



**THESE BULLS
NEED A JOB!**



SPRING BULL SALE

Monday, March 22, 2021 ■ 6 PM

Union Stock Yards • Hillsboro, Ohio



2594 State Route 73 • Hillsboro, Ohio 45133
(937) 764-1198 • mcfarms@cinci.rr.com

Dear Friends,

Everyone here at Maplecrest Farms is excited to invite you to our 2021 Spring Bull Sale scheduled for Monday, March 22 at 6:00 p.m. We welcome past and potential customers to come visit with us about your herd sire needs and to evaluate the progress we are making with our program.

We remain more focused than ever in our quest to raise quality seedstock for purebred and commercial breeders. It is our continued belief that difference-making seedstock must excel in both their genetic and phenotypic profiles. Maplecrest will use the tools available to us to produce relevant cattle that balance calving ease, growth, maternal, and carcass traits in a phenotypically correct package.

The Angus and Simmental-Angus bulls will sell with a Breeding Soundness Exam and genomic profile test. Maplecrest maintains Certified and Accredited herd status for TB and Brucellosis and all bulls have been tested for BVD-PI. We offer a Breeding Season Guarantee and free delivery within a 200-mile radius.

Once again, the sale will be held at the Union Stock Yards in Hillsboro. The bulls will sell by video with live bidding at the sale facility and internet bidding available through LiveAuctions.tv. The bulls will remain at the farm located at 8863 W. Berrysville Rd., Hillsboro, and can be viewed at anytime prior to the sale.

Please give us a call if we can answer any questions about the cattle. We look forward to seeing you on the evening of March 22.

Sincerely,
John





SPRING BULL SALE

Monday, March 22, 2021 • 6 PM

Union Stockyards • Hillsboro, Ohio

7510 State Rt. 138 East • Hillsboro, Ohio
Located 5/10 of a mile east on Rt. 138 at the intersection of
US Rt 62 and State Rt 138 in Hillsboro.

**SELLING 57 SOUND,
ATHLETIC REGISTERED
ANGUS AND SIM-ANGUS
HERD BULL PROSPECTS**

40 Registered Angus Bulls

17 Registered Sim-Angus Bulls

The bulls can be viewed March 13-14 or anytime by appointment prior to the sale at 8863 W. Berrysville Rd., Hillsboro, Ohio. The sale will be a video auction broadcast on LiveAuctions.tv. Bulls will not be at on site at the Union Stockyards sale day.

SALE DAY PHONES

John's Cell: (937) 763-6000
Joanie's Cell: (937) 763-1198
Chris Sprague: (740) 525-2593
Adam Hall: (740) 336-8142
Will Coor: (919) 723-6399

AUCTIONEER: Mike Brown

HERD HEALTH: Maplecrest Farms is federally certified and accredited and all sale cattle will be accompanied by appropriate health certificates for immediate shipment.

BREEDING GUARANTEE: All bulls have passed a breeding soundness evaluation and are believed to be fertile to the best of our knowledge. Bulls that sell for \$3000 or more will be guaranteed to be fertile for one year. If a bull becomes infertile, injured or unable to breed, we will replace the bull if possible or issue credit in a future sale less \$1,000 for salvage value. We request that proper care and attention be provided to these bulls, please call us as soon as a problem arises.

TERMS & CONDITIONS: Cattle will sell under the suggested terms and conditions of the American Angus Association.

SUPPLEMENTAL INFORMATION: Any supplemental information provided sale day or announced from the auction block will take precedence over information provided in the sale book.

FREE DELIVERY: Free delivery will be offered on all bulls within a 200 mile radius of Hillsboro, Ohio.

LiveAuctions.TV
2.0

Real-time bidding is available via the internet for this sale. *With the release of LiveAuctions.TV2.0 last fall, you must RE-REGISTER to bid PRIOR TO THE SALE.* Please visit www.LiveAuctions.tv to create an account and request a buyer number. Instructions are available on the website to walk you through the account set-up process or call Superior Livestock at 1-800-431-4452 for assistance.



Dollar value indexes, or **\$Values**, are a tool used to select for several traits at once based on a specific breeding objective. An economic index approach takes into account genetic and economic values as well as the relationships between traits to select for profit.

American Angus Association \$Value Indexes

Maternal Weaned Calf Value (\$M), an index expressed in dollars per head, predicts profitability differences in progeny due to genetics from conception to weaning. \$M is built off of a self-replacing herd model where commercial cattlemen replace 25% of their breeding females in the first generation and 20% in subsequent generations. Remaining cull females and all male progeny are sold as feeder calves. Increased selection pressure on \$M aims to decrease overall mature cow size and improve foot structure and fertility while maintaining weaning weights consistent with today's production.

Weaned Calf Value (\$W), an index expressed in dollars per head, provides the expected difference in future progeny preweaning performance from birth to weaning. \$W assumes that producers retain 20% of their female progeny for replacements and sell the rest of their cull female and male progeny as feeder calves. Over time, increased selection pressure on \$W will increase pre-weaning growth through additional weaning weight and maternal milk with expenses adjustment for mature size and maternal milk.

Feedlot Value (\$F), an index expressed in dollars per head, is the expected average difference in future progeny performance for postweaning merit compared to progeny of other sires. The underlying objective assumes commercial producers will retain ownership of cattle through the feedlot phase and sell fed cattle on a carcass weight basis with no considerations of premiums or discounts for quality and yield grade.


Grid Value (\$G), an index expressed in dollars per carcass, is the expected average difference in future progeny performance for carcass grid merit, including quality and yield grade attributes, compared to progeny of other sires.

Beef Value (\$B), an index expressed in dollars per carcass, facilitates simultaneous multi-trait genetic selection for feedlot and carcass merit. \$B represents the expected average differences in the progeny post-weaning performance and carcass value compared to progeny of other sires. This index assumes commercial producers wean all male and female progeny, retain ownership of these animals through the feedlot phase and market these animals on a quality-based carcass grid.

Combined Value (\$C), an index expressed in dollars per head, includes all traits that make up both \$M and \$B with the objective that commercial producers will replace 20% of their breeding females per year with replacement heifers retained within their own herd. The remaining cull heifer and steer progeny are then assumed to be sent to the feedlot where the producers retain ownership of those cattle and eventually sell them on a quality-based carcass merit grid.

EPDS DIRECTLY INCORPORATED INTO EACH \$VALUE

TRAIT	MATERNAL		TERMINAL			
	\$M	\$W	\$F	\$G	\$B	\$C
CED	✓					✓
BW		✓				
WW	✓	✓				✓
YW			✓		✓	✓
CEM	✓					✓
Milk	✓	✓				✓
MW	✓	✓				✓
DOC	✓					✓
HP	✓					✓
Claw Angle	✓					✓
DMI			✓			✓
CW			✓	✓	✓	✓
RE				✓	✓	✓
Marb				✓	✓	✓
Fat				✓	✓	✓



ABOVE AVERAGE GOALS REQUIRE TARGETED BULLS


Aim High

The Targeting the Brand™ logo highlights registered Angus bulls with greater genetic potential to produce calves that meet the most challenging specifications of the *Certified Angus Beef*® brand.

Only 1 in 4 non-parent Angus bulls qualify.

Minimum Genetic Requirements

Marbling EPD (Marb)	+0.65
Dollar Grid Carcass Index (\$G)	+55.0



For more information on Targeting the Brand™ visit CABcattle.com.

Maplecrest Farms

ANGUS BULLS

1

Maplecrest Method J9157

DOB: 2/26/19 Bull 19761220 Angus

G A R Method (18025296)

G A R Momentum
G A R Daybreak 1332
G A R Prophecy
Maplecrest Rita 2133



Maplecrest Rita 5178 (18471679)

Act. BW 74		ADJ WW 615			ADJ YW 968	
CED	BW	WW	YW	SC	Milk	CW
+7	+1.7	+88	+148	-.34	+27	+67
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.66	-.96	+.03	+67	+.92	+163	+278

We lead off this year's sale with a powerful son of our Senior Herd Sire and member of the Select Sires lineup G A R Method. He combines exceptional growth, positive carcass merit, and strong Dollar Indexes. Ready for heavy service.



Maplecrest Method J91157 • Sells as Lot 1

2

Maplecrest MCD Storm J9088

DOB: 4/27/19 Bull 19603389 Angus

G A R Storm (18459815)

#Quaker Hill Rampage 0A36
Maplecrest Eva 7010
#A A R Ten X 7008 S A
G A R 28 Ambush 1949



Maplecrest Rita 5101 (18219406)

Act. BW		ADJ WW			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+9	+1.3	+67	+112	+.3	+4	+34
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.34	+.85	-.002	+26	+.39	+166	+241

Here is a two-year-old son of Storm, the sire bred in our program featured at ST Genetics. The dam of J9088 was the top-selling female at a past Maplecrest Farms sale and his granddam is a maternal sister to the popular G A R Prophet. Check out his elite Marbling EPD.



Maplecrest Proactive J201 • Sells as Lot 3

3

Maplecrest Proactive J9201

DOB: 8/20/19 Bull 19739239 Angus

G A R Proactive (18333424)

#G A R Prophet
G A R Daybreak 1521
#A A R Ten X 7008 S A
Yon Hazel X389



Yon Hazel D972 (18507916)

Act. BW 70		ADJ WW 679			ADJ YW 1276	
CED	BW	WW	YW	SC	Milk	CW
+17	-1.6	+81	+148	+1.47	+23	+55
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.68	+.73	+.017	+76	+.86	+149	+269

One of the truly unique bulls selling. He combines elite calving ease with strong growth traits, all in an attractive package. You can have it all!

5

Maplecrest Method J9244

DOB: 9/20/19 Bull 19739247 Angus

G A R Proactive (18333424)

#G A R Prophet
G A R Daybreak 1521
G A R Drive
Maplecrest Rita 5188



Maplecrest Rita 7126 (19106011)

Act. BW 68		ADJ WW 675			ADJ YW 1265	
CED	BW	WW	YW	SC	Milk	CW
+12	-.7	+62	+121	+.9	+20	+49
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.83	+.78	-.015	+59	+.57	+163	+270

Another Proactive son provides excellent calving ease without sacrificing growth.

G A R Method (18025296)

G A R Momentum
G A R Daybreak 1332
G A R Sure Fire
Maplecrest Rita F4220



Maplecrest Rita 6144 (18764731)

Act. BW 82		ADJ WW 614			ADJ YW 1228	
CED	BW	WW	YW	SC	Milk	CW
+9	+1.6	+63	+121	+.81	+21	+52
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.86	+.59	+.016	+45	+.55	+161	+254

Method will have a lasting impact on our herd because of his ability to sire problem-free cattle. This son carries on that tradition.

Maplecrest Farms

ANGUS BULLS



Maplecrest Method J9211

DOB: 8/25/19 Bull 19739241 Angus

G A R Method (18025296)

G A R Momentum
G A R Daybreak 1332
#Connealy In Sure 8524
Maplecrest Blackclass K8261



Act. BW 70		ADJ WW 720			ADJ YW 1290	
CED	BW	WW	YW	SC	Milk	CW
+7	+1.7	+69	+116	+.09	+26	+47
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.91	+1.01	+.015	+.44	+.70	+150	+239

Another quality Method son with solid growth and excellent carcass projections.



Maplecrest Niagara J9213

DOB: 8/25/19 Bull 19739242 Angus

S S Niagara Z29 (17287387)

#Hoover Dam
Jet S S X144
G A R 100X
Ogeechee Miss Wix 2012



Act. BW 70		ADJ WW 592			ADJ YW 1171	
CED	BW	WW	YW	SC	Milk	CW
+11	-.4	+60	+110	+.05	+32	+57
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.9	+1.05	-.011	+.47	+.73	+176	+275

This prospect features a pedigree stacked with members of the Select Sires lineup including Niagara, 100X, and Prophet.



Maplecrest Method J9196

DOB: 8/18/19 Bull 19740008 Angus

G A R Method (18025296)

G A R Momentum
G A R Daybreak 1332
G A R Sure Fire
Carter's Vallee X126



Act. BW 68		ADJ WW 714			ADJ YW 1196	
CED	BW	WW	YW	SC	Milk	CW
+15	-.8	+51	+85	-.3	+26	+35
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.95	+.87	+.027	+.63	+.61	+147	+254

This Method son possesses superior calving ease combined with extra marbling and ribeye.



Maplecrest Phoenix J9202

DOB: 8/21/19 Bull 19741782 Angus

G A R Phoenix (18636106)

G A R Sure Fire
G A R Prophet N744
G A R Fast Break
Maplecrest Blackbird L5073



Act. BW 76		ADJ WW 883			ADJ YW 1325	
CED	BW	WW	YW	SC	Milk	CW
+12	+.8	+77	+135	+1.56	+25	+62
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.85	+.84	+.036	+.67	+.78	+163	+278

This son of Phoenix provides a desirable combination of calving ease, extra weaning and yearling growth along with positive carcass merit.



Maplecrest Ashland J9231

DOB: 9/8/19 Bull 19739245 Angus

G A R Ashland (18217198)

G A R Early Bird
Chair Rock Ambush 1018
G A R Momentum
G A R Prophet R65



Act. BW 72		ADJ WW 504			ADJ YW 1104	
CED	BW	WW	YW	SC	Milk	CW
+12	+2.7	+79	+141	+.6	+25	+60
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.35	+1.07	+.004	+.65	+.76	+197	+321

This son of the popular Genex sire Ashland writes an EPD profile that should suit the most discriminating buyer. He excels in multiple traits of economic importance. His dam was the top-selling cow in our 2020 production sale.



Maplecrest Storm J9199

DOB: 8/19/19 Bull 19740009 Angus

G A R Storm (18459815)

#Quaker Hill Rampage 0A36
Maplecrest Eva 7010
#Connealy Confidence 0100
SCC SCH Phyllis 426

Act. BW 73		ADJ WW 657			ADJ YW 1209	
CED	BW	WW	YW	SC	Milk	CW
+13	-.8	+60	+99	-.35	+24	+34
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.63	+.6	+.035	+.67	+.66	+124	+228

This son of Storm was produced by a maternal sister to the Grand Champion Angus Female at the 2020 North American International Livestock Expo.



Maplecrest Drive J9223

DOB: 9/1/19 Bull 19739243 Angus

G A R Drive (18301470)

G A R Momentum
Maplecrest Blackcap 3007
#G A R Prophet
Maplecrest Blackcap K2219



Act. BW 62		ADJ WW 529			ADJ YW 1083	
CED	BW	WW	YW	SC	Milk	CW
+9	+1.7	+88	+146	-.17	+24	+49
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.41	+1.02	+.057	+.63	+.91	+176	+291

This son of Drive has the highest Marbling EPD of the Angus bulls selling in this sale. His dam has served as a donor for us for several years.



Maplecrest Protection J9241

DOB: 9/19/19 Bull 19739246 Angus

G A R Protection (18127142)

#G A R New Design 5050
G A R Daybreak C90
G A R Sure Fire
G A R Ingenuity 1534



Act. BW 73		ADJ WW 570			ADJ YW 1071	
CED	BW	WW	YW	SC	Milk	CW
+10	+1.3	+50	+93	+1.05	+31	+40
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.08	+.81	-.015	+.51	+.58	+163	+262

This grandson of 5050 traces directly to the all-time record-selling female at Gardiner Angus Ranch, G A R Progress 830.

Maplecrest Farms

SIM-ANGUS BULLS

14

HALL MC Boulder 943G

DOB: 8/23/19 Bull 3638015 Angus/Simm

CCR Boulder 1339A (2880390)

Hoover Dam
CCR Ms L Tayolor 1339Y

HALL MC Black Star (3448718)

W/C Executive Order 8543B
Halls Black Star X03

Act. BW 70		ADJ WW 710			ADJ YW 1298	
CED	BW	WW	YW	DOC	Milk	CW
+14.2	+1.1	+74.7	+114.9	+13.5	+22.9	+21.8
MARB	RE	Fat	API	TI	CC	HPS
+36	+9	+08	139.4	81.9	B	P

We lead off the fall yearling Simmental division with this ultra-complete son of the popular ABS sire Boulder. This bull has an EPD profile that indicates he should sire both sale-topping feeder calves and high-quality females to add to the herd.



HALL MC Boulder 943G • Sells as Lot 14

15

Maplecrest Paystobelieve 949G

DOB: 8/30/19 Bull 3642029 PB SM

LLSF Pays To Believe Zu194 (2659897)

Cns Pays To Dream T759
Lisf Urababydoll U194

Maplecrest D Erica 356A (2857072)

WLE Uno Mas X549
CRCC Dixie Erica 6040S

Act. BW 78		ADJ WW 605			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+10.2	+1	+66.3	+90.5	+10.8	+21.9	+10.8
MARB	RE	Fat	API	TI	CC	HPS
+27	+63	-078	123.2	75.3	B	P

This purebred son of Pays To Believe is out of a productive daughter of Uno Mas and offers the possibility of added heterosis when used on British breed influenced females.

17

Maplecrest Conquest 936G

DOB: 8/27/19 Bull 3626941 5/8 SM 3/8 AN

CLRS Conquest 634 C (2984501)

K C F Bennett Absolute
Hooks Solemn 334S

Maplecrest D Erica 525C (3065578)

GW Robust 605Z
Maplecrest O Prime 366A

Act. BW 80		ADJ WW 667			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+12.5	-8	+72.5	+106.8	+6.7	+25.2	+39.5
MARB	RE	Fat	API	TI	CC	HPS
+43	+72	-031	134.2	80.2	B	P

This prospect is sired by Conquest who served as our Senior Simmental Herd Sire for several years and has been a member of the ST Genetics sire lineup.

16

Maplecrest Loaded Up 950G

DOB: 8/31/19 Bull 3642027 PB SM

W/C Loaded Up 1119Y (2654155)

Remington Lock N Load54U
Aubreys Black Blaze III

Maplecrest D Erica 655D (3242140)

CNS Dream On L186
WBCC Dixie Erica 7016T

Act. BW 91		ADJ WW 576			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+10.3	+2.1	+66	+97.1	+9.5	+18.9	+25.9
MARB	RE	Fat	API	TI	CC	HPS
+07	+93	-096	120.4	68.2	R	P

Here is another purebred bull sired by the popular Loaded Up out of a daughter of one of the most dominant Simmental sires of all time, Dream On. Take a closer look at this red baldy.

18

Maplecrest Halftime 951G

DOB: 9/6/16 Bull 3642037 1/2 SM 1/2 AN

Fhen Halftime A127 (2884737)

S A V Brilliance 8077
R&R Miss Cut Above Y127

Maplecrest Blackcap 742E (3308251)

Wle Uno Mas X549
Maplecrest Blackcap 6P564

Act. BW 86		ADJ WW 621			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+10.4	+2.2	+79	+128.4	+13.4	+20.1	+42.1
MARB	RE	Fat	API	TI	CC	HPS
+48	+53	-025	138.7	81.4	B	P

Solid growth projections and positive API and TI indexes available with this son of Halftime.



MAPLECREST MEATS

FAMILY OWNED
HOME RAISED
PREMIUM ANGUS BEEF

Maplecrest Farms has earned a reputation as a premier Angus seedstock supplier in Ohio for more than 35 years. From farm to fork, the connectivity between seedstock supplier, commercial beef industry and our ultimate customer, the consumer has never been more important or as valued. Maplecrest Meats is the natural evolution for our family to forge a direct connection between what we produce, as ethical stewards of the land, and our customers.

Marketing bulls to commercial cow-calf producers and now marketing premium beef has laser-sharpened our focus to place even more selection pressure on balancing all the traits of economic importance.



Recently harvested Prime ribeye out of a MCF heifer with a +1.17 Marb EPD.



Maplecrest Quantum J0033 • Sells as Lot 19



Aim High

The Targeting the Brand™ logo highlights registered Angus bulls with greater genetic potential to produce calves that meet the most challenging specifications of the Certified Angus Beef® brand.

**ONLY 1 IN 4 NON-PARENT ANGUS BULLS QUALIFY.
80% OF THE MCF SALE OFFERING QUALIFY!**



Pamer Peyton 003 • Sells as Lot 21



Maplecrest Growth Fund J0027 • Sells as Lot 22

Maplecrest Farms

ANGUS BULLS

19

Maplecrest Quantum J0033

DOB: 1/8/20 Bull 19887207 Angus

G A R Quantum (18636059)

G A R Momentum
G A R In Sure 1524



Maplecrest Eva L4200 (18134376)

#G A R Prophet
Maplecrest Eva 9005

Act. BW 74		ADJ WW 721			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+10	+2.4	+98	+168	+1.67	+45	+78
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.13	+0.83	+0.009	+75	+117	+182	+311

We lead off the spring yearling Angus bulls with this high-powered son of Quantum. Bulls with this special combination of solid calving ease, exceptional growth, and strong carcass merit are hard to find.

20

Maplecrest Quantum J0088

DOB: 2/21/20 Bull 19887204 Angus

G A R Quantum (18636059)

G A R Momentum
G A R In Sure 1524



Maplecrest Blackcap 5173 (18471699)

#MCC Daybreak
Maplecrest Blackcap 6P567

Act. BW 70		ADJ WW 616			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+10	+1.7	+73	+131	+1.25	+35	+58
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.19	+0.82	-0.001	+60	+85	+175	+287

Another son of Quantum that delivers the expected balance of economically important traits.

21

Pamer MC Touchdown 003

DOB: 3/23/20 Bull 19784137 Angus

E W A Peyton (18675107)

Quaker Hill Manning 4EX9
E W A 444 of 968 Progress



Maplecrest Blackcap 6058 (18620937)

G A R Sunrise
G A R Ingenuity 3132

Act. BW 80		ADJ WW 756			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+12	+1	+100	+171	+0.49	+33	+49
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.29	+0.99	+0.013	+94	+114	+190	+340

Selling 2/3 interest and full possession. Here is a unique herd sire prospect with loads of potential. This son of the Select Sires member Peyton was produced by a full sister to the ST Genetics sire Sunbeam. Touchdown possesses a special EPD profile that features elite calving ease, growth, carcass, and dollar index projections. Co-owned with Pamer Farms LLC, Bellville, OH

22

Maplecrest Growth Fund J0027

DOB: 1/7/20 Bull 19886847 Angus

Deer Valley Growth Fund (18827828)

#Basin Payweight 1682
Deer Valley Rita 36113

Maplecrest King Nellie 6025 (#18623483)

#Connealy Black Granite
MaplecrestSCC NellieGirl 437

Act. BW 81		ADJ WW 739			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+11	+0.6	+86	+152	+1	+18	+71
MARB	RE	Fat	\$M	\$W	\$B	\$C
+0.44	+0.57	+0.054	+59	+79	+156	+261

We utilized Growth Fund to add outcross genetics, explosive growth, and pleasing phenotype and he has not disappointed. This herd sire prospect possesses tons of volume and capacity with solid calving ease and special growth.



Maplecrest Farms

ANGUS BULLS

23

Maplecrest Growth Fund J0012

DOB: 1/4/20 Bull 19886975 Angus
 #Basin Payweight 1682
 Deer Valley Growth Fund (18827828) Deer Valley Rita 36113
 #G A R Prophet
 Maplecrest Blackclass 5133 (18471688) Maplecrest Blackclass K2240



Maplecrest Growth Fund J0012 • Sells as Lot 23

Act. BW 71		ADJ WW 723			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+10	+.4	+87	+146	+.95	+20	+57
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.87	+.66	+.039	+70	+86	+147	+261

Study the Growth Fund sons and you will see a consistent pattern of desirable calving ease and growth.

24

Maplecrest Growth Fund J0010

DOB: 1/3/20 Bull 19886840 Angus
 #Basin Payweight 1682
 Deer Valley Growth Fund (18827828) Deer Valley Rita 36113
 G A R Fast Break
 Maplecrest Forever Lady 7074 (18953344) Maplecrest ForeverLady K2236



Maplecrest Growth Fund J0010 • Sells as Lot 24

Act. BW 73		ADJ WW 643			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+12	+1	+78	+145	+.27	+27	+62
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.94	+.63	+.002	+72	+81	+171	+294

Another high-quality Growth Fund son that can be an asset to any commercial operation.

25

Maplecrest Growth Fund J0003

DOB: 12/29/19 Bull 19886848 Angus
 #Basin Payweight 1682
 Deer Valley Growth Fund (18827828) Deer Valley Rita 36113
 G A R 100X
 Maplecrest Fanny S6093 (18621157) SJH Ms Confidence 170



Act. BW 68		ADJ WW 686			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+15	-2.6	+81	+150	-.01	+30	+62
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.08	+.84	+0	+60	+94	+182	+296

Here is the Growth Fund son with the highest rankings for Calving Ease Direct and Marbling EPDs.

26

Maplecrest Sunbeam J0011

DOB: 1/4/20 Bull 19903764 Angus
 G A R Sunrise
 G A R Sunbeam (18636166) G A R Ingenuity 3132
 G A R Proactive
 Maplecrest Fanny 8014 (19289216) SJH Ms Confidence 170



Maplecrest Sunbeam J0011 • Sells as Lot 26

Act. BW 70		ADJ WW 649			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+11	+.2	+71	+125	+.24	+28	+50
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.8	+1.03	+.017	+77	+82	+150	+272

This son of Sunbeam combines good looks with one of the most desirable EPD profiles in the sale.



“Our focus is to raise quality seedstock for purebred and commercial producers. MCF bulls must excel genetically AND phenotypically. We also believe in using all the tools available today to help us make breeding decisions that ultimately result in beef cattle with relevance, regardless of environment or geography.”

—John Grimes, Maplecrest Farms

Maplecrest Farms

ANGUS BULLS



Maplecrest Emerald J0184 • Sells as Lot 27

These three full brothers represent the first sons of Connealy Emerald that we have offered for sale. We joined forces with several prominent breeders from across the country and ST Genetics to make Emerald the top-selling bull at the 2019 Connealy spring bull sale. These bulls were produced by a high-quality donor sired by Prophet that is a maternal sister to the dam of Sunbeam.

27

Maplecrest Emerald J0184

DOB: 3/8/20 Bull 19885712 Angus

Connealy Emerald (19257149)

Connealy Confidence Plus
Jace of Conanga 6571



Maplecrest Blackcap F5247 (18471681)

#G A R Prophet
G A R 28 Ambush N340

Act. BW		ADJ WW 635			ADJ YW		
CED	BW	WW	YW	SC	Milk	CW	
+12	+3	+66	+113	+35	+20	+37	
MARB	RE	Fat	\$M	\$W	\$B	\$C	
+1.07	+78	+0.001	+80	+67	+147	+271	

28

Maplecrest Emerald J0183

DOB: 3/10/20 Bull 19885711 Angus

Connealy Emerald (19257149)

Connealy Confidence Plus
Jace of Conanga 6571



Maplecrest Blackcap F5247 (18471681)

#G A R Prophet
G A R 28 Ambush N340

Act. BW		ADJ WW 626			ADJ YW		
CED	BW	WW	YW	SC	Milk	CW	
+14	-1.5	+64	+112	+64	+34	+47	
MARB	RE	Fat	\$M	\$W	\$B	\$C	
+1.33	+72	+0.065	+94	+87	+165	+308	

29

Maplecrest Emerald J0169

DOB: 3/15/20 Bull 19885710 Angus

Connealy Emerald (19257149)

Connealy Confidence Plus
Jace of Conanga 6571



Maplecrest Blackcap F5247 (18471681)

#G A R Prophet
G A R 28 Ambush N340

Act. BW		ADJ WW 629			ADJ YW		
CED	BW	WW	YW	SC	Milk	CW	
+9	+7	+66	+113	+24	+33	+46	
MARB	RE	Fat	\$M	\$W	\$B	\$C	
+1.24	+88	+0.01	+86	+83	+164	+299	

30

Maplecrest Emerald J0071

DOB: 2/6/20 Bull 19885706 Angus

Connealy Emerald (19257149)

Connealy Confidence Plus
Jace of Conanga 6571



Maplecrest Blackcap B7090 (18956608)

#EXAR Denver 2002B
G A R 5050 New Design 0530

Act. BW 50		ADJ WW 568			ADJ YW		
CED	BW	WW	YW	SC	Milk	CW	
+17	-1.9	+72	+118	+1.23	+23	+47	
MARB	RE	Fat	\$M	\$W	\$B	\$C	
+8	+1.34	-0.22	+74	+83	+153	+272	

This Emerald son possesses the unique combination of elite Calving Ease Direct and Ribeye EPDs.

31

Maplecrest Emerald J0078

DOB: 2/14/20 Bull 19885707 Angus

Connealy Emerald (19257149)

Connealy Confidence Plus
Jace of Conanga 6571



Maplecrest Blackcap 8052 (19289225)

G A R Method
Maplecrest Blackcap 6021

Act. BW 72		ADJ WW 665			ADJ YW		
CED	BW	WW	YW	SC	Milk	CW	
+11	+0	+68	+126	+96	+32	+54	
MARB	RE	Fat	\$M	\$W	\$B	\$C	
+1.01	+1	+0.01	+81	+80	+175	+308	

The combination of Emerald on a daughter of Method delivered the expected results of positive calving ease, growth, carcass merit, and Dollar Indexes.

32

Maplecrest Niagara J0029

DOB: 1/7/20 Bull 19886957 Angus

S S Niagara Z29 (17287387)

#Hoover Dam
Jet S S X144



Ogeechee Prophet 524 (18397004)

#G A R Prophet
Ogeechee TAF Rita 2028

Act. BW 72		ADJ WW 615			ADJ YW		
CED	BW	WW	YW	SC	Milk	CW	
+14	-1.8	+57	+118	+1.06	+31	+47	
MARB	RE	Fat	\$M	\$W	\$B	\$C	
+1.34	+66	+0.023	+86	+73	+169	+305	

This son of Niagara excels in terms of calving ease and marbling. His high-ranking Dollar Indexes indicate a strong potential to create high-quality replacement females as well as feeder cattle that can produce high quality carcasses.

33

Maplecrest Sunrise J0103

DOB: 3/12/20 Bull 19886898 Angus

G A R Sunrise (16933958)

#MCC Daybreak
G A R Objective R227



Maplecrest Eva 7010 (15882680)

#TC Total 410
Maplecrest Eva 4108

Act. BW 80		ADJ WW 644			ADJ YW		
CED	BW	WW	YW	SC	Milk	CW	
+8	+0	+68	+118	+1.16	+31	+48	
MARB	RE	Fat	\$M	\$W	\$B	\$C	
+1.11	+75	-0.013	+54	+79	+175	+281	

The only son of Sunrise in the sale is a maternal brother to the ST Genetics sire Storm. His dam is the popular Total daughter 7010 that has produced over \$500,000 in lifetime progeny sales.



Maplecrest Farms

ANGUS BULLS

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Maplecrest Turning Pt J0093

DOB: 3/1/20 Bull 19887173 Angus

Stevenson Turning Point (18434747)

Maplecrest Rita 2026 (17249856)

#Plattemere Weigh Up K360
#Stevenson Pride I167x
#Connealy Confidence 0100
Maplecrest Rita M546

Act. BW 78		ADJ WW 577			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+8	+1.7	+67	+104	+.96	+24	+47
MARB	RE	Fat	\$M	\$W	\$B	\$C
+4.2	+1.02	+.005	+80	+74	+133	+253

This son of the calving ease specialist Turning Point was produced by many-time champion daughter of Connealy Confidence.

38

Maplecrest Storm J0113

DOB: 3/10/20 Bull 19896718 Angus

G A R Storm (18459815)

Maplecrest Rita A0213 (16940688)

#Quaker Hill Rampage 0A36
Maplecrest Eva 7010
#G A R Predestined
G A R Objective 1485

Act. BW 76		ADJ WW 612			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+15	-1	+70	+115	+.15	+26	+48
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.27	+.59	+.027	+69	+80	+162	+279

This Storm son was designed for extra calving ease, growth, and marbling and he delivers the goods.

35

Pamer MC Phoenix 001

DOB: 3/22/20 Bull 19784138 Angus

G A R Phoenix (+18636106)

Maplecrest Blackcap 6009 (18621141)

G A R Sure Fire
G A R Prophet N744
G A R Prophecy
Maplecrest Blackcap 2130

Act. BW 75		ADJ WW 650			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+	+1.2	+84	+145	+	+17	+63
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.18	+.62	+.023				

Phoenix was the top selling bull at the 2018 Gardiner Angus Ranch Production Sale. This son offers extra growth and marbling to add value to your next calf crop. Co-owned with Pamer Farms LLC, Bellville, OH

39

Maplecrest Proactive J0002

DOB: 12/28/19 Bull 19886731 Angus

G A R Proactive (18333424)

Maplecrest Blackclass K8154 (19289243)

#G A R Prophet
G A R Daybreak 1521
#Deer Valley All In
Maplecrest Blackclass K2182

Act. BW 67		ADJ WW 570			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+12	-1.5	+57	+102	+.57	+31	+31
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.8	+.79	+.003	+78	+74	+130	+247

We chose Proactive to advance the Prophet line of cattle in our herd. A nice balance of calving ease and maternal traits with this prospect.

36

Maplecrest Combustion J0075

DOB: 2/14/20 Bull 19886786 Angus

G A R Combustion (18943322)

Maplecrest Beyonce 6180 (18743347)

G A R Sure Fire
G A R Momentum 1724
#Connealy Confidence 0100
Maplecrest Beyonce 3181

Act. BW 85		ADJ WW 560			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+5	+3.2	+73	+125	+.02	+19	+47
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.05	+1.15	+.005	+66	+65	+170	+286

Combustion was the selling bull at the 2019 Gardiner Angus Ranch Production Sale and a member of Select Sires roster. Excellent Marbling and Ribeye EPDs here.

40

Maplecrest Proactive J0203

DOB: 3/8/20 Bull 19886925 Angus

G A R Proactive (18333424)

Maplecrest Rita 5128 (18471687)

#G A R Prophet
G A R Daybreak 1521
G A R Sunrise
Maplecrest Rita K2160

Act. BW		ADJ WW 577			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+8	+.4	+73	+137	-.1	+30	+66
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.92	+1.12	-.016	+49	+79	+184	+288

This Proactive son features possesses strong growth and carcass merit EPDs.

37

Maplecrest Combustion J0317

DOB: 3/17/20 Bull 19903744 Angus

G A R Combustion (18943322)

MCD Pines Rita 7209 (18861356)

G A R Sure Fire
G A R Momentum 1724
G A R Sunrise
Maplecrest Rita F8198

Act. BW 85		ADJ WW 591			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+10	+1	+71	+126	+.54	+34	+63
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.31	+.73	-.004	+73	+86	+197	+329

This bull stacks a pedigree full of sires that have left a lasting positive impact on our program. Elite \$ Beef and \$ Combined Indexes add to his value.

41

Maplecrest Method J0194

DOB: 2/28/20 Bull 19894502 Angus

G A R Method (18025296)

Maplecrest Eva 4007 (17840162)

G A R Momentum
G A R Daybreak 1332
#EXAR Denver 2002B
Maplecrest Eva 9005

Act. BW		ADJ WW 739			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+8	+2.1	+78	+137	+.45	+29	+60
MARB	RE	Fat	\$M	\$W	\$B	\$C
+.51	+.99	+.013	+47	+81	+149	+240

The Method progeny do many things well and this one excels for weaning and yearling growth as well as ribeye.

Maplecrest Farms

ANGUS BULLS

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Maplecrest Method J0129

DOB: 3/4/20 Bull 19901655 Angus

G A R Method (18025296)

G A R Momentum
G A R Daybreak 1332
#B/R Ambush 28
G A R Objective 1885



Act. BW		ADJ WW			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+12	+1.3	+62	+114	-1.31	+20	+40
MARB	RE	Fat	\$M	\$W	\$B	\$C
+1.07	+1.76	+1.01	+44	+56	+154	+244

Here is a Method son produced by our maternal sister to Prophet that offers genetic balance for several economically important traits.

44

Maplecrest Method J0081

DOB: 2/15/20 Bull 19885708 Angus

G A R Method (18025296)

G A R Momentum
G A R Daybreak 1332
#EXAR Denver 2002B
SJH Objective of 6108 0042



Act. BW 80		ADJ WW 698			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+14	+5	+72	+122	-.36	+28	+46
MARB	RE	Fat	\$M	\$W	\$B	\$C
+65	+73	+018	+39	+79	+135	+214

Same story with this full brother to Lot 44 with a little extra calving ease.

43

Maplecrest Method J0188

DOB: 2/28/20 Bull 19885713 Angus

G A R Method (18025296)

G A R Momentum
G A R Daybreak 1332
#EXAR Denver 2002B
SJH Objective of 6108 0042



Act. BW		ADJ WW 582			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+12	+1	+68	+120	+1	+22	+45
MARB	RE	Fat	\$M	\$W	\$B	\$C
+6	+82	-.005	+59	+65	+142	+243

Another quality Method son with an EPD profile that can work in many commercial cow herd scenarios.

45

Maplecrest Method J0100

DOB: 3/8/20 Bull 19885709 Angus

G A R Method (18025296)

G A R Momentum
G A R Daybreak 1332
G A R Sunrise
Maplecrest Eva 7010



Act. BW 78		ADJ WW 635			ADJ YW	
CED	BW	WW	YW	SC	Milk	CW
+5	+2.6	+76	+134	+45	+21	+50
MARB	RE	Fat	\$M	\$W	\$B	\$C
+88	+92	+005	+55	+68	+163	+266

This Method son offers strong growth traits as well as \$ Beef and \$ Combined Indexes. He is a grandson of the popular 7010 cow.

Maplecrest Farms

SIMANGUS BULLS



Maplecrest Boulder 007H • Sells as Lot 46

46

Maplecrest Boulder 007H

DOB: 1/4/20 Bull 3828046 5/8 SM 3/8 AN

CCR Boulder 1339A (2880390)

Hoover Dam
CCR Ms L Taylor 1339Y
CCR Cowboy Cut 5048Z
Maplecrest Rita 315A

Act. BW 70		ADJ WW 711			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+14.1	-.3	+83.5	+124.4	+16.2	+24.5	+34.6
MARB	RE	Fat	API	TI	CC	HPS
+52	+83	-.059	151.1	89.2	B	P

We start the spring yearling Simmental influence bulls with this outstanding son of the popular ABS sire Boulder. He has "front pasture" phenotype that should appeal to the most discriminating buyer. His "no holes" EPD profile should allow great mating flexibility with a multitude of different breeds and types of cows.



Maplecrest Farms

SIM-ANGUS BULLS

47

Maplecrest Main Event 012H

DOB: 1/7/20 Bull 3828050 1/2 SM 1/2 AN

TJ Main Event 503B (2891336)

DWL Victoria Secret Z208 (2736058)

Mr NLC Upgrade U8676
TJ Miss New Day U14
ZKCC Chopper 844U
Shamrock Vale 1407 5067

Act. BW 78		ADJ WW 644			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+10.8	+.8	+79.1	+116.7	+9.4	+26.6	+37.6
MARB	RE	Fat	API	TI	CC	HPS
+.23	+.73	-.053	122.4	77.3	B	P

Here is a powerful son of popular Simmental-Angus sire Main Event who is featured at Select Sires. He should add extra muscle to any calf crop and help create higher valued feeder calves.



Maplecrest Quantum Leap 010H • Sells as Lot 49

49

Maplecrest Quantum Leap 010H

DOB: 1/6/20 Bull 3828056 1/2 SM 1/2 AN

HPF Quantum Leap Z952 (2649657)

MARS Delight 072 (3023541)

HTP/SVF Duracell T52
RP/MP Right To Love 015U
SAV Final Answer
MARS Delight 780

Act. BW 80		ADJ WW 681			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+13.3	+.9	+82.1	+126.9	+7.3	+27	+37.8
MARB	RE	Fat	API	TI	CC	HPS
+.3	+.63	-.016	119	81.1	B	P

This attractive bull should make many friends by sale time. Sired by the rare and valuable Quantum Leap, his dam by Final Answer has been a highly productive female for us.

51

Maplecrest Quantum Leap 038H

DOB: 3/15/20 Bull 3845749 1/2 SM 1/2 AN

HPF Quantum Leap Z952 (2649657)

G A R 28 Ambush 1949 (3409212)

HTP/SVF Duracell T52
RP/MP Right To Love 015U
B/R Ambush 28
G A R Objective 1885

Act. BW		ADJ WW 770			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+14.4	+0	+81.6	+122.8	+9.8	+20.2	+48.6
MARB	RE	Fat	API	TI	CC	HPS
+.51	+.69	-.034	137.2	86.4	B	P

It is easy to get excited about this excellent son of Quantum Leap. His outstanding phenotype is complimented by his noteworthy dam who is a maternal sister to the noted G A R Prophet. Solid calving ease, growth, and marbling projections with positive API and TI indexes.



Maplecrest Main Event 012H • Sells as Lot 47

48

Maplecrest Main Event 013H

DOB: 1/7/20 Bull 3828059 1/2 SM 1/2 AN

TJ Main Event 503B (2891336)

Maplecrest Blkcap 538C (3094271)

Mr NLC Upgrade U8676
TJ Miss New Day U14
Remington Lock N Load54U
Maplecrest Blackcap 6P564

Act. BW 71		ADJ WW 636			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+11.6	+.1	+82.6	+132.6	+13.4	+23.4	+47.6
MARB	RE	Fat	API	TI	CC	HPS
+.27	+.93	-.068	133.3	82.4	B	P

This son of Main Event should add extra growth and muscle to any calf crop.

50

Maplecrest Quantum Leap 009H

DOB: 1/6/20 Bull 3828063 1/2 SM 1/2 AN

HPF Quantum Leap Z952 (2649657)

Maplecrest Blackcap 6P564 (3072936)

HTP/SVF Duracell T52
RP/MP Right To Love 015U
TC Total 410
G A R Plowman G270

Act. BW 84		ADJ WW 650			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+10.1	+2.2	+84.7	+130	+8.6	+18.7	+45.6
MARB	RE	Fat	API	TI	CC	HPS
+.43	+.72	-.036	131.4	83.2	B	P

This son of Quantum Leap comes from one of the absolute best Total daughters that we have ever produced. His dam remains productive at the ripe old age of 15 years.



Maplecrest Quantum Leap 038H • Sells as Lot 51



Maplecrest Farms

SIM-ANGUS BULLS



Maplecrest Cowboycut 041H • Sells as Lot 52

52

Maplecrest Cowboycut 041H

DOB: 3/8/20 Bull 3845751 1/2 SM 1/2 AN

CCR Cowboy Cut 5048Z (2703910)

Triple C Singletary S3H
CCR Ms 4045 Time 7322T

G A R 28 Ambush 1949 (3409212)

B/R Ambush 28
G A R Objective 1885

Act. BW 0		ADJ WW			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+13.8	+3	+85.2	+128.2	+16.2	+20.9	+47.1
MARB	RE	Fat	API	TI	CC	HPS
+67	+67	-.02	154.6	92.1	B	P

This maternal brother to Lot 51 is outstanding in his own right. Sired by the popular and highly proven Cowboy Cut, he is a full brother to the two top-selling bulls from our 2019 bull sale. He possesses excellent growth and marbling projections and top-shelf indexes. Did we mention that like his brother, he is easy on the eyes!

53

Hall Copacetic H004

DOB: 3/14/20 Bull 3845986 PB SIM

WLE Copacetic E02 (3299037)

HPF Quantum Leap Z952
CMFM Joy 02ZB

Halls Black Star X03 (2532261)

CNS Dream On L186
CNS Black Star T702

Act. BW 75		ADJ WW			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+11.3	+2.6	+78.9	+116.4	+6.8	+	+22.4
MARB	RE	Fat	API	TI	CC	HPS
+04	+9	-.092	122.4	75.5	B	P

Here is an attractive pair of full brothers sired by Copacetic out of the popular Black Star donor.

54

HALL Copacetic H003

DOB: 3/14/20 Bull 3845985 PB SIM

WLE Copacetic E02 (3299037)

HPF Quantum Leap Z952
CMFM Joy 02ZB

Halls Black Star X03 (2532261)

CNS Dream On L186
CNS Black Star T702

Act. BW 80		ADJ WW			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+11.3	+2.6	+78.9	+116.4	+6.8	+23.2	+22.4
MARB	RE	Fat	API	TI	CC	HPS
+04	+9	-.092	122.4	75.5	B	P

Here is an attractive pair of full brothers sired by Copacetic out of the popular Black Star donor.

55

Maplecrest Conquest 008H

DOB: 1/5/20 Bull 3828042 1/2 SM 1/2 AN

CLRS Conquest 634 C (2984501)

K C F Bennett Absolute
Hooks Solemn 334S

Maplecrest D Erica 814F (3405214)

TJ Main Event 503B
Maplecrest D Erica 314A

Act. BW 86		ADJ WW 708			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+10.2	+2.1	+81.1	+124.4	+8.3	+26.5	+47.8
MARB	RE	Fat	API	TI	CC	HPS
+24	+63	-.032	123.8	76.9	B	P

Solid growth projections from this Conquest son out of a promising young Main Event daughter.

56

Maplecrest Conquest 005H

DOB: 1/2/20 Bull 3828043 1/2 SM 1/2 AN

CLRS Conquest 634 C (2984501)

K C F Bennett Absolute
Hooks Solemn 334S

Maplecrest Blackcap 803F (3405213)

Halls Confidence A30
Maplecrest Blkcap 538C

Act. BW 67		ADJ WW 588			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+13	-1.2	+67.2	+108.1	+7.4	+22.1	+33.5
MARB	RE	Fat	API	TI	CC	HPS
+39	+48	-.027	138.3	76.5	B	P

Another nicely balanced baldy son of Conquest.

57

Maplecrest Lockdown 021H

DOB: 1/29/20 Bull 3828045 5/8 SM 3/8 AN

W/C Lock Down 206Z (2658496)

Remington Lock N Load54U
G C F Miss New Levelr206

Maplecrest D Erica 810F (3405218)

HTP SVF In Dew Time
Wbcc Dixie Erica 7016T

Act. BW 69		ADJ WW 595			ADJ YW	
CED	BW	WW	YW	DOC	Milk	CW
+16.1	-4.7	+61.3	+90.8	+11.6	+20.5	+26
MARB	RE	Fat	API	TI	CC	HPS
+36	+42	-.032	141.8	76.3	B	P

Extra calving ease with this low birth weight son of Lock Down.



Join us Saturday,
September 25, 2021 for our
18th Annual Production Sale!

SELECT BEEF: WHO WANTS IT?

—Reprinted with permission, *Certified Angus Beef*, Miranda Reiman, February 3, 2021

What was exceptional yesterday is average today. That's true in the cattle business and especially apparent in high-quality beef production.

"Without paying attention to shifts in the market, it can be easy to assume what worked when you started still works now," says Paul Dykstra, of the Certified Angus Beef® (CAB®) brand. "It's hard to argue there's ever been true demand for Select, rather than simply a price point for those indifferent to quality."

But indifference has left the market.

The Choice-Select spread has been sending the message for decades, says the CAB assistant director of supply management and analysis. A wider spread signals strong demand for marbling, while a narrow spread suggests weaker demand for the same.

It gives cattlemen a road map of what the market wants, but price married with quantity provides the complete picture.

During the last decade, Select carcass production fell 50% in relation to Choice and Prime. Through December 2020, the Select proportion was 13.9% of fed-cattle carcasses, down from the 2019 average of 16.9%. The Select grade typically comprised nearly half of fed beef 15 to 30 years ago.

"Supplies have dramatically decreased, and so we might assume scarcity would spur prices higher, given healthy demand," Dykstra says, "But the numbers tell a different story."

A two-year snapshot of the spread between Select and No-Roll (ungraded, practically devoid of marbling) shows narrowing trend, with the exception of the erratic markets this past May (Figure 1). The value difference between No-Roll and Select typically hit its highs at \$20 per hundredweight (cwt.) from 2015 to 2018, but those peaks dropped to \$12/cwt. after that. The lows in the

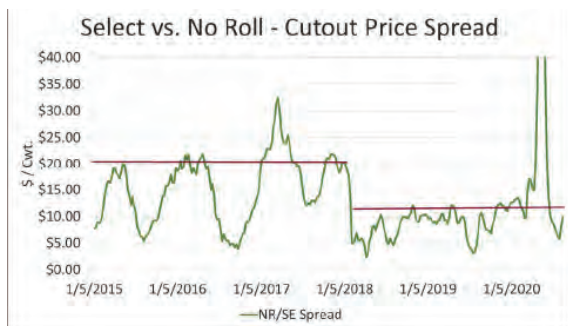


FIGURE 1

comparison were also slightly lower in recent years.

On the flip side, the Choice-Select spread showed a widening trend (Figure 2) even as Choice supplies increased and Select decreased.

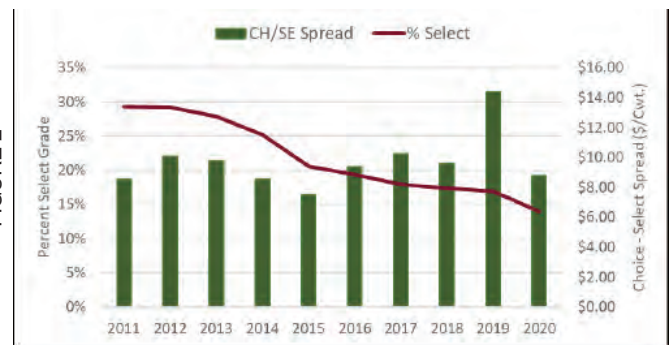


FIGURE 2

"There's less demand out there for Select beef. Retailers have embraced higher marbling, in part because it's easier to procure," he says.

Choice has surpassed 70% of the fed-cattle supply. CAB often makes up 20% of the total, while Prime reached as high as 12% last year.

"Consistent, high volumes of high-quality beef is key to retailers' ability to feature it week in and week out," Dykstra says.

In 2020, the percentage of fed cattle reaching premium Choice and Prime came to more than 40%. CAB hit its fifth year above a billion pounds, yet "based on the CAB to Choice cutout, demand is exceptional," he says. "And that happened while a significant portion of food service and international business was sidelined due to COVID-19.

"As demand for quality continues to increase, both domestically and abroad, Select starts to find itself in a bit of a 'no man's land.'"

It's no longer the low-price option when compared to product from other countries such as Mexico, Brazil and Australia, and it lacks the quality and performance compared to domestic Choice and Prime.

"With Select product devalued to this extent and representing a shrinking category, we need to embrace the change," Dykstra says.

Hitting 100% Choice on loads of cattle isn't the gold standard it once was, he adds. Low Choice is no longer a premium product, but merely the low-water mark once anchored by the Select grade.

"The market gives us a pretty clear picture of where it's headed, and all cattlemen have an equal opportunity to respond," he says.



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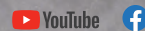
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