

LIVE SALE - Online bidding through DVAuctions

HEART OF THE *Herd*

06.08.2023 | 7:00 p.m. | Overton Hotel, Lubbock, TX



THE BEST OF
Rueshawe

 HeartBrand
CATTLE



SCHEDULE

THURSDAY, JUNE 8, 2023

4:00 - 6:00 p.m.

Panel Discussion

6:00 - 7:00 p.m.

Heavy Hors d'oeuvres

7:00 p.m.

Heart of the
Herd III Sale

LIVE SALE - Online bidding through DVAuctions

HEART OF THE *Herd* III

06.08.2023

7:00 p.m. | Overton Hotel Conference Center, Lubbock, TX

Held in conjunction with the 2023 American Akaushi Association Convention, June 9th & 10th.

JOIN US IN PERSON or online at www.DVAuctions.com!



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

Hello Friends,

It has been amazing to watch the growth and versatility of the Akaushi breed in the United States, as well as throughout the world.

HeartBrand's goal is to develop functional cattle that help other cattle producers become more efficient and profitable.

The seed stock that we have consigned to this sale offer up a progressive phenotype and are backed by some of the most valuable and sought after genetics in the Akaushi breed. We feel confident that taking advantage of this opportunity will not only add value to your herd, but take your operation to the next level.

Not only does HeartBrand have the largest Akaushi cow herd in the world, but also has the most intense selection pressure on keeping breeding animals. This should allow you to have confidence when buying cattle from the Heart of Our Herd

Thank you for your interest and come visit us at Heart-Brand Ranch anytime.

JoJo Carrales



JoJo Carrales, 361.701.9961
jcarrales@heartbrandbeef.com
Vice President of Operations

Payton Warmke, 979.203.1788
pwarmke@heartbrandbeef.com

Dear Akaushi Enthusiasts,

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

We've continued to watch the demand for Akaushi genetics and Akaushi beef grow. You know as well as we do that it is an exciting time to be a part of the Akaushi breed.

HeartBrand is confident the Akaushi breed will only continue to gain momentum – not only in cattle genetics but the demand for Akaushi beef on consumers plates. The Akaushi breed provides only positive benefits to the industry and as the Akaushi breed continues to gain awareness across the U.S. we will continue to share those benefits in any way possible.

We are excited to offer this select group of Akaushi cattle at the Heart of the Herd III Sale and are especially 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



Payton Warmke,
Cattle Sales Manager



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

The HeartBrand Team



SALE DETAILS

SALE LOCATION ...

Overton Hotel and Conference Center in Lubbock TX
Room: Sunset C

AUCTIONEER ...

Eddie Burks, 270.991.6398

SALE DAY PHONES ...

HeartBrand Beef

Vice President of HeartBrand Beef	JoJo Carrales	361.701.9961	jcarrales@heartbrandbeef.com
HeartBrand Team Member	Payton Warmke	979.203.1788	pwarmke@heartbrandbeef.com

Wagyu365 Team

Randall O. Ratliff	615.330.2735	randy@wagyu365.com
Kiley McKinna	402.350.3447	kiley@wagyu365.com
PJ Budler	682.597.0380	pj@wagyu365.com

SALE ORDER & SUPPLEMENTAL INFORMATION ...

Any additional information or corrections to the printed sale catalog will be available online at DVAuctions.com.

WATCH LIVE & BID ONLINE ...

VISIT DVAuction.com to view the sale catalog and videos of live lots.



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 the 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 III 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.



Guy Brockman - Agent

Guy Brockman grew up in Lazbuddie, Texas in the Western Texas Panhandle and comes from a fourth generation farm family. He farmed 2,000 irrigated acres and ran a 1,500 head feed yard, so agriculture has been in his blood since birth! His approach is to help all customers assessing operating margins to get the most revenue they can possibly get, from every acre of farmland, particularly in these unfamiliar times. He works with clients to dissect their APH databases to maximize their coverage. As an agent at Silveus Insurance Group, Guy works to help producers maximize their operations and introduce product that fit well with the goals of each producer.



Cee Arnett - President of Bovina Feeders

Raised on a ranching/farming operation in Northeastern New Mexico. Graduated from West Texas A&M University with Bachelors of Science in Animal Science. Spent the last 24 years in the cattle feeding industry with the last 10 years at Bovina Feeders. During the 10 years at Bovina Feeders have had the privilege to finish up to 80k Akaushi cattle. Married to Emily (hometown Lubbock Texas) for 26 years. Three grown daughters. Haley 25 works for Capital Farm Credit, Avery who just happens to work the commodity clerk desk at Bovina Feeders and Emmy Kate who will attend her first college year at Belmont University, Nashville in August.





WAGYU365 TEAM



RANDALL O. RATLIFF
SALES REPRESENTATIVE
615.330.2735 | Randy@wagyu365.com



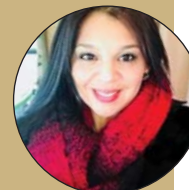
KILEY MCKINNA
SALES REPRESENTATIVE
402.350.3447 | Kiley@wagyu365.com



P.J. BUDLER
INTERNATIONAL AFFAIRS
682.597.0380 | PJ@wagyu365



ABBY LANE
OFFICE MANAGEMENT
919.618.8098 | Abby@wagyu365.com



AMY SHAW
CUSTOMER RELATIONS
214.554.8223 | Amy@wagyu365.com

Dear Akaushi Enthusiasts,

On behalf of the Wagyu365 team, we welcome you to the “Heart of the Herd” III Sales event. This year’s sale will be held June 8th, the evening prior to the opening of the American Akaushi Convention.

The sale offering is some of the finest from the “Heart of the Herd” at HeartBrand Cattle. Jordan and the entire Beeman Family along with Vice President of Operations, Jojo Carrales along with Payton Warmke and crew will be on hand sale day to answer any questions on the premier genetics that are available through the sale. The HeartBrand team look forward to bringing as many Akaushi breeders and enthusiasts together prior to the convention to celebrate this great breed of cattle and the many progressive breeders that encompass it.

We are in hopes you will find time to join us in person for this sales event. If you can’t attend the sale, then feel free to bid/watch online at www.DVAuction.com.

If we can answer any questions for you prior to the sale be sure and let any of us at Wagyu365 know, as we are always eager to talk “all things Akaushi.”

Best Regards,
Randall O. Ratliff
Wagyu365 Team Member



@Wagyu365

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#alldayeverydaywagyu



1

HEARTBRAND SIGLO XX 3617H ET

PUREBRED AKAUSHI BULL | AP170411 | HOMOZYGOUS POLLED | 03.03.2020 | 3617H

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

SELLER'S SEMEN RIGHTS

Seller retains a 50% revenue sharing semen interest and no possession.

Homozygous polled at its finest! Here is a full brother to the half interest \$111,000 half interest bull HeartBrand Dos Equis. He was purchased by the prominent program, Show Me Wagyu Partners. They also purchased half interest in his dam, HeartBrand 15/16 10D at \$50,250. The lineage of this elite herd sire prospect can easily transform your program and instantly make all polled calves. This bull is exceptional in conformation and design. He is very thickly made, extremely heavy muscled and yet very desirable and appealing in his conformation and design.

Dos Equis Full Brother

BW: 80 lbs.



2

HEARTBRAND RUESHAW-Z 7118K ET

FULLBLOOD AKAUSHI BULL | AF247884 | HORNED | 03.26.2022 | 7118K

SIRE: RUESHAW 430
 RUEMEI H39
 FB2 KIKUTAMA 14285

DAM: HEARTBRAND Z1118P
 RUESHAW 430
 AKIKO

RYUEI H20
 HARUMI H376
 SOCHU H10
 KIKUFUJI 1627
 RUEMEI H39
 FB2 KIKUTAMA 14285
 NAMIMARU KO 74
 MITSUKO TOKKYU 9639

SELLER'S SEMEN RIGHTS

Seller retains a 50% revenue sharing semen interest and no possession.

We proudly introduce to you HeartBrand 7118K. His design, smooth front end and up through his head and neck and very strong down his topline and square out of his hooks to his pens. The sire of 7118K is Rueshaw, who needs no introduction. With his semen selling over \$20,000 per straw there is huge demand for his genetics. Not to mention his value in outcross genetics and performance in the feedlot. His dam is the legendary Z-Cow, the only Rueshaw daughter of Akiko! He is a full brother to the popular AI and ET sire Brady.

BW 81 lbs.



3

HEARTBRAND BIG LEAGUE 7122K ET

FULLBLOOD AKAUSHI BULL | AF247886 | HORNED | 03.28.2022 | 7122K

RUEMEI H39

SIRE: RUESHAW 430

FB2 KIKUTAMA 14285

HEARTBRAND T3983S

DAM: HEARTBRAND HEIDI 639Z

HEARTBRAND B3492R

RYUEI H20

HARUMI H376

SOCHU H10

KIKUFUJI 1627

TAMAMARU

HEARTBRAND B0950J

BIG AL

HEARTBRAND S0035K

SELLER'S SEMEN RIGHTS

Seller retains a 50% revenue sharing semen interest and no possession.

The sire of 7122K is Rueshaw, who needs no introduction. With his semen selling over \$20,000 per straw there is huge demand for his genetics. Not to mention his value in outcross genetics and performance in the feedlot. His dam, Heidi, is the result of crossing the bloodlines of Himawari and Ume, which make her different to many of the prominent Akashi maternal lines. Heidi boasts elite sires in her pedigree, including Tamamaru, Big Al, Shigemaru, and Dai10. Big League should not be overlooked!

BW: 79 lbs.



4

HEARTBRAND SIR AL 7139K ET

FULLBLOOD AKAUSHI BULL | AF247856 | HORNED | 03.20.2022 | 7139K

SIRE: **BIG AL**
 DAI-JU 10 MITSUMARU KO 76
 AKIKO

DAM: **SWENSON 302**
 HEARTBRAND T5313S
 4V RANCH V5654X

DAI-NI 2 MITSUMARU TOKKYU 22
 GODAI KO 2739
 NAMIMARU KO 74
 MITSUKO TOKKYU 9639
 TAMAMARU
 HEARTBRAND B0039M
 HEARTBRAND B3740S
 HEARTBRAND V5654T

SELLER'S SEMEN RIGHTS

Seller retains a 50% revenue sharing semen interest and no possession.

Sired by Big Al who was the first bull born outside of Japan in January of 1995. Big Al is the legendary Dai 10 Mitsumaru 76 son of Akiko. He possesses fantastic EPDs and is known for making incredible females with growth, strength, maternal traits, and longevity. Big Al is considered by many to be the greatest Akaushi bull of all-time! His dam side combines the lines of Big Al, Shigemaru, and Tamamaru to form an ideal base to cross Big Al's elite carcass traits back on top of.

BW: 81 lbs.



5

HEARTBRAND RUESHAWNDA 7151K ET

FULLBLOOD AKAUSHI OPEN HEIFER | AF247845 | HORNED | 03.30.2022 | 7151K

RUEMEI H39
SIRE: RUESHAW 430
 FB2 KIKUTAMA 14285

HEARTBRAND JOE S5394S
DAM: HEARTBRAND NAOMI 1145Z
 HEARTBRAND T0539N

RYUEI H20
 HARUMI H376
 SOCHU H10
 KIKUFUJI 1627
 SHIGEMARU
 HEARTBRAND B0004M
 TAMAMARU
 HEARTBRAND B0951J

HeartBrand 7151K is a true example of what a “near perfect” Akaushi female should look like. She is flawless in her design and absolutely stunning in her side profile. She is angular up through her head and neck, so long and level down her topline and very structurally correct. We admire her depth of flank, sweep in her forerib and overall maternal characteristics. Not to mention his value in outcross genetics and performance in the feedlot. Her bottom side of the pedigree features the elite growth and maternal sire Heartbrand Joe. Behind this is the Himawari maternal line crossed with Big Al and Tamamaru, you can't go wrong with this breeding!



6

HEARTBRAND DIA 10 7134K ET

FULLBLOOD AKAUSHI OPEN HEIFER | AF247849 | HORNED | 03.22.2022 | 7134K

SIRE: **BIG AL**
DAI-JU 10 MITSUMARU KO 76
AKIKO

DAM: **SWENSON KELLY 307**
HBB PINEHURST 8675X
4V RANCH B5837X

DAI-NI 2 MITSUMARU TOKKYU 22
GODAI KO 2739
NAMIMARU KO 74
MITSUKO TOKKYU 9639
HEARTBRAND T3983S
HEARTBRAND C2113P
HEARTBRAND B3740S
HEARTBRAND B5837S

Sired by Big Al who was the first bull born outside of Japan in January of 1995. Big Al is the legendary Dai 10 Mitsumaru 76 son of Akiko. He possesses fantastic EPDs and is known for making incredible females with growth, strength, maternal traits, and longevity. Big Al is considered by many to be the greatest Akaushi bull of all-time! The dam side of this heifer also brings a heavy influence of Dai 10 Mitsumaru 76 with both Big Al and H0518E.

*HeartBrand King David*

7

HEARTBRAND SLICK DIAMOND 6855J

PUREBRED AKAUSHI OPEN HEIFER | AP230144 | HETEROZYGOUS POLLED | 10.04.2021 | 6855J

HEARTBRAND 9595Y
SIRE: HEARTBRAND KING DAVID 14E
 NICKESON 309A ET

HEARTBRAND BINGER 2071A
DAM: HEARTBRAND 0697F
 HEARTBRAND V7239U

HEARTBRAND JOE S5394S
 HEARTBRAND BUCKCHERRY S2421R
 BIG AL
 HEARTBRAND R2 038X
 HEARTBRAND H0518E
 HEARTBRAND STARR 9193X
 SHIGEMARU
 HEARTBRAND T0934P

Here is a POLLED heifer sired by the renowned King David, who is known for his all-round performance and balanced breeding. He has sired numerous leading polled Akaushi including the record setting Dos Equis XX bull! This purebred Akaushi female is extreme in her design and very appealing in her presence. As a polled female she brings forth a strong lineage of foundation sires stacked in her pedigree. They are HeartBrand Joe, Big Al and Shigemaru. This polled heifer can bring forth unique breeding opportunities for the buyer in the near future.



8

HEARTBRAND POLLED QUEEN 6865J

PUREBRED AKAUSHI OPEN HEIFER | AP230191 | HETEROZYGOUS POLLED | 10.15.2021 | 6865J

HEARTBRAND 9595Y
SIRE: HEARTBRAND KING DAVID 14E
NICKESON 309A ET

HEARTBRAND S5502S
DAM: HEARTBRAND 105Y
HEARTBRAND T3310R

HEARTBRAND JOE S5394S
HEARTBRAND BUCKCHERRY S2421R
BIG AL
HEARTBRAND R2 038X
SHIGEMARU
HEARTBRAND H0554N
TAMAMARU
HEARTBRAND B0010M

Here is a POLLED heifer sired by the renowned King David, who is known for his all-round performance and balanced breeding. He has sired numerous leading polled Akaushi including the record setting Dos Equis XX bull! Her dam possesses a further base of Shigemaru and Tamamaru to cement her base of elite Akaushi genetics.



9

HEARTBRAND POLLED AKIKO 6850J

PUREBRED AKAUSHI OPEN HEIFER | AP237977 | HETEROZYGOUS POLLED | 09.28.2021 | 6850J

HEARTBRAND 2611A
SIRE: HEARTBRAND 4395F
 NICKESON 309A ET

TAMAMARU
DAM: HEARTBRAND 2079A
 HEARTBRAND 345G

HIKARI
 HEARTBRAND BUCKCHERRY S2421R
 BIG AL
 HEARTBRAND R2 038X
 DAI-GO 5 TAMANAMI TOKKYU 96
 DAI-HACHI 8 MARUNAMI
 HIKARI
 AKIKO

This POLLED heifer blends an ideal variety of proven Akaushi lines with her sire Heartbrand 4395F maternal brother to King David! Her dam side is just as impressive showing a sire stack of Tamamaru x Hikari x Akiko! The maternal granddam here is a full sister to the well-known Australian bull TWA Kotsukari. This is an ultra-rare Akiko maternal line polled heifer!



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10

HEARTBRAND TAMTAM 7209K

FULLBLOOD AKAUSHI OPEN HEIFER | AF246314 | HORNED | 02.05.2022 | 7209K

TAMAMARU

SIRE: HEARTBRAND 3669B

HEARTBRAND C2329R

HEARTBRAND KC S6386U

DAM: MCCK41850

HEARTBRAND T0537N

DAI-GO 5 TAMANAMI TOKKYU 96

DAI-HACHI 8 MARUNAMI

HEARTBRAND H0518E

HEARTBRAND S0933J

SHIGEMARU

HEARTBRAND C0062L

TAMAMARU

HEARTBRAND B0951J

Sired by HEARTBRAND 3669B, a Tamamaru son who will contribute his well known growth and maternals. Her maternal side features the Himawari maternal line. She is a KC daughter who will further cement the elite maternal ability of this pedigree.

LIVE SALE - Online bidding through DVAuctions

HEART OF THE *Herd*





11

HEARTBRAND MS. HIMAWARI 7309K

FULLBLOOD AKAUSHI OPEN HEIFER | AF238706 | HORNED | 02.06.2022 | 7309K

HEARTBRAND 9573Y
SIRE: HEARTBRAND 0717F
 HEARTBRAND 159Y

HEARTBRAND 1008Z
DAM: HEARTBRAND 2106G
 HEARTBRAND 6920D

HEARTBRAND S5502S
 HEARTBRAND V7256U
 HEARTBRAND S5023S
 HEARTBRAND T3076R
 SHIGEMARU
 HEARTBRAND T0539N
 HEARTBRAND 2421Z
 HEARTBRAND T3107R

The sire side here features the lines of well-known Akaushi foundation bulls Shigemaru, Big Al, and Tamamaru. The maternal line of this heifer is the established Himawari cow family. Her maternal pedigree has a heavy influence of the lines of Tamamaru balanced with H0518E and Shigemaru.



12

HEARTBRAND SMOKE SIGNAL 5582J

FULLBLOOD AKAUSHI PAIR | AF204818 | HORNED | 01.31.2021 | 5582J

HEARTBRAND JAKE H6369T
SIRE: HEARTBRAND SEAR & SMOKE 2942A
 HEARTBRAND P0377R

HEARTBRAND B4652S
DAM: HEARTBRAND 1436Z
 HEARTBRAND T0973P

HIKARI
 HEARTBRAND T1872P
 HEARTBRAND C0334N
 HEARTBRAND H0377N
 BIG AL
 HEARTBRAND S0107M
 TAMAMARU
 HEARTBRAND H0909L

The heifer 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 the pedigree. Her dam is a fantastic blend of elite Akaushi genetics with Big Al, Tamamaru and Hikari all prominently featured in her pedigree! Don't miss this bull calf at her side either with it being sired by Dos Equis XX!

LOT 14A - HEARTBRAND 5582L - Purebred Bull calf, polled, born 03.13.23, BW: 108 lbs, sired by HEARTBRAND DOS EQUIS XX 3618H ET (AP170417)



13

HEARTBRAND KC'S COW PRIDE 6296J

FULLBLOOD AKAUSHI PAIR | AF211216 | HORNED | 02.22.2021 | 6296J

HEARTBRAND KC S6386U
SIRE: HEARTBRAND 4585B ET
 HEARTBRAND B0162R

HEARTBRAND 9861Y
DAM: HEARTBRAND 0835F
 HEARTBRAND 9497X

SHIGEMARU
 HEARTBRAND C0062L
 BIG AL
 HEARTBRAND S0162M
 HEARTBRAND H0518E
 HEARTBRAND 8482W
 HEARTBRAND S5191S
 HEARTBRAND B2827R

This cow is sired by HEARTBRAND 4585B, a Heartbrand KC son. He combines the lines of Shigemaru, Big Al, H0518E, and Akiko! The dam side is solid Heartbrand breeding including Shigemaru, H0518E, and Big Al. Don't miss this bull calf at her side either with it being sired by Dos Equis XX!

LOT 15A - HEARTBRAND 6296L - Purebred Bull calf, polled, born 03.22.2023, BW: 95 lbs, sired by HEARTBRAND DOS EQUIS XX 3618H ET (AP170417).



14

HEARTBRAND KC DELIGHT 6309J

FULLBLOOD AKAUSHI PAIR | AF211211 | HORNED | 03.01.2021 | 6309J

HEARTBRAND KC S6386U
SIRE: HEARTBRAND 4585B ET
 HEARTBRAND B0162R

HEARTBRAND 6322B ET
DAM: HEARTBRAND 1557F
 HEARTBRAND 3436B

SHIGEMARU
 HEARTBRAND C0062L
 BIG AL
 HEARTBRAND S0162M
 HEARTBRAND H0518E
 HEARTBRAND S0A96M
 HEARTBRAND 9827Y
 HEARTBRAND S5801T

This cow is sired by HEARTBRAND 4585B, a Heartbrand KC son. He combines the lines of Shigemaru, Big Al, H0518E, and Akiko! The dam side is solid Heartbrand breeding including Shigemaru, H0518E, and Tamamaru. Don't miss this heifer calf at her side either with it being sired by Dos Equis XX!

LOT 16A - HEARTBRAND 6309L - Purebred Heifer calf, polled, born 03.15.2023, BW: 75 lbs, sired by HEARTBRAND DOS EQUIS XX 3618H ET (AP170417).



15

HEARTBRAND J-PRIME TIPP 5352H

FULLBLOOD AKAUSHI BRED COW | AF172307 | HORNED | 03.040.2020 | 5352H

JUDO 1223

SIRE: HEARTBRAND J-PRIME 2132A
HEARTBRAND V5909S

HEARTBRAND TIPP 9988Y

DAM: HEARTBRAND 8972E
HEARTBRAND H0344R

SHIGETAKARA H 40

SAKAE RK23331
HEARTBRAND C0600N
HEARTBRAND T1033P
TAMAMARU
HEARTBRAND B0951J
HIKARI
HEARTBRAND H0344N

Due October 2023. PE.12.14.22 - 3.14.23 to J-PRIME 2132A (AF40791), 2137A (AF40798), JUDO ROCKS 2537A (AF49237).

Sired by J-Prime who is a proven performer in the Heartbrand herd. He combines outcross Judo genetics with H0518E, Tamamaru, and Big AI to form a side base of reliable genetics. All stacked on the Marunami maternal line to form an ideal outcross sired bull. Don't miss the dam side of this cow with 2x Hikari, Tamamaru, and Big AI featured prominently she is sure to carry through elite carcass ability.



16

HEARTBRAND BINGER HIMAWARI 0697F

FULLBLOOD AKAUSHI BRED COW | AF125911 | HORNED | 03.30.2018 | 0697F

HEARTBRAND H0518E
SIRE: HEARTBRAND BINGER 2071A
 HEARTBRAND STARR 9193X

SHIGEMARU
DAM: HEARTBRAND V7239U
 HEARTBRAND T0934P

HIKARI
 DAI-HACHI 8 MARUNAMI
 HEARTBRAND S3528R
 HEARTBRAND T4958S
 DAI-NI 2 SHIGENAMI TOKKYU 27
 DAI-YON 4 AKIBARE TOKKYU 3357
 TAMAMARU
 HEARTBRAND C0017K

Due October 2023. PE.12.14.22 -o 3.14.23 to J-PRIME 2132A (AF40791), 2137A (AF40798), JUDO ROCKS 2537A (AF49237)

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. The maternal line here is the famous Himawari line. It is stacked with Tamamaru and H0518E to blend carcass and growth into one pedigree perfectly!



Rueshaw 430



Heartbrand B0162R

< **OUT OF SALE** >

17

FOUR IVF EMBRYOS

FULLBLOOD AKAUSHI | GRADE 1 |

RUEMEI H39
SIRE: RUESHAW 430
 FB2 KIKUTAMA 14285
 BIG AL
DAM: HEARTBRAND B0162R
 HEARTBRAND S0162M

RYUEI H20
 HARUMI H376
 SOCHU H10
 KIKUFUJI 1627
 DAI-JU 10 MITSUMARU KO 76
 AKIKO
 SHIGEMARU
 AKIKO

The sire of these embryos, Rueshaw needs no introduction. With his semen selling over \$20,000 per straw there is huge demand for his genetics. Not to mention his value in outcross genetics and performance in the feedlot. The donor dam here is not to be missed either with a pedigree of Big Al x Shigemaru x Akiko! This linebred Akiko royalty with Big Al the son of Akiko and GOAT of Akashi sires combined with a direct daughter of Akiko. The granddam here is also a full sister to Heartbrand Red Star!



HeartBrand 3409B



Rueshaw 430

< OUT OF SALE >

18

FOUR IVF EMBRYOS

FULLBLOOD AKAUSHI | GRADE 1 |

RUEMEI H39
SIRE: RUESHAW 430
 FB2 KIKUTAMA 14285
 HEARTBRAND DOZER 9967Y
DAM: HEARTBRAND 3409B
 HEARTBRAND V7520U

RYUEI H20
 HARUMI H376
 SOCHU H10
 KIKUFUJI 1627
 HIKARI
 HEARTBRAND T0753L
 SHIGEMARU
 HEARTBRAND T3358R

The sire of these embryos, Rueshaw needs no introduction. With his semen selling over \$20,000 per straw there is huge demand for his genetics. Not to mention his value in outcross genetics and performance in the feedlot. The donor dam, here is sired by Heartbrand Dozer, who combines Hikari, Shigemaru, and Haruko into a balanced bred pedigree. She also descends from the Fuyuko maternal line that has produced numerous elite bulls including Joe and Terminator!



Rueshaw 430



HeartBrand 1400F ET

RUEMEI H39
SIRE: RUESHAW 430
 FB2 KIKUTAMA 14285
 BIG AL
DAM: HEARTBRAND 1400F ET
 DAI-KYU 9 KOBAI 73

RYUEI H20
 HARUMI H376
 SOCHU H10
 KIKUFUJI 1627
 DAI-JU 10 MITSUMARU KO 76
 AKIKO
 DAI-GO 5 TAMANAMI TOKKYU 96
 DAI-KYU 9 KOBAI 7 TOKKYU 5662
 HEARTBRAND T3358R

The sire of these embryos, Rueshaw needs no introduction. With his semen selling over \$20,000 per straw there is huge demand for his genetics. Not to mention his value in outcross genetics and performance in the feedlot. The donor dam here is a full sister to the popular new sire Heartbrand Pheonix! She combines the proven performance of Big Al with the rare foundation Akaushi dam Dai 9 Kobai 73! This is the elusive opportunity to get into the Dai 9 Kobai 73 maternal line! Don't let it slip through your fingers.



HeartBrand Naomi 1145Z



Hikari

< OUT OF SALE >

20

THREE IVF EMBRYOS

FULLBLOOD AKAUSHI | GRADE 1 |

SIRE: **HIKARI**

KAZUTOMO 1KYU 92958

HEARTBRAND JOE S5394S

DAM: **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

Hikari is one of the legendary foundation sires of the breed. He is the sire of this embryo lot. He is known for incredible carcass performance and is highly proven around the globe. With these embryos, he is paired with donor dam Naomi. Her pedigree features the elite growth and maternal sire Heartbrand Joe. Behind this is the Himawari maternal line crossed with Big Al and Tamamaru, you cant go wrong with this breeding!



Big Al



Beeman Ranch 470Z

SIRE: **BIG AL**
 AKIKO
 COME AND TAKE IT
 DAM: **BEEMAN RANCH 470Z**
 HEARTBRAND S4553S

DAI-NI 2 MITSUMARU TOKKYU 22
 GODAI KO 2739
 NAMIMARU KO 74
 MITSUKO TOKKYU 9639
 HEARTBRAND H0518E
 AKIKO
 SHIGEMARU
 HEARTBRAND B0078M

Sired by Big Al who was the first bull born outside of Japan in January of 1995. Big Al is the legendary Dai 10 Mitsumaru 76 son of Akiko. He possesses fantastic EPDs and is known for making incredible females with growth, strength, maternal traits, and longevity. Big Al is considered by many to be the greatest Akaushi bull of all-time! The dam side of the pedigree is further linebred to Akiko through her sons Come & Take It and another cross of Big Al. This is all stacked on a foundation of the Namiko maternal line that has outstanding performance in the USA and Australia.



Heartbrand 3409B



Beeman Ranch 0972B,
son of Come and Take It

< OUT OF SALE >

22 FOUR IVF EMBRYOS

FULLBLOOD AKAUSHI | GRADE 1 |

	HEARTBRAND H0518E	HIKARI
SIRE:	COME AND TAKE IT	DAI-HACHI 8 MARUNAMI
	AKIKO	NAMIMARU KO 74
		MITSUKO TOKKYU 9639
	HEARTBRAND DOZER 9967Y	HIKARI
DAM:	HEARTBRAND 3409B	HEARTBRAND T0753L
	HEARTBRAND V7520U	SHIGEMARU
		HEARTBRAND T3358R

Come and Take It C4081S is a F11 free grandson of Hikari and backed by tremendous cow power! His dam is the foundation cow Akiko from Japan and transmits her additional body mass and stoutness while proving to be easy calving. His sire, 518, is out of Dai 8 Marunami. She was given the governor's stamp of Kumamoto on her registration paper and designated to lead a beef improvement project before being sold into the United States. The dam of these embryos are from the elite HeartBrand donor, HeartBrand 3409B. She is sired by HeartBrand Dozer 9967Y, a son of Hikari and from a daughter of Shigemaru. The lineage of this female and then blended with the genetics of Come and Take It, make for exciting embryos for any breeding program to consider.



Hikari



HeartBrand 3112A

DAI-JU 10 MITSUMARU KO 76
SIRE: HIKARI
 KAZUTOMO 1KYU 92958
 JUDO 1223
DAM: HEARTBRAND 3112A ET
 HEARTBRAND Z1118P

DAI-NI 2 MITSUMARU TOKKYU 22
 GODAI KO 2739
 NAMIMARU KO 74
 KIKUMI TOKKYU 11875
 SHIGETAKARA H 40
 SAKAE RK23331
 RUESHAW 430
 AKIKO

Hikari is one of the legendary foundation sires of the breed. He is the sire of this embryo lot. He is known for incredible carcass performance and is highly proven around the globe. With these embryos, he is paired with 3112A, a rare Judo daughter of the Z – Cow! Judo contributes outcross genetics that don't sacrifice performance and compliment the Akiko maternal lines known carcass performance. The Z – cow is legendary as the only Rueshaw daughter of Akiko and now a proven bull dam having produced numerous popular AI and ET sires. These embryos will create elite and outcross calves!

*Rueshaw 430**Judo*

24

SELLING ONE UNIT OF RUESHAW 430 SEMEN

FULLBLOOD AKAUSHI BULL | AF6808 | HORNED | 02.02.1973 | FJ101E

SIRE: RYUEI H20
 RUEMEI H39
 HARUMI H376
 SOCHU H10
 DAM: FB2 KIKUTAMA 14285
 KIKUFUJI 1627

ASASAKAE 365
 HAMAMORI H101
 JYODIA 984
 YOSHIHURA 3605
 SOKYU 676
 DAIICHEVMI 1472
 YUEI 358
 KIKUHANA 3449

In 1976 Rueshaw (IMP JAP) was one of two of the very first Wagyu bulls ever to leave Japan. A full blood Akaushi bull. Rueshaw was the Japanese Red National Champion Bull in 1975. He originated from the Kumamoto Region which is the heart of the Japanese Akaushi breeding capital. Rueshaw (IMP JAP) was a bull imported before his time. He possessed a valuable outcross of blood in his genetic makeup that is vital to the Akaushi stud breeders.

25

SELLING ONE UNIT OF JUDO SEMEN

FULLBLOOD AKAUSHI BULL | AF6809 | HORNED | 07.20.1974 | FJ102F

SIRE: SHIGETAMA H 11
 SHIGETAKARA H 40
 TAKARA 3 22765
 MARUZONO F252
 DAM: SAKAE RK23331
 KAME RK4370

SHIGEYUKI HON 561
 RAKU HON 3522
 TAKANAMI 160
 TAKARA 4905
 TAMAZONO
 HANAMAUR
 MARUFUJI 571
 TSURUMI 743

Judo was imported with Rueshaw into America in 1976 for research purposes. He is an outcross to the 1994 importation of reds. Semen collected is limited and in high demand in the states. Judo can be a valuable breeding tool in the limited Akaushi genetics pool to manage inbreeding. Take this rare opportunity to acquire his semen while it lasts! Judo is F11 carrier.



HeartBrand H0518E



Big Al

26

SELLING ONE UNIT OF HEARTBRAND H0518E SEMEN

FULLBLOOD AKAUSHI SEMEN | AF123 | HORNED | 10.22.1995 | H0518E

SIRE: HIKARI
 DAI-JU 10 MITSUMARU KO 76
 KAZUTOMO 1KYU 92958
 DAI-NI 2 MITSUMARU TOKKYU 22
 GODAI KO 2739
 NAMIMARU KO 74
 KIKUMI TOKKYU 11875

DAM: DAI-HACHI 8 MARUNAMI
 DAI-SAN 3 MITSUMARU KO 71
 MITSUTAKE KO 58
 DAI-HICHI 7 MARUNAMI TOK 14289
 DAI-JYUU 10 SHIGEKAWA KO 65
 MARUNAMI KO 2402

Heartbrand H0518E is a bull we get excited about. His progeny have extra dimension and natural muscling than progeny of other direct Hikari sons. We want to grab those desirable traits and inject them into our herd as we build better Akaushi.

27A, B & C

SELLING THREE LOTS OF ONE UNIT OF BIG AL SEMEN

FULLBLOOD AKAUSHI SEMEN | AF114 | HORNED | 01.27.1995 | HB502E

SIRE: DAI-JU 10 MITSUMARU KO 76
 DAI-NI 2 MITSUMARU TOKKYU 22
 MITSUTAKE KO 58
 GODAI KO 2739
 DAI 3 MITSU 1KYU 48242
 DAI 5 SHIGEKAWA 1KYU 540
 HATAURA 1KYU 33574
 NAMIMARU KO 74
 DAI-NI 2 SHIGENAMI TOKKYU 27
 DAI-NI 2 MARUHANA KO 2862

DAM: AKIKO
 MITSUKO TOKKYU 9639
 MITSUTAKE KO 58
 MITSU KO 1753

Big Al was the first bull born outside of Japan in January of 1995. Big Al is the legendary Dai 10 Mitsumaru 76 son of Akiko and is highly proven with elite EPDs. To this day Big Al has top 30% growth and maternal EPDs along with top 10% carcass EPD for Ribeye Area, Marbling, and Carcass Index! On top of his fantastic EPDs, he is known for making incredible females with growth, strength, maternal traits, and longevity. Big Al is considered by many to be the greatest Akaushi bull of all-time!



Hikari



Shigemaru

28A, B & C

SELLING THREE LOTS OF ONE UNIT OF HIKARI SEMEN

FULLBLOOD AKAUSHI SEMEN | AF107 | HORNED | 02.25.1993 | HB 830

SIRE: DAI-JU 10 MITSUMARU KO 76
 GODAI KO 2739

DAM: KAZUTOMO 1KYU 92958
 KIKUMI TOKKYU 11875

DAI-NI 2 MITSUMARU TOKKYU 22 MITSUTAKE KO 58
 DAI 3 MITSU 1KYU 48242
 DAI 5 SHIGEKAWA 1KYU 540
 HATAURA 1KYU 33574
 DAI-NI 2 SHIGENAMI TOKKYU 27
 DAI-NI 2 MARUHANA KO 2862
 DAI-JYUU 10 SHIGEKAWA KO 65
 DAI 2 KIKUMI KO 1345

Hikari has a fantastic legacy that precedes him! Hikari is known for his extreme balance of growth with high marbling and carcass traits. He is a son of Japanese legend, Dai 10 Mitsumaru 76 who also sired breed legends Big AI, Kaedemaru, and “the Elephant Cow” Heartbrand T0504E. Hikari is a leading proven sire of sons having produced elite bulls such as WSI Umemaru, TWA Kajikari, Kotsukari, and Heartbrand Hercules 2619A!

29A, B & C

SELLING THREE LOTS OF ONE UNIT OF SHIGEMARU SEMEN

FULLBLOOD AKAUSHI SEMEN | AF110 | HORNED | 07.21.1993 | HB 457

SIRE: DAI-NI 2 SHIGENAMI TOKKYU 27
 DAI 2 TAMASHIGE KO 1842

DAM: DAI-YON 4 AKIBARE TOKKYU 3357
 DAI-NI 2 AKIBARE 1KYU 53244

SHIGENAMI KO 48
 SHIGEMIYA 1KYU 78
 HATSUTAMA KO 387
 NAKAHORI KO 38
 TAMAHANA 1KYU 19222
 DAI 2 SHIGEKAWA KO 53
 SOSHIGE KO 1287
 DAI 3 SOSHOKU 1KYU 507
 AKIBARE KO 758

One of the three imported bulls that came to the United States from Japan. Shigemaru is the most widely used of the sire lines for his breeding versatility. He is known for moderating frame size, adding body mass and structural width in his progeny. His daughters are built broody, good footed and are high maternal performers. Use Shigemaru with confidence in laying a good foundation of growth and maternal genetics.

*Tamamaru**HeartBrand Rhubarb 2142A***30A, B & C****SELLING THREE LOTS OF ONE UNIT OF TAMAMARU SEMEN**

FULLBLOOD AKAUSHI SEMEN | AF109 | HORNED | 07.13.1993 | HB 459

SIRE: TAMANAMI KO 70
DAI-GO 5 TAMANAMI TOKKYU 96
 FUJIMITSU KO 2030

DAM: DAI-SAN 3 MITSUMARU KO 71
DAI-HACHI 8 MARUNAMI
 DAI-HICHI 7 MARUNAMI TOK 14289

SHIGENAMI KO 48
 MARUSAKAE KO 394
 SHIGETAMA H 11
 FUJIHANA 1 KYU 1173
 MITSUTAKE KO 58
 FUKUMARU KO 933
 DAI-JYUU 10 SHIGEKAWA KO 65
 MARUNAMI KO 2402

Tamamaru is one of the most widely used and predictable Akaushi bulls due to his consistency and legendary mother, Dai 8 Marunami. There's no other foundation sire that can add the length of body and stoutness of structure. His sire, Dai 5 Tamanami Tokkyu 96 provides a slight outcross to the rest of the 1994 importation. Tamamaru is a paternal sib to the foundation cow Dai 9 Kobai 73. Tamamaru is F11 free.

31A, B & C**SELLING THREE LOTS OF TWO UNITS OF HEARTBRAND RHUBARB 2142A SEMEN**

FULLBLOOD AKAUSHI SEMEN | AF40792 | HORNED | 01.29.2013 | 2142A

SIRE: RUEMEI H39
RUESHAW 430
 FB2 KIKUTAMA 14285

DAM: BIG AL
HEARTBRAND BARBARA B3518R
 HEARTBRAND 2128J

RYUEI H20
 HARUMI H376
 SOCHU H10
 KIKUFUJI 1627
 DAI-JU 10 MITSUMARU KO 76
 AKIKO
 SHIGEMARU
 HEARTBRAND T0506E

Rhubarb is sired by Rueshaw and out of a top Big Al daughter, Barbara B3518R. He combines the calving ease, eye appeal and correctness of design of Rueshaw with additional skeletal width and muscularity. His dam, Barbara B3518R, is a true generator of high performance, stout featured herd bulls. 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. This is a super-sire in the making!



HeartBrand Samsung S0947P



Beeman Ranch 0972B,
son of Come and Take It

32A, B & C

SELLING THREE LOTS OF TWO UNITS OF HEARTBRAND SAMSUNG S0947P SEMEN

FULLBLOOD AKAUSHI SEMEN | AF1208 | HORNED | 01.23.2004 | S0947P

SIRE: SHIGEMARU
 DAI-NI 2 SHIGENAMI TOKKYU 27 SHIGENAMI KO 48
 DAI-YON 4 AKIBARE TOKKYU 3357 DAI 2 TAMASHIGE KO 1842
 DAI-NI 2 AKIBARE 1KYU 53244
DAM: HARUKO
 DAI-SAN 3 MITSUMARU TOKKYU 30 MITSUTAKE KO 58
 DAI-NANA 7 KIKUHIME TOKKYU 6669 FUKUMARU KO 933
 DAI-JYUU 10 SHIGEKAWA KO 65 DAI-JYUU 10 SHIGEKAWA KO 65
 DAI-ROKU 6 KIKUHIME 1KYU 42447

Samsung is the well-known and proven Shigemaru son of original import Haruko. Samsung is a legend in the Heartbrand herd because of his incredible longevity. He has endured one of the longest tenures as a herd bull in the HeartBrand herd to date. His impressive feet and leg design, fertility, and quality of offspring has kept him breeding cows twice a year for over 10 years.

33A, B & C

SELLING THREE LOTS OF THREE UNITS OF COME AND TAKE IT SEMEN

FULLBLOOD AKAUSHI SEMEN | AF4586 | HORNED | 04.16.2006 | C4081S

SIRE: HEARTBRAND H0518E
 HIKARI
 DAI-HACHI 8 MARUNAMI
 NAMIMARU KO 74
DAM: AKIKO
 MITSUKO TOKKYU 9639
 DAI-JU 10 MITSUMARU KO 76
 KAZUTOMO 1KYU 92958
 DAI-SAN 3 MITSUMARU KO 71
 DAI-HICHI 7 MARUNAMI TOK 14289
 DAI-NI 2 SHIGENAMI TOKKYU 27
 DAI-NI 2 MARUHANA KO 2862
 MITSUTAKE KO 58
 MITSU KO 1753

Come and Take It C4081S is a F11 free grandson of Hikari and backed by tremendous cow power! His dam is the foundation cow Akiko from Japan and transmits her additional body mass and stoutness while proving to be easy calving. His sire, 518, is out of Dai 8 Marunami. She was given the governor's stamp of Kumamoto on her registration paper and designated to lead a beef improvement project before being sold into the United States. There has never been any 518 semen sold so this is your chance at one of his top son



HeartBrand Hercules



*HeartBrand Smooth
Criminal PH 64419*

34A, B & C

SELLING THREE LOTS OF THREE UNITS OF HEARTBRAND HERCULES 2619A SEMEN

FULLBLOOD AKAUSHI SEMEN | AF52160 | HORNEDED | 11.09.2013 | 2619A

SIRE: HIKARI
DAI-JU 10 MITSUMARU KO 76
KAZUTOMO 1KYU 92958
SHIGEMARU
DAM: HEARTBRAND BUCKCHERRY S2421R
HEARTBRAND AU346G

DAI-NI 2 MITSUMARU TOKKYU 22
GODAI KO 2739
NAMIMARU KO 74
KIKUMI TOKKYU 11875
DAI-NI 2 SHIGENAMI TOKKYU 27
DAI-YON 4 AKIBARE TOKKYU 3357
SHIGEMARU
DAI-KYU 9 KOBAL 73

Here is a son of Heartbrand Hercules, one of the fantastic sons of the leading Buckcherry brood cow! Hercules displays great phenotype from front to back and is on an ideal set of feet and legs. This bull's dam is Heartbrand Jessica, an elite donor in the Heartbrand herd. She is sired by the breed leading proven sire Heartbrand Joe.

35A, B & C

SELLING THREE LOTS OF THREE UNITS OF HEARTBRAND SMOOTH CRIMINAL PH 64419 SEMEN

AKAUSHI SEMEN | AP198899 | HOMO POLLED | 03.18.2020 | 64419X

SIRE: HEARTBRAND 9595Y
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

HeartBrand Smooth Criminal is heterozygous polled and massive in his body type. He exhibits breed-leading power and skeletal width. Plus, he's got a sound athletic structure.



 HeartBrand[®]
CATTLE

LIVE SALE - Online bidding through DVAuctions

HEART OF THE *Herd*

06.08.2023 | 7:00 p.m. | Overton Hotel, Lubbock, TX



THE BEST OF *Dotted Akushi*

