



FALL EMBRYO

ONLINE OFFERING

DECEMBER 7-11 2025

EARLY BIDDER DISCOUNT FOR BIDDING ON SUNDAY THE 7TH AND MONDAY THE 8TH



ONLINE AT **DVAuction** BROADCASTING REAL-TIME AUCTIONS CLOSING DEC. 11TH AT 7 P.M.

WELCOME TO THE POWER OF THE BRANDS FALL EMBRYO OFFERING FROM MBJ RANCH AND TRIO CATTLE & GENETICS

The **Sixth Edition of the Power of the Brands** event was another milestone for our programs and for all **Red Brangus and Brangus**. The enthusiasm for our breeds is perhaps at the highest level we have ever seen. Interest in quality, productivity, and contemporary **Red Brangus** is widespread and growing. This excitement and increasing demand are driven by established and new breeders who are dedicating their resources to producing beef animals well-suited to the global beef industry. Today's Red Brangus, Brangus, and Ultra are optimized for the global beef industry.

Our **Fall Embryo Offering** continues the elite quality and proven performance found in the Power of the Brands. If you could not join us in September, now is your opportunity! As an investor in MBJ and TRIO genetics showcased in this offering, you are invited to participate in our future marketing opportunities.

As the Fall breeding and transfer season approaches, this offering is an opportunity to consider and acquire MBJ & TRIO that we designed and are using for ourselves. This offer includes National Champions, the parents of National Champions, and parents who are rarely accessible.

The sale will go live on **DVAuction.com** on **Sunday, December 7th**, and close on **Thursday, December 11th**. As has become our incentive of appreciation, early bidders in the first two days of the sale, December 7th and 8th, will receive a 5% discount on their final purchases.

We invite you to study the catalog, enjoy the history in these pedigrees, and the future that these genetic combinations offer.

We always welcome your calls and messages to visit.

Happy Holidays & GoBrangus!



MBJ Ranch

Marcos Borges



TRIO Cattle & Genetics

Allen Goode



SCHEDULE OF EVENTS

SUNDAY, DECEMBER 7th, 2025

Offering is Live at DVAuction.com

EARLY BIDDER DISCOUNT

5% Discount for Winning Bid place on

SUNDAY, DECEMBER 7th, 2025

and **MONDAY, DECEMBER 8th**

THURSDAY, DECEMBER 11th, 2025

7 pmSale Closes, Extended Bidding begins

DVAuction.com until No Bids then Sale Closes

SALE CONTACTS

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SALE PRODUCTION TEAM

Social Media Coordinator: Denisse Almaquer, Mexico

Catalog Production: M. Mansoor Qureshi +92-321-5422835

Video Editor: Fany Michel, Brazil

Descuento para postores anticipados: los postores anticipados en los lotes en línea los sábados y domingos recibirán un 5 % de descuento en sus compras en la oferta en línea.

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204C2

Flush

1 OB MS CRISTAL 204C2

RR10503666 PHN:204C2 DOB: 01/27/15 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



Donor's EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
4.75	0.2	15	28	8	16	3.39	0.10	0.10	0.03	0.0115	1.79	1.47	13.02	1.17	2.43	



225C2



204C2



204E

Cristal 204C2 is an influential donor produced in our legacy OB program. She possesses a tremendous maternal heritage, descending from the famed 204M herd matron of OB Ranch, still considered 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 MBJ 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 to the bull of the buyer's choice. The flush will be available immediately after the sale. Offered is a guarantee of 6 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the buyer's responsibility. After 12 embryos, the cost of producing and the ownership of the embryos will be the responsibility and property of the MBJ Ranch. To receive the guarantee, the buyer must perform the flush within one year of the sale date. After this date, the guarantee is no longer offered. After one year, the donor will be available to flush for one additional year with no guarantee of minimum production. The buyer has two years from the date of sale to perform the flush. Two years after the date of purchase, the opportunity is lost. See full Terms & Conditions.



175K2

Flush

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



Donor's EPD

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	

"Exquisite," "Stylish," and "Elegant" ... these are all descriptives that have been said of **Karina 175K2**. And it's no wonder why. **Karina** is a direct daughter of the legendary TRIO's Wildfire 175W. Wildfire was revered as a Red Brangus female of unequalled renown. With the passing of Wildfire, the 175 maternal torch has been passed to **Karina**.

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 perspective. Think about all her maternal siblings: CEO, Zamy, Carrousel, and many more. Think about the influence of Tanque and his countless champions and high performers he has sired around the world.

We want to recognize the forward-thinking Red Brangus breeders who have already taken the opportunity to incorporate Karina into advancing their programs—Takacs Ranch, 4D Red Brangus, 60 Bar Ranch, Sendero Brangus, and Rancho la Reforma.

EPDs Red Brangus Active Dam Rank: Top 4% YW; Top 5% WW, Top 30% CEM



175K2



175C6



23/T



175W

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 6 embryos up to a maximum of 12 embryos with unsexed semen. Flush, semen, and shipping expenses for up to 12 embryos are the buyer's responsibility. After 12 embryos, the cost of producing and the ownership of the embryos will be the responsibility and property of the MJB Ranch. To receive the guarantee, the buyer must perform the flush within one year of the sale date. After this date, the guarantee is no longer offered. After one year, the donor will be available to flush for one additional year with no guarantee of minimum production. The buyer has two years from the date of sale to perform the flush. Two years after the date of purchase, the opportunity is lost. See full Terms & Conditions.



225C2

Lot of 3 Embryos

**3 MS MBJ LILY 225C2
x TRIO'S YUCATAN 175Y**

090N - 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



Projected Mating EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
4.9	0	14	29	8.5	16	3.72	0.335	-0.04	0.03	0.007

Donor EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
4	-0.1	10	23	6	12	3.63	0.31	-0.18	0.05	0.008



175Y



225H2

Females like **Lilly** don't just happen; it takes years of stacking proven genetic predictability to create a female that is consistent with bone mass, body depth, foot size, overall dimension, productivity, and style. She is the dam of **MBJ Joy**, Hero, GCC Jefe Grande 225J1, and many others, 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 for our Power of the Brand Sale in 2022, selling for \$17,500 to Elias Brangus.

Lilly 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 Lilly 225C2 is an OB Extra Talent 971 daughter that will also give you a shot of 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 RedJack 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 showing-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! There are not enough adjectives to describe the mating of these two phenomenal individuals.

TRIO's Yucatan 175Y has established himself as one of the preeminent sires of elite Red Brangus seed stock. He has continued to build a genetic legacy generation after generation. With his semen availability in the single digits, the opportunity to share in an IVF slot brought \$2,500 in the Sixth Edition Power of the Brands. Consider this when calculating the value of this offer.

Offering one (1) package of three (3) embryos with a guarantee of one (1) pregnancy each. Buyers can double up on two (2) packages for a total of six (6) embryos per mating, with a guarantee of two (2) pregnancies. The Buyer has 1 year from the date of the sale to submit a documented claim. After 1 year, the guarantee is no longer offered. A release will be sent to the buyer and the storage facility upon payment. Once the release has been sent, it is the Buyer's sole responsibility to arrange storage and shipping. The seller assumes no responsibility for the embryos after the release is sent to the seller. See full Terms & Conditions.



175Y

Jeremy Price

Embryo

TRIO'S YUCATAN 175Y

RR10191913 PHN:175Y DOB:01/17/11 Gen: 2

MR R48 CENTER RANCH 212/KS

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

Sire's EPD

CE	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.8	0.1	16	34	9	17	4.22	0.38	0.1	0.03	0.008	0.05	1.36	7.93	1.38	2.84



175Y

TRIO'S Yucatan 175Y has established himself as one of the preeminent sires of elite Red Brangus seed stock. He has continued to build a genetic legacy started by his dam Fancy 175/4 and sire Sequoia 112S. **Yucatan** began his claim to fame as the 2013 IBBA National Grand Champion. As a sire his progeny arrived with a distinctive eye appeal combined with substance that attracted the attention of Brangus breeders across continents. His ability to pass along levelness of design, extension, and correctness, while maintaining power, muscle, and depth, has kept breeders coming back to him. Over the years and generations, his progeny and grand progeny are turning heads and setting new standards. Through the accomplishments of his progeny, he was awarded the "IBBA Red Brangus Sire of the Year" in 2017 and 2018. In 2019, he was the Runner Up Sire of the Year.

We still believe the progeny and influence of Yucatan is broad. Just look and appreciate the many are pictured here.

EPD Rankings Active Red Brangus Sires: Top 15% CEM; Top 20% MILK; Top 30% TERM; Top 35% CED, YW, IMF.





225J2

Lot of 3 Embryos

**4 MS MBJ JOY 225J2
x PCC TRIO'S FFF HURACAN 101H3**

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



428B

											Projected Mating EPD
CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	
3	0.9	18.5	36.5	5.5	15	3.06	0.21	0.07	0.02	0.008	
											Donor EPD
CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	
4.9	-0.2	6	19	4	7	3.07	0.16	-0.08	0.07	0.008	



225H2

If you want to add more high-selling cattle to your calf crop with a unique young donor, Joy really embodies the kind of female 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 3), 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, including being the 2019 IBBA National Champion Grand Champion Pair and the 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 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 Pair. In addition, Yucca is the sire of Havana 7H, the eye-popping herd sire for M Bar M and semen sire for MBJ and TRIO. MBJ Yucca 428B is the 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. 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.

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 lineage is lined with royal names and a long history of producing the next generation 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 stride as fluid and athletic as a cattleman would desire. **Huracan** provides for superior maternal performance, added growth traits, and a style that will turn heads. Huracan was the IBBA Red Brangus Show Bull Year. This is a capstone honor to his highly successful show career. In his show career, he has been named Grand Champion at the 2023 Brangus Futurity, New Mexico State Fair, and Jacksonville State Fair. Reserve Grand Champion titles include the 2022 Texas Invitational and the 2022 and 2023 National Show of Merit. He was always a consistent contender in his Division as Reserve Champion at the 2022 IBBA National Show, Cattlemen's Congress and 2023 Brangus Futurity.

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101H3



101R1

Embryo

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

Sire's EPD

CE	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
1.3	2.1	25	42	3	16	3.88	0.46	-0.01	0.07	0.003	1.62	1.66	24.6	1.61	2.38	

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 lineage is lined with royal names and a long history of producing the next generation of acclaimed influencers.

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700J

Lot of 3 Embryos

**5 MGS TRIO'S JABELLA 700J
x LAZY 3 STATESMAN 100S**

CXTANQUE 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



Projected Mating EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
5.25	0.25	22.5	45	6	17	3.095	0.04	0.165	-0.02	0.014

Donor EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
5.1	0.2	24	42	5	17	3.07	0.16	0.1	-0.01	0.004



175C6



700J Front

We are believers in the value that the Ultra cattle of Brangus 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 cattle women 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 Mathiew's of Mathiew's 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. The proof of her breeding and genetic merit was realized in our Sixth Edition of the Power of the Brands. Her CEO sired embryo heifer calf commanded \$15,000 for half interest from young BoScasta and his family of Bryan, Texas. SBros Brangus selected her natural heifer calf sired by Hot Shot for \$8,000.

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 National Junior Brangus

Show and Division Champion at the 2023 Cattlemen's Congress 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 National Junior Brangus Show and Division Champion at the 2023 Cattlemen's Congress. Contemplating a unique mating for ourselves to produce, we landed on Statesman for his muscle, structure and performance metrics. He remains one of the most balanced performance Red Brangus sires on paper. With progeny all about the Brangus World, his influence is extensive and is carried through to some of the most notable names in today's Red Brangus pedigrees. His semen has been acquired for as high as \$7,700 a straw, bringing no less than \$2,500 a straw. We believe in offering you the same genetic opportunities we are creating for ourselves.

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100S

In the breeding of purebred cattle, a handful of sires will set themselves apart as distinctive with the ability to influence generations of a breed long after they are gone. **Statesman 100S** is one such Red Brangus sire. With very limited semen remaining, this one straw is all that will be offered this year. However, with the advent of IVF, this one straw can go a long way in its application for a program or a collaboration of programs.

In the 2022 Power of the Brands, one unit of **Lazy 3 Statesman** commanded a value of \$7,700 in spirited bidding. When the gavel fell, it was Morris Van Bevern and his family of Pump Jack Cattle Co., from Victoria, Texas who had his hand up. In the 2024 Power of the Brands, it was Jay Durheim of 4D Red Brangus who won the active bidding, investing \$2,500 for a unit of **Statesman**.

Statesman set the Red Brangus world on a new trajectory in 2007 when he stepped onto the green shavings at the Houston Livestock Show, claiming National Grand Champion as a yearling.

Statesman is as unique of an individual as we have ever raised in disposition, inherent performance and ability to pass his most desirable traits along to his progeny. Known for his muscle, structure and performance metrics, he remains one of the most balanced performance Red Brangus sires on paper. With progeny about the Brangus World, his influence is extensive and is carried through to some of the most notable names in today's Red Brangus pedigrees.

When Statesman's name is mentioned and seen in a pedigree, you know this an animal of uncommon quality and performance. After nineteen years and multiple generations, Statesman is still a balanced EPD profile leader among Active Red Brangus Bulls. Note the traits in which he is the Top 35% and higher of Active Red Brangus Sires, including birth, growth and carcass traits.

EPD Rankings Active Red Brangus Sires: Top 10% YW; Top 15% REA; Top 30% WW; Top 35% CED.

Embryo LAZY 3 STATESMAN 100S

RR10049684 PHN:100S DOB:01/12/06 Gen: 2

- CX CHANGER 22/7
- EX EXCALIBUR 19/M RR602809
- MISS EXCALIBUR 819/1
- JAK CHAPS 392J2
- MISS KC CHAPS 100P R9687917
- CS MS TARGET 100G

Sire's EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
5.6	0.3	21	49	7	18	2.97	-0.11	0.24	-0.02	0.024	1.94	1.51	20.45	1.9	1.7





7BH3

Lot of 3 Embryos

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

TRIO'S SEQUOIA 112S
 TRIO'S YUCATAN 175Y RR10191913
 III MISS FANCY 175/4
 CX PAYLOADS MEATHOUSE 930/U
 CX MS PAY MH CAYLA 7/B RR10267722
 CX MS CR COPPER 7/R

Offered by



Projected Mating EPD

CEP	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
3.8	0.85	12	24.5	5.5	12	2.72	0.19	0.17	-0.045	0.0025

Donor EPD

CEP	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
5.9	0.3	17	29	10	19	3.9	0.26	0.1	0.08	0.012



CLF Ms. Yucatan 7BH3 was our selection in partnership with Perry Cattle Co. of the open heifers offered in the 2021 Power of the Brands. In selecting offerings from Circle Lee Farms, **7BH3** was one of Allen's favorites from the first time he laid eyes on her. She has met and exceeded our expectations for how she has matured. This daughter of the Legendary Sire TRIO's Yucatan 175Y (offered in Lot 69) has a most eye appealing phenotype. She has beautiful skeletal balance, a nice substance of bone, and is square at the ground. **7BH3** is a moderate female with notable interior dimension 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 multiply sire trials over the last few years. **7BH3** is full package female offering an elite phenotype, a genetically superior pedigree, with a balanced EPD profile. Considering all that **7BH3** has to offer we wasted no time and flushed her as a heifer to **MCR Turbo 600/9**. In her virgin flush, she yielded 30 oocytes, freezing 15 embryos, providing an early indication of her donor-level fertility.

Her natural heifer calf was featured and offered in this Sixth Edition Offering as an outstanding show heifer prospect. Sired by the National Grand Champion MCC Hot Shot 72H, TRIO's PCC Noel 7N had many admirers for both her elegant style and powerful presence. When the gavel dropped, she brought \$10,000 for half interest. She is now in possession of up-and-coming junior breeder, Addison Benneman of Springtown, Texas. MBJ Ranch seized the flush offered in the Power of the Brands. Now, think about what this means when Marcos invests in a flush! Considering all that **7BH3** has to offer, we believe the skeletal ruggedness, style, performance, and pedigree of Turbo is a very complementary mating.

Turbo 600/9 has not only met our expectations but has exceeded them. as calves have begun to develop. His influence was on full display in the Sixth Edition offering, in both Donor Daughters, Sons and Embryos. 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 is a prime specimen of the power and quality Turbo sires. His daughters exhibit tremendous capacity, natural skeletal width and strength of design. Cattlemen and showman 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.

Offering one (1) package of three (3) embryos with a guarantee of one (1) pregnancy each. Buyers can double up on two (2) packages for a total of six (6) embryos per mating, with a guarantee of two (2) pregnancies. The Buyer has 1 year from the date of the sale to submit a documented claim. After 1 year, the guarantee is no longer offered. A release will be sent to the buyer and the storage facility upon payment. Once the release has been sent, it is the Buyer's sole responsibility to arrange storage and shipping. The seller assumes no responsibility for the embryos after the release is sent to the seller. See full Terms & Conditions.



600/9



TRIO's Kruger 175K4

Embryo
MCR TURBO 600/9

RR10407387 PHN:600/9 DOB:09/15/18 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

Sire's EPD

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

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 is a prime specimen of the power and quality Turbo sires. His daughters exhibit tremendous capacity, natural skeletal width and strength of design. 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.



MCC Ladybug





201J

Lot of 3 Embryos

7 MS MBJ JUSTEEN 201J
x MR PB REDBULL 521/09 W

CX TANQUE 23/T

TRIO'S MLS CORTEZ 175C6 RR10328099

TRIO'S WILDFIRE 175W

SUREWAYS LEGACY MR 060S

FAGAN MBJ MS BRAZIL 201X RR10209731

MISS TK KLASSIC 201T2

Offered by



Projected Mating EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
7.05	-0.15	23	43.5	4.5	16	2.87	0.02	0.185	-0.145	0.0085

Donor EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
6.2	-0.1	20	38	5	15	3.07	0.13	-0.12	-0.1	-0.005



521/09

WOW! What a powerful young donor and show heifer with heritage and future. **Justeen 201J** was the high-selling offering in the 2022 Third Edition of the Power of the Brands, bringing \$23,000 from a breeder in 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 **MBJ Ms Brazil 201X**, who boasts stellar production and is a maternal sister of **MBJ 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 **MBJ 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!

Justeen 201J is an elite offering of merit and opportunity. We believe she is a truly versatile genetic package that blends well with a range of sires.

"**OB Red Bull 521**," a bull that has significantly impacted the Red Brangus breed. His genetics have spread to over 10 countries, proving the value of combining the stout **CX 19M** with the superior maternal lines **204** and **600J**. **Red Bull's** legacy continues to influence **MBJ**. His progenies are known for their power, slick hair, easy keepers, ideal breed character, muscle, depth, maternal ability, carcass quality, and adaptability.



201X



201M2

Offering one (1) package of three (3) embryos with a guarantee of one (1) pregnancy each. Buyers can double up on two (2) packages for a total of six (6) embryos per mating, with a guarantee of two (2) pregnancies. The Buyer has 1 year from the date of the sale to submit a documented claim. After 1 year, the guarantee is no longer offered. A release will be sent to the buyer and the storage facility upon payment. Once the release has been sent, it is the Buyer's sole responsibility to arrange storage and shipping. The seller assumes no responsibility for the embryos after the release is sent to the seller. See full Terms & Conditions.



521/09



Conquistador 127 N-Son

Embryo

MR PB REDBULL 521/09 W

RR10159777 PHN:521/09 DOB:03/19/09 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

Sire's EPD

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

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 MBJ 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.





409K

Lot of 3 Embryos

**8 LFC DREAM 409K
x TR MBJ KNOCKOUT 104K**

780C - MR JLS YUCATAN 780C

WRC MR YUCATAN 826F3 RR10406716

MISS JLS 317Y3 - 826B12

CX DREAM FOREVER 424/D

CX MS DREAM FOREVER 76H RR10451214

MS BBR FIRERED 76T

Offered by



Projected Mating EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
4.75	0.25	21.5	37	7	18	3.08	0.465	0.265	-0.12	0.0005

Donor EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
3.4	0.6	15	24	6	14	2.25	0.16	-0.04	0.04	0.004



Here are the first embryos ever offered from one of our new donor additions. This mating represents the perfect blend of phenotype, genotype, and predictability, backed by a brand that has influenced hundreds of semen sires and donors worldwide. **409K** is a daughter of MR JLS Yucatan 780C and Miss PB 780/11, combining proven maternal strength of the OB line with carcass merit. Her pedigree also features CX Dream Forever 365/A, a son of CX Legends Dream 610/U1—bringing consistency, fertility, and structural correctness. 409K has impressed us from the start!

- Her first calf, MS MBJ Mora 409M, was a favorite female in our Sixth Edition MBJ & TRIO Power of the Brands Sale in September. She found her way to Florida in the Huapango Ranch herd of Jose Gonzalez.
- Her second calf, a bull, is already being halter-broken, shows the same balance, style, and power as his sister and is destined to be a semen sire.

Knockout is a remarkable Red Brangus bull, with a Top 4% ranking for REA, transmitting muscle, balance, and smooth conformation. His pedigree includes breed leaders like IH Mr. Bar 607G3 (Bar None 820Y8 line), Sundance, Transformer, and Salacoa Pine Lass 23D2, ensuring genetic consistency and global influence. In the first offering of his offspring in the Sixth Edition Power of the Brands, three daughters averaged \$8,800. The limited semen offering fetched \$1,266 a straw! So think about the genetic value and the return on investment in this offering.

This mating combines elite carcass traits, growth, and maternal predictability. This is a rare opportunity to secure genetics that unite performance, consistency, and brand integrity. A mating designed to move any program forward. High Ranking Profile of Carcass, Fertility and Growth.

Non-Parent Red Brangus EPD Rankings: Top 3% REA; Top 10% Scrotal; Top 20% WW, YW; Top 25% Total Maternal

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104K

Embryo

TR MBJ KNOCKOUT 104K

RR10487906 PHN:104K DOB: 01/15/22 Gen: 4

IH BAR NONE 820Y8

IH MR. BAR 607G3 RR10412106

IH MS RUDDER 607D3

OB CAPP1 392C2 - 655/15

MS TR JE 392C2 1104F RR10379509

TUNA ROSA JE 1104

Sire's EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	TI	FI
6.7	-0.4	28	50	7	22	3.84	0.78	0.58	-0.28	-0.004	0.6	1.92	2.73	1.71	4.17

Making his Power of the Brands debut, we are proud to showcase TR MBJ **Knockout 104K**.

Knockout is our one of our newest sires who is destined to make a significant impact, infusing new genetic lines and enhancing hybrid vigor in the world of Red Brangus.

Knockout is a remarkable red bull, son of the renowned Brangus sire IH MR. BAR 607G3, from the esteemed line of IH BAR NONE 820Y8. The semen from 820Y8 has been exported worldwide for its outstanding qualities, with smooth hair, correct structural conformation, and transferring a lot of natural muscle to its offspring.

Knockout combines the strengths of many breed leaders: SUNDANCE, TRANSFORMER, and SALACOA PINE LASS 23D2. Additionally, Knockout's paternal lineage has been influenced by the impressive bull IH Rudder 504Y and the productive cow family 607.

Knockout's maternal grandfather is an impressive son of Sureway Legacy 060, from the closely related donor MBJ OB Ms Tranch 392S104, a remarkable daughter of RedBrick 74R2 who won the Grand National Championship in Houston. MS TR JE 392C2 traces back to the esteemed M&M 74 cow family, establishing its lineage with the M&M cow family, further solidifying this bull's exceptional pedigree. **Knockout** is a young bull, but we already have his first progeny being offered in three daughters, Lots 23, 24 and 25. These young ladies are emblematic examples of the quality and performance Knockout will sire.

EPD Red Brangus Active Sire Rankings: Top 3% REA; Top 10% YW, SC; Top 15% WW, FAT; Top 20% CED; Top 25% BW, CEM.

Domestically, Knockout is only offered in the Red Carpet and Power of the Brands sales.



SBROSS MBJ 104K Daughter





000K2

Lot of 3 Embryos

9 **TRIOS KOKOMO 000K2**
x MCC LANCELOT 72L

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



Projected Mating EPD

CEP	BW	WW	YW	M	TM	CEM	SC	REA	IMF
4	1.45	22	45.5	7.5	18.5	3.325	-0.025	0.195	0.04
Donor EPD									
CEP	BW	WW	YW	M	TM	CEM	SC	REA	IMF
1.6	2.7	32	60	8	24	2.68	-0.16	0.22	0.08



175C5



000C34

If **Kokomo** looks familiar to you, she should. She was a highlight of the 2023 Fourth Edition of the Power of the Brands. Half of her interest was sold for \$12,000 to Marcos Castro, Ganadero ElDuque of Campeche, Mexico. She is a Black Red Carrier who has far exceeded our expectations in her embryo production. She is a prolific producer, averaging 39 embryos in three flushes, producing six unique matings. Fertility abounds! Her first calves surpassed our expectations. They impress you at first sight with tremendous substance and dimension, along with a stout structure. Her progeny will undoubtedly be highlighted in future editions of Power of the Brands. Her first natural calf is a stout, stylish RED bull calf, sired by the national grand champion, MCC Hot Shot 72H.

Black Brangus that carries 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 progress I've 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 our benefit to broaden our perspective and approach to breeding our Red Brangus. Kokomo is the product of a strategic mating of her parents. 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 is a natural beauty with tremendous thickness, a sweeping ribcage, and quality from end to end. This is an opportunity for a progressive breeder to capitalize on the new maternal "000" line she is founding.

Offering one (1) package of three (3) embryos with a guarantee of one (1) pregnancy each. Buyers can double up on two (2) packages for a total of six (6) embryos per mating, with a guarantee of two (2) pregnancies. The Buyer has 1 year from the date of the sale to submit a documented claim. After 1 year, the guarantee is no longer offered. A release will be sent to the buyer and the storage facility upon payment. Once the release has been sent, it is the Buyer's sole responsibility to arrange storage and shipping. The seller assumes no responsibility for the embryos after the release is sent to the seller. See full Terms & Conditions.



72L

Embryo

MCC LANCELOT 72L

RR10538380 PHN:72L DOB:03/03/23 Gen: 4

TRIO'S YUCATAN 175Y

TRIO'S ARISTOTLE 175A RR10253367

TRIO'S YELENA 175Y3

MR CR CAJUN TRANSMAN 174M1ET

MS TF 72Z RR10239609

MS TF 72S R10077446

Sire's EPD

CED	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr	Prg	Stay	Cow Wt	TI	FI
6.7	0	10	28	7	12	4.19	0.1	0.19	0.01	0.004	-2.02	0.59	-2.22	1.14	2.42	



175A

Lancelot is the full brother to the esteemed World and National Champion MCC Ellie May 72M and National Grand Champion MCC Hot Shot 72H. This family has been developed and produced by Maxwell Cattle Co. Those acquainted with this lineage will recognize that all members are sired by the distinguished TRIO's Aristotle 175A, which is available in the Online Sale Lot 101. The matriarch of the 72 family is Ms. TF 72Z. "72Z" is double bred granddaughter of Transformer of Brinks, bringing forward the red gene carried by both of her Black Brangus parents.

Lancelot has been a cool dude since day one. He possesses a tremendous amount of true shape down his top, squareness from hooks to pins and an explosion of muscle in his quarter. Perhaps where he should be most appreciated is his natural base and skeletal design. To top his impressive attributes is his striking silhouette of clean lines, balance and symmetry.



72Z

Lancelot has been appreciated by judges from across the country. He garnered banners as the Grand Champion of the 2024 Jacksonville State Fair, Reserve Grand Champion of the 2024 IBBA Brangus Futurity, and Reserve Grand Champion of the 2023 Jacksonville State Fair.





81F2

Lot of 3 Embryos

10 IH MS. SIDNEY 81F2
x CX TANQUE 23/T

CHIEF OF INDIAN HILLS 23P68

IH RUDDER 504Y2 R10213112

MS BRINKS ALI 504P12

IH RUDDER 504Y2

IH MS. RUDDER 81D R10322732

IH MS GERONIMO 81T6

Offered by



Projected Mating EPD

CE	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
4.8	0.15	20	37	5	15	4.8	0.385	0.32	-0.085	0.01

Donor EPD

CE	BW	WW	YW	M	TM	CEM	SC	REA	IMF	FT
4.5	0	19	38	10	20	5.49	0.45	0.42	-0.04	0.004



23/T

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 Brangus, we have been very fortunate for the opportunity to partner in her. We welcome GKB Cattle Co. to this partnership as they have acquired the interest from Indian Hills. 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 in with the same high level of design and style that has distinguished our cattle. Not only is **Sidney 81F2** a head turner phenotypically, her EPD profile 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 Co., Circle T Brahms and Lone Star Cattle Co. 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 Co. Embryos from Sidney are a perennial, highly sought-after offering, with previous matings having been acquired by Big D Ranch,



Son of Sidney 81F2

Ganaderia El Duque, and, in our recent Sixth Edition Power of the Brands, selected by Kaycee Lopez. 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 who are known as red gene carriers. She is the type of innovative Red Brangus so 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 resulted in this mating. 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.

Offering one (1) package of three (3) embryos with a guarantee of one (1) pregnancy each. Buyers can double up on two (2) packages for a total of six (6) embryos per mating, with a guarantee of two (2) pregnancies. The Buyer has 1 year from the date of the sale to submit a documented claim. After 1 year, the guarantee is no longer offered. A release will be sent to the buyer and the storage facility upon payment. Once the release has been sent, it is the Buyer's sole responsibility to arrange storage and shipping. The seller assumes no responsibility for the embryos after the release is sent to the seller. See full Terms & Conditions.



23/T

Embryo

CX TANQUE 23/T

RR10105443 PHN:23/T DOB:05/16/07 Gen: 3

CX CHIEF ADVANTAGE 143/L

CX HOME RUN 135 RR603694

MS HS 135F/K

CX POWERMAN 307/H

CX MS PM JACKIE 23/P RR603434

CX JACKIE 23/H

Sire's EPD

CED	BW	VV	YW	M	TM	CEM	SC	REA	IMF	FT	Hfr Prg	Stay	Cow Wt	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



266F

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.

Breeders can confidentially plan matings to Tanque to produce herd sires, replacement females and potential future donors. Calving Ease with Carcass Quality.



MBJ RANCH PERFORMANCE MATERNAL LINES

THE 225 MATERNAL FAMILY



Lily 225C2

Described by industry leaders as “ideal Red Brangus cows” and “an absolute beast,” the **225 Line** closely aligns with what we seek in Red Brangus bulls and productive genetics. This cow family currently comprises roughly 10% of our herd. The **225 Lines** began with the well-known **Ms R2 Improved 225/0**, purchased by Triangle K, and traces back to the Dogwood Creek cow families.

The **225 Line** demonstrates our hypothesis that cattle can excel in power, eye appeal, calving ease, growth, docility, carcass traits, and efficiency. The bloodlines are also known for high EPDs for Milk and Total Maternal. The most well-known female in this line is **MBJ Lily 225C2**. Such cattle don't just happen; it takes years of stacking proven genetic predictability to create a female consistent with the bone, mass, depth of body, foot size, overall dimension, productivity, and style of her lineage. She is the dam of MBJ Joy, MBJ Hero, GCC Jefe Grande 225J1, and many other breed changers worldwide.

MBJ Lily 225C2 is one of the most phenotypically exciting donors we have produced. She has generated over \$250,000 in genetics and set a record for the flush in our 2022 POB Sale selling for \$17,500 to Elias Brangus. **Lily** won many accolades in her show career, with highlights including being the 2019 IBBA National Champion Grand Champion Cow/Calf and the Grand Champion at the IBBA Standard of Excellence at San Antonio. Her second calf, MBJ Hero 225H2, was named the Junior Calf Champion at the 2021 IBBA National Show at The International Open Show.



225J2



Hero 225H2



Fit Man 225F2



225C2



225C2



225X



THE 236 MATERNAL FAMILY



Gata 236G

At MBJ, we select females who produce daughters better than themselves. One of the cornerstones of our now-famous signature was **OB 236/14**, which initiated the **236 Lines**. Born and raised on the ranch, she spent her lifetime at OB Ranch, producing exceptional females time and time again.

Like so many of our cattle, the OB ranch female lines combined so impressively with the MBJ and Sureway line sires. **OB Hope 236/14** possesses a powerful pedigree that includes her sire, the outstanding BKC Ferrari 204Z2, a son of the formidable Legacy Superman 101U and maternal super donor 204R3. 204R3 is one of the few Red Brangus Summit Cows and is a maternal sister to OB Red Bull 521W. Ferrari's full sisters were show champions. The dam of **Hope 236/14**, Ms Sensational 011-X, was also an OB donor.

Her most famous daughter is **Ms MBJ-JM Gata 236G**, who was a “Brangus Miss World” qualifier in the Champion of the World competition representing USA Red Brangus. **Gata** was the 2020 Texas Invitational Grand Champion Female, the 2020 National Show of Merit Reserve Grand Champion, and the 2020-21 Runner-Up Show Heifer of the Year. **Gata's** Grand Champion status, along with her quality and consistency, qualifies her as a breed-changing female. She is a premier dam and donor who combines power, performance, adaptability, maternal ability, and eye appeal.

This cow and her offspring have spread throughout the world, and those who own them want more.



236G



236G



236J



236J

THE 201 MATERNAL FAMILY

The **201 Cow Family** has influenced our program at OB, MBJ, and Fagan Ranch like no other! We built our program around her daughters. **201T2** carries the influence of prominent lines with the fertility and maternal ability of Triangle K Farms genetics. This cow family has been sensational, and we have utilized most of the daughters and sons from this family within the program because we love these cows. The more, the better.

We have seen some fantastic females out of the line, and this is probably the second most dominant family we have. The **201 Cow Family** has progeny scattered across the world that transmit heavy weaning weights with stoutness and power, offering exceptional depth and volume. We observe this in every one of her daughters and bulls, which makes us excited for their future impact, particularly from our two best bulls in 2023.

The 201 line started with Kmiec Kattle Kountry and the cow **KKK Miss 85Y 201/O**. Pat Fagan had a partnership with Triangle K, and this heifer, **201T2**, was born in Tivoli, Texas. What an extraordinary heifer! When I saw her at a month old, I had a feeling she was going to make a difference in our MBJ and Fagan partnership and the breed. We brought her to OB Ranch, and the chapter began.

201T2 has had many amazing progenies, but I would like to mention the two most important ones: **MBJ Miss Brazil 201X** is a daughter of the renowned Sureway's Legacy 060S, who boasts stellar production and is a maternal sister to MBJ Dakota. She was the Senior Division Champion and Cow-Calf Champion at both the Houston and San Antonio Livestock Shows. I consider her one of the best animals produced from our partnership with Fagan Ranch.

MBJ Dakota 201D8 was the Senior Champion at the IBBA National Show in Houston and the San Antonio Livestock Show. His commanding phenotype is the result of the proven mating of our donor **201T2** and TJR Red Dynasty 198/A, an IBBA National Grand Champion. **Dakota** is a maternal half-brother to MBJ 201X. We have always appreciated **Dakota's** calves for their weight gain, adaptability, power, depth of body, bone, heavy muscle, short hair, and functional skeletal structure.



201T2



201J



201F3



201X



Dakota 201D8

THE 204 MATERNAL FAMILY

When considering the "Mount Rushmore" of Red Brangus females, you might start with the OB and MBJ donor **Sureway's Ms Ideal 204M**. She is the mother of hundreds of sons and daughters who have become global semen sires and donors, and she is the dam of notable icons such as OB Red Bull 521, OB Charlie 204C2, OB MBJ Cristal 204C3, 204X, 204T, 204R3, GKB 204K6, and the grandmother of Red Velvet 204D, Grand Champions 5M Double Barrel 214D, and 5M Miss Olivia 214F2, among others.

The legacy of the **204 Cow Family** at Sureway Farms started with **Sureway's Miss 204F**. My friend Pat Fagan bought **204F**, and OB Ranch acquired the iconic **204M3** in a group of females. I have always respected their maternal style, adaptability, and performance from Sureway Farms. Each time I saw the Sureway herd, even during drought conditions, I was impressed. However, when OB Ranch bought 17 females from the dispersal and they started calving at OB Ranch in Wharton, Texas—Rocky, Sureway 090, Talento, and Legacy calves—I was astonished. On OB Ranch's rich soils and quality grasses, their genetic potential truly shone. After that year, we partnered with Fagan Ranch on 70 females he purchased from Sureway and tried to buy every female that had Sureway lines available through private treaty or sales.

The most recognized female in this line is the marquee **Sureway's Ms Ideal 204M**, known for her unequalled maternal production and predictability. **204M** was a great cow, although she was not a world-beater. But her calves were like bodybuilders, carrying all her maternal ability as easy keepers and fertile cattle.

Her sire, Sureway Mr Easy 600J, has an influence that extends beyond Sureway Farms, affecting herds across the breed and appearing in today's champions. He is also the sire of Legacy's dam and a son of Easy Street of Brinks, noted as a superior bull, a carcass trait leader, and a Red Gene carrier. 600J is renowned for producing functional and fertile females.

Complementing **204M** is a maternal phenomenon and work of art that has generated more than \$250,000 for OB and MBJ Ranch in embryos and progeny sales. The progeny of **204M**, both females and bulls, have consistently produced not only high-end show cattle but also cattle that thrive in various environments and countries.



204M3



Red Charlie 204C2



204C2



204C2



204E



204D



THE 101 RED BRANGUS MATERNAL FAMILY



Nancy's Byte 101R1

I like to start with the quote, "The apple doesn't fall far from the tree." The **101 tribe** is probably one of the most important tribes within the Red Brangus breed and is one of the most productive female lines in the Red Brangus industry. The 101 Red Brangus line began with the outstanding and historical Robert Vineyard's **RSV-WSR Anna 650-101**.

101R1 - A LEGACY OF GENETIC EXCELLENCE

101R1 was not just an ordinary cow; she embodied genetic excellence and represented progress in our Red Brangus breed. **Nancy 101R1** is among the standouts of the renowned **101 Cow Family**. She is the dam of Superman, Huracan (IBBA Sire of the Year 2023), and the renowned Rose Gold, as well as the granddam of 307A, MBJ Houston, and GR George 101. **Nancy 101R1** generated over \$180,000 in direct sales of offspring and embryos throughout her life. Her lineage will continue to influence and enhance our herd and the breed for generations, standing as a lasting tribute to her extraordinary genetic makeup.

Many breeders contributed to creating this remarkable female **101R1**. We thank the genetic contributions of Glenn and Carolyn Brinkman, Cox Excalibur, and last BBC Cattle, who produced and named her in recognition of her great-grandmother, **101R1**, also known as **Nancy 101**. We also recognize BKC and Stacey Peirce for promoting this queen to the world.

Keep an eye on the **101R1** genetic lots that we will offer at the POB Sale on September 14th, 2024, as **101R1** and her legacy endure through the advancements she brought about and the progeny she has left behind. Her lineage, with daughters like MBJ Merida 101M4, an MBJ Conan 768C daughter, will continue to influence and enhance our herd and the breed for generations to come, standing as a lasting tribute to her extraordinary genetic makeup.



101R1 Daughter



101R1 x 101X2



George L 101G



101R1 x 101X2



101R1 x 101X2



101M4

THE 84 MATERNAL FAMILY



Ms Tranch 84Y

I was not able to see the **84/J** cow, but she is the one who started this amazing **84 Line**. **CX Ms Excalibur 84/J** initiated the predictable **84 Line**, but her daughter **84/P**, purchased by MBJ Ranch, was probably one of the most complete cows I have seen. She was an easy keeper, medium-framed, and possessed amazing power. Her daughters were spectacular. MBJ subsequently bought many **84/P** daughters from Tequendama Ranch LLC Gerardo J. and Leonor Lizcano. One of them was **Ms Tranch 84Y**, who also carried genetics from Red Brick, Prototype, and Promise. **84Y** became an MBJ Donor and placed the cow family on the map worldwide.

Tranch 84Y is a female of high regard at MBJ Ranch and in the industry as well. She is a picture-perfect daughter of Houston National Champion Red Brick and comes from the foundation donor, **84/P**.

The **84-cow family** has been one of the tribes of females that has helped build a strong foundation of Red Brangus in the industry. If we could describe her impact in one word, it would be her very first son, **MBJ Cash 84Y**. One of her sons has just finalized the legacy of **84Y**. **Red Cash A/84Y** is a heavy-muscled, high-volume sire with extra length of body and extension that adds value. He is a son of Mr. PB Extra Talent 971/10 and features proven foundation Red Brangus genetics with optimum breed characteristics for tropical climates, including a slick coat and proper sheath design. **Red Cash's** 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 MoneyMaker for JM Breeders.

He was so remarkable that I called my friend Allen to see him when he was very young. Allen was so interested in his future that we became partners in promoting this breed power icon.

84Y, and his progeny, which produced quality in volume and cemented **84/P's** place in the history books at MBJ Ranch.

The 84 Cow Family



Red Cash 84Y



84Y

THE 428 MATERNAL FAMILY

The OB Ranch **Sureway's Easy Gamco Ms 428M3** is the donor that put the **428 Lines** on the map as one of the best Red Brangus lines ever. Her progeny started the MBJ Elite program and is one of our best MBJ Ranch bloodlines, with a proven track record for producing high-milk, feminine, and stylish females. She is a daughter of the renowned Sureway Mr. Easy 600J, an Easy Street of Brinks son well-known among Brangus breeders. He is a superior bull and one of the carcass trait leaders in the IBBA, as well as a red gene carrier, which is fortunate for Red Brangus breeders.

Miss Sureway's 428M3 has significantly impacted both Sureway's herd, Fagan, MBJ and OB Ranch. She is the dam of our herd sire Mr. OB Turbo - 428M3 199/08U, as well as Sureway's Ms 428T2, 428X1, 428X2, 428X3, and many of our outstanding breed changers. Their son and daughter also won many shows worldwide without sacrificing performance.

One of the most well-known females of her line is the maternal queen, **Sureway's Easy Gamco Ms 428S2**, the dam of many outstanding Red Brangus individuals. Progeny such as TRIO's Cambridge 428C2, MBJ Elisa 428E2, MBJ Johnny Cash, and MBJ 428W (Dam of Yucca) can be found worldwide, each exhibiting incomparable femininity and fertility.

428M3 will remain a significant figure in Red Brangus history, providing us with magnificent cows and bulls all powered by her maternal greatness and style.



THE VCC 2 MATERNAL FAMILY



Kansas 2K11



225H2

The productive **VCC 2 Cow Family** has been in existence for five decades at VCC. The line started with **2/1**, a certified half-blood, selected to produce multiple progenies in the VCC Embryo Transfer Program. This was the first time a half-blood cow was used in embryo transfer to produce three-quarter progeny (3/4 Brahman - 1/4 Angus). Two Zebu bulls, Ghandi (imported pure-blood Nelore sire owned jointly with Ed and Mike Lettunich) and Mr. V-8 347/2 (the 1979 National Grand Champion Brahman bull), were chosen to produce these three-quarter progenies out of **2/1**. Most of the cattle in the **VCC 2 Cow Family** were produced by three-quarter females. Additionally, **2U3**, a first-generation daughter of **Ms. VCC Vineyard 2S3** (one of the most productive sires in the Angus breed, Pine Drive Big Sky), is also part of the **VCC 2 Cow Family**.

The combination of hardiness, metabolic efficiency, meat quality, reproductive efficiency, maternal instinct, and udder size and support from the Nelore breed, along with the genetics of Pine Drive Big Sky, has made the VCC first-generation donor cows popular worldwide.

Charles Atkinson has stated multiple times that he considers the **2 Line** one of the best cow lines in the breed. The members of the **2 Cow Family** have demonstrated great longevity, with many living for 15 years or longer. For example, **2/1** produced her last natural calf when she was 19 years old and raised it to 630 lbs.

There are dozens of exceptional individuals in the **VCC 2 Line**, but I would like to draw your attention to our young bull who will continue the stardom of the now **MBJ 2 Line**. I am pleased to present to you today **MBJ Kansas 2K11**. As my friend says, "A bull like no other," he comes from our VCC Brangus genetics and is poised to make history in our MBJ Brangus program.

Kansas is a complete bull with a strong pedigree from top to bottom. He has perfect structure, a clean sheath, a long body, a masculine appearance, a moderate frame, easy fleshing ability, deep sides, abundant capacity, and muscling that blends a lot of style. What impresses me the most about Kansas is that he combines all these fantastic characteristics with incredible balance, making him truly special.

Mark down the bright future of this up-and-coming cow family in the Red Brangus business.



2U3



2S3



2K11



2K11

THE VCC 101 MATERNAL FAMILY



Justana

For 50 years, Dr. Robert Vineyard worked to produce top-quality Brangus genetics. VCC entered the Brangus business in 1972 with the purchase of 13 bred heifers from Dr. Herman Gardner at Willow Springs Ranch.

At that time, he began collecting as much data on his cattle as possible and began the search for one cow to build his herd around and establish his program. That cow was **Anna**, who shows up in Brangus pedigrees as Ms HY-1 Justana 23/2. She and her bull calf at side, WBH RSV Titan 23/6 "Tiny," would have a profound impact on the breed. **Anna** and her eight daughters, who were called "The Sisters" would put the Vineyard program on the map and remain an influence on the breed still today.

RSV-WSR Anna 650-101 is the maternal great-great-grandmother of Miss VCC Shasta 150Z. Spectacular show cattle genetics also came from the **101 Cow Family**. DDS of DDD Miss Jana 150B22, DDD Ambrosia 150Y10 and DDD Ms Kisha 150Z22, the new IBBA 2023 Brangus Show Dam of the Year.

There has not been a Brangus breeder who does not pay tribute to **Nan. Nan** lived for 15 productive years and if it were not for **Nan** there would not be a **VCC 101 Cow Family**. There are many quality descendants of **Nan** throughout the Brangus breed. Many commercial cattlemen, and pure-bred breeders consistent, of other breeds of cattle have mentioned that the most powerful, consistent and predictable is the **101 Cow Family**.

The **150 Cow Family's** show ring success is not a new trend. Tim Lucher, of Rafter L Ranch, showed **RSV-WSR Anna 650-101** in the 1980s and won Champion Heifer at the Houston Livestock Show. "It's really neat how champions go back to champions," Lucher says about the success of the cow family.

The MBJ acquisition of the Brangus herd of the historic VCC program will set the foundation for our MBJ Black and Red Brangus future, just like "**Anna**" did for Doc back in 1976. We are looking beyond just the cows, heifers, or bulls, we are going for the genetic reach plus the predictability these cattle possess.



Vineyard Cattle Co., Inc.



"The Sisters"

Nan is absent from this photograph because she is being fixed for show ring.

Ms RSV Anna 650-101 "Nan" Ms RSV Anna 650-105 "Fran"
 Ms RSV Anna 650-102 "Jan" Ms RSV Anna 650-106 "Lanna"
 Ms RSV Anna 650-103 "Randa" Ms RSV Anna 650-107 "Joanna"
 Ms RSV Anna 650-104 "Roxanna" Ms RSV Anna 650-108 "Rosanna"



0101K



Adriane 101

THE TRIO CATTLE & GENETICS MATERNAL FAMILIES



This year marks the Twentieth Anniversary of the partnership that is TRIO. Our journey in the Red Brangus breed began with two females whose influence is still felt today. There have been others of course over the generations and we have new families in the making as well.

Our mantra since the beginning has been "A New Perspective on Proven Genetics". We still strive for this goal when planning matings, seeking the modern-day phenotypes and genotypes that we believe will produce a new perspective on Red Brangus. Our maternal families have distinguished themselves with an elevated air of quality and style while possessing exceptional structural integrity and a harmony of dimension and power.

THE 175 MATERNAL FAMILY

The matriarch of the **175 Family** is **III Miss Fancy 175/4**. She was a female par excellence and ahead of her time. She set the mold for the distinctive **175** look of extension, style and level of quality. The **175** cattle are just built differently in the way they tie together in their skeletal design. However, this is a family that has proven time and time again that it produces both bulls of power and substance with females being bold and beautiful.

If one considers **Fancy** as the first generation of the **175 Family**, the second generation is **Wildfire 175W**, **Yucatan 175Y**, **Coronel 175C2**, **Yolanda 175Y3**, **Alana 175A3**, **Triumph 175T** and **Zoltar 175Z2**.

Wildfire 175W carried on to the next generation as the dam of **Cortez 175C6**, **CEO 175C5**, **Zamy 175Z2** and many others.



Fancy 175/4



175Y3



175A3



175W



Coronel 175C2



Yucatan 175Y

THE 112 MATERNAL FAMILY



While the **112** herd prefix is not directly held in any of the offerings you will see here, it is a foundational family for TRIO. Every registered purebred operation has the one...the one that started it all. For TRIO it was "**Daphne**", registered as **Dos XX Miss Maria 112/2**. As a quarter-blood Red Brangus female, she started her registered life in the American Red Brangus Association and then became a Certified Foundation parent in the International Red Brangus Breeders Association. Today she would be considered an Ultra Red One.



As a genetic donor, **Daphne** was ahead of her time in terms of a combination of muscle, body dimension and balance. Her style and look led the way for the phenotype that is still found in TRIO's genetics today. One will not find her herd number on any TRIO animal other than **TRIO's Sequoia 112S**. But what a contribution this son was!

Sequoia, bred to Fancy 175/4, produced two national champions and three legendary progenies: Wildfire, Yucatan and Coronel. **Daphne** produced many more herd sires and females that found their way into herds across the U.S. and Mexico.



FUTURE TRIO MATERNAL FAMILIES

As producers of registered seed stock and purebred genetics, we are all striving to advance our programs and the breed. We are excited for our next generations and look forward to showing and offering you new families that will hopefully become as recognized as the featured families today. Maternal Family numbers we look to talk about more in future offerings of offspring in the Power of the Brands include – 000, 12, 225, 38, 424, 59, 777, 73, 81, 957 and more. As has been stated by the most accomplished cattle breeders, "The magic is in the cows".



POWER OF BRANDS REFERENCE SIRES

SJCCTRIO's CEO 175C5

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 19M, 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.

EPD Rankings Red Brangus Active Sires:

Top 10% WW, YW; Top 15% SC, TERM; Top 25% TM; Top 35% IMF



CEO 175C

MBJ CONAN 768C

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 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 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 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 the safe bet tie in here!

EPD Rankings Red Brangus Active Sires:

Top 2% FERT INDEX; Top 10% BREED BACK, Top 15% MILK, REA; Top 25% HEIF PREG, STAY; Top 30% BW; Top 35% FAT



Conan 768C

TRIO'S ER CORTEZ 175C6

There is a reason why **Cortez** is referred to as a "Bull Like No Other" . . . because of his progeny like no other. His sire prowess is widespread in this Fifth Edition of The Power of the Brands. There are eight sons offered and a stylish-bred daughter. In the genetic offerings, there is a powerful embryo mating in Lot 8B, a flush from his full sister in Lot 4, and of course, the opportunity to clone his dam Wildfire 175W in Lot 1.

Cortez has sired the IBBA National Grand Champion Bull, two IBBA National Grand Champion Females, 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.

EPD Rankings Red Brangus Active Sires:

Top 10% WW, YW; Top 15% TERM; Top 30% FAT, TM



Cortez 175C6

TK EXPRESSWAY 297C2

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 (Klase), and Ultimate Red. Expressway offers innovative, out-cross genetics in an attractive package to enhance carcass quality, maternal merit, adaptability, and profitability.



Expressway 297C2

MR. PB EXTRA TALENT 971/10

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 MBJ Lilly 225C2, sons MBJ 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 112/5 cow family.

Extra Talent is one our most sought-after foundation sires.



Extra Talent 971/10

TK FIT MAN 225F2

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.



Fit Man 225F2

POWER OF BRANDS REFERENCE SIRE

MBJ HAVANA 7H

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 three years of breeding service there with tremendous calves on the ground.

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.

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.



CX HOME RUN 135/P

As one of the highest-performing bulls raised at Cox Excalibur, **CX Home Run** has significantly impacted the Red Brangus breed. His offspring are known for their thick, easy-doing nature, perfect for thriving on grass.

Notably, **CX Home Run** has garnered accolades such as the Grand Champion at the State Fair of Texas and has sired numerous Grand Champions internationally, including the renowned CX Tanque 23/T. His is a legacy of excellence, both in pedigree and prestige.

CX Home Run 135/P was the Texas State Fair Grand Champion and is one of those animals that stands out no matter which way you look at it. He is a two-time Red Brangus Show Sire of the Year. Home Run progenies are well known for their power, deep body, length and thick made with a lot of muscle. He is the sire of CX Tanque 23T and CX Home Runs Slam 314/T the Grand Champion of the 2008 Brangus Futurity held at Stillwater, Oklahoma.



MBJ GR HOUSTON 424H

MBJ GR 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 Red Brangus phenotype you will see that he will be a breed changer.

EPD Rankings Red Brangus Active Sires:

Top 15% MILK; Top 20% BW, BREED BACK; Top 30% STAY



OB RED CHARLIE 204C3

MBJ OB Charlie 204C3 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 Red Charlie 204C3** and OB Cristal 204C2. With semen no longer available on **Red Charlie**, one needs to study and consider any of his progeny when they come up for offer.



LAZY 3 STATESMAN 100S

In the breeding of purebred cattle, a handful of sires will set themselves apart as distinctive with the ability to influence generations of a breed long after they are gone. **Statesman 100S** is one such Red Brangus sire. The opportunity to obtain his influence in this Fifth Edition is through embryo offerings of Lots 11B and 18, and the rare semen offered as Lot 67.

Statesman is as unique of an individual as we have ever raised in disposition, inherent performance and ability to pass his most desirable traits along to his progeny. Known for his muscle, structure and performance metrics, he remains one of the most balanced performance Red Brangus sires on paper. With progeny about the Brangus World, his influence is extensive and is carried through to some of the most notable names in today's Red Brangus pedigrees.

When **Statesman's** name is mentioned and seen in a pedigree, you know this an animal of uncommon quality and performance. Still after all of these years and generations, **Statesman** is still a balanced EPD profile leader among Active Red Brangus Bulls. Note the six traits in which he is the Top 25% of Active Red Brangus Sires, including birth, growth and carcass traits.

EPD Rankings Red Brangus Active Sires:

Top 2% YW; Top 5% TERM; Top 10% BW, WW, REA; Top 25% CED



CX TANQUE 23/T

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 this Fifth Edition of The Power of the Brands 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. Look for his daughters in Lots 27, 37, 45 and 46.

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 the 2024 IBBA National Reserve Grand Champion TRIO's Karina 175K2, 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.

Breeders can confidentially plan matings to **Tanque** to produce herd sires, replacement females and potential future donors. Calving Ease with Carcass Quality.

EPD Rankings Red Brangus Active Sires:

Top 10% CEM; Top 15% WW, YW, REA.



POWER OF BRANDS REFERENCE SIRES

TRIO'S YUCATAN 175Y

TRIO'S Yucatan 175Y has established himself as one of the preeminent sires of elite Red Brangus seed stock. The opportunity to obtain his influence in this Fifth Edition is through the embryo offering of Lot 8A and the IVF slot offered as Lot 68.

Yucatan has built a genetic legacy started by his dam Fancy 175/4 and sire Sequoia 112S. Yucatan began his claim to fame as the 2013 IBBA National Grand Champion. As a sire his progeny arrived with a distinctive eye appeal combined with substance that attracted the attention of Brangus breeders across continents. His ability to pass along levelness of design, extension, and correctness, while maintaining power, muscle, and depth, has kept breeders coming back to him. Over the years and generations, his progeny and grand progeny are turning heads and setting new standards. Through the accomplishments of his progeny, he was awarded the "IBBA Red Brangus Sire of the Year" in 2017 and 2018. In 2019, he was the Runner Up Sire of the Year.



Yucatan 175Y

TR MBJ KNOCKOUT 104K

Knockout is one of our newest sires who is destined to make a significant impact, infusing new genetic lines and enhancing hybrid vigor in the world of Red Brangus.

Knockout is a remarkable red bull, son of the renowned Brangus sire IH Mr. Bar 607G3, from the esteemed line of IH Bar None 820Y8. The semen from 820Y8 has been exported worldwide for its outstanding qualities, with smooth hair, correct structural conformation, and transferring a lot of natural muscle to its offspring.

Knockout combines the strengths of many breed leaders: Sundance, Transformer, and Salacoa Pine Lass 23D2. Additionally, **Knockout's** paternal lineage has been influenced by the impressive bull IH Rudder 504Y and the productive cow family 607. **Knockout's** maternal grandfather is an impressive son of Sureway Legacy 060, from the closely related donor MBJ OB Ms Tranch 392S104, a remarkable daughter of Red Brick 74R2 who won the Grand National Champion in Houston. Ms TR JE 392C2 traces back to the esteemed M&M 74 cow family, establishing its lineage with the M&M cow family, further solidifying this bull's exceptional pedigree.

Knockout is a young bull, but we already have his first progeny being offered in three daughters, Lots 23, 24 and 25. These young ladies are emblematic examples of the quality and performance Knockout will sire.



Knockout 104K

EPD Red Brangus Active Sire Rankings:

Top 3% REA; Top 10% YW, SC; Top 15% WW, FAT; Top 20% CED; Top 25% BW, CEM

MBJ YUCCA 428B

Yucca's progeny have captured the attention of the Red Brangus world and have elevated him to the level of 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.



Yucca 428B

MBJ JOHNNY CASH 428J3

The MBJ program is known for producing top herd and global semen sires. **Johnny Cash** is our new, modern type of bull, possessing the power, bone, muscle and style necessary for a semen sire. His calves combine style, long neck, with power and bone. We have exported his semen to South Africa, Mexico and many countries.

MBJ Johnny Cash 428J3 was the 2022 IBBA Houston Livestock Calf Champion, but still has great performance and carcass numbers. His sire, Fireman, is one of the most powerful semen sires we've ever raised. MBJ Fireman 266F is an absolute powerhouse in terms of body mass, muscularity, and structural quality.

His 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 feminine and fertile individual, 428S2 is sired by Rocky Street, the two-time Show Sire of the Year. Her dam, 428M3, is a recognized OB Donor, a daughter of the renowned Sureway Mr. Easy 600J. An Easy Street of Brinks son well known by Brangus breeders, he is a superior bull and a carcass trait leader in the IBBA, as well as a red gene carrier favorable to Red Brangus breeders. **Johnny Cash** is an iconic combination of our MBJ elite style phenotype with the power of our performance style.

Johnny Cash is following the footsteps and all the attributes of a great semen sire like his sire, MBJ Fireman 266F, and will impact herds across the breed. Offering Three (3) lots of Three (3) units per lot. Domestically, **Johnny Cash** is only offered in the Red Carpet and Power of the Brands sales.



Johnny Cash 428J3



POWER OF THE BRANDS

MARKETING TERMS & CONDITIONS FOR FROZEN GENETICS

1. TERMS: All purchases are cash, check, or credit card. Settlement must be made to "Power of the Brands Sales and Marketing" at the conclusion of the auction. Each lot will be sold to the highest bidder. DVAuction.com, as the auctioneer, will resolve any disputes regarding bids.

2. ANNOUNCEMENTS: Any changes to the information in this catalog will be provided in a sale day supplement sheet or announced online at DVAuction.com.

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, its employees, nor anyone associated with the management of the sale will be held liable for any injury to attendees. Responsibility for lots passes to the buyer upon the auction's official close, according to DVAuction's terms. MBJ Ranch and TRIO Cattle & Genetics will make every reasonable effort to ensure the safe handling of genetic material until it is delivered.

4. SELLERS LIABILITY: Each host and guest consignor is 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 each other or any guest consignors' liabilities and responsibilities.

5. PARENTAGE DETERMINATION: Parentage of all animals in this sale has been determined by DNA analysis.

6. EMBRYO LOT GUARANTEE: AND CONTINGENCIES:

- a. Each lot of three (3) embryos is offered with a guarantee of one (1) pregnancy.
- b. The winning buyer may double the per-embryo price for a six-embryo package, which includes a guarantee of two pregnancies.
- c. The transfer must be performed and documented by a certified embryo technician or veterinarian.
- d. The guarantee is offered and valid for one year from the date of the sale. After one year, the pregnancy guarantee is no longer available.
- e. Buyers have one year from the closing of the sale to request one (1) replacement for every three (3) embryos purchased. If a claim is made, the seller will make every effort to replace it with an embryo of the same mating. If that's not possible, the seller may choose to substitute with a mating of equal value.
- f. If a request for a replacement is received more than one year after the date of purchase, it is the seller's discretion whether a replacement of any embryo will be offered.

7. FLUSH LOT GUARANTEE:

- a. Where a minimum guarantee of production is offered for a flush, a licensed embryologist must perform the flush, and the performing embryologist and laboratory must document the results.
- b. Semen expense is the responsibility of the buyer.
- c. Flush and shipping expenses up to the stated maximum embryos are the responsibility of the buyer. After the stated maximum of embryos produced, the cost of production will be prorated per embryo between the buyer and the seller, and the ownership of embryos above the cap will be the responsibility and property of the owner(s) of the donor.
- d. Should the guaranteed minimum number of embryos not be achieved within the initial flush, a number to meet the minimum 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. To receive the guarantee, the buyer must perform the flush within one year of the sale date. After this date, the guarantee is no longer offered.
- f. After one year, the donor will be available to flush for one additional year with no guarantee of minimum production.
- g. The buyer has two years from the date of sale to perform the flush. Two years after the purchase date, the opportunity is forfeited.

8. RELEASE AND SHIPPING:

- a. Upon payment of purchases, the embryos will be released to the purchaser at the facility where the embryos are stored.
- b. Upon release, storage costs become the responsibility of the purchaser.
- c. Shipping the embryos is the responsibility of the purchaser.
- d. The seller assumes no responsibility for the embryos after the release is sent to the seller.



POWER OF THE BRANDS

MARKETING TÉRMINOS Y CONDICIONES GENÉTICA CONGELADA

1. CONDICIONES DE PAGO: Todas las compras son al contado (en efectivo), cheque o tarjeta de crédito. La liquidación debe realizarse a "Power of the Brands Sales and Marketing" al concluir la subasta. Cada lote se venderá al mejor postor. DVAuction.com, como subastador, resolverá cualquier disputa relativa a las pujas.

2. ANUNCIOS: Cualquier cambio en la información de este catálogo se proporcionará en un suplemento el día de la venta o se anunciará en línea en DVAuctions.com.

3. RIESGO Y RESPONSABILIDAD DEL COMPRADORES: Cualquier persona que previsualice el ganado y/o asista a la venta lo hace bajo su propio riesgo. Ni MBJ Ranch, TRIO Cattle & Genetics, sus empleados, ni nadie asociado a la gestión de la venta serán responsables de cualquier lesión a los asistentes. La responsabilidad de los lotes pasa al comprador tras el cierre oficial de la subasta, de acuerdo con los términos de DVAuction. MBJ Ranch y TRIO Cattle & Genetics harán todos los esfuerzos razonables para garantizar la manipulación segura del material genético hasta su entrega.

4. RESPONSABILIDAD DE LOS VENDEDORES: Cada anfitrión y consignador invitado es directamente responsable de sus lotes específicos, incluyendo estos Términos y Condiciones y las disposiciones establecidas en el catálogo. MBJ Ranch y TRIO Cattle & Genetics no son responsables de las obligaciones del otro ni de las de ningún consignador invitado.

5. DETERMINACIÓN DE LA PARENTIDAD: La paternidad de todos los animales en esta venta ha sido determinada por análisis de ADN.

6. GARANTÍA Y CONTINGENCIAS DEL LOTE DE EMBRIONES:

- Cada lote de tres (3) embriones se ofrece con una garantía de un (1) preñez.
- El comprador ganador puede duplicar el precio por embrión para un paquete de seis embriones, que incluye una garantía de dos preñeces.
- La transferencia debe ser realizada y documentada por un técnico o veterinario certificado en embriones.
- La garantía se ofrece y es válida por un año a partir de la fecha de la venta. Después de un año, la garantía de preñez deja de estar disponible.
- Los compradores tienen un año a partir del cierre de la venta para solicitar un (1) reemplazo por cada tres (3) embriones comprados. Si se realiza una reclamación, el vendedor hará todo lo posible para reemplazarlo con un embrión del mismo apareamiento. Si eso no es posible, el vendedor puede optar por sustituirlo por un apareamiento de igual valor.
- Si una solicitud de reemplazo se recibe más de un año después de la fecha de compra, queda a discreción del vendedor si se ofrecerá un reemplazo de cualquier embrión.

7. GARANTÍA DEL LOTE DE LAVADO (FLUSH LOT):

- Cuando se ofrezca una garantía mínima de producción para un lavado, un embriólogo con licencia debe realizar el lavado, y el embriólogo y el laboratorio que lo realicen deben documentar los resultados.
- El gasto de semen es responsabilidad del comprador.
- Los gastos de lavado y envío hasta el máximo de embriones indicado son responsabilidad del comprador. Después del máximo de embriones producido, el costo de producción se prorrateará por embrión entre el comprador y el vendedor, y la propiedad de los embriones por encima del límite será responsabilidad y propiedad del (los) propietario(s) de la donante.
- En caso de que no se alcance el número mínimo garantizado de embriones en el lavado inicial, se proporcionará un número para alcanzar el mínimo a expensas del vendedor. Si el segundo intento no ofrece los resultados garantizados, se proporcionará un reembolso completo únicamente del precio de compra.
- Para recibir la garantía, el comprador debe realizar el lavado dentro de un año a partir de la fecha de venta. Después de esta fecha, la garantía ya no se ofrece.
- Después de un año, la donante estará disponible para un lavado por un año adicional sin garantía de producción mínima.
- El comprador tiene dos años a partir de la fecha de venta para realizar el lavado. Dos años después de la fecha de compra, la oportunidad se pierde.

8. ENTREGA Y ENVÍO:

- Una vez realizado el pago de las compras, los embriones serán entregados al comprador en la instalación donde están almacenados.
- Tras la entrega, los costos de almacenamiento pasan a ser responsabilidad del comprador.
- El envío de los embriones es responsabilidad del comprador.
- El vendedor no asume ninguna responsabilidad por los embriones después de que se envía la liberación al vendedor.



See You in 2027!

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 06, 2026
Houston, Texas



SATURDAY, SEPTEMBER 19, 2026
Wharton, Texas

