

LIVE SALE - Online bidding through Liveauctions.tv

HEART OF THE *Herd*



06.09.2022 | 7:00 p.m. | Hyatt Hill Country, San Antonio, TX

SCHEDULE

- 4:00 – 6:00 p.m. Panel Discussion, “Building a Branded Meat Company”
Ronald Beeman (Chairman of HeartBrand)
Alyssa Hind (2F Akaushi)
Matthew Jaques (Legacy Meat Company)
- 6:00 - 7:00 p.m. Heavy OrHors D’oeuvres
Open bar 6:00pm – 8:00pm
- 7:00 p.m. **HeartBrand Cattle HEART OF THE HERD II Sale**



Brooklyn, Parker, and
Bailey with their father
Jordan Beeman



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HEART OF THE *Herd* II

06.09.2022

7:00 p.m. | Hyatt Hill Country, San Antonio, TX

Held in conjunction with the 2022 American Akaushi Association Convention, June 10-12th.

JOIN US IN PERSON or online at www.Liveauctions.tv!



Shown here
is JoJo Carrales,
Vice President
of Operations,
HeartBrand
Cattle

Thank you for joining us for this unique offering of high-quality females from the heart of our herd.

The HeartBrand fullblood mother cow has been raised from the highest quality, most pasture tested genetics in the world. The diversity within our population of over 3000 mother cows, along with rigorous selection pressure should give you confidence that the females you are purchasing will give you the most potential for adding to or starting your Akaushi base herd of your own. Visiting one of our feedlots and seeing thousands of Fullbloods on feed is the reason our cattle sell for a premium. Only keep the best if you want to progress.

JoJo Carrales



JoJo Carrales, 361.701.9961
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Vice President of Operations

Payton Warmke, 979.203.1788
pwarmke@heartbrandbeef.com

Dear Akaushi Enthusiasts,

Welcome to HeartBrand Cattle's Heart of the Herd II Sale – we're happy you are joining us in-person or online!

The demand for Akaushi genetics and Akaushi beef continues to grow. It is a very exciting time to be a part of the Akaushi breed – and its growth and excitement is just getting started.

HeartBrand believes the breed will only continue to gain momentum not only in cattle genetics but the demand for Akaushi on consumers plates. We know the benefits the Akaushi breed provides to the industry are only positive and are excited the breed continues to gain awareness across the U.S.

We are excited to be offering this select group of Akaushi cattle at the Heart of the Herd II Sale and are excited to be helping others build their Akaushi herd.

Enjoy the sale!

Jordan Beeman



*Ronald Beeman and son
Jordan Beeman, President
of HeartBrand Beef*



*JoJo Carrales, Vice President
of HeartBrand Beef
Kaci Carrales, Joseph & Adalyn*



*Peyton Warmke,
Cattle Sales Manager*



*Jacob Tipp,
Full Blood Cattle Manager
Amy Tipp, Meat Sales Manager
Kaston & Kinley*

The HeartBrand Team



SALE DETAILS

SALE LOCATION ...

Hyatt Regency Hill Country Resort & Spa
9800 Hyatt Resort Dr., San Antonio, TX 78251

AUCTIONEER ...

Eddie Burks, 270.991.6398

SALE DAY PHONES ...

HeartBrand Beef

Vice President of HeartBrand Beef	JoJo Carrales	361.701.9961	jcarrales@heartbrandbeef.com
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SALE ORDER & SUPPLEMENTAL INFORMATION ...

Sale order is catalog order! Any additional information or corrections to the printed sale catalog will be available online at LiveAuctions.tv.

AIR TRANSPORTATION ...

San Antonio International Airport (SAT)
17.5 Miles from the Hyatt Regency Hill Country Resort & Spa

WATCH LIVE & BID ONLINE ...

VISIT LiveAuctions.tv to view the sale catalog and videos of live lots. The entire auction will be showcased via video/ pictures and broadcast live through LiveAuctions.tv. If you have questions regarding bidding or logging on, please contact Chad Gordon, 580.678.1918 or chadgordon8g@gmail.com.



EMBRYO GUARANTEE ...

Any embryos sold as stated and are not guaranteed on conception.

DESCRIPTIONS & FOOTNOTES ...

The W365 team has compiled the footnotes on each lot to best of their ability. Any corrections or changes will be made on the supplement sheet and/or sale day announcements.

REGISTRATIONS, TRANSFERS & EMBRYO TRANSFERS ...

As soon as the cattle are paid for, the cattle sold will be transferred (registrations) to the new owners through the offices of the American Akaushi Association. The fee is paid for by the seller.

PAYMENT ...

All lots must be paid for immediately following the conclusion of the HeartBrand Cattle Heart of the Herd II Online Sale, unless prior payment arrangements have been made with any representative of Wagyu365. Buyers are welcome to pay by credit card. If so, you will be charged a 3% fee on the total sum of your purchase.

DELIVERY ...

Buyers are responsible for any shipping cost pertaining to embryo purchases and transportation of the live cattle. Wagyu365 buyers and HeartBrand Cattle will work together to make this the easiest and most efficient process possible. Export details are listed on each lot.

LIVESTOCK MORTALITY INSURANCE ...

Any representative of the Wagyu365 team can assist any buyer with insurance regarding their purchases.

HEALTH PAPERS ...

All live cattle sold will be accompanied by an appropriate health paper for immediate shipment. Additional health testing may be required from some locations.

GENETIC CONDITIONS ...

Log onto www.Akaushi.com and go to the animal search and results of the genetic testing will be found on the lot selling.

LIABILITY ...

All persons attending the sale, do so at their own risk, legal or otherwise for their safety. HeartBrand Cattle, sale management, and sales staff assume no responsibility or liability for property loss or any accidents that may occur.

MANAGEMENT ...

Auction money and proceeds will be conducted under Randall O. Ratliff, DBA R & R Marketing, P.O. Box 60097, Nashville, TN 37206
Bond # 7901027402 (U.S. Department of Agriculture, Grain Inspection, Packers and Stockyards Administration Packers & Stockyards Program)



BUILDING A BRANDED MEAT COMPANY



Ronald Beeman - Chairman of HeartBrand

Mr. Beeman has been active in building branded meat programs across the U.S. for nearly 40 years. In 1998, Mr. Beeman acquired Eddy Packing, which was primarily a carcass kill facility. Serving as President of Eddy Packing, he evolved the business into a leading branded meat business and successfully grew the company's sales to over \$100 million until he sold Eddy Packing in 2011. Since 2006 Mr. Beeman has been a key part of the growth and development of HeartBrand and the Akaushi Breed.



Matthew Jaques - Legacy Meat Company

Matthew Jaques serves as General Manager for Legacy Custom Meat Processing, LLC with responsibility for the day-to-day operations of the processing facility, distributor relationships, and USDA HCAPP compliance. He oversees the company's ongoing business and expansion efforts to increase onsite productions.

Jaques also created and oversees Legacy's South Texas Antelope program, with State inspected harvest. He has been responsible for bringing Legacy's South Texas Antelope and Wagyu program, Gyulais, into many Houston based restaurants, nationwide distributors, and retail establishments such as Central Market and HEB.

Jaques has over 15 years' experience in ranching, processing, and business management, which allowed him to be a vital part of Legacy's business growth in its short 15 months of operations. Jaques earned his Bachelor of Science in animal science from West Texas A&M University.



Alyssa Martinez Hind - 2F Akaushi

Alyssa Martinez Hind was born and raised on a working cattle ranch in San Isidro TX. Having been immersed in the industry from a young age, her passion led her to obtain an education at Texas A&M University. Graduating in 2013 with a Bachelor of Science in Animal Science, she immediately invested herself into the cattle business, determined to improve the carcass merit of beef cattle and streamline the industry.

Alyssa and Jason Hind started Hind Cattle Company in 2017 with the focus of implementing DNA certified Akaushi Wagyu genetics to improve the quality grade in the carcass. Working alongside her parents Felo and Stephanie Martinez, they market their cattle through their 2F Akaushi Beef company. They have vertically integrated their cattle businesses and are now selling and marketing their Akaushi Wagyu beef directly to consumers. Their beef can be found in many local Rio Grande Valley restaurants and also HEB stores across the state of Texas. Please check out www.2FAkaushibeef.com to follow their journey.





24/7/365
 Welcome to Wagyu365.com—your one-stop source for all things Wagyu. The “One” place any enthusiast, breeder, or potential buyer can visit to witness the Demand for Akaushi and Wagyu breeding stock. This real time, all-inclusive web community has a single purpose—spread the positive message of the Wagyu breed. We encourage you to visit often and become engaged as we showcase the breed and its impact on the industry.

WAGYU365 TEAM



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Dear Akaushi Enthusiasts,

Welcome to the HeartBrand “Heart of the Herd” II Sales event. This year’s sale will be held June 9th, the evening before the start of the American Akaushi Convention. We are in hopes you will find time to come join us in person for this spectacular event. The HeartBrand Team will be in attendance to meet and greet all that attend. We will be hosting a “Panel Discussion” with Ronald Beeman, HeartBrand Chairman, Alyssa Hind of 2F Akaushi and Matthew Jaques of Legacy Meat Company. Following the “Discussion” you will be served heavy hors d’oeuvres along your beverage of choice complements of HeartBrand Cattle and Wagyu365.

The HeartBrand Cattle Team look forward to bringing as many Akaushi breeders and enthusiasts together prior to the convention to celebrate all the things that are great about the breed of Akaushi.

The sale offering was hand-picked for your appraisal, and we are in hopes you will appreciate them as much as we do.

If we can answer any questions for you prior to the sale be sure and let any of us at Wagyu365 know, as we will be happy to assist.

Best Regards,
 Randall O. Ratliff
 Wagyu365 Team Member



@Wagyu365

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Heartbrand Naomi 1145Z



Hikari

1

FOUR IVF EMBRYOS

FULLBLOOD AKAUSHI | GRADE 1 | DOMESTIC ONLY

SIRE: **HIKARI**
 DAI-JU 10 MITSUMARU KO 76
 KAZUTOMO 1KYU 92958

DAM: **HEARTBRAND JOE S5394S**
 HEARTBRAND NAOMI 1145Z
 HEARTBRAND T0539N

DAI-NI 2 MITSUMARU TOKKYU 22
 GODAI KO 2739
 NAMIMARU KO 74
 KIKUMI TOKKYU 11875
SHIGEMARU
 HEARTBRAND B0004M
TAMAMARU
 HEARTBRAND B0951J

Located at Trans Ova in Bryan, TX.

This embryo lot is sired by the original import sire Hikari! Hikari is known for his elite carcass quality ability. Hikari is a son of the top Japanese bull Dai 10 Mitsumaru 76, who in turn has produced other elite animals such as Big Al, Kaedemaru, Himawari, and Hitomi. Hikari is one of the best carcass proven sires in the breed, this should give confidence in elite marbling ability in progeny!

The dam of this lot is Heartbrand Naomi 1145Z, a Heartbrand Joe daughter. Joe is one of the leading growth and Index proven sires in the breed! He possesses an amazing sire stack of Shigemaru x Big AL x Fuyuko. His leading EPDs include a +53 Weaning Weight and +91 Yearling Weight (Both top 1% EPDs). Behind Joe is a stack of Tamamaru x Big AL x Himawari! This is premier sire stack among the best in the Akaushi breed! Don't miss this incredible opportunity to acquire leading Akaushi genetics.



HeartBrand Bobbi 625Z



Rueshaw 430

2

THREE IVF EMBRYOS

FULLBLOOD AKAUSHI | GRADE 1 | DOMESTIC ONLY

RUEMEI H39

SIRE: RUESHAW 430

FB2 KIKUTAMI 14285

HEARTBRAND B4183S

DAM: HEARTBRAND BOBBI 625Z

HEARTBRAND 4605W

RYUEI H20

HARUMI H376

SOCHU H10

KIKUFUJI 1627

BIG AL

HEARTBRAND S0701M

HEARTBRAND T5082S

HEARTBRAND B5057S

Located at Trans Ova in Bryan, TX.

Embryos sired by the rare and elite original import Rueshaw! Semen is virtually impossible to find and if you can it is selling for \$4,000+ per straw! Secure embryos while you have the opportunity here. Rueshaw is known for his fantastic marbling ability while still being outcross to the rest of the 1990s Akaushi imports.

He is paired with the donor Heartbrand Bobbi 625Z, who is a direct maternal descendant of Ume. Ume is one of the premier cow families that transmits both carcass and growth to her progeny consistently. Bobbi's pedigree features an ideal line breeding to Big Al! Big Al appears an astounding 4 times in her 4 generation pedigree. Big Al is widely considered one of the most balanced and elite carcass proven bulls in the Akaushi breed. This embryo lot is a fantastic combination of Rueshaw, Big Al, and Ume genetics!





HeartBrand 15/16 10D ET



HeartBrand King David 14E

3

THREE IVF EMBRYOS

DOUBLE POLLED PUREBRED AKAUSHI | GRADE 1 | DOMESTIC ONLY

HEARTBRAND 9595Y

SIRE: HEARTBRAND KING DAVID 14E
NICKESON 309A ET

HEARTBRAND J-PRIME 2132A

DAM: HEARTBRAND 15/16 10D ET
NICKESON 413B ET

HEARTBRAND JOE S5394S

HEARTBRAND BUCKCHERRY S2421R
BIG AL

HEARTBRAND R2 038X

JUDO 1223

HEARTBRAND V5909S

JIMMY JAMES 9781Y

HEARTBRAND B2 013X

Located at Trans Ova in Bryan, TX.

These embryos are full siblings to the ever-popular homozygous polled bull, HeartBrand Dos Equis XX 3618H.

Here we have Polled Akaushi genetics! Heartbrand King David 14E is a polled purebred Akaushi sire. King David has excellent genetics backing him up with Heartbrand Joe, Shigemaru, and Big Al all featured prominently in his pedigree. On top of this King David is showing fantastic promise as a proven sire with EPDs in the top 5% for Weaning Weight, Yearling Weight, and Total Maternal. This sire will add the polled gene to your cattle without sacrificing performance!

The dam of these embryos is Heartbrand 15/16 10D ET, a J-Prime daughter who sold for \$50,250 in Heart-brand's 1st All Polled Sale to Show Me Wagyu Partners of Missouri! She is the dam of the highly syndicated bull, Heartbrand Dos Equis XX 3618H, of whom HeartBrand Cattle sold 50% semen interest at over 111,000 (also to Show Me Wagyu Partners). J-Prime is a rare son of Judo. Judo is a complete outcross to the 1990s imported Akaushi making him a valuable breeding tool. J-Prime is a high growth and maternal bull who also maintains great carcass traits. His EPDs are in the 10% for Weaning Weight, Yearling Weight, Total Maternal, and Marbling. Be confident in this lines' ability to transmit elite performance and potentially homozygous Polled genetics!



HeartBrand 15/16 10D ET



HeartBrand Yellowstone 0917F ET

4

THREE IVF EMBRYOS

DOUBLE POLLED PUREBRED AKAUSHI | GRADE 1 | DOMESTIC ONLY

HEARTBRAND KC S6386U

SIRE: HEARTBRAND YELLOWSTONE 0917F ET
NICKESON 309A ET

HEARTBRAND J-PRIME 2132A

DAM: HEARTBRAND 15/16 10D ET
NICKESON 413B ET

HB 457

HEARTBRAND C0062L
BIG AL

HEARTBRAND R2 038X
JUDO 1223

HEARTBRAND V5909S
JIMMY JAMES 9781Y
HEARTBRAND B2 013X

Located at Trans Ova in Bryan, TX.

Sired by Heartbrand Yellowstone 0917F, an elite polled purebred Akaushi bull (brother to King David). Heartbrand Yellowstone is polled and features an ideal balanced pedigree with genetics from Shigemaru, Hikari, Big Al, Marunami, and Ume! Shigemaru, Hikari, and Big Al are some of the best proven sires in the breed excelling in Marbling, Ribeye Area, and Maternals. They are stacked on the elite foundation females Marunami and Ume. This is balanced polled pedigree that will create extremely profitable cattle!

The dam of these embryos is Heartbrand 15/16 10D ET, a J-Prime daughter who sold for \$50,250 in Heartbrand's 1st All Polled Sale to Show Me Wagyu Partners of Missouri! She is the dam of the highly syndicated bull, Heartbrand Dos Equis XX 3618H, of whom HeartBrand Cattle sold 50% semen interest at over 111,000 (also to Show Me Wagyu Partners). J-Prime is a rare son of Judo. Judo is a complete outcross to the 1990s imported Akaushi making him a valuable breeding tool. J-Prime is a high growth and maternals bull who also maintains great carcass traits. His EPDs are in the 10% for Weaning Weight, Yearling Weight, Total Maternal, and Marbling. Be confident in this lines' ability to transmit elite performance and potentially homozygous Polled genetics!





5

HEARTBRAND 4602H

FULLBLOOD AKAUSHI | AF173139 | HORNED | RED | 4602H | 03.26.2020

HEARTBRAND H0518E
SIRE: HEARTBRAND 6322B ET
HEARTBRAND S0A96M

HEARTBRAND 9134X
DAM: HEARTBRAND 3894B
TWINWOOD 0414Y

HIKARI
DAI-HACHI 8 MARUNAMI
SHIGEMARU
HEARTBRAND T0504E
HEARTBRAND S0132R
HEARTBRAND T2126P
HEARTBRAND T5285S
HEARTBRAND H1278P

This is a fantastic cow calf pair with the cow being sired by Heartbrand 6322B. He brings the genetics of breed greats H0518E, Shigemaru, and the “Elephant Cow”. The bottom side of her pedigree contributes the genetics of proven growth and maternal sires Shigemaru and Tamamaru. Having a heifer at her side makes this a fantastic herd building cow calf pair.

LOT 5A - 4602K (AF233926) - Fullblood Akaushi

Sex: Heifer | DOB: 03.13.2022 | BW: 65 lbs.

Sire: HeartBrand Judo Rocks 2537A, Registration # AF49237 (Judo x Shigemaru)



6

HEARTBRAND 3806H

FULLBLOOD AKAUSHI | AF180291 | HORNED | RED | 3806H | 03.17.2020

SHIGEMARU

SIRE: HEARTBRAND RAYMOND REDDINGTON 3186A ET
HEARTBRAND V5909S

HEARTBRAND H0518E

DAM: HEARBRAND 1286Z
HEARTBRAND S0928

DAI-NI 2 SHIGENAMI TOKKYU 27
DAI-YON 4 AKIBARE TOKKU 3357
HEARTBRAND C06100N
HEARTBRAND T1033P

HIKARI

DAI-HACHI 8 MARUNAMI

SHIGEMARU

UME

This pair is a highlight with the cow a direct daughter of Heartbrand Raymond Reddington. Raymond Reddington is a proven Heartbrand performer contributing growth and maternals of his sire Shigemaru to this cow. Her dam side is solid with carcass traits of H0518E (Hikari x Marunami) and the Ume maternal line. Her heifer calf at side makes this a future pair of donor dams to build a program around!

LOT 6A - 3806K (AF233929) - Fullblood Akaushi

Sex: Heifer | DOB: 03.06.2022 | BW: 65 lbs.

Sire: MCCH 4095, Registration # AF49821 (Hikari x Shigemaru)





7

HEARTBRAND 3797H

FULLBLOOD AKAUSHI | AF180270 | HORNED | RED | 3797H | 04.30.2020

HIKARI

SIRE: HEARTBRAND DOZER 9967Y
HEARTBRAND T0753L

SHIGEMARU

DAM: HEARTBRAND V7241U
HEARTBRAND B1703P

DAI-JU 10 MITSUMARU KO 76
KAZUTOMO 1KYU 92958

SHIGEMARU HARUKO

DAI-NI 2 SHIGENAMI TOKKYU 27
DAI-YON 4 AKIBARE TOKKYU 3357

BIG AL FUYUKO

This cow is a daughter of Heartbrand Dozer, who is a son of the original foundation sire Hikari! Hikari is known for excellent carcass quality abilities, specifically his superior marbling. Dozer stacks him on a Shigemaru daughter bringing growth and maternal traits. Dozer traces to original import cow Haruko as the direct maternal granddam! The bottom side of the pedigree is a who's who of proven Akaushi sires in Shigemaru x Big Al x Fuyuko! This is a top maternal line to top everything off having produced elite sires such as Heartbrand Joe and Heartbrand Terminator.

LOT 7A - 3797K (AF233927) - Fullblood Akaushi

Sex: Bull | DOB: 02.21.2022 | BW: 63 lbs.

Sire: LAG Primetime 2040E, Registration # AF116333 (Big Al X Rueshaw 430)



8

HEARTBRAND 4297H

FULLBLOOD AKAUSHI | AF174441 | HORNED | RED | 4297H | 03.09.2020

HEARTBRAND JACK H6369T

SIRE: HEARTBRAND SEAR & SMOKE 2942A
HEARBRAND P0377R

HEARTBRAND T6955U

DAM: HEARTBRAND 860Z
HEARTBRAND 8483W

HIKARI

HEARTBRAND T1872P
HEARTBRAND C0334N
HEARTBRAND H0377N

TAMAMARU

HEARTBRAND B3288R
HEARTBRAND H4527S
HEARTBRAND C4176S

The cow here is sired by Heartbrand Sear & Smoke. Sear & Smoke contributes amazing carcass traits as he is linebred to Hikari. This cements elite carcass quality ability into his pedigree. Her dam is a combination of Tamamaru, Big Al, and Hikari genetics stacked on the Akiko maternal line. This pair is great chance to get into the Akiko maternal line.

LOT 8A - 4297K (AF233925) - Fullblood Akaushi

Sex: Bull | DOB: 03.12.2022 | BW: 65 lbs.

Sire: HeartBrand Judo Rocks 2537A, Registration # AF49237 (Judo x Shigemaru)





9

HEARTBRAND 4325H

FULLBLOOD AKAUSHI | AF174394 | HORNED | RED | 9321 | 02.19.2020

HEARTBRAND JACK H6369T

SIRE: HEARTBRAND SEAR & SMOKE 2942A
HEARTBRAND P0377R

HEARTBRAND S3816S

DAM: HEARTBRAND 9321X
HEARTBRAND T3432R

HIKARI

HEARTBRAND T1872P
HEARTBRAND C0334N
HEARTBRAND H0377N

SHIGEMARU

HEARTBRAND B0092K

TAMAMARU

HEARTBRAND B0029L

Another daughter of Heartbrand Sear & Smoke here. Sear & Smoke contributes amazing carcass traits as he is linebred to Hikari. This cements elite carcass quality ability into his pedigree. Her dam is a combination of Shigemaru, Tamamaru, and Big AI genetics of the Fuyuko maternal line. This is a top maternal line having produced elite sires such as Heartbrand Joe and Heartbrand Terminator.

LOT 9A - 4325K (AF233930) - Fullblood Akaushi

Sex: Bull | DOB: 02.28.2022 | BW: 63 lbs.

Sire: HeartBrand Judo Rocks 2537A, Registration # AF49237 (Judo x Shigemaru)



10

HEARTBRAND 4287H

FULLBLOOD AKAUSHI | AF174409 | HORNED | RED | 8A748 | 01.31.2020

JUDO 1223

SIRE: HEARTBRAND JAMIE 3201A ET
HEARTBRAND Z1118P

HEARTBRAND B4479S

DAM: MCC 8A748
HEARTBRAND C0383N

SHIGETAKARA H 40

SAKAE RK 23331

RUESHAW 430

AKIKO

BIG AL

HEARTBRAND S560GF

HEARTBRAND H0518E

HEARTBRAND S0928J

This is the only daughter of Heartbrand Jamie in the sale. He is a rare Judo son out of the renowned “Z” cow! This is the Akiko maternal line known for its incredible carcass ability, with Judo and Rueshaw stacked on Akiko he is an ideal outcross sire. Paired on a dam consisting of Big Al, H0518E (Hikari), and Shigemaru genetics creates a balanced bred cow to build from. This cow is also from the Ume maternal line, popular for producing the “Elephant cow,” TWA Kajikari, and more.

LOT 10A - 4287K (AF233924) - Fullblood Akaushi

Sex: Bull | DOB: 03.05.2022 | BW: 72lbs.

Sire: MCC 4095, Registration # AF49821 (Hikari x Shigemaru)





11

HEARTBRAND 3579G

FULLBLOOD AKAUSHI | AF173162 | HORNED | RED | 3579G | 11.12.2019

HEARTBRAND JOE S5394S

SIRE: HEARTBRAND 1779A
HEARTBRAND H1010P

TAMAMARU

DAM: HEARTBRAND T3284R
HEARTBRAND C0034K

SHIGEMARU

HEARTBRAND B0004M
HIKARI
HEARTBRAND S0919J
DAI-GO 5 TAMANAMI TOKKYU 96
DAI-HACHI 8 MARUNAMI
HEARTBRAND H0518E
HEARTBRAND HIMAWARI 245

Heartbrand 3579G is balanced bred cow bringing elite Heartbrand bred genetics in Heartbrand Joe and Heartbrand H0518E. Her dam's sire is a direct daughter of Tamamaru who excels in growth, frame, and maternals. Her grandam is an H0518E x Himawari bringing together two of the most rare and elite Akaushi animals. This is the maternal line that has produced great bulls such as HEARTBRAND BUBBA BROWN 9131X!

Pasture exposed 11.23.2021 - 03.02.2022 to HeartBrand 1147F, AF126716 (**Hikari x Tamamaru**); HeartBrand 3114G, AF148442 (**Shigemaru x Hikari**); and HeartBrand 989Z, AF30268 (**Tamamaru x Big Al**). Estimated Calving Date is September 2022.



12

HEARTBRAND 3412G

FULLBLOOD AKAUSHI | AF170688 | HORNED | RED | 3412G | 10.14.2019

RUESHAW 430

SIRE: HEARTBRAND 2541A
HEARTBRAND NIKKI DR S1029P

HEARTBRAND 327Y

DAM: HEARTBRAND 4901B
HEARTBRAND T1991P

RUEMEI H39

FB2 KIKUTAMA 14285

SHIGEMARU

AKIKO

HEARTBRAND B4183S

HEARTBRAND H2494R

TAMAMARU

HEARTBRAND C0034K

Bred from a Rueshaw x Heartbrand Nikki son, there is a solid base of top-notch Akiko genetics on the top side of this pedigree. Her dam is a balanced bred cow with genetics from Big Al, Hikari, Tamamaru, H0518E, and Himawari! This is the maternal line that has produced great bulls such as HEARTBRAND BUBBA BROWN 9131X!

Pasture exposed 11.23.2021 - 03.02.2022 to HeartBrand 1147F, AF126716 (**Hikari x Tamamaru**); HeartBrand 3114G, AF148442 (**Shigemaru x Hikari**); and HeartBrand 989Z, AF30268 (**Tamamaru x Big Al**). Estimated Calving Date is September 2022.





13

HEARTBRAND 3309G

FULLBLOOD AKAUSHI | AF168577 | HORNED | RED | 3309G | 10.15.2019

HEARTBRAND T6023T
SIRE: HEARTBRAND 4820B
HEARTBRANDS S3640S

HEARTBRAND S4873S
DAM: HEARTBRAND 2815A
HEARTBRAND V6806U

TAMAMARU
HEARTBRAND B0102M
SHIGEMARU
HEARTBRAND B0905J
SHIGEMARU
HEARTBRAND B0427N
HEARTBRAND B4240S
HEARTBRAND T0960P

This cow is bred from exclusively Heartbrand bred genetics. Her top side of the pedigree includes Tamamaru, Big Al, Shigemaru, and the Fuyuko maternal line. Then the bottom side of her pedigree features Shigemaru, Big AL, and Tamamaru genetics. This is all stacked on the rare Himawari maternal line. Himawari is sired by Dai 10 Mitsumaru 76, one of the premier original imports from Mr Takeda. Dai 10 Mitsumaru 76 is known for his elite marbling ability.

Pasture exposed 11.23.2021 - 03.02.2022 to HeartBrand 1147F, AF126716 (**Hikari x Tamamaru**); HeartBrand 3114G, AF148442 (**Shigemaru x Hikari**); and HeartBrand 989Z, AF30268 (**Tamamaru x Big Al**). Estimated Calving Date is September 2022.



14

HEARTBRAND 3275G

FULLBLOOD AKAUSHI | AF168493 | HORNED | RED | 3275G | 09.28.2019

HEARTBRAND 344Y
SIRE: HEARTBRAND 9137E
HEARTBRAND 91Y

HEARTBRAND S5198S
DAM: HEARTBRAND 7860W
HEARTBRAND B3676S

HEARTBRAND B3314R
HEARTBRAND T4795S
HEARTBRAND CHARLIE C4037S
HEARTBRAND P0387R
SHIGEMARU
HEARTBRAND B0070M
BIG AL
HEARTBRAND SU010J

Sired by Heartbrand 9137E, the paternal side of her pedigree contributes the genetics of Big Al, Tamamaru, and H0518E to this cow! Her dam is line bred to both Shigemaru and Big Al bringing a balance of carcass traits, growth, and maternals to the table. She is based on the Homare maternal line which has produced many of the breeds best sires including Red Galaxy, Master Chef, Kalanga Red Star, and JC Rueshaw 76!

Pasture exposed 11.23.2021 - 03.02.2022 to HeartBrand 1147F, AF126716 (**Hikari x Tamamaru**); HeartBrand 3114G, AF148442 (**Shigemaru x Hikari**); and HeartBrand 989Z, AF30268 (**Tamamaru x Big Al**). Estimated Calving Date is September 2022.





15

HEARTBRAND 34216

FULLBLOOD AKAUSHI | AF168195 | HORNED | RED | 34216 | 11.16.2019

HEARTBRAND KC S6386U
SIRE: HEARTBRAND 1946A
HEARTBRAND 8513W

HEARTBRAND 2421Z
DAM: HEARTBRAND 8402D
HEARTBRAND T3283R

SHIGEMARU
HEARTBRAND C0062L
TAMAMARU
HEARTBRAND S5652T
HEARTBRAND H0518E
HEARTBRAND JONIE V7341U
TAMAMARU
HEARTBRAND B0010M

This cow is bred from fantastic maternal genetics on her sire side. Her sire features heavy influence from Shigemaru and Tamamaru. Cementing the growth, frame, and maternals in her. The bottom side of her pedigree features H0518E (Hikari) and Big Al to compliment the sire side of this pedigree. From the Fuyuko maternal line inspires confidence as they have produced sires such as Heartbrand Joe and Terminator!

Pasture exposed 11.23.2021 - 03.02.2022 to HeartBrand 1147F, AF126716 (**Hikari x Tamamaru**); HeartBrand 3114G, AF148442 (**Shigemaru x Hikari**); and HeartBrand 989Z, AF30268 (**Tamamaru x Big Al**). Estimated Calving Date is October 2022.



16

HEARTBRAND 6040H

FULLBLOOD AKAUSHI | AF199458 | HORNED | RED | 6040H | 10.10.2020

RUESHAW 430

SIRE: HEARTBARND RHUBARB 2142A
HEARTBRAND BARBARA B3518R

RANCHO DELHI 7270Y

DAM: DELHI RANCHES 232B
HEARTBRAND V7323U

RUEMEI H39

FB2 KIKUTAMA 1428

BIG AL

HEARTBRAND 2128J

HEARTBRAND JOE S5394S

HEARTBRAND V7270U

SHIGEMARU

HEARTBRAND T2992R

This feature heifer is sired by Rhubarb, a Rueshaw x Big Al! He combines the calving ease, eye appeal and correctness of design of Rueshaw with additional skeletal width and muscularity. His dam, Barbara B3518R. Breed with confidence in this stout-built outcross sire. Rhubarb is from one of the premier Akaushi maternal lines in the entire world, the Namiko line! The Namiko maternal line has produced elite proven sires used heavily around the globe including Ashwood F X0014, Bald Ridge Henshin, Ashwood Park Virile, and Kalanga Kajikari B0125.

The dam of this heifer features fantastic growth and maternals from Heartbrand Joe, Shigemaru, and Tamamaru. She hails from the Ume maternal line which has produced breed legends such as TWA Kajikari and the “Elephant Cow.”





17

HEARTBRAND 5120H

FULLBLOOD AKAUSHI | AF204601 | HORNED | RED | 5120H | 11.27.2020

HEARTBRAND JOE S5394S

SIRE: HEARTBRAND 1779A
HEARTBRAND H1010P

HEARTBRAND H2460R

DAM: HEARTBREAND V7494U
HEARTBRAND T1929P

SHIGEMARU

HEARTBRAND B0004M

HIKARI

HEARTBRAND S0919J
HEARTBRAND H2460R
HEARTBRAND S0944J

TAMAMARU

HEARTBRAND H0944M

Sired by Heartbrand 1779A, a son of the proven high EPD bull Heartbrand Joe with a backing of Hikari x Shigemaru x Ume creates an incredibly balanced bred sire. He brings growth and maternals from Joe to compliment the carcass traits of Hikari and Ume. The bottom side of this heifer includes the genetics of Hikari, Shigemaru, and Tamamaru to further emphasis the balance in the pedigree here. She descends from the Ume maternal line and specifically traces directly to the “Elephant cow” (T0504E) making this a valuable heifer!



18

HEARTBRAND 5123H

FULLBLOOD AKAUSHI | AF204591 | HORNED | RED | 5123H | 12.01.2020

HEARTBRAND H0518E

SIRE: HEARTBRAND 9861UY

HEARTBRAND 8482W

HEARTBRAND T3983S

DAM: HEARTBRAND 7890W

HEARTBRAND T4262S

HIKARI

DAI-HACHI 8 MARUNAMI

HEARTBRAND S3105R

HEARTBRAND T160P

TAMAMARU

HEARTBRAND B0950J

TAMAMARU

HEARTBRAND B0950J

This heifer is sired by Heartbrand 9861Y, a rare son of Heartbrand H0518E (Hikari x Marunami) with Shigemaru and Tamamaru genetics behind him. Heartbrand H0518E (Hikari x Marunami) is one of the premium carcass quality bulls from the Heartbrand herd. Semen has never been sold, making his genetics especially rare. The maternal side of the pedigree of this heifer bring further balance including Tamamaru, Big Al, and the Himawari maternal line. The balance here is evident bringing growth and frame from Tamamaru to compliment carcass quality of Hikari and Big Al.





19

HEARTBRAND 5396J

FULLBLOOD AKAUSHI | AF208391 | HORNED | RED | 5396J | 02.13.2021

HEARTBRAND 94134X
SIRE: HEARTBRAND KNIFE 7261D
HEARTBRAND V7484U

HEARTBRAND 458Z
DAM: HEARTBRAND 7204D
HEARTBRAND 795Z

HEARTBRAND S0132R
HEARTBRAND T2126P
TAMAMARU
HEARTBRAND B2938R
HEARTBRAND B3723S
HEARTBRAND Z111BP
HEARTBRAND S3105R
HEARTBRAND H3150R

A heifer by Heartbrand Knife, who has the growth and maternals of Shigemaru & Tamamaru complimented by Big Al's elite carcass quality. Then the bottom side of her pedigree is an ideal balance of Big AL, Rueshaw, Akiko, Shigemaru, and Hikari genetics. She finds her foundation in the Ume maternal line on the bottom side. Ume is one of the premier cow families that transmits both carcass and growth to her progeny consistently.



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HEARTBRAND 5075H

FULLBLOOD AKAUSHI | AF200253 | HORNED | RED | 5075H | 10.17.2020

HEARTBRAND H0518E

SIRE: HEARTBRAND BINGER 2071A
HEARTBRAND STARR 9193X

HEARTBRAND 1180Z

DAM: HEARTBRAND 0539F
HEARTBRAND B3376R

HIKARI

DAI-HACHI 8 MARUNAMI
HEARTBRAND S3528R
HEARTBRAND T4958S
HEARTBRAND KC S6386U
HEARTBRAND B3894S

BIG AL

HEARTBRAND S0918J

Sired by Heartbrand Binger, bringing Heartbrand H0518E (Hikari x Marunami) genetics to the table. Heartbrand H0518E (Hikari x Marunami) is one of the premium carcass quality bulls from the Heartbrand herd. Semen has never been sold, making his genetics especially rare.

Follow to the maternal side of the pedigree here we find a bit of line breeding to Shigemaru and Big Al genetics. This heifer is from the Marunami maternal line that has produced so many elite bulls such as Red Emperor and Tamamaru! Don't miss a chance at this line bred Marunami featuring H518E on top and the Marunami maternal line on the bottom!





HEART OF THE *Herd* II

06.09.2022

7:00 p.m. | Hyatt Hill Country, San Antonio, TX
LIVE SALE - Online bidding through [Liveauctions.tv](https://liveauctions.tv)

