

RICHARDS

CATTLE COMPANY

Inaugural Production Sale

**ANGUS – SIM ANGUS –
BALDY REPLACEMENT FEMALES**

22 HIGH PERFORMANCE
BREEDING AGE BULLS

7 PRODUCTIVE TWO-YEAR OLD
COW CALF PAIRS

8 FANCY SHOW HEIFER AND
REPLACEMENT FEMALES

30 F1 BALDY COW CALF PAIRS



04.10.2021

12 NOON

**CLARINDA LIVESTOCK AUCTION,
CLARINDA, IOWA**

Welcome to the first Richards Cattle Co Bull and Female Sale. It has been an interesting year for all of us from COVID, to politics, to weather. But we find ourselves here on sale day, all interested in what we do and love, and that's good cattle.

Here at RCC, our passion is cattle. We eat, sleep and breathe it. We have been breeding, buying and building what we think are the right kind and type that make cows to specialize in high maternal traits, easy fleshing, good feet and legs, in a moderate frame that don't eat you out house and home.

Proven pedigrees by breed leading sires and dams, our cattle are built for profitability. We believe you can't starve a profit in your cow herd, so why not build a set of cows that don't require added feed and thrive on fescue grass. When you breed cattle that thrive and flesh easily on grass, they will do even better when finished on grain in feed yards.

We are proud of the bulls and females we have brought you. Also, the commercial pairs brought by Brooke Turner are a set you must see. And one of the most gentle sets of heifers you will find around. We are thankful that Brooke brought them for the sale.

A big thank you to Rance Long & Laramie Smith for joining up with us to put this sale together. Also thank you to Clarinda Livestock & team for hosting us, and to all the everyday help. The day to day feeding, getting bulls and heifers cleaned up and ready for the sale, and everything behind the scenes. Thank you to you all!

Sincerely,
Richards Cattle Co
Bret, Nevada and Rowan



RICHARDS CATTLE COMPANY

Inaugural Production Sale

12 Noon, Saturday / April 10, 2021
Clarinda Livestock Auction, Clarinda, IA

RICHARDS CATTLE COMPANY – AN EXCITING YOUNG PROGRAM

Welcome, to the Inaugural Production Sale for Richards Cattle Company. This young program is focused on producing high quality genetics that will work for both purebred and commercial cattlemen. This offering will consist of an excellent set of breeding age bulls. Both Sim Angus and Angus bulls that are ready to go out and work. Also included will be a fancy set of young two-year old Sim Angus and Angus influenced pairs along with an awesome set of young replacement heifers many of which have the look and style to make excellent show heifers. In addition, to the Sim Angus and Angus genetics being offered there will be a phenomenal set of thirty young black baldy females with calves at side that will fit into any program looking to expand.

It is always exciting to work with a young family with so much energy and excitement. There is no doubt this will be the first of many more sales for the Richards Cattle Company. As you go through the videos online or if you have any questions about the cattle selling please do not hesitate to give me a call at 918-510-3464. We look forward to seeing you in Clarinda, IA on April 10th for this event.

Rance Long



Sale Managed By

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AUCTIONEER

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RINGMEN

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SALE LOCATION

The sale will be held at Clarinda Livestock Auction in Clarinda, IA.

SUPPLEMENTAL INFORMATION

Any updates to the sale catalog posted online will be announced from the sale block and will take precedence over anything printed in this catalog.

SALE DAY PHONES

Bret Richards712-303-0848

Rance Long918-510-3464

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The sale will be broadcast on DV Auction where you may also view video footage on all the cattle selling.

RCC BULLS

Richards 1347



Richards 1111

lot 1

1347

DOB: 03/16/20 / BW: 82 / 75% SIM / BLK

SIRE: **LLSF PAYS TO BELIEVE ZU194**

DAM: **UPGRADE/NEVERMORE**

Lot 1 makes his way to the top pretty easily. His sire is one of the most dominating Sim bulls in the breed for raw power, performance and look. His dam, our Upgrade x Nevermore donor, has proven herself over and over. Selling 3 heifers for an average of \$14,000 at Hartman's, with the Emma Lou heifer that was the 2nd highest selling halter division % heifer in the 2017 sale at \$18,000. We feel this bull is the right kind all day long. Maternal, burly made, huge butted with great feet and legs. This bull's females will be the right type to build a foundation on, his steers will feed easy, and his bulls will add value to any herd. This bull will make you money for generations. Maternal brother to lots 30, 31, 32.

lot 2

1111

DOB: 03/16/20 / BW: 75 / 50% SIM / BWF

SIRE: **MR CCF 20-20**

DAM: **BC LOOK OUT/NEW EDITION**

Consistency is how you make money in this industry and Lot 2 is consistent. Proven pedigree on top and bottom. This bull is huge topped, square butted and puppy dog gentle. Save every heifer out of this bull and you will thank me in 4 years.



Richards 1617



This full sister to the dam of Lot 3 sold for an \$18,000 evaluation.

lot 3

1617

DOB: 03/11/20 / BW: 75 / 37.5% SIM / BLK

SIRE: SILVEIRAS STYLE 9303

DAM: BROKER/UPGRADEXNEVERMORE

Stud Duck is what Kent Jaecke called this bull last spring in the pasture! We believe highly in cow families and this is top shelf G- genetics. His dam is a full sister to the 3 Broker daughters sold at Hartman's for an average of \$14,000 for Deep Roots Cattle, out of our 1347 Upgrade x Nevermore donor. This bull is triple stupid hairy for a Sim Angus bull. We feel you can raise show heifers, replacement heifers, herd bulls... The sky is the limit. Bid with confidence.

Richards 16B



Richards 44



LLSF Pays To Believe - Sons of this heavily used sire will be selling including Lots 4 and 5.

lot 4

44

DOB: 03/21/20 / BW: 80 / 50% SIM / BLK / SCURRED

SIRE: **LLSF PAYS TO BELIEVE ZU194**

DAM: **ENVISION/FINAL ANSWER**

If you love looking at easy fleshing, big butted cattle, then look no further. This is out of one of Nevada's original cows that she bought from her dad. And we love him. Female making machine.

lot 5

16B

DOB: 03/06/20 / BW: 82 / 50% SIM / BLK

SIRE: **LLSF PAYS TO BELIEVE ZU194**

DAM: **DUFF SA RANCH HAND 8185/
DUFF EUERKA 443 MERLE 808**

When you're making your breeding decisions for the 2021 season, the bull you choose will impact your herd for the next 10 years. For those of you that know Lane Meyer, you know he's a true cattleman. This bull is the progeny of an egg we bought from him and boy was it a successful investment! Maternal, fleshing ability, soundness, longevity and fertility is how Lane breeds his cattle. This bulls a perfect example of "good" cattle that last and change herds. Proven, high powered Ranch Hand x New Edition donor for a dam says enough for me.

lot 6

1818

DOB: 03/03/20 / BW: 70 / 25% SIM / BLK

SIRE: **MUSGRAVE SKY HIGH 1535**

DAM: **BROKER/RODMAN**

Musgrave Sky High son out of a first calf heifer with a ton of performance and a ton of look.



lot 7

1440

DOB: 03/17/20 / BW: 82 / 25% SIM / BWF

SIRE: **SILVEIRAS STYLE 9303**

DAM: **BUILT RIGHT/NEW EDITION**

Once again, I can go on and on about cow families because that will take you further than anything in our eyes. This cocky made baldy Style son has one of the most prolific donor dams on our farm. She belongs on the cover of a magazine. Not only that, she's consistent on producing easy fleshing, functional calves that always have a premium.



lot 8

1615

DOB: 03/16/20 / BW: 80 / 87.5% SIM / BLK

SIRE: **LLSF PAYS TO BELIEVE ZU194**

DAM: **BROKER/UPGRADEXNEVERMORE**

Moderate in size, full of natural thickness and out of a proven donor dam. Another full sib to the 3 Broker heifers sold at Hartman's for an average of \$14,000. We have a full sibling herd bull at home who is producing his first calf crop now and they are looking amazing.





lot 9 / 1368

DOB: 03/03/20 / BW: 75 / 62.5% SIM / BLK

SIRE: W/C BANKROLL 811D

DAM: MEYER BROADSIDE 539B/
DUFF GN814G DIXIE ERICA 6105

Another embryo purchase from Lane Meyer here. Sired by the ever so popular WC Bank Roll and the dam goes back to the Dixie Erica 6105 cow. A full sister to Duff New Look, New Edition, New Generation and New Attraction. Proven and Profitable.



W/C Bankroll 811D - Sire of Lot 9



Coleman Charlo - The sire of Lot 10.

lot 10 / 1620

DOB: 03/07/20 / BW: 65 / 25% SIM / BLK

SIRE: COLEMAN CHARLO 0256

DAM: FINAL ANSWER/WHIZARD

Regardless of market conditions, lower inputs will increase profit potentials. This Charlo son is a great example of lower input costs. His daughters will be moderate and huge bellied and won't eat up all your profits. Recommended for heifers.



MR CCF 20-20 - The sire of Lot 11.

lot 11 / 59

DOB: 03/20/20 / BW: 75 / 50% SIM / BWF

SIRE: MR CCF 20-20

DAM: FINAL ANSWER/ANGUS

This star headed gem is what every cattleman dreams of. Gentle, easy fleshing, proven pedigree and easy on the eyes.



This son of SAV Raindance 6848 sells as Lot 14.



PVF Insight 0129 - Sons and daughters sell including Lot 15.

lot 12 / **1830**

DOB: 02/28/20 / BW: 72 / ANGUS / BLK

SIRE: **MUSGRAVE SKY HIGH 1535**

DAM: **CONNELLY GUINNESS/BISMARCK**

A calving ease choice with added performance.

lot 14 / **1839**

DOB: 02/28/20 / BW: 82 / 12.5% SIM / BLK

SIRE: **SAV RAINDANCE 6848**

DAM: **SLIDER/BROKERXNEW EDITION**

This bull could have easily been Lot 1 for many reasons. His maternal grand dam is the highest income producing female in the world, Blackcap May 4136. Out of a first calf heifer, this bull checks all boxes for performance, added muscle, bone, sound and functionality. Big time cow changer here. We're very high on this bull.

lot 13 / **0-41**

DOB: 04/05/20 / BW: 85 / 50% SIM / BWF

SIRE: **RCC ROYCE: BROKER/LUT**

DAM: **DREAM ON/ANGUS**

Nevada's brother, Chance's bull. He leased a Broker x Lut clean up bull from us and told us about this bull out of him. Wow. Eye appeal, bone, big butt, in a moderate baldy package.

lot 15 / **1444**

DOB: 03/16/20 / BW: 82 / 75% SIM / BWF

SIRE: **MR HOC BROKER**

DAM: **BUILT RIGHT/NEW EDITION**

A big time performance-oriented ¾ blood baldy bull is the best way to describe this one. There is not another Simmental bull in the industry that consistently makes great cattle like Broker. His semen is off the market currently so jump on this one. Proven and profitable genetics.





lot 16

1766

DOB: 03/11/20 / BW: 67 / 50% SIM / BLK

SIRE: **PVF INSIGHT 0129**

DAM: **BROKER/6807**

These Insight cattle are flat good. If you like to sell feeder cattle that are consistent and save heifers that are easy on the eyes, this is your bull.

lot 17

1812

DOB: 02/27/20 / BW: 72 / ANGUS / BLK

SIRE: **SAV RAINDANCE 6848**

DAM: **VAR DISCOVERY/FINAL ANSWER**

SAV Rairdance son that brings to the table calving ease, without giving up performance. Another proven pedigree that flat works.

lot 18

1300

DOB: 04/12/20 / BW: 82 / 75% SIM / BWF

SIRE: **LLSF PAYS TO BELIEVE ZU194**

DAM: **FLYING B CUT ABOVE/NEW EDITION**

Younger $\frac{3}{4}$ blood here. His dam is a perfect example of a low input type. 1350# cow that thrives on grass. Turn this bull on a few 2 year olds and let him mature into something great. Maternal brother to Lot 24.

Richards 1110

This son of Bank Note sells as Lot 21.



Richards 1724

He sells as Lot 20.

lot 19

1227

DOB: 04/08/20 / BW: 70 / 25% SIM / BLK

SIRE: PWF INSIGHT 0129

DAM: FLYING B CUT ABOVE/OCC EMBLAZON

Insight cattle are easy feeding, moderate framed and easy to look at. This calving ease bull is a perfect example of those things.

lot 21

1110

DOB: 03/12/20 / BW: 70 / 25% SIM / BLK

SIRE: BROOKING BANK NOTE 4040

DAM: 3C MACHO/BRILLIANCE

We used a little Bank Note last year and are darn glad we did! Like his sire, this bull is huge bellied, long spined and has female maker written all over him. Dam is a 10 year cow that settles AI every year and could eat brush and be fat.

lot 20

1724

DOB: 03/20/20 / BW: 75 / 25% SIM / BWF

SIRE: RCC SEBASTIAN: BROKER/BC RAVEN

DAM: SAV BISMARCK/OCC JUNEAU 807J

Baldy alert! Everyone loves a good baldy. Out of our Broker x Raven son, who came from the Vanderholm program. This bull will sire stout made, easy feeding, feeder cattle that are all alike.... Good.

lot 22

1824

DOB: 02/26/20 / BW: 70 / ANGUS / BLK

SIRE: SAV RAINDANCE 6848

DAM: RODMAN/BC LOOKOUT

SAV Raindance son that is out of a first calf heifer, that brings added performance, calving ease and good looks. Bull has small blue spot on his eye but can see 100% and doesn't bother him one bit.

RCC

2 Year old Pairs



MR HOC BROKER - sire of Lot 23

Richards 1907



Richards 1915

lot 23

1915

DOB: 03/05/19 / BW: 82 / 50% SIM / BLK

SIRE: MR HOC BROKER

DAM: NEVERMORE/ANGUS

An own daughter of the great Nevermore donor at Deep Roots Cattle. Full sisters to this female have average \$11,000 at MPJ, Hartman and Bruhn and a half-sister to our 1347 Upgrade donor. We can't say it enough, cow families, maternal and proven pedigrees. Buy her, take her to Trans Ova and watch your returns flourish. High end 2 year here with an OCC Just Right bull calf at her side that will for sure end up in the buyer's bull pen.

Sells with a Bull calf at side (Lot 23A) born 2/19/21 sired by OCC JUST RIGHT 619J. BW 65 lbs.

lot 24

1907

DOB: 03/12/19 / BW: 80 / 75% SIM / BWF

SIRE: MR CCF 20-20

DAM: FLYING B CUT ABOVE/NEW EDITION

This star headed beauty screams profitability, moderate frame, sired by one of the most popular Simmental bulls in the battery. Walking beside her is her heifer calf sired by OCC Just Right. Can't get much better than this. Maternal sister to Lot 18.

Sells with a Heifer calf at side (Lot 24A) born 2/17/21 sired by OCC JUST RIGHT 619J. BW 65 lbs.

RCC

2 Year old Pairs



This half-blood Marathon daughter sells as Lot 26.

lot 27 / 1936

DOB: 03/12/19 / BW: 82 / 50% SIM / BWF

SIRE: **RCC SEBASTIAN: BROKER/BC RAVEN**

DAM: **3C MACHO/SAV ANGUS VALLEY**

Who doesn't love a baldy? Chromed up COW here. Huge bellied, high performing individual. So many choices on how you can breed ones like this. OCC Just Right heifer calf at side that shows added look and body.

Sells with a Heifer calf at side (Lot 27A) born 3/10/21 sired by OCC JUST RIGHT 619J. BW 65 lbs.

lot 28 / 1920

DOB: 03/14/19 / BW: 65 / ANGUS / BLK

SIRE: **MUSGRAVE SKY HIGH 1535**

DAM: **LUT/ANGUS**

Cocky built Sky High/Lut here. Heifers like this work in various directions. SAV Raindance bull at side. **Sells with a Bull calf at side (Lot 28A) born 3/8/21 sired by SAV RAINDANCE 6848. BW 76 lbs.**

lot 29 / 1912

DOB: 03/28/19 / BW: 70 / ANGUS / BLK

SIRE: **SAV RAINDANCE 6848**

DAM: **OCC ANCHOR/ANGUS**

Maternal Greatness. Some of the most sought after genetics are in this one's pedigree. Perfect udder and moderate size.

Sells with a Heifer calf at side (Lot 29A) born 3/16/21 sired by MUSGRAVE SKY HIGH 1535. BW 70 LBS.

lot 25 / 1917

DOB: 03/08/19 / BW: 75 / 25% SIM / BWF

SIRE: **RCC SEBASTIAN: BROKER/BC RAVEN**

DAM: **BC LOOKOUT/RODMAN**

A brockle headed heifer that's big bodied, perfect uddered and packs a punch. OCC Just Right brockle headed heifer at side will go straight in the replacement pen.

Sells with a Heifer calf at side (Lot 25A) born 2/19/21 sired by OCC JUST RIGHT 619J. BW 65 lbs.

lot 26 / 1930

DOB: 03/05/19 / BW: 80 / 50% SIM / BLK

SIRE: **SC PAY THE PRICE C11**

DAM: **MARATHON/NEW EDITION**

These Pay the Price heifers we've had are flat good. This one brings added depth, is good legged and milks like a Holstein. Sky High heifer calf at side. Top Shelf cow family here.

Sells with a Heifer calf at side (Lot 26A) born 3/7/21 sired by MUSGRAVE SKY HIGH 1535. BW 80 lbs.



Richards 1602



Richards 1423



Lots 30 and 31 are full sisters to this \$18,000 heifer calf.

Buyers Choice

lot 30

1423

DOB: 03/02/20 / BW: 82 / 75% SIM / BWF

SIRE: MR HOC BROKER

DAM: UPGRADE/NEVERMORE

Full sibs to the 3 heifers sold at Hartman's that average \$14,000. This baldy Broker daughter should have a halter on her. She's got the goods to go straight to the donor pen. Not much more really needs said

lot 31

1602

DOB: 03/12/20 / BW: 80 / 75% SIM / BLK

SIRE: MR HOC BROKER

DAM: UPGRADE/NEVERMORE

The solid black of the sister. We like this one on the move. She's got cow written all over her. These are maternal sister to Lot 1, full sisters to the dams of Lots 3 & 8. Cow families at their best.

Richards 1414



lot 32

1414

DOB: 03/07/20 / BW: 70 / 25% SIM / BLK

SIRE: SILVEIRAS STYLE 9303

DAM: UPGRADE/NEVERMORE

We loved the Broker x 1347's and the predictability of that donor lead us to flush her to Style. And look here what we got. If you're still looking for a show heifer that will go straight to the donor pen, here she is! Style daughters have won more shows in more breeds than any bull in history.

lot 33

1829

DOB: 04/20/20 / BW: 65 / 25% SIM / BWF

SIRE: MUSGRAVE SKY HIGH 1535

DAM: STEEL FORCE/SAV PRIORITY

A later born Sky High cow prospect out of a great Steel Force first calf heifer.



Richards 1829

Richards 1652



lot 34

1652

DOB: 03/12/20 / BW: 70 / 50% SIM / BLK

SIRE: **PVF INSIGHT 0129**

DAM: **BROKER/DREAM ON**

Show heifer or donor, or both. We're pretty high on this Insight daughter. I don't think you can build one from the ground up like this every day.

lot 35

1623

DOB: 03/16/20 / BW: 80 / 50% SIM / BLK

SIRE: **BROOKING BANK NOTE 4040**

DAM: **BROKER/MEYER 734**

Brood cow is the best way to describe this Bank Note heifer. The Broker & Meyer 734 influence will lead you to various ways to mate this sow. She has a small blue spot in her eye but doesn't bother her one bit.



Richards 1623



Brooking Bank Note 4040 -
Sire of Lot 35

Richards 1453



lot 36

1453

DOB: 03/21/20 / BW: 75 / 25% SIM / BWF

SIRE: SILVEIRAS STYLE 9303

DAM: BUILT RIGHT/NEW EDITION

Proven cow families like I've said multiple times on all these cattle don't come easy, so jump on this one. Breed her Sim, breed her Angus, breed her any way you can think of and it will work.

lot 37

100

DOB: 04/02/20 / BW: 80 / 75% SIM / BLK

SIRE: SC PAY THE PRICE C11

DAM: 3C MACHO/ANGUS

Pay the Price daughter that will be fun to see as a bred next fall.



Richards 100

Commercial PAIRS

30 head of F-1 Baldy and Black Heifer pairs brought to you by Nevada's dad, Brooke Turner. For those of you that know Brooke, he's a top shelf cattleman.

These heifers were both home raised and purchased from local herds that focus on profitable cattle. We AI'd these heifers to Baldrige Beast Mode and Vanderholm Gizmo 612D, who is a WC Lock Down/Final Answer son. Brooke's first credential is disposition; if they don't have a good one, they're gone. He leads these heifers with a feed bucket and a ranger. These heifers will work for anyone and any program. They're functional, moderate framed, good milking and tame. UTD on all vaccinations/worm/pour. Sets like this aren't for sale every day! Call Brooke with any questions @ 712-303-1041





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