior Beef Expo June 5-7, 2026 in Albion, NE! Be sure and get your hotel booked at the Cardinal Inn in Albion and reach out to Diane Duren if you have any questions or for additional information.

Spencer Has Successful Show Run

Congratulations to Heartland member Ben Spencer of Gibbon, NE on a successful show run, as well as to all the Nebraska Juniors. Best of luck in the upcoming show season!

Sandy Ridge Ranch Hosts Open House

Be sure and head out to the open house hosted by Wulf Cattle at Sandy Ridge Ranch in Atkinson, NE on March 24-25. This is an excellent opportunity to evaluate the sale offerings in person.

MARK YOUR CALENDAR

OPEN HOUSE & PRIVATE TREATY SALE

Hosted by
LiveAg

April 11, 2026 • At The Farm
SELLING 20 BULLS & 15 FALL BRED HEIFERS

THESE SIRES WILL BE REPRESENTED:



EXCEL JUSTIFIED

81% Limousin • Homo Polled • Homo Black
S: Wulfs Eisenhower 3616E D: AUTO Freedom 200F ET
CE: 10 BW: 2.5 WW: 86 YW: 136 MK: 31 CM: 7 SC: 1.6
DC: 17 YG: -0.22 CW: 68 RE: 1.12 MB: -0.06 \$TPI: 161



AHCC HEARTLAND 901F ET

81% Limousin • Homo Polled • Homo Black
S: MAGS Anchor D: LVLS 9066U
CE: 11 BW: 0.6 WW: 76 YW: 132 MK: 25 CM: 8 SC: 0.6
DC: 16 YG: -0.04 CW: 65 RE: 0.5 MB: 0.29 \$TPI: 156

ADDITIONAL SIRES REPRESENTED:

COLE Home Run • Excel Kirkland • Excel Knight Vision • AVAM Mickey Mouse • BRCC Kash Krop

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South Dakota News...

SDLA Holds Meeting and Banquet

The South Dakota Limousin Association Annual Meeting and Banquet was held on Thursday, February 5 in conjunction with the Black Hills Stock Show at the Best Western Ramkota in Rapid City. The meeting began at 6 p.m. with a social hour and a delicious steak and potato meal for the members. Kuhlman Cattle Company was named the Commercial Producer of the Year and the association welcomed new board member Ryan Mechaley. A live auction followed the meal, featuring 44 items that were donated and grossing \$10,805 for the SD Limousin Association.



SDLA Board Members Jill Stern, Jacob Edleman, Julie Montagne, Cade Peterson and Kiley McKinna.



A large crowd enjoyed the banquet and supported the SDLA.

“BACK IN TIME”

Do You Know the Answer?

In honor of the winter show season, test out your history knowledge of some of the most renowned winter livestock shows!

Can you answer these questions?

1. Who won the first NWSS Limousin Herdsman Award?
2. When was the first Limousin Open Show held at NAILE?
3. The first Embryo Auction (later called Genetics on Ice) was held when and where?
4. In 1985, the famous “Triple Crown” award was established. To achieve this, the animal must win which three shows at that time?
5. Limousin cattle are often referred to as what (especially in France) due to their muscle and structure?

Answers on page 12

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.

HAVE INFORMATION YOU WOULD LIKE PRINTED IN THE HEART BEAT?

CONTACT US!

NALF Awards Promoter Of The Year to SDSU Research Team

Courtesy of NALF



The 2025 NALF Promoter of the Year was awarded to South Dakota State University: Dr. Zachary Smith, Dr. Warren Rusche, Grace Olinger, and the SDSU research team.

Six years ago, the NALF Board began discussions with the team at SDSU about conducting a study that was more reflective of the commercial cattle feeding industry trend of feeding cattle to larger out weights and its impact on feed performance and carcass composition.

Those initial discussions led to the NALRF/SDSU research study that was

conducted on two Montana commercial Angus cow ranches breeding cows to 3 different sire groups utilizing Angus, Limousin, and Lim-Flex® sires. Progeny were then shipped to the research facility at SDSU and fed to three different harvest groups with extended days on feed and larger out weights, more reflective of what is currently happening in the commercial cattle feeding industry.

This enabled SDSU to produce and analyze the results of “Effect of Extended Days on Feed on Growth Performance, Efficiency, and Carcass Characteristics of Steers and Heifers of Different Proportions of Angus and Limousin Genetics”.

Dr. Warren Rusche and Grace Olinger were then able to conduct an economic analysis using the actual individual cost of gain, feed conversion, and actual carcass composition results reflected in actual harvest data. The resulting premiums and discounts applied were on a standardized grid after the cattle were harvested in the fall of 2024. This enabled the team at SDSU to do a full economic analysis.

These results were presented at the Beef Improvement Federation meeting in Amarillo, TX, in June of 2025 by Dr. Warren Rusche and Grace Olinger, along with various other meetings around the country. They will also present this information at the 2026 NCBA Cattle Con in the Cattlemen’s College Sessions in Nashville, Tennessee.

Per NALF, the level of work, financial commitment, and dedication the team at South Dakota State University put into this project was outstanding, timely, and critical at a time when cattle are being fed to much larger out weights in today’s beef industry nationwide. The NALF board, membership, and staff are greatly appreciative of the efforts made by the team at SDSU and their commitment to the beef industry.

South Dakota News...

Randalls Named 2025 NALF Commercial Producer Of The Year

Courtesy of NALF



Congratulations to the 2025 NALF Commercial Producer of the Year, Roger and Carol Randall of Triple R Farms in Chamberlain, South Dakota!

Roger and Carol Randall have a long-standing history in the Limousin breed that began early in their operation. After watching Limousin calves perform in a neighbor's pasture, they purchased their first Limousin bulls in 1977. Because the Randalls feed their cattle out, they were quickly impressed by the breed's higher dressing percentages and reduced number of Yield Grade 4s and 5s. As their need for additional bulls increased, they purchased a set of higher-percentage Limousin cows and established Triple R Limousin. From this group of cows, they raised bulls for their own use as well as for a few neighboring operations. Over time, as Limousin bulls became more readily available, they transitioned away from maintaining a registered herd and instead focused on sourcing the best bulls available to complement their commercial operation.

As their farming and feeding enterprise continued to grow, the Randalls reduced their registered division to devote more time to the commercial side of the business and their passion for feeding cattle. Today, the operation has evolved into Triple R Ranches & Feeders and includes their two sons and their families. The operation consists of more than 1,300 commercial cows, a 4,500-head feedlot capacity, custom silage harvesting, and several other agriculture-related enterprises.

The Randalls are continually seeking Limousin genetics that meet their goals of high cutability and feed efficiency. Between Roger and his two sons, the family operates three separate feedlots. Calves are processed at weaning and placed into the yard best suited for their performance potential. Cattle are marketed through

a variety of branded beef programs as well as through traditional market channels, depending on individual cattle fit. Because they feed out all of their cattle, the Randalls receive comprehensive carcass data at an aggregate level, allowing them to analyze performance and continually adjust their breeding and feeding programs based on real-world results.

The operation farms approximately 3,000 acres, producing feed for the feedlots as well as winter supplementation for the cow herd. They utilize primarily no-till farming practices to conserve moisture and have incorporated cover crops to improve soil health.

The Randalls' long-term goal has always been to maintain a balanced, sustainable approach to production. They are involved in every phase of the business—from calving and weaning to feeding and finishing cattle. Cows are expected to calve unassisted, raise a vigorous calf that gets up and nurses quickly in all conditions, and ultimately produce a high-quality carcass. Females must wean a heavy calf and breed back on time. The goal is to have as many cows bred as possible within a short breeding season while maintaining a high percentage of calves weaned.

Because their operation is truly a birth-to-carcass program, the Randalls take a balanced approach to trait selection. They primarily select bulls based on birth weight and performance, with additional emphasis placed on disposition, structural soundness, and carcass merit. Roger notes that after more than 40 years of using Limousin cattle, they have found very few bloodlines that do not work effectively within their crossbreeding program.

Performance analysis within the operation centers on weigh-in versus weigh-out comparisons alongside grain cost evaluations, a process made significantly easier through modern technology. All records are computerized, with weekly to bi-weekly analysis tailored to the current needs of the ranch. Management changes are most clearly reflected in harvest data, particularly in the reduction of Yield Grade 4s and 5s. Improvements in genetics have led to a significant increase in Yield Grades 1s and 2s without sacrificing quality grade, while grain costs have dropped considerably.

The Randalls are members of the North American Limousin Foundation, the Brule County Livestock Improvement Association, and the South Dakota Limousin Association. They are also actively involved in their community, including long-time service with the United Church of Christ in Chamberlain, over 35 years of managing and coaching local amateur baseball, and leadership within the Pony Hills Amateur Baseball League.

Roger and Carol were nominated for this award by the South Dakota Limousin Association and Peterson L7 Bar Limousin. A big congratulations to Roger and Carol Randall, along with their son Bart and his wife Mikaela, their children Emberly, Ella, Amelia, and Charles; as well as their son Ryan and his children Raya, Rustin, and Taylin, on this prestigious honor.

REMINDER: 2026 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...

Glenn Treftz of Treftz Limousin Named 2025 NALF Seedstock Producer Of The Year

Courtesy of NALF



Glenn purchased his first Limousin bull and (13) 3/8 blood Limousin cows in 1983. Treftz recalls his start in the breed and said, “When we brought that first Limousin bull home and put him in the pen with those Angus and Hereford bulls we had been using on our commercial cows, he did look pretty exotic. He was like a whole different animal species. But those first calves were an amazing cross; they were everything I had hoped they would be. I’ve been hooked on the breed ever since.” And the rest is history.

From the very beginning, Treftz has always placed intense selection pressure on heavy muscled cattle. Sires like ROMN Justice, Jim Dandie, JYF Yieldmaster, Richmond Xander, TREF Zeus, ROMN Tow Truck, TREF Done Right, TREF Hardcore and others, have helped him achieve his breeding goals.

Along with the bulls that built Treftz Limousin, most of his herd of 150 registered Limousin females goes back to the original group he bought in the 1980s. With the TZ brand on their hip, Glenn is proud of his cow families and in recent years has grown his embryo transplant program to propagate his best genetics on both the bull and female sides. “As producers, we often find ourselves talking about the carcass traits and feed efficiency of the Limousin breed, but where we shine is in our cows’ longevity and fertility. A good Limousin female is maternal, docile, good milking with easy-fleshing ability, and I think she can compete with any other breed!”

Glenn sold bulls privately, off the farm, for just over 20 years, prior to hosting an annual production sale. 2026 will mark Glenn’s 37th year selling Limousin bulls. From the beginning, Treftz Limousin’s annual production sale has been titled “Where Muscle Still Matters Production Sale.” It’s not just a slogan, or something catchy for an ad or catalog cover - it is what they believe, eat, sleep, and drink at Treftz Limousin. “At a time where all breeds of cattle are starting to look alike, my slogan, ‘where muscle still matters,’ has even more meaning to me now,” said Treftz. “I’m going to keep doing what works and continue to respond to what my customers are telling me they want, and what they want is Limousin muscle.”

And listen to his customers...he does! In his own words... “Develop a product you are passionate about. Commit to your product. Market your product. Stand behind your product. And most important, believe in your product.” Glenn could write a book on marketing and merchandising registered seedstock. From his website, active social media presence, bi-annual newsletter, ranch tours at home, going “on tour” every late summer/fall, and hours on the phone, Glenn is in tune with his customer’s needs, wants and expectations. Sale day is 365 days a year at Treftz Limousin. Glenn has an infectious love and passion for Limousin cattle. He will tell you more than anything, he loves talking with someone considering Limousin genetics for the first time. Whether a customer has five cows or 500, he gives his time to everyone who makes contact, whether a fellow Limousin breeder, a commercial producer or a young person interested in Limousin. Whether

new to the breed, or new to Treftz Limousin, once you’ve spent a little time with Glenn Treftz, you are hooked. In service to the breed, Glenn served nine years on the South Dakota Limousin Association board, with four years as the SDLA president. He also served for six years on the Heartland Limousin Association board.

In recent years, Treftz has been experimenting on purchased commercial F1 black-baldie heifers and crossing them back to Limousin bulls, to remind him of his start in the breed. These baldie cows are now the foundation of the recipient cowherd for the embryo program. “It brings me back to the beginning and is really a strong testament to show my customers about what these bulls can offer their commercial cattle,” said Glenn. This “experiment” has grown from 20 head to keep for himself, to developing 50 F1 baddie heifers Ai’d to Treftz bulls and offering them for sale. The first year he offered bred F1s, it was by late-night Facebook post of what he had, and to “direct message” him for details and price. The cattle were sold in less than two hours. This demand has led Glenn to offering these females on a special bred female sale each December. A little over a month ago, the top draft of his F1 baldies sold for \$5400/head - the HIGHEST priced commercial bred heifers ever sold at Aberdeen Livestock! Always one to lead by example, he backs up his claims to his customers by showing what is possible with Limousin & Limi cross genetics.

The second Saturday in February is a day I-and many others-look forward to each year. Some come for the accordion music, a few come for the chicken feet, but everyone comes to see stout, powerful Limousin bulls with all the muscle you can pack on a set of cattle. They also come to support the man who’s spent his entire life devoted to Limousin cattle and the customers he serves. His sale has become the benchmark for the spring bull sale season. Cattle and genetics are sold across the US, Canada and other countries across the globe. Capacity crowds, exuberant bidding and strong sale averages create an event people go home from excited for what the future holds. A culmination of over 40 years of work, dedication and service to the breed and his customers.

Glenn would be the first to admit, none of these above-mentioned things would be possible without the love and support from his family, including Lori, and their kids Dustin, Courtney (Andrew) and Reece (Alayna). And, I certainly want to mention his pride and joy, and the ones who call him “Papa,” grandkids Mila, Colton and Arie.

Before I introduce Glenn, I’ll leave you with a statement mentioned earlier-in Glenn’s own words-and let it be a lesson for all of us... “Develop a product you are passionate about. Commit to your product. Market your product. Stand behind your product. And most important, believe in your product.”

Introduction written and given by Chisum Peterson during the NALF Annual Meeting held during the National Western Stock Show. Introduction adapted from Amanda Radke’s Limousin365 feature story.



“BACK IN TIME”

Do You Know the Answer?

Answers:

1. Steve Yackley
2. 1980
3. 1984 in Kansas City, MO
4. All American, American Royal, National Western
5. Butcher’s animal

Questions on page 10

Thank You!

The results are in – our 20 online lots sold into ten states, averaging \$9,456.

We are thankful to everyone who viewed, bid and purchased cattle on our Online Sale. We also thank everyone who came to our Open House. Our business is successful because of each one of you!



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HUNT NAVAJO 14N

Sire: HUNT Lincoln 46L

MGS: FILL Danny 211D

Homo Polled

CE: 13 BW: -0.3 WW: 71 ADG: 0.24

YW: 109 CM: 8 SC: 1.05 RE: 0.77

MB: 0.18 \$MPI: 101 \$IPI: 138

Owned with Bill and Larry Bose of Orleans, NE.



HUNT NIRVANA 05N

Sire: DANH Flow 80F

MGS: Wulfs Genius 5293G

Homo Polled

CE: 14 BW: -1.2 WW: 64 ADG: 0.27

YW: 106 CM: 10 SC: 1.23 RE: 0.99

MB: -0.04 \$MPI: 84 \$IPI: 106

Owned with Chambray Grant & Eric Bruton of Mesa, CO.



HUNT NINJA 93N

Sire: Myers Fair-N-Square M39

MGS: FILL Danny 211D

Homo Polled

CE: 8 BW: 3.2 WW: 110 ADG: 0.40

YW: 175 CM: 3 RE: 0.96

MB: 0.29 \$MPI: 103 \$IPI: 140

Owned with Clayton Hosier of Oxford, NE.



Cattlemen's Congress Crowns Junior Champs

Discover
Your Own



VL NATIONAL TREASURE 510N

Homo Polled • Homo Black • 74% Lim-Flex

Sire: CELL Envision 7023E Dam: VL Fannie Mae 811F (MAGS Avaitor)

CE: 8 BW: 1.8 WW: 93 YW: 160 MK: 20 SC: 1.25 DC: 19

YG: -0.01 CW: 59 RE: 0.84 MB: 0.14 \$TPI: 121 \$G: 0.12

Act. BW: 78 • Adj. WW: 839 • Adj. YW: 1402

Owned With Linhart Limousin

VL National Treasure is no fluke — he is a curve bender with tremendous quality. His dam has consistently produced great progeny serving in leading herds: Rolling Acres Limousin (WV), Alfrey Limousin (IL) and Beggs Limousin (AR). We appreciate Charles Linhart for purchasing half interest and possession in National Treasure.

Semen Packages
15 units @ \$1,000

Contact Roger Vorthmann (402/981-1621) or Charles Linhart (641/340-1306)

High quality bulls for sale privately at the farm.

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The 2026 Cattlemen's Congress National Junior Limousin Show took place January 6, 2026 at the State Fairgrounds in Oklahoma City, OK. Judge Mat Lewis of Iliff, Colorado evaluated the 100 head of Limousin and Lim-Flex cattle in the ring, where the Heartland was well represented.

Grand Champion Lim-Flex Female: TASF Miss Elsa 885M ET, 04/07/2024, 50% Lim-Flex, sired by TASF Grey Goose 333G ET, out of Pleasant Valley Elsa 1439, exhibited by Corbin Robbins, Chattanooga, Okla.

Reserve Champion Lim-Flex Female: L7 Milky Way 402M ET, 04/20/2024, 42% Lim-Flex, sired by Ratliff Jump Start 340J ET, out of PF Forever Princess 9055, exhibited by Rory Peterson, Pukwana, S.D.

Grand Champion Limousin Female: TASF CKES My Girl 923M, 10/10/2024, 82% Limousin, sired by Ratliff Killin Time ET, out of TASF Just As Classy 541J ET, exhibited by Claire Kessler, Crawfordville, Ind.

Reserve Champion Limousin Female: TASF Midnight Angel 909M ET, 04/30/2024, 89% Limousin, sired by AUTO Lucky Guy 140D ET, out of TASF Guardian Angel 300G, exhibited by Lilyanna Portwood, Versailles, Ky.

Lim-Flex Junior Show Heartland Division Winners:

Division III Champion: MINO Masquerade 208M ET, 09/25/2024, 39% Lim-Flex, sired by STAG Good Times 201 ET, out of AUTO Genevieve 284G ET, exhibited by Gabriel Minor, Stafford, Mo.

Division IV champion: Ratliff Mayflower 451M ET, 05/18/2024, 57% Lim-Flex, sired by MAYC Gold Buckle 624G, out of Ratliff Google 911G ET, exhibited by Raylon Ratcliff, Ople, Kan.

Division V reserve: L7 Milky Way 402M ET, 04/20/2024, 42% Lim-Flex, sired by Ratliff Jump Start 340J ET, out of PF Forever Princess 9055, exhibited by Rory Peterson, Pukwana, S.D.

Division VI champion: L7 Lady Luck 399L ET, 12/24/2023, 50% Lim-Flex, sired by PVF Blacklist 7077, out of L7 Yuma 122Y, exhibited by Memphis Peterson, Pukwana, S.D.

Limousin Junior Show Heartland Division Winners:

Division I champion: TASF J6 Nirvana 026N, 05/05/2025, 86% Limousin, sired by Ratliff Killin Time ET, out of TASF CLAC Karma 639K ET, exhibited by Ben Spencer, Gibbon, Neb.

Division II reserve: Ratliff Nation 502N ET, 02/24/2025, 81% Limousin, sired by CWCL Ludens First Dakota 018E, out of PEHL Ginger 339G, exhibited by Ashley Schrag, Moundridge, Kan

Division IV Champion: CampbellCo Purple Haze 2470M, 05/16/2024, 78% Limousin, sired by J6 We The People 411J ET, out of FWLY Purple Haze 9920 ET, exhibited by Molly McCurry, Hutchinson, Kan.



Rory Peterson and her Reserve Champion Lim-Flex Female, L7 Milky Way 402M.



Cattlemen's Congress Level I MOE Show

The 2026 Cattlemen's Congress Level I Medal of Excellence Show was held on January 7, 2026 in Oklahoma City. Judges Tyler Cates and Kyle Shouffer presided and sorted through the 125 head to make their selections.

Grand Champion Limousin Female: TSSL NFX Beyonce 4601M ET, 02/22/2024, 25% Limousin, sired by SCC SCH 24 Karat 838, out of JSZC TSSC Larissa 49G ET, exhibited by Baylee Smith, Checotah, Okla.

Reserve Champion Limousin Female: HANE TSSL Dirty Dancing 5118, 02/13/2025, 25% Limousin, sired by SCC SCH 24 Karat 838, out of JSZC TSSC Larissa 33H ET, exhibited by Jacee Parrish, Liberty, Texas.

Supreme Champion Limousin Female: TSSL NFX Beyonce 4601M ET, 02/22/2024, 25% Limousin, sired by SCC SCH 24 Karat 838, out of JSZC TSSC Larissa 49G ET, exhibited by Baylee Smith, Checotah, Okla.

Grand Champion Limousin Bull: Ratliff No Mercy 406N ET, 01/21/2025, 50% Limousin, sired by LLW Cardinal Crossover 236J, out of Riverstone Charmed, exhibited by Ratliff Cattle, Westphalia, Kan.

Reserve Champion Limousin Bull: Old 24 Manhattan, 04/03/2024, 54% Limousin, sired by MAYC Gold Buckle 624G, out of Schilling Garnishment exhibited by Cogan Schilling, Goodland, Kan.

Female Show Heartland Division Winners:

Division VI champion: L7 Lady Luck 399L ET, 12/24/2023, 50% Lim-Flex, sired by PVF Blacklist 7077, out of L7 Yuma 122Y, exhibited by Memphis Peterson, Pukwana, S.D.

Bull Show Division Winners:

Division I champion: DLTM Nickelback 532N ET, 03/01/2025, 59% Limousin, sired by CYWD Jack Frost 38J, out of DEBV Jennifer Aniston 145J ET, exhibited by Dalton Miller, Treynor, Iowa.

Division II champion: Ratliff No Mercy 406N ET, 01/21/2025, 50% Limousin, sired by LLW Cardinal Crossover 236J, out of Riverstone Charmed, exhibited by Ratliff Cattle, Westphalia, Kan.

Division III Champion: SCHRAG The Main Man 195M ET, 11/10/2024, 73% Limousin, sired by MAYC Gold Buckle 624G, out of Ratliff Just Dandy 195J ET, exhibited by Ashley Scharg, Moundridge, Kan.

Division III reserve: HAZH Dorado 24M, 10/20/2024, 28% Limousin, sired by SCC SCH 24 Karat 838, out of PBRS Coco 135J, exhibited by Haze Hagedon, Granby, Mo.

Division V champion: Old 24 Manhattan, 04/03/2024, 54% Limousin, sired by MAYC Gold Buckle 624G, out of Schilling Garnishment exhibited by Cogan Schilling, Goodland, Kan.

Division V reserve: OLIM Maverick 417M, 03/04/2024, 67% Limousin, sired by MAGS Kooper Rush 2622K ET, out of OLIM Gwyndolen 987G, exhibited by NC Cattle Co, Cassville, Mo.

Division VII champion: WLR Blackwater 822L ET, 05/28/2023, 65% Limousin, sired by ELCX Kings Landing 599 D ET, out of WLR Envious ET, exhibited by Wies Limousin, Wellsville, Mo.



Congratulations to Ratliff Cattle on their Grand Champion Limousin Bull title with Ratliff No Mercy 406N ET.



Cogan Schilling and Old24 Manhattan, The Reserve Champion Limousin Bull.



Cattlemen's Congress Limousin & Lim-Flex Pen Show

The 2026 Limousin and Lim-Flex Pen Show was held on January 6, 2026 in Oklahoma City, OK. Jirl Buck of Oklahoma judged the bull pens.



Congratulations to Deb Miller of DEBV in Treynor, IA on taking home the banner for Grand Champion Lim-Flex Pen of Bulls!

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Successful Black Hills Stock Show & Limousin Sale

The Black Hills Stock Show Limousin Show and Sale was held on February 6th, 2026 in Rapid City, SD at The Monument. Tucker Morris of Augusta, MT judged the Limousin show and Chisum Peterson of Chamberlain, SD was the auctioneer for the sale. It was an excellent day for the Limousin breed, with the Heartland members represented in some of the top sells overall.

Show Results:

Grand Champion Limousin Bull was Lot10, KCL Nitro 11N, exhibited by KC Limousin of Gleason, WI. He is an April 2025 son of Ratliff Jump Start 340J ET and TASF Peyton 310G ET.

Reserve Grand Champion Bull was Lot 49, Big B Mack, owned by Big B Cattle of Peterson, IA. He is a March 2024 son of Anchor B Kingsman 73K and Wulfs Rosa 4482B.

Grand Champion Limousin Female was Lot 6, Royal Nova RBGL 504N, from Royal Beef Genetics of Starbuck, MN. She is a February 2025 daughter of Wulfs Hat Trick 7138H and Royal Hartley Eline 701E.

Reserve Champion Limousin Female was Lot 8X, EMLU Natasha 103N, from

Ludens Family Limousin of Hurley, SD. She is a February 2025 daughter of LFLC High Roller 701H and BRLU Kendra 102K.

Sale Results:

The Top Seller over all breeds was Lot 32 owned by Wulf Cattle, Wulfs Neon Moon 8672N, a Purebred homo polled and homo black, 1/13/25 son of VL Jim Beam 114J out of Wulfs Fruitville 8672F. He was the Lead Bull for Wulfs Grand Champion Pen of 3 at NWSS. He sold for \$32,500 to the Hagers in North Dakota.

The second high seller in the Limousin sale and third highest seller overall breeds was Lot 30 owned by Boyer Family Farms, KTBO Navy Seal 25N, a 93% Limousin, 1/21/25 red homo polled son of TREF Hardcore out of KTBO Kinley 28K, sold for \$20,000 to Diamond V Ranch.

Sale Averages

34 Bulls	\$9,250
9 Heifers	\$5,294



Wulfs Neon Moon, Top Seller of All Breeds.



Kaitlyn Boyer with KTBO Navy Seal 25N, third highest seller overall breeds.

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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

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Thank You!

We are proud to be able to serve the commercial and seedstock sectors of the industry. This year marked our 45th Annual Production Sale and we thank our customers for their support.



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Heartland Sale Reports

ATAK Bi-Annual New Year's Resolution Sale

On January 31, 2026 ATAK Limousin hosted their Bi-Annual New Year's Resolution Sale. The cattle viewing started at 10:30 at the farm in Avon, IL. It was a chilly and windy day, but the sun was shining, the cattle looked great and there was a good flow of buyers walking through the pens.

The Schmalshofs were well prepared for the colder weather. In the show barn, there was a heater, soups, hot cocoa and other snacks to keep everyone warm and well fed before the sale!

Everyone then went to Twisted Too Bar and Grill in Roseville, IL at 5:30 for a meal and social hour before the sale. The sale started at 6:30 p.m. with Ronn Cunningham as Auctioneer.

The high selling bred female, ATAK Lilly 343L, a 03/28/23 double polled, homozygous black Lim-Flex 50% daughter of ATAK Hot Hand out of ATAK Frigid ET was purchased by Dayne Gittings and Connor Gibb for \$6,000. ATAK Lilly was exposed to FWLY LHC Capital due 3/16.

The other high selling bred female was 436 ATAK Lucy 350L, a 04/09/23 homozygous polled, double black Lim-Flex 55% daughter of MAGS Hardtrack 768H out of ADLL 0014H. She was purchased by Linhart Limousin of Leon, IA for \$6,000. 436 ATAK Lucy was bred to CELL Charmed King 4015M, due 2/22.

The high selling open heifer, ATAK Necklace ET 505N, a 02/04/25 double polled, double black Lim-Flex 56% daughter of CELL Kilimanjaro 2218K out of CELL 7215 ET was purchased by Red Rock Limousin of Gary, TX for \$5,500.

The high selling bull was ATAK No Dice 502N, a Homozygous Polled, Black Lim-Flex 66% son of AUTO Lucky Guy 140D ET out of CELL Krush 2098K ET. He was purchased by Logan Hills for \$5,500.

Sale Averages:

1 Pick of Fall Heifers	\$7,250
20 Bred Heifers.....	\$4,775
4 Open Heifers.....	\$3,638
8 ½ Bulls.....	\$4,670
18 Embryos.....	\$766
36 Live Lots grossed \$170,800 and averaged \$4,679	



A large crowd was in attendance at the sale.



Andy and Tammy; Dixon, Peyton, Carrina, Adam, Jonelle; Abbey, Aubree, Dave McCall; and their partners Beth and Gary Sierens were volume buyers, purchasing several bred heifers.



Andy and Tammy Schmalshof thanked buyers Dayne Gittings and Connor Gibb for purchasing the high selling bred heifer, Lot 20 for \$6,000.



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Heartland Sale Reports

Bullis Creek Ranch, 26th Annual “Generations of Predictability” Production Sale

Bullis Creek Ranch had their 26th Annual “Generations of Predictability” Production Sale on January 26, 2026 in the sandhills of Wood Lake, NE. Buyers enjoyed wonderful hospitality from the Brawner family and a delicious hot meal, as well as getting to view and bid on a top notch set of bulls based on years of breeding with a commitment to quality, performance and balanced traits. Bullis Creek had too many return buyers to name-which they wish to say thank you to all those as well as to their new customers for their business and a successful sale!

The high selling lot was 462, BCRR Merlin 462M, a 4/3/24 Red Angus son of WFL Merlin 018A out of BCRR Lakina 607D, selling for \$15,000.

Lot 4207 was the high selling Limousin at \$10,000 sold to Rex Wempen. BRAW Klondike 4207M is a 3/23/24 Lim-Flex, Black, Homo Polled son of WZRK Klondike 4038K out of BRAW Ms Pride 7221 ET.

The volume buyer was Taylor Farms of Kansas, purchasing six lots.

Sale Summary:

26 lots grossed \$146,500 to average \$5,635



Rob and Brenda welcomed bidders to the 26th Annual Sale.



The cloudy day didn't deter the crowd from the Sandhills.



Buyers viewed the lots before the sale to make their selections.

Hunt Limousin Ranch Heritage Online Bull Sale

Hunt Limousin Ranch of Oxford, NE held their Heritage Online Bull Sale on January 17, 2026, hosted by L365Auctions. Seventeen Bulls grossed \$160,750 to average \$9,456. One heifer pick brought \$7,500. The total sale gross was \$168,250.

Lot 4, HUNT Navajo 14N, a 2/2/25, homozygous polled, red, 62% Lim-Flex son of HUNT Lincoln 46L out of HUNT Miss Fill 192G, sold to Bill-Larry Bose of Orleans, NE for \$16,000.

Lot 6, HUNT Nirvana 05N, a 1/30/25, homozygous polled, black, 60% Lim-Flex son of DANH Flow 80F out of HUNT Miss Genius 38L, sold to Chambray Grant of Mesa, CO for \$14,000.

Lot 17, HUNT Nightshade 95N, a 3/13/25, homozygous polled, homozygous black, 37% Lim-Flex son of Myers Fair-N-Square M39 out of HUNT Miss Credentials 49J, sold to Shane Whiting of Roosevelt, UT for \$13,500.



Top Seller, HUNT Navajo 14N



HUNT Nirvana 05N



Heartland Sale Reports

Treftz Limousin “Where Muscle Still Matters” Production Sale

Treftz Limousin held their Annual “Where Muscle Still Matters” Production Sale on Saturday, February 14th, 2026, at the ranch in Wetonka, South Dakota with Chisum Peterson as the auctioneer. A large crowd was in attendance to purchase lots from the NALF Seedstock Producer of the Year on Valentines Day. They also got to hear a talk from Trent Loos, of Loos Tales Media on the importance of yield, muscle and the myostatin gene. Buyers enjoyed a delicious hamburger meal complete with chips and dessert. It was a very successful sale, with every bull finding a new home with progressive commercial breeders. Sale highlights were the five sons of TREF Hardcore 204H that averaged \$19,400, with a total sale gross of \$696,425.

The Top Selling Bull was Lot 1, TREF Nautilus 635N, a 3/5/25 Purebred, homo polled red son of TREF Hardcore 204H out of TREF Habanero 635H, sold for \$24,500 to Jeremy Larson.

The Top Selling Bred Heifer was Lot 58, TREF Lindsey 995L, an 8/18/23 percentage double polled, black daughter of Richmond Fantom SRD 102F out of TREF Brynn 075B, due to TREF Lariat or OLIM Matador for a 3/29/26 calf. She sold to Josh Boetel for \$6,500.

Top Selling Pair were Lot 61, TREF Jada 769 J, an 8/16/21 Purebred red daughter of TREF Gunpowder 290G out of TREF Auburn 915A. She sold for \$7,500 to Brett Waldera with a Balamore Hershey bull calf at side and due 8/20/26 to TREF Magnum 688M.

Top Selling Open Registered Heifers were Lot 68A and Lot 69A, each sold for \$6,750 to Ashley Wisner and Melinda Cullins. 68A was TREF Nonah 142N, a 3/30/25 Purebred double polled, black daughter of Richmond Fantom SRD 102F out of TREF Delaney 204D. Lot 69A was TREF Nadine 104N, a 2/24/25 Purebred, double polled, double black daughter of Balamore Hershey 0120H out of TREF Kiki 890K.

The Volume Buyer was Dimond V Ranch, who purchased Lots 7, 12 and 44.

Sale Averages;

1 Lot Semen.....	\$11,000
35 Lots Yearling Bulls.....	\$10,943
12 Lots Twos and Fall Yearling Bulls	\$10,708
6 Lots Bred Heifers.....	\$6,000
4 Lots Fall Pairs.....	\$6,625
12 Lots Open Registered Heifers	\$4,979
13 Lots Open Commercial Heifers.....	\$3,975



A large crowd spent their Valentine's Day at the ranch in Wetonka.



Volume buyers Diamond V Ranch, who purchased three lots.



The Treftz family at another successful annual sale.

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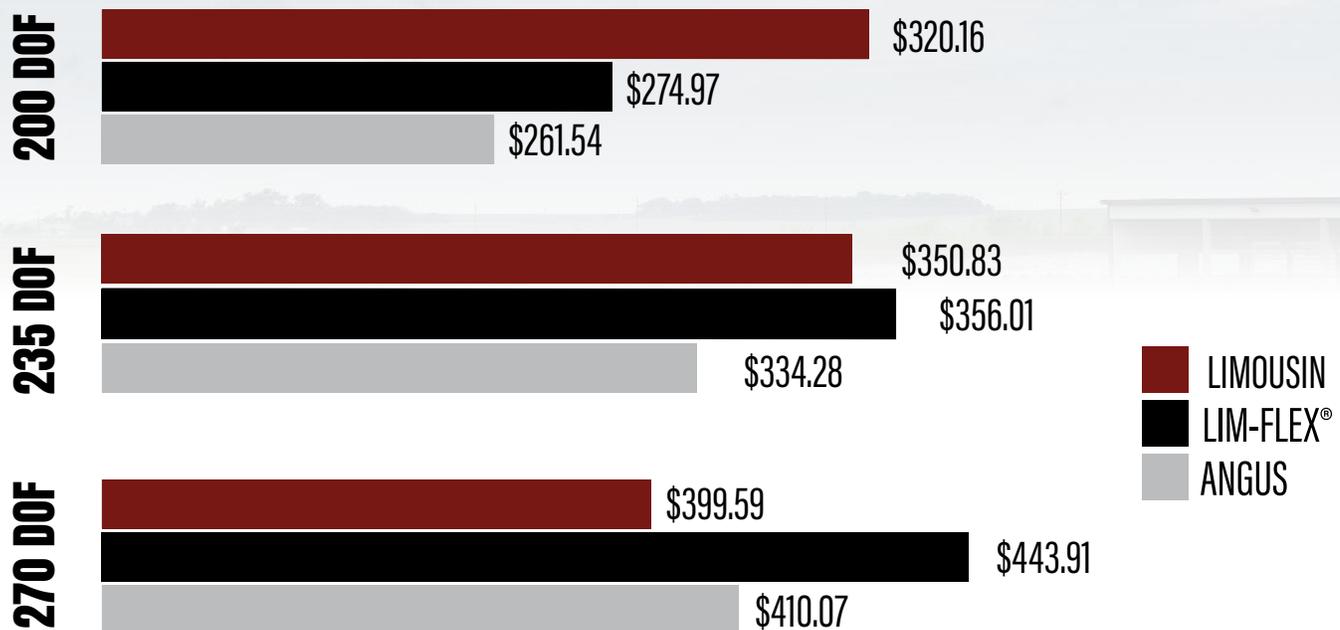
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PROFIT BY SIRE BREED DAYS ON FEED



NALRF/ SDSU RESEARCH COMPLETED 2025

- Recently, South Dakota State University completed a study designed to document how genetic differences and days on feed impact profitability to larger outweights and different days on feed. 216 head of cattle raised on two Montana ranches then fed and harvested on research at SDSU. Calves sired by proven Limousin, Lim-Flex, and Angus A.I. sires (1/3 each) on commercial Angus cows.
- Lim-Flex sired calves generated more profit than strait-bred Angus sired calves across all three study groups (From \$13 to \$34 per head)
- Limousin sired calves were more profitable than their Angus sired counterparts in 2 of the 3 study groups. (@ 200 DOF + \$16/Hd, @ 235 DOF \$58/HD)



Heartland Sale Reports

Spring Creeks Cattle Company 8th Annual Bull & Female Sale

On February 15th, 2026, Spring Creeks Cattle Company of Boscobel, WI hosted their 8th Annual Bull and Female Sale. The cattle viewing started at 9:30 at the Fennimore Livestock Exchange. It was a beautiful day with temperatures reaching only 60 degrees. A delicious meal of BBQ sandwiches, chips, carrots, and a various assortment of desserts baked by Grandma Rhonda were enjoyed by all.

There was a large crowd of both repeat and new buyers and good friends of the Mitchell family that filled the stands, spots to sit were hard to come by. The Sale started at 1 p.m. with Chisum Peterson as the auctioneer.

The high selling bull was Lot 1 Spring Creeks Numbers Don't Lie, a 02/14/25, homozygous polled and homozygous black son of WZRK Klondike out of Spring Creeks Kiara 2043K, purchased by Wulf Cattle of Morris, MN for \$31,000.

The second high selling bull was Lot 4 Spring Creeks Now Entering, a 3/13/25 homozygous polled and black son of L7 Koko out of Spring Creeks Lady Roll On. He was purchased by the Franseen Family of Marshfield, WI for \$17,000.

The high selling 18 month old Angus bull was Lot 53 Spring Creeks Ashland 1720, a 10/11/24 homozygous polled and homozygous black son of Spring Creeks Ashland out of Spring Creeks Complete that was purchased by Alex Bringe of Viroqua, WI for \$8,000.

The high selling bred heifer was Lot 56 Spring Creeks Mrs Yellowstone, a 3/28/25 Homozygous polled and homozygous black daughter of JBV Yellowstone out of Spring Creeks 2 to Tango. She was purchased by Chris and Tammy Olson of Seneca, WI for \$6,250. She is bred to Spring Creeks Wildcat due approx. 5/1/26.

The high selling open heifer was Lot 70 Spring Creeks Nadia, a 2/8/25 Homozygous polled and black daughter of Syes Long John 188L out of MS WFL 074J, purchased by Chris and Tammy Olson of Seneca, WI for \$6,750.

Sale Averages:

54 Bulls	\$6,384
14 Bred Females.....	\$4,893
7 Open Heifers.....	\$4,393



Bart Mitchell and Colton Matthes, volume buyer purchasing several bred females and a bull.



Jamin Crapp, Maggie and Jamie Horsfall and Rhonda Mitchell, long time customers and friends purchased Lot 44 and 67



Bob, Violet, Brooke Mitchell thanked Tammy and Chris Olson for their purchase of five lots. Lot 73 was Tammy Olson's valentines present from Chris Olson, She is already renamed Cupid. They also thanked John Roecker for purchasing Lot 7.



BULLS

it's our business

48th Annual

PRODUCTION SALE

APRIL 8, 2026 • 1 PM
AT THE RANCH • PUKWANA, SD

SELLING 71 LOTS
PUREBRED & LIM-FLEX

65 BULLS • 6 OPEN HEIFERS
ALL POLLED • RED & BLACK

SALE CONSULTANT:

MC MARKETING MANAGEMENT
KILEY MCKINNA, 402.350.3447
WILEY FANTA, 320.287.0751

SALE-DAY PHONE: 605.894.4470

AUCTIONEER: CHISUM PETERSON

BID ONLINE:



SALE FEATURES:

- ALL CATTLE GUARANTEED
- PERFORMANCE, SCROTAL & ULTRASOUND DATA ON ALL CATTLE
- FREE DELIVERY TO CENTRAL POINTS IN SOUTH DAKOTA & SURROUNDING STATES
- VOLUME DISCOUNTS
- HOMOZYGOUS TEST RESULTS AVAILABLE SALE DAY



L7 BAR 5057N

81% LM • HOMO PLD • RED
WULFS HOLLIDAY 4841H X MISS L7 220K
CE: 9 BW: 1.7 WW: 74 YW: 117
MK: 23 SC: 0.53 DC: 16 YG: -0.41
RE: 34 MB: 0.26 \$TPI: 135
\$G: 0.17 \$MPI: 84 \$IPI: 131



L7 BAR 5078N

75% LF • HOMO PLD • HOMO BLK
AHCC HEARTLAND 901F X MISS L7 316L
CE: 7 BW: 2.2 WW: 80 YW: 135
MK: 23 SC: 0.12 DC: 15 YG: -0.01
RE: 0.60 MB: 0.39 \$TPI: 151
\$G: 0.14 \$MPI: 85 \$IPI: 159



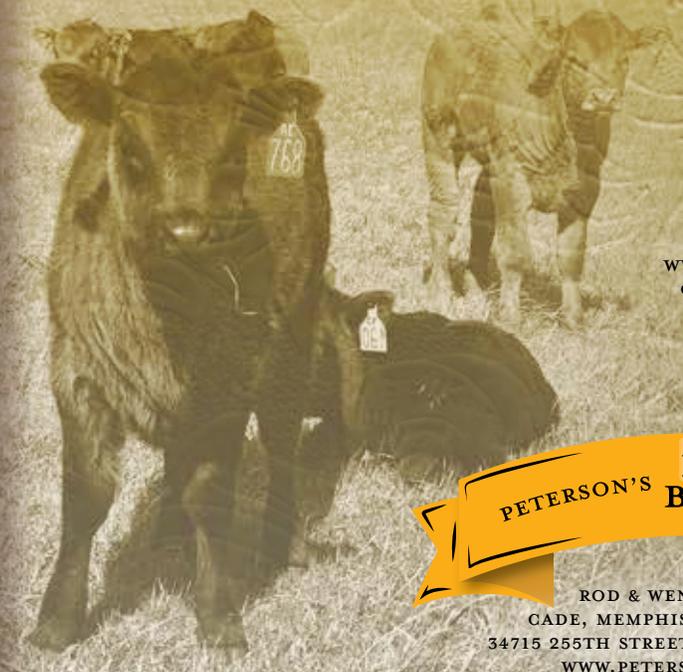
L7 BAR 5072N

84% LM • HOMO PLD • HOMO BLK
AHCC HEARTLAND 901F X MISS L7 303L
CE: 12 BW: -0.5 WW: 66 YW: 98
MK: 25 SC: 0.55 DC: 14 YG: -0.22
RE: 0.55 MB: 0.25 \$TPI: 119
\$G: 0.09 \$MPI: 84 \$IPI: 131



L7 BAR 5035N

PB • HOMO PLD • BLK
L7 HUMDINGER 0035H X MISS L7 036H
CE: 12 BW: 0.9 WW: 73 YW: 112
MK: 26 SC: 0.25 DC: 12 YG: -0.44
RE: 1.12 MB: -0.29 \$TPI: 102
\$G: 0.12 \$MPI: 93 \$IPI: 75



MORE PHOTOS ON:
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BREEDING *to* FEEDING



OPPORTUNITY SALE *of* 2026

Thursday, April 2, 2026 • 12 Noon

Online Sale With Live Bidding

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

SELLING 350 BULLS & 30 ELITE OPEN HEIFERS

Limousin, Lim-Flex, Angus

Evaluate the sale offering in person

Open House at Sandy Ridge Ranch
Atkinson, Nebraska

March 24 & 25, 2026

FEEDER CALF PROCUREMENT



FEEDLOT & CARCASS DATA



FEED EFFICIENCY TESTED



GENOMIC-ENHANCED EPDS

Office: 26406 470th Ave., Morris, Minnesota 56267 / Ranch: 89868 472nd Ave, Atkinson, Nebraska 68713
Office: (320) 392-5802 / Fax: (320) 392-5319 / Wulf@WulfCattle.com / Casey Fanta: (320) 288-6128 / Casey.Fanta@WulfCattle.com

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