



Diamond
BROWN LAND & CATTLE CO.
Gems

TUESDAY, APRIL 5, 2016
WWW.RRMARKETPLACE.COM

Spring Online Sale

SALE MANAGEMENT

R&R
MARKETING

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ADDITIONAL NOTES ...

- Payment required within seven days following the sale.
Checks mailed to R&R Marketing,
1212 Laurel St, #1614, Nashville, TN 37203.
Contact abby@rrmktg.com for credit card payments
- Sight Unseen Guarantee. Buy with confidence.
- All purchases are fully guaranteed. All cattle sell under the standard guarantee of the North American Limousin Foundation.
- We will work with all buyers to arrange trucking for your purchases at a minimal cost.

Tuesday, April 5, 2016
www.rrmarketplace.com

SALE DETAILS

Bidding Opens ... Tuesday, April 5th at 7:00 am (CST)
Bidding Closes ... Tuesday, April 5th at 7:00 pm (CST)



BROWN LAND & CATTLE CO.

Brown Land & Cattle Co.
MCBN

17305 Highway FF, Diamond, MO 64840
Cheryl Brown, 417.438.2519 • Marty Brown, 417.310.6649
www.BrownLandAndCattleCo.com



OPEN HEIFER

lot 1 

MCBN CALL GIRL 538C

Lim-Flex [50] Cow 04.14.15
 Double Polled MCBN 538C
 Double Black LFF 2090842

S A V MANDAN 5664
 S A V BRAVE 8320
 S A V MAY 2397
MCBN BRAVE EAGLE 214Z
 LVLS TOP CRITERIA 8862P
 LVLS MISS BLACKBIRD
 FRENZEN BLACKBIRD M120
 DHVO DEUCE 132R
 MAGS WAZOWSKI
 BOHI RED ROBIN 282R
MCBN ZAMORA BROWN 224Z
 MAGS SAVAGE
 MCBN XOTIC 006X
 EXLR REBECA 1019P

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	8	2.6	74	113	25	62	4	0.85	10	-	38	0.57	-0.05	0.38	66.38
% Rank	45	75	15	15	65	30	80	30	>95	-	15	35	85	10	10

- Keeping suit with the breeding principals here at Brown Land & Cattle is MCBN Call Girl 538C. 538C is an ideal place to start off this offering as she carries the MCBN prefix on both sides of her pedigree and represents so much of what we strive to accomplish.
- This 50% Lim-Flex heifer offers exception growth and carcass strength, consequently tabulating a \$MTI that places her in the top 10% of the non-parent Lim-Flex females.
- Brown/Lonely Valley donor LVLS Miss Blackbird 111U and EXLR Rebecca 1019P are both represented in the lineage of this exclusive female. She certainly has the exclusive and proven bloodlines to make a solid foundation female.



OPEN HEIFER



MCBN CHERISHED EAGLE 533C

Lim-Flex [62] Cow 03.21.15
 Double Polled MCBN 533C
 Double Black LFF 2090841

S A V MANDAN 5664
 S A V BRAVE 8320
 S A V MAY 2397
MCBN BRAVE EAGLE 214Z
 LVLS TOP CRITERIA 8862P
 LVLS MISS BLACKBIRD
 FRENZEN BLACKBIRD M120
 COLE FIRST DOWN 46D
 COLE WULF HUNT
 COLE CATALINA 3309C
LVLS 1069S
 LVLS DURAMAX 2408M
 LVLS 1069P
 LVLS EBONY 1069E

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	7	0.3	68	104	27	62	4	0.50	13	-	34	0.66	-0.13	0.17	57.73
% Rank	55	30	30	30	45	30	80	70	85	-	25	25	65	25	25

- Complete describes this heifer to a “T,” her genomic and phenotypic qualities are extremely balanced and desirable.
- MCBN Cherished Eagle 533C is complex in her carcass data, she ranks in the top 25% for CW, REA and MB EPD’s which makes her intriguing and versatile when it comes to mating options.
- This Lim-Flex open heifer is part of the a long line of legitimate foundation females who have set benchmarks for fertility and longevity, including LVLS Miss Blackbird 111U and LVLS 1069P



Morris

OPEN HEIFER

lot 3



MCBN CRYSTAL 523C

Lim-Flex [37] Cow 02.26.15
 Double Polled MCBN 523C
 Double Black LFF 2091636

S A V MANDAN 5664
 S A V BRAVE 8320
 S A V MAY 2397

MCBN BRAVE EAGLE 214Z

LVLS TOP CRITERIA 8862P
 LVLS MISS BLACKBIRD
 FRENZEN BLACKBIRD M120

LVLS SECRET WEAPON 4408
 AUTO DOLLAR GENERAL 122R
 AUTO KYRIA 232K

MCBN WHISTORIA LANE 114W

FOUNDATION COW

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	8	1.2	66	101	32	65	5	-	-	-	30	0.50	-0.06	0.35	63.19
% Rank	45	45	40	35	15	15	70	-	-	-	40	50	85	15	15

- These MCBN Brave Eagle 214Z daughters are something quite special here at the ranch. Their data meets their phenotype and he is working to produce quality on numerous kinds of cows.
- This AUTO Dollar General 122R granddaughter is extremely maternal and marbling oriented. She ranks in the top 15% for Milk, TM and marbling EPD's.
- Crystal 523C is a 37% Lim-Flex and has that beautiful blended looks of the stout Limousin; and maternal looking Angus genetics in her pedigree.



OPEN HEIFER



MCBN C-MAJOR 521C

Lim-Flex [50] Cow 02.25.15
 Double Polled MCBN 521C
 Double Black LFF 2091459

S A V MANDAN 5664
 S A V BRAVE 8320
 S A V MAY 2397
MCBN BRAVE EAGLE 214Z
 LVLS TOP CRITERIA 8862P
 LVLS MISS BLACKBIRD
 FRENZEN BLACKBIRD M120

GPF F BLAQUE RULON
 MAGS SAVAGE
 MAGS MANDA

MCBN XOTIC 006X
 BR MIDLAND
 EXLR REBECA 1019P
 EXLR REBECA 614H

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	8	1.5	68	104	24	58	5	0.68	12	-	33	0.43	-0.03	0.39	65.01
% Rank	45	55	30	30	70	55	70	55	95	-	30	60	90	10	10

- This particular spring yearling is bred very similarly to the Lot 1 female, in that she is an MCBN Brave Eagle 214Z and a granddaughter of EXLR 1019P.
- From the same cow family who produced AUTO Rebecca 292S, the ultimate donor at Pinegar Limouisin who has reinvented the definition fertility specialist; her ET success is very good.
- In terms of data, 521C surfaces as a balanced trait specialist who's sons will add extra maternal and extra marbling to your program.



Morris

OPEN HEIFER

lot 5



MCBN CLARIBEL 516C

Lim-Flex [50] Cow 02.16.15
 Double Polled MCBN 516C
 Homo Black LFF 2091309

JCL LODESTAR 27L
 LH RODEMASTER 338R
 VERMILION E BLACKBIRD9546

MAGS UR A ROBIN

CONNEALY LEAD ON
 BOHI RED ROBIN 282R
 MAGS MANUELA

GAR PRECISION 1680
 C A FUTURE DIRECTION 5321
 C A MISS POWER FIX 308

MAGS SHANTAY 6479S

JCL BLACK OUT
 AUTO ELITE 270F
 STBR GRACIOUS GIRL

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	9	0.4	62	98	32	63	8	0.57	13	0	29	0.54	-0.07	0.56	69.92
% Rank	35	30	55	40	15	25	20	70	85	>95	45	40	80	3	4

- MAGS Ur A Robin is a growth specialist, who has absolutely excelled at all performance measure points and is one of the heaviest weaning weight bulls to ever come out of the Magness programs at 918 lbs.
- MCBN Claribel 516C comes from the same AUTO Elite cow family that produced Auto Katie who, when she was on the show circuit, was one of the leading all time show heifers capturing a majority of the major show championships, including Grand Champion at the National Western two years in a row. She was added to the Deer Valley Farm program at an appraised value of \$128,000 for full interest.
- 516C is homozygous black and notably is in the top 4% of the breed for \$MTI.
- Has a carrier trait



Morris

OPEN HEIFER

lot 6



MCBN CHERRY 510C

Lim-Flex [33] Cow 02.09.15
 Double Polled MCBN 510C
 Double Black LFF 2082892

MK ALLIANCE 6595 187
 CONNEALY CONSENSUS
 BLINDA OF CONANGA 004
CONNEALY CONSENSUS 7229
 WOODHILL ADMIRAL 77K
 BLUE LILLY OF CONANGA 16
 BLUE CASH OF CONANGA 6020

AUTO DOLLAR GENERAL 122R
 MAGS THE GENERAL
 EXLR LUVLY 821M
LVLS MISS 2861Z
 BASIN MAX 602C
 LVLS 2861U
 LVLS MS STABILIZER 2861F

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	10	0.4	69	110	27	62	4	0.59	-	22	35	0.39	-0.01	0.67	75.40
% Rank	25	30	30	20	45	30	80	70	-	45	25	70	90	2	2

- MCBN Cherry 510C is a direct daughter of the ultimate "multi-tasker" in terms of Angus sires, Connealy Consensus. Consensus has a special ability to be able to produce top performing and top selling bulls, quality replacement females and cattle that excel visually as well as statistically. Him and his progeny are designed to be profitable and predictable for the long term.
- LVLS Miss 2861Z did a spectacular job raising Cherry as her first calf. We are excited about her future in our program. It wasn't an easy decision to sell this female; however, we are confident that her dam will produce many more exceptional individuals in the future.
- 510C has a valuable growth spread from her 10 CED and 110 YW EPD. Furthermore, she is in the top 2% of the population for marbling and \$MTI!



Morris

OPEN HEIFER

lot 7



MCBN CASSIDY 507C

Lim-Flex [50] Cow 02.08.15
 Homo Polled MCBN 507C
 Double Black LFF 2082891

S A V 8180 TRAVELER 004
 S A V MANDAN 5664
 S A V ABIGALE 0451
S A V BRAVE 8320
 SAF 598 BANDO 5175
 S A V MAY 2397
 S A V MAY 7238

LVLS SECRET WEAPON 4408K
 AUTO DOLLAR GENERAL 122R
 AUTO KYRIA 232K
MCBN TURNED OUT PERFECT
 GPFF BLAQUE RULON
 MCBN RAZZLE DAZZLE
 LVLS 408H

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	5	2.0	71	112	33	69	6	0.97	11	13	38	0.70	-0.14	0.22	60.79
% Rank	80	65	20	15	10	5	50	20	95	80	15	20	65	20	20

- When evaluating the Angus population for potential sires to incorporate into our Lim-Flex program, SAV Brave was an intriguing one for us to explore. He has a tremendous amount of product in him and is particularly heavy structured, however his female progeny still look like females should.
- The maternal power in the pedigree of MCBN Cassidy 507C consists of MCBN Razzle Dazzle who served as a popular donor for both the Magness and Brown programs. SAV Brave's Dam is maternal sister to Density & Providence and is the granddam of Heritage.
- Speaking of maternal, MCBN Cassidy 507C excels on paper for milk with an EPD of 33. On the other side of the equation, 507C is on the top 20% for both marbling and ribeye, which is very rare.



Morris

OPEN HEIFER

lot 8 

MCBN CANDY APPLE 503C

Lim-Flex [62] Cow 01.29.15
 Homo Polled MCBN 503C
 Double Black LFF 2090840

WADDLES COBALT 3106
 HUNTS HI-LITER 245G
 TNUH MISS C245
JCL LODESTAR 27L
 COLE FIRST DOWN 46D
 LOGAN'S CHEERLEADER 280G
 TTCC CONFIDENCE MAKER

S A V MANDAN 5664
 S A V BRAVE 8320
 S A V MAY 2397
LVLS APPLE JUICE 36A
 LVLS TOP CRITERIA 8862P
 LVLS MISS BLACKCAP 111U
 FRENZEN BLACKBIRD M120

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	9	1.1	68	120	26	63	5	0.72	17	16	42	0.44	-0.02	0.26	60.52
% Rank	35	45	30	10	55	25	70	45	45	70	10	60	90	20	20

- LVLS Miss Blackbird 111U will continue to leave her legacy on the breed, especially if her daughters and grand daughters continue to produce the looks and performance that is evident in females like MCBN Candy Apple 503C.
- 503C has a data set that indicates that there is exceptional potential for economical impact; she has a below average BW EPD, 120 YW EPD and is in the top 20% of the population for Marbling and \$MTI.
- Sired by JCL Lodestar, one of the most proven cow producers in the Limousin and Lim-Flex registry



OPEN HEIFER

lot 9 

MCBN CASUAL AFFAIR 502C

Lim-Flex [62] Cow 01.27.15
 Homo Polled MCBN 502C
 Homo Black LFF 2090839

LVLS FARMER 4G
 LVLS SECRET WEAPON 4408K
 LVLS 408H

AUTO DOLLAR GENERAL 122R
 AUTO HACKETT 702H
 AUTO KYRIA 232K
 WULFS HAPPINESS 8136H

SCHILLING'S TALLADEGA
 CALO BRICKYARD 902W
 EXG E839 1407 M175 LS

MCBN ABBY 307A
 CONNEALY REFLECTION 771B
 WOODALL 0002 OF 7133 711B
 WOODALL 7133 OF 376 4712

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	10	0.7	66	99	37	70	9	-	-	-	28	0.28	-0.01	0.32	61.43
% Rank	25	35	40	40	2	4	10	-	-	-	50	85	90	15	15

- Homozygous black and homozygous polled, exceptional data and regal pedigree make MCBN Casual Affair 502C a highlight.
- Statistically speaking, 502C is on the desirable side of average for all calving ease and growth traits, is in the top 2% for MK, top 4% for TM and has terminal profit indicators that are lead by marbling and \$MTI rankings in the top 15%.
- AUTO Dollar General will always have a place in our program, his calculated numbers are so accurate and reflected consistently in his progeny that we have.



Morris

BULL

lot 10 

MCBN BILLIONAIRE 476B

Lim-Flex [50] Bull 09.19.14
 Double Polled MCBN 476B
 Homo Black LFM 2087181

S A V 8180 TRAVELER 004
 D A TRAVELER 004 703
 ROSEWOOD ERICA 5010

EF XCESSIVE FORCE
 DHVO DEUCE 132R
 CFLX MOLLYS IMAGE
 JCL PEPPERMINT

LVLS FARMER JACK 5842M
 LVLS FARMER JOHN 7428P
 LVLS 7428L

LVLS 8105T
 FRENZEN HEAVY HAR-
 VESTH113
 FRENZEN MAYFLOWER M74
 FRENZEN MAYFLOWER F32

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	6	0.6	64	96	27	59	6	1.40	-	-	28	0.04	0.10	0.17	54.91
% Rank	65	35	50	45	45	45	50	2	-	-	50	>95	>95	25	30

- LVLS 8105T has worked so well when we have flushed her to power bulls who are heavy muscled and stout featured. We are so thrilled with her progeny by Cole Windfall and EF Xcessive Force. MCBN Billionaire 476B is particularly massive in his construction, big topped and solid footed.
- EF Xcessive Force is one of the great ones in the breed who has gone from the show ring to the sire line-up and done both very successfully.
- When searching data on a potential herd sire, you will find MCBN Billionaire 476B is appealing with a birth to yearling spread from .6 to .96 and he is in the top 2% for SC.
- BW: 72 lbs.



BULL

lot 11 

PBRs 4189B

Lim-Flex [50] Bull 09.19.14
 Homo Polled PBRs 4189B
 Double Black LFM 2061821

AUTO DOLLAR GENERAL 122R
 MAGS THE GENERAL
 EXLR LUVLY 821M

MAGS YIP

JCL LODESTAR 27L
 AUTO CARMINDA 656S
 AUTO CARMINDA 872P

S A V PIONEER 7301
 BUFORD OKLAHOMA X239
 J BAR 7 ELBA 7297

P BAR S OKLAHOMA 202Z

S A V 8180 TRAVELER 004
 OAK HILL MISS WIX 72S
 OAK HILL MISS WIX 940Z

Morris

	CED	BW	WW	YW	MK	TM	CEM	SC	ST	DOC	CW	REA	YG	MB	\$MTI
EPD	8	1.4	63	111	24	55	9	-	-	39	0.11	0.15	0.34	60.55	
% Rank	45	50	55	15	70	75	10	-	-	15	>95	>95	15	20	

- MAGS Yip has earned his way to the top of the “go-to Purebred” sire list in the Limousin breed, partially due to the strength of his progeny, such as PBRs 4189B.
- 4189B is homozygous polled and double black, ranks in top 15% for YW EPD, top 10% CEM and in the top 15% for both CW and MB EPD's.
- Bred in the PBRs program and tracing back to one of the most prestigious and historic Angus cow families in the country, Oak Hill Miss Wix.
- BW: 81 lbs.