



SEPTEMBER 9, 2023
3:30 PM CST • MJB RANCH • WHARTON, TEXAS



OFFERING OVER 100 LOTS OF THE FRESHEST RED BRANGUS GENETICS & CATTLE FROM TWO OF THE LEADING AND MOST ACCOMPLISHED BRANGUS BRANDS WITH THEIR GENETIC PARTNERS.



RESERVE
CHAMPION
Brangus
Bull
BA National
Show
Houston Livestock
Show and Rodeo
2020

GRAND
CHAMPION
RED BRANGUS

BRANGUS
BREEDERS ASSOCIATION
TRIO'S YUCATAN 175Y
2011-2020
RED BRANGUS SHOW SIRE OF THE YEAR

Reserve Grand Champion Red Brangus Bull
2011 Houston Livestock Show
International Brangus Breeders Association

GRAND
CHAMPION
RED BEEF CATTLE
INTERNATIONAL
RED BRANGUS
BULL
San Antonio
Stock Show & Rodeo
2020

RESERVE
CHAMPION
RED BRANGUS
NATIONAL SHOW OF MEAT
BULL
DIVISION
2020

RESERVE
CHAMPION
RED BRANGUS
NATIONAL SHOW OF MEAT
BULL
DIVISION
2020

CHAMPION
INTERNATIONAL RED BRANGUS
SHOW
HOUSTON LIVES
SHOW AND
2017

SHOW AND
HOUSTON LIVES
2017

Red Brangus
Yearling Bull
BA Natl
Show
HOUSTON LIVES
2020

CHAMPION
INTERNATIONAL RED BRANGUS
SHOW
JUNIOR GET-OF-IT
2017

WELCOME TO “POWER OF BRANDS” SALE

MBJ Ranch and TRIO Cattle & Genetics are eager to welcome our Red Brangus and Brangus family, friends, clients, and partners back for the Power of the Brands Fourth Edition sale. Over the past three years we have been overwhelmed with the enthusiasm for and the value realized for the cattle and genetics offered. We wholeheartedly extend our appreciation for everyone who has taken advantage of the offerings and enjoyed the time with us. **MBJ** and **TRIO** have had a long and successful partnership because we are one in thought when it comes to working with integrity and quality. You will find the influence of our genetics in each other's herds. They have proven to complement and enhance each other in the quality of elite phenotypes and the depth of inherent productivity. In this year's offering, you will find an even broader and deeper offering of our genetics coming from our clients and partners. These are dedicated Red Brangus breeders who have been staking their futures with investments in our genetics. The cattle they are producing is a testament to the **Power of the Brands**.

Our brainstorming and planning for this *Fourth Edition* began the day after our sale last year. A major addition to 2023 is the launch of our Power of the Brands Online Sale. This is where the majority of our sires will be offered for the final time this year. It is only through this online sale that these sires will be available until our Red Carpet Frozen Genetics Sale next March. Also offered in the Online Sale will be additional high-value flushes and embryos. All of these offerings are included in the second half of our catalog. The Online Sale will open Saturday evening after the Live Sale and extend through Wednesday, September 13th at 7 p.m. This will be held on DVAuction.com.

Another significant addition is the introduction of our Power of the Brands Loyalty Incentive Program. We value the support of our clients and friends more than you know. In recognition of this, a five percent (5%) discount is being offered for purchases in the online sale to buyers of the elite flushes offered in the Live Sale, and, if you place a bid on Saturday evening through Sunday. This Loyalty Incentive Discount applies to all semen, flushes and embryos offered in the Online Sale.

The **MBJ** brand has a heritage steeped in the Brazilian cattle history. Marcos's families, Machado Borges and Lamartine Mendes, have been pillars of the Zebu breeds in Brazil for many decades. Marcos and his family proudly joined the Brazilian visionary Paulo Brito and the OB Ranch project for 25 years. In 1995, Marcos purchased a group of highly selected Red Brangus females from the recognized Mears herd to start the **MBJ** Ranch Red Brangus operation. Throughout the years and generations, we have placed the highest priority on breeding performance-oriented cattle, making sure that our cattle can adapt and do well in all environments. To raise our program to the next level, in the past years, we have made a concerted effort to build and refine our elite herd. The **MBJ** Performance and Elite herds will meet just about every objective, from raising bulls for the commercial cattleman to registered replacement heifers to a competitive show heifer. You will find our **MBJ** genetics behind many of the most powerful and efficient Red Brangus cattle in the U.S., Mexico, and around the Brangus world. We are proud to say that after selecting and partnering with fifty donors at Fagan Ranch our program is now one of the largest owners of the incomparable maternal Sureway line. The **MBJ** Red and Black Brangus herds are on an upward trajectory and we invite you to be partners in our future.

TRIO Cattle & Genetics was founded in 2004 as a partnership dedicated to the breeding and promotion of superior cattle. As we approach our 20th anniversary, this foundation extends to our business philosophy and our approach to working with our clients and partners. We have been fortunate to produce and exhibit

19 National Grand Champion and Reserve Grand Champions Females and Bulls since 2004. The influence of our sires can be found on five continents and over 13 countries. The impact of our donors continues to be seen year after year, with each subsequent calf crop. As we enter our twentieth year in the Red Brangus and Brangus breed, we have never been more excited for our future. Our early cornerstone sires and dams remain impactful still today. The genetic additions we have been making the past several years are now showing through and proving our plan to fuse the lineages, phenotypes and genotypes that we believe would complement our most successful lines and individuals. Our involvement in this breed and with you our fellow breeders has been rewarding beyond words.

For years we have traveled the U.S. and the Brangus World, learning what our fellow breeders and clients need from our cattle. Traveling to all of the World Brangus Congress', attending national shows and associations events and being welcomed to so many ranches, has given us insights and guidelines on how to build our own genetic programs. We draw inspiration and knowledge from all corners of the world and industry. These include focuses on adaptability, carcass quality and the development of new bloodlines, all the while maintaining the fertility, performance and elite qualities that have distinguished our programs.

Our common goal is to develop Red Brangus and Brangus cattle that are right for the beef industry today and tomorrow. The beef value chain, rightly so, focuses on a quality beef product. Therefore, we are striving to measure and improve the merit of the carcass quality traits in our bloodlines. At the same time, we believe in a balanced animal that can perform in a sustainable environment. Therefore, we seek to maximize the growth, maternal and fertility traits that cattle producers expect from Red Brangus. We believe that EPDs and DNA testing are essential and valuable tools to combine with visual selection and appraisal. For your reference, we are providing the Red Brangus specific EPD tables for Active Parents and Non-Parents. In each lot of the live sale, we have highlighted the traits in which the offered animal excels among the Red Brangus breed.

We believe in the value of showing our most elite cattle. The exhibition of cattle should be to compare and improve, market and promote. We are honored for the awards that our cattle and genetics have received over the years. In 2021 and 2022, **TRIO** and **MBJ** cattle and genetics are found in the Grand and Reserve Grand Champions at every IBBA Standard of Excellence point show as well as all of the national shows in Mexico. In 2023, our genetics helped to produce both IBBA National Grand Champions and both IBBA Show Animals of the Year. For us, this is a testament to the superior merit and value of our genetics at the highest echelons of our breed.

TRIO and **MBJ** have a pledge to our partners and clients to be vested in your success. Partnership and service have been vital components of our longevity and our achievements. Whether you are a purebred breeder, commercial cattleman, or junior exhibitor, we strive to provide you with proven genetics, experienced management, and an innovative genetic program for you to build on. Every offering here is such an opportunity.

There are so many to extend our deepest gratitude. To our families, thank you for working side by side with us. To our closest **TRIO** and **MBJ** team members, thank you for your unwavering dedication. To our partners and clients, your belief in our genetic program and cattle gives us the enthusiasm to think about what can we do next and better to advance the opportunities for everyone. You all provide the **Power to our Brands**.

Marcos and Allen



Marcos M. Borges Jr.
MBJ Ranch
(979) 533-1471



R. Allen Goode
TRIO Cattle & Genetics
(214) 683-1600



SCHEDULE OF EVENTS

FRIDAY, SEPTEMBER 8, 2023

All day viewing of offerings

SATURDAY, SEPTEMBER 9, 2023

8 amViewing of offerings

1pm.....IJRBBA "Power Hour" Activities

1:30 pmPresale Cocktail Reception

2 pm.....IJRBBA "Power Talk" with Allen and Marcos

3:30 pm "Power of the Brands" Sale

6 pmBrazilian Churrasco Dinner & Entertainment

ONLINE GENETIC SALE

The POB Online Genetic sale will begin at the conclusion of the live auction. The offering can be found beginning on page 67. The sale will close Wednesday, September 13, 2023 at 7 pm.

DISTINGUISHED GUESTS

IBBA Executive Vice President, Dr. Darrell Wilkes

IBBA President, Rob Singleton

IRBBA President, Stephen Lee, DVM

Asociacion Brangus Rojo De Mexico, A.C.,

President, Jorge Gonzales

Asociacion Brangus Mexicana President,

Enrique Quevedo

President of AsoBrangus Costa Rica, Javier Camacho

IRBBA Board of Directors:

Marcos Borges; Don Cox; Dennis Davis; Fernando Franco;

Nick Kahts; April Villarreal; and Josh Walker

IRBBA Memorial Scholarship

Foundation President, Tracee Buffalo Price

IJBBA President, Kayce Lopez

SALE CONSULTANTS

Garrett Thomas,

Hi-Point Sales & Marketing,
(936) 714-4591



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AUCTIONEER

Bruce Miller

RING STAFF

Bob Franke • Scott Farmer

TERMS & CONDITIONS

Refer to page 84.

LIVE BROADCAST

See page 30 for more information.



SALE STAFF

Social Media Coordinator: Denisse Almaquer, Mexico

Video Editor: Fany Michel, Brazil

HOTEL ROOM BLOCKS

La Quinta Inn & Suites by Wyndham Bay City

5300 7th Street • Bay City, Texas 77414

Hotel Front Desk: (979) 323-9095

Ask for the Power of the Brands block

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PHOTOGRAPHY

Marcos Borges, MBJ Ranch and Kaylee Kerbs and
Audrey Acord, Hi-Point Sales & Marketing

CATALOG PRODUCTION

The Horseshoe Group, (210) 872-2727

SALE SPONSORS



DIRECTIONS TO SALE LOCATION

The address and GPS directions to MBJ Ranch may be found using: **11840 S SH 60 HWY, Wharton, TX 77488**

- From Wharton, once on Highway 60, travel 10.1 miles south. MBJ Ranch will be on your right. Direction and sale signs will be located beginning at Highway 60.
- From Bay City, travel 14 miles north on Highway 60. Sale and direction signs will be located several miles before the ranch entrance.
- Please give us a call, email or message us as we may be of assistance with your travel plans and directions.

MAP TO SALE LOCATION



11840 South State Highway 60, Wharton, Texas 77488



2022 POWER OF THE BRANDS SALE





INTERNATIONAL BRANGUS FOUNDATION

THE INTERNATIONAL BRANGUS FOUNDATION (IBF) has been reinvigorated in its organization and fundraising efforts to carry out its mission. The Foundation's objectives are to fund projects with the purpose of advancing the livestock industry benefiting Brangus breeders and other beef producers today, and in the future. Education and research are at the core of the programs the Foundation funds and support. Their goal is to educate the beef cattle industry on topics such as Brangus genetics and production practices.

There are two current and ongoing ways that we as IBBA members and Red Brangus breeders can invest in our future through the IBF.

"Bullish on Brangus" is the commitment of IBBA members to contribute a portion of the sale of their cattle and genetics to the IBF to fund the research projects. **TRIO Cattle & Genetics** and **MBJ Ranch** support and believe in the mission of the Brangus Foundation and is donating \$10 from each lot to the Foundation. We encourage every Red Brangus and Brangus to follow the projects and efforts of the Brangus Foundation and consider giving a portion of every head you sell to further research and promotion of our breed.



"Brangus Value Project" is high profile project to prove that Brangus genetics deserve a larger footprint in the U.S. beef industry. It is a good old fashioned progeny test. The project seeks to engage commercial cooperators with at least 140 cows eligible to synchronize and breed as a group provide the opportunity to test two sires head-to-head. Each enrolled A.I. sire is bred to approximately 70 cows. The goal is to produce at least 15 steer calves of the same age that will be fed and harvested with comprehensive collection of data from start to finish. This fall, the first load of 110 head will enter the feed yard.

You are probably asking yourself by now "How can I support this critical effort?" The comprehensive data that we seek to gather in this project requires a significant investment. This is not a one-time deal. It is a continuous commitment, to collect large sets of reliable and relevant data. It is supported in the IBBA Long Term Plan as a 10-year project.

As a Platinum Sponsor of the Brangus Value Project, for a tax-deductible contribution of \$500, you will receive:

- **Brangus beef shipped directly to you in a full strip loin from the test group (less one steak that was used in the tenderness test).**
- **The opportunity to purchase one additional full strip loin from the same group of test animals.**
- **Voucher for 50% discount on 10 units of semen on any sire used in the project**
- **Invitation to a sponsor only webinar at the conclusion of each test where all data will be presented.**

Information on both of these initiatives will be available at the **Power of the Brands**. You may also contact:

- **Brandon Belt**, President International Brangus Foundation
- **Allen Goode**, IBBF and IBBA Board of Directors
- **Dr. Darrell Wilkes**, Executive Vice President International Brangus Breeders Association



THE MARCOS BORGES SCHOLARSHIP AND IJRBBB FUNDRAISER at THE POWER OF BRANDS

MBJ Ranch and **TRIO Cattle & Genetics** are committed to the youth of our breed, as are all of you. Marcos Borges is the son and brother of Marcos Jr., Adriane and Stephanie. The Borges family has committed to honoring Marcos's life through an annual scholarship for the youth of hometown and athletes so that they may pursue their goals, talents and ambitions. Marcos will always be remembered for his inquisitive intelligence and awesome talent as a world-class soccer player.

The International Junior Red Brangus Breeders Association (IJRBBB) is a vibrant organization of our enthusiastic and dedicated young breeders. Their goal is the promotion and growth of Red Brangus to junior cattlemen and cattlemen across the country. Now in their second year, they are hosting a Junior Futurity at the IJRBBB Annual Meeting and serving as ambassadors of Red Brangus to the full Brangus breed at the National Junior Brangus Show, Brangus Futurity and Texas Invitational. We welcome the IJRBBB to the Power of the Brands for having their "Power Hour" with us!

The proceeds of these two donations from MBJ Ranch will be shared equally between both worthy causes.

LOTS 1A & 1B RUBEN MENDEZ PAINTING OF YOUR CHOICE

Donated by MBJ Ranch

MBJ Ranch is donating two paintings by the Mexican artist of Tepic, Jalisco. In previous years, cattle portraits painted by Senor Riga Barba became treasured works of art by the Borges Family and supportive buyers in the Power of the Brands. Now, Ruben Mendez has painted the pictures for our generous buyers in 2022, Rhumina Stofa and Jay Durheim. The winning bidders will send photos of their animals to be painted by Senor Mendez.



A Ruben Mendez Original

LOT 2 • ARROWQUIP ROLLING ALLEY GATE

Donated by MBJ Equipment and Arrowquip

MBJ Equipment is the exclusive dealer of Arrowquip for this region of Texas. Anyone who works cattle will appreciate the Arrowquip Rolling Alley Gate. Arrowquip's new Rolling Alley Gate is the most effective, efficient, and easy-to-use Alley Gate ever seen in the industry. Featuring the off-side operation handle and an ergonomically friendly design, the Rolling Alley Gate adds versatility and control to your complete cattle handling system by allowing you to control the flow of cattle. Arrowquip's Rolling Alley Gate is designed to integrate with the entire Arrowquip line of products and is an essential piece of any modular cattle handling system. MBJ would like to thank Arrowquip for their support.



LOT 2 • INNOVATIVE GRILL

Donated by MBJ Ranch and King Barrel Grills

An innovative grill developed by King Barrel Grills. Donated by the MBJ Ranch Edition. Everyone in attendance will have the opportunity to sample meats hot off this grill. This is sure to be highly sought after item!



*Adriane, Marcos and
Stephanie Borges*

THANK YOU

for your support of the IJRBBB & the Marcos Borges Scholarship!

EXPLANATION OF EXPECTED PROGENY DIFFERENCES

Registration Number: Those noted with “R” number are Registered Brangus. **RR** is Registered Red Brangus. Those noted with a “UB” number are Ultrablacks, indicating they are a Brangus-Angus blend. Those noted as UB2 are second cross Ultrablacks. “AX” recorded bulls are appendix registered purebred Brangus that have non-typical Brangus color pattern.

Polled/Scurred/Horned: Denotes bulls that are either smooth polled or have the presence of scurs or slick spots. Those bulls noted as “scurs” typically have had scurs removed post-weaning. Horned bulls have presence or horns.

Genetic Conditions (GC): Indicates genetic condition status with “Free” indicating tested free or pedigree free of currently known genetic conditions. Prefixes noted with a “C” indicate that given animal carries a non-lethal recessive gene for that given condition.

Individual Measures

Birth Weight (Act. BW): Actual weight at birth, expressed in pounds.

Scrotal Circumference (Adj. SC): Testicular circumference, measured in centimeters, and adjusted to 365 days of age.

EXPECTED PROGENY DIFFERENCE

Genomic Enhanced Expected Progeny Difference (GE-EPD): The genetic predictor of how future progeny of each animal are expected to perform relative to the progeny of other animals listed in the breed database. These EPDs through DNA technology are genomically enhanced for more reliability and higher accuracy levels.

Percentile Ranks: Ranks each given GE-EPD trait against the breed population for non-parent animals, active sires or active dams and expressed as a percentage ranking in that population. As an example, 1% is higher than 50%.

GE-EPD Accuracy: Since all bulls selling in this catalog are non-parent, their accuracies are the lowest calculated by our national sire evaluation program.

Heifer Pregnancy (H Preg): Predicts the probability that a female will have a calf as a two-year-old. Expressed as a % with the higher number more desirable.

Stayability (Stay): Measures the probability that a cow will still be in the herd at six years of age. With the higher number being more desirable.

Terminal Index (Term): Evaluates a sire for use on mature cows with all offspring put on feed and sold in a terminal end point scenario. The higher the number, the more desirable.

Fertility Index (Fert): Developed for cattle raised in a general-purpose production system to produce reproductively sound replacement females or bulls that will sire reproductively sound replacement females.

Calving Ease Direct (CED): Expressed as a percentage and indicates the influence of the animal on calving ease in females calving at 2 years of age. The higher the number the more desirable for calving ease.

Weaning Weight EPD (WW): Expressed in pounds, is a predictor of an animal's ability to transmit weaning growth to its progeny.

Yearling Weight EPD (YW): Expressed in pounds, is a predictor of an animal's ability to transmit yearling growth to its progeny.

Milk EPD (Milk): Predicts a sire's genetic merit for milk and mothering ability as expressed in his daughters compared to daughters of other sires. In other words, it is that part of a calf's weaning weight attributed to milk.

Total Maternal EPD (TM): Expressed in pounds, a genetic predictor of weaning weight by blending a combination of maternal milk and weaning weight value.

Scrotal Circumference EPD (SC): Measured in centimeters at a yearling time, predicts testicular size.

Ribeye Area (REA): Expressed in square inches, is a predictor of transmitting ability of ribeye size and overall muscle mass which is a key component in USDA yield grades.

Intramuscular Fat (IMF): Expressed as a percentage, is a predictor of transmitting ability for marbling or intra-muscular fat correlating to USDA quality grade at harvest time.

GE-EPD VALUES AND PARENT VERIFICATION

By sale time we will have a complete set of GE-EPD values for every bull and it will be noted on a supplement sheet. Nearly every bull has current GE-EPD values and more than 90% of the females have current GE-EPD values. Every animal in the sale will be sire verified and if something is missing this will also be noted on sale day supplement sheets.

MULTIPLE SIRES IN OUR BREEDING HERD

Most of our females have been naturally exposed with two natural service sires. We continue to determine the viability of profitability of running multiple sires during breeding season and then DNA calves for sire determination. Interesting and continuing project to determine which particular sire in a given group has the desire and ability to rule his pasture. The resulting natural service sired calves from these sale females will have to have DNA samples sent to labs for sire verification.

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POWER OF THE BRANDS CONSIGNORS

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M-BAR-M RANCH

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PERRY CATTLE CO.

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Justin Vann
Normangee, Texas
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VILLA RANCH

Milton Villarreal
April Villarreal
Brookshire, Texas
(832) 917-7110





236J



236L

1 MISS MBJ JACKIE 236J

RR10485095

PHN: 236J

DOB: 11/7/21

Gen: 4

TK EXPRESSWAY 297C2

TK FIT MAN 225F2 RR10405048

MISS TK VOLARE 225D

MBJ YUCCA 428B

MS MBJ-JM GATA 236G RR10429687

OB MSS HOPE 236/14

Offered by MBJ Ranch



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.3	0.9	18	33	8	17	3.02	0.28	0.02	0.09	0.012	0.78	0.49	9.29	1.42	1.29
BW		WW		YW		REA		Fat		IMF					
84 (110%)		624 (100%)		927 (100%)											



236G



236J

MBJ Jackie 236J is an absolute standout donor prospect! This heifer is an absolutely stylish powerhouse like her dam Miss America **MBJ Gata 236G**! As you analyze **Jackie** you love her foot structure and her fluid ability to carry herself with her powerful build. The cow power behind this heifer needs no introduction. She's a direct daughter of **MBJ-JM Gata 236G** the "Brangus Miss World" qualifier in the Champion of the World competition representing the USA Red Brangus. **Gata** was also the 2020 Texas Invitational Grand Champion Female, 2020 National Show of Merit Reserve Grand Champion and the 2020-21 Runner-Up Show Heifer of the Year. **MBJ Jackie 236J** is her first calf and **Gata's** followed with a second calf with a tremendous show heifer and donor prospect, **MBJ Linda 236L**. Both are sired by our National Reserve Grand Champion sire **TK Fit Man 225F2**. **Gata's** Grand Champion status, her quality and her consistency qualify her as a breed changer female. **Gata** finalized her winning career as the Grand Champion Cow/Calf at the 2022 IBBA National Show in Houston and the San Antonio Livestock Show and she has garnered much admiration because of her depth and power which blends a sound structure in a very stylish Brangus phenotype.

MBJ Jackie 236J's sire **Fit Man** is the 2021 IBBA National Reserve Grand Champion Red Brangus Bull, named so at The International Open Cattle Show. Exciting and powerful, **Fit Man** is a Red Brangus sire whose name has become familiar to Red Brangus households. He is destined to positively impact the focus on Red Brangus carcass quality. **Fit Man** offers innovative genetics in an attractive package to enhance carcass quality, maternal merit, adaptability, and profitability. **Fit Man** is also an absolute powerhouse in terms of the meat and muscle he has from nose to tail. We cannot say enough about the high expectations we have for this great young sire. Generations of superior genetic lineage are vividly displayed throughout the pedigree of **Fit Man's** family tree. He is sired by TK Expressway 297C2 (refer to Lot 73), a tremendous son of TK Highway 901S, who is one of the best sons of Sureway's Rocky out of the phenomenal 901 cow family. Expressway also goes back to 297L, one of the most dominant producing females in the TK herd. His maternal lines go to the unparalleled 225 bloodline, TK Red Jacket, Talento and Brinks BS 607L11 30T43. 304T43 is remembered as the sire bull with a 10.3 IMF, the highest ever in the Brangus breed.

This female's embryo interest is one to pay close attention to because is a unique opportunity to produce successful individuals in the showing, performance and the kind that you can build a herd around!

Offering 50% embryo interest with the right to flush up to 3 times a year for the buyer's own in herd use. MBJ retains 50% embryo interest and full possession of natural calves. All flushing and shipping expenses are the responsibility of the embryo interest buyer.

EPD Rankings Red Brangus: Top 15% IMF; Top 25% YW; Top 30% WW; Top 35% Milk



175K2

2 TRIOS SB KARINA 175K2

RR10503666

PHN: 175K2

DOB: 4/15/22

Gen: 4

CX HOME RUN 135/P

CX TANQUE 23/T RR10105443

CX MS PM JACKIE 23/P

TRIO'S SEQUOIA 112S

TRIO'S WILDFIRE 175W RR10152641

III MISS FANCY 175/4

Offered by **TRIO**
Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.8	1.4	26	45	3	16	3.88	0.14	0.12	0.02	0.01	-1.44	1	5.49	1.74	2.23

BW	WW	YW	REA	Fat	IMF
75 (100%)	637 (100%)	1073 (100%)			



23/T



175W



175C6

"Exquisite," "Stylish" and "Elegant" ... are all descriptives that have been said of **Karina 175K2**. And it's no wonder why. **Karina** is a direct daughter of the living legend **TRIO's Wildfire 175W**. **Wildfire** is revered as a donor of unequalled renown. The sire of **Karina** is the proven genetic powerhouse CX Tanque 23/T. This makes **Karina** a full sister TRIO's Cortez 175C6, one of the most impactful bulls in the modern Red Brangus breed.

Karina is as elite of a donor prospect and show heifer as we have produced in several generations. The summer she was named Reserve Grand Champion at the National Junior Brangus Show. As a future donor, breeders will appreciate her sound and smooth skeletal design that ties together flawlessly along with her moderate frame that is packed with dimension and symmetry. To top off all of her features are her graceful style and sophisticated air.

When one considers her future genetic contributions, think about what her full brother Cortez has done, but now from the female opportunity. Think about all of her maternal siblings: CEO, Zamy, Carousel and many more. Think about the influence of **Tanque** and his countless champions and high performers he has sired around the world.

Offering 50% natural and embryo interest. TRIO will retain our 50% interest as the managing partner and will continue to show Karina sharing all expenses equally.

Exposed to TRIO's FFF Huracan 101H3. Breeding status available sale day.

EPDs Red Brangus Rank: Top 10% WW, Top 15% YW, CEM, Top 35% IMF



175K4

51 TRIOS KRUGER 175K4

RR10509584

PHN: 175K4

DOB: 3/17/22

Gen: 3

DOS XX'S PRIME TIME'S T-N-T

MCR TURBO 600/9 RR10407387

MISS McDONALD 338/5

LAZY 3 STATESMAN 100S

TRIO'S MLS ZAMY 175Z2 RR10238359

TRIO'S WILDFIRE 175W

Offered by Scamardo Brangus
& TRIO Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
1.8	1.9	21	43	1	12	2.78	0.07	0.23	0.02	0.01	1.55	1.2	9.76	1.66	1.99	

BW	WW	YW	REA	Fat	IMF
90 (100%)	563 (100%)	1062 (100%)			

The sire offering in the Fourth Edition of the Power of the Brands is a class unlike any other in quality and quantity that has ever been offered in a modern-era Red Brangus sale. Bulls are being offered that will become marquis sires and herd sires at all levels of the purebred industry.

Kruger has had a commanding presence since day one. He is thick and square topped and hipped as any calf we have sire we have raised. Breeders will appreciate his big foot, substantial bone, depth of body and sweeping capacity. **Kruger** brings this all together in the distinctive quality and style of the 175 family.

Speaking of the 175 family, his dam is **TRIO's ER Zamy 175Z2**, the 2014 IBBA National Grand Champion and Supreme American Female of the Houston Junior Livestock Show. She is the dam of Francisco 175Z2, the 2020 IBBA Reserve National Grand Champion, who sold to Rancho La Miura for \$37,500 in the Genetic Edge. Francisco is making his own mark in herds across Mexico and the US. Study another generation back and one finds the incomparable Wildfire 175W and Statesman 100S.

Of course, it takes two great parents. **Kruger** is sired by our outcross sire **MCR Turbo 600/9** that is bringing the power and performance we expected him to. Every breeder who has used **Turbo** has shared their satisfaction and excitement in his calves.

Following in his championship legacy, **Kruger** is the current Reserve Grand Champion of the Brangus Futurity.

TRIO's Kruger 175K4 was raised in partnership with Scamardo Brangus in their calf raiser program. **The Scamardo's are offering their 50% interest, possession and semen. TRIO believes in this exciting prospect and is retaining our 50% interest. However, the winning bidder has the option to double the purchase price for 100% possession and 75% semen interest.**

EPD Rankings Red Brangus Non-Parent: Top 5% REA; Top 10% YW, Top 20% WW; Top 30% FAT



600/9



175Z2

FEATURE BULL



72J

53 MCC JACK DANIELS 72J

RR10494306

PHN: 72J

DOB: 12/2/21

OSPC

Gen: 2

CX CHANGER 22/7

CX EXCALIBUR 19/M RR602809

MISS EXCALIBUR 819/1

TRIO'S ARISTOTLE 175A

MCC ELLIE MAY 72E RR10359814

MS TF 72Z

Offered by Maxwell Cattle Co.



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.3	1.3	22	45	0	11	3.79	-0.08	0.28	-0.1	0.009	2.18	0.86	6.95	1.51	1.58

BW	WW	YW	REA	Fat	IMF
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68 (100%)

If this next feature lot was a bottle of his name's sake, Jack Daniels, he would be the rare bottle of 1948 Old No. 7! **MCC Jack Daniels 72J** was produced by Jessica Maxwell and Maxwell Cattle Co. He brings together the profound influence and power of **CX Excalibur 19/M** with the contemporary style and sexiness of the two-time national grand champion **MCC Ellie May 72E**.

Study this sire prospect and you will see a bull that stands with tremendous natural base width, is square on all four corners, expressively muscled, masculine featured and has an ideal Red Brangus sheath.

Jack Daniel's pedigree epitomizes the Power of the Brands, with the blending of Aristotle to the double-bred Transformer 72Z with **19/M** from MBI. **Ellie May's** progeny are commanding top dollar when offered. Full sisters to **Jack Daniels** have sold for \$20,000 and \$7,500 by Southern Jewel Cattle Co., and a maternal sister sold for \$49,000 to Trademark Genetics going on to be named the 2023 IBBA Reserve National Grand Champion.

EPD Rankings Red Brangus Non-Parent: Top 3% REA; Top 5% YW; Top 15% WW, CEM; Top 30% FAT

Offering 50% possession and semen interest. The buyer has the option to double the purchase price for 100% possession and 75% semen interest.



72Z



19/M



72E

62 MR MARY A MAN KIND

RR10529932 PHN: 317J8 DOB: 11/16/21 OSPC Gen: 5

OB RED CHARLIE 204C3

MR MBJ GUAP0 124G2 RR10423047

MS FAGAN RIVER RANCH 124X

MR OB 409/13

MS MARY A 317G2 RR10462745

MS MARY A 317Y

Offered by Mary A Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
6.0	0.4	18	33	6	15	3.7	0.16	0.04	0.03	0.011	0.77	1.20	8.94			

BW	WW	YW	REA	Fat	IMF
76 (80%)	604	865			

Man Kind 26J8 is a bull that we have always appreciated his power, depth, bone, heavy muscle, short hair, and functional skeletal and structural design.

His sire **Mr MBJ Guapo 124G2** has proven to be a powerhouse sire for Mary A and in the MBJ Performance herd. He is a son of the renowned MBJ Red Charlie 204C3, bringing excellence in Red Brangus on all levels of his pedigree. From a pedigree perspective, Charlie as sire brings together the forever influential Yucatan and 204M.

The dam of **Man Kind** goes back to many renowned sires of the breed like CX 19/MI and BCC Box Car. Longevity and reproductive efficiency are in the DNA of this female, highly heritable traits that one wants in a herd sire. Here is a young herd sire prospect that is walking proof of the benefits of stacking generations of the most productive traits and ideal parents can produce.



63 IC OSCAR 2UK2

RR10500916 PHN: 2UK2 DOB: 5/5/22 Gen: 4

TK HIGHWAY 9015

TK EXPRESSWAY 297C2 RR10298139

SUREWAY'S MS MAGNUM 297L

TRIO'S SJCC CAMELOT 428C3

IC GYPSY RED 2U/F RR10389303

GM MS 2U / Y

Offered by
Irons Creek Ranch

IC

BRANGUS
GE-EPDS



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
4.7	0.9	18	30	7	16	3.73	0.14	0	0	0.008	0.7	0.3	8.72	1.03	1.11	

BW	WW	YW	REA	Fat	IMF
71 (99%)	680 (97%)	1018 (100%)			

A year ago, when Marcos and Allen were visiting with Vicki and Steve about their offerings in the Third Edition, they proudly showed us this calf, **Oscar 2UK2**, and asked what we thought. He was an overwhelming youngster, tremendously expressive, stout structure with a rugged herd sire appearance already. We told them they have a semen sire on their hands. Plus, as a son of **Expressway**, he already has added value and genetic potential.

A year later, when we went to visit for the Fourth Edition of the Power of the Brands, we were blown away again by the power, dimension and balance that **Oscar** has developed with. After some discussion, they decided they want to always offer their absolute best and are bringing him to Wharton on September 9th.

Oscar is a true beef bull and an impressive member of this deep class of bulls offered this year. **TK Expressway 297C2** has earned the admiration of Red Brangus breeders due to the consistency and quality of his progenies in the MBJ and Triangle K programs. He is the sire of Fit Man 225F2, the 2021 IBBA Reserve National Grand Champion, and sire of some of the most exciting new generation Red Brangus at MBJ.

The dam of **Oscar**, **IC Gypsy Red 2U/F**, is a daughter of the IC senior herd sire Camelot 428C3, which has put his stamp of phenotype and quality on the IC brand. She brings Yucatan, 428S2 and Home Run into the pedigree of Oscar.

Oscar is one of the highlights of the 2023 sale season. He offers vast opportunities as a herd sire and potential high-value semen sire. **EPD Rank Red Brangus Non-Parent: Top 15% CEM; Top 30% WW; Top 35% TM;**



Offering 100% Possession and 50% Semen Interest. Irons Creek Ranch retains 50% Semen Interest.



225J2



428B



225C2



225J2

3 MS MBJ JOY 225J2

RR10486683

PHN: 225J2

DOB: 8/1/2021

Gen: 4

TR MR RED BRICK 74R2

MBJ YUCCA 428B RR10275339

MISS FAGAN 428W

MR PB EXTRA TALENT 971/10

MS MBJ LILY 225C2 RR10309534

MISS TK VALERO 225X

Offered by MJB Ranch



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.1	-0.1	2	14	4	6	2.74	0.17	-0.08	0.05	0.005	1.18	1.22	1.07	0.46	2.64
BW		WW		YW		REA		Fat		IMF					
76 (100%)		619 (101%)		959 (104%)											

If you want to add more high-selling cattle to your calf crop with a unique young donor **Joy** really embodies the type and kind of female that we try to build the MJB program around.

She is unbelievably extended up through her neck with tons of power.

Joy is a daughter of our legendary **MBJ Lily 225C2** which has generated over \$250,000 in genetics and set the record for the price paid for an MJB flush at our 2022 Power of the Brand Sale 2022, selling for \$17,500 to Elias Brangus. **MBJ Lily 225C2** is an Extra Talent daughter that will also give you a shot of that proven maternal blood back in the pedigree. **Lily** won many shows with the highlights of being the 2019 IBBA National Champion Grand Champion Pair and Grand Champion at the IBBA Standard of Excellence at the San Antonio Livestock Show.

The sire of **Joy** is the proven and stylish **MBJ Yucca's 428B**. His calves are stunners with show quality presence and genetics. They are extra-long, deep-bodied and stout-hipped with all the power, performance, and presence you can put in one package. **Yucca** is the sire of Ms MJB-JM Gata 236G the 2022 Champion of the World USA Red Brangus Qualifier. She qualified by being named the IBBA National Grand Champion Pair. In addition, **Yucca** is the sire Havana 7H, the eye-popping herd sire for M Bar M and semen sire for MJB and TRIO. **MBJ Yucca 428B** is a son of the National Grand Champion TR Mr Red Brick 74R2. **MBJ Yucca's** dam, 428W is one of the elite donors of MJB Ranch out of the 428 line and is a daughter of the recognized donor Sureway's Easy 428S2. 428S2 is the dam of many outstanding Red Brangus individuals, including TRIO's SJCC Cambridge 428C2, a headline sire for Genex Beef and TRIO's Camelot 428C3, the senior herd sire for Iron Creek Farms.

Here's a chance to tie into embryos of our donor that will take the guesswork out of the equation for you.

Offering 50% embryo interest with the right to flush up to 3 times a year for the buyer's own in herd use. MJB retains 50% embryo interest and full possession of natural calves. All flushing and shipping expenses are the responsibility of the embryo interest buyer.



428E2

4 MBJ ELISE 428E2

RR10379418

PHN: 428E2

DOB: 10/1/17

Gen: 5

MR PB EXTRA TALENT 971/10

MBJ RED CASH A/84Y RR10260394

MS TRANCH 84Y

SUREWAYS MR GEORGIA BOY 799P

MISS FAGAN 428W RR10211192

SUREWAYS EASY GAMCO MS 428S2

Offered by MBJ Ranch



BRANGUS
GE-EPDS



428E2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prq	Stay	Cow Wt	TI	FI
4.4	0.4	0	9	3	3	2.34	0.01	-0.18	-0.09	0.001	0.43	0.98	7.95	-0.23	2.1	
BW		WW		YW		REA		Fat		IMF						
73 (98%)		574 (100%)		1150 (100%)												

Proven Donor Opportunity! An unprecedented opportunity! We are proud to feature this super productive donor to our most demanding customer. A very attractive, structurally correct package that has the length, and elegance to raise high percentage show heifers and yet is stout and heavy structured enough to raise a bull that knocks it out of the park.

She is so consistent her last two natural calves were sold at our Power of the Brands Sale. **Elise** comes directly from donor battery and represents a landmark breeding achievement in the history of the MBJ Ranch Red Brangus program. **428E2** combines our performance program in phenotypic excellence with exceptional projections in a stunning package. Her popular sire, **MBJ Cash 84A**, is owned with TRIO Cattle & Genetics who has proven to work really well with the 428-cow family. **Elise 428E2** is a maternal sister of MBJ Yucca 428B. Their dam **428W** is one of the best donors of MBJ Ranch in the 428 lines. She is a daughter of the recognized dam Sureway's Easy 428S2 and is also the dam of many outstanding Red Brangus individuals, including MBJ Johnny Cash 428 J3, MBJ TRIO's Cambridge 428C2, a headline sire for Genex Beef, and TRIO's Camelot 428C3.

Here's a great young cow that will put your program on the map.

AI'd to GR-MBJ Houston 424H, RR10451074 on 8/26/23.

EPDs Rank Red Brangus: Top 30% BW, FAT

Seller retains the right to two(2) successful flushes at the seller's expense and the buyer's convenience.



428E2



428E2



428E2 son



428E2



000K2



175C5



000C34

5 TRIOS KOKOMO 000K2

R10506391

PHN: 000K2

DOB: 1/7/22

Gen: 4

LAZY 3 STATESMAN 100S

SJCC TRIO'S CEO 175C5 RR10301591

TRIO'S WILDFIRE 175W

BWCC CRUISE 889Z28

MC MS CRUISE 000C34 R10306069

MC MS ROCK STAR 000X24

Offered by TRIO
Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
1.3	2.7	30	53	2	17	2.57	-0.06	0.23	0.11	0.019	2.62	1.82	10.11	2.23	2.5
BW		WW		YW		REA		Fat		IMF					
74 (100%)		672 (100%)		1070 (100%)											

Black Brangus that carry a Red Gene is a known natural occurrence. We, as Red Brangus breeders, have the opportunity to draw upon the genetic base of our fellow Brangus breeders and use their robust DNA database and EPD profiles to elevate our own EPD standings. Some progressive breeders have been doing this for several years already, with the intended results. As the demand for all Brangus, Red and Black, is on an upward trajectory with an increased focus on carcass merit, it is to all of our benefit to broaden our perspective and approach to breeding our Red Brangus.

In the pursuit of this mission, TRIO and Tajo established a partnership to produce new lines that combined TRIO sires with the extensive Tajo donor herd. One of the most exciting matings we planned was **CEO 175C5** to **MC Ms Cruise 000C34**. This mating was designed to blend the femininity, capacity, and EPD profile of **000C34** with the sheer pounds of performance, structural integrity and mass of CEO. **Kokomo 000K2** and her brother Klondike K3 (Lot 55) are the awesome results of our plan.

Kokomo is a natural beauty with tremendous thickness, a sweeping ribcage and quality from end to end. **Kokomo** certainly deserves to don a show halter, but this is not our plan for her. While developing her to her full potential we want to capitalize on the new maternal line she is founding for us. Just look at her total breed EPDs from the August breed tabulation. A partner in her should desire to optimize the genetic merits of **000K2** along with us with the production of embryos, ET calves and natural progeny.

Offering 50% total interest. TRIO will manage and maintain 000K2, sharing all annual maintenance and reproductive costs equally with our partner.

EPDs Rank Red Brangus: Top 20% STAY, Top 25% WW, YW, Top 35% IMF

Anyone of us can image our Red Brangus bull mated to her. Remember that the odds are that 75% of her offspring sired by a Red Brangus will be Red. As with all Power of the Brands offerings, buyers are welcome to nominate in future sales the offspring from cattle they produce from their Power of the Brands investments.

FEMALES • FOR A FANTASTIC FUTURE

6 JLG LUCY 225J

RR10477396

PHN: 225J

DOB: 7/15/21

OSPC

Gen: 4

TK EXPRESSWAY 297C2

TK FIT MAN 225F2 RR10405048

MISS TK VOLARE 225D

OB RED CHARLIE 204C3 (623/15)

MS MBJ GLORIA 225G2 RR10422216

MISS TK VALERO 225X

Offered by JLG Farms

JLG
FARMS



225J

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
4	0.7	10	26	10	16		0.32	0.09	0.07	0.015	1.02	0.57	7.85	1.14	1.44

BW	WW	YW	REA	Fat	IMF
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56 (100%)

DONOR DELUXE! **JLG Lucy 225J** is a first calf that is linebred of the 225 family. **Lucy** is out of a sister of our recognized champion donor MBI Lilly 225C2. Because of her pedigree and the quality of her first bull calf, we convinced the Glaze family to offer her in the Power of the Brands Fourth Edition Sale. What an impressive offering that is a long-bodied, stout, and high-performance female that maintains her femininity.

Her dam **Gloria** is out of Miss TK Valero 225X who is probably one of the most recognized donors and is the dam of MBI Lily 204C3, MBI Jayla 225Z, and many other tremendous MBI icons. Her pedigree combines the renowned maternal lines of TK Valero 101P6, the Houston Grand Champion, with Sureway's Red Jack Mr 213L, a high carcass quality sire who rated 3 out of 4 Stars for tenderness. Her sister Ms MBI Gala 84G2 and her heifer calf commanded \$32,000 in active bidding before both selling to GKB Cattle Co.

Her sire **Fit Man** is a bull that offers innovative genetics in an attractive package to enhance carcass quality, maternal merit, adaptability, and profitability. **Fit Man** is also an absolute powerhouse in terms of the meat and muscle he has from nose to tail. We are thrilled that he is meeting the high expectations we had got him several years ago. The generations of superior genetic lineages are vividly displayed throughout the pedigree of Fit Man's family tree. Fit Man is sired by TK Expressway 297C2, a tremendous son of TK Highway 901S, one of the best sons of Sureway's Rocky out of the phenomenal 901 cow family. Expressway also goes back to 297L, one of the most dominant producing females in the entire TK herd. His maternal lines go back to the unparalleled 225 bloodline, TK Red Jacket, Talento and Brinks BS 607L11 30T43. 304T43 is remembered as the sire bull with a 10.3 IMF, the highest ever in the Brangus breed.

If you want to add more high-selling cattle to your calf crop, here's a chance to invest in a donor that will take the guesswork out of the equation for you. Retaining the right to two successful flushes at the seller's expense and the buyer's convenience.

An added bonus is her heifer calf born July 18, 2023 sired by DDD Rockefeller 804B25. Rockefeller was the 2017 Brangus Show Bull of the Year. She will have the potential to develop into a really interesting show heifer as well as a valuable Black Red Gene Carrier Brangus.



225F2



225C2



225X

7 IC MS GRACIE 23K

RR10500908

PHN: 23K

DOB: 3/8/22

Gen: 4

TRIO'S YUCATAN 175Y

TRIO'S SJCC CAMELOT 428C3 RR10302500

SUREWAYS EASY GAMCO MS 428S2

CX HOME RUN 135/P

CX MS HOME RUN 23/X RR10173195

CX JACKIE 23/H

Offered by
Irons Creek Ranch

IC

BRANGUS
GE-EPDs



23K

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
4.5	0.5	5	14	5	8	3.65	0.12	0.05	0.01	0.008	-1.62	0.46	5.97	0.4	1.6

BW	WW	YW	REA	Fat	IMF
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71 (108%)

518 (94%)

1075 (100%)

Irons Creek Ranch can be counted on each year to offer their very best and we believe that **Gracie 23K** will have many admirers on the afternoon of September 9th. **Gracie 23K** is a solid-built female, sound from the ground up, naturally wide and expressive with a feminine quality phenotype.

Gracie is sired by **TRIO'S SJCC Camelot 428C3**, the senior walking sire in the picturesque pastures of Iron Creek. As a product of TRIO and MBI genetics, **Camelot 428C3** is a son of Yucatan 175Y (Lot 64) from the highly productive 428 maternal line from MBI. The 428 maternal line appears time and again in the lot comments.

Her herd number hales from the 23 CX family that produced Tanque, with her dam a daughter of the formidable Homerun 135/P.

Exposed to MBI Jett 428J28 (Lot 52) from July 1, 2023 through August 12, 2023.

EPDs Rank Red Brangus: Top 25% BW, Top 30% Fat



428C3



8 MS MARY A KALLIE 360K

RR10505099 PHN: 360K DOB: 3/26/22 OSPC Gen: 4

TRIO'S YUCATAN 175Y

OB RED CHARLIE 204C3 (623/15) RR10287537

SUREWAY'S MS IDEAL 204M

MASTERPIECE

MS MBJ ELBA 360LX RR10172413

MISS BRINKS PFR 503/9 360L2

Offered by Mary A Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	CowWt	TI	FI
5.1	-0.1	6	19	4	7	3.89	0.11	0.19	0.14	0.016	1.61	1.21	6.39	1.05	2.1
BW		WW		YW		REA		Fat		IMF					
75 (99%)		643 (100%)		845 (100%)											

FROM THE HEART OF THE MARY A PROGRAM! Here's one powerful and solid heifer that has sound structure. Her dam **Ms MBJ Elba 360LX** was sired by Masterpiece, a son of CX Excalibur 19/M and out of proven Paleface Ranch maternal genetics that we purchased from Camp Cooley. She is long-bodied, level topped and very correct. A Solid female! CX Excalibur 19/M genetics is probably one of the most recognized bloodlines in the breed. 19/M sired many National Grand Champions like Mr Lazy 3 Statesman 100S, Ms Brinks Excalibur 360S5, and Mr. PB Red Bull 521W. Mastercharge was probably one of the best OB Ranch herd sires that still carries on 19/M's thickness, high performance and deep-bodied characteristics.

Her sire **MBJ Red Charlie 204C3** is the sire MJB Guapo, MJB GR Jameson and MJB 204G2 that sold for \$32,000. **Red Charlie** progeny are easy-handling progeny and have exceeded all our expectations, possessing tons of mass, muscle and volume on exemplary feet and legs. From a pedigree perspective, **Charlie** is a son of the forever influential Yucatan and 204M

Kallie 360K has all the credentials and the quality to make her own mark.

From Marcos Borges, "Mary A Ranch for years has been working tremendously on their ranch management, marketing, brand and genetic program. I am proud to consult them and see today that they are becoming one of the strong forces of the Red Brangus breed. Keep an eye on their productive genetics because they are linebred to MJB and OB genetics."



9 MS MARY A CALLIE 317K

RR10529588 PHN: 317K DOB: 1/13/22 Gen: 4

OB RED CHARLIE 204C3

MR MBJ GUAP0 124G2 RR10423047

MS FAGAN RIVER RANCH 124X

BCC BOXCAR 348N

MISS MARY A 317Y RR10208351

DW MS DAN WILLIAMS 317U

Offered by Mary A Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	CowWt	TI	FI
7.1	-0.1	18	31	8	17	3.5	0.10	0.00	0.06	0.010	0.53	1.37	11.79		
BW		WW		YW		REA		Fat		IMF					
72 (98%)		648 (100%)		866 (100%)											

Another consignment from the HEART OF THE MARY A PROGRAM!

Here's one stylish and really solid heifer that has sound structure and feminine traits. **Callie** has the right combination of OB, MJB and the 317 lines, one of the most highly recognized and sought-after bloodlines in the Red Brangus breed. Her sire **Mr MJB Guapo 124G2** has proven to be a powerhouse sire for Mary A and in the MJB Performance herd. He is a son of the renowned MJB Red Charlie 204C3, bringing excellence in Red Brangus on all levels of his pedigree. When you factor in **Guapo's** documented growth performance, body, bone, and genetics one can be very excited by the future impact this heifer will have. We have seen what her dam can produce for many years, and she does not miss. One will admire her structure, her lines and overall balance and design. Opportunity is knocking at the door!

EPD Rankings Red Brangus: Top 10% BW, CED; Top 20% IMF; Top 30% WW; Top 35% YW



10 M-M LADY STRETCH 193J

RR10482753

PHN: 193J

DOB: 9/19/21

Gen: 3

DOS XX'S CHIEF'S MR STRETCH

PB MR STRETCH 821/F RR10387569

MISS CLARK CATTLE 821

TRIO'S SJCC CAMELOT 428C3

IC MS STARFIRE 193/F RR10389298

BUFFALO'S SPRITE 193Y

Offered by M Bar M
Red Brangus

M-M

BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
6.6	0.2	13	30	6	12	3.19	0.02	0.09	0	0.003	1.13	0.87	4.63	1.16	2.07	
BW	WW	YW	REA	Fat	IMF											
69 (95%)	422 (100%)	707 (100%)														



193J



821/F

The M-M story is one of dedication to a dream and inspiration from a passion to build and create. Tom and Mary Moore began diligently building their program six years ago, by identifying the maternal families and sire lines they believed would blend and excel. **193J** is a combination of pedigrees that embodies their vision. She is sired by **PB Stretch 821/F**, now an MBI herd sire, a striking bull that our breed will be seeing more of in the coming years. The 821 family is known for their performance, dimension and balance. And of course, the sire of **821/F** is the National Champion Dos XX's Stretch. The dam of **193J** is another Camelot 428C3 daughter that M-M acquired from Iron Creek.

The phenotype of **193J** exudes a donor pasture potential. One must appreciate the modern design, symmetry and function that she possesses. She is square on all corners, stout structured, expressive and square in her muscle design with all of the natural capacity one would want in a young herd matron.

Offered Open, Ready to Breed and Flush

EPD Rankings Red Brangus: Top 15% CED, Top 20% BW, Top 25% REA

11 M-M LADY YUCCA 10H/K

RR10498501

PHN: 10H/K

DOB: 4/1/22

Gen: 4

TR MR RED BRICK 74R2

MBJ YUCCA 428B RR10275339

MISS FAGAN 428W

MBJ CONAN 768C

MS MBI HALEN 10H RR10445033

CX MS RED CHIEF 10/U

Offered by M Bar M
Red Brangus

M-M

BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
5.8	0.1	5	19	2	5	2.95	0.11	0.04	0.04	0.006	1.76	1.25	-0.32	0.73	2.64	
BW	WW	YW	REA	Fat	IMF											
73 (101%)	407 (84%)	630 (100%)														



10H/K

This next lot from M-M exemplifies the opportunities that we are working to create through the Power of the Brands. **10H/K** is the product of a bred female selected in our Second Edition offering. She is sired by the attractive and proven **Yucca 428B** and from the high performance 10 maternal family.

We are impressed by how this female is developing and believe she has a tremendous future as a donor and herd matron. Each time we have seen her, she strikes a more compelling profile with length of body, strength of top, a correct leg set that enables a very fluid stride. She blends power and femininity, performance with style and phenotype with genotype.

Offered Open, Ready to Breed and Flush

EPD Rankings Red Brangus: Top 15% BW, Top 20% CED



10H



428B



957K

12 TAJO MS CORTEZ 957K

RR10506579

PHN: 957K

DOB: 3/15/22

Gen: 5

CX TANQUE 23/T

TRIO'S MLS CORTEZ 175C6 RR10328099

TRIO'S WILDFIRE 175W

CX DREAM'S HOMBRE 31/A

TAJO MS DREAM HOMBRE 957G4 RR10457419

CX MS PAYLOADS MEATHOUSE 957

Offered by Tajo Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
4.8	0.3	19	35	6	16		0.11	-0.05	-0.05	0	-0.81	1.25	7.2	1.18	2.72
BW		WW		YW		REA		Fat		IMF					
65 (93%)		460													

The 957 maternal family is one with a significant representation in this year's Fourth Edition offering with both live females and genetic lots. First from this highly maternal family is a **Cortez** sired daughter bred by Tajo Ranch. Here is a female with a high substance of foot and bone, depth of side, strength of top and a highly expressive, yet feminine, musculature. **Tajo Ms Cortez 957K** ties all of this together in a sleek attractive front one-third. Be sure and look over her EPD profile as well. Among Non-Parent Red Brangus she stamps five traits in the Top 35% and higher of the breed.

Cortez progeny are writing their own stories in the Red Brangus breed with numerous championships and appreciation by breeders for their completeness, performance and power.

EPD Ranking Red Brangus: Top 25% BW, YW, FAT; Top 30% WW; Top 35% CED



175C6



185K

13 TAJO MS SUPERMAN 185K

RR10506587

PHN: 185K

DOB: 3/22/22

Gen: 5

SUREWAYS LEGACY MR 0605

BKC LEGACY'S SUPERMAN 101U RR10099056

BCC NANCY'S BYTE 101R1

TJR RED DYNASTY 198/A

MSS DELIGHT 185D -558/16 RR10323267

MISS FAGAN 185U

Offered by Tajo Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.4	1.4	16	26	1	9	3.23	0.58	-0.1	-0.05	-0.002	0.73	0.88	17.34	0.6	1.65
BW		WW		YW		REA		Fat		IMF					
75 (100%)		488													

The 185 family is one developed by OB Ranch and found in the leading herds as highly maternal and productive individuals. Sired by the cow maker **Superman**, this heifer from Tajo Ranch is double stacked with maternal excellence. **185K** is a high-capacity individual that is bold sprung and deep-sided. **Tajo Ms Superman 185K** displays ideal Red Brangus traits with a textbook correct skeletal design and expression of muscle in her top and quarter. She already exudes a herd matron presence with donor quality written all over.

EPD Ranking Red Brangus: Top 4% SC, Top 10% FAT



101U

14 TRIOS SENDERO JOLLY 957J

RR10534216

PHN: 957J

DOB: 1/31/21

Gen: 4

CX TANQUE 23/T

TRIO'S MLS CORTEZ 175C6 RR10328099

TRIO'S WILDFIRE 175W

CX LEGENDS DREAM 610/U1

SENDERO'S DUCHESS 957E3 RR10381625

CX MS PAYLOADS MEATHOUSE 957

Offered by Sendero Red Brangus & TRIO Cattle & Genetics



957J

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
2.7	1.4	25	42	8	20	3.4	0.14	-0.02	-0.01	-0.001	-0.44	1.32	7.78		

BW	WW	YW	REA	Fat	IMF
77 (104%)	576 (100%)	981 (100%)			

From TRIO and Sendero come the first of two maternal sisters from our **Duchess 957E3** donor.

957J is a natural daughter sired by **Cortez**. A pasture favorite since she was born, **Jolly** is a complete and balanced female that one can project to become a showcase herd matron. She offers structural integrity, length of spine and hip along with deep body and flank.

Her dam, offered in genetic lots A & B, is moderately made with tremendous capacity, yet with an elite and attractive appearance. This coupled with the explosive body capacity and shape of muscle from **Cortez**, make **Jolly** a female that can produce the most desirable bulls and females alike.

Exposed to TRIO's SB Kruger 175K4, Lot 51.

EPD Rankings Red Brangus: Top 10% WW, YW; Top 15% FAT; Top 20% Total Maternal



175C6



957E3

15 TRIOS SENDERO KYLIE 957K2

RR10509586

PHN: 957K2

DOB: 5/5/22

OSC

Gen: 3

TRIO'S SEQUOIA 112S

TRIO'S YUCATAN 175Y RR10191913

III MISS FANCY 175/4

CX LEGENDS DREAM 610/U1

SENDERO'S DUCHESS 957E3 RR10381625

CX MS PAYLOADS MEATHOUSE 957

Offered by Sendero Red Brangus & TRIO Cattle & Genetics



957K2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.8	1.1	20	34	6	17	3.8	0.17	0.08	0.09	0.004	1.69	1.6	8.27	1.48	2.83

BW	WW	YW	REA	Fat	IMF
66 (100%)	513 (100%)	1145 (100%)			

An own daughter of **Yucatan** makes **Kylie 957K2**, a female to consider and look for on September 9th. The influence of **Yucatan** is vast and the achievements of his legacy are extensive. His paternal impact in **Kylie 957K2** is apparent in her lines, style and balance. She inherited her donor dams highly capacious yet moderate frame. We think you will appreciate **Kylie 957K2** even more in person.

Exposed to TRIO's FFF Huracan 101H3, Lot 36

EPD Rankings Red Brangus: Top 25% WW, YW; Top 30% CEM



957E3



175Y

REGISTERED FEMALES • PROVEN PERFORMANCE GENETICS



896K

16 MISS MJB KAROL 896K

RR10525257

PHN: 896K

DOB: 7/01/22

Gen: 4

TR MR RED BRICK 74R2

MBJ YUCCA 428B RR10275339

MISS FAGAN 428W

SUREWAY'S ROCKY STREET 227N

MS MJB GABRIELA 896G RR10445988

MISS PB 896/12

Offered by MJB Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
4.4	0.6	7	19	2	6	2.37	0.31	-0.03	0.1	0.018	0.91	0.92	6.93	0.73	1.71
BW		WW		YW		REA		Fat		IMF					
75 (98%)		558		848		13.54		0.39		5.07					

Carcass Merit Female – Her dam **MBJ Gabriela 896G** is one of our highest marbling females at MJB Ranch, scanning an IMF of 6.54.

Karol is a show heifer prospect packed with power and femininity. Take a look at her body correctness and focus on her straight lines, level top, and neck length. She does a great job packing all of these qualities into a nice presentation! Also, she is a total carcass package in this Red Brangus carcass quality-driven industry. Her dam **Ms MJB Gabriela 896G** is our highest marbling female at MJB Ranch, scanning an IMF of 6.54. This embryo produced first calf female is unique in both looks and in pedigree. Her inherent fertility is evidenced by the fact that she calved as a two-year-old. She possesses first-class genetics combining the royalty of Rocky Street, the immortality of 19/M with the 74 maternal cow family that has produced numerous tremendous animals at OB Ranch. MJB has been focusing on reintroducing high maternal ability, adaptability, and carcass quality of the great OB genetics to the MJB program. The 896 lines are genetics that has quickly become known among the MJB herd for producing an elite phenotype.

The cow power she carries also makes her without a doubt a future donor to build on.

Her sire **Yucca** has captured the attention of the Red Brangus world and has put him on the fast track to stardom. They are stunners with show quality phenotype genetics— extra-long, deep-bodied, and stout-hipped with all the power, performance, and presence you can put in one package. In addition to Gata 236G, he is the sire of MJB JM TRIO's Havana 7H and has many outstanding progenies. **Yucca** is a son of the National Grand Champion TR Mr. Red Brick 74R2. **Yucca's** dam, 428W is one of the best donors at MJB Ranch out of the 428 line and is a daughter of the recognized dam Sureway's Easy 428S2, the dam of many outstanding Red Brangus individuals. TRIO's Cambridge 428C2 and TRIO's Camelot 428C3 are sons of this incomparable highly feminine and fertile individuals.

What an awesome opportunity to acquire this show prospect with this much maternal potential! **Seller retaining the right to one successful flush at the seller's expense and the buyer's convenience.**



428B



896G and her first calf 896J



314J

17 MS MJB JANNET 314J

RR10506558

PHN: 314J

DOB: 10/10/21

Gen: 1

TJR RED DYNASTY 198/A

MBJ FAGAN DAKOTA 201D8 RR10326501

MISS TK CLASSIC 201T2

MR CR RED CHIEF 485/M1

TJR SASSY GIRL 314/A2 RR10243893

CX MS HOME RUN 314/T1

Offered by MJB Ranch & Rancho El Mesquite



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.3	0.3	15	26	4	11	3.8	0.20	-0.09	-0.06	0.000	-0.94	0.56	-3.43		
BW		WW		YW		REA		Fat		IMF					
74 (97%)		603 (100%)				10.3		0.26		4.20					

Jannet 314J is a beautifully designed heifer and one to pay close attention to! Another hand-selected individual that has tremendous phenotype and is backed by generations of great proven cows that have stood the test of time! **Jannet 314J's** sire is, once again, the powerful **MBJ Dakota 201D8**. This female is one more example of the true breeding power of **Dakota** and why we believe in him so strongly.

Her dam **314/A2** leads the maternal side of this pedigree with a combination of CR Red Chief 485/M1 and CX Home Run 135/P genetics. **Jannet 314J's** maternal grandmother is the outstanding donor CX Ms Home Run 314/T1 who was Reserve Grand Champion San Antonio 2009. This is a maternal pedigree not seen often anymore. CR Red Chief 485/M1 has a pedigree second to none in Red Brangus. He is a sire that improved performance numbers in growth, maternal traits, and carcass. He was a balanced bull that could do it all. This match-up of Red Chief and Home Run elevated CX genetics to the next level.

We cannot wait to see how this heifer turns out, and firmly believe she will do great things for her new owner.

Pasture exposed to Mr MJB Jett 428J8, RR10476246 from 4/14/23 to 6/17/23. Bred 4 months. EPD Ranking Red Brangus: Top 15% CEM; Top 25% FAT; Top 30% CED; Top 35% BW



201D8

18 MS MBJ KASSIA 225K2

RR10506255 PHN: 225K2 DOB: 5/1/22

Gen: 4

TK EXPRESSWAY 297C2

TK FIT MAN 225F2 RR10405048

MISS TK VOLARE 225D

LAZY 3 STATESMAN 100S

MS MBJ GRETA 225G3 RR10445783

MISS TK VALERO 225X

Offered by MBI Ranch


BRANGUS
GE-EPDS


225K2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.5	0.7	21	41	10	20	3.16	0.36	0.1	0.05	0.014	1.15	0.42	10.36	1.75	1.13
BW		WW		YW		REA		Fat		IMF					
78 (105%)		566 (100%)		904 (100%)											

Ms MBJ Kassia 225K2 is a balanced female and is the kind of heifer we all strive to produce at MBI Ranch. The cow power behind this female is second to none.

Let's start with her dam **Greta 225G3** who is in our donor program. Her first natural calf MBI Just A Dream 225J was sold at the POB 2022. Her second calf of course is **Kassia**. **Greta** is a daughter of Lazy 3 Statesman 100S and they are in demand and for good reason. Statesman 100S is one of a handful of purebred sires that will have set themselves apart as distinctive with the ability to influence generations of cattle well after they are gone. In our Power of the Brands, Statesmen and his progeny are setting records. In 2021 Statesman established a total breed record for the highest price ever paid for one unit of semen, \$7,700 from Pump Jack Cattle Co. His daughter Ms MBJ Gala 84G2 and her heifer calf commanded \$32,000 in active bidding before both selling to GKB Cattle Co.

Greta is out of Miss TK Valero 225X who is probably one of the most recognized donors that is also the dam of MBI Lily 204C3, MBI Jayla 225Z, and many other tremendous breed icons. Her pedigree combines the renowned maternal lines of TK Valero 101P6, the Houston Grand Champion, with Sureway's Red Jack Mr 213L, a high carcass quality sire who rated 3 out of 4 Stars for tenderness.

Next her sire, **Fit Man** offers innovative genetics in an attractive package to enhance carcass quality, maternal merit, adaptability, and profitability. **Fit Man** is also an absolute powerhouse in terms of the meat and muscle he has from nose to tail. The generations of superior genetic lineage are vividly displayed throughout the pedigree of **Fit Man's** family tree. **Fit Man** is sired by TK Expressway 297C2, a tremendous son of TK Highway 901S, one of the best sons of Sureway's Rocky out of the phenomenal 901 cow family. Expressway also goes back to 297L, one of the most dominant producing females in the entire TK herd. His maternal lines go back to the unparalleled 225 bloodline, TK Red Jacket, Talento and Brinks BS 607L11 30T43. 304T43 is remembered as the sire bull with a 10.3 IMF, the highest ever in the Brangus breed.

Today's industry is as competitive as it has ever been, and we fully believe this heifer will be a profit winner.

EPD Rankings Red Brangus: Top 10% YW, TM; Top 20% WW; Top 25% SC, Top 30% IMF, FAT



225F2



225G3

19 KWM MS ATHENA

RR10500295 PHN: 225/4 DOB: 4/15/22

Gen: 3

CX CHIEF'S APACHE 67/Y

KWM MR BERETTA RR10405224

MISS MBJ SCARLET 24C

BKC LEGACY'S SUPERMAN 101U

MS MBJ ERIKA 225E RR10350829

MISS TK VALERO 225X

Offered by KM Red Brangus

KM RED BRANGUS


BRANGUS
GE-EPDS


225/4

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5	0.3	13	25	7	14	3.14	0.42	-0.02	0	0.001	1.52	1.14	6.28	0.89	2.47
BW		WW		YW		REA		Fat		IMF					
87 (100%)															

Athena 225/4 is a striking yearling heifer with extension, quality, balance and dimension in all of the right places. One just needs to look at her dam **MBJ Ericka 225E** to see what the future holds. **Athena** offers a pedigree stacked with generations of proven performance starting with her maternal family, the highly sought after 225. Then look at the sire power Superman, Apache, Red Chief, Home Run, Kiddo, Legacy and Valero, all major contributors to the advancement of the Red Brangus breed.

Her sire, **KWM Mr Beretta 80/3**, was produced by and successfully campaigned by Kayden Mascheck, going on to become an impressive walking herd sire.

Athena is a package that offers an uncapped range of mating combinations to produce the next generation of impactful Red Brangus. Be sure and study her genetic profile with top traits among Non-Parent Red Brangus for fertility, calving ease and carcass quality.



80/3



225E



20 MS MBJ JOYA 428J2

RR10475798

PHN: 428J2

DOB: 5/1/21

Gen: 3

TK EXPRESSWAY 297C2

TK FIT MAN 225F2 RR10405048

MISS TK VOLARE 225D

MR PB EXTRA TALENT 971/10

MS MBJ-FAGAN FANNY 428F RR10403084

SUREWAYS EASY GAMCO MS 428S2

Offered by MBJ Ranch & Sbro's Brangus



SBROS BRANGUS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
4.7	0.1	17	30	10	18		0.32	0.04	0.09	0.015	0.41	0.33	9.73	1.38	1.08
BW		WW		YW		REA		Fat		IMF					
80 (99%)		562 (100%)		889 (100%)											

Ms MBJ Joya 428J2 is a distinctive female. Body, power, look, and extremely good in her structure. With the consistency of this mating, we expect this female to have a very bright future.

Her sire is **Fit Man** who offers innovative genetics in an attractive package to enhance carcass quality, maternal merit, adaptability, and profitability. **Fit Man** is also an absolute powerhouse in terms of the meat and muscle he has from nose to tail. His maternal lines go back to the unparalleled 225 bloodline, TK Red Jacket, Talento and Brinks BS 607L11, 30T43, the bull with a 10.3 IMF, the highest ever in the Brangus breed. **Fit Man** is sired by TK Expressway 297C2, a tremendous son of TK Highway 901S, one of the best sons of Sureway's Rocky out of the phenomenal 901 cow family.

Her dam **Ms MBJ Fanny 428F** is a daughter of the legendary Extra Talent 971/10 that is a son of the renowned Sureway's Talent 090N and the sire of tremendous animals like MBJ Red Cash 84A, RPC SBB Extra Talent 324F4 and MBJ Lily 225C2. Talent is one of the heaviest muscled bulls that Sureway Farms ever produced! Extra Talent himself was named Senior Champion of the San Antonio and Houston Livestock Show.

The maternal line continues with Sureway's Easy Gamco MS 428S2, the dam of many outstanding Red Brangus individuals. TRIO's Cambridge 428C2 is one of the sons of this incomparably highly feminine and fertile individual. We can't wait to hear from her new owner when this calf is born

Bred to OB Red Charlie 204C3, Expected Calving Date available sale day.

EPD Rankings Red Brangus: Top 15% IMF; Top 20% BW; Top 25% TM; Top 30% SC

21 M&M KINDLE 332K

RR10504956

PHN: 332K

DOB: 1/7/22

Gen: 3

TRIO'S BALCO ZOLTAR 175Z2

CLF MR LU 10E RR10363190

MISS WALLSTREET 10B

HC MR BILL 83/6

BAYOU BELLE 332 RR10343297

BAYOU BELLE 3/3

Offered by Sbro's Brangus



SBROS BRANGUS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
7	-0.4	11	23	4	10		0.19	0	0.05	0.004	1.92	1.27	8.08	0.98	2.34
BW		WW		YW		REA		Fat		IMF					
71 (98%)		473 (100%)													

Kindle 332K is sleek-fronted, long-spined, level hipped and as correct in her structure as one can be made. When viewed from behind she has natural base width, and a square, expanding dimension from hooks to pins on down to her stifle. **Kindle** has the frame, capacity and genetic quality to become a top-of-the-class individual in the hands of a capable showman.

Her grandsire is the 2013 IBBA National Reserve Grand Champion, TRIO's Zoltar 175Z2. This was an amazing accomplishment for the Calf Champion. Zoltar stood directly behind Yucatan that year at the picture backdrop. Soon after Zoltar became the marquis Red Brangus sire for Select Sires in the sire offering in South America, becoming extremely popular in Paraguay. Zoltar is still a relevant and highly used sire. He is an own son of that most proven combination of Statesman 100 S (Lot 63) and Wildfire 175W (Lot 38).

Kindle 332K lines also go back to some great sires in this breed such as Superman 101U, Rocky Street 227N, and the immortal 19/M which have all been game changers in the Brangus breed.

EPD Rankings Top 25% CED and BW, Top 35% STAY

Pasture exposed to MBJ Yucca 428B, RR10275339 from 6/2/23 to sale day.

REGISTERED BLACK BRANGUS FEMALES

ABOUT THE MBJ RANCH BLACK BRANGUS OFFERING

MBJ is thrilled to introduce to you to what we believe is an exceptional offering of Black Brangus heifers. Now in our second year integrating and developing our acquisition of the Vineyard Cattle Company Black Brangus herd, this collection of heifers showcases the precise matings that we are carefully planning. Our objective is to combine our productive maternal females with top-notch sire lines that have a proven track record of adaptability, carcass merit and fertility.

Over the years, MBJ Ranch has achieved significant milestones, one of which is our increased focus on the MBJ Black Brangus program. For more than three decades, Marcos has integrated Black genetics into the OB and MBJ programs, serving as a benchmark for Red Brangus programs. Our efforts have incorporated cattle from renowned establishments such as Camp Cooley Ranch, Indian Hills Brangus, and Two Hearts Brangus. Now with the inclusion of the VCC prefixed herd, we are writing a new chapter.

Our MBJ Performance and Elite herds are designed to meet a wide range of objectives, including the production of bulls for commercial cattle operations and the breeding of registered replacement heifers. We continue to focus on the performance of our females, using calving interval, average weaning weights, and adaptability as our essential selection criteria. We focus our development criteria on problem-free females to help us bend the performance curves while maintaining style and balance. A key aspect of our approach to our cutting-edge MBJ genetics has been the pinpointing and inclusion of bloodlines from across the breed that we believe will complement and improve our cattle. Vineyard genetics are helping us to enhance our volume, maximize hybrid vigor, genetic diversity, strong EPDs and renowned carcass quality.

It is with great confidence that I offer these three heifers and believe that they will elevate your Brangus program to the next level. The progeny from these heifers can be selected to participate in our future Power of the Brands and MBJ Black Brangus sales.



22 MISS MBJ KIRA 0101K

R10531335 PHN: 0101K DOB: 12/1/22 DDPC Gen: 2

MC VALUE ADDED 889E4

VCC KENT 361G3 R10424651

MS SRR NEW CONCEPT 361A16

101 RANGER 99W11

MS VCC LADY RANGER 0101F R10379260

MS VCC LADY SUPREME 0101Z

Offered by MBJ Ranch



0101K

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	CowWt	TI	FI
4.6	0.6	30	53	9	25	3.2	0.34	0.34	0.12	0.026	2.38	0.74	-2.49		

BW	WW	YW	REA	Fat	IMF
----	----	----	-----	-----	-----

74 (101%) 590

I cannot think of a better way to show you the MBJ VCC productive female genetics than by offering our loyal Power of the Brands customers access to a high-quality show heifer that is a descendant of probably one of the most famous cows of the Brangus breed.

Tremendous EPDs and a true head-turner! She is sure to catch the judge's eye as soon as she enters the showing. From her skeletal design to her sweeping rib shape, the qualities this heifer possesses make her one of the unique individuals of this offering! **MBJ Kira 0101K** is out of one of the most productive cows bred at VCC and is a young sister of one the best Brangus heifers that I have seen in my life "Ms MBJ Adriane 101L." 101L will be available for viewing sale day and is currently in our show barn. "The 101 Impact mating has produced a long list of quality genetics that are a valuable addition to many breeding programs. **0101F** is one the heaviest milking cows at VCC and she maintains herself in the pasture as well as any cow."

Kira is a daughter of **VCC Kent 361G3** who inherited the style of his renowned sire MC Value Added 889E4 and his dam that goes back to LTD and New Concept.

This female needs to be seen to appreciate the potential in her genetic value and phenotype!

Kira posts really good EPDs for 9 traits including: **TOP 25% for WW, YW, TM, REA, REA, IMF and TERM; Top 35% CED**

Seller retains the right to two (2) successful flushes at the seller's expense and the buyer's convenience.

The Foundation of Vineyard Cattle Co.

Ms Hy-1

Justana

23/2

"Anna"

The Dam of
'The Sisters'



Vineyard Cattle Co., Inc.

REGISTERED BLACK BRANGUS FEMALES



23 MISS MBJ JAILIN 49J

R10521062

PHN: 49J

DOB: 11/10/21 DDPC

Gen: 2

MC VALUE ADDED 889E4

VCC KENT 361G3 R10424651

MS SRR NEW CONCEPT 361A16

VCC STETSON 9332X15

MS VCC LADY STETSON 49C R10295037

MS VCC LUCY 49U7

Offered by MBJ Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
6.8	0	26	45	11	24	4.24	0.26	0.26	0.19	0.026	4.13	2.05	0.51	2.44	3.21
BW		WW		YW		REA		Fat		IMF					
72 (94%)		627 (100%)		930 (100%)		13.95		0.28		4.29					

Miss MBJ Jailin 49J is a clean, feminine, long-bodied, thick-made good traveling daughter of VCC Kent 361G3. Kent inherited the style of his renowned sire MC Value Added 889E4 and his dam that goes back to LTD and New Concept. Jailin needs to be seen to appreciate the potential in her genetic value and phenotype!

Her dam is a daughter of the foundation half-blood VCC Stetson 9332X15 which is one of the most productive and top EPD bulls of the VCC sire lineup. Stetson is a son of the Brahman stalwart JDH Mr Elmo Manso, a bull that most in the Brahman breed know well for his power, fertility and consistency. As a show bull, he was the National Grand Champion Bull. He has earned a place in Brahman history as a consistent sire of outstanding cattle in both the red and grey divisions. He produces sound, gentle, heavy-muscled, moderate-framed cattle in high demand.

MBJ Jailin needs to be seen to totally appreciate the potential in her genetic value and phenotype! Pasture exposed to TR JE Papillon 419K, R10490527 from 4/14/23 to 6/17/23. Bred 4 months. EPD Ranking Total Breed: Top 20% CED; Top 25% IMF; Top 30% TM, CEM; Top 35% BW, WW, REA

Seller retains the right to two (2) successful flushes at the seller's expense and the buyer's convenience.



24 MISS MBJ KANNY 2K8

R10521106

PHN: 2K8

DOB: 1/15/22

Gen: 5

BWCC CROSS FIT 541B28

VCC CROSSFIRE 561H8 R10449163

OKF MS SLICK 561F2

101 RANGER 99W11

MS VCC LADY RANGER 2G2 R10448171

MS VCC BRISTOL 2W2

Offered by MBJ Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
1.1	2.2	37	67	3	22	3.23	0.75	0.38	0.18	0.015	3.36	0.54	-0.83	3.21	1.52
BW		WW		YW		REA		Fat		IMF					
79 (103%)		663 (100%)		1089 (100%)		12.46		0.22		4.50					

Miss MBJ Kanny 2K8 offers a top percentile EPD profile for growth and carcass traits. From the top cut of our MBJ Performance herd, she is a clean, feminine, long-bodied daughter of the stout VCC Crossfire 561H8. He is sired by one of the most recognized bulls of the breed BWCC Cross Fit 541B28 and out of the donor OKF Ms Slick 561F2, a daughter of BWCC Slick 7B one of the most impactful UB1 bulls.

The dam of Kanny 2K8 is Ms VCC Lady Ranger 2G2. This female combines the highly productive genetics of 101 Ranger 99W11 with the respected functionality of the 2 family that goes back six generations to Cadence of Brinks 535D3. 2K8 is a female which will give you maternal power and perfect udder development. The grandsire of Kanny 2K8, 101 Ranger 99W11, is a son of Hannibal of Brinks 784T6 and 101 Ms Tracker 99S2. He possesses a tremendous blend of power and growth from Hannibal with that eye appeal from Tracker and the former show champion Ms 38 Center Ranch 99/M1. Ranger is known to be a cow maker with the maternal stalwarts 784N9, 30L18, 541H2, 99/M1 and 99/K1 stacked throughout his pedigree. With six traits in the top half of the breed average, Ranger offers a genetic balance among the greatest breeding bulls.

The hardiness, metabolic efficiency, meat quality, reproductive efficiency, and maternal instinct along with udder size and construction of the Nelore breed combined with the genetics of one of Pine Drive Big Sky made these VCC first-generation donor cows very popular across the world. Charles Atkinson, many times stated that he considers the 2 lines one of the best cow lines in the Brangus breed. This is a very strong belief since there are numerous proven, productive cows at VCC. The longevity of the members of the 2 family has been 15 years or longer. 2/1 produced her last natural calf when she was 19 years old and raised her to a weaning weight of 630 lbs.

It is with great confidence that I say that Miss MBJ Kanny 2K8 will elevate your Brangus program to the next level. The progeny from this heifer can be selected to participate in our future MBJ Black Brangus Sales. This female needs to be seen to totally appreciate the potential in her genetic value and performance phenotype!

A/d to TK Fit Man 225F2, RR10405048 on 8/26/23. Pasture exposed to Mr JM MBJ Jackson 237J, RR10506185.

EPD Rankings Total Breed: Top 15% WW, YW; Top 20% REA, IMF; Top 25% IMF

Seller retains the right to two (2) successful flushes at the seller's expense and the buyer's convenience.

I want to say a few words about the 2-cow family. This line has been in existence for five decades at VCC. 2/1, a certified half-blood started the cow family at VCC.

At that time, she was selected to produce multiple progenies in the VCC ET program. For reference, this was the first time a half-blood cow was worked in embryo transfer to produce three-quarter progeny (3/4 Brahman-1/4 Angus). Two Zebu bulls were picked by VCC to produce these three-quarter progenies of 2/1. Ghandi, the imported pureblood Nelore sire owned jointly with Ed and Mike Lettunich was used and the Brahman bull Mr. V-8 347/2, the 1979 National Grand Champion (Houston) was chosen. The majority of the cattle that belong to the VCC 2 cow family were produced by three-quarter females.

Hardiness, metabolic efficiency, carcass quality, reproductive efficiency, maternal instinct and udder size are all supporting traits of the Nelore breed combined with the genetics of one of the most productive sires in the history of the Angus breed Pine Drive Big Sky made these VCC first-generation donor cows very popular across the world. Charles Atkinson, many times stated that he considers 2 lines one of the best cow lines in the breed. This is a very strong statement since there are numerous proven, productive cows at VCC. The longevity of the members of the 2-cow family has been 15 years or longer. 2/1 produced her last natural calf when she was 19 years old and raised her to a weaning weight of 630 lbs.



REGISTERED BLACK RED GENE CARRIER BRANGUS FEMALE

25 UR TANKS CRIMSON-EBONY 916K8

R10507528

PHN: 916K8

DOB: 8/11/22

Gen: 5

DDD TANK 468E

LR TANK 222G3 R10438187

SKYHAWKS NMS IKE 222A

TJR RED DYNASTY 198/A

MISS OB DARA 916D5 - 592/16 AX10323199

MISS PB MARIE 916/12

Offered by Union Ranch



916K8

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
6.4	0.1	27	47	5	19		0.38	0.15	-0.02	0.01

BW	WW	YW	REA	Fat	IMF
0.09	0.41	-2.48	1.89	1.81	

Dennis and Teresa Davis of Union Ranch are excited to make their Power of the Brands debut with one of the most uniquely pedigreed females in this Fourth Edition. **Crimson-Ebony 916K8** is just what her name implies, a Black Red Gene carrier. Her dam, **Dara 916D5**, is a foundation female for Union Ranch, sired by the National Champion Red Dynasty 198/A. The 916 cow family carries back to 19/M and the maternal power of the OB herd. Here comes the really unique twist, the sire of Crimson-Ebony is a son of the two-time National Champion DDD Tank 468E blended with the Skyhawk 222 family.

916K8 is fancy head-turning female that possesses a world balance and symmetry. Thick-ended, big-bellied and sleek-fronted, her outcross pedigree and phenotype offer a new dimension for breeding the next generations of Red Brangus.

EPD Rank Top 30% CED, Top 35% BW



916D5

POWER OF THE BRANDS LOYALTY INCENTIVE PROGRAM

The **POWER OF THE BRANDS** is appreciative of our clients and friends who believe in our genetic programs and we are honored by your loyalty and support. In recognition of your confidence, we are adding two loyalty incentives for your consideration.

5% DISCOUNT ON ONLINE SALE PURCHASES - SEMEN, EMBRYOS AND FLUSHES

Flush Sale Winning Buyers – Buyers of flushes in both the live and online sales will receive a **5% discount** on semen from sires offered in the Power of the Brands online sale.

Early Online Bidder – The Power of the Brands Online Sale will begin immediately after the Live Sale. Registered bidders who bid on any online offering on Saturday night through Sunday will receive a **5% discount** on their purchase if they are the winning bidder at the close of the online sale on Wednesday evening. *The loyalty incentive is offered for any semen, flush, or embryo lot offered in the Power of the Brands Online Sale.*



PICK OF SISTERS • RED BRANGUS MATERNAL ADVANTAGE

Kassidy and **Kamila** are full embryo sisters offered for your pick. They are super feminine and structurally correct females with a lot of style and balance. They are a 4th generation 3/8 x 5/8 female out of one of the MBJ donors **354C**.

Their sire **BKC Ferrari 204Z2** has everything you could ever want in a top bull - moderate frame, deep-sided, heavy-muscled, and a clean breed appropriate underline. **Ferrari** has made a name for himself through his daughters. Hailing from a line that has produced both sire power and maternal excellence, daughters of **Ferrari** in production are his hallmark. His full brother is BKC Almost Famous, the IBBA Reserve National Grand Champion that found his way to Mexico as the foundation Red Brangus sire for Elias Brangus and Rancho la Miura. The excellent pedigree of **Ferrari** combines the stout and powerful Superman 101U with the maternal superiority of the 204 lines. **Ferrari's**

dam, 204R3, is one of the few Red Brangus Summit Cows in the breed and is a maternal sister to OB Red Bull 521W. **Ferrari's** full sisters were show champions. MBJ JM Gata's 236G dam is a **Ferrari** daughter.

Their dam, **354C** is a Gunslinger daughter out of our line of the fertile Miss JHR 354/3, one of JHR's top donors out of Red Top 54 D purchased from CX Cattle. These are genetics documented to be carcass trait leaders combined with longevity and reproductive efficiency. It's going to be an exciting ride.

Selling Full Possession of Your Pick! MBJ will retain two IVF flushes of the each heifer with a minimum of 8 embryos.



26A MISS MBJ KASSIDY 354K

RR10525254 PHN: 354K DOB: 11/1/22

Gen: 4

BKC LEGACY'S SUPERMAN 101U

BKC FERRARI 204Z2 RR10211692

SUREWAYS MS. IDEAL 204R3

DOS XX'S GUNSLINGER 33/0

MS MBJ CAMILLE 354C RR10396819

MS FAGAN 354UA

Offered by MBJ Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
-----	----	----	----	---	----	-----	----	-----	-----	----	-----	-----	------	--------	----	----

BW	WW	YW	REA	Fat	IMF
70 (100%)	517 (100%)				



26B MISS MBJ KAMILA 354K2

RR10525255 PHN: 354K2 DOB: 11/1/22

Gen: 4

BKC LEGACY'S SUPERMAN 101U

BKC FERRARI 204Z2 RR10211692

SUREWAYS MS. IDEAL 204R3

DOS XX'S GUNSLINGER 33/0

MS MBJ CAMILLE 354C RR10396819

MS FAGAN 354UA

Offered by MBJ Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
-----	----	----	----	---	----	-----	----	-----	-----	----	-----	-----	------	--------	----	----

BW	WW	YW	REA	Fat	IMF
71 (100%)	523 (100%)				



SHOW HEIFER PROSPECTS • THE FRONT PASTURE KIND

Circle Lee Farms has been a consistent consignor of elite quality highly sought-after Red Brangus in the Power of the Brands. In this Fourth Edition, Dr. Stephen Lee has selected a trio of daughters of the Red Bud Farms donor, **TRIO'S MLS ANGELFIRE 175A**. These sisters are sired by two bulls that prove the value in looking across fence lines to blend stout unrelated pedigrees.

Angelfire is a most unique member of the 175 maternal dynasties in that she is a granddaughter of Wildfire 175W sired by TRIO's Sequoia 112S, giving her a double shot of the TRIO foundation sire. Sequoia's dam is the 2004 National Grand Champion "Daphne" Dos XX's Miss Maria 112/4 who is the female that brought TRIO together. Included in the pedigree of **Angelfire** is the MJB bred Wiseguy 269W, which is sired by the Statesman 100S.

Angelfire is a moderately framed, yet powerfully designed female who is exquisite through her front, with a wide skeletal base, tremendous capacity in her center section and as fluid of a stride as can be imagined. **Angelfire** received Grand Champion honors at the 2015 Brangus Futurity and NJBS and 2016 Fort Worth Show as well as many other competitive division championships in her show career.

As a donor, she is prolific and fertile. This trio of sisters are case in point, having been produced in one flush where two sires were used.

If you are a breeder looking to inject a new maternal line into your genetic program, or a showman looking for a heifer that deserves to grace a show ring, these sisters offer something for everyone.

27 CLF MS TNT 175K2

RR10525020

PHN: 175K2

DOB: 12/25/22

Gen: 3

DOS XX'S PRIME TIME

DOS XX'S PRIME TIME'S T-N-T RR10303970

DOS XX'S STRETCH'S JEWEL

TRIO'S SEQUOIA 112S

TRIO'S MLS ANGELFIRE 175A RR10259143

TRIO'S YOLANDA 175Y

Offered by
Circle Lee Farms



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
1.7	2.5	22	42	2	13	3.12	0	0.17	0	0.005	1.97	1.18	6.61	1.49	2.18
BW			WW			YW			REA			Fat			IMF
70 (100%)			604												



175K2

This first **Angelfire** daughter, **175K2**, is sired by **Dos XX's Prime Time T-N-T** who won Reserve Grand Champion honors at the 2018 World Brangus Congress. More impressive has been his progeny including MCR Turbo 600/9, the National Grand Champion, Dos XX's T-N-T's Dynamite, and many successful show heifers including TRIO donor MCR Hermosa 1012/1. **175K2** already expresses the best qualities of her parents with balance, design and symmetry of **Angelfire**, blended with the big foot, heavy structure and expression of muscle of **T-N-T**. This heifer can show and become a valuable donor.

EPD Rankings Red Brangus: Top 10% YW; Top 15% WW

28 CLF MS CLASSIC 175K3

RR10525021

PHN: 175K3

DOB: 12/26/22

Gen: 3

DOS XX'S CHIEF'S MR STRETCH

TJR CLASSIC EMPIRE 504/E6 RR10347611

TJR MS SHOWSTOPPER 504/U

TRIO'S SEQUOIA 112S

TRIO'S MLS ANGELFIRE 175A RR10259143

TRIO'S YOLANDA 175Y

Offered by
Circle Lee Farms



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
2.3	2.3	25	43	6	18	4.02	0.18	0.02	-0.07	-0.001	1.79	1.08	8.92	1.32	2.24
BW			WW			YW			REA			Fat			IMF
72 (100%)			524												



175K3

Of the three **Angelfire** sisters, **175K3** may be the one most similar to their donor dam. She is so correct in her angles, straight in her top line with a level hip structure, and when viewed from behind as thick and square as one would hope for. Her sire is the Circle Lee Farms herd sire **TJR Classic Empire 504/6** who brings an outcross pedigree to the 175 line with power, performance and maternal excellence. This stylish heifer has "Show Heifer" signs pointing at her from all directions.

EPD Rankings Red Brangus: Top 10% WW, YW, CEM; Top 20% FAT

29 CLF MS TNT 175K14

RR10525031

PHN: 175K14

DOB: 12/23/22

Gen: 3

DOS XX'S PRIME TIME

DOS XX'S PRIME TIME'S T-N-T RR10303970

DOS XX'S STRETCH'S JEWEL

TRIO'S SEQUOIA 112S

TRIO'S MLS ANGELFIRE 175A RR10259143

TRIO'S YOLANDA 175Y

Offered by
Circle Lee Farms



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
1.7	2.5	22	42	2	13	3.12	0	0.17	0	0.005	1.97	1.18	6.61	1.49	2.18
BW			WW			YW			REA			Fat			IMF
74 (100%)			572												

The third of the Circle Lee sisters is **175K14**, a full sister to 175K2. There is no mistaking that these two are full sisters by their stout design and dimension of muscle down their tops and quarters. Yet, even with all of this power at a young age, they are balanced from nose to tail, square on all four corners with the 175 qualities through their well-laid shoulders, high neck set and feminine faces. It will be interesting on sale day which one breeders prefer!

EPD Rankings Red Brangus: Top 10% YW; Top 15% WW



175A



T-N-T



504/E6

SHOW HEIFER PROSPECTS • THE FRONT PASTURE KIND



36K



175C2

30 M&M 36K

RR10518984 PHN: 36K

DOB: 10/27/22 OSPC

Gen: 3

TRIO'S SEQUOIA 112S

TRIO'S BALCO CORONEL 175C2 RR10302498

III MISS FANCY 175/4

CX HOME RUN 314/X2

CX MS HOME RUN'S BROOKE 36/B RR10278180

MS K7K 36S

Offered by M&M Farms



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
5.5	0.3	22	36	6	17		0.13	-0.04	0.05	0.005	0.68	1.01	5.3	1.5	2.23	
BW		WW		YW		REA		Fat		IMF						
70 (100%)		705														

M&M Farms brings to you a real sleek heifer with a great deal of maternal expectation as a front-pasture-type cow in her future. **M&M 36K** displays an ideal Red Brangus phenotype and characteristics. She offers a big foot and substance of bone, depth of side and correct skeletal design.

Her dam **36/B** is a proven producer of high-quality Red Brangus with daughters that have graced show rings and sons that have sold as herd bulls carrying the M&M brand. Her sire is **TRIO's Coronel 175C2**, a full brother to Yucatan and Wildfire. **Coronel** calves are clean and attractive, with squareness and correctness. He has proven to blend very well with the M&M cow herd, and **36K** is a prime example. Her future is bright as a show prospect and valuable herd addition.

In addition to her phenotypic qualities, be sure and study her balanced genotypic profile, with six highly ranked traits for calving, growth and carcass quality.

EPD Rankings Red Brangus: Top 10% WW; Top 15% YW; Top 25% BW, CED, TM, IMF



916K



916D-580/16

31 M&M 916K

RR10518981 PHN: 916K

DOB: 9/2/22

Gen: 3

DOS XX'S PRIME TIME'S T-N-T

GCC HIGH VOLTAGE 175G RR10404361

TRIO'S MLS ANGELFIRE 175A

TJR RED DYNASTY 198/A

MSS OB DOMINIKA 916D-580/16 RR10328362

MISS PB MARIE 916/12

Offered by M&M Farms



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
0.7	2.7	21	36	1	11		0.24	0.02	0.01	0.008	0.73	1.14	4.8	1.1	2.27	
BW		WW		YW		REA		Fat		IMF						
71 (100%)		641														

M&M 916K is the best-kept secret from the M&M 2022 fall calf crop. She is a boost of pedigrees that are chuck full of champions. Her dam **916D** is quickly making a name for herself in the breed, combining power and substance with extreme fertility. The **916D** family is seen working in many Red Brangus herds today which speaks to their consistency and industry relevance. The interest in **916D** calves has been overwhelmingly positive – here is your opportunity to own a direct daughter of a donor you will be hearing more about for several generations.

The sire of **916K** is **GCC High Voltage 175G** is a huge footed bull that has been under the breeds radar despite being near perfect in his structural design. He is sired by the sire of International and National Champions Prime Time's T-N-T. His dam is the prolific donor of TRIO's ER Angelfire 175A, owned by Red Bud Farms. As a member of the 175 family and direct daughter of TRIO's Sequoia 112S, Angelfire garnered many championships, including Grand Champion at the National Junior Brangus Show, Brangus Futurity and Fort Worth Livestock Show.

EPD Rankings Red Brangus: Top 20% WW; Top 25% YW

SHOW HEIFER PROSPECTS • THE FRONT PASTURE KIND

32 M&M 702K

RR10518983

PHN: 702K

DOB: 10/28/22

Gen: 3

DOS XX'S PRIME TIME'S T-N-T

MCR TURBO 600/9 RR10407387

MISS McDONALD 338/5

TX HOME RUN 84/C

M&M MS HOME RUN 702/G RR10404709

M&M MS. ELSIE 702/E

Offered by M&M Farms



702K

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
2.9	1.4	7	18	4	8	0.13	0.13	-0.02	0.003	1.09	1.18	2.06	0.47	2.57	

BW	WW	YW	REA	Fat	IMF
69 (100%)	635				

To round out the heifer offering from M&M Farms, they are proud to bring **Kit Kat 702K**. **Kit Kat** is an elite show heifer prospect with the elements of design and conformation to compete at all levels. She is a smooth striding individual with added depth of body and bold spring of rib. We believe in her future as a potential donor prospect.

Her dam **M&M Home Run 702/G1** has provided us with such a great line of calves. Her progeny are achievers in the show ring and the pasture. Her sire **Turbo 600/9** is establishing a reputation as a sire of powerful, thick and stout structured that still possesses the style and presence to be distinguished as elite purebred cattle.

EPD Rankings Red Brangus: Top 15% REA; Top 30% FAT



600/9

33 LV MS KARMEN

RR10526456

PHN: 124K2

DOB: 12/29/22 OSPC

Gen: 5

DOS XX'S PRIME TIME'S T-N-T

TAJO TNT 204F17 RR10414762

RED VELVET 204D

MBJ CONAN 768C

MS MBJ HARMONIE 124H2 RR10445052

CX MS HOMERUN 124/C

Offered by Vann Show Cattle



124H2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
-	-0.8	11	21	6	11	-	0.14	0.07	0.04	0.009	1.92	1.39	3.29	0.93	

BW	WW	YW	REA	Fat	IMF
2.63					

Show Heifer Spotlight!

From the Vann Family comes a show heifer prospect that excels with style, substance and soundness. This darling comes to the Power of the Brands combining the influence of TRIO's Yucatan 175W and MBJ Conan 768C with Dos XX's T-N-T and CX Home Run 135/P. Red Brangus students should study how this pedigree combines to result in this exciting individual. Her sire is the son of the highly admired donor Red Velvet 204D mated to the many times champion T-N-T. Her dam is the product the MBJ sire Conan matched to the CX 124 maternal line.

Karmen is halter broke and ready for the next steps in her development. There is a world of future in her with her square design, cleanliness of design and overall eye appeal. For added genetic value, review her EPD profile to find top rankings for birth weight and carcass merit about non-parent Red Brangus.

EPD Rankings Red Brangus: Top 5% BW; Top 30% REA, IMF



768C



204D

RED BRANGUS MATERNAL ADVANTAGE



34 MS MBJ-FAGAN FRIDA 124F4

RR10407435

PHN: 124F4

DOB: 9/20/18

Gen: 2

CX HOME RUN 135/P

CX TANQUE 23/T RR10105443

CX MS PM JACKIE 23/P

SUREWAY'S ROCKY STREET 227N

MISS FAGAN 124T RR10101029

SUREWAYS MS 124P

Offered by KM Red Brangus

KM RED BRANGUS



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
2.5	1.4	15	27	5	13	3.71	0.33	0.02	0	0.015	-1.77	0.45	10.31	0.83	1.3	
BW		WW		YW		REA		Fat		IMF						
81 (100%)		620 (100%)														



Frida 124F4 is an ideal herd matron entering the prime of her productive life. She was selected by Kayden Mascheck as a show heifer in the 2019 Divas in Red Sale. Kayden and his family have successfully flushed her and have three stout bull calves sired by Yucatan.

Frida 124F4 blends the power and dimension of **Tanque** with the foundation Sureway 124 maternal family. **Tanque 23/T** has done what a breeder of registered seedstock should expect from a truly remarkable herd sire...he has out-produced himself time and time again. **Tanque** has sired National Champions in at least five countries: the U.S.A., Mexico, Argentina, Brazil and Paraguay. His genetic profile indicates leading traits for calving ease and carcass quality, which have definitely been passed on to his progenies.

The dam of **Frida, 124T**, is considered one of the best and most reliable donors in the MBJ Fagan partnership. She has consistently produced high-quality Red Brangus from multiple sires and bloodlines. Her pedigree includes the ever-popular Rocky Street heralded as a sire of power, balance and style.

Here is a female offering ready to go to work in any capacity, from the front pasture to the donor pen.

Exposed to Mr. Mary A 886G, RR10448281 from 5/1/23 to 6/30/23 and to KWM Mr. Savage Yucatan, RR10498934 from 7/1/23 to sale day. Breeding status available sale day.

EPD Rankings Active Red Brangus Dams: Top 25% CEM; Top 30% SC; Top 35% WW, FAT

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RED BRANGUS MATERNAL ADVANTAGE

66 JM MENCHA

RR10353209

PHN: 7E

DOB: 4/10/17

Gen: 4

TR MR RED BRICK 74R2

MBJ YUCCA 428B RR10275339

MISS FAGAN 428W

TK HIGHLANDS 101X6

BUFFALO'S MS HIGHLANDS 7B4 RR10264416

BCC MS WILMA BUFFALOE 7U

Offered by JM Breeders



7E

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	CowWt	TI	FI
8.1	-0.8	5	18	2	5	-	0.23	0.01	0.04	0.006	0.36	0.72	0.06	0.73	2.05
BW	WW	YW	REA	Fat	IMF										
74	530	865													

An incredible genetic opportunity presents itself to own a full sister of our semen sire of MJB JM TRIO's Havana 7H

JM Mencha 7E is a well-balanced, highly productive, and stylish female with excellent udder. She hails from an extraordinary cow family that consistently produces top-quality offspring. Her paternal lineage is led by the renowned **MBJ Yucca 428B**, who carries the prestigious influence of TR Mr. Red Brick 74R2, a National Championship winner. Yucca's dam has the excellent maternal genetics of the proven 428 family. **Yucca** himself has sired prominent champion animals such as MJB Gata 236G, MJB JM TRIO's Havana 7H and MJB Joy 225 H2, among many other exceptional progenies.

On the maternal side, **Mencha 7E** adds a new dimension with her lineage tracing back to **Buffalo's Ms Highlands 7B4**, which carries the sire power of Highway, Talento, and Chief Cardinal.

We firmly believe that **Mencha** can excel in any breeding program. **She has also been exposed to one of the most predictable sires of quality in the JM program and in the market, 186**



7H



428B

67 MS FAGAN-MBJ DAMA 124D2

RR10366579

PHN: 124D2

DOB: 10/13/16

Gen: 3

DOS XX'S MOLLY'S LEGACY 118

FAGAN-MBJ MR. 952B2 RR10264948

SUREWAYS MS GENESIS 952R

SUREWAY'S ROCKY STREET 227N

MS SUREWAY 124T RR10084937

MS CIRCLE M 124/5

Offered by JM Breeders



124D2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	CowWt	TI	FI
0.7	1.8	15	28	10	18	3.33	0.44	-0.06	0.02	0.009	1.16	0.75	9.31	0.9	1.77
BW	WW	YW	REA	Fat	IMF										
79 (107%)	506 (100%)	814 (100%)													

Moving on to another investment opportunity, we have **Ms Fagan-MBJ Dama 124D2**, who comes from an outstanding maternal line. In fact, one of **Dama's** daughters was sold in the Second Edition of the Power of the Brands Sale, emphasizing the quality of her progeny as we meticulously select the cattle and genetics for our sales. **Dama** consistently produces feminine females with excellent maternal traits and genetics. She is the daughter of our donor, **Sureway's Ms 124T**, who traces her heritage back to Rocky Street 227N, known for producing some of the finest donors in our breed.

Dama's sire, also regarded for producing exceptional females, is from the renowned Sureway's Ms 952R lineage and Sureway's Red Jack, an influential sire with impressive muscling, moderate frame, thick square build, and sound structure. This exceptional cow has already produced excellent show heifers and numerous herd sires. Her contribution to the productivity and strength of both females and bulls cannot be overstated.

Mencha and **Dama** are both absolute performers, exhibiting both outstanding genotypes and phenotypes. Be sure to study their top EPD rankings among active Red Brangus dams. These females would be an excellent addition to any progressive breeding program.

EPD Rank Red Brangus Active: Top 10% MILK; Top 15% CEM; Top 20% TM; Top 35% WW, YW, CEM



124T

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CUTTING EDGE BREEDING SHARES



424H

35 GR-MBJ HOUSTON 424H

RR10451074

PHN: 424H

DOB: 5/23/20

Gen: 4

MR -C- PRINCE 30 W

MBJ CONAN 768C RR10308906

MS TRANCH 768SW

CX LEGEND 46/P2

CX MS LEGEND 424/A2 RR10255305

SUREWAY'S MS ABE 424K

Offered by MJB Ranch



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
5.6	0.1	9	22	11	15	2.49	0.11	-0.01	0.07	0.011	3.8	1.62	7.77	0.97	2.64
BW	WW	YW	REA	Fat	IMF										
81 (100%)	705 (100%)	1108 (100%)	12.72 (100%)	0.32 (100%)	2.99 (100%)										

GR-MBJ Houston 424H is our new power wagon that is the next addition to the Performance Herd Sire battery. Here he is joining MJB Fireman 266 as part of our well-recognized program.

When you factor in **Houston's** documented growth performance, body, bone, and genetics one can be very excited by the future impact he will have on our breed. We expect **Houston** to add bone, depth of body, skeletal width, and masculinity with a high level of adaptability in a real Brangus phenotype.

GR-MBJ Houston 424H is a tremendously thick and wide-bodied individual while maintaining balance and structural correctness.

He is a son of the renowned **MBJ Conan 768C**, who is also the sire of GR George L. 101G. This sire line includes the IBBA National Grand Champion Bar C Bar Prince 30W whose show career also included Grand Champion banners at the Brangus Futurity, State Fair of Texas and Rio Grande Valley Livestock Shows. Conan's dam, Ms Tranch 768SW is an MJB donor that is a daughter of the Houston National Champion TR Mr Red Brick 74R2 combined with the R2 Ranch powerful cow Ms Excel 768P.

GR-MBJ Houston's dam, **424/A2** goes back to the powerhouse Sureway's Ms Abe 424K. Her power shows through in all her calves with extra depth, width and capacity needed by our Red Brangus breed. This year, **Houston** himself was Summer Bull Champion at the IBBA National Show in Houston and Reserve Division Champion at the San Antonio Livestock Show.

During the spring season, we were delighted to welcome our first batch of calves from **GR-MBJ Houston 424H** Clients from the United States and various parts of the world have excitedly shared remarkable pictures showcasing Houston's extraordinary calves.

These offspring are not only validating our predictions, but they are also exhibiting exceptional characteristics such as impressive depth, strong bone, structure, immense power, and remarkable adaptability.

EPD Red Brangus Rankings Top 20% BW, CED; Top 10% MILK, Top 30% IMF

Offering Five (5) Breeding Shares of Five (5) units in each share. This will be the only semen offered on Houston 424H in the USA for the rest of 2023.

Cutting Edge & Legendary Sires

To begin our 2023 Power of the Brands Genetic Lots offerings, we are presenting three sires who we believe are the most cutting edge or most rare and sought after. As we explained, the balance of our sires will be offered in the Power of the Brands Fourth Edition Online Sale, which begins after the live sale. Our online sale will continue through September 11th.



768C



424H

CUTTING EDGE SIRE SEMEN LOT



101H3

Huracan 101H3 is a force as powerful as the natural phenomena he is named after. Beginning with his red royal pedigree that brings the World Congress Grand Champion **CEO 175C5** together with the dam of Superman, the acclaimed donor **101R1**. This is a lineage lined with royal names and a long history of producing the next generations of acclaimed influencers.

Huracan is a futuristic sire that blends an ideal skeletal design into a power-packed frame that still displays the smooth junctures and extension that distinguishes his 175 lineages. His maturity curve is right on track. His stride is fluid and athletic as a cattleman would desire. We expect to use **Huracan** for superior maternal performance, added growth traits and a style that will turn heads.

In his show career, he has been named Grand Champion at the 2023 Brangus Futurity, Reserve Grand Champion at the 2022 Texas Invitational and the National Show of Merit. He has been a consistent contender in his Division as Reserve Champion at the 2022 IBBA National Show, Cattlemen's Congress and 2023 Brangus Futurity.

His first calves are exhibiting the same extension and clean, smooth design as their sire.

EPD Red Brangus Rankings Top 10% WW, YW, SC; Top 15% IMF

Offering Five (5) lots of Five (5) units per lot. This will be the only opportunity to acquire Huracan in the USA and Mexico for the rest of 2023.



175C5



101R1

36 PCC TRIO'S FFF HURACAN 101H3

RR10475581 PHN: 101H3 DOB: 10/15/20 AMF CAF DDF NHF OSF OHF Gen: 4

LAZY 3 STATESMAN 100S

SJCC TRIO'S CEO 175C5 RR10301591

TRIO'S WILDFIRE 175W

CX EXCALIBUR 1/M1

BCC NANCY'S BYTE 101R1 RR10025184

BCC MS BUFFALOE 101N



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prq	Stay	Cow Wt	TI	FI
1	2.3	25	43	1	14	2.82	0.52	0.1	0.01	0	1.42	1.41	23.11	1.57	1.98	
BW		WW		YW		REA		Fat		IMF						
98 (100%)		677 (100%)		1101 (100%)		12.6 (100%)		0.27 (100%)		2.77 (100%)						

LEGENDARY SIRE SEMEN LOT



100S

37 LAZY 3 STATESMAN 100S

RR10049684

PHN: 100S

DOB: 1/12/06

DDF M1F

Gen: 2

CX CHANGER 22/7

CX EXCALIBUR 19/M RR602809

MISS EXCALIBUR 819/1

JAK CHAPS 392J2

MISS KC CHAPS 100P R9687917

CS MS TARGET 100G

Offered by **TRIO**
Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prq	Stay	CowWt	TI	FI
5.3	0.3	27	54	2	16	2.78	0.18	0.29	0	0.02	2.21	0.87	21.31	2.26	0.79	
BW		WW		YW		REA		Fat		IMF						



236G

There are no 100% guarantees in the cattle business, but here's an offer from MJB that checks all the boxes in terms of proven genetics and quality. **Ms MJB-JM Gata 236G** was a "Brangus Miss World" qualifier in the Champion of the World competition representing the USA Red Brangus. **Gata** was the 2020 Texas Invitational Grand Champion Female, 2020 National Show of Merit Reserve Grand Champion and the 2020-21 Runner-Up Show Heifer of the Year. She hit a home run with her first calf heifer MJB Jackie 236J. Sired by our National Reserve Grand Champion sire TK Fit Man 225F2, Jackie had an adjusted winning weight of 650 lbs. and is following the winning footsteps of her dam.

Gata's Grand Champion status, her quality and her consistency qualify her as a breed changer female. She is a premier dam and donor that combines power, performance, adaptability, maternal ability, and eye appeal. **Gata** is only on pasture and weaned her first and second calves in perfect body condition displaying her pedigree of performance and easy-keeping genetics.

Gata 236G is sired by our recognized sire **MBJ Yucca 428B** whose progeny always captured the attention of the Red Brangus world. The dam of **Gata** is an OB Ranch donor that is no win partnership with JM Breeders. **OB Hope 236/14** has a powerful pedigree that includes her sire the outstanding BKC Ferrari 204Z2, a son of the powerful Legacy Superman 101U, and the maternal super donor 204R3. 204R3 is one of the few Red Brangus Summit Cows and is a maternal sister to OB Red Bull 521W. The dam of **236/14**, TX Ms Sensational 011-X, was also an OB donor.

Gata finalized her winning career as the Grand Champion Cow/Calf pair at the 2022 IBBA National Show in Houston and the San Antonio Livestock Show. **Gata** has always impressed judges, Brangus purebred and commercial breeders from across the globe. She has garnered much admiration because of her depth and power which blends a sound structure in a very stylish Brangus phenotype.

Donor EPD Rankings Red Brangus Active: Top 25% IMF

Selling the right to one IVF or conventional flush of to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of 8 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses up to 12 embryos is the responsibility of the buyer. After 12 embryos the cost of producing and the ownership of embryos will be responsibility and property of the MJB Ranch. See full Terms & Conditions.

38 MS MJB-JM GATA 236G

RR10429687 PHN: 236G

DOB: 7/8/2019

Gen: 4

TR MR RED BRICK 74R2

MBJ YUCCA 428B RR10275339

MISS FAGAN 428W

BKC FERRARI 204Z2

OB MSS HOPE 236/14 RR10279416

TX MS SENSATIONAL 011-X

Offered by MJB Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
4.8	0.2	6	19	3	6		0.13	0	0.06	0.008	1.8	1.26	5.65	0.71	2.34
BW			WW			YW			REA			Fat			IMF
70 (100%)			603 (102%)			980 (100%)			12.68 (100%)			0.51 (100%)			4.42 (100%)



236G



236J



236J2



428B

The Genetic Package Offerings of the Fourth Edition Power of Brands Sale

To commemorate our Fourth Edition Power of the Brand event we want to offer you genetics that represent both of our entire programs. We believe that offering the backbone of our herds, will showcase the strong cow families represented in them. These cows are the heart of our program and have a library of history and success behind each one of them. All of our past high sellers stem back to these cornerstone donors and we believe they represent many of the best cow families in the Red Brangus breed. We will guide you to pick the right female for your program and offer our recommendation of MBJ and TRIO sires.



38A TRIO'S MLS CORTEZ 175C6

RR10328099 PHN: 175C6

DOB: 11/20/15

Gen: 4

CX HOME RUN 135/P

CX TANQUE 23/T RR10105443

CX MS PM JACKIE 23/P

TRIO'S SEQUOIA 112S

TRIO'S WILDFIRE 175W RR10152641

III MISS FANCY 175/4

Offered by MBJ Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3	1.4	26	50	5	18	3.86	0.03	-0.03	-0.07	0.001	-2.75	0.89	5.35	1.67	2.42
BW		WW		YW		REA		Fat		IMF					
70 (99%)		605 (100%)		1112 (100%)											

LOT 38A-TRIO'S MLS CORTEZ 175C6 x MS MBJ-JM GATA 236G

There is a reason why **Cortez** is referred to as a "Bull Like No Other" . . . because of his progeny like no other. **Cortez** has sired the IBBA National Grand Champion Female, Cattlemen's Congress Grand Champion Bull, and Female along with the Reserve Grand Champion Female, National Show of Merit Grand Champion Bull, Texas Invitational and Brangus Futurity Grand Champion Female and Brangus Futurity Grand Champion Bull. In the summer of 2022, a son was named National Grand Champion in Australia. The progeny of **Cortez** and **Gata** are sure to be thick-made, moderate-framed, wide-bodied individuals with a high design style. Don't miss an opportunity to add pasture performance and show ring proven genetics to your operation. A truly unique opportunity to acquire genetics from the heart of the MBJ Ranch!

Sire EPD Rankings Red Brangus Active: Top 15% WW; Top 20% YW; Top 30% FAT; Top 35% TM
Projected Calf's EPDs: CED: 4.1; BW: 0.8; WW: 16; YW: 34; Milk: 4; TM: 12; CEM: 2.0; SC: 0.08; REA: -0.02; IMF: 0.00; FT: 0.004; Hfr. Prg: -0.55; Stay: 1.05; Cow Wt: 5.22; TI: 1.17; FI: 2.36

Offering one (1) package of three (3) embryos with a guarantee of one (1) pregnancy. Buyers have the option to double up for two (2) packages for a total of six (6) embryos with a guarantee of two (2) pregnancies. See full Terms & Conditions.





201J

WOW! What a powerful young donor and show heifer with heritage and future. **Justeen 201J** was the high-selling offering in the 2022 Power of the Brands, bringing \$23,000 from Utah. She is the own daughter of **TRIO's ER Cortez 175C6**, whose easy-handling progeny has exceeded all our expectations. They possess tons of mass, muscle and volume on exemplary feet and legs. The dam of **Justeen 201J** is the notable donor **Fagan MJB Ms Brazil 201X** who boasts stellar production and is a maternal sister of MJB Dakota. I consider her the best animal produced in our partnership with Fagan Ranch. **201X** is a daughter of the renowned Sureway's Legacy 060S. As the maternal grandsire of **Justeen 201J**, Legacy offers her lineage a total outcross genetic package of powerful EPDs. The maternal grandam of **Justeen 201J** is Miss TK Klassic 201T2 one of our best donors sired by TK Klassic 590K2. 201T2 is also the dam of MJB Dakota 201D8 and many other top-selling animals. We really like the highly heritable fertility traits of the 201-cow family along with the performance and new genetics Justine presents in a total package. This outstanding donor is one you will not want to overlook! Once you do, the mating possibilities will flood your breeding imagination. We certainly have our own ideas on how to optimize the genetic package she offers.

Donor EPD Rankings Red Brangus Active: Top 20% FAT; Top 25% YW; Top 35% WW, CEM

Selling the right to one IVF or conventional flush of to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of 8 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the responsibility of the buyer. After 12 embryos the cost of producing and the ownership of embryos will be the responsibility and property of the MJB Ranch. See full Terms & Conditions.

39 MS MJB JUSTEEN 201J

RR10476230

PHN: 201J

DOB: 5/3/21

Gen: 5

CX TANQUE 23/T

TRIO'S MLS CORTEZ 175C6 RR10328099

TRIO'S WILDFIRE 175W

SUREWAY'S LEGACY MR 060S

FAGAN MJB MS BRAZIL 201X RR10209731

MISS TK KLASSIC 201T2

Offered by MJB Ranch



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
4.7	0.7	16	33	4	12	3.41	0.21	-0.16	-0.09	-0.001	-1.14	0.61	4.13	0.83	2.05	
BW	WW	YW	REA	Fat	IMF											
75 (100%)	559 (100%)	892 (100%)	13.03 (100%)	0.3 (100%)	4.49 (100%)											



201X



175C6



175W



060S



175F2

39A TRIO'S ER RBF FRANCISCO 175F2

RR10397811 PHN: 175F2

DOB: 3/5/18

Gen: 4

CX CHIEF ADVANTAGE 143/L

TJR RED DYNASTY 198/A RR10246901

CX MS EXCALIBURS POWER 198/P

LAZY 3 STATESMAN 100S

TRIO'S MLS ZAMY 175Z2 RR10238359

TRIO'S WILDFIRE 175W

Offered by MBJ Ranch



LOT 39A: TRIO'S ER RBF FRANCISCO 175F2 x MS MJB JUSTEEN 201J

The sire of these embryos, **Francisco 175F2** is a sire of royal lineages that have not been seen in one pedigree. His dam is the National Grand Champion female **Zamy 175Z2**, the daughter of Statesman 100S and Wildfire 175W, both National Grand Champions. The sire of **Francisco 175F2** continues to stack the National Grand Champions in his family, **Red Dynasty 198/A**. **Red Dynasty** and his progeny catch cattlemen's eye with added depth, structural power, and inherent performance.

Sire EPD Rankings Red Brangus Active: Top 5% YW, Top 10% WW; Top 15% CEM

Projected Calf's EPDs: CED: 5.0; BW: 0.9; WW: 25; YW: 46; Milk: 2; TM: 14; CEM: 3.7; SC: 0.19; REA: -0.07; IMF: 0.06; FT: 0.014; Hfr. Prg: -1.57; Stay: 0.65; Cow Wt: 7.07; TI: 1.74; FI: 1.61

Offering one (1) package of three (3) embryos with a guarantee of one (1) pregnancy. Buyers have the option to double up for two (2) packages for a total of six (6) embryos with a guarantee of two (2) pregnancies. See full Terms & Conditions.

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	CowWt	TI	FI
4.7	1.4	36	61	-1	16	3.77	0.17	0.04	0.18	0.028	-1.98	0.74	10.66	2.67	1.22
BW	WW	YW	REA	Fat	IMF										
87 (100%)	581 (101%)	1058 (100%)	11.35 (100%)	0.28 (100%)	3.16 (100%)										



198/A



175Z2



175F2



Cristal 204C2 is a powerful donor produced in our legacy OB program. She possesses a tremendous maternal heritage that descends from the famed 204M herd matron of OB Ranch, which is still thought of as one of the best females of the Red Brangus breed. **Cristal** is sired by the 2013 National Champion and three-time Show Sire of the Year **TRIO's Yucatan 175Y**. She blends proven maternal efficiency, pasture performance and championship style.

Cristal is a full sister of OB Red Charlie 204C3 and many outstanding breed changers from the 204 family. **OB Ms Cristal 204C2** in her own show career was selected as the Reserve Grand Champion Female at the IBBA Western National held at the State Fair of Oklahoma.

We had big expectations for **Cristal 204C2** and she delivered an equally powerful first calf MJB RBF Elegance 204E. Elegance 204 was honored as the Grand Champion Female at the 2019 Brangus Futurity and National Junior Brangus Show. **Cristal** and Elegance were also the Grand Champion Cow Calf Pair of the 2018 World Brangus Congress.

Donor EPD Rankings Red Brangus Active: Top 5% REA; Top 25% YW, IMF; Top 30% CED

Selling the right to one IVF or conventional flush of to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of 8 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the responsibility of the buyer. After 12 embryos the cost of producing and the ownership of embryos will be the responsibility and property of the MJB Ranch. See full Terms & Conditions.

40 OB MS CRISTAL 204C2

RR10287635

PHN: 204C2

DOB: 1/27/2015

Gen: 3

TRIO'S SEQUOIA 112S

TRIO'S YUCATAN 175Y RR10191913

III MISS FANCY 175/4

SUREWAY'S MR EASY 600J

SUREWAY'S MS IDEAL 204M RR603423

SUREWAY'S MISS 204F

Offered by MJB Ranch



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.4	0.5	14	32	5	12	4.13	-0.02	0.22	0.06	0.02	1.18	1.23	10.75	1.39	1.87
BW		WW		YW		REA		Fat		IMF					
80 (96%)		494 (94%)		814											



We are so excited to have **Cristal 204C2** back in the MBJ donor program. We believe strongly in her lineage and her future. She is a modern type Red Brangus female that has much to offer in combination with the best sires of the breed. Offering two of the matings that we designed for ourselves.

LOT 40A: MBJ CONAN 768C x OB MS CRISTAL 204C2

The tremendous **MBJ Conan 768C** is proof of how generations of quality, performance, and pedigree beget the next generation of higher quality, performance, and pedigree. **MBJ Conan** is the sire of many popular breed changers such as GR MBJ Houston 424H, GR George 101, MBJ GR Gaya 204G2 a Houston Junior Heifer Calf Champion and many outstanding individuals. Now, he has advanced to one of the most highly regarded sires currently being used. He is making a difference and transmitting power like no other sire in the breed. **Conan 768C's** own parentage begins with the IBBA National Grand Champion **Mr -C- Prince 30W** whose show career also included Grand Champion banners at the Brangus Futurity, State Fair of Texas and Rio Grande Valley Livestock Shows. Conan's dam, **Ms Tranch 768SW** is an MBJ donor that is a daughter of the Houston National Champion TR Mr Red Brick 74R2 combined with the R2 Ranch powerful cow Ms Excel 768P. If you're searching for a safe bet tie in here!

Sire EPD Rankings Red Brangus Active: Top 30% REA, Top 35% BW, FAT

Projected Calf's EPDs: CED: 5.4; BW: 0.4; WW: 13; YW: 31; Milk: 7; TM: 14; CEM: 3.4; SC: 0.05; REA: 0.17; IMF: 0.03; FT: 0.015; Hfr. Prg: 2.46; Stay: 1.43; Cow Wt: 6.43; TI: 1.25; FI: 2.40

LOT 40B: GR-MBJ HOUSTON 424H x OB MS CRISTAL 204C2

GR-MBJ Houston 424H is our new powerful, tremendously thick, and wide-bodied semen sire.

Probably one of the deepest-sided Red Brangus bulls ever. You need to study **Houston's** phenotype and pedigree to truly understand the power, and dimension that he has from nose to tail. When you factor in this bull's performance, body, bone, masculinity, and the genetics of the real 3/8 BR x 5/8 RA Brangus phenotype you will see that he will be a breed changer. For us, he is following the footsteps of our MBJ Fireman 266F which comes from our well-recognized "MBJ Performance Herd". **Houston** is a son of the renowned **MBJ Conan 768C**, making him paternal brother to GR George 101, MBJ GR Gaya 204G2 the Houston Junior Heifer Calf Champion and many outstanding individuals. **GR-MBJ Houston's** dam **424/A2** goes back to Sureway's Ms Abe 424K Powerline cow that gives an added boost in maternal genetics. Her power shows in all her calves with extra depth, width and capacity needed by our Red Brangus breed. **GR-MBJ Houston's** show awards include the 2022 IBBA National Summer Bull Division Champion and San Antonio Reserve Champion Summer Division. **Houston** is the kind of semen sire that you can build a herd around. We will only make his semen available in the U.S. at our MBJ sales.

Sire EPD Rankings Red Brangus Active: Top 15% MILK; Top 20% BW; Top 25% CED; Top 30% CEM

Projected Calf's EPDs: CED: 5.9; BW: 0.2; WW: 11; YW: 26; Milk: 8; TM: 14; CEM: 3.4; SC: 0.06; REA: 0.11; IMF: 0.05; FT: 0.015; Hfr. Prg: 2.51; Stay: 1.42; Cow Wt: 9.35; TI: 1.14; FI: 2.26

Offering one (1) package of three (3) embryos each of mating with a guarantee of one (1) pregnancy each. Buyers have the option to double up for two (2) packages for a total of six (6) embryos per mating with a guarantee of two (2) pregnancies. See full Terms & Conditions.

40A MBJ CONAN 768C

RR10308906 PHN: 768C DOB: 4/15/15 OSF Gen: 3

R2 EXTRA STYLE 880P

MR -C- PRINCE 30W RR10176365

MISS-C- MAGIC'S PRINCESS 30T

TR MR RED BRICK 74R2

MS TRANCH 768SW RR10166826

MS TR 768/6

Offered by MBJ Ranch



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.4	0.3	11	30	9	15	2.31	0.09	0.08	0.02	0.011	3.65	1.65	1.97	1.21	2.91
BW	WW	YW	REA	Fat	IMF										
90 (94%)						1212 (129%)									



768C

40B GR-MBJ HOUSTON 424H

RR10451074 PHN: 424H DOB: 5/23/20 Gen: 4

MR -C- PRINCE 30W

MBJ CONAN 768C RR10308906

MS TRANCH 768SW

CX LEGEND 46/P2

CX MS LEGEND 424/A2 RR10255305

SUREWAY'S MS ABE 424K

Offered by MBJ Ranch



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.6	0.1	9	22	11	15	2.49	0.11	-0.01	0.07	0.011	3.8	1.62	7.77	0.97	2.64
BW	WW	YW	REA	Fat	IMF										
705 (100%)			1108 (100%)	12.72 (100%)	0.32 (100%)	2.99 (100%)									



424H



30W



521/09W



204C2



225C2

Females like **Lily** don't just happen, it takes years of stacking proven genetic predictability to create a female that is consistent with the bone, mass, depth of body, foot size, overall dimension, productivity, and style. She is the dam of MBJ Joy, Hero, GCC Jefe Grande 225J1 and many other breed changers across the world. **MBJ Lily 225C2** is one of the most phenotypically exciting donors we have produced. She has generated over \$250,000 in genetics and set the embryo flush record of our Power of the Brand Sale in 2022, selling for \$17,500 to Elias Brangus.

Lily won many shows with the highlights of being the 2019 IBBA National Champion Grand Champion Cow/Calf Pair and Grand Champion at the IBBA Standard of Excellence at the San Antonio Livestock. Her second calf MBJ Hero 225H2 was named the Junior Calf Champion at the 2021 IBBA National Show at The International Open Breeding Cattle Show.

MBJ Lily 225C2 is an **OB Extra Talent 971/10** daughter that will also give you a shot at that proven maternal bloodline in her pedigree. **Extra Talent 971/10** is also the sire of MBJ Red Cash 84A and RPC SBB Extra Talent 324E4, the Champion of the World North America. **Extra Talent** is a son of the renowned Sureway's Talent 090N, one of the thickest muscled bulls that Sureway Farms ever produced! **Extra Talent** was Senior Champion at the San Antonio and Houston Livestock Shows.

Her dam **Miss TK Valero 225X** is stalwart in the pasture and on paper. Her EPD profile exclaims excellence in fertility, mothering ability and production: Top 5% FERT; Top 10% COW WT; Top 20% BW, SC, HFR PREG; Top 25% MILK; Top 35% STAY. Her pedigree combines the renowned maternal lines of TK Valero 101P6, the Houston Grand Champion, with Sureway's Red Jack Mr 213L, a high carcass quality sire who rated 3 out of 4 Stars for tenderness. Don't miss an opportunity to add pasture performance and show ring proven genetics to your operation. A truly unique opportunity to acquire genetics from the heart of the MBJ Ranch! A truly unique opportunity to acquire genetics from the heart of the MBJ Ranch!

Donor EPD Rankings Red Brangus Active: Top 20% BW, MILK; Top 30% SC

Selling the right to one IVF or conventional flush of to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of 8 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the responsibility of the buyer. After 12 embryos the cost of producing and the ownership of embryos will be the responsibility and property of the MBJ Ranch. See full Terms & Conditions.

41 MS MBJ LILY 225C2

RR10309534

PHN: 225C2

DOB: 10/5/2015

Gen: 4

SUREWAY'S TALENT 090N

MR PB EXTRA TALENT 971/10 RR10173603

CX MS PAYLOAD 112/S

TK VALERO 101P6

MISS TK VALERO 225X RR10164738

MISS TK RED JACK 225S

Offered by MBJ Ranch



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
4	-0.1	7	17	9	13	3.34	0.27	-0.16	0	0.002	0.59	1.1	1.43	0.5	2.71
90 (97%)			639 (108%)			1204 (100%)		14.2 (100%)		0.14 (100%)		3.74 (100%)			



225C2



225X



225J2



971/10

GENETIC PACKAGE • EMBRYOS

LOT 41A: TRIO'S MLS CORTEZ 175C6 x MS MBJ LILY 225C2

There is a reason why **Cortez** is referred to as a "Bull Like No Other" ... because of his progeny like no other. **Cortez** has sired the IBBA National Grand Champion Female, Cattlemen's Congress Grand Champion Bull, and Female along with the Reserve Grand Champion Female, National Show of Merit Grand Champion Bull, Texas Invitational and Brangus Futurity Grand Champion Female and Brangus Futurity Grand Champion Bull. In the summer of 2022, a son was named National Grand Champion in Australia. The progeny of **Cortez** and **Lily** are sure to be thick-made, moderate-framed, wide-bodied individuals with a high design style. Don't miss an opportunity to add pasture performance and show ring proven genetics to your operation. A truly unique opportunity to acquire genetics from the heart of the MJB Ranch!

Sire EPD Rankings Active Red Brangus: Top 15% WW; Top 20% YW; Top 30% FAT; Top 35% TM

Projected Calf's EPDs: CED: 3.8; BW: 0.5; WW: 16; YW: 33; Milk: 7; TM: 15; CEM: 3.6; SC: 0.16; REA: -0.10; IMF: -0.03; FT: 0.002; Hfr. Prg: -1.11; Stay: 0.96; Cow Wt: 2.99; TI: 1.07; FI: 2.54

LOT 41B: MJB CONAN 768C x MS MBJ LILY 225C2

The tremendous **MBJ Conan 768C** is proof of how generations of quality, performance and pedigree beget the next generation of higher quality, performance, and pedigree. **MBJ Conan** is

the sire of many popular breed changers such GR-MBJ Houston 424H, GR George 101, MJB GR Gaya 204G2 a Houston Junior Heifer Calf Champion and many outstanding individuals. Now, he has advanced to one of the most highly regarded sires currently being used. He is making a difference and transmitting power like no other sire in the breed. **Conan 768C's** own parentage begins with the IBBA National Grand Champion **Mr -C- Prince 30W** whose show career also included Grand Champion banners at the Brangus Futurity, State Fair of Texas and Rio Grande Valley Livestock Shows. Conan's dam, **Ms Tranch 768SW** is an MJB donor that is a daughter of the Houston National Champion TR Mr Red Brick 74R2 combined with the R2 Ranch powerful cow Ms Excel 768P. If you're searching for a safe bet tie in here!

Sire EPD Rankings Active Red Brangus: Top 30% REA, Top 35% BW, FAT

Projected Calf's EPDs: CED: 5.2; BW: 0.3; WW: 11; YW: 30; Milk: 9; TM: 15; CEM: 2.52; SC: 0.1; REA: 0.13; IMF: -0.01; FT: 0.01; Hfr. Prg: 3.75; Stay: 1.65; Cow Wt: 2.04; TI: 1.12; FI: 2.94

Offering one (1) package of three (3) embryos each of mating with a guarantee of one (1) pregnancy each. Buyers have the option to double up for two (2) packages for a total of six (6) embryos per mating with a guarantee of two (2) pregnancies. See full Terms & Conditions.

41A TRIO'S MLS CORTEZ 175C6

RR10328099 PHN: 175C6

DOB: 11/20/15

Gen: 4

CX HOME RUN 135/P

CXTANQUE 23/T RR10105443

CX MS PM JACKIE 23/P

TRIO'S SEQUOIA 112S

TRIO'S WILDFIRE 175W RR10152641

III MISS FANCY 175/4

Offered by MJB Ranch



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3	1.4	26	50	5	18	3.86	0.03	-0.03	-0.07	0.001	-2.75	0.89	5.35	1.67	2.42
BW		WW		YW		REA		Fat		IMF					
70 (99%)		605 (100%)		1112 (100%)											



175C6

41B MJB CONAN 768C

RR10308906 PHN: 768C

DOB: 4/15/15 OSF

Gen: 3

R2 EXTRA STYLE 880P

MR -C- PRINCE 30 W RR10176365

MISS-C- MAGIC'S PRINCESS 30T

TR MR RED BRICK 74R2

MS TRANCH 768SW RR10166826

MSTR 768/6

Offered by MJB Ranch



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.4	0.3	11	30	9	15	2.31	0.09	0.08	0.02	0.011	3.65	1.65	1.97	1.21	2.91
BW		WW		YW		REA		Fat		IMF					
90 (94%)				1212 (129%)											



768C



225H2



23/T



175W



225J2

42 MS MBJ JOY 225J2

RR10486683 PHN: 225J2 DOB: 8/1/21

Gen: 4

TR MR RED BRICK 74R2

MBJ YUCCA 428B RR10275339

MISS FAGAN 428W

MR PB EXTRA TALENT 971/10

MS MBJ LILY 225C2 RR10309534

MISS TK VALERO 225X

Offered by MBJ Ranch



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.1	-0.1	2	14	4	6	2.74	0.17	-0.08	0.05	0.005	1.18	1.22	1.07	0.46	2.64
BW			WW			YW			REA			Fat			IMF

76 (100%)

If you want to add more high-selling cattle to your calf crop with a unique young donor **Joy** really embodies the type and kind of female that we try to build the MBJ program around. She is unbelievably extended up through her neck with tons of power. **Joy** is a daughter of our legendary **MBJ Lily 225C2** (Lot 41) who has generated over \$250,000 in genetics and set the record for the price paid for an MBJ flush at our Third Edition Power of the Brand Sale in 2022, selling for \$17,500 to Elias Brangus. **MBJ Lily 225C2** is an Extra Talent daughter that will also give you a shot of that proven maternal blood back in the pedigree. Lily won many shows with the highlights of being the 2019 IBBA National Champion Grand Champion Pair and Grand Champion at the IBBA Standard of Excellence at the San Antonio Livestock Show.

The sire of **Joy** is the proven and stylish **MBJ Yucca 428B**. His calves are stunners with show quality presence and genetics. They are extra-long, deep-bodied and stout-hipped with all the power, performance, and presence put in one package. **Yucca** is the sire of Ms MBJ-JM Gata 236G the 2022 Champion of the World USA Red Brangus Qualifier. She qualified by being named the IBBA National Grand Champion Cow/Calf. In addition, **Yucca** is the sire Havana 7H, the eye-popping herd sire for M-Bar-M and semen sire for MBJ and TRIO. **Yucca** is a son of the National Grand Champion TR Mr Red Brick 74R2. **Yucca's** dam, 428W is one of the elite donors at MBJ Ranch out of the 428 line and is a daughter of the recognized donor Sureway's Easy 428S2. 428S2 is the dam of many outstanding Red Brangus individuals, including TRIO's SJCC Cambridge 428C2, a headline sire for Genex Beef and TRIO's Camelot 428C3, the senior herd sire for Irons Creek Ranch.

Here's a chance to tie into embryos that will take the guesswork out of the equation for you.

Donor EPDs Red Brangus Rank Non Parent: Top 15% BW, Top 35% CED

Selling the right to one IVF or conventional flush to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of 8 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the responsibility of the buyer. After 12 embryos the cost of producing and the ownership of embryos will be the responsibility and property of the MBJ Ranch. See full Terms & Conditions.



428B



225J2



236G



23/T

42A CX TANQUE 23/T

RR10105443 PHN: 23/T DOB: 5/16/07

Gen: 3

CX CHIEF ADVANTAGE 143/L

CX HOME RUN 135/P RR603694

MS HS 135F/K

CX POWERMAN 307/H

CX MS PM JACKIE 23/P RR603434

CX JACKIE 23/H

Offered by MJB Ranch



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
3.8	0.8	17	32	3	11	3.93	0.16	0.16	-0.04	0.018	-3.69	0.56	5.99	1.03	1.66	

BW	WW	YW	REA	Fat	IMF
----	----	----	-----	-----	-----

82 (106%)

1118 (119%)

LOT 42A: CX TANQUE 23/T x MS MBJ JOY 225J2

Tanque 23/T has done what a breeder of registered seedstock should expect from a truly remarkable herd sire... he has outproduced himself time and time again. His services are offered throughout our Power of the Brands Sale offerings this year as we believe he is still a relevant and impactful sire for the dimension, performance, and quality he places in his progeny.

Sire EPD Rankings Active Red Brangus: Top 20% CEM; Top 25% REA

Projected Calf's EPDs: CED: 4.7; BW: 0.3; WW: 9; YW: 22; Milk: 3; TM: 9; CEM: 3.2; SC: 0.18; REA: 0.04; IMF: 0.01; FT: 0.012; Hfr: Prg: -1.32; Stay: 0.87; Cow Wt: 3.29; TI: 0.74; FI: 2.13

Offering one (1) package of three (3) embryos each of mating with a guarantee of one (1) pregnancy each. Buyers have the option to double up for two (2) packages for a total of six (6) embryos per mating with a guarantee of two (2) pregnancies. See full Terms & Conditions.



135/P



175Y3



175C6



204J2

43A MS SENDERO CEO 204J2

RR10504337 PHN: 204J2 DOB: 8/11/21

Gen: 3

LAZY 3 STATESMAN 100S

SJCC TRIO'S CEO 175C5 RR10301591

TRIO'S WILDFIRE 175W

SUREWAY'S MR EASY 600J

SUREWAY'S MS IDEAL 204M RR603423

SUREWAY'S MISS 204F

Offered by Mary A Ranch & MBJ Ranch



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
2.4	2.1	22	43	3	15	2.84	0.04	0.21	0.01	0.017	0.88	1.07	15.62	1.58	1.48	
BW		WW		YW		REA		Fat		IMF						
62 (100%)		451 (100%)		643 (100%)												



204J3

43B MS SENDERO CEO 204J3

R10504338 PHN: 204J3 DOB: 8/13/21

Gen: 3

LAZY 3 STATESMAN 100S

SJCC TRIO'S CEO 175C5 RR10301591

TRIO'S WILDFIRE 175W

SUREWAY'S MR EASY 600J

SUREWAY'S MS IDEAL 204M RR603423

SUREWAY'S MISS 204F

Offered by Mary A Ranch & MBJ Ranch



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
2.2	2.1	23	45	3	15	2.83	0.04	0.21	0.01	0.017	0.88	1.07	15.62	1.66	1.48	
BW		WW		YW		REA		Fat		IMF						
75 (100%)		544 (100%)		794 (100%)												

When you think about females who make the "Mount Rushmore" of Red Brangus I am not sure that you wouldn't start with OB and MBJ donor **Sureway's Ms Ideal 204M**. The mother of this pair of females has produced multiple sons that have become global semen sires along with being the dam of 204X and the grandmother to Red Velvet 204D. **204M** has long been known for her contribution of unequalled maternal production and predictability, but you will drive the wheels off the truck to find another one like **Sureway 204M**. **Sureway 204M** is also the dam of many renowned icons of our breed, like the undefeated and two-time National Champion OB Red Bull 521, OB Lego, OB Charlie 204C3, OB Cristal 204C2 and many other great progeny. **204M** is also the grandam of Red Velvet 204, OB Miss Olivia 214/14 and the Grand Champions 5M Double Barrel 214D, 5M Miss Olivia 214F2 and many others.

Her sire Sureway Mr Easy 600J's influence extends beyond Sureway Farms to herds across the breed and is still seen in today's champions. He is also the sire of Legacy's dam and a son of Easy Street of Brinks, who is well known as a superior bull, a carcass trait leader, and fortunately a Red Gene carrier. 600J is the number one bull in the breed to produce functional and fertile females.

To complement **204M** is the maternal phenom and work of art that has generated more than \$250,000 for OB and MBJ Ranch in embryos and progeny sales. **204M** progeny are females and bulls that always produced not only high-end show cattle but also cattle that can go on and be productive in all environments and many different countries.

The sire of this dynamic duo is **SJCC TRIO'S CEO 175C5** who was the 2018 World Congress Red Brangus Grand Champion Bull. **CEO** is a tremendous son of Statesman 100S and is a grandson to the OB Ranch bull 19/M, the sire of the OB legendary Red Bull. **CEO** is a dominating presence of performance, sound structure and explosive dimension from every angle. One of the heaviest muscled, deep-sided, bold ribbed sires to come along since Statesman 100S. His Dam was a two-time National Grand Champion female, Show Heifer of the Year and Show Dam of the Year.

Gerardo Alaniz confirmed that **204M** passed away and there is just one more of the **204M** daughters at his ranch. Meaning that we have the last daughters produced by one of the top five cows in the history of our Red Brangus breed. These donors soon will become so popular that it will be a wise decision for you to take home these genetics before their embryo prices skyrocket.

Donors EPD Rank Red Brangus Non-Parent: Top 5% REA; Top 10% YW; Top 15% WW

Offering buyers the pick of these full sister donors to flush. Selling the right to one (1) IVF or conventional flush to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of eight (8) embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the responsibility of the buyer. After 12 embryos the cost of producing and the ownership of embryos will be the responsibility and property of the MBJ Ranch. See full Terms & Conditions. Winning bidder has the option to double and buy a flush in both A & B under the same terms.



204M



175C5



204C2

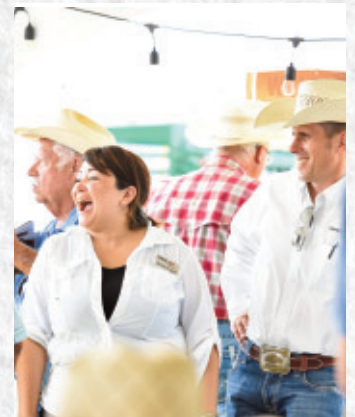


521/09



204C3

A LOOK BACK AT THE 2022 POB SALE





225C2

The offering of **TRIO's Wildfire 175W** is always an anticipated sale highlight. Wildfire is a legendary Red Brangus female that needs no introduction, but here are some of her lifetime accomplishments and breed-changing progeny.

Wildfire 175W is a two-time IBBA National Grand Champion, IBBA Red Brangus Show Female of the Year and two-time IBBA Show Dam of the Year. Her progeny and grand progeny include:

- **Karina 175K2**, one of the Power of the Brands Fourth Edition marquis offerings in Lot 2
- **Cortez 175C6**, one of the most widely used Red Brangus herd sires around the world and senior herd sire at GKB Cattle Co. and TRIO Cattle & Genetics. His genetic influence is extensive in this Fourth Edition of the Power of the Brands.
- **CEO 175C5**, the 2018 World Brangus Congress Grand Champion Red Brangus Bull and senior herd sire at Sendero Red Brangus. His genetic influence is extensive in this Fourth Edition of the Power of the Brands
- **Zamy 175Z2**, the 2015 IBBA National Grand Champion, the dam of TRIO's Kruger 175K4, our lead-off sire in Lot 51
- **Zeus 175Z4**, our Senior Black Brangus herd sire
- **Angelfire 175A**, a granddaughter that is the dam of Lots 27, 28 & 29 from Circle Lee Farms

Red Brangus breeders the world over have expressed their admiration of **Wildfire's** stunning design and phenotype. To add to her value is her genetic profile which boasts leadership in growth and maternal traits. Be sure and look over her EPD standings among Active Red Brangus Dams.

A female such as **Wildfire** is a rarity in any breed. She exemplifies the "Power of the Brand." **Donor EPD Rankings Red Brangus Active: Top 1% WW, YW; Top 15% TM, IMF; Top 30% REA**

44 TRIO'S WILDFIRE 175W

RR10152641

PHN: 175W

DOB: 6/1/09

OSF

Gen: 3

MR R48 CENTER RANCH 212/K5

TRIO'S SEQUOIA 112S RR10058451

DOS XX'S MISS MARIA 112/2

III RED TOP 482/1

III MISS FANCY 175/4 RR122851

MISS IVEY 0175



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
3.6	2	35	59	3	20	3.84	0.12	0.09	0.08	0.003	0.78	1.45	5	2.45	2.8
BW		WW		YW		REA		Fat		IMF					
68 (99%)		604 (109%)		883											



175K2



175Z2



175C6

GENETIC PACKAGE • EMBRYOS

LOT 44A: LAZY 3 STATESMAN 100S x TRIO'S WILDFIRE 175W

TRIO's Wildfire 175W is a genetic rarity that does not fail to pass on her inherent quality and performance.

This mating to **Statesman 100S** will be siblings to CEO 175C5, Zamy 175Z2, Carrousel 175C3, Zuzu's Rose 175Z3 and Aggie 175A2. Their genetic combination is without a doubt the most consistent for powerful, performance Red Brangus. With **Statesman's** semen only offered on a limited basis in Lot 37, the offering of this mating is one of the few opportunities, there will ever be again to obtain his influence. This same offering topped the embryo offering in the 2021 Power of the Brands commanding \$3,750 an embryo when the gavel fell. We thank GKB Cattle Company for their recognition and investment. Then again in the Third Edition of 2022, this mating commanded \$4,000 an embryo to Ganaderia Ocalte de Sonora, Mexico. Fortune is on their side, as he was three for three in his conception rate. We anticipate seeing these calves along with them later this year.

Projected Calf's EPDs: CED: 4.6; BW: 1.1; WW: 30; YW: 56; Milk: 2; TM: 18; CEM: 3.4; SC: 0.17; REA: 0.18; IMF: 0.05; FT: 0.011; Hfr. Prg: 1.43; Stay: 1.12; Cow Wt: 12.92; TI: 2.33; FI: 1.77

LOT 44B: GR-MBJ HOUSTON 424H x TRIO'S WILDFIRE 175W

GR-MBJ Houston 424H is our new powerful, tremendously thick, and wide-bodied semen sire. Probably one of the deepest-sided Red Brangus bulls ever. You need to study **Houston's** phenotype and pedigree to truly understand the power, and dimension that he has from nose to tail. When

you factor in this bull's performance, body, bone, masculinity, and the genetics of the real 3/8 BR x 5/8 RA Brangus phenotype you will see that he will be a breed changer. For us, he is following the footsteps of our MJB Fireman 266F which comes from our well-recognized "MBJ Performance Herd". **Houston** is a son of the renowned **MBJ Conan 768C**, making him paternal brother to GR George 101, MJB GR Gaya 204G2 the Houston Junior Heifer Calf Champion and many outstanding individuals. **GR-MBJ Houston's** dam **424/A2** goes back to Sureway's Ms Abe 424/K Powerline cow that gives an added boost in maternal genetics. Her power shows in all her calves with extra depth, width and capacity needed by our Red Brangus breed. **GR-MBJ Houston 424H's** show awards include the 2022 IBBA National Summer Bull Division Champion and San Antonio Reserve Champion Summer Division. **Houston** is the kind of semen sire that you can build a herd around. We will only make his semen available in the U.S. at our MJB sales.

Sire EPD Rankings Red Brangus Active: Top 15% MILK; Top 20% BW; Top 25% CED; Top 30% CEM

Projected Calf's EPDs: CED: 5.0; BW: 0.9; WW: 21; YW: 40; Milk: 7; TM: 18; CEM: 3.3; SC: 0.13; REA: 0.04; IMF: 0.07; FT: 0.006; Hfr. Prg: 2.24; Stay: 1.50; Cow Wt: 6.20; TI: 1.67; FI: 2.71

Offering one (1) package of three (3) embryos each of mating with a guarantee of one (1) pregnancy each. Buyers have the option to double up for two (2) packages for a total of six (6) embryos per mating with a guarantee of two (2) pregnancies. See full Terms & Conditions.

44A LAZY 3 STATESMAN 100S

RR10049684 PHN: 100S

DOB: 1/12/06

DDF M1F

Gen: 2

CX CHANGER 22/7

CX EXCALIBUR 19/M RR602809

MISS EXCALIBUR 819/1

JAK CHAPS 392J2

MISS KC CHAPS 100P R9687917

CS MS TARGET 100G

Offered by El Roble Brangus
& TRIO Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.3	0.3	27	54	2	16	2.78	0.18	0.29	0	0.02	2.21	0.87	21.31	2.26	0.79
BW		WW		YW		REA		Fat		IMF					
				14.2 (129%)		0.17 (81%)		2.71 (76%)							



100S

44B GR-MBJ HOUSTON 424H

RR10451074 PHN: 424H

DOB: 5/23/20

Gen: 4

MR -C- PRINCE 30 W

MBJ CONAN 768C RR10308906

MS TRANCH 768SW

CX LEGEND 46/P2

CX MS LEGEND 424/A2 RR10255305

SUREWAY'S MS ABE 424K

Offered by El Roble Brangus
& TRIO Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.6	0.1	9	22	11	15	2.49	0.11	-0.01	0.07	0.011	3.8	1.62	7.77	0.97	2.64
BW		WW		YW		REA		Fat		IMF					
				705 (100%)		1108 (100%)		12.72 (100%)		0.32 (100%)		2.99 (100%)			



424H



175C5



19/M



768C



81F2

Sidney 81F2 represents our belief in reaching across fence lines to improve our genetic program and further the Red Brangus breed. Bred by Indian Hills Ranch, we have been very fortunate for the opportunity to partner with her. We welcome GKB Cattle Company to this partnership as they have acquired the interest from Indian Hills Ranch. With their experience of masterfully planning matings, we know that **Sidney's** contributions to Red Brangus will be impactful for many generations.

For us, she offers an outcross pedigree of proven and fresh bloodlines with the same high level of design and style that has distinguished our cattle. Not only is **Sidney 81F2** a head turner phenotypically, but her EPD profile also has the potential to elevate the Red Brangus breed.

This has been recognized by three of the most respected programs in the Red Brangus in the 2020 Power of the Brands when Sendero Red Brangus, Villa Ranch and Cox Excalibur all invested in the flushes offered from her. And in 2021 Marvel Farms and the partnership of Lazy 3 Cattle Company, Circle T Brahman and Lone Star Cattle Company acquired the embryos we offered from this unique donor. In our Third Edition offering of 2022, the mating to Cortez 175C6 was chosen by GKB Cattle Company.

In her show career, **Sidney** received the admiration of judges and spectators alike. She received the prestigious purple banner as the Brangus Futurity Grand Champion female and was Reserve Grand Champion Female at the Texas Invitational.

Studying her pedigree, one will quickly recognize she is the product of two Black Brangus parents that are known red gene carriers. She is the type of innovative Red Brangus that many are seeking. Her sire **IH Rudder 504Y2** is a recognized sire of performance, stylish cattle. He was the 2015 National Reserve Grand Champion Bull and Show Bull of the Year. Innovative line breeding by Indian Hills Ranch resulted in this mating. Think of all the Red Brangus bulls that she will compliment!

To further appreciate her genetic merit, serious breeders need to study her GE EPD profile and rankings in the total IBBA. If you are looking to move the genetic needle in your program, **Sidney** is the donor to do it.

Donor EPD Ranking Red Brangus Active: Top 1% CEM; Top 2% REA, Top 10% YW; Top 15% WW, REA

45 IH MS. SIDNEY 81F2

RR10418342

PHN: 81F2

DOB: 9/8/18

Gen: 6

CHIEF OF INDIAN HILLS 23P68

I H RUDDER 504Y2 R10213112

MS BRINKS ALI 504P12

I H RUDDER 504Y2

IH MS. RUDDER 81D R10322732

IH MS GERONIMO 81T6

Offered by GKB Cattle Co.
& TRIO Cattle & Genetics



CE	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prq	Stay	Cow Wt	TI	FI
4.4	0.4	19	41	8	18	5.98	0.39	0.37	0.05	0.004	2.27	0.77	-2.77	1.96	2.29	
BW		WW		YW		REA		Fat		IMF						
73 (100%)		694 (100%)		951 (100%)		14.78 (100%)		0.61 (100%)		7.93 (100%)						



504Y2

LOT 45A: BROKEN A GKB VALDEZ 841H x IH MS. SYDNEY 81F2

Valdez 841H is a prime example of the elite quality and opportunity that Power of the Brands offers. Bred by TRIO partner Broken A Ranch, he is the son of **TRIO's ER Cortez 175C6**, whose influence is so extensive throughout our offering, and the Broken A foundation donor **Broken A Isabella 841X2**. **Valdez** was already racking up achievements in 2021 when he was offered in our Second Edition Power of the Brands sale. GKB Cattle Co. saw a tremendous future for him and became a partner in him. This new partnership then set **Valdez** on a course that has placed his name in the annals of Red Brangus history. After many show ring accolades **Valdez** reach the pinnacle of his show career as the 2023 IBBA National Grand Champion.

Valdez possesses the best qualities of both of his parents. Tremendous shape of muscle, length and balance of **Cortez**, with the depth, soundness and performance of **841X2**. There is as much that can be written about **841X2** as there is about **Cortez**. Not only is she the dam of **Valdez**, but also Broken A Harlow 841H4 one of the dominant Red Brangus females to show in 2022, as well as the 2023 IBBA National Reserve Grand Champion Bull. Her progeny's accomplishments earned her the title of IBBA Show Dam of the Year. In addition, one should look further into her pedigree to the genetic merit she brings from her foundational breeding. In the Third Edition Power of the Brands, a flush from **841X2** commanded \$8,000 and a trio of embryos sired by Yucatan brought \$4,500.

This mating of **Valdez** and **Sidney** was designed for the GKB and TRIO programs to bring these two unique genetic powerhouses together and shared with you exclusively in the Fourth Edition of the Power of the Brands.

Sire EPD Rankings Red Brangus Non-Parent: Top 5% YW, Top 10% WW, REA; Top 20% TM; Top 35% IMF

Projected Calf's EPDs: CED: 2.5; BW: 1.2; WW: 26; YW: 46; Milk: 6; TM: 19; CEM: 2.93; SC: 0.11; REA: 0.2; IMF: 0; FT: 0.01; Hfr. Prg: 0.53; Stay: 1.48; Cow Wt: 2.04; TI: 1.82; FI: 2.93

LOT 45B: GR-MBJ HOUSTON 424H x IH MS. SYDNEY 81F2

GR-MBJ Houston 424H is our new powerful, tremendously thick, and wide-bodied semen sire.

Probably one of the deepest-sided Red Brangus bulls ever. You need to study **Houston's** phenotype and pedigree to truly understand the power, and dimension that he has from nose to tail. When you factor in this bull's performance, body, bone, masculinity, and the genetics of the real 3/8 BR x 5/8 RA Brangus phenotype you will see that he will be a breed changer. For us, he is following the footsteps of our MJB Fireman 266F which comes from our well-recognized "MJB Performance Herd". **Houston** is a son of the renowned **MBJ Conan 768C**, making him paternal brother to GR George 101, MJB GR Gaya 204G2 the Houston Junior Heifer Calf Champion and many outstanding individuals. **GR-MBJ Houston's** dam **428A2** goes back to Sureway's Ms Abe 424/K Powerline cow that gives an added boost to maternal genetics. Her power shows in all her calves with extra depth, width and capacity needed by our Red Brangus breed. **GR-MBJ Houston 424H's** show awards include the 2022 IBBA National Summer Bull Division Champion and San Antonio Reserve Champion Summer Division. **Houston** is the kind of semen sire that you can build a herd around. We will only make his semen available in the U.S. at our MJB sales.

Sire EPD Rankings Red Brangus Active: Top 15% MILK; Top 20% BW; Top 25% CED; Top 30% CEM

Projected Calf's EPDs: CED: 5.2; BW: 0.2; WW: 14; YW: 32; Milk: 10; TM: 17; CEM: 4.2; SC: 0.27; REA: 0.20; IMF: 0.05; FT: 0.007; Hfr. Prg: 2.89; Stay: 1.18; Cow Wt: 2.66; TI: 1.47; FI: 2.46

Offering one (1) package of three (3) embryos each of mating with a guarantee of one (1) pregnancy each. Buyers have the option to double up for two (2) packages for a total of six (6) embryos per mating with a guarantee of two (2) pregnancies. See full Terms & Conditions.



841X2

45A BROKEN A GKB VALDEZ 841H

RR10455362 PHN: 841H

DOB: 3/1/20

Gen: 2

CX TANQUE 23/T

TRIO'S MLS CORTEZ 175C6 RR10328099

TRIO'S WILDFIRE 175W

MR. T THE SIFTER 54/3

BROKEN A ISABELLA 841X2 RR10190472

R2 MIMI 841P



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
1.4	1.7	27	47	7	20	2.91	0.13	0.19	0	0.009	0.47	1.5	2.3	1.82	2.97
BW		WW		YW		REA		Fat		IMF					



841H

45B GR-MBJ HOUSTON 424H

RR10451074 PHN: 424H

DOB: 5/23/20

Gen: 4

MR -C- PRINCE 30 W

MBJ CONAN 768C RR10308906

MS TRANCH 768SW

CX LEGEND 46/P2

CX MS LEGEND 424/A2 RR10255305

SUREWAY'S MS ABE 424K



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.6	0.1	9	22	11	15	2.49	0.11	-0.01	0.07	0.011	3.8	1.62	7.77	0.97	2.64
BW		WW		YW		REA		Fat		IMF					
		705 (100%)		1108 (100%)		12.72 (100%)		0.32 (100%)		2.99 (100%)					



424H



38H45

A common appreciation of **Reba 38H45** brought the opportunity to partner with two Red Brangus breeders we respect greatly – Sendero Red Brangus and Villa Ranch. Produced in the MP Brangus legacy Red herd, **Reba** is as elegant of a female as one can imagine with an outcross maternal pedigree that he believes will add a new dimension to all of our herds. Her dam brings together the heralded 804 and 38 Douget lines. Her sire **Diamond K's Rendezvous 317C3** offers Yucatan 175Y with the elite 317 family.

Reba was the 2022 IBBA Reserve National Grand Champion, a banner that was the culmination of a successful show career that also included Reserve Senior Heifer Calf at the 2022 Cattlemen's Congress. With April Villarreal at the lead in the junior show ring, she was Reserve Grand Champion at the 2021 TJBBA State Show and Reserve Senior Heifer Calf Champion at the NJBS.

She calved just after her two-year birthday and doing an outstanding job as a first calf heifer raising a stout bull calf sired by MCC Hot Shot 72H who has found her way into the show barn.

Reba's genetic profile boasts top rankings for growth, carcass, fertility and maternal traits.

Donor EPD Rankings Red Brangus Active Dams: Top 2% WW, YW, REA; Top 5% TM; Top 30% Milk

LOT 46A: TRIO'S MLS CORTEZ 175C6 x MP MISS REBA 38H45

There is a reason why **Cortez** is referred to as a "Bull Like No Other" ... because of his progeny like no other. **Cortez** has sired the IBBA National Grand Champion Female, Cattlemen's Congress Grand Champion Bull, and Female along with the Reserve Grand Champion Female, National Show of Merit Grand Champion Bull, Texas Invitational and Brangus Futurity Grand Champion Female and Brangus Futurity Grand Champion Bull. In the summer of 2022, a son was named National Grand Champion in Australia. The progeny of **Cortez** and **Reba** are sure to be thick-made, moderate-framed, wide-bodied individuals with a high design style. Don't miss an opportunity to add pasture performance and show ring proven genetics to your operation.

Sire EPD Rankings Active Red Brangus: Top 15% WW; Top 20% YW; Top 30% FAT; Top 35% TM

Projected Calf's EPDs: CED: 2.8; BW: 1.8; WW: 28; YW: 52; Milk: 7; TM: 21; CEM: 3.2; SC: 0.17; REA: 0.17; IMF: -0.02; FT: 0.006; Hfr: 0.57; Stay: 1.05; Cow Wt: 2.54; TI: 1.99; FI: 2.45

Offering one (1) package of three (3) embryos with a guarantee of one (1) pregnancy. Buyer has the option to double up for two (2) packages for a total of six (6) embryos per mating with a guarantee of two (2) pregnancies. See full Terms & Conditions

46 MP MISS REBA 38H45

RR10460871 PHN: 38H45 DOB: 11/5/20 OSF Gen: 4

Offered by

TRIO'S YUCATAN 175Y

DIAMOND K'S RENDEZVOUS 317C3 RR10291245

KK DEJA VU 317A3

DDD UPPERCUTS LEGACY 804X37

DDD MS LILLY 38A16 AX10261585

DDD MS SHANDI 38X5



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
2	2.4	31	56	9	24	2.33	0.3	0.38	0.02	0.01	4	1.31	0.12	2.36	2.58	
BW	WW	YW	REA	Fat	IMF											
65 (100%)	616 (100%)	1037 (100%)	9.13 (100%)	0.12 (100%)	3.5 (100%)											

46A TRIO'S MLS CORTEZ 175C6

RR10328099 PHN: 175C6 DOB: 11/20/15 Gen: 4

Offered by

CX HOME RUN 135/P

CX TANQUE 23/T RR10105443

CX MS PM JACKIE 23/P

TRIO'S SEQUOIA 112S

TRIO'S WILDFIRE 175W RR10152641

III MISS FANCY 175/4



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
3	1.4	26	50	5	18	3.86	0.03	-0.03	-0.07	0.001	-2.75	0.89	5.35	1.67	2.42	
BW	WW	YW	REA	Fat	IMF											
70 (99%)	605 (100%)	1112 (100%)														



700J

47 MGS TRIO'S JABELLA 700J

UR10482313 PHN: 700J DOB: 5/3/21

Gen: 1

CX TANQUE 23/T

TRIO'S MLS CORTEZ 175C6 RR10328099

TRIO'S WILDFIRE 175W

BKC FERRARI 204Z2

GMMB MS FERRARI 700 UR10482280

GMM MS SEQUOYA Y150

Offered by Perry Cattle Co. & TRIO Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
4.7	0.8	20	38	5	15	3.29	0.1	0.03	0.03	0.005	-0.5	1.12	7.5	1.48	2.34
BW		WW		YW			REA			Fat			IMF		
73 (100%)		686 (100%)		1025											

We are believers in the value that the Ultra cattle can bring to our breed. An astute Red Brangus breeder can see the genetic impact that UltraBlacks have had in our breed providing enhancing carcass quality traits and providing increased geographical market opportunities for Brangus genetics. For years, I have said that UltraReds can have the same acceptance and opportunity if cattlemen and cattletwomen can just see them. UltraReds are now on the launching pad for acceptance and growth.

Jabella 700J is our foundation second generation UltraRed donor. Raised by Gary and Michelle Mathews of Mathews Genetics Solutions, when I heard her pedigree and saw a picture of her dam and I was on my way to Throckmorton. Talk about a pedigree that brings together TRIO and MBJ genetics. . . **Jabella** is sired by **Cortez 175C6** and out of a Ferrari 204Z UR1 daughter. On paper alone, one can understand the potential for power, elite quality and maternal excellence.

Jabella 700J is as striking of a female as you can draw. Exquisite through her front, massive in her mid-section, thick and square in her quarter. In the show ring, she has seen her share of success being named Grand Champion Ultra at the 2022 IBBA National Show of Merit, Reserve Grand Champion Ultra at the NJBS and Division Champion at the 2023 Cattlemen's Congress. The mating combinations are endless for a Red Brangus breeder to establish a new maternal line.

Donor EPD Ranking Red Brangus Active: Top 15% YW, Top 20% WW; Top 35% TM

47A SJCC TRIO'S CEO 175C5

RR10301591 PHN: 175C5 DOB: 5/7/15

Gen: 3

CX EXCALIBUR 19/M

LAZY 3 STATESMAN 100S RR10049684

MISS KC CHAPS 100P

TRIO'S SEQUOIA 112S

TRIO'S WILDFIRE 175W RR10152641

III MISS FANCY 175/4

Offered by Perry Cattle Co. & TRIO Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
-0.4	3.2	32	56	0	15	2.04	0.23	0.13	0	0.007	0.9	1.11	16.1	1.99	1.7
BW	WW	YW	REA	Fat	IMF										
81 (103%)	671 (101%)	1151 (97%)	12.83 (97%)	0.13 (84%)	3.68 (99%)										

Selling the right to one IVF or conventional flush to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of 8 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the responsibility of the buyer. After 12 embryos the cost of producing and the ownership of embryos will be the responsibility and property of TRIO. See full Terms & Conditions.

LOT 47A: SJCC TRIO'S CEO 175C5 x MGS TRIO'S JEBELLA 700J

CEO 175C5 continues to make his mark on the Red Brangus breed with sons and daughters that are top of the crop and head of the class. The heir to the legacy of **Statesman**, as the 2018 World Brangus Congress Grand Champion, **CEO** has sired Sendero's Galaxy 59G8 the 2021 National Grand Champion Female, TRIO's FFF Huracan 101H3, the up-and-coming young stud you will see in the TRIO stalls at Houston and TAJO's Jenna, the Grand Champion at the 2022 National Show of Merit and Reserve Grand Champion of the 2022 Brangus Futurity and 2023 Cattlemen's Congress. And there are many more outstanding Red Brangus in pastures around the Brangus world.

Sire EPD Rankings Active Red Brangus: Top 10% WW, YW; Top 30% REA

Projected Calf's EPDs: CED: 4.4; BW: 0.9; WW: 23; YW: 43 Milk: 5; TM: 16; CEM: 3.6; SC: 0.05; REA: -0.01; IMF: -0.01; FT: 0.003; Hfr. Prg: -1.71; Stay: 0.97; Cow Wt: 6.05; TI: 1.56; FI: 2.35

Offering one (1) package of three (3) embryos with a guarantee of one (1) pregnancy. Buyer has the option to double up for two (2) packages for a total of six (6) embryos per mating with a guarantee of two (2) pregnancies. See full Terms & Conditions.



957E3

Duchess 957E3 is the ideal type of Red Brangus female that established our breed as a superior maternal beef breed around the world – moderate, efficient and fertile. To add to these descriptives one can see that **Duchess** is stylish, balanced with quality from nose to tail. She is representative of the foundation that our partner Sendero Red Brangus has been building, taking an open approach to building their genetics program. For TRIO, **Duchess** added a maternal line to blend with our sire lines.

In her show career, **Duchess** was always described as complete, but a bit too moderate. However, would you think that is a negative when mated to our power performance sires? Her career highlight was winning Reserve Grand Champion at the San Antonio Livestock Show. She is an ideal female that can produce performance bulls as well as replacement and elite females that every program strives for.

Proof of genetic merit and donor prowess can be seen in her two daughters offered as Lots 15 and 16. They show how she passes along a functional and moderate phenotype designed for longevity and efficient performance while still displaying the elements of balance and quality. **Donor EPD Rankings Active Red Brangus: Top 10% WW; Top 15% FT; Top 20% YW, TM; Top 25% Milk**

Selling the right to one IVF or conventional flush to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of 8 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the responsibility of the buyer. After 12 embryos the cost of producing and the ownership of embryos will be the responsibility and property of TRIO. See full Terms & Conditions.

LOT 48A: SJCC TRIO'S CEO 175C5 x SENDERO'S DUCHESS 957E3

CEO 175C5 continues to make his mark on the Red Brangus breed with sons and daughters that are top of the crop and head of the class. The heir to the legacy of **Statesman**, as the 2018 World Brangus Congress Grand Champion, **CEO** has sired Sendero's Galaxy 59G8 the 2021 National Grand Champion Female, TRIO's FFF Huracan 101H3, the up-and-coming young stud you will see in the TRIO stalls at Houston and TAJO's Jenna, the Grand Champion at the 2022 National Show of Merit and Reserve Grand Champion of the 2022 Brangus Futurity and 2023 Cattleman's Congress. And there are many more outstanding Red Brangus in pastures around the Brangus world. **Sire EPD Rankings Active Red Brangus: Top 10% WW, YW; Top 30% REA**

Projected Calf's EPDs: CED: 0.8; BW: 2.4; WW: 28; YW: 44; Milk: 5; TM: 18; CEM: 2.5; SC: 0.25; REA: 0.06; IMF: 0.04; FT: 0.001; Hfr. Prg: 1.33; Stay: 1.38; Cow Wt: 12.81; TI: 1.67; FI: 2.41

Offering one (1) package of three (3) embryos with a guarantee of one (1) pregnancy. Buyer has the option to double up for two (2) packages for a total of six (6) embryos per mating with a guarantee of two (2) pregnancies. See full Terms & Conditions

48 SENDERO'S DUCHESS 957E3

RR10381625

PHN: 957 E3

DOB: 10/18/17

Gen: 3

CX LEGEND 46/P2
CX LEGENDS DREAM 610/U1 RR10114237

CX MS PAYLOAD 610/S

CX PAYLOADS MEATHOUSE 930/U

CX MS PAYLOADS MEATHOUSE 957 RR10263699

CX MS RED CHIEF 957/U



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
2.3	1.4	23	33	10	22	3.03	0.25	0	0.06	-0.003	1.88	1.75	10.2	1.4	3.2
BW		WW		YW		REA		Fat		IMF					
74 (105%)		600 (100%)		952 (101%)		9.58 (87%)		0.22 (105%)		3.31 (93%)					

48A SJCC TRIO'S CEO 175C5

RR10301591 PHN: 175C5

DOB: 5/7/15

Gen: 3

CX EXCALIBUR 19/M
LAZY 3 STATESMAN 100S RR10049684

MISS KC CHAPS 100P

TRIO'S SEQUOIA 112S

TRIO'S WILDFIRE 175W RR10152641

III MISS FANCY 175/4



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
-0.4	3.2	32	56	0	15	2.04	0.23	0.13	0	0.007	0.9	1.11	16.1	1.99	1.7
BW		WW		YW		REA		Fat		IMF					
81 (103%)		671 (101%)		1151 (97%)		12.83 (97%)		0.13 (84%)		3.68 (99%)					



49 MARVEL'S GOLDIE GIRL 1319

RR10416868

PHN: 1319

DOB: 2/16/2019

Gen: 2

LAZY 3 STATESMAN 100S

SJCCTRIO'S CEO 175C5 RR10301591

TRIO'S WILDFIRE 175W

R2 EXTRA STYLE 880P

MARVEL'S KATERI 813 RR10245460

R2 MS FH RED 162P

Offered by Marvel Farms



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
0.1	2.1	25	44	5	18	1.63	0.16	0.1	0	0.006	2.29	1.08	9.74	1.6	1.96	
BW		WW		YW		REA		Fat		IMF						

75 (100%)



Marvel Farms is an established and accomplished Red Brangus breeder that is proud to offer its most recent genetic superstar in the Fourth Edition of the Power of the Brands sale. **Marvel's Goldie Girl 1319** is the current IBBA Show Cow/Calf Pair of the Year. **Goldie Girl** is emblematic of the power, performance and completeness that the Marvel herd is known for propagating.

Goldie Girl comes to the Power of the Brands as a daughter of **CEO 175C5**. She is yet another tremendous female sired by the 2018 World Brangus Congress Grand Champion. She joins the ranks of **CEO**-sired national and grand champion females and bulls in the U.S.A., Mexico, South Africa and all around the Brangus World.

The first-generation dam of **Goldie Girl**, **Marvel's Kateri 813**, is a daughter of the influential foundation powerhouse R2 Extra Style 880P, going back further to M&M Monument 14/0 showing the impact of building upon generation of time-tested genetics.

On her way to being named the Show Pair of the Year, **Goldie Girl** was named Reserve Grand Champion Pair at the 2023 IBBA National Show.

Donor EPD Rankings Active Red Brangus: Top 5% YW, Top 10% WW; Top 20% REA

Selling the right to one IVF or conventional flush to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of 8 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the responsibility of the buyer. After 12 embryos the cost of producing and the ownership of embryos will be the responsibility and property of the seller. See full Terms & Conditions.





90/1

From KWM Red Brangus is a genetic offering from their IBBA National Grand Champion Cow/Calf pair, **KWM Miss Angelina**. **Angelina** is a daughter of the heralded **TRIO's Yucatan 175Y** and out of their cornerstone dam **Broken A Angelina 114W**. One can certainly see the influence of both of these parents in **Angelina** – tremendous width, capacity and dimension garnished with style and elite quality. If her first heifer calf pictured here is any indication of the depth of her genetic capabilities, **Angelina** is sure to be the genetic pot at the end of the rainbow. This powerful duo was also named the Grand Champion Cow/Calf Pair at the 2023 Cattlemen's Congress.

The feats of **Yucatan**, his son and his daughter are well documented. With his semen now equivalent in value to precious metal, the opportunity to access an own daughter of this magnitude is indeed a rare opportunity. The maternal side of this pedigree is a blend of foundation Red Brangus that were blended with a vision to create the powerful first-generation herd matron **Angelina 114W**.

Breeders searching for true genetic opportunity that combines phenotype with genotype, need to study this elite donor. Look at the top rankings she boasts for carcass merit. With the focus on these traits in our breed and the beef industry, **Angelina** is a tremendous package. Think about the potential curve-bending next-generation Red Brangus that could be produced from this flush.

Donor EPD Rankings Active Red Brangus: Top 15% IMF; Top 25% CEM; Top 30% REA; Top 35% FAT

50 KWM MISS ANGELINA

RR10355447

PHN: 90/1

DOB: 4/18/17 OSPC

Gen: 2

TRIO'S SEQUOIA 112S

TRIO'S YUCATAN 175Y RR10191913

III MISS FANCY 175/4

BROKEN A REDSTONE 423R

BROKEN A ANGELINA 114W RR10145581

DOS XX'S MISS TEQUILA 1114/0

Offered by KM Red Brangus

KM RED BRANGUS



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.9	0.7	11	25	4	10	3.38	0.12	0.07	0.09	0.01	1.35	1.18	4.63	1.08	2.29
BW		WW		YW		REA		Fat		IMF					
92 (100%)		691 (100%)													

Selling the right to one IVF or conventional flush to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of 8 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the responsibility of the buyer. After 12 embryos the cost of producing and the ownership of embryos will be the responsibility and property of the seller. See full Terms & Conditions.



90/1



175Y



175K4

51 TRIOS KRUGER 175K4

RR10509584

PHN: 175K4

DOB: 3/17/22

Gen: 3

DOS XX'S PRIME TIME'S T-N-T

MCR TURBO 600/9 RR10407387

MISS McDONALD 338/5

LAZY 3 STATESMAN 100S

TRIO'S MLS ZAMY 175Z2 RR10238359

TRIO'S WILDFIRE 175W

Offered by Scamardo Brangus
& TRIO Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
1.8	1.9	21	43	1	12	2.78	0.07	0.23	0.02	0.01	1.55	1.2	9.76	1.66	1.99	

BW	WW	YW	REA	Fat	IMF
90 (100%)	563 (100%)	1062 (100%)			

The sire offering in the Fourth Edition of the Power of the Brands is a class unlike any other in quality and quantity that has ever been offered in a modern-era Red Brangus sale. Bulls are being offered that will become marquis sires and herd sires at all levels of the purebred industry.

Kruger has had a commanding presence since day one. He is thick and square topped and hipped as any calf we have sire we have raised. Breeders will appreciate his big foot, substantial bone, depth of body and sweeping capacity. **Kruger** brings this all together in the distinctive quality and style of the 175 family.

Speaking of the 175 family, his dam is **TRIO's ER Zamy 175Z2**, the 2014 IBBA National Grand Champion and Supreme American Female of the Houston Junior Livestock Show. She is the dam of Francisco 175Z2, the 2020 IBBA Reserve National Grand Champion, who sold to Rancho La Miura for \$37,500 in the Genetic Edge. Francisco is making his own mark in herds across Mexico and the US. Study another generation back and one finds the incomparable Wildfire 175W and Statesman 100S.

Of course, it takes two great parents. **Kruger** is sired by our outcross sire **MCR Turbo 600/9** that is bringing the power and performance we expected him to. Every breeder who has used **Turbo** has shared their satisfaction and excitement in his calves.

Following in his championship legacy, **Kruger** is the current Reserve Grand Champion of the Brangus Futurity.

TRIO's Kruger 175K4 was raised in partnership with Scamardo Brangus in their calf raiser program. **The Scamardo's are offering their 50% interest, possession and semen. TRIO believes in this exciting prospect and is retaining our 50% interest. However, the winning bidder has the option to double the purchase price for 100% possession and 75% semen interest.**

EPD Rankings Red Brangus Non-Parent: Top 5% REA; Top 10% YW, Top 20% WW; Top 30% FAT



600/9



175Z2



428J8

The MBJ program is known for producing top herd and global semen sires. It is exciting for us to offer one of our show bulls and a promising semen sire prospect. **Mr. MBJ Jett 428J8** is a modern type of bull that we fully believe has a lot of style that combines, power, bone, and muscle needed by a herd sire, and are confident that he possesses all the bells and whistles to be a great semen sire that can positively impact herds across the breed. This bull has had a special look to him since we tagged him at a day of age.

His sire, **Volare 31E12** owned by MBJ, is a son of TK Volare 590Z. Volare 590Z is a Red Jack son out of the maternal and easy keeping 31 cow family. His dam is a daughter of BS 607L11 30T43, the bull with a 10.3 IMF, the highest ever in the Brangus breed, and a top-producing daughter of Prototype.

His dam is a young MBJ Donor and was a member of our MBJ show string. **Ms MBJ Elise 428E2** is a blend of the MBJ proven 428 maternal family with a powerful lineup of sires. **428E2** combines the excellence of our performance program with exceptional projections in a stunning package. Her popular sire, MBJ Cash A/84Y, owned with TRIO Cattle & Genetics, has proven to work really well with the 428-cow family. **Elise 428E2** is a maternal sister of MBJ Yucca 428B. Their dam 428W is one of the best donors of MBJ Ranch in the 428 lines. 428W She is a daughter of the recognized dam Sureway's Easy 428S2 who is also the dam of many outstanding Red Brangus individuals, including MBJ Johnny Cash 428 J3, TRIO's Cambridge 428C2, a headline sire for Genex Beef, and TRIO's Camelot 428C3. Generation upon generation of Red Brangus excellence! Serious breeders should study closely and take advantage of all these years of breeding and screening for cattle that perform with power, carcass quality and adaptability.

MBJ is retaining 50% semen interest on **Mr MBJ Jett 428J8**. The new co-owner of **Mr MBJ Jett 428J8** will have an opportunity to be part of a profitable investment. He will be partnering with our program and be able to sell semen all over the world.

Act. REA 13.2, Act. IMF: 5.07, Act. FAT: 0.177, Act. RMP FT: 0.248638

EPD Rankings Red Brangus Non-Parent: Top 20% IMF; Top 25% BW; Top 30% MILK

Offering full possession. MBJ will retain 1/6th semen interest.



31E12

52 MR MBJ JETT 428J8

RR10476246

PHN: 428J8

DOB: 5/20/21

Gen: 5

TK VOLARE 590Z

TK VOLARE 31E12 RR10366798

MISS TK TEN 31W5

MBJ RED CASH A/84Y

MBJ ELISE 428E2 RR10379418

MISS FAGAN 428W

Offered by MBJ Ranch



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prq	Stay	CowWt	TI	FI
4.6	0.2	1	17	7	8	3.04	-0.01	-0.09	0.06	0.006	0.59	0.83	9.04	0.61	1.82	
BW	WW	YW	REA	Fat	IMF											
80 (102%)	624 (100%)	1022 (100%)	12.38 (100%)	0.14 (100%)	4.8 (100%)											



428E2

FEATURE BULL



72J

53 MCC JACK DANIELS 72J

RR10494306

PHN: 72J

DOB: 12/2/21

OSPC

Gen: 2

CX CHANGER 22/7

CX EXCALIBUR 19/M RR602809

MISS EXCALIBUR 819/1

TRIO'S ARISTOTLE 175A

MCC ELLIE MAY 72E RR10359814

MS TF 72Z

Offered by Maxwell Cattle Co.



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.3	1.3	22	45	0	11	3.79	-0.08	0.28	-0.1	0.009	2.18	0.86	6.95	1.51	1.58

BW	WW	YW	REA	Fat	IMF
----	----	----	-----	-----	-----

68 (100%)

If this next feature lot was a bottle of his name's sake, Jack Daniels, he would be the rare bottle of 1948 Old No. 7! **MCC Jack Daniels 72J** was produced by Jessica Maxwell and Maxwell Cattle Co. He brings together the profound influence and power of **CX Excalibur 19/M** with the contemporary style and sexiness of the two-time national grand champion **MCC Ellie May 72E**.

Study this sire prospect and you will see a bull that stands with tremendous natural base width, is square on all four corners, expressively muscled, masculine featured and has an ideal Red Brangus sheath.

Jack Daniel's pedigree epitomizes the Power of the Brands, with the blending of Aristotle to the double-bred Transformer 72Z with **19/M** from MBI. **Ellie May's** progeny are commanding top dollar when offered. Full sisters to **Jack Daniels** have sold for \$20,000 and \$7,500 by Southern Jewel Cattle Co., and a maternal sister sold for \$49,000 to Trademark Genetics going on to be named the 2023 IBBA Reserve National Grand Champion.

EPD Rankings Red Brangus Non-Parent: Top 3% REA; Top 5% YW; Top 15% WW, CEM; Top 30% FAT

Offering 50% possession and semen interest. The buyer has the option to double the purchase price for 100% possession and 75% semen interest.



72Z



19/M



72E

FEATURE BULL



745/J

At MBJ and GR Ranch, we are committed to enhancing our herd's strengths by leveraging our best traits. And now, we're thrilled to announce that we're opening our herd book, giving you the opportunity to access the absolute best genetics.

GR MJB Jameson 745/J is deep-bodied, with excellent muscle, great structure, with extension and cleanness through his front one-third, a smooth flat shoulder and eye appeal. In other words, everything you want in a herd and semen sire prospect.

This incredible bull is a tremendous son of **MBJ OB Red Charlie 204C3**. **Charlie** combines the power of the Red Bull line with the style and eye appeal of Yucatan. His dam Sureway 204M, is one of the elite marquis donors of the Red Brangus breed. She is the dam of many renowned icons of the breed like OB Red Bull, OB Lego, **OB Charlie 204C3** and OB Cristal 204C2. His dam, the legendary 745 donor, brings tremendous qualities to the table. Both sides of this pedigree combination read with a tremendous amount of cow power. This young herd sire prospect has been stout, wide and correct his whole life.

And the best part? We'll be **selling full possession and 1/6 of semen interest** of **GR MJB Jameson 745/J**. **Jameson** will be a part of our MBJ & TRIO Semen Catalog, offering you the chance to promote your genetics worldwide. If you're looking for a bull that can do great things for a cow herd, here is your opportunity.

EPD Rankings Red Brangus Non-Parent: Top 10% BW, CED; Top 20% REA; Top 25% IMF; Top 30% FAT

54 GRC MJB JAMESON 745/J

RR10512752

PHN: 745J

DOB: 12/13/20210SPC

Gen: 4

TRIO'S YUCATAN 175Y

OB RED CHARLIE 204C3 (623/15) RR10287537

SUREWAY'S MS IDEAL 204M

RCC TRAILWAYS 37U

GRC MISS PARIS 745D RR10355254

BCC MS ROCKY STREET 745W

Offered by George Reynolds Red Brangus & MBJ Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	CowWt	TI	FI
6.9	-0.2	9	23	7	12		0.19	0.08	0.05	0.016	0.54	0.97	10.12	1	1.79
BW		WW		YW		REA		Fat		IMF					
80 (101%)															



204C3



175Y



204M

FEATURE BULL



000K3

55 TRIO'S KLONDIKE 000K3

R10506392

PHN: 000K3

DOB: 1/10/22

Gen: 4

LAZY 3 STATESMAN 100S

SJCCTRIO'S CEO 175C5 RR10301591

TRIO'S WILDFIRE 175W

BWCC CRUISE 889Z28

MC MS CRUISE 000C34 R10306069

MC MS ROCK STAR 000X24

Offered by TRIO
Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
1.2	2.7	30	53	2	17	2.57	-0.06	0.23	0.11	0.019	2.62	1.82	10.11	2.23	2.5	
BW		WW		YW		REA		Fat		IMF						
79 (100%)		687 (100%)		1210 (100%)												

Black Red Gene Carrier Brangus are a valuable genetic tool for the entire breed. Both Red and Black gene pools offer traits and characteristics that our brothers and sisters of the other color can benefit from. For Red breeders, a Black Red Gene Carrier will statistically sire 75% red calves in your Red Brangus herd, bringing in the deep and accurate Black EPD database. For Black breeders, a Black Red Gene Carrier process you access to the tremendous phenotype of Red Brangus with interbreed heterosis and outcross of pedigrees.

Klondike 000K3 is a Black Red Gene Carrier that does all described above. Here is a bull with tremendous depth and capacity, fluid and solid in his structure with all of the dimensions that a purebred breeder would desire.

He is sired by **CEO 175C5**, the sire of power and performance with style, balance and quality. **CEO 175C5** is well known as the 2018 World Brangus Congress Grand Champion. More importantly, he is recognized around the Brangus World, from Argentina to South Africa, of the most elite and highest performing Red Brangus.

The dam of **Klondike** is **MC Ms Cruise 000C34**, the striking and stout data donor that resides at Tajo Ranch.

For a progressive-minded Red or Black breeder, **Klondike** is one of the most unique individuals to be offered this Fall.

Offering Full Possession and Semen Interest. TRIO will collect and retain 200 units. EPD Rankings Total Breed: Top 30% WW; Top 35% YW

Now in recognition of his red gene and comparison to the Red Brangus population...

EPD Rankings Red Brangus Non-Parent: Top 2% YW, Top 4% WW, REA; Top 10% IMF; Top 35% Total Maternal



000K2



175Y



000C34

TWO-YEAR-OLD BULLS



61J



MoneyMaker 186E



59H



59/E



19/M

56 MR MBJ - JM JUST IN TIME 61J

RR10517251

PHN: 61J

DOB: 9/2/21

OSPC

Gen: 4

MBJ RED CASH A/84Y

JM MONEYMAKER RR10353246

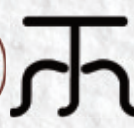
OB MSS BIG LEAF 186/14

MBJ YUCCA 428B

JM GUAPARRA RR10353206

BUFFALO'S MS HIGHLANDS 61B

Offered by MBJ Ranch & JM Breeders



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prq	Stay	CowWt	TI	FI
6.1	0.1	5	15	2	5	2.62	0.09	-0.08	-0.01	0	0.94	1.11	1.11	-2.7	0.35	2.74

BW	WW	YW	REA	Fat	IMF
75 (100%)	714 (100%)	1095 (100%)	16.05	0.19	4.26

Mr MBJ - JM Just In Time 61J is another bull we have been watching closely. He is easily noticed in the pen by his natural muscle, bone, power and long body, combining sharp profile and eye appeal. **Just In Time** is a son of **JM MoneyMaker**, a son of MBJ Cash 84A, which has been working really well with the 428 lines. MoneyMaker dam is out of the famous Tanque and the OB Miss Big Leaf 186/14. **MoneyMaker** is the sire of the high-selling young heifers in the First Edition of our Power of the Brands sale at \$17,500.

His dam is a daughter of MBJ Yucca 428B, who brings the style, elegance, and power of Yucatan with the maternal superiority of the 428 family. His maternal influence brings a twist that has not been seen blended with Yucatan. Buffalo's Miss Highlands 61B brings the sire power of Highway, Legacy Talento and Chief Cardinal.

Consistency and bull power are bred into **JM Just In Time 61J**.

EPD Rankings Red Brangus Non-Parent: Top 20% BW, CED, FAT

57 MR SENDERO HERZOG 59H

RR10466370

PHN: 59H

DOB: 9/29/20

Gen: 2

CX CHANGER 22/7

CX EXCALIBUR 19/M RR602809

MISS EXCALIBUR 819/1

CX LEGENDS DREAM 610/U1

CX MS LEGENDS DREAM 59/E RR10365174

CX MS HOME RUN 59/Y

Offered by Sendero Red Brangus



BRANGUS
GE-EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prq	Stay	CowWt	TI	FI
2	1.4	31	50	4	20	2.76	0	0.23	-0.04	0.006	1.93	1.29	14.2	1.91	2.02	

BW	WW	YW	REA	Fat	IMF
85 (100%)					

Sendero Brangus is recognized as a program that produces excellence. With a clear vision for the type of cattle he wants to raise, Gerardo Alanis has and continues to search all corners of the Brangus world for the cattle and bloodlines that will bring this ideal to reality.

Herzog 59H is a sire ready to enter a program and make an immediate impact. He comes to the Power of the Brands as an own son of the OB Ranch senior sire, **CX Excalibur 19/M**. **19/M's** legacy and influence is carried in many of the most elite and productive Red Brangus of the past, the present and the future. He is known as the sire of Statesman, Red Bull, Thorpe and Jack Daniels (Lot 53). His daughters are the leading dams and grandams in herds around the world.

Equally impressive in this pedigree is Herzog's dam, **CX Ms Legends Dream 59/E**. She has proven herself to be a donor of tremendous depth and dimension. In her show career, she amassed a long list of accolades that include Supreme Champion Female of the Texas Invitational, IBBA Show Female of the Year and three Reserve Grand Champion Titles at the Brangus Futurity, Western National and National Show of Merit.

Herzog is an individual with length, depth, performance and a high degree of structural integrity. EPD Rankings Red Brangus Non-Parent: Top 3% WW, YW; Top 5% REA; Top 15% TM

YEARLING BULLS

58 KWM MR SAVAGE YUCATAN

RR10498934 PHN: 90/5 DOB: 1/8/22 OSPC Gen: 2

TRIO'S SEQUOIA 112S

TRIO'S YUCATAN 175Y RR10191913

III MISS FANCY 175/4

BROKEN A REDSTONE 423R

BROKEN A ANGELINA 114W RR10145581

DOS XX'S MISS TEQUILA 1114/0

Offered by KM Red Brangus

KM RED BRANGUS



BRANGUS
GE-EPDS



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
4.2	0.7	11	25	4	10	3.39	0.12	0.07	0.09	0.01	1.35	1.18	4.63	1.08	2.29

BW	WW	YW	REA	Fat	IMF
88 (100%)					

As his name foretells, **Savage** is an own son of the empirical **TRIO'S Yucatan 175W**. **Yucatan** sons have gone on to be just as impactful to Red Brangus. Aristotle, Red Charlie, Cambridge, Camelot and Foundation are just a handful. **Savage 90/5**, as a paternal brother offers the same genetic opportunity.

Bred by the Mascheck Family, **Savage** is an embryo calf produced by their donor **BROKEN A Angelina 114W**. If you are following along in the catalog, this tremendous first-generation donor, is also the dam of the Mascheck's donor offering in Lot 50 KWM Miss Angelina 90/1, the IBBA National Grand Champion Cow/Calf Pair. Elite maternal excellence abounds here!

Red Brangus breeders have an opportunity here in **Savage** to create a tremendous family of proven paternal and maternal lines. This young stud portrays the elegant lines, extension, and stout structure of Yucatan, with the skeletal width and mass of his dam Angelina 114W.

EPD Rank Red Brangus Non-Parent: Top 15% IMF; Top 25% CEM; Top 30% REA; Top 35% FAT



59 IC REDFORD 237K

RR10500903 PHN: 237K DOB: 1/22/22 Gen: 3

TRIO'S YUCATAN 175Y

TRIO'S SJCC CAMELOT 428C3 RR10302500

SUREWAYS EASY GAMCO MS 428S2

CX PAYMAKER 307/M

CX MS PAYMAKER 237/Y RR10205268

BCC MS BOXCAR 237U2

Offered by
Irons Creek Ranch

IC

BRANGUS
GE-EPDS



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.9	0.4	13	24	8	15	3.64	0.15	0.07	0.02	0.008	1.82	1.41	19.57	0.93	2.01

BW	WW	YW	REA	Fat	IMF
74 (103%)	644 (103%)	980 (100%)			

Irons Creek Ranch, Steve and Vicki Mims are known for producing fertile, highly functional easy maintenance-type cattle that appeal to both the purebred and commercial producers. Purebred breeders come to them for quality replacement females while commercial cattlemen now count on their sires as low birth weight, high-performance herd sires.

From the top of their 2022 bull crop, **Redford** was a standout when we visited to make selections for the Power of the Brands. He is a highly attractive individual with added length from nose to tail, good, straight clean lines, and expressively muscled top and quarter. His sire, **TRIO'S SJCC Camelot 428C3** is as impressive of a Red Brangus sire as you will ever see and is quite dominant in the pastures of Iron Creek Farms. **Redford** possesses all of the positive qualities of **Camelot** that have his progeny so valuable and in demand. The dam of **Redford**, **237/Y**, brings together the CX and Buffaloe lines of Paymaker, Paymaster and Boxcar for added performance and maternal reliability.

EPD Rank Red Brangus Non-Parent: Top 30% BW; Top 20% CED; Top 25% REA; Top 35% MILK



237J - Full sister to 237K



175Y

YEARLING BULLS



60 MARVELS KING RINGO 322

RR10495377

PHN: 322

DOB: 2/1/2022

Gen: 4

LAZY 3 STATESMAN 100S

SJCC TRIO'S CEO 175C5 RR10301591

TRIO'S WILDFIRE 175W

LB MR JOHNNY RINGO 78Y5

LB MS. JOHNNY RINGO 78E6 RR10394732

LB SOUTHERN GRACE 78Y6

Offered by Marvel Farms



BRANGUS
GE-EPDS

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
0.3	2.2	22	44	3	15	2.43	0.38	0.02	-0.01	0.001	1.73	0.52	5.94	1.47	1.56

BW	WW	YW	REA	Fat	IMF
----	----	----	-----	-----	-----

97 (106%)

The Marvels are long time Red Brangus breeders from Florida. Their passion for the cattle and dedication to our breed runs deep. For years, they have been incorporating TRIO and MBJ genetics through the use of A.I. and purchasing sires, females and embryos that carry our lines. This combination with their foundation genetics, developed in a region for which Red Brangus are best suited, has resulted in the next generations of Marvel Farms cattle that everyone in the breed should study and appreciate.

King Ringo is a heavy boned, structurally sound bull with an easy, fluid stride. He is long and deep sided, clean in his overall design with extension and quality through his front. This impressive individual has a heritage steeped in paternal performance and maternal excellence with a few champion parents along the way. **King Ringo** comes to the Power of the Brands as son of the global powerhouse, **CEO 175C5**. His dam, **78E6**, is Red Brangus produced from two Black parents, bringing in a new dimension to the Red Brangus gene pool. She is described as having one the best udders of any Brangus female in any herd anywhere. A trait that is seen in all of the females of this line.

King Ringo has a brilliant dark red cherry hide. He is halter broke and gentle. Truly a marquis semen sire and senior herd sire. His genetic profile highlights top ranked traits for growth, fertility and carcass merit.

EPD Rankings Red Brangus Non-Parent: Top 10% YW; Top 15% WW; Top 20% SC; Top 30% FAT

Marvel Farms is offering 100% possession and 75% semen interest. Marvel Farms is retaining 25% semen interest.

61 BDR RESERVOIR 303K4

RR10521466

PHN: 303K4

DOB: 2/21/22

DDF OHF

Gen: 1

CX HOME RUN 135/P

CX TANQUE 23/T RR10105443

CX MS PM JACKIE 23/P

BWCC EL PATRON 777A13

BDR ROSEMARY 303D UR10338288

BDR ROSEMARY 303Y

Offered by Big D Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
3	1.5	31	76	10	26	3.06	0.33	0.42	0.17	0.034	-0.57	1.23	3.56	3.66	2.74

BW	WW	YW	REA	Fat	IMF
----	----	----	-----	-----	-----

85 (100%) 751 (100%) 1439 (100%) 15.08 (100%) 0.34 (100%) 4.56 (100%)

Big D Ranch is an established Brangus breeder in Arkansas known as a program that focuses on all of the traits that the beef industry looks to Brangus to provide – reproductivity and efficiency in the pasture, performance in the feedlot and quality on the rail. In their generations of breeding, they have identified lines of Red gene carriers in their pedigrees. They selected **Tanque 23/T** as the Red Brangus to bring their Red lines into the mainstream.

Big D and Power of the Brands are excited to offer **BDR Reservoir 303K4** to our fellow breeders. One will admire the stoutness and completeness of this complete package. He offers tremendous dimension from every view, set in a very correct and sound design. For Red Brangus breeders seeking a sire that can bend the genetic profile of your herd in the upward direction, **Reservoir** may be the most powerful here. In an industry that is justly focused on carcass merit, **Reservoir** has the highest rankings of a Red Brangus bull that will be offered this Fall. He combines these with growth and fertility.

Tanque is well known as a sire of powerful and elite cattle. The dam of **Reservoir** is certainly an equal contributor to this powerhouse. **Rosemary 303D** is a second-generation Ultra Red who is tremendously deep and bold spring, wide-based in her skeletal design and an obvious champion when it comes to passing along her finest traits to her offspring.

Reservoir offers a broad future of possibilities as a senior herd sire and marquis semen sire. This is a bull to study and be ready to seize the opportunity on sale day.

EPD Rankings Red Brangus Non-Parent: Top 1% YW, REA; Top 2% IMF; Top 3% WW, TM; Top 15% MILK; Top 25% SC

62 MR MARY A MAN KIND

RR10529932 PHN: 317J8 DOB: 11/16/21 OSPC Gen: 5

OB RED CHARLIE 204C3

MR MBJ GUAP0 124G2 RR10423047

MS FAGAN RIVER RANCH 124X

MR OB 409/13

MS MARY A 317G2 RR10462745

MS MARY A 317Y

Offered by Mary A Ranch



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow	Wt	TI	FI
6.0	0.4	18	33	6	15	3.7	0.16	0.04	0.03	0.011	0.77	1.20	8.94				

BW	WW	YW	REA	Fat	IMF
76 (80%)	604	865			

Man Kind 26J8 is a bull that we have always appreciated his power, depth, bone, heavy muscle, short hair, and functional skeletal and structural design.

His sire **Mr MBJ Guapo 124G2** has proven to be a powerhouse sire for Mary A and in the MBJ Performance herd. He is a son of the renowned MBJ Red Charlie 204C3, bringing excellence in Red Brangus on all levels of his pedigree. From a pedigree perspective, Charlie as sire brings together the forever influential Yucatan and 204M.

The dam of **Man Kind** goes back to many renowned sires of the breed like CX 19/MI and BCC Box Car. Longevity and reproductive efficiency are in the DNA of this female, highly heritable traits that one wants in a herd sire. Here is a young herd sire prospect that is walking proof of the benefits of stacking generations of the most productive traits and ideal parents can produce.



63 IC OSCAR 2UK2

RR10500916 PHN: 2UK2 DOB: 5/5/22 Gen: 4

TK HIGHWAY 9015

TK EXPRESSWAY 297C2 RR10298139

SUREWAY'S MS MAGNUM 297L

TRIO'S SJCC CAMELOT 428C3

IC GYPSY RED 2U/F RR10389303

GM MS 2U / Y

Offered by
Irons Creek Ranch

IC

BRANGUS
GE-EPDS



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow	Wt	TI	FI
4.7	0.9	18	30	7	16	3.73	0.14	0	0	0.008	0.7	0.3	8.72	1.03	1.11		

BW	WW	YW	REA	Fat	IMF
71 (99%)	680 (97%)	1018 (100%)			

A year ago, when Marcos and Allen were visiting with Vicki and Steve about their offerings in the Third Edition, they proudly showed us this calf, **Oscar 2UK2**, and asked what we thought. He was an overwhelming youngster, tremendously expressive, stout structure with a rugged herd sire appearance already. We told them they have a semen sire on their hands. Plus, as a son of **Expressway**, he already has added value and genetic potential.

A year later, when we went to visit for the Fourth Edition of the Power of the Brands, we were blown away again by the power, dimension and balance that **Oscar** has developed with. After some discussion, they decided they want to always offer their absolute best and are bringing him to Wharton on September 9th.

Oscar is a true beef bull and an impressive member of this deep class of bulls offered this year. **TK Expressway 297C2** has earned the admiration of Red Brangus breeders due to the consistency and quality of his progenies in the MBJ and Triangle K programs. He is the sire of Fit Man 225F2, the 2021 IBBA Reserve National Grand Champion, and sire of some of the most exciting new generation Red Brangus at MBJ.

The dam of **Oscar**, **IC Gypsy Red 2U/F**, is a daughter of the IC senior herd sire Camelot 428C3, which has put his stamp of phenotype and quality on the IC brand. She brings Yucatan, 428S2 and Home Run into the pedigree of Oscar.

Oscar is one of the highlights of the 2023 sale season. He offers vast opportunities as a herd sire and potential high-value semen sire. **EPD Rank Red Brangus Non-Parent: Top 15% CEM; Top 30% WW; Top 35% TM;**



Offering 100% Possession and 50% Semen Interest. Irons Creek Ranch retains 50% Semen Interest.

YEARLING BULLS



916K2



225F2



39K



297C2

64 UR FIT MANS MEGATRON 916K2

RR10500233

PHN: 916K2

DOB: 6/2/22

OSPC

Gen: 4

TK EXPRESSWAY 297C2

TK FIT MAN 225F2 RR10405048

MISS TK VOLARE 225D

DIAMOND K'S RENDEZVOUS 317C3

DDD DIAMOND NICKI 916F RR10412795

MSS OB DOMINIKA 916D-580/16

Offered by Union Ranch



CEB	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg			
5	0.8	25	41	8	21		0.38	0.05	0.04	0.016	0.8	0.5	7.69	1.71	1.33
BW		WW		YW		REA		Fat		IMF					
62 (90%)		523 (107%)		807 (102%)		11.09 (100%)		0.166 (100%)		4.14 (100%)					

We welcome Union Ranch, Dennis and Teresa Davis, to the Power of the Brands as guest consignors. Dennis has been selecting cattle, sires and genetics from MBJ and TRIO for several years as he crafts the Union Ranch genetic program. In this herd sire offering, **Megatron**, offers a powerhouse-packed pedigree and one of the most balanced EPD profiles of the top ranked traits in this Fourth Edition event. **Megatron** is sired by the rising breed star **Fit Man 225F2**. **Fit Man** (Semen offered as Lot 2 in our online sale) was the 2021 IBBA Reserve National Grand Champion. He is the sire of featured females, Lot 1 Miss MBJ Jackie 236J and Lot 7 JLG Lucy 225J, making **Megatron** a paternal brother to these exciting females.

On his maternal side, his gene pool deepens extending to the 916 family acquired by Douget Diamond D in the historic OB Ranch dispersal. They then mated her to **Megatron**, the Yucatan and 317 son produced by Diamond K Ranch, to bring this pedigree forward. This combination of proven performance and elite phenotypes makes **Megatron** a young sire to study.

One must appreciate **Megatron** for his balance, smooth design and symmetry. He displays great shape and dimension. He is a herd improver in all dimensions.

EPD Rank Red Brangus Non-Parent: Top 10% WW, YW, Total Maternal; Top 20% SC; Top 25% MILK; Top 30% IMF, FAT; Top 35% CED

65 TR OBI WAN EXPRESSWAY 39K

RR10516527

PHN: 39K

DOB: 7/26/22

Gen: 4

TK HIGHWAY 901S

TK EXPRESSWAY 297C2 RR10298139

SUREWAY'S MS MAGNUM 297L

TR MR RED BRICK 74R2

MS OB DARA 185D3 - 614/16 RR10340238

MISS FAGAN 185U

Offered by Takacs Ranch
Red Brangus



CEB	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr			
4.2	0.9	7	20	3	7	2.38	0.22	0	-0.04	0.007	1.11	0.28	6.24	0.45
				</										

Joe and Sue of Takacs Ranch Red Brangus are quick students of Red Brangus observing and asking all the right questions about management, herd health, reproduction and pedigrees. We are excited to welcome Joe and Sue to the Fourth Edition of the Power of the Brands. Their offering is a most exciting yearling herd sire prospect. Just because he is the youngest in this high-quality class of bulls in the Fourth Edition, one should not overlook this stout individual that has a presence that commands attention.

Obi Wan is yet another elite son of **Expressway 297C2** his prowess as a sire of impressive and impactful bulls is being proven time and time again. His maternal line of the 185 family is the same as the striking Lot 13 female from Tajo Ranch where their dams are half-sisters sharing the Miss Fagan 185U donor. This speaks volumes to the importance of strong maternal families and their influence across the breed.

Obi Wan is an upheaded individual with a wide skeletal design, packed with muscle across his top, a square and thick hip structure that extends down to a bulging stifle. He is big-footed, solid boned and super sound. He is the type of yearling bull that will continue to improve and impress every day of his life. If you are looking to acquire a bull with the phenotype that will convince your neighbors and clients to invest in Red Brangus, here he is.

EPD Rank Red Brangus Non-Parent: Top 25% FAT

“Don’t dream about success; get up and work for it.” Dean Graziosi

*We are continuously thinking, brainstorming and listening for ways to enhance our future sales and events. The planning for this Fourth Edition began the day after our sale last year. A major addition to 2023 is the launch of our **Power of the Brands Online Sale**. This is where the majority of our sires will be offered for the final time this year. We are doing this to improve your sale day experience and allow you time to consider sires after having seen their progeny and the value that they can create.*

*It is only through our **Power of the Brands Online Sale** that these sires will be available until our Red Carpet Frozen Genetics Sale next March. Also offered in the Online Sale will be additional high-value flushes and embryos. All of these offerings are included here in the second half of our catalog. **The Online Sale will open Saturday evening at the conclusion of the Live Sale and extend through Wednesday, September 13th at 7 p.m. This will be held on DVAuction.com.***

*Please feel free to visit with us about any of the offerings in the **Online Sale**. We believe in these individuals and matings and want you to have a high degree of confidence as you invest in your own genetic programs. Always keep in mind that cattle produced by MBJ and TRIO sires or produced from flushes and embryos purchased in the Power of the Brands sale are eligible for nomination to our future events.*

*Another significant addition is the introduction of our **Power of the Brands Loyalty Incentive Program**. We value the support of our clients and friends more than you know. In recognition of this, a five percent (5%) discount is being offered for purchases in the **Online Sale** to buyers of the elite flushes offered in the Live Sale, and, if you place a bid on Saturday evening through Sunday. This Loyalty Incentive Discount applies to all semen, flushes and embryos offered in the Online Sale.*

POWER OF THE BRANDS LOYALTY INCENTIVE PROGRAM

The **POWER OF THE BRANDS** is appreciative of our clients and friends who believe in our genetic programs and we are honored by your loyalty and support. In recognition of your confidence, we are adding two loyalty incentives for your consideration.

5% DISCOUNT ON ONLINE SALE PURCHASES - SEMEN, EMBRYOS AND FLUSHES

Flush Sale Winning Buyers – Buyers of flushes in both the live and online sales will receive a **5% discount** on semen from sires offered in the Power of the Brands online sale.

Early Online Bidder – The Power of the Brands Online Sale will begin immediately after the Live Sale. Registered bidders who bid on any online offering on Saturday night through Sunday will receive a **5% discount** on their purchase if they are the winning bidder at the close of the online sale on Wednesday evening. *The loyalty incentive is offered for any semen, flush, or embryo lot offered in the Power of the Brands Online Sale.*



1 TRIO'S ARISTOTLE 175A

RR10253367 PHN: 175A DOB: 9/13/2013 OSC M1F Gen: 3

TRIO'S SEQUOIA 112S
TRIO'S YUCATAN 175Y RR10191913
III MISS FANCY 175/4
CX TANQUE 23/T
TRIO'S YELENA 175Y3 RR10201331
III MISS FANCY 175/4

Offered by TRIO
Cattle & Genetics



175A

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
3.5	1.5	17	35	4	12	4.13	0.04	0.1	0.09	0.007	0.45	1.2	3.81	1.46	2.48	
BW		WW		YW		REA		Fat		IMF						
702 (100%)		913 (97%)														

TRIO'S Aristotle 175A was born into royalty. When both of his parents were named National Grand Champions in 2013, he was in utero. He is the picture-perfect blend of his sire **Yucatan 175Y** and dam **Yelena 175Y3**, the powerful and highly maternal daughter of Tanque 23/T and Fancy 175/4.

From the moment he first stood up and stretched, we knew he would be a special individual and he surpassed all expectations. He was a strikingly handsome young bull, being named the 2015 IBBA National Reserve Grand Champion. As he entered the production of his life, his true genetic merit began to show through. His notable progeny include: MCC Ellie May 72E from Maxwell Cattle Co. the 2018 World Brangus Congress Grand Champion Female and two-time National Grand Champion; 5M Double Barrel 214D bred by 5M Farms, a many times champion bull and most recently his son MCC Hot Shot 72H was named the 2022 IBBA National Grand Champion. **Selling 5 Lots of 2.**



72E

2 TK FIT MAN 225F2

RR10405048 PHN: 225F2 DOB: 11/28/2018 Gen: 3

TK HIGHWAY 901S
TK EXPRESSWAY 297C2 RR10298139
SUREWAY'S MS MAGNUM 297L
TK VOLARE 590Z
MISS TK VOLARE 225D R10315585
MISS TK TEN 225W2

Offered by MBI Ranch
& Triple F Genetics



225F2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
2.7	1.3	29	47	13	27	3.57	0.43	0.05	0.11	0.016	-0.23	-0.28	12.93	2.13	0.25	
BW	WW	YW	REA	Fat	IMF											
82 (104%)	656 (111%)	1015 (108%)	11.51 (104%)	0.26 (125%)	4.05 (114%)											

TK Fit Man 225F2 is the 2021 IBBA National Reserve Grand Champion Red Brangus Bull. Exciting and powerful, he is destined to positively impact the focus on Red Brangus carcass quality. **Fit Man** offers innovative genetics in an attractive package to enhance carcass quality, merit, adaptability, and profitability. **Fit Man** is also an absolute powerhouse in terms of the meat and muscle he has from nose to tail. He is sired by **TK Expressway 297C2**, a tremendous son of TK Highway 901S, who is one of the best sons of Sureway's Rocky out of the phenomenal 901 cow family. **Expressway** also goes back to 297L, one of the most dominant producing females in the TK herd. His maternal lines go to the unparalleled 225 bloodline, TK Red Jacket, Talento and Brinks BS 607L11 30T43. 304T43 is remembered as the sire bull with a 10.3 IMF, the highest ever in the Brangus breed. **Selling 3 Lots of 5.**



297C2

3 MCR TURBO 600/9

RR10407387 PHN: 600/9 DOB: 9/15/2018 Gen: 2

DOS XX'S PRIME TIME
DOS XX'S PRIME TIME'S T-N-T RR10303970
DOS XX'S STRETCH'S JEWEL
MARVEL'S RED GATOR 2/6
MISS McDONALD 338/5 RR10294519
MISS McDONALD 76/5

Offered by McDonald Ranches
& TRIO Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
-0.2	2.5	7	23	1	5	2.38	0.01	0.27	-0.06	0.003	2.15	1.34	5.9	0.5	2.43	
BW	WW	YW	REA	Fat	IMF											
84 (100%)	722 (100%)	1008 (100%)	17.57 (100%)	0.13 (100%)	1.01 (100%)											

Turbo 600/9 has not only met our expectations but is exceeding them as calves have begun to develop. He offers tremendous shape of muscle, length, and extension in a performance-oriented, moderate frame. The structure in his calves is big and bold. He has established himself as one of the up-and-coming sire prospects with breeders taking notice of him. TRIO's Kruger 175K4, the lead-off bull in the Power of the Brands, is a prime specimen of the power and quality Turbo sires. Cattlemen and showmen from across the breed are elated by his calves and experience winning results. In his own career, **Turbo** received the Grand Champion slap at the 2021 Cattlemen's Congress and 2020 IBBA Texas Invitational and then as Reserve Supreme Bull. He has also received the nod as the Reserve Grand Champion at the Brangus Futurity and National Show of Merit. **Turbo's** dam is the picturesque McDonald herd matron **Miss McDonald 338/5**, a daughter of Marvel's Red Gator 2/6. **Turbo** is sired by the powerful Dos XX's sire, **T-N-T**, the Reserve Grand Champion of the 2018 World Brangus Congress. **Selling 5 Lots of 5.**



600/9



175K

4 MR MBJ FIREMAN 266F

RR10392147

PHN: 266F

DOB: 2/6/2018

Gen: 3

CX HOME RUN 135/P

CX TANQUE 23/T RR10105443

CX MS PM JACKIE 23/P

SUREWAYS LEGACY MR 060S

MBJ LEGACY FORTUNE 266XY RR10313438

SUREWAY'S SUREOAK MS 266F

Offered by MBJ Ranch



BRANGUS
GE-EPDS



266F

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prq	Stay	Cow Wt	TI	FI
4.3	0.6	20	33	6	16	3.61	0.45	0	-0.06	0.012	-1.51	0.65	11.95	1.03	1.57	

BW	WW	YW	REA	Fat	IMF
75 (96%)	767 (113%)	1280 (100%)			

MBJ Fireman 266F is one of the most exciting herd sires we have ever raised. He is an absolute powerhouse in terms of body, mass, muscularity, and structural quality. **Fireman** is a son of the powerful and renowned **CX Tanque 23/T**, mated perfectly to **MBJ Legacy Fortune 266XY**. His dam **266XY** is out of Legacy 060S and the Powerline 266 cow family gives an added boost to maternal genetics. **266XY** is also the dam of MBJ Braxton 266B, a headline sire for Genex Beef. **Fireman's** explosiveness of muscle, rib shape and movement make him a valued individual. **Selling 3 Lots of 3.**



266XY

5 MBJ JM TRIO'S HAVANA 7H

RR10447381

PHN: 7H

DOB: 1/15/2020

Gen: 4

TR MR RED BRICK 74R2

MBJ YUCCA 428B RR10275339

MISS FAGAN 428W

TK HIGHLANDS 101X6

BUFFALO'S MS HIGHLANDS 7B4 RR10264416

BCC MS WILMA BUFFALO 7U

Offered by MBJ Ranch
& TRIO Cattle & Genetics



BRANGUS
GE-EPDS



7H

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prq	Stay	Cow Wt	TI	FI
9.5	-1.5	3	16	2	4	2.65	0.22	0	0.05	0.006	0.35	0.77	0.04	0.73	2.1	

BW	WW	YW	REA	Fat	IMF
70 (94%)	718 (100%)	1193 (100%)	12.23 (100%)	0.18 (100%)	3.39 (100%)

Havana 7H is a truly exceptional individual who will be impacting herds across the Red Brangus world. He is now the senior herd sire at M Bar M and has been through his first breeding service there with tremendous calves on the ground. Tom and Mary Moore added **Havana** as a strategic addition to their herd sire battery. MBJ and TRIO retained the semen rights to him as we believe in the opportunity and future of **Havana**.

Since he was a calf, **Havana** kept a consistent course of development with performance, a majestic head-turning style and tremendous dimension from every angle. His paternal influence is led by **Yucca 428B** who brings the National Championship influence of TR Mr Red Brick 74R2. **Yucca's** maternal lineage is the proven excellence of the 428 family. **Havana's** maternal influence brings a punch of the foundation line of **Buffalo's Miss Highlands 7B4** who brings the sire power of Highway, Talento and Chief Cardinal. For added maternal emphasis, be sure and look at his full sister JM Mencha 7E, Lot 66 in the Power of the Brands Fourth Edition.

In his show career, **Havana** was always a contender, leading his division. His awards included Junior Calf Champion at the 2020 IBBA National Show of Merit, Reserve Junior Calf Champion at the 2021 IBBA National Show, Reserve Junior Calf Champion at the 2021 IBBA Texas Invitational and Junior Champion at the 2022 San Antonio Livestock Show.

His phenotypic growth metrics speak volumes with an Adjusted WW of 718 from his BW of 70, talk about a growth spread. His adjusted YW of 1193, shows the ability to continue the growth curve. With his exceptional structural correctness and elements of quality, **Havana's** genotypic profile reveals a sire that can be used confidently across a program. **Selling 5 Lots of 5.**



7B4



6 MBJ YUCCA 428B

RR10275339

PHN: 428B

DOB: 3/14/2014

Gen: 3

M&M PROTOTYPE 2400

TR MR RED BRICK 74R2 RR10030418

MS DOGWOOD CREEK 74/8

SUREWAYS MR GEORGIA BOY 799P

MISS FAGAN 428W RR10211192

SUREWAYS EASY GAMCO MS 428S2

Offered by MBJ Ranch



BRANGUS
GE-EPDS



428B

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.9	-0.1	-1	11	0	-1	2.13	0.07	0	0.1	0.008	1.77	1.33	0.72	0.42	2.56

BW	WW	YW	REA	Fat	IMF
75 (99%)	721 (97%)				

Yucca's progeny has captured the attention of the Red Brangus world and has put him on the fast track to stardom. They are stunners with show quality presence and genetics— extra-long, deep-bodied and stout-hipped with all the power, performance, and presence you can put in one package. **Yucca** is the sire of Ms MBJ-JM Gata 236G, the 2022 Champion of the World USA Red Brangus Qualifier. **Yucca** is the sire Havana 7H, the eye-popping herd sire for M Bar M and semen sire for MBJ and TRIO. **MBJ Yucca 428B** is a son of the National Grand Champion **TR Mr Red Brick 74R2**. **MBJ Yucca's dam, 428W** is one of the elite donors of MBJ Ranch out of the 428 line and is a daughter of the recognized donor Sureway's Easy 428S2. "In my opinion, **Yucca** is one of the best young sires in the Red Brangus breed to produce calves that perform in the pasture and rise to the top in the show ring," Marcos Borges. While an obvious sire of growth and performance, his numbers indicate that he is a breed leader in calving ease and birth weight. **Selling 3 Lots of 5.**



428W

7 5M DOUBLE BARREL 214D

RR10331036

PHN: 214/16

DOB: 5/1/2016 OSC

Gen: 4

TRIO'S YUCATAN 175Y

TRIO'S ARISTOTLE 175A RR10253367

TRIO'S YELENIA 175Y3

MR PB RED BILL 521/09 W

OB MSS OLIVIA 214/14 RR10271693

MS PB POWERMAN 640/10

Offered by 5M Farms



BRANGUS
GE-EPDS



214D

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
2.7	1.9	18	38	3	12	3.72	0.04	0.19	0.01	0.011	1.16	1.2	5.01	1.41	2.26

BW	WW	YW	REA	Fat	IMF
92 (108%)					

5M Double Barrel 214D is the perfect blend of TRIO and MBJ genetics. His dam, **OB Miss Olivia 214/14** was the IRBBA Scholarship Donation heifer and won by junior cattleman Jesse Mason of Justin, Texas. She was donated by Marcos Borges and OB Ranch. Jesse and **Double Barrel** were formidable competitors for three years, **Double Barrel** was Grand Champion at the 2019 Fort Worth Open Brangus Show, 2018 and 2017 National Show of Merit, Grand Champion and Reserve Grand Champion at the 2017 and 2018 Brangus Futurity. He is sired by **TRIO's Aristotle 175A**, offered in Lot 1. His dam, **Olivia 214/15** was a Red Bull daughter. She was a moderate, highly capacious, cleanly designed individual with strong maternal traits. She is also the dam of 5M Miss Olivia 214F2, sired by Yucatan 175Y, who was the 2020 IBBA Reserve National Grand Champion and Grand Champion Female at the 2019 Western National for Kayce Lopez of Justin. For breeders looking for a fresh idea, **Double Barrel** has much to offer - power, dimension, structural integrity and a modern Red Brangus phenotype with the air of champion. **Selling 5 Lots of 5.**

8 CLVR MBJ HULK EMPIRE 99H3

R10437921

PHN: 99H3

DOB: 3/22/2020

Gen: 5

TJM THREE D 302A

DMR EMPIRE 795D12 R10323531

MS DMR JETHRO 795Y2

NEW VISION OF SALACOA 209Y2

CLVR MS NEW VISION 99A6 R10251458

101 MS PATTON 99X9

Offered by MBJ Ranch



BRANGUS
GE-EPDS



99H3

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
2.9	1.3	35	52	3	20	2.58	0.58	0.37	-0.05	0.008	8.76	1.31	-5.01	2.06	2.38

BW	WW	YW	REA	Fat	IMF
91 (110%)	489 (100%)	774 (100%)			

Hulk is an absolute powerhouse in terms of meat and muscle from nose to tail. Furthermore, he is huge-boned, ribbed and stout-made, with a lot of muscularity. A guaranteed breed changer, Hulk's sire is by the tremendous **DMR Empire 795D12** and is now one of our most proven and predictable herd sires of the Brangus breed. He is a son of the legendary Three D and out of the \$29,000 Ms DMR Jethro 795Y2. **Empire** is also the sire of the \$40,000 DMR Investment 535F40. **Empire** is producing some of the most uniform calves in the breed that are moderately framed, and stoutly made. His daughters are coming into production and have a perfect udder design and are easy fleshing. The dam of **Hulk** is a maternal powerline cow that gives an added boost to maternal genetics. His dam **CLVR Ms New Vision 99A6** is a daughter of the renowned New Vision of Salacoa 209Y2 and the great 99X9 donor out 99P52. She and her maternal sibs have generated over \$200,000 in progeny sales earnings for Clover Ranch. **Selling 5 Lots of 5.**



99A6

9 CX TANQUE 23/T

RR10105443

PHN: 23/T

DOB: 5/16/2007

Gen: 3

CX CHIEF ADVANTAGE 143/L

CX HOME RUN 135/P RR603694

MS HS 135F/K

CX POWERMAN 307/H

CX MS PM JACKIE 23/P RR603434

CX JACKIE 23/H

Offered by MBJ Ranch
& TRIO Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr				
3.8	0.8	17	32	3	11	3.93	0.16	0.16	-0.04	0.018	-3.69	0.56	5.99	1.03	1.66

BW	WW	YW	REA	Fat	IMF
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82 (106%)

1118 (119%)

Tanque 23/T has done what a breeder of registered seedstock should expect from a truly remarkable herd sire. . . he has out-produced himself time and time again. Tanque was a strategic acquisition by TRIO and MBJ to incorporate the influence of **CX Home Run 135P** into our genetic programs. We believed that he would positively complement our marquis maternal lines. The need for a bull of his powerful genotype became evident in discussions with acclaimed Argentinian breeders Carlos Ojea and Pedro Borgatello who first exported him. Once **Tanque** progeny began to hit the ground, the response was overwhelming. **Tanque** has sired National Champions in at least five countries: U.S.A., Mexico, Argentina, Brazil and Paraguay. For TRIO and MBJ his influence extends beyond the words that can be written here. He has sired two IBBA National Grand Champion females in TRIO's Yelena 175Y3 and TRIO's Alana 175A3 and a host of other herd matrons. The heir to his legacy will be TRIO's ER Cortez 175C6 who is writing his own book with progeny recorded in Argentina, Paraguay, Australia, Mexico and the U.S.A. **Selling 5 Lots of 5.**



23/T



175Y3

10 MBJ RED CASH A/84Y

RR10260394

PHN: A/84Y

DOB: 6/12/2013 M1F

Gen: 4

SUREWAY'S TALENT 090N

MR PB EXTRA TALENT 971/10 RR10173603

CX MS PAYLOAD 112/S

TR MR RED BRICK 74R2

MS TRANCH 84Y RR10187395

CX MS EXCALIBUR 84/P

Offered by MBJ Ranch
& TRIO Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr				
3.1	1.2	-2	4	2	1	1.52	-0.14	-0.27	-0.19	-0.01	0.83	1.48	8.67	-0.8	2.9

BW	WW	YW	REA	Fat	IMF
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90 (107%)

639 (100%)

1204 (128%)

Red Cash A/84Y is a heavy-muscled, high-volume sire with an extra length of body and extension that adds value. He is a son of **Mr PB Extra Talent 971/10** and the proven, predictable multi-generational 84 cow family. **Red Cash** is a proven foundation of Red Brangus genetics with optimum breed characteristics for tropical climates, a slick coat and proper sheath design. **Red Cash** daughters are highly maternal and efficient in their maintenance and production. His sons have become National Champions in Mexico and premier herd sires, including JM Money-maker for JM Breeders. **Selling 5 Lots of 5.**



A/84Y



971/10

11 TRIO'S BALCO CORONEL 175C2

RR10302498

PHN: 175C2

DOB: 2/16/2015 OSC

Gen: 2

MR R48 CENTER RANCH 212/K5

TRIO'S SEQUOIA 112S RR10058451

DOS XX'S MISS MARIA 112/2

III RED TOP 482/1

III MISS FANCY 175/4 RR122851

MISS IVEY 0175

Offered by MBJ Ranch
& TRIO Cattle & Genetics



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr				
6.3	-0.1	19	35	6	16	3.42	-0.07	-0.04	0.24	0.002	1.88	1.45	2.28	1.95	2.88

BW	WW	YW	REA	Fat	IMF
----	----	----	-----	-----	-----

1166 (124%)

15.19 (138%)

0.14 (67%)

3.67 (103%)

Coronel is a member of one of the most proven and revered Red Brangus families. The 175 family is renowned for their distinctive elements of quality and winning style. **Coronel** is a big-footed, timber-boned individual with a highly expressive muscle pattern. His extended skeletal design is square and level. **Coronel** calves are born light and easy, then take off with a high-performance growth curve. **Coronel** is a full brother to two IBBA National Grand Champions—TRIO Yucatan 175Y in 2013 and TRIO's Wildfire 175W in 2009 and 2010. The parents of this trio of siblings are the 175 family matron and national champion **Fancy 175/4** and TRIO foundation sire **Sequoia 112S**. **Coronel** daughters are retained and sought after for their highly feminine appearance, capacity and udder quality. His sons are bold and powerful. **Coronel** is a sire for heifers, and a sire to inject quality, style and balance into a herd. **Selling 5 Lots of 5.**



175C2



Son 77G

12 MBJ FAGAN DAKOTA 201D8

RR10326501 PHN: 201D8 DOB: 3/27/2016 Gen: 4

CX CHIEF ADVANTAGE 143/L

TJR RED DYNASTY 198/A RR10246901

CX MS EXCALIBURS POWER 198/P

TK KLASSIC 590K2

MISS TK KLASSIC 201T2 RR10083872

MISS TK CARDINAL 201L

Offered by MBJ Ranch



BRANGUS
GE-EPDS



201D8

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
5.5	0.5	13	26	-2	4	3.77	0	-0.21	-0.08	0.004	-1.28	0.64	-2.34	0.46	2.1

BW	WW	YW	REA	Fat	IMF
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71 (96%) 675 (110%) 1015 (107%)

Dakota presents a commanding phenotype that is the result of the proven mating of one the best MBJ and Fagan donors 201T2 and the IBBA National Champion **TJR Red Dynasty 198/A**. Breeders will appreciate **Dakota** for his power, depth, bone, heavy muscle, short hair, functional skeleton and structural design. **Dakota** was the Senior Division Champion at both the IBBA National Show and the San Antonio Livestock Show. His maternal sister MBJ Brazil 201X is one of the leading MBJ Ranch donors and a show champion herself. **Dakota** has proven himself a sire of powerful herd bulls and elite cattle. His inherent genetic advantages are the result of our rigorous selection for cattle that perform with power, carcass quality and adaptability. **Selling 5 Lots of 5.**



201T2

13 MBJ CONAN 768C

RR10308906 PHN: 768C DOB: 4/15/2015 OSF Gen: 3

R2 EXTRA STYLE 880P

MR -C- PRINCE 30W RR10176365

MISS-C- MAGIC'S PRINCESS 30T

TR MR RED BRICK 74R2

MS TRANCH 768SW RR10166826

MS TR 768/6

Offered by MBJ Ranch



BRANGUS
GE-EPDS



CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
5.4	0.3	11	30	9	15	2.31	0.09	0.08	0.02	0.011	3.65	1.65	1.97	1.21	2.91

BW	WW	YW	REA	Fat	IMF
----	----	----	-----	-----	-----

90 (94%) 1212 (129%)

The tremendous **MBJ Conan 768C** is proof of how generations of quality, performance and pedigree beget the next generation of higher quality, performance, and pedigree. **MBJ Conan** is the sire of many popular breed changers such GR MBJ Houston 424H, GR George 101, MBJ GR Gaya 204G2 the Houston Junior Heifer Calf Champion and many outstanding individuals. Now, he has advanced to one of the most highly regarded sires currently being used. He is making a difference and transmitting power like no other sire in the breed. **Conan 768C's** own parentage begins with the IBBA National Grand Champion -C- **Prince 30W** whose show career also included Grand Champion banners at the Brangus Futurity, State Fair of Texas and Rio Grande Valley Livestock Shows. **Conan's** dam, **Ms Tranch 768SW** is an MBJ donor that is a daughter of the Houston National Champion TR Mr Red Brick 74R2 combined with the R2 Ranch powerful cow Ms Excel 768P. If you're searching for a safe bet tie in here! **Selling 3 Lots of 5.**



30W

14 MR MBJ HERO 225H2

RR10445996 PHN: 225H2 DOB: 4/23/2020 Gen: 5

TJR RED DYNASTY 198/A

MBJ FAGAN DAKOTA 201D8 RR10326501

MISS TK KLASSIC 201T2

MR PB EXTRA TALENT 971/10

MS MBJ LILY 225C2 RR10309534

MISS TK VALERO 225X

Offered by MBJ Ranch



BRANGUS
GE-EPDS



225H2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
5.4	-0.1	9	21	3	8	3.59	0.13	-0.19	-0.04	0.003	-0.34	0.87	-0.45	0.47	2.41

BW	WW	YW	REA	Fat	IMF
----	----	----	-----	-----	-----

77 (97%) 805 (100%) 1196 (100%) 13.01 (100%) 0.31 (100%) 4.09 (100%)

Meet **MBJ Hero 225H2**, the Junior Calf Champion at the prestigious 2021 IBBA National Show. This remarkable Brangus semen sire is the son of two highly respected icons in our breed. His dam **MBJ Lily 225C2** is the most renowned donor of the MBJ's program, with two flushes being sold for an impressive \$35,900 at our 2023 POB Sale. **Lily**, the dam of **MBJ Hero 225H2**, is no stranger to success either. She was crowned the 2019 IBBA National Grand Champion Cow/Calf Pair and the 2017 Grand Champion of San Antonio Livestock IBBA Standard of Excellence Show. **Selling 5 Lots of 5.**



225C2

15 TK EXPRESSWAY 297C2

RR10298139

PHN: 297C2

DOB: 9/2/2015

Gen: 3

SUREWAY'S ROCKY STREET 227N

TK HIGHWAY 901S RR10047320

MISS TK KLASSE 901L2

WINDAC MR. BEEF 707/0

SUREWAY'S MS MAGNUM 297L RR602303

SUREWAY'S FANCY MS 297E

Offered by MJB Ranch & Triangle K Farms



BRANGUS GE-EPDS



297C2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
1.9	2.1	22	36	7	19	3.57	0.2	-0.07	-0.05	0.003	0.97	-0.53	9.93	1.05	0.08

BW	WW	YW	REA	Fat	IMF
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82 1027 (109%) 13.16 (119%) 0.12 (57%) 3.87 (109%)

TK Expressway 297C2 offers a tremendous genetic package with its powerful dimensions of muscle, strong level top, ideal sheath, good length, and ample bone. This is an exciting and powerful Red Brangus sire that is impacting the Red Brangus breed with an emphasis on carcass quality traits. As a yearling, he posted an impressive 4.3 % IMF and 13.9 REA to compliment his solid EPDs and strong inherent growth performance. **Expressway's** pedigree includes the most important foundation sires of the Red Brangus breed: Talento, Rocky Street, Highway, Windac Predominant 854D6 (Klasse), and Ultimate Red. **Expressway** offers innovative, outcross genetics in an attractive package to enhance carcass quality, maternal merit, adaptability, and profitability. **Selling 5 Lots of 5.**



901S

16 MR PB REDBULL 521/09 W

RR10159777

PHN: 521/09

DOB: 3/19/2009

Gen: 2

CX CHANGER 22/7

CX EXCALIBUR 19/M RR602809

MISS EXCALIBUR 819/1

SUREWAY'S MR EASY 600J

SUREWAY'S MS IDEAL 204M RR603423

SUREWAY'S MISS 204F

Offered by MJB Ranch & Markham Cattle



BRANGUS GE-EPDS



521/09W

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
7.1	0.3	28	54	1	16	4.25	-0.1	0.51	-0.19	0.024	0.87	1.18	15.1	1.89	1.45

BW	WW	YW	REA	Fat	IMF
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78 (99%) 482 (94%) 857 (99%)

Red Bull requires no introduction as one of the most dominant and breed-changing bulls in Red Brangus history. His genetics is now found in more than 10 countries. He was the 2010 IBBA National Grand Champion at the Houston Livestock Show, as well as the 2010 Grand Champion of the San Antonio Livestock Show. As a calf, he won Junior Calf Division of the IBBA National Show in Houston. **Red Bull** offered the breed tremendous power and dimension in a moderate frame. He was very deep, wide-based, heavy-muscled, and big-boned with a very clean desirable underline. His excellent pedigree proved the merit of his ancestry combining the stout and powerful 19M with the maternal superiority of the 204 line and the 600J line. **Red Bull** is a sire that continues to influence MJB and the breed with champions, power, ideal breed character, muscle, depth, maternal ability, carcass quality and adaptability. The last two Mexico National champions are out of **Red Bull** genetics. This will be the only opportunity this year to acquire the genetics of one of the greatest sires of our breed. **Selling 5 Lots of 5.**



204M

17 SUREWAY'S TALENT 090N

RR603460

PHN: 090N

DOB: 12/30/2002

Gen: 2

RESCUE 661E23

TALENTO DE ROCKBROOK 895H3 AX15030

RBR MISS CARRERA 895E3

M & M MR. 262/9

MISS SUREWAY 090D RR600155

MISS OAKWAY EXTRA 909/2

Offered by MJB Ranch



BRANGUS GE-EPDS



090N

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
6.7	-0.5	-1	-1	14	13	4.02	0.4	-0.2	-0.09	-0.006	-0.92	0.38	9.31	-0.45	1.84

BW	WW	YW	REA	Fat	IMF
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74 500 (91%)

Sureway's Talent 090N may be one of the oldest and best-kept secrets in the Red Brangus breed. Sired by **Talento**, he is a paternal brother to Rocky Street. Moderate frame, thick and square design and rugged and sound structure. James Miksch, herdsman of Sureway Farms, commented "090N is probability one the best sires produced by Sureway Farms. His natural muscle, bone and capacity can help any Red Brangus breeder." **090N's** influence is found in many of the most powerful modern-day Red Brangus. He is the sire of Extra Talent 971/10, who went on to sire MJB Lily and MJB Red Cash. He is sire to use to add back some of the raw traits and characteristics that set Red Brangus on the course to reach where are cattle are today. **Selling 3 Lots of 5.**



971/10

18 MR PB EXTRA TALENT 971/10

RR10173603

PHN: 971/10

DOB: 5/6/2010

Gen: 3

TALENTO DE ROCKBROOK 895H3

SUREWAY'S TALENT 090N RR603460

MISS SUREWAY 090D

CX PAYLOAD 307/L1

CX MS PAYLOAD 112/S RR10049616

MS DOGWOOD CREEK 112/S

Offered by MJB Ranch



971/10

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
3.3	0.5	4	10	12	14	3.67	0.2	-0.27	0.03	-0.003	0.17	1.27	11.09	0.23	2.69	

BW	WW	YW	REA	Fat	IMF
79 (99%)		1238 (132%)			

Mr PB Extra Talent 971-10 is a sire of tremendous genetics. Most importantly he is a sire that passes on these genetics. Three of his most notable progenies are daughter and donor extraordinaire MJB Lily 225C2 and sons MJB Red Cash 84A/Y, the international semen seller, and RPC SBB Extra Talent 324E4, the Champion of the World North America. **Extra Talent** is a son of the renowned **Sureway's Talent 090N**. One of the thickest muscled bulls that Sureway Farms ever produced! Extra Talent was a very correct bull with deep muscling, moderate frame, thick, square design, and sound structure. His dam is a descendant of the well-recognized CX Payload 307/L1 and the Dogwood Creek 112/S cow family. **Selling 3 Lots of 3.**



225C2

19 BKC FERRARI 204Z2

RR10211692

PHN: 204Z2

DOB: 3/13/2012

Gen: 4

SUREWAYS LEGACY MR 060S

BKC LEGACY'S SUPERMAN 101U RR10099056

BCC NANCY'S BYTE 101R1

SUREWAY'S RED JACK MR 213L

SUREWAYS MS. IDEAL 204R3 RR10061619

SUREWAY'S MS IDEAL 204M

Offered by MJB Ranch & Peirce Cattle Co.



BRANGUS
GE-EPDS



204Z2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
3.7	1.1	17	30	7	15	3.45	0.32	0.06	0.03	0.005	1.16	1.16	17.74	1.13	1.88	

BW	WW	YW	REA	Fat	IMF
768 (133%)	1357 (144%)				

BKC Ferrari 204X2 has everything you could ever want in a top bull - moderate frame, deep-sided, heavy-muscled, and a clean breed-appropriate underline. **Ferrari** has made a name for himself through his daughters. Hailing from a line that has produced both sire power and maternal excellence, daughters of **Ferrari** in production are his hallmark. His full brother is BKC Almost Famous, the IBBA Reserve National Grand Champion who found his way to Mexico as the foundation Red Brangus sire for Elias Brangus and Rancho la Miura. **Selling 5 Lots of 5.**



204A3

20 THORPE OF BRINKS 406R

RR10037417

PHN: 406R

DOB: 1/23/2005

Gen: 2

CX CHANGER 22/7

CX EXCALIBUR 19/M RR602809

MISS EXCALIBUR 819/1

LCHMN MEAT COUNTER 1047D

MS BRINKS MEAT COUNTER 406J AX15049

MISS BB CORSO T406S

Offered by TRIO
Cattle & Genetics



BRANGUS
GE-EPDS



406R

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	CowWt	TI	FI
7.4	-0.3	27	41	5	19	1.97	-0.33	0.22	-0.14	0.005	3.3	1.67	39.12	1.45	1.21	

BW	WW	YW	REA	Fat	IMF
86 (109%)	683 (106%)	1378 (111%)	16.3 (116%)	0.51 (127%)	3.23 (84%)

Thorpe of Brinks 406R is a blast from the past! A bull who turned the heads of Red and Black Brangus breeders during his day for his tremendous body, wide pinned hip, clean sheath and genetic profile. Produced in the storied Camp Cooley program, the highly respected Ken Hughes selected the sire of **Thorpe, CX Excalibur 19/M** to be the cornerstone sire for the Brinks foray into producing Red Brangus. The dam of **Thorpe, 406J**, was a magnificent female that TRIO acquired in the Camp Cooley dispersal to use in the early days of our embryo transfer program. **Selling 5 Lots of 5.**



19/M

Sexed Semen Offering

With the advancements of In Vitro Fertilization (IVF) Embryo Production, we as breeders have greater opportunities to multiply our most productive and valuable genetic lines. Over the years, while collecting our sires for their use across the Red Brangus world, we have invested in the production of sexed female semen, really with our own program in mind. To exemplify our philosophy for the Power of the Brands, we have decided to offer some of our limited inventory to you. Each of these sires is a globally proven sire of the highest genetic merit. Each has produced females that have established themselves as breed champions and matrons. **Three (3) lots of one (1) unit from each sire will be offered. Use it all yourself or use it strategically with a fellow breeder.**

21 BKC FERRARI 204Z2

RR10211692 PHN: 204Z2 DOB: 3/13/2012 Gen: 4

SUREWAYS LEGACY MR 060S
BKC LEGACY'S SUPERMAN 101U RR10099056
 BCC NANCY'S BYTE 101R1
 SUREWAY'S RED JACK MR 213L
SUREWAYS MS. IDEAL 204R3 RR10061619
 SUREWAY'S MS IDEAL 204M

Offered by MJB Ranch & Peirce Cattle Co.



BRANGUS
GE-EPDS



204Z2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.7	1.1	17	30	7	15	3.45	0.32	0.06	0.03	0.005	1.16	1.16	17.74	1.13	1.88

BW	WW	YW	REA	Fat	IMF
768 (133%)	1357 (144%)				

BKC Ferrari 204X2 has everything you could ever want in a top bull - moderate frame, deep-sided, heavy-muscled, and a clean breed-appropriate underline. **Ferrari** has made a name for himself through his daughters. Hailing from a line that has produced both sire power and maternal excellence, daughters of **Ferrari** in production are his hallmark. His full brother is BKC Almost Famous, the IBBA Reserve National Grand Champion who found his way to Mexico as the foundation Red Brangus sire for Elias Brangus and Rancho la Miura.

The excellent pedigree of **Ferrari** combines the stout and powerful **Superman 101U** with the maternal superiority of the 204 lines. **Ferrari's** dam, **204R3**, is one of the few Red Brangus Summit Cows in the breed and is a maternal sister to OB Red Bull 521W. **Ferrari's** full sisters were show champions. MJB JM Gata's 236G dam is a **Ferrari** daughter and MGS TRIO's Jabella 700J is a **Ferrari** maternal granddaughter. **Selling 3 Lots of 1.**



101U

22 MR PB REDBULL 521/09 W

RR10159777 PHN: 521/09 DOB: 3/19/2009 Gen: 2

CX CHANGER 22/7
CX EXCALIBUR 19/M RR602809
 MISS EXCALIBUR 819/1
 SUREWAY'S MR EASY 600J
SUREWAY'S MS IDEAL 204M RR603423
 SUREWAY'S MISS 204F

Offered by MJB Ranch & Markham Cattle



BRANGUS
GE-EPDS



521/09W

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
7.1	0.3	28	54	1	16	4.25	-0.1	0.51	-0.19	0.024	0.87	1.18	15.1	1.89	1.45

BW	WW	YW	REA	Fat	IMF
78 (99%)	482 (94%)	857 (99%)			

Red Bull requires no introduction as one of the most dominant and breed-changing bulls in Red Brangus history. His genetics is now found in more than 10 countries. He was the 2010 IBBA National Grand Champion at the Houston Livestock Show, as well as the 2010 Grand Champion of the San Antonio Livestock Show. As a calf, he won Junior Calf Division of the IBBA National Show in Houston. **Red Bull** offered the breed tremendous power and dimension in a moderate frame. He was very deep, wide-based, heavy-muscled, and big-boned with a very clean desirable underline. His excellent pedigree proved the merit of his ancestry combining the stout and powerful 19M with the maternal superiority of the 204 line and the 600J line. **Red Bull** is a sire that continues to influence MJB and the breed with champions, power, ideal breed character, muscle, depth, maternal ability, carcass quality and adaptability. The last two Mexico National champions are out of **Red Bull** genetics. With the advancements in embryo transfer, the opportunity to produce daughters of Red Bull is immeasurable! **Selling 3 Lots of 1.**



204M

23 MS TRANCH 84Y

RR10187395

PHN: 84Y

DOB: 1/26/2011

Gen: 3

M&M PROTOTYPE 2400

TR MR RED BRICK 74R2 RR10030418

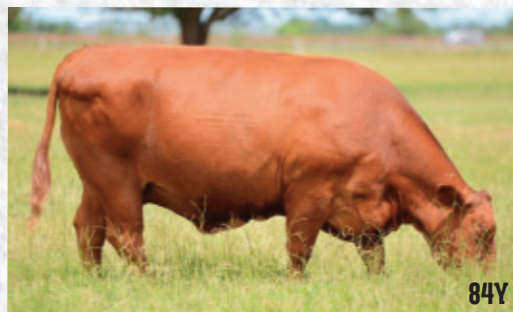
MS DOGWOOD CREEK 74/8

CX PROMISE 37/K

CX MS EXCALIBUR 84/P RR603436

CX MS EXCALIBUR 84/J

Offered by MBJ Ranch



84Y

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
6.1	0.6	-1	8	-1	-1	-0.04	-0.07	-0.05	-0.11	-0.002	1.53	1.56	5.25	-0.32	2.86	

BW	WW	YW	REA	Fat	IMF
82	562 (105%)	858 (98%)			

We've proven year after year, generation after generation, that the Red Brangus base female is the answer for increased predictability, proven consistency and maternal strength. **MBJ Tranch 84Y** is an MBJ Donor out of the predictable 84-cow family that includes such proven foundation sires as MBJ Red Cash, Red Brick, Prototype and Promise. **84Y** is also the dam of Ms MBJ Gala 84G2, one of our best young donors sired by Statesman and the dam of our best 2021 show heifer. This pair was the high selling in the Second Edition of the Power of the Brands, selling for \$32,000. **MBJ Tranch 84Y** is a female of high regard at MBJ Ranch and the industry, as well. The picture-perfect daughter of the National Champion Red Brick, is from the foundation donor, **84/P**. The 84-cow family has been one of the tribes of females that has assisted in building a strong foundation of Red Brangus bulls and females



84G2

24 MISS TK KLASSIC 201T2

RR10083872

PHN: 201T2

DOB: 3/10/2007

Gen: 3

WINDAC PREDOMINANT 854D6

TK KLASSIC 590K2 RR601869

MISS TK KLASSE 590H

VCC CARDINAL 107D

MISS TK CARDINAL 201L RR602231

KKK MISS 85Y 201/O

Offered by MBJ Ranch



201T2

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
8.2	-0.6	9	23	0	5	2.26	-0.06	-0.28	-0.16	-0.007	-0.57	0.44	-8.45	0.28	2.35	

BW	WW	YW	REA	Fat	IMF
70 (97%)	514 (101%)				

The dam of MBJ Dakota 201D8, sired by the proven and regarded **Klassic** produced in the Triangle K Farms program. Also the dam of MBJ Miss Brazil 201X who has sold top-selling daughters and sons here in the Power of the Brands Editions. The maternal excellence runs deep and breeds true in this maternal family.



201X

25 MISS MBJ JACKIE 236J

RR10485095

PHN: 236J

DOB: 11/7/2021

Gen: 4

TK EXPRESSWAY 297C2

TK FIT MAN 225F2 RR10405048

MISS TK VOLARE 225D

MBJ YUCCA 428B

MS MBJ-JM GATA 236G RR10429687

OB MSS HOPE 236/14

Offered by MBJ Ranch



BRANGUS
GE-EPDS



236J

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
3.3	0.9	18	33	8	17	3.02	0.28	0.02	0.09	0.012	0.78	0.49	9.29	1.42	1.29	

BW	WW	YW	REA	Fat	IMF
84 (110%)					

Exclusive for our clients and friends that following the online sale is a flush from one of the lead lots of the Fourth Edition Power of the Brands Sale... Lot 3, **Miss MBJ Jackie 236J**. At the time of the catalog printing, we have no idea what her embryo interest will bring, but we do know that **Jackie** has many admirers and breeders looking to invest in her lifetime of production and contributions. **Miss MBJ Jackie 236J** is an absolute standout donor prospect! This female is an absolutely stylish powerhouse like her dam Miss America **MBJ Gata 236G**! As you analyze **Jackie** you love her foot structure and her fluid ability to carry herself with her powerful build. Her sire **TK Fit Man 225F2** has been introduced previously and is proving himself as a world-class sire in a female such as **Jackie**.



236G

26 MISS SBROS STELLA FERRARI

RR10420405 PHN: 768/D DOB: 12/30/2016 Gen: 3

BKC LEGACY'S SUPERMAN 101U

BKC FERRARI 204Z2 RR10211692

SUREWAYS MS. IDEAL 204R3

MR -C- PRINCE 30 W

FAGAN-MBJ MISS 768B RR10264956

MS TRANCH 768SW

Offered by MJB Ranch & Sbro's Brangus



ES

SBROS BRANGUS



768D

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
3.3	1.4	16	31	8	16	2.56	0.16	0.09	0.02	0.009	2.38	1.39	8.91	1.18	2.39	

BW	WW	YW	REA	Fat	IMF
----	----	----	-----	-----	-----

2 (102%)

Stella hales from the 768 family that produced MJB Conan 768C. As a daughter of **Ferrari**, one can expect maternal excellence and performance. Perhaps her most exciting cash is her current heifer calf 768L which is a barn burner. See this incredible pair on display at the Fourth Edition of the Power of the Brands, and get ready to bid on the right to flush this powerhouse female.



768L

27 MS. FAGAN'S BLUSHIN' MOLLY x TRIO'S ER RBF FRANCISCO 175F2

TJR RED DYNASTY 198/A

TRIO'S ER RBF FRANCISCO 175F2 RR10397811

TRIO'S MLS ZAMY 175Z2

DOS XX'S MOLLY'S LEGACY 118

MS. FAGAN'S BLUSHIN' MOLLY RR10352938

MISS SUREWAY 060S5

Offered by MJB Ranch

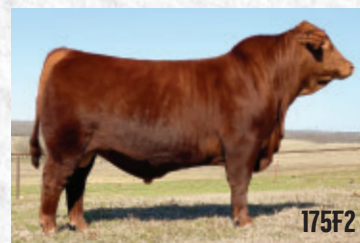


Molly 060E

Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
6.8	0	13	26	9	16	2.95	0.62	-0.11	-0.09	0.004	1.4	0.15	11.58	0.69	0.95	

Here is a really interesting donor, double bred from the Sureway's 060 family and includes another double shot of Rocky Street 227N. This stout performance female has been mated to the 2020 IBBA Reserve National Grand Champion Bull, **Francisco 175F**, whose dam is the 2015 National Grand Champion **TRIO's ER Zamy 175Z2**. His sire **TJR Red Dynasty 198/A**, also a National Grand Champion, adds more power and internal dimension. An intriguing mating of power, performance, style and quality. **Selling 2 embryos, no guarantee of pregnancy.**



175F2

28 FAGAN MJB MS BRAZIL 201X x MR PB REDBULL 521/09 W

CX EXCALIBUR 19/M

MR PB REDBULL 521/09 W RR10159777

SUREWAY'S MS IDEAL 204M

SUREWAYS LEGACY MR 060S

FAGAN MJB MS BRAZIL 201X RR10209731

MISS TK KLASSIC 201T2

Offered by MJB Ranch



201X

Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
6.4	0.1	6	15	4	7	2.96	0.39	-0.29	-0.11	-0.003	0.45	0.34	2.9	-0.01	1.69	

AWESOME GENETIC PACKAGE! When you talk about the power, length and maternal ability and show ring presence, **201X** is right at the top of the list. **MBJ Ms Brazil 201X** boasts exemplary production and is a maternal sister of MJB Dakota. She was named Senior Champion at the Houston and San Antonio Livestock Shows. She is a daughter of the renowned **Sureway Legacy 060S**, Rocky Street son out of the donor 023L, a tremendous 600J daughter. His top progeny can be found in herds in several countries. Legacy was many times Grand Champion, combining a total genetic package with powerful EPDs as well as an outcross to most Red Brangus lines. Her dam **Miss TK Klassic 201T2** dam's is one of our best donors sired by TK Klassic 590K2. We really like the highly heritable fertility traits of this cow family along with the performance and proven genetics.

The sire of this mating, **Red Bull 521/09**, has been introduced previously. The 2010 IBBA National Grand Champion and global sire, can be expected to add muscle, cleanness and body dimension to this mating of two equally powerful, yet distinct fully unique parents. **Selling 3 embryos. Guarantee of 1 pregnancy.**



521/09

29 MISS TK KLASSIC 201T2 x MR PB EXTRA TALENT 971/10

SUREWAY'S TALENT 090N
MR PB EXTRA TALENT 971/10 RR10173603
CX MS PAYLOAD 112/S
TK KLASSIC 590K2
MISS TK KLASSIC 201T2 RR10083872
MISS TK CARDINAL 201L

Offered by MJB Ranch



Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
8.2	-0.6	9	23	0	5	2.26	-0.06	-0.28	-0.16	-0.007	-0.57	0.44	-8.45	0.28	2.35

We really wanted to make this sale special and offer a cow family that has influenced our program like no other! In addition to influencing our program, both the MJB Ranch and Fagan are building a program around her daughters. We see this in every one of her daughters and bulls which makes us excited for their future impact here. **201T2** carries the influence of the Predominant lines with the fertility and maternal ability of Triangle K Farms genetics.

Mr. PB Extra Talent 971/10 is a sire of tremendous genetics. Three of his most notable progenies are daughter and donor extraordinaire MJB Lily 225C2 and sons MJB Red Cash 84A/Y, the international semen seller, and RPC SBB Extra Talent 324E4, the Champion of the World North America. **Selling 3 embryos. Guarantee of 1 pregnancy.**



30 MISS TK KLASSIC 201T2 x TRIO'S ER RBF FRANCISCO 175F2

TJR RED DYNASTY 198/A
TRIO'S ER RBF FRANCISCO 175F2 RR10397811
TRIO'S MLS ZAMY 175Z2
TK KLASSIC 590K2
MISS TK KLASSIC 201T2 RR10083872
MISS TK CARDINAL 201L

Offered by MJB Ranch



Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
8.2	-0.6	9	23	0	5	2.26	-0.06	-0.28	-0.16	-0.007	-0.57	0.44	-8.45	0.28	2.35

The 201 cow has progeny scattered across the world. This donor is stylish and feminine with stoutness and power and offers second-to-none depth and volume! **201T2** carries the influence of the Predominant lines with the fertility and maternal ability of Triangle K Farms genetics.

Francisco 175F2 is proving himself a sire worthy of his lineage. The offspring of two national champion parents, with the ultimate qualities of both. He is siring cattle with tremendous natural width, moderate performance-oriented frames and impeccable structure.

This is a mating that brings the generations together, proven and cutting edge, to produce the future of Red Brangus. **Selling 3 embryos. Guarantee of 1 pregnancy.**



31 MISS TK VALERO 225X x MR PB EXTRA TALENT 971/10

SUREWAY'S TALENT 090N
MR PB EXTRA TALENT 971/10 RR10173603
CX MS PAYLOAD 112/S
TK VALERO 101P6
MISS TK VALERO 225X RR10164738
MISS TK RED JACK 225S

Offered by MJB Ranch



Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.1	0.1	2	16	10	12	2.67	0.39	0.01	-0.02	0.004	2.87	1.4	-5.73	0.48	3.25

Famous sibling alert! These embryos will be full siblings to MJB Lilly 225C2, the donor that has generated over \$250,000 in genetics and set the record for the price paid for an MJB flush at our 2022 Power of the Brand Sale 2022. These record prices are due to her progeny such as Lot 1 Ms MJB Joy 225J2, in this year's Power of the Brands Sale.

Extra Talent 971/10, introduced earlier in the catalog, is the breeders dream. You can already see how true and impactful he breeds. This mating already has the proof! **Selling 2 embryos, no guarantee of pregnancy.**



32 BUFFALOE'S MS HIGHLANDS 7B4 x MBJ CONAN 768C

MR -C- PRINCE 30 W
MBJ CONAN 768C RR10308906
MS TRANCH 768SW
TK HIGHLANDS 101X6
BUFFALOE'S MS HIGHLANDS 7B4 RR10264416
BCC MS WILMA BUFFALOE 7U

Offered by MBJ Ranch



Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
10.4	-1.4	12	26	5	11	3.1	0.36	0	0	0.005	-1.06	0.19	-0.62	1.08	1.64

7B4 was produced and raised by foundation sire Buffaloe Cattle Co. and is now part of the genetic program of JM Red Brangus. The proof of her genetic merit and depth is in her two progeny Mencha 7E, offered as Lot 66 in the Power of the Brands, and Havana 7H, a sire proving his own genetic merit at M Bar M Red Brangus.

Conan presented earlier as Lot 13, offers an interesting paternal dimension. He has already shown his genetic prowess as the sire of George and other sale favorites. **Selling 3 embryos. Guarantee of 1 pregnancy.**

33 MISS OB 198/14 x GR-MBJ HOUSTON 424H

MBJ CONAN 768C
GR-MBJ HOUSTON 424H RR10451074
CX MS LEGEND 424/A2
MR PB REDBULL 521/09 W
MISS OB 198/14 RR10336348
MISS PB 500/10

Offered by Rancho Magueyes



Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.0	-0.7	16	28	10	18	4.4	0.24	0.36	-0.12	-0.035					

The **Miss OB 198/14** donor, produced in the renowned OB Ranch herd, is making a difference for Rancho Magueyes and making history in Mexico. Among her family are National Grand and Division Champions; Miss Alejandra 1732 MG, Miss Vicenta 070MG, Miss Placida 179MG and Miss Victorina 181MG. Her sire, **Red Bull**, requires no introduction as one of the most dominant, breed-changing bulls in history. **Red Bull** is a sire that continues to influence MBJ and the breed with champions, power, ideal breed character, muscle, depth, maternal ability, carcass quality and adaptability.

Claudio's genetic work focuses on breeding modern cattle that are strong and adaptable, with the elite quality that wins in the show ring. I invited Claudio to be in our Power of the Brands Sale because of the consistency and quality of the **OB 198/14** donor. The sire in this mating is **MBJ Houston 424H**, our cutting-edge powerhouse sire. **Selling 3 embryos.**



34 MS TRANCH 84Y x TRIO'S ER RBF FRANCISCO 175F2

TJR RED DYNASTY 198/A
TRIO'S ER RBF FRANCISCO 175F2 RR10397811
TRIO'S MLS ZAMY 175Z2
TR MR RED BRICK 74R2
MS TRANCH 84Y RR10187395
CX MS EXCALIBUR 84/P

Offered by MBJ Ranch



Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
3.1	0.1	2	16	10	12	2.67	0.39	0.01	-0.02	0.004	2.87	1.4	-5.73	0.48	3.25

84Y is presented in this mating as a member of the highly maternal and efficient performance-oriented 84 family. She is the dam of MBJ Red Cash A/84Y, the ever-impressive herd and semen sire.

The sire in this mating, **Francisco 175F2**, was used to add the dimensions of style, balance and quality while maintaining, if not enhancing, overall substance, dimension and muscle. **Selling 3 embryos. Guarantee of 1 pregnancy.**



35 MISS FAGAN 40U x TJR RED DYNASTY 198/A

CX CHIEF ADVANTAGE 143/L
TJR RED DYNASTY 198/A RR10246901
CX MS EXCALIBURS POWER 198/P
SUREWAY'S ROCKY STREET 227N
MISS FAGAN 40U RR10118126
SUREWAYS GENESIS MS 40N2

Offered by MBJ Ranch & Fagan Ranch



Dam's EPDs

CE	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
5.7	0.7	12	24	9	15	3.64	0.52	-0.09	0	0.013	-0.51	0.03	14.22	0.73	0.64	

This donor is a direct daughter of the three-time Show Sire of the Year, **Rocky Street**. Beyond the accomplishments of his progeny in the show ring, **Rocky Street** is known for his ability to sire fundamentally sound, growth-oriented progeny with style and balance. Additionally valuable to this pedigree is her maternal grandsire 600J, known for setting the benchmark for high measurable carcass traits early in the focus of carcass quality.

Red Dynasty, the 2015 IBBA National Grand Champion, is known as a sire that enhances body capacity, structural integrity and an attractive deep red hide color. **Selling 3 embryos.**



36 MISS OB DOMINIKA 916D-580/16 x LAZY 3 STATESMAN 100S

CX EXCALIBUR 19/M
LAZY 3 STATESMAN 100S RR10049684
MISS KC CHAPS 100P
TJR RED DYNASTY 198/A
MISS OB DOMINIKA 916D-580/16 RR10328362
MISS PB MARIE 916/12

Offered by Greenwood Cattle Co.



Dam's EPDs

CE	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
3.4	1.4	16	21	0	7	5.62	0.44	-0.16	-0.04	0.01	-0.69	0.93	1.7	0.25	2.23	

Talk about Red Brangus royalty! This mating provides a no-holes, banner-winning pedigree with loads of maternal merit built in. In fact, this mating produced the BEST red bull calf ever born at Greenwood Cattle Company. Unfortunately, he died before weaning but serves as a reminder of the potential in these embryos. Our **Statesman** daughters are prolific and consistently have the neatest udder design in the herd. His daughters are the kind you can build a herd around! Buy with confidence! **One lot of 3, guarantee to 1 pregnancy with the option to double and purchase 6. IVF embryos stored at Transova.**



37 MISS OB DOMINIKA 916D-580/16 x SJCC TRIO'S CEO 175C5

LAZY 3 STATESMAN 100S
SJCC TRIO'S CEO 175C5 RR10301591
TRIO'S WILDFIRE 175W
TJR RED DYNASTY 198/A
MISS OB DOMINIKA 916D-580/16 RR10328362
MISS PB MARIE 916/12

Offered by Greenwood Cattle Co.



Dam's EPDs

CE	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
3.4	1.4	16	21	0	7	5.62	0.44	-0.16	-0.04	0.01	-0.69	0.93	1.7	0.25	2.23	

This mating brings together the 2018 World Congress Red Brangus Grand Champion Bull **CEO 175C5** and the prolific 916 cow family. **916D** herself is a homozygous red female sired by the National Grand **TJR Red Dynasty 198/A**. **916D** has been making a name for herself in Red Brangus circles. With stoutness, structural correctness, and muscle definition coming from both sides of the equation. This is a mating that is sure to add value to your next calf crop! **One lot of 3, guarantee to 1 pregnancy. Conventional embryos stored at IBS.**



38 CLF MS YUCATAN 7BH3 x MCR TURBO 600/9

DOS XX'S PRIME TIME'S T-N-T
MCR TURBO 600/9 RR10328099
MISS MCDONALD 338/5
TRIO'S YUCATAN 175Y
CLF MS YUCATAN 7BH3 RR10466629
CX MS PAY MH CAYLA 7/B

Offered by Perry Cattle Co.
& TRIO Cattle & Genetics



7BH3

Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
5.9	0.4	13	27	5	12	3.98	0.19	0.13	0.12	0.014	3.13	1.87	9.14	1.3	2.78

CLF Ms. Yucatan 7BH3 was our selection in partnership with Perry Cattle Co. of the open heifers offered in the Second Edition of the Power of the Brands. This daughter of the legendary sire **TRIO's Yucatan 175Y** has a most eye-appealing phenotype. good skeletal balance, a nice substance of bone, and is square at the ground. **7BH3** is a moderate female with notable interior dimensions in her rib cavity and an abundance of cutability. Full sisters to this mating are currently in production at Circle Lee Farm and have exhibited consistency through multiple sire trials over the last few years. **7BH3** is full package female possessing good physical attributes, a genetically superior pedigree, with a balanced EPD profile. We believe the skeletal ruggedness, style, performance and pedigree of Turbo is a very complimentary mating. **Selling 3 embryos. Guarantee of 1 pregnancy. Buyers option to double up.**



600/9

39 SENDERO'S DUCHESS 957E3 x LAZY 3 STATESMAN 100S

CX EXCALIBUR 19/M
LAZY 3 STATESMAN 100S RR10049684
MISS KC CHAPS 100P
CX LEGENDS DREAM 610/U1
SENDERO'S DUCHESS 957E3 RR10381625
CX MS PAYLOADS MEATHOUSE 957

Offered by Sendero Red Brangus
& TRIO Cattle & Genetics



957E3

Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
2.1	1.5	23	33	9	21	2.99	0.26	0	0.06	-0.003	1.82	1.71	9.87	1.38	3.15

Sendero's Duchess 957E3 is a prolific donor. So easy on the eyes in her design, sound and functional, and maternal with performance. Her influence is rather extensive in the Fourth Edition and On-line Offering of the Power of the Brands. Two daughters are offered in Lots 15 and 16, a flush in Lot and embryos sired by four different sires. **Selling 3 embryos. Guarantee of 1 pregnancy. Buyers option to double up.**



100S

40 SENDERO'S DUCHESS 957E3 x TRIO'S YUCATAN 175Y

TRIO'S SEQUOIA 112S
TRIO'S YUCATAN 175Y RR10191913
III MISS FANCY 175/4
CX LEGENDS DREAM 610/U1
SENDERO'S DUCHESS 957E3 RR10381625
CX MS PAYLOADS MEATHOUSE 957

Offered by Sendero Red Brangus
& TRIO Cattle & Genetics

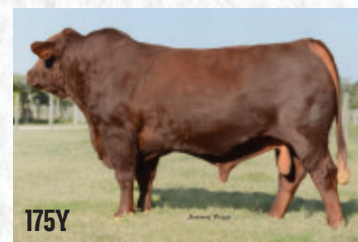


957H2

Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prq	Stay	Cow Wt	TI	FI
2.1	1.5	23	33	9	21	2.99	0.26	0	0.06	-0.003	1.82	1.71	9.87	1.38	3.15

The calves of this mating will be full siblings to Lot 16 offered in the Fourth Edition of the Power of the Brands. When I planned this mating, I saw the combination of two exceptional, yet distinctly different, parents. **Yucatan** has blended so well with all of the major sire and sire lines across the breed. Some tremendous Red Brangus are waiting in this mating. **Selling 3 embryos. Guarantee of 1 pregnancy. Buyers option to double up.**



175Y

41 SENDERO'S DUCHESS 957E3 x MCR TURBO 600/9

DOS XX'S PRIME TIME'S T-N-T
MCR TURBO 600/9 RR10328099
MISS McDONALD 338/5
CX LEGENDS DREAM 610/U1
SENDERO'S DUCHESS 957E3 RR10381625
CX MS PAYLOADS MEATHOUSE 957

Offered by Sendero Red Brangus
& TRIO Cattle & Genetics



Dam's EPDs

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
2.1	1.5	23	33	9	21	2.99	0.26	0	0.06	-0.003	1.82	1.71	9.87	1.38	3.15	

As our 2023 offering comes to a close, this mating that combines Sendero, CX, McDonald and Dos XX's pedigrees is emblematic of the view we have at TRIO. We are searching for, adding and pairing the Red Brangus that have the phenotype and genotypes that we believe complement our foundation lines. We are sharing with you the same sires, donors and matings that we are staking our next generation on.

Both of these parents have been discussed at great length. This mating is as solid as any offered.
Selling 2 embryos, no guarantee of pregnancy.



INTERNATIONAL JUNIOR RED BRANGUS BREEDERS ASSOCIATION



JOIN US SATURDAY, SEPTEMBER 9, 2023

In Conjunction with the MJB-TRIO Power of Brands Sale @ MJB Ranch, Wharton, Texas

An action packed day filled with special guest speakers, fun, food, Skill-a-thon, Giant Jenga, prizes and a highly anticipated Red Brangus Sale.

JOIN US!

SCHEDULE OF ACTIVITIES

- 1 pm Skill-a-thon & Giant Jenga (Awards to be Given)
- 2 pm IJRBBB Power Hour Speakers- Marcos Borges, Allen Goode & IJRBBB Directors
- 3:30 pm Power of the Brands Sale



ONLINE SALE EMBRYO MATING EPDS

Below are the pedigree EPDs for the projected progeny of Embryo Lots 27-41 in the Power of Brangus Online Sale.

LOT 27: TRIO'S ER RBF FRANCISCO 175F2 x MS. FAGAN'S BLUSHIN' MOLLY

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	5.9	0.6	24	43	4	16	3.4	0.40	-0.05	0.06	0.017	-0.27	0.44	10.96	1.69	1.09

LOT 28: MR PB REDBULL 521/09 W x FAGAN MJB MS BRAZIL 201X

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	6.9	0.1	17	34	3	11	3.6	0.16	0.11	-0.15	0.011	0.61	0.74	8.97	0.92	1.56

LOT 29: MR PB EXTRA TALENT 971/10 x MISS TK KLASIC 201T2

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	5.7	-0.2	7	17	7	10	2.9	0.09	-0.27	-0.06	-0.005	-0.22	0.80	1.32	0.27	2.47

LOT 30: TRIO'S ER RBF FRANCISCO 175F2 x MISS TK KLASIC 201T2

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	6.6	0.3	22	42	0	11	3.2	0.06	-0.13	0.02	0.011	-1.26	0.55	0.94	1.48	1.74

LOT 31: MR PB EXTRA TALENT 971/10 x MISS TK VALERO 225X

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	3.2	0.2	3	13	11	13	3.1	0.30	-0.13	0.01	0.001	1.51	1.32	2.58	0.36	2.96

LOT 32: MJB CONAN 768C x BUFFALO'E'S MS HIGHLANDS 7B4

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	7.7	-0.6	12	28	7	13	2.9	0.23	0.07	-0.01	0.008	1.38	0.89	0.80	1.10	2.24

LOT 34: TRIO'S ER RBF FRANCISCO 175F2 x MS TRANCH 84Y

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	5.4	1.0	17	34	-1	8	2.0	0.06	-0.01	0.04	0.013	-0.23	1.13	7.74	1.17	2.03

LOT 35: TJR RED DYNASTY 198/A x MISS FAGAN 40U

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	4.1	1.3	16	28	4	11	4.3	0.40	-0.09	-0.01	0.015	-1.65	0.41	9.97	0.76	1.24

LOT 36: LAZY 3 STATESMAN 100S x MISS OB DOMINIKA 916D-580/16

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	4.5	0.8	21	37	1	12	4.3	0.32	0.05	-0.01	0.016	0.69	0.88	11.47	1.26	1.49

LOT 37: SJCC TRIO'S CEO 175C5 x MISS OB DOMINIKA 916D-580/16

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	1.6	2.3	24	38	0	12	3.9	0.34	-0.04	-0.01	0.008	0.00	0.97	8.69	1.13	1.93

LOT 38: MCR TURBO 600/9 x CLF MS YUCATAN 7BH3

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	3.4	1.2	10	24	3	8	3.1	0.11	0.20	0.03	0.009	2.62	1.59	7.57	0.88	2.58

LOT 39: LAZY 3 STATESMAN 100S x SENDERO'S DUCHESS 957E3

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	3.7	0.9	25	43	6	18	2.9	0.23	0.14	0.03	0.009	2.02	1.29	15.59	1.80	1.97

LOT 40: TRIO'S YUCATAN 175Y x SENDERO'S DUCHESS 957E3

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	3.6	1.2	20	34	6	17	3.9	0.19	0.07	0.09	0.005	1.67	1.55	8.16	1.48	2.77

LOT 41: MCR TURBO 600/9 x SENDERO'S DUCHESS 957E3

	CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	Term Index	Fert. Index
Projected EPDs	1.5	1.8	15	27	5	13	2.7	0.14	0.13	0.00	0.000	1.97	1.51	7.93	0.92	2.77

POWER OF THE BRANDS

TERMS & CONDITIONS

1. TERMS: All cattle are cash or check. Settlement must be made to the clerk at the conclusion of the auction. Each animal will be sold to the highest bidder. The Auctioneer in charge will settle any disputes as to bids. MBJ Ranch, TRIO Cattle & Genetics and any guest consignor reserves the right to retain possession and/or breeding interest on select bulls and females as stated by lot in the catalog and/or from the block.

2. ANNOUNCEMENTS: Any changes from the information of any kind in this catalog will be provided in a sale day supplement sheet or announced from the auction block and such announcements shall take precedence over the catalog and any previously published offering terms.

3. PURCHASER'S RISK and LIABILITY: Anyone previewing the cattle and/or attending the sale does so at their own risk. Neither MBJ Ranch, TRIO Cattle & Genetics nor its employees, or anyone associated with the management of the sale will be held liable for injury to attendees or to purchased animals. All attendees will be required to sign a waiver of responsibility upon entrance to MBJ Ranch. The responsibility for sold animals passes to the buyer when the auctioneer says "sold." MBJ Ranch and TRIO Cattle & Genetics will make every reasonable effort to ensure the safe handling of purchased cattle until they are loaded.

4. SELLERS LIABILITY: Each host and guest consignor are directly liable and responsible for their specific lots including these Terms and Conditions and provisions stated in the catalog. MBJ Ranch and TRIO Cattle & Genetics are not liable or responsible for any guest consignors' liabilities and responsibilities. Sold cattle may be kept at MBJ for up to one week after the sale. After seven days, a boarding fee of \$10 per day per head will be assessed and due to MBJ Ranch before said animals are released.

5. HEALTH: Health papers suitable for interstate shipment will be available on all animals.

6. BREEDING GUARANTEE: A. All animals are guaranteed to be breeders except for (1) injury or disease occurring after the sale; (2) negligence or willful misconduct on the part of the purchaser. (3) death by any reason. B. Any bull which either (1) produces viable semen (2) settles 1/3 or more of the healthy cows he serves; (3) is the sire of 20 or more animals or; (4) settles cows by natural service and passes a fertility test made by a competent veterinarian during any six-month trial period, shall be considered a breeder. C. Any bull sold under 18 months of age is guaranteed by the seller to be a breeder based upon the determinations set forth above after 18 months of age.

7. FEMALE BREEDING & PREGNANCY GUARANTEE & DETERMINATION: A. The females in this sale noted safe in calf have been determined pregnant by a physical palpation, blood test or ultrasound technology. B. Our best estimate of service sire will be given in the case of females with A.I. sire and natural breeding sire. C. Open females have not been served and are so guaranteed.

8. PARENTAGE DETERMINATION: Parentage of all animals in this sale has been determined by DNA analysis. If determination is in process this will be noted and the most likely parentage is provided. If determination is in process it is guaranteed to be finalized within 60 days of the sale.

9. OPTIONS AND PRIVILEGES OF RETURN ADJUSTMENT: A. All claims for adjustment must be made within six months of the sale date. B. Any animal that has not proven itself a breeder within the time limits specified above, if in healthy condition, may be returned to the seller at buyer's expense. The seller reserves the right and privilege of trying for a period of six months to prove the animal a breeder. If proven a breeder, the animal will be returned at the buyer's expense. Should the animal fail to breed, the seller will provide a replacement animal with another of equal or greater quality. If a replacement animal is not available when needed, a credit will be issued toward your next purchase at MBJ Ranch, TRIO Cattle & Genetics of the guest consignor who sold the animal. C. Any animal returned must have a veterinarian's certificate that it is healthy and free of Bangs, Tuberculosis and Trichomoniasis.

10. GENETIC LOT GUARANTEE: A. Where a guarantee is offered on an embryo package or from a flush, the flush and transfers must be performed by a licensed embryologist. B. Where a guarantee for specified minimum number of embryos is offered, the determination of pregnancy, or lack of, must be performed and documented by a licensed embryologist or veterinarian. All flush and genetic costs are the responsibility of the buyer. Should the guaranteed number of embryos not be achieved within the initial flush as second flush shall be provided at the seller's expense. Should the second attempt not deliver the guaranteed results, a prorated or full refund of the purchase price will be provided based upon the results of the two flushes. C. Where a maximum number of embryos produced in a flush is specified, all embryos above the stated maximum will become the property of the seller. In such case the cost of the production will be prorated per embryo, with the cost up to the stated maximum the responsibility of the buyer. The cost over the stated maximum will be the responsibility of the seller. Upon mutual agreement of the seller and buyer, the seller may purchase any additional number of embryos over the maximum at the same sale price and prorated cost of production. D. Where a guarantee for specified number of pregnancies is offered, the determination of pregnancy, or lack of, must be performed and documented by a licensed embryologist or veterinarian. Should the guaranteed number of pregnancies not be achieved within the initial offering, an equivalent number of embryos to the guarantee will be provided at the seller's expense. Should the second attempt not deliver the guaranteed results, a full refund of the purchase price only will be provided. E. All claims and replacements must be submitted and completed within 12 months of the sale and purchase date. After 12 months no replacements or refunds will be provided.

10. TRUCKING: Livestock transportation will be available.

11. SIGHT UNSEEN PURCHASES: If you can't make it to the sale, we will do our best to represent the cattle to you. Please call to discuss your needs. For cattle purchased sight unseen the buyer has the right of inspection at the time of pick up or delivery.



See You in 2024!

Join us once again as
MBJ RANCH and **TRIO CATTLE & GENETICS**
hosts **TWO** big events where we share our **GENETICS**
and our **PASSION** for Red Brangus and Brangus cattle!



FRIDAY, MARCH 1, 2024
Houston, Texas

SATURDAY, SEPTEMBER 14, 2024
Wharton, Texas



101 Glenn Road
Mabank, TX 75156

DVAuction
Broadcasting Real-Time Auctions



SATURDAY, SEPTEMBER 9, 2023
3:30 PM CST • MBI RANCH • WHARTON, TEXAS

