



*All-American*  
SUMMER SALE

06.26.2014 • 7:00 p.m. C.S.T • Hilton Garden Inn Ballroom, West Monroe, Louisiana



**{SALE LOCATION}**

Hilton Garden Inn, Magnolia Ballroom, 400 Mane Street, West Monroe, Louisiana 71291.....318.398.0653

**{DIRECTIONS}**

From the East ... 1. Head west on I-20 W; 2. Take Exit 113 for Downing Pines Rd.; 3. Turn right on Downing Pines Rd.; 4. Take the first right onto Mane St.; 5. Travel 0.5 miles. Destination on the right.

From the West ... 1. Head east on I-20 E; 2. Take Exit 113 toward Downing Pines Rd.; 3. Turn left onto Mane St.; 4. Travel 0.2 miles. Destination on the left.

Directions from the Monroe Regional Airport ... 1. Begin: 5400 Operations Road, Monroe, LA 71203; 2. Head north on Operations Rd. toward Central Ave N; 3. Turn left onto Central Ave N; 4. Turn left onto Kansas Lane; 5. Turn left onto LA-594; 6. Take the first right onto Garrett Rd.; 7. Slight right to merge onto I-20 W toward Monroe; 8. Take Exit 113 for Downing Pines Rd.; 9. Turn right on Downing Pines Rd.; 10. Take the first right onto Mane St.; 11. Travel 0.5 miles. Destination on the right.

**{SALE DAY PHONE NUMBERS}**

Kelvin Moreno.....	305.218.1238	Randy Ratliff.....	615.330.2735
Brian Barnes.....	352.427.4881	Martin Mondragon.....	786.272.4626
Tim Lockhart.....	979.204.4302	Tammie Watts.....	903.654.8076

**{AUCTIONEER}** Cody Lowderman (L # 6725).....309.833.5543

**{BID & WATCH LIVE}** This sale will be broadcast live at [www.cattleinmotion.com](http://www.cattleinmotion.com)

To view and bid on this sale live, simply log onto [www.cattleinmotion.com](http://www.cattleinmotion.com) and click on the sale that will be listed on the right hand side of the screen.



**{SALE TERMS & CONDITIONS}**

**NOTE:** Moreno Ranches reserves an in-herd only breeding interest on all herd sire prospects and one (1) flush on all females unless otherwise stated.

**TERMS:** All cattle/genetics must be paid for immediately after the sale. Checks should be made payable to Moreno Ranches, Inc. Credit cards are also accepted, and a processing fee will apply. Cattle/genetics will not be released until proper settlement has been made.

**SPECIAL TERMS:** (cattle/genetics for export) Lots and genetics that are sold for export must be paid for at the time of the sale. There will be a representative of a forwarding company on hand to assist in this matter. It will be the responsibility of the buyer of these cattle/genetics for export to make arrangements with the seller for the care of the lots or genetics after the sale. Buyers will be responsible for any layover costs following the sale.

**FLUSHES:** Each flush auctioned has a guaranteed minimum of five transferable embryos, unless otherwise noted. Buyer will receive all additional embryos of the flush, should there be any. Buyer pays for flushing costs, as well as any flush related expenses.

**BREEDERS GUARANTEE:** Every lot in this sale is, to the best of the seller's knowledge, sound and free of any disease. Pregnant cows and cows with calves are considered breeders without further guarantee.

**DISPUTES:** The auctioneer in charge will settle any bid disputes. The decision of the auctioneer on such matters is final.

**HEALTH:** All necessary health papers will be provided for the purposes of shipping cattle and genetics anywhere in the U.S.

**EXPORTS:** Cattle/genetics sold for export to foreign countries must, by state law test for diseases flagged by the country receiving the animal after the sale is made. The seller will be responsible for this testing.

**ANNOUNCEMENTS:** Any announcements from the auction block will take precedence over the printed material, this catalog and all other printed advertisements.

**LIABILITIES:** All persons who attend the sale do so at their own risk. Moreno Firms, Inc. and Moreno Ranches, including the sale manager, assume no liability, legal or otherwise, for any accidents that may occur. Seller accepts no liability for the lots after they are sold. Insurance will be available at the sale for cattle/genetics upon the buyer's request.

**CONTRACT:** The above terms and conditions shall constitute a contract between the buyer and the seller of each lot sold.

**HANDLING:** As the sale takes effect, all lots are under the buyer's risk.

**{SALE MANAGEMENT}**



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PO Box 281677  
Nashville, TN 37228  
(L#2845)



Held in conjunction with the AJBA All-American  
**{MONDAY, JUNE 23rd}**

Facilities available for cattle.

4:00 p.m. AJBA Jr. Board Meeting

**{TUESDAY, JUNE 24th}**

7:00 a.m. AJBA Jr. Board Meeting  
8:00 a.m. Queen & Princess Contest Meeting  
8:00 a.m. Exhibitor Registration  
Autograph Contest Begins

9:00 a.m. Sale cattle available for preview (show grounds)  
10:00 a.m. All Cattle Must Be In Place  
11:00 a.m. Weigh & Measure  
1:30 p.m. Photography/Poster Contest Judging  
2:00 p.m. Public Speaking Contest  
6:30 p.m. - Opening Ceremonies, Welcome Supper & Semen Auction

**{WEDNESDAY, JUNE 25th}**

8:00 a.m. Showmanship Contest | Judge: Matt Karisch  
2:00 p.m. Sales Talk Contest

**{THURSDAY, JUNE 26th}**

8:00 a.m. Bred & Owned Show | Judge: Chad Breeding  
3:00 p.m. F-1 Female Show | Judge: Chad Breeding  
4:30 p.m. Queen & Princess Tea/Interview  
5:00 p.m. Shawnee Bailey Nominee Interviews  
7:00 p.m. Moreno Ranches All American Summer Sale  
Hilton Garden Inn

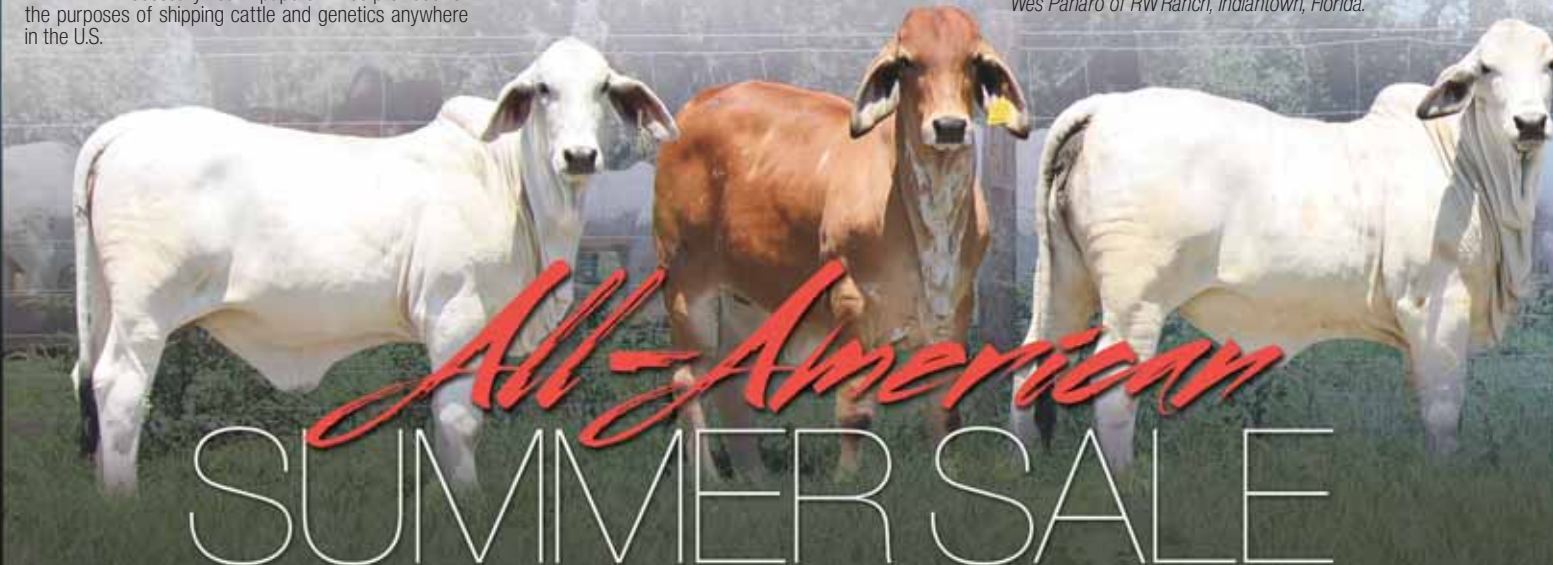
**{FRIDAY, JUNE 27th}**

8:00 a.m. Female Judging – Judge: Brad Gonce  
3:00 p.m. AJBA Annual Membership Meeting  
Autograph Contest Due; Herdsman Quiz

**{SATURDAY, JUNE 28th}**

8:00 a.m. Bull Show | Judge: Brad Gonce  
2:00 p.m. Quiz Bowl  
6:30 p.m. Awards Banquet  
9:00 p.m. Dance

*Pictured on the cover photo is  
Wes Panaro of RW Ranch, Indiantown, Florida.*



06.26.14 • 7:00 p.m. C.S.T • Hilton Garden Inn Ballroom • West Monroe, Louisiana



### {JUNIOR BREED BACK PROGRAM}

If a junior exhibitor buys a heifer from Moreno Ranches, we are committed to assist the junior in breeding the heifer when she is of age. Heifers can be brought back to the ranch and we will A.I. or naturally breed the heifer to one of our herd sires at no cost to the junior. Cattle must be insured in order to qualify for this program.

### {JUNIOR SELL BACK PROGRAM}

This program gives juniors an opportunity to sell their heifer when they are 2-3 years old in our annual production sale. In order to qualify for this program, heifers must be bred or have a calf at side at the time of the sale. The sale management team must approve the consignment prior to the sale. Moreno Ranches will be responsible for all marketing. Standard commission fees will apply.

Est. 1819... Celebrating 195 years in the beef cattle industry.



Tradition is not bought, but built.  
Moreno Ranches ... 195 years of tradition.

MELVIN & TERESA MORENO

17 Virginia Circle, Moreno Estate, Venus, Florida 33960  
305.218.1238 • ranch@morenofirms.com • www.morenoranches.com

SE HABLA ESPANOL! VISITORS WELCOME!

Barranquilla -  
Atlantico, Colombia  
311.380.5750 • 035.369.1004



# 412



# 1

**Moreno Ms. Lady Pikachu** COLOR: Gray REG#: C 921962 DOB: 09.17.13 ID: 412

BW: 1.3 WW: 13.2 YW: 23.1 MILK: 6.2

+MR. V8 702/3 (702/3) B 630190  
**+MR. V8 777/4 (777/4) B 722181**  
+MISS V8 666/3 (666/3) C 630122

+MR KC JUSTICE MANSO 847 (847/5) B 848558  
**MISS BF 201/9 (BF 201/9) C 888163**  
+GS MS MULHIM MANSO 314 (314) C 847958

+JDH MR. RHA ELY MANSO (615/6) B 340806  
QUEEN OF SUGARLAND 175 (155/ORT) C 438289  
(+)MR. V8 202/3 (202/3) B 558653  
+MISS V8 617/2 (617/2BH) C 377617  
+BNA THE DEACON MANSO253 (253/0) B 802443  
+JDH MISS AIDA MANSO (254/6) C 801183  
MSP MR. MULHIM MANSO 594 (594) B 776468  
+GS MISSY DIDOR 277 (277) C 817567

Moreno Ranches is proud to feature Moreno Ms. Lady Pikachu as a highlight show female and future donor cow prospect for the new owner. She is a full sister to Moreno Ms. Lady Presumida 376, the \$25,000 valued female that was a top seller in the record breaking '14 Moreno Ranches Viva La Brahman Fiesta sale selling to Rodolfo Bazan RB Ranch, Laredo, TX. She and her full sister Lot 1 are sired by +Mr. V8 777/4, one of the leading sires in the Brahman breed who has made a major contribution worldwide. The impact of 777/4 is unreal in our business in being responsible for eight different registry renown animals from four different programs in our breed. The prominent genetics found in 412 are like no other in the U.S. This business investment can be very rewarding and we are certain her genetics along with her unique design will bring attention and added revenue to the new owner. Her dam 201/9 is the remarkable daughter of the famed donor 314. 201/9 is a very prolific donor that continues to "wow" us with her progeny. In the Moreno April sale there were nine of her daughters that sold for an average of \$8900. 201/9 has a total of 17 progeny registered in the U.S. with numerous progeny also registered in Colombia and Venezuela. She headlines the progressive Moreno Ranches embryo transplant program and her influence has made a huge impact in our breed. Her natural son Moreno Mr. The Profit highlighted the '14 Moreno Viva La Viesta Sale at \$28,000 for half interest from Schneider Brahmans, Boerne, Texas. The blending of the two greats in 777/4 and 201/9 has been magical and we are in hopes you will agree with the creation of Moreno Ms. Lady Pikachu 412.



Sire, + Mr. V8 777/4



Full sister, Moreno Ms. Lady Presumida 376

# 404



{2}

## Moreno Ms. Lady Rolls Royce

COLOR: Red REG#: C 921807 DOB: 09.05.13 ID: 404

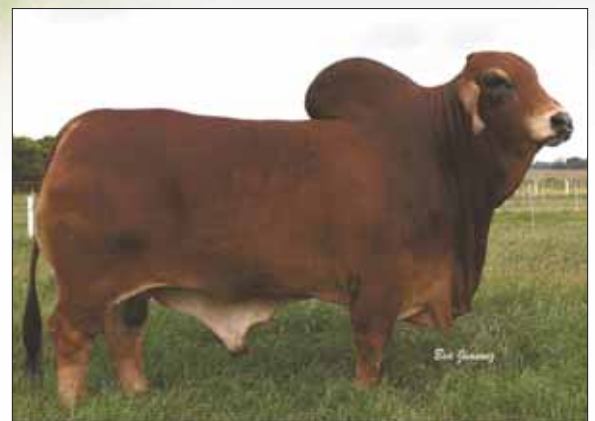
BW: 2.9 WW: 19.2 YW: 30 MILK: 6.1

**SRS MR. TROBADOR 933 (933) B 875813**  
 +MR WINCHESTER MAGNUM 999 (999/3) B 832160  
 +SRS MISS LUCY 795 (795) C 836565

+HK PASSPORT (777) B 724323  
 +5M MISS MAGNUM MOLLY (167) C 767575  
 SRS MR. RED MAX 525 (525) B 747013  
 +SRS MS ROSE 606 (606) C 786563  
 (=)JDH PRESCOT MANSO (82/6) B 764877  
 JDH LADY SUV MANSO (294/5) C 733701  
 ST MR TNT 175 (175) B 673981  
 ST MISS TNT 91 (91) C 580381

**21ST MS TNT 201 (201) C 863709**  
 JDH SIR LEOPOL MANSO (901/6) B 822680  
 ST MISS TNT 375 (375) C 766597

Moreno Ms. Lady Rolls Royce 204 is one of the featured Red Brahman heifers of the sale. She is a daughter of the breed's great show champion bull and now leading sire SRS Mr Troubadour 933. When he was being campaigned he made as big of an impact in the show ring as any RED bull in the breed. He was the '11 International grand champion, '10 San Antonio Livestock Show reserve grand champion and '10 National grand champion and '10 International reserve grand champion bull. 404 is a maternal sibling to Moreno Ms. Lady Ruby 214, the 2014 International calf champion for Moreno Ranches. This young female is super deep bodied, very capacious, sound in her structure, soft in her pasterns and extremely heavy boned. We are confident she will be a top show heifer and in return will headline in program in the breed as a top donor. Her dam 201 also produced Moreno Ms. Lady Robekah 220, the top red Brahman donor headlining the progressive firm, Finca El Pabellon, Peten, Guatemala, S.A. Don't miss this opportunity to own the next great one out of the Moreno Ranches show barn.



Sire, SRS Mr. Troubadour 933



Maternal sister, Moreno Ms. Lady Ruby 214

# MACHO



## TRAIT LEADER:

- Top 5% Carcass Weight
- Top 5% IMF
- Top 10% Rib Eye Area
- Top 15% Weaning Weight
- Top 15% Yearling Weight



{ref.}

**JDH Goudeau Manso 174/0** COLOR: Gray REG#: B 892664 DOB: 04.21.10 ID: 174/0

BW: 2.8 WW: 19.5 YW: 30.2 MILK: 6.9

JDH MR. MANSO 362/1  
 = JDH BROSS MANSO  
 JDH LADY MANSO 337/9  
 JDH MR. MANSO 13/2  
**JDH LADY MANSO 625/3**  
 = JDH LADY SWATTER MANSO

MN MAYRO MANSO 433/2  
 JDH LADY BROSSMAN MANSO  
 =JDH MR SUPERCALC MANS  
 JDH LADY MANSO 233/8F  
 JDH SAGE MANSO 92/1  
 JDH LADY MANSO 242/8 F  
 +JDH MR. CHARLEY MANSO  
 JDH RELOTO SWATO MANSO

Current weight: 2,650 lbs.

Macho 174/0 offers a complete outcross pedigree to most established lines and stems from a maternal line of cow families. He is a true performance sire with his progeny at the top in terms of weaning weights and performance. He has progeny that are now found in the U.S., Australia, Panama, Cost Rica, Colombia, Venezuela, Nicaragua and now his influence is in Guatamala. His very best daughters representing the M check brand are highlighted in this sale as Lot 3, 4, 5, and 6.

{3}



### Moreno Ms. Lady Jade

COLOR: Gray REG#: C 923340 DOB: 12.12.13 ID: 446  
BW: 2.2 WW: 17.2 YW: 29.2 MILK: 6.3

JDH MR. MANSO 362/1 (362/1) B 717164  
JDH GOUDEAU MANSO 174/0 (174/0) B 892664  
JDH LADY MANSO 337/9 (337/9) C 660805  
+ #AEB. - MELITON I.A. (761/3) B 794851  
MDS LADY MELITON 15 (15/2) C 810543  
(AEB. - BOFEDAD) ((9184)) C 9002700

JDH LADY MANSO 625/3 (625/3) C 813155  
JDH BROSS MANSO (949/2) B 610839  
JDH MR. MANSO 13/2 (13/2) B 750892  
=JDH LADY SWATTER MANSO (68/8) C 562251  
MDS LADY ESTO MANSO 580 (580/1) C 729943  
(+)JDH MR. CHARLEY MANSO (590/6) B 340781  
SUGARLAND'S LOXMANO 133 (395/8RT) B 303691  
PLB MISS GELVO 2507 (2507) C 647099

{4}



### Moreno Ms. Lady Beautiful

COLOR: Gray REG#: C 923341 DOB: 12.25.13 ID: 448  
BW: 2.2 WW: 17.2 YW: 29.2 MILK: 6.3

JDH MR. MANSO 362/1 (362/1) B 717164  
JDH GOUDEAU MANSO 174/0 (174/0) B 892664  
JDH LADY MANSO 337/9 (337/9) C 660805  
+ #AEB. - MELITON I.A. (761/3) B 794851  
MDS LADY MELITON 15 (15/2) C 810543  
(AEB. - BOFEDAD) ((9184)) C 9002700

JDH LADY MANSO 625/3 (625/3) C 813155  
JDH BROSS MANSO (949/2) B 610839  
JDH MR. MANSO 13/2 (13/2) B 750892  
=JDH LADY SWATTER MANSO (68/8) C 562251  
MDS LADY ESTO MANSO 580 (580/1) C 729943  
(+)JDH MR. CHARLEY MANSO (590/6) B 340781  
SUGARLAND'S LOXMANO 133 (395/8RT) B 303691  
PLB MISS GELVO 2507 (2507) C 647099

Moreno Ms. Lady Jade 446 and Moreno Ms. Lady Beautiful 448 are full siblings to Moreno Ms. Lady Sunrise 438, the featured female that highlighted the recent Florida Brahman Association sale, selling to FJBA member Kipp Cooper of Zolfo Springs, Florida. They are from the elite donor MDS Lady Meliton 15/2. She is a daughter of + #AEB-Meliton I.A. 761/3, a two-time national champion of Mexico and a son of (+)JDH Mr Charlie Manso 590/6. These two heifers are sired by "Macho" JDH Goudeau Manso 174/0, the Register of Renown (+)JDH Mr Charlie Manso 590/6 and the legendary Forgason Division cow +JDH Lady Swatter Manso 68/8. These two heifers have the desirable profile and unique design needed to get attention in the show ring. They both are excellent in their structure, sound in their movement and maintain that show and prominent cow look to them.

{5}

### Moreno Ms. Lady Gorgeous

COLOR: Gray REG#: C 924201 DOB: 03.02.14 ID: 500  
BW: 3.2 WW: 19.7 YW: 31.9 MILK: 7.6

JDH MR. MANSO 362/1 (362/1) B 717164  
JDH GOUDEAU MANSO 174/0 (174/0) B 892664  
JDH LADY MANSO 625/3 (625/3) C 813155  
+JDH MR. UNION MANSO (455/3) B 645746  
MR MISS UNION 32 (32) C 798300  
TM'S LADY DAKOTA 22/6 (22/6) C 755338

JDH BROSS MANSO (949/2) B 610839  
JDH LADY MANSO 337/9 (337/9) C 660805  
JDH MR. MANSO 13/2 (13/2) B 750892  
=JDH LADY SWATTER MANSO (68/8) C 562251  
JDH ODYSSEY MANSO (479/2) B 557739  
+JDH MISSY MICHELLE MNSO (609/2) C 560831  
+MR. V8 700/3 (700/3) B 630321  
JDH LADY MANSO 148/1 (148/1) C 702321



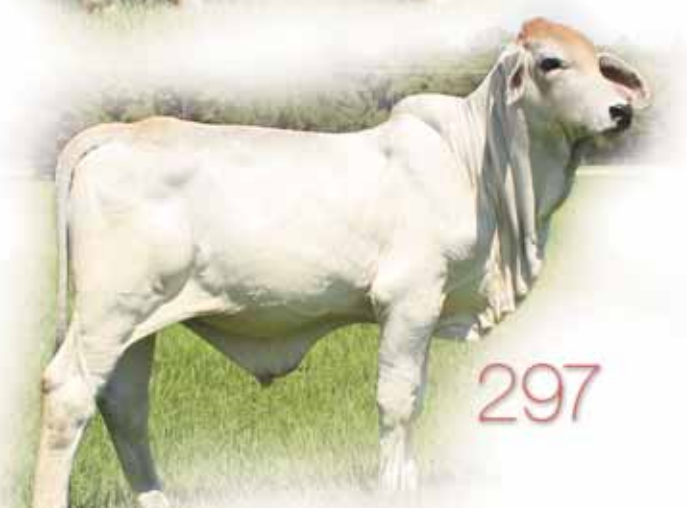
{6}

### Moreno Mr. Game On

COLOR: Gray REG#: B 924198 DOB: 03.03.14 ID: 297  
BW: 3.2 WW: 19.7 YW: 31.9 MILK: 7.6

JDH MR. MANSO 362/1 (362/1) B 717164  
JDH GOUDEAU MANSO 174/0 (174/0) B 892664  
JDH LADY MANSO 625/3 (625/3) C 813155  
+JDH MR. UNION MANSO (455/3) B 645746  
MR MISS UNION 32 (32) C 798300  
TM'S LADY DAKOTA 22/6 (22/6) C 755338

JDH BROSS MANSO (949/2) B 610839  
JDH LADY MANSO 337/9 (337/9) C 660805  
JDH MR. MANSO 13/2 (13/2) B 750892  
=JDH LADY SWATTER MANSO (68/8) C 562251  
JDH ODYSSEY MANSO (479/2) B 557739  
+JDH MISSY MICHELLE MNSO (609/2) C 560831  
+MR. V8 700/3 (700/3) B 630321  
JDH LADY MANSO 148/1 (148/1) C 702321



Moreno Ms. Lady Gorgeous 500 and Moreno Mr. Game On 297 are two full siblings that we are certain you will appreciate on sale day. Both 500 and 297 are sired by the leading Moreno performance sire Macho 174/0. His calves have been very well accepted in the Brahman breed and are certainly top lots in this sale. These two performance lots are from the elite dam MR Miss Union 32. She is a known daughter of the great +JDH Mr Union Manso 455/3. A maternal sibling to these lots selling was Moreno Ms. Lady Impression which sold for \$5,000 to Shelby Kirton of Okeechobee, FL in the recent '14 Moreno Ranches Viva La Brahman Fiesta Sale.

# 314 PROGENY



Moreno Ms. Striving Spiri 436 is a sale feature and one of top lots of the sale. She is a full sister in blood to the \$10,000 valued female Moreno Ms Lady Fair Play 434. She was a top purchase in the '14 Moreno Viva La Brahman Fiesta Sale for Finca Maria Olga in Guatemala. They both are known daughters of the Registered of Renown donor +GS Ms Mulhim Manson 314. 314 was a landmark donor in the Bennett Farms program in Choudrant, LA. She has produced 14 females and 2 bulls in their program and has entered the registered renown status in the ABBA registry. The 314 donor came to Moreno Ranches as a leading private purchase and the progress and greatness has only just begun. A maternal sibling to 436, B-F 292/2 was a sale feature of the 2013 International Brahman sale at \$23,000. Moreno Ms. Lady Striving Spiri 436 is sired by +Mr. T.D. West 270, a breed trait leader for carcass and ribeye. He sired the 1999 National Get of Sire. Both of his parents and grandparents are in the Register of Renown and he sired the 1998 National Get of Sire. 270's sire, 202/3, is the winningest bull of all time. He has sired hundreds of champions and his influence is still felt in Tialand, Australia, South and Central America and the U.S. He has 19 Registered of Renown progeny and is currently the #3 bull in the Register of Renown. Moreno Ms. Striving Spirit 436 has beautiful pigmentation and represents a lineage like no other in the business. We think this heifer is big time in terms lineage and the show potential is just as exciting.

Moreno Mr. Getcha Some 293 is a tremendous son of Macho 174/0 and from the elite donor +GS Ms Mulhim Manson 314. This young bull is one top show and future herd sire prospect from the heart of the Moreno Ranches program. He is moderate in his frame score, very strong down his topline and very level and square from his hooks to his pens. We love him from the ground up and know that he is vey sound in his structure. He is the result of the blending of the two breed greats, Macho 174/0 and 314.

## Moreno Ms. Striving Spiri

(+MR. V8 202/3 (202/3) B 558653  
**+MR. T.D. WEST 270 (270) B 712279**  
 +WHS MISS SUGRESTO 0933 (0933) C 458985  
 MSP MR. MULHIM MANSO 594 (594) B 776468  
**+GS MS MULHIM MANSO 314 (314) C 847958**  
 +GS MISSY DIDOR 277 (277) C 817567

COLOR: Gray REG#: C 922313 DOB: 11.05.13 ID: 436  
**BW: 1.8 WW: 18.5 YW: 32.4 MILK: 7.7**

(+JDH ATARI MANSO (601/1) B 359587  
 +EMPRESS OF SUGARLAND101 (145/9) C 389404  
 +BL SUGAR BOY 27/0 (27/ORT) B 336787  
 +WHS ESTO UTTARA 9099 (9099RT) C 344189  
 MSP MR. MULHIM MANSO 387 (387) B 703100  
 =MSP LADY DUBO MANSO 354 (354) C 715541  
 +GS EMPEROR DIDOR 135 (135) B 731179  
 +GS EMPRESS DIDOR 54 (54) C 656372

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## Moreno Mr. Getcha Some

JDH MR. MANSO 362/1 (362/1) B 717164  
**JDH GOUDEAU MANSO 174/0 (174/0) B 892664**  
 JDH LADY MANSO 625/3 (625/3) C 813155  
 MSP MR. MULHIM MANSO 594 (594) B 776468  
**+GS MS MULHIM MANSO 314 (314) C 847958**  
 +GS MISSY DIDOR 277 (277) C 817567

COLOR: Gray REG#: B 924196 DOB: 02.17.14 ID: 293  
**BW: 2 WW: 16.2 YW: 25.1 MILK: 6.7**

JDH BROSS MANSO (949/2) B 610839  
 JDH LADY MANSO 337/9 (337/9) C 660805  
 JDH MR. MANSO 13/2 (13/2) B 750892  
 =JDH LADY SWATTER MANSO (68/8) C 562251  
 MSP MR. MULHIM MANSO 387 (387) B 703100  
 =MSP LADY DUBO MANSO 354 (354) C 715541  
 +GS EMPEROR DIDOR 135 (135) B 731179  
 +GS EMPRESS DIDOR 54 (54) C 656372

**8**





**9**

**Moreno Ms. Just Perfect**

COLOR: Gray REG#: C 924202 DOB: 02.23.14 ID: 504  
 BW: 1.6 WW: 31.2 YW: 21.4 MILK: 5.8

**10**

**Moreno Ms. Just Right**

COLOR: Gray REG#: C 924199 DOB: 02.25.14 ID: 494  
 BW: 1.6 WW: 31.2 YW: 21.4 MILK: 5.8

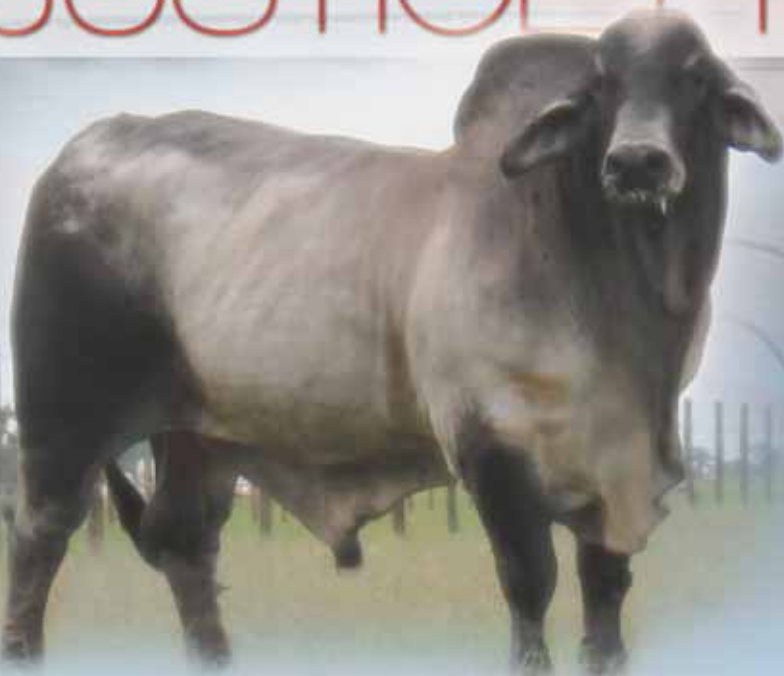
- +BNA THE DEACON MANSO253 (253/0) B 802443
- +MR KC JUSTICE MANSO 847 (847/5) B 848558**
- +JDH MISS AIDA MANSO (254/6) C 801183
- MSP MR. MULHIM MANSO 594 (594) B 776468
- +GS MS MULHIM MANSO 314 (314) C 847958**
- +GS MISSY DIDOR 277 (277) C 817567

- +MR. V8 900/4 (900/4) B 733890
- +MISS V8 423/4 (423/4) C 676798
- +JDH SIR LIBERTY MANSO (847/5) B 747549
- JDH MISS FAUSTO MANSO (553/4) C 674175
- MSP MR. MULHIM MANSO 387 (387) B 703100
- =MSP LADY DUBO MANSO 354 (354) C 715541
- +GS EMPEROR DIDOR 135 (135) B 731179
- +GS EMPRESS DIDOR 54 (54) C 656372



These two full sibling heifers are sired by +Mr KC Justice Manso 847. He is the leading Moreno Ranches herd sire that offers a desirable pigmentation and so much more. He is extremely heavy in bone structure and very big footed. We appreciate his fluidity in movement, extra thickness and desirable muscle pattern. He, along with his two daughters, are very moderate in their frame score and easy to maintain. They just happen to have 314 has their mother, which could be their biggest attribute. She is the leading donor for Moreno Ranches that continues to produce excellence time and time again.

# JUSTICE PROGENY



{ref.}

## +Mr. KC Justice Manso 847

COLOR: Gray REG#: B 848558 DOB: 04.21.05 ID: 847

BW: 1.9 WW: 13.5 YW: 22.9 MILK: 5.0

- +MR. V8 900/4
- +MR. V8 189/4
- +BNA THE DEACON MANSO 253
- +MISS V8 287/3
- +MISS V8 423/4
- +MR. V8 666/3
- +JDH SIR LIBERTY MANSO
- MISS V8 557/3
- +JDH MISS AIDA MANSO
- JDH MR BRAHMAN MANSO 175
- JDH MISS FAUSTO MANSO
- +JDH LADY REMINGTON MANS
- JDH SIR ATARI MANSO 6
- JDH LADY CONTRA MANSO

- Current Weight: 2,275 lbs.
- Offers the desirable dark pigmentations
- Extremely big footed and heavy boned
- Very fluid in his movement
- Notably thick and very desirable in his muscle pattern
- He, along with his daughters, are moderate framed and easy to maintain

## TRAIT LEADER:

- Top 25% Carcass Weight
- Top 25% Rib Eye Area
- Top 30% Weaning Weight
- Top 30% Yearling Weight

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## Moreno Mr. Jesse James

COLOR: Gray REG#: B 924197 DOB: 01.14.14 ID: 295

BW: 1.6 WW: 12.1 YW: 18.8 MILK: 6.2

- +BNA THE DEACON MANSO253 (253/0) B 802443
- +MR. V8 900/4 (900/4) B 733890
- +MR KC JUSTICE MANSO 847 (847/5) B 848558
- +MISS V8 423/4 (423/4) C 676798
- +JDH MISS AIDA MANSO (254/6) C 801183
- +JDH SIR LIBERTY MANSO (847/5) B 747549
- LL MR.HOLLYWOOD (964) B 799485
- JDH MISS FAUSTO MANSO (553/4) C 674175
- BD'S MS HOLLYWOOD (208/7) C 873676
- +JG SUVA CRATA 135 (135) B 654778
- CAK MS G DIAMOND TIP 507 (507) C 770227
- +JDH LADY REXA MANSO (134/5) C 717477
- MR. BIG M GIGANTE 336 (336) B 589293
- CAK MS DIAMOND PORIDE294 (294) C 725651

Moreno Mr. Jesse James 295 is a big time herd sire prospect! He is a known son of the performance sire +Mr KC Justice Manso 847. His dam is BD's Ms Hollywood, a granddaughter of the Register of Renown +JG Suva Crata 135. This young sire offers a complete outcross to most established lines of cattle in the breed. Most importantly he is super sound from the ground up, extremely heavy boned, with a tremendous muscle pattern and very desirable profile and balance. If you are in need of a competitive show bull and then a future sire, consider Moreno Mr. Jesse James 295.



295

{12}

## Moreno Ms. Lady Joy Calver

COLOR: Gray REG#: C 924190 DOB: 01.14.14 ID: 480

BW: 2.2 WW: 14 YW: 25.2 MILK: 5.9

- +BNA THE DEACON MANSO253 (253/0) B 802443
- +MR. V8 900/4 (900/4) B 733890
- +MR KC JUSTICE MANSO 847 (847/5) B 848558
- +MISS V8 423/4 (423/4) C 676798
- +JDH MISS AIDA MANSO (254/6) C 801183
- +JDH SIR LIBERTY MANSO (847/5) B 747549
- JDH MR DWAYNE MANSO (837/3) B 814234
- JDH MISS FAUSTO MANSO (553/4) C 674175
- JDH LADY CALVER MANSO (766/3) C 835501
- (=)JDH PRESCOT MANSO (82/6) B 764877
- JDH LADY HOYO MANSO (262/3) C 778772
- JDH LADY KAT MANSO (91/3) C 751341
- (+)JDH ATARI MANSO (601/1) B 359587
- +JDH MISS MELTON MANSO (772/2)

Moreno Ms. Lady Joy Calver 480 represents a lineage that is tough to beat no matter how you consider it. She is a daughter of +Mr KC Justice Manso 847 and from JDH Lady Calver Manso 766/3. 480 is a maternal sister to Moreno Ms. Lady Kate Calver 426 that sold for \$18,000 to Lanier Brahmans, Okeechobee, FL in the '14 Moreno Ranches Viva La Fiesta Brahman sale. Lanier also purchased another maternal sister to 480 at \$21,000, Moreno Ms. Lady Calver. JDH Lady Calver Manso 766/3 is impeccable in her producing ability. She has surfaced as one of the leading donors in the strong line up at Moreno Ranches.



Full sister, Moreno Ms. Lady Calver 310/2

# 42/7



## {13}

### Moreno Ms. Lady J-Lo

COLOR: Gray REG#: C 924200 DOB: 01.04.14 ID: 496  
**BW: 1.9 WW: 13.4 YW: 22.1 MILK: 4.6**

- +MR KC JUSTICE MANSO 847 (847/5) B 848558
- +JDH MISS AIDA MANSO (254/6) C 801183
- JDH MR MANSO 258/4 (258/4) B 826721
- +MISS B-F 42/7 (42/7) C 862034
- JDH LADY ROBERTA MANSO (763/3) C 835490
- +MR. V8 900/4 (900/4) B 733890
- +MISS V8 423/4 (423/4) C 676798
- +JDH SIR LIBERTY MANSO (847/5) B 747549
- JDH MISS FAUSTO MANSO (553/4) C 674175
- JDH RANGER DE MANSO (586/6) B 801242
- +JDH LADY MANSO 588/1 (588/1) C 731654
- +JDH CHARLEY'S JAZZ 946/1 (946/1) B 750937
- JDH ALICE MANSO (282/3) C 778661



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## {14}

### Moreno Ms. Lady Molly

COLOR: Gray REG#: C 924204 DOB: 03.20.14 ID: 490  
**BW: 1.6 WW: 17.8 YW: 34.3 MILK: 5**

- JDH MR DWAYNE MANSO (837/3) B 814234
- JDH LADY HOYO MANSO (262/3) C 778772
- JDH MR MANSO 258/4 (258/4) B 826721
- +MISS B-F 42/7 (42/7) C 862034
- JDH LADY ROBERTA MANSO (763/3) C 835490
- (+)JDH MADISON DE MANSO (737/4) B 669048
- +JDH LADY NEL MANSO (925/4) C 702925
- (=)JDH 204/2 YL MANSO (204/2) B 532106
- JDH LADY MOYO MANSO (922/2) C 718295
- JDH RANGER DE MANSO (586/6) B 801242
- +JDH LADY MANSO 588/1 (588/1) C 731654
- +JDH CHARLEY'S JAZZ 946/1 (946/1) B 750937
- JDH ALICE MANSO (282/3) C 778661



490

These two gorgeous heifers are maternal sisters that are sure to take your breath away. They are from the leading donor +Miss B-F 42/7, a proven daughter of JDH Mr. Manso 258/4 who continues to produce excellence. Her daughter, Moreno Ms. Lady Shakira 254, sold for \$18,500 to Finca Maria Olga, of Guatemala in the '14 Moreno Viva La Fiesta Brahman sale. Four of her progeny averaged \$8,875 in the sale as well. A maternal sibling, Moreno Mr. Sir Maverick 211, sold to Schneider Brahmans and is now one of their herd sires. The genetics of these two heifers are proven and seem to be in demand.

11/4



WR Suvette Marti 11/4 is a leading donor in the progressive Moreno Ranches embryo transplant program. She stems from Tic Tac Toe and Watts Ranch where she was a former successful show heifer. She is a daughter of the world renown +JDH Mr. Martin Manso which has had such a strong influence in the entire breed. These three maternal siblings have the same prominent show look to them, being from 11/4 and all sired by a different sire. They represent +Mr. T.D. West 270, +Mr. V8 777/4 and Mr. V8 730/5. The genetics found here proudly represent strength in performance, consistency and the predictability you demand to get the most out of your investment.

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**Moreno Ms. Lady Cheers**

COLOR: Gray REG#: C 924227 DOB: 02.27.14 ID: 502

BW: 1.7 WW: 14.7 YW: 24.4 MILK: 4.1

+JDH SIR LIBERTY MANSO (847/5) B 747549  
#MR. CC CAPITAL GAINS 77/7 (77/7) B 861197  
JDH LADY MANSO 357/3 (357/3) C 803357  
+JDH MARTIN MANSO (879/3) B 818454  
WR SUVETTE MARTI 11/4 (11/4) C 842877  
+MISS CAWLEY 211/6 (211/6) C 755150

JDH MR BRAHMAN MANSO 175 (175/5) B 701836  
+JDH LADY REMINGTON MANS (194/4) C 645447  
+JDH CHARLEY'S JAZZ 946/1 (946/1) B 750937  
JDH LADY MANSO 506/9 (506/9) C 673826  
(+)JDH MR. MANSO 449/1 (449/1) B 719086  
JDH LADY JOCKO MANSO (425/2) C 645854  
TAYLOR'S SUVA DE SUVA (205) B 678852  
MISS SS SUVACRATA 117 (117) C 620786



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**Moreno Ms. Ellie Mae**

COLOR: Gray REG#: C 924206 DOB: 10.05.13 ID: 458

BW: 2.2 WW: 20 YW: 36.3 MILK: 7.8

(+)MR. V8 202/3 (202/3) B 558653  
+MR. T.D. WEST 270 (270) B 712279  
+WHS MISS SUCRESTO 0933 (0933) C 458985  
+JDH MARTIN MANSO (879/3) B 818454  
WR SUVETTE MARTI 11/4 (11/4) C 842877  
+MISS CAWLEY 211/6 (211/6) C 755150

(+)JDH ATARI MANSO (601/1) B 359587  
+EMPRESS OF SUGARLAND101 (145/9) C 389404  
+BL SUGAR BOY 27/0 (27/0RT) B 336787  
+WHS ESTO UTTARA 9099 (9099RT) C 344189  
(+)JDH MR. MANSO 449/1 (449/1) B 719086  
JDH LADY JOCKO MANSO (425/2) C 645854  
TAYLOR'S SUVA DE SUVA (205) B 678852  
MISS SS SUVACRATA 117 (117) C 620786



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**Moreno Ms. Lady Dory 492**

COLOR: Gray REG#: pending DOB: 02.03.14 ID: 492

BW: 2.8 WW: 18.5 YW: 27.4 MILK: 7.4

+MR. V8 287/5 (287/5) B 780619  
MR. V8 730/5  
+MISS V8 73/5 (73/5) C 729016  
+JDH MARTIN MANSO (879/3) B 818454  
WR SUVETTE MARTI 11/4  
+MISS CAWLEY 211/6 (211/6) C 755150

+MR. V8 777/4 (777/4) B 722181  
+MISS V8 611/4 (611/4) C 690529  
(+)JDH MR. CHARLEY MANSO (590/6) B 340781  
+MISS V8 165/4 (165/4) C 664303  
(+)JDH MR. MANSO 449/1 (449/1) B 719086  
JDH LADY JOCKO MANSO (425/2) C 645854  
TAYLOR'S SUVA DE SUVA (205) B 678852  
MISS SS SUVACRATA 117 (117) C 620786



492

# 666/6 PROGENY



247



278

Moreno Mr. Roosevelt 247 and Moreno Ms. Lady Rihanna 278 are fine examples of the quality that you have come to expect from the Moreno Ranches Red Brahman cattle. Both progeny of BB Special Effort 666/6, the direct son of the once International and National champion and show bull of the year, Winchester Magnum 999/3. Here is your opportunity to invest in these proven American Red Brahman genetics.

**{18}**

## Moreno Ms. Lady Rosita

COLOR: Red REG#: C 924194 DOB: 01.02.14 ID: 486

BW: 2.6 WW: 17.8 YW: 27.8 MILK: 8.3

+MR WINCHESTER MAGNUM 999 (999/3) B 832160  
**BB SPECIAL EFFORT 666 (666/6) B 859451**  
 BB SHE'S GOT THE LOOK 75 (75/6) C 755032

+MR. 3H X-RAY 825 (825) B 775361  
**BB MS SPECIAL X 323 (323/4) C 838387**  
 BB MS CHEROKEE 76/6 (76/6) C 760496

+HK PASSPORT (777) B 724323  
 +5M MISS MAGNUM MOLLY (167) C 767575  
 +MR 3X HE'S GOT THE LOOK (40/2) B 699735  
 MISS COTTON VALLEY 0/25 (0/25LT) C 451429  
 ARROW J MILLMARONE 925 (925) B 653420  
 +MISS 3H 290 (290) C 697029  
 5P MR. UNDERWOOD (2/553) B 664769  
 BB MS INTERNATIONAL 7/4 (7/4) C 756013

**{19}**

## Moreno Ms. Rhubarb

COLOR: Red REG#: C 924191 DOB: 01.02.14 ID: 482

BW: 2.6 WW: 17.9 YW: 28.7 MILK: 9.3

+MR WINCHESTER MAGNUM 999 (999/3) B 832160  
**BB SPECIAL EFFORT 666 (666/6) B 859451**  
 BB SHE'S GOT THE LOOK 75 (75/6) C 755032

+MR. 3H X-RAY 825 (825) B 775361  
**BB MS LEGACY X 232 (232/2) C 822302**  
 BB MISS LOOK OUT 178/0 (178/0) C 810584

+HK PASSPORT (777) B 724323  
 +5M MISS MAGNUM MOLLY (167) C 767575  
 +MR 3X HE'S GOT THE LOOK (40/2) B 699735  
 MISS COTTON VALLEY 0/25 (0/25LT) C 451429  
 ARROW J MILLMARONE 925 (925) B 653420  
 +MISS 3H 290 (290) C 697029  
 MR 3X "LOOK OUT" (30/2) B 699736  
 MISS MCK NEGRO 1/7 (1/7) C 623169

**{20}**

## Moreno Ms. Rachael Ray

COLOR: Red REG#: C 924203 DOB: 03.12.14 ID: 506

BW: 2.9 WW: 18 YW: 29.4 MILK: 7.9

+MR WINCHESTER MAGNUM 999 (999/3) B 832160  
**BB SPECIAL EFFORT 666 (666/6) B 859451**  
 BB SHE'S GOT THE LOOK 75 (75/6) C 755032

+5M MR. MAGNUM BRASS (117) B 771546  
**BB MS RAY OF BRASS (405/5) C 852083**  
 BB MS RAY OF LIGHT 225 (225/2) C 821218

+HK PASSPORT (777) B 724323  
 +5M MISS MAGNUM MOLLY (167) C 767575  
 +MR 3X HE'S GOT THE LOOK (40/2) B 699735  
 MISS COTTON VALLEY 0/25 (0/25LT) C 451429  
 +HK MR. AMERICA 435/2 (435/2) B 659862  
 +VL ELENA 3/88 (3/88) C 707472  
 +MR. 3H X-RAY 825 (825) B 775361  
 +MISS 3H 782 (782) C 771238

**{21}**

## Moreno Mr. Senior Ryan

COLOR: Red REG#: B 922318 DOB: 11.02.13 ID: 267

BW: 3.6 WW: 20.5 YW: 32.5 MILK: 8

+MR WINCHESTER MAGNUM 999 (999/3) B 832160  
**BB SPECIAL EFFORT 666 (666/6) B 859451**  
 BB SHE'S GOT THE LOOK 75 (75/6) C 755032

+MR. 3H X-RAY 825 (825) B 775361  
**BB MS LOOK OF RAY 329 (329/4) C 838393**  
 BB SHE'S GOT THE LOOK 75 (75/6) C 755032

+HK PASSPORT (777) B 724323  
 +5M MISS MAGNUM MOLLY (167) C 767575  
 +MR 3X HE'S GOT THE LOOK (40/2) B 699735  
 MISS COTTON VALLEY 0/25 (0/25LT) C 451429  
 ARROW J MILLMARONE 925 (925) B 653420  
 +MISS 3H 290 (290) C 697029  
 +MR 3X HE'S GOT THE LOOK (40/2) B 699735  
 MISS COTTON VALLEY 0/25 (0/25LT) C 451429

# 777/4 x 165/0

## 777/4



## 165/0



## 460



## 440

These three heifers are full siblings where they stand proud of their lineage and where they come from. They proudly wear the M check brand as they are sired by one of the leading sires of the Brahman breed, +Mr. V8 777/4. They are from the 165/0 donor that represents Heritage Cattle Co. As you can tell by her picture, she is so sound in her structure, moderate in her frame score, and very easy to maintain her condition. We strongly feel these heifers will make nice show heifers with the added bonus of being amazing brood cows in the very near future.

### {22}

#### Moreno Ms. Lady Perrymay

COLOR: Gray REG#: pending DOB: 01.05.14 ID: 454  
BW: 2.0 WW: 15.8 YW: 29.4 MILK: 6.6

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#### Moreno Ms. Lady Penelope

COLOR: Gray REG#: pending DOB: 01.02.14 ID: 460  
BW: 2.0 WW: 15.8 YW: 29.4 MILK: 6.6

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#### Moreno Ms. Lady Phenomenal

COLOR: Gray REG#: pending DOB: 12.21.13 ID: 440  
BW: 2.0 WW: 15.8 YW: 29.4 MILK: 6.6

MR. V8 777/4

+BNA THE DEACON MANSO253 (253/0) B 802443

+LADY HERITAGE MANSO 91 (91) C 777938

+MR. V8 702/3 (702/3) B 630190

LADY H MACY MANSO 165/0

+MISS V8 666/3 (666/3) C 630122

+MR. V8 900/4 (900/4) B 733890

+MISS V8 423/4 (423/4) C 676798

JDH SIR BRAXTON MANSO (78/4) B 688646

=JDH LADY WINAFRED MANSO (873/3) C 673600

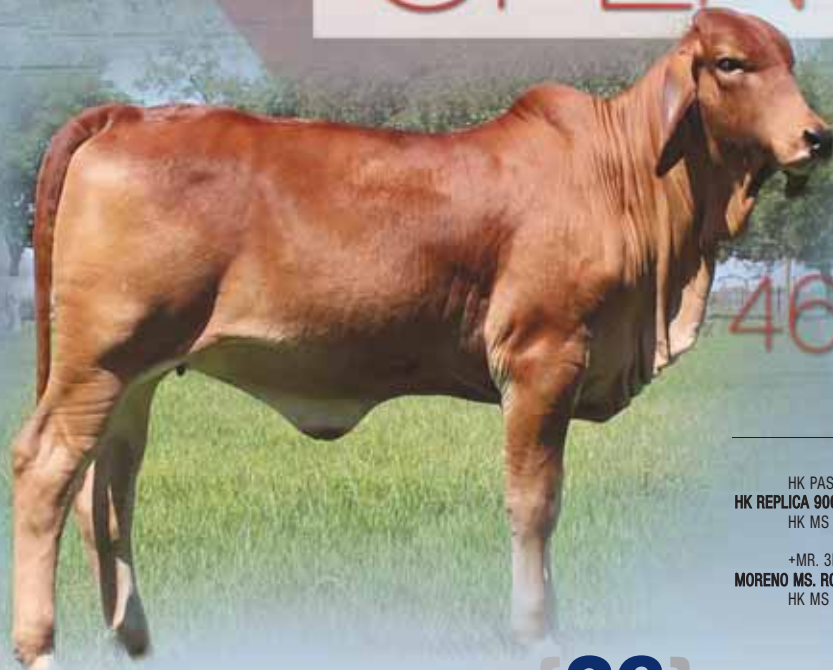
+JDH MR. RHA ELY MANSO (615/6) B 340806

QUEEN OF SUGARLAND 175 (155/ORT) C 438289

(+JMR. V8 202/3 (202/3) B 558653

+MISS V8 617/2 (617/2BH) C 377617

# OPEN HEIFERS



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## Moreno Ms. Lady Roma

COLOR: Red REG#: C 922453 DOB: 01.19.14 ID: 466

BW: 2.9 WW: 18.3 YW: 28.1 MILK: 7.8

HK PASSPORT 632 (632) B 843907  
**HK REPLICA 900 (900) B 873515**  
 HK MS VISA 617 (617) C 840700

+MR. 3H X-RAY 825 (825) B 775361  
**MORENO MS. ROSEMARIE 396 (396) C 921735**  
 HK MS MAGNUM 654 (654) C 842163

+HK PASSPORT (777) B 724323  
 SHELDON'S RED LADY 417 (417) C 734071  
 HK VISA BRASIL (275) B 805261  
 HK MS. BREAK THRU 712 (712) C 723555  
 ARROW J MILLMARONE 925 (925) B 653420  
 +MISS 3H 290 (290) C 697029  
 +HK MR. AMERICA 435/2 (435/2) B 659862  
 HM MISS MARSHA 317 (317) C 816894

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## Moreno Ms. Cupcake

COLOR: Gray REG#: C 924226 DOB: 02.26.14 ID: 498

BW: 2.5 WW: 16.7 YW: 27.3 MILK: 4.8

+JDH SIR LIBERTY MANSO (847/5) B 747549  
**#MR. CC CAPITAL GAINS 77/7 (77/7) B 881197**  
 JDH LADY MANSO 357/3 (357/3) C 803357

+JDH MR. UNION MANSO (455/3) B 645746  
**MR MISS UNION 32 (32) C 798300**  
 TM'S LADY DAKOTA 22/6 (22/6) C 755338

JDH MR BRAHMAN MANSO 175 (175/5) B 701836  
 +JDH LADY REMINGTON MANS (194/4) C 645447  
 +JDH CHARLEY'S JAZZ 946/1 (946/1) B 750937  
 JDH LADY MANSO 506/9 (506/9) C 673826  
 JDH ODYSSEY MANSO (479/2) B 557739  
 +JDH MISSY MICHELLE MNSO (609/2) C 560831  
 +MR. V8 700/3 (700/3) B 630321  
 JDH LADY MANSO 148/1 (148/1) C 702321

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## Moreno Ms. Lady Cleopatra

COLOR: Gray REG#: C 924228 DOB: 03.15.14 ID: 508

BW: 1.7 WW: 16.5 YW: 24.9 MILK: 2.6

+JDH SIR LIBERTY MANSO (847/5) B 747549  
**#MR. CC CAPITAL GAINS 77/7 (77/7) B 881197**  
 JDH LADY MANSO 357/3 (357/3) C 803357

+MSP DOC HOLIDAY JR 766 (766) B 819249  
**MORENO MS SURPRIZE (38) C 890233**  
 MDS LADY EMPREX 177 (177/2) C 845494

JDH MR BRAHMAN MANSO 175 (175/5) B 701836  
 +JDH LADY REMINGTON MANS (194/4) C 645447  
 +JDH CHARLEY'S JAZZ 946/1 (946/1) B 750937  
 JDH LADY MANSO 506/9 (506/9) C 673826  
 +LL MR DOC HOLIDAY 539 (539/8) B 779252  
 MISS DIAMOND A 154/7 (154/7) C 765809  
 AGGIE EMP 912 (912) B 815227  
 JDH LADY CLODINE MANSO (704/4) C 682556

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## Moreno Ms. Lady Angel

COLOR: Gray REG#: C 924193 DOB: 03.28.14 ID: 484

BW: 2.6 WW: 20.9 YW: 33.5 MILK: 3.5

JDH MR DEEDS MANSO (53/4) B 831001  
**MR SLUGGER 12/7 (12/7) B 869929**  
 JDH LADY NISSAN MANSO (898/3) C 847697

JDH MR MANSO 105 (105) B 862595  
**JDH LADY MANSO 777 (777) C 900052**  
 JDH LADY MANSO 51 (51) C 862543

(=)JDH PRESCOT MANSO (82/6) B 764877  
 \$JDH LADY ELLIS MANSO (178/2) C 590390  
 JDH MR BEVAN MANSO (726/3) B 801950  
 =JDH MISS DARA MANSO (486/3) C 807932  
 JDH MR MANSO 579/4 (579/4) B 838540  
 JDH LADY MANSO 658/4 (658/4) C 842835  
 +JDH ATLAS MANSO 328/3 (328/3) B 803386  
 JDH LADY MANSO 938/1 (938/1) C 749238

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## Moreno Ms. Lady Welu Manso

COLOR: Gray REG#: C 922144 DOB: 01.13.14 ID: 464

BW: 1.4 WW: 8 YW: 11.7 MILK: 5.2

MN MAYRO MANSO 433/2 (433/2) B 353362  
**(=)JDH 204/2 YL MANSO (204/2) B 532106**  
 JDH LADY OYO MANSO 890 (890RT) C 294438

MR. DIAMOND T 101/1 (101/1) B 763639  
**MISS MK 6/577 (6/577) C 856990**  
 MISS MK SUVA MUCHO 6/213 (6/213) C 757610

MN MAYRO MANSO 712/1 (712/1LT) B 267040  
 MN MISS IMPOMANSO 92/2 (92/2LT) C 362235  
 JDH COL MOYO L MANSO (697) B 210996  
 JDH LADY WELU MANSO 58 (658RT) C 261271  
 DH MR RAM MARSO 457 (457/2) B 693381  
 WALLACE'S BEVO CRATA 176 (176/9) C 646532  
 MR. 3X CROWN MUCHO 20 (20) B 700962  
 MISS 5XT SUVA REX CRATA (161) C 659224



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## Moreno Ms. Lady Shank

COLOR: Gray REG#: C 922139 DOB: 12.22.13 ID: 452

BW: 3.4 WW: 22.7 YW: 37.2 MILK: 5

+JDH SIR LAWFOR MANSO (616/6) B 803613  
**+JDH SIR SHANK MANSO (51/7) B 830726**  
 JDH LADY DIDOR MANSO 6 (976/4) C 704062

+JDH MR. UNION MANSO (455/3) B 645746  
**MR MISS UNION 32 (32) C 798300**  
 TM'S LADY DAKOTA 22/6 (22/6) C 755338

(+JDH MADISON DE MANSO (737/4) B 669048  
 JDH LADY BARA MANSO (162/5) C 717090  
 (=)JDH SIR ALEXO MANSO (24/4) B 615510  
 JJ MS DIDOR MANSO 690 (690) C 459258  
 JDH ODYSSEY MANSO (479/2) B 557739  
 +JDH MISSY MICHELLE MNSO (609/2) C 560831  
 +MR. V8 700/3 (700/3) B 630321  
 JDH LADY MANSO 148/1 (148/1) C 702321

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## THE MORENO RANCHES JUNIOR SCHOLARSHIP PROGRAM



The Moreno Ranches Junior Scholarship Program is designed to help America's youth to continue their education by enrolling in undergraduate courses of studies at an accredited two or four year college, university or vocational-technical school.

### PROGRAM DETAILS

- Each Moreno Ranches Junior Scholarship will be funded by Moreno Ranches in the name of recipient in the Moreno Ranches Scholarship program account. To qualify for a scholarship, the student is required to submit the proper information of verification on the Moreno Ranches Verification Form and provide proof of winning.
- Once all necessary documentation is provided, the exhibitor will receive confirmation of the scholarship awarded to them along with a payment schedule. Payments will be made in semesterly installments based upon the length of the program of study. Checks will be made payable to, and sent to the accredited two or four year college, university or vocational/technical school. The Moreno Ranches Junior Scholarship Program will process scholarship awards, to the schools, in mid-August and mid-December each year.
- Qualified expenses include tuition, books, and related fees. Qualifiers must complete their education at the accredited college, university or vocational-technical school of their choice on or before their 30th birthday or the remaining portion of their Moreno Ranches Junior Scholarship fund will be forfeited.
- There will be a third party advisory board administering all scholarships. The board will be appointed by Moreno Ranches.
- This scholarship will be non-transferable unless approved by the advisory board. Any questions or changes will be decided and/or approved by the advisory board.

### ELIGIBILITY

1. Animals must be purchased from Moreno Ranches at public auction or by private treaty in order to qualify for the program.
2. Qualifying animals must be bought and registered by a junior exhibitor and be in his/her name from the time of the sale and throughout their show careers.
3. Animals participating in the program are not transferable from child to child.
4. The amount of the scholarship is determined by the animal's placing at a qualifying show and by the number of calendar years in which the exhibitor has purchased an animal from Moreno Ranches. Please refer to the Moreno Ranches Junior Scholarship Program Award Schedule for award amounts.
5. If a junior showman qualifies for more than one scholarship award, the single highest award amount will be awarded. Award levels cannot be combined.
6. The ONLY shows eligible are Junior Shows. Please refer to the "Eligible Shows" section below.

#### ELIGIBLE SHOWS - The ONLY shows eligible are Junior Shows.

**Gold Level:** AJBA All American Junior Show  
**Silver Level:** State Fair Jr. Shows. State Fair shows will be honored for the persons in the state of origin. The state of origin is defined as the state of residence of the owners and/or the state of your 4H or FFA chapter.  
**Bronze Level:** State Junior Field Day & County Junior Shows. County shows will be honored for the persons in the county of origin. The county of origin is defined as the county of residence of the owners and/or the county of your 4H or FFA chapter.

NUMBER OF YEARS JUNIOR HAS PURCHASED AN ANIMAL OR ANIMALS FROM MORENO RANCHES	FIRST CALENDAR YEAR	SECOND CALENDAR YEAR	THIRD CALENDAR YEAR	FOURTH CALENDAR YEAR
<b>GOLD LEVEL - All American Junior Show Moreno Ranch Scholarship Award Amount</b>				
Award Earned With Moreno Ranch Brahman				
Grand Champion	\$2,500	\$5,000	\$7,500	\$10,000
Reserve Grand Champion	\$2,000	\$4,000	\$6,000	\$8,000
Division Champion	\$1,500	\$3,000	\$4,500	\$6,000
Reserve Division Champion	\$1,000	\$2,000	\$3,000	\$4,000
Class Winner	\$500	\$1,000	\$1,500	\$2,000
<b>SILVER LEVEL - State Fair Junior Show Moreno Ranch Scholarship Award Amount</b>				
Award Earned With Moreno Ranch Brahman				
Grand Champion	\$1,000	\$2,000	\$3,000	\$4,000
Reserve Grand Champion	\$500	\$1,000	\$1,500	\$2,000
<b>BRONZE LEVEL - County Junior Shows &amp; State Junior Field Days Moreno Ranch Scholarship Award Amount</b>				
Award Earned With Moreno Ranch Brahman				
Grand Champion	\$500	\$1,000	\$1,700	\$2,000
Reserve Grand Champion	\$250	\$500	\$750	\$1,000

\*Moreno Ranches will reward our repeat customers by increasing the Scholarship Award amount according to the number of years Juniors buy animals from Moreno Ranches.  
Example - Calendar Year Explanation: If Junior buys an animal(s) in one calendar year they are eligible for the Moreno Ranch Scholarship Award FIRST CALENDAR YEAR level, if they purchase another animal(s) two years later their animal(s) are eligible for the Moreno Ranch Scholarship Award SECOND CALENDAR YEAR level, purchase another animal(s) two years later than their animal(s) are eligible for the Moreno Ranch Scholarship Award THIRD CALENDAR YEAR level, and so on. Years do NOT need to be consecutive.

# All-American SUMMER SALE

06.26.2014 • 7:00 p.m. C.S.T • Hilton Garden Inn Ballroom, West Monroe, Louisiana

