

*Sim Angus and Angus Bull & Female Sale*  
**RICHARDS CATTLE  
COMPANY**

**04.09.22**

12 NOON

CLARINDA LIVESTOCK AUCTION,  
CLARINDA, IA

*Over 120 Head Sell!*

- ▶ 30 TWO-YEAR OLD AND YEARLING BULLS  
– ANGUS AND SIMANGUS
- ▶ 25 PUREBRED FEMALES - SIMANGUS  
SPRING AND FALL PAIRS | PROVEN DONORS  
HALTER BROKE SHOW HEIFERS
- ▶ 65 COMMERCIAL FEMALES  
35 YEARLING HEIFERS – BLACK AND BLAZE FACED  
30 TWO-YEAR OLD PAIRS



### *Welcome to Richards Cattle Company*

First off, we want to thank you. Thank you for your interest in our cattle on this years' RCC Bull and Female Sale. Thank you for your interest a year ago, on the Inaugural RCC Bull and Female Sale. And a huge thank you to anyone who took something home, we couldn't do it without you all.

To the naked eye, our cattle might be different than some, but the reasons are solid. We're breeding to make efficient cattle. Natural thickness, overall capacity, functionality, soundness, longevity, and all in a moderate package. They will be adaptive to fescue pastures. They'll require less maintenance and lower inputs. These cattle will work for a living and thrive while doing so. And in the end, these cattle will increase profitability.

We are proud to offer a set of breeding age bulls that we feel will increase your calf crop in value, whether it is scale smashing steers or front pasture type replacement females. You want to succeed and have a profitable cow herd, and we want to help you get there.

We are also proud to be offering a really deep set of females this year. As you look through the catalog, you will see that we excel on the cow family side. That's the number one requirement we breed for. We feel if you don't have a good cow that lasts, what do you have? From top donors, to show heifers, to two-year-old breed-leading young pairs and our own commercial replacements, I'm sure you can find something of interest. Brooke Turner has also brought you an exceptional set of commercial two-year-old pairs that you will drive the wheels off your truck to find a set comparable to. Deep and broody, with an extremely docile disposition.

As I sit down to write this, I just want you to know how proud I am of this offering, but more importantly, how proud of the crew we have to help make our world turn. We run hard around here and dang sure couldn't do it without help. So, thank you guys and girls.

Rowan is the light of our day, some good days and some bad. But he dang sure is going to be a cow man, as "MOO" was the first real sound he made! He just wants to go out and see them every single day. A special thank you to my wife, Nevada. She keeps RCC running and me on my toes. Like me, she has the passion to keep creating top quality cattle that excel in maternal traits, so it's a great partnership. And to be honest, I'd be in prison if it wasn't for her!

If you have any questions on the cattle, or ever just want to talk genetics, please feel free to give us a call. We want to help you in any way we can.

One last thanks to Rance Long and Laramie Smith for the guidance and helping to put this sale together and a big thank you to the top-notch crew at Clarinda Livestock for working with us once again.

*Sincerely,*

Richards Cattle Co

*Bret, Nevada and Rowan*

# RICHARDS CATTLE COMPANY

*Sim Angus and Angus Bull & Female Sale*

12 Noon, Saturday / April 9, 2022  
Clarinda Livestock Auction, Clarinda, IA

## AUCTIONEER

Ron Cunningham .....918-629-9382

## RINGMEN

Bruce Bradley .....417-848-3457  
Mike Sorenson.....641-745-7949

## 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 Richards .....712-303-0848  
Rance Long .....918-510-3464

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Sale Managed By

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Lot 1



## LOT 1 **1615**

DOB: 3/12/21 | BW: 85 | Purebred Simmental

**SIRE: LLSF PAYS TO BELIEVE ZU194**

**DAM: BROKER/UPGRADE/NEVERMORE**

### **RICHARDS CATTLE CO RETAINS 1/3 SEMEN INTEREST.**

It is hard to know where to start when writing this one's footnotes. He is so good at every angle, and his genetics read like science fiction! They just compel you to want more. Lot 1 is Sired by Pays to Believe, who crashed his way onto the scene and caused a new found resurgence into an already popular breed of cattle by siring multiple champions. But more importantly, he has produced the kind of cattle that today's industry needs – sound and functional. The Dam to Lot 1 is rooted deep in cow power. She is a full sib to the three heifers sold at Hartman Cattle Co, averaging \$14,000. And out of our Upgrade/Neversmore #1347 lead donor. Now for the bull himself, this beast has impressed us from day one. He's stout, has tree trunks for legs and a perfect paw for a foot. We breed for functional, natural thickness and COWPOWER. Top end herd bull here.



**RICHARDS 1347** – This is a maternal brother to the dam of Lot 1 and was 2021 high seller.



Full Sister to dam of Lot 1. Sold at Hartman's for \$18,000.

23



**LLSF PAYS TO BELIEVE ZU194** - The popular sire of Lot 1.

## LOT 2 **1623**

DOB: 3/10/21 | BW: 80 | ½ SIM ½ AN

**SIRE: DUFF HONCHO 426**

**DAM: BROKER/MEYER 734**

Talk about mixing old school with new school genetics! Moderate birth and heavy weaning, what else would you want? Here is a power bull with tons of mass and volume. Add in some look and balance and you have the money-making kind! This guy will sire females to make replacements and steers that will smash down the scales. Heavy structured with a big, soft middle that balances into a perfect profile.



DUFF HONCHO 426 - The sire of Lot 2.

*Lot 3*

Richards 1641 - This impressive individual sells as Lot 3.



## LOT 3 **1641**

DOB: 3/16/21 | BW: 84 | ¾ SIM ¼ AN

**SIRE: MR HOC BROKER**

**DAM: PILGRIM/OCC ANCHOR**

Broker has stood the test of time - He has produced as many offspring as any bull in modern history and packs the growth and power into his offspring, while giving them an unmistakable look! We breed for cow families and maternal traits, because in the end, if you don't have a good cow, you don't have anything. This maternal bred and stately bull is backed by one of our best cows originating from the Meyer Cattle Company program.

Lot 4

Richards 44 -  
This Broadside  
son sells as Lot 4.



## LOT 4 **44**

DOB: 3/12/21 | BW: 76 | 1/4 SIM 3/4 AN

SIRE: **MEYER BROADSIDE 539B** (HOC BROKER X OCC ANCHOR)

DAM: **ENVISION/FINAL ANSWER**

Another long-sided, deep-ribbed, 1/4 blood bull that Nevada raised out of Meyer Broadside. This cow family has worked on every bull she has used. But this is the best so far! It is hard to find another creature quite like him, from his big square hip to his slick clean front. Another front-pasture type bull that will produce sought after replacement heifers that you can't replicate!

## LOT 5 **1758**

DOB: 3/8/21 | BW: 82 | 3/4 SIM 1/4 AN

SIRE: **SVF STEEL FORCE S701**

DAM: **W/C LOADED UP/GOLD STANDARD**

Royally bred breeding piece here. His sire has been on the market for over 10 years and is still a go-to bull the whole nation uses. This baldy beauty is flat-out good cattle. G- at its best.



Lot 5

Richards 1758 -  
This Steel Force  
son is Lot 5.



Richards 362A - This two-year old Angus bull is Lot 6.

*Lot 6*

## LOT 6 **362A**

DOB: 4/12/20 | BW: 82 | Purebred Angus

SIRE: **OCC JUNEAU 807J**

DAM: **MEYER ROSETTA 213Z**  
(**SOO LINE MOTIVE 9016/FCC ROSETTA**)

Here is a Purebred Angus breeding piece, that savvy breeders may find and want to own. OCC Juneau has long been called Emblazon's greatest sons. This bull was an embryo purchase from Meyer Cattle Company that was a great investment. These Juneau's are extremely sought after for making females and if you retain females in your herd, this is your bull. Lot 6 is a maternal Brother to Lot 16.

## LOT 7 **1842**

DOB: 3/13/21 | BW: 82 | ¼ SIM and ¾ AN

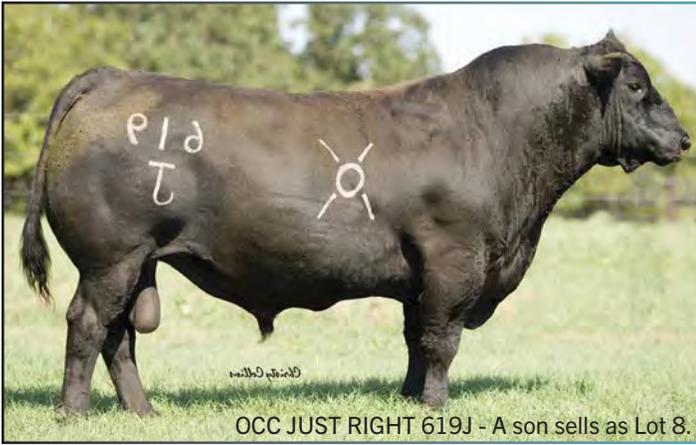
SIRE: **MUSGRAVE SKY HIGH 1535**

DAM: **DRIVER/OCC JOKER/DIXIE ERICA 6105**

Extra long spined Sky High son, with all the goods. Top-shelf cow family once again.



DUFF JOK 6105 DIXIE ERICA 9613 -  
The maternal grandam of Lot 7.



OCC JUST RIGHT 619J - A son sells as Lot 8.

## LOT 8 1931

DOB: 3/25/21 | BW: 62 | Purebred Angus

SIRE: **OCC JUST RIGHT 619J**

DAM: **SAV ANGUS VALLEY**

Two of the greatest Angus operations come together with this one's pedigree. Belly dragging, easy fleshing, calving ease deluxe with this bull. Recommended for heifers.



Mr. CCF 20-20 - His progeny sells.

## LOT 9 1820

DOB: 3/20/21 | BW: 78 | ½ SIM ½ AN

SIRE: **MR CCF 20-20**

DAM: **SAV TEN SPEED**

Too many times we look too far ahead of ourselves, when the best thing is right in front of us. These 20-20 cattle are getting it done in Purebred and Commercial herds. This cocky built, ½ blood is backed by another top-shelf cow. Bid with confidence here.



Richards 1426 - He is Lot 10

Lot 10



GCC Money Earned 852E -  
Sire of lot 10

## LOT 10 1426

DOB: 3/15/21 | BW: 85 | ¼ SIM ¾ AN

SIRE: **GCC MONEY EARNED 852E**

DAM: **OCC JUST RIGHT/3C STURDY**

In case you haven't heard, the Money Earned progeny are really good! Kent Jaecke was in our pasture this spring and posted a Facebook Live on our Money Earned calves. There were only two, but both are front end type. This bull has what it takes to create high quality feeders and picture-perfect replacement heifers.



LLSF Pays to Believe ZU19

**A GREAT GENETIC COMBINATION!**

SAV Final Answer 0035



## LOT 11 1405

DOB: 3/15/21 | BW: 80 | ½ SIM ½ AN

SIRE: **LLSF PAYS TO BELIEVE ZU194**

DAM: **SAV FINAL ANSWER**

I don't think you could put one together from the ground up any better. Start at the bottom, this guy has a huge foot, big stout legs that shape into an extra wide hip full of red meat. Working our way forward into his extreme body cavity to a slick front end. This guy is real world cattle.



Richards 1699 - This 20-20 son sells as Lot 12.

*Lot 12*

## LOT 12 **1699**

DOB: 04/03/21 | BW: 88 |  $\frac{3}{4}$  SIM  $\frac{1}{4}$  AN

SIRE: **MR CCF 20-20**

DAM: **UPGRADE/EMBLAZON**

This gem is a freak - Extremely stout, carrying more red meat than most butcher shops. This guy is put together the way I like them. Chuck full of product in a moderate package. This was John Griswold's pick of he bulls this summer in the pasture.

## LOT 13 **344A**

DOB: 4/20/20 | BW: 82 | Purebred Angus

SIRE: **OCC JUNEAU 807J**

DAM: **DUFF RH MERLE 808 54A**

**(SA RANCH HAND/DUFF 443 MERLE 808)**

Another unique breeding piece for those of you that like to do your homework. This one looks like he belongs in a playbook by the master mind breeder, Tim Ohlde. You like old school, proven, low input cattle that get fat on brush? Another embryo purchase from the Meyer Cattle Company that screams profit.



DUFF EUR 443 MERLE 808 - The maternal granddam of Lot 13.

Lot 14



## LOT 14 **1134**

DOB: 3/12/21 | BW: 85 |  $\frac{3}{4}$  SIM  $\frac{1}{4}$  AN

SIRE: **W/C BANKROLL 811D**

DAM: **MEYER BLACKCAP LADY 238Z**  
(**MEYER BROADSIDE 539B/DUFF DIXIE ERICA 6105**)

Easy feeding, baldy beauty, sired by the hottest bull in the breed, Bankroll. Sales all across the country have high selling Bankroll's for good reason, they are flat great cattle. This one is rooted deep in front pasture type cow families. Create those baldy females that demand a premium with this dude. Full sib to Lot 19.



WC BANKROLL - One of his top sons sells as Lot 14.

*Baldy Alert!*

## LOT 15 **1815**

DOB: 3/28/21 | BW: 85 | ½ SIM ½ AN

**SIRE: MR CCF 20-20**

**DAM: BC LOOKOUT/NEVERMORE**

Deep and good! These 20-20 cattle are making high quality cattle all across the country. Rooted deep in our top-shelf cow family, this guy has all the buttons.



BC LOOKOUT - The maternal grandsire of Lot 15.

## LOT 16 **1020**

DOB: 3/27/21 | BW: 80 | Purebred Angus

**SIRE: PAPA FORTE 1921**

**DAM: MEYER ROSETTA 213Z  
(SOO LINE MOTIVE 9016/FCC ROSETTA)**

Old school sire line up here but proven and predictable. This bull's full brother VE Meyer Forte 330F sold through Vertical Edge Genetics in Bancroft, ID and was a high seller going to Hague Angus Ranch in Alliance, NE, where they are collecting and selling semen. Bid with confidence. Lot 16 is a maternal brother to Lot 6.



VE MEYER FORTE 330F - The full brother to Lot 16.



Lot 17



## LOT 17 **601**

DOB: 3/21/21 | BW: 78 | ½ SIM ½ AN

SIRE: **MR HOC BROKER**

DAM: **EMBLAZON**

We put top cut bulls clear through this sale. And I'm not sure if you can even create one any deeper than this dude. He's stout, sure footed, and backed by possibly two of the biggest majors in the breeds, Broker and Emblazon. We are extremely high on this bull.



HOC BROKER - His influence sells in many included in this sale.



OCC EMBLAZON - One of his top daughters produced Lot 17.

## LOT 18 **1211**

DOB: 3/10/21 | BW: 87 |  $\frac{3}{4}$  SIM  $\frac{1}{4}$  AN

SIRE: **LLSF PAYS TO BELIEVE ZU194**

DAM: **FLYING B CUT ABOVE/OCC JETSET**

High performance and growth  $\frac{3}{4}$  blood right here. Extremely long-spined cattle create more beef, which in return, create more pounds to sell.

## LOT 20 **1501**

DOB: 4/1/19 | BW: 82 |  $\frac{1}{2}$  SIM  $\frac{1}{2}$  AN

SIRE: **MR HOC BROKER**

DAM: **SAV BRILLIANCE**

Big performance 3-year-old that has done a phenomenal job here at RCC. His picture-perfect dam makes high sellers every single year. We have kept many heifers out of this perfect, baldy giant and are now offering someone else a chance to get in the goods!

## LOT 19 **1757**

DOB: 3/19/21 | BW: 84 |  $\frac{3}{4}$  SIM  $\frac{1}{4}$  AN

SIRE: **W/C BANKROLL 811D**

DAM: **MEYER BLACKCAP LADY 238Z  
(MEYER BROADSIDE 539B/DUFF DIXIE ERICA 6105)**

Full sib to Lot 14 in a solid black package. Red meat and raw power! This thing is chuck full of product yet in a sought-after maternal package. Embryo purchase from Meyer Cattle Company that worked!

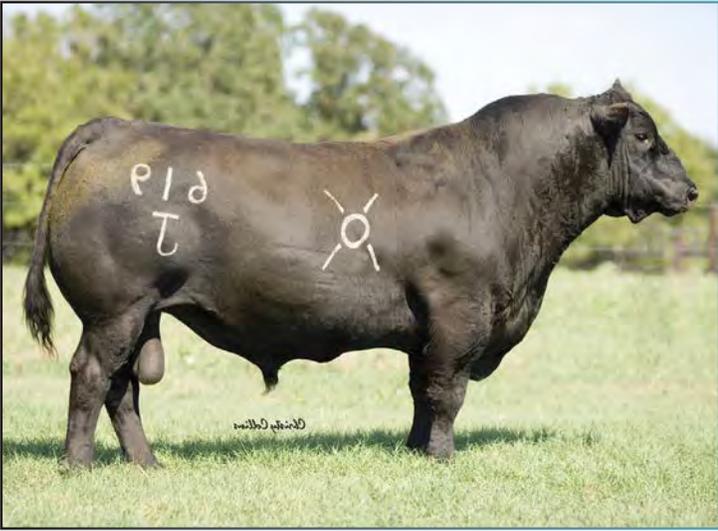


DUFF GN8 143G DIXIE ERICA 6105 -  
The maternal grandam of Lot 19.



Richards 1501 - This three-year old sells as Lot 20.

*Lot 20*



OCC JUST RIGHT 619J - The sire of Lot 21.

## LOT 21 **1909**

DOB: 3/22/21 | BW: 62 | Purebred Angus

SIRE: **OCC JUST RIGHT 619J**

DAM: **INSIGHT**

Two shots of extreme calving ease equal a sleep all night heifer bull. And he'll still bring some of the best maternal traits in the breed to the table. Recommended for heifers.



SILVEIRAS STYLE 9303 - A son sells as Lot 22.

## LOT 22 **1440**

DOB: 3/10/21 | BW: 84 | ¼ SIM ¾ AN

SIRE: **SILVEIRAS STYLE 9303**

DAM: **BUILT RIGHT/NEW EDITION**

Wow, Style has proven himself as a show heifer sire, a herd bull sire, and a brood cow sire. This cow family is phenomenal and one of our top donors. The dam of this bull flat out produces, her daughters produce and her sons produce. Perfect piece of the puzzle right here. This bull is scurred.



DUFF HONCHO 426 - The sire of Lot 23.

## LOT 23 **1002**

DOB: 3/11/21 | BW: 78 | ¼ SIM ¾ AN

SIRE: **DUFF HONCHO 426**

DAM: **STEEL FORCE/NEW EDITION**

A carefully planned and blended pedigree between Power Plus and Griswold's greatest sires. Extreme depth in this performance bull. Just screams real world cattle.

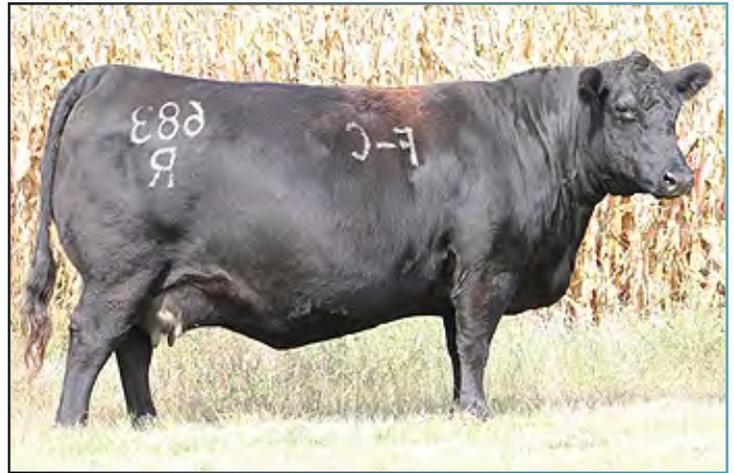
## LOT 24 **1730**

DOB: 3/20/21 | BW: 87 |  $\frac{3}{4}$  SIM  $\frac{1}{4}$  AN

SIRE: **MR HOC BROKER**

DAM: **PILGRIM/OCC ANCHOR**

Once again, for those of you that cross your T's and dot your I's in the genetic world, this one will surely intrigue you. He'll create those beautiful, deep flanked, easy fleshing baldy females that are never for sale. He's sired by the immortal Broker and rooted deep with this mouthwatering Pilgrim/Anchor dam from Meyer Cattle Co. This one could run for president.



FCC BLACKCAP LADY 683R - The maternal grandam of Lot 24.

## LOT 25 **1939**

DOB: 3/28/21 | BW: 62 |  $\frac{1}{4}$  SIM  $\frac{3}{4}$  AN

SIRE: **OCC JUST RIGHT 619J**

DAM: **20-20/NEW EDITION/OCC JUANADA 927K**

You can't find these genetics around every corner or at every bull sale. The granddam of this calving ease bull, OCC Juanada 927K, is one of the most sought-after cows in the country. Moderate made, yet full of red meat. This bull will be a huge asset to anyone looking to improve efficiency and maternal genetics. This type of cattle will put on weight at half the cost that it takes the bigger, hard-doing types. Buy him, use him and call me when you wean every calf crop so that we can "ohhh and ahhh" over the females. Recommended for heifers.



OCC JUANADA 927K - The maternal grandam of Lot 25.

## LOT 26 **1636**

DOB: 3/1/21 | BW: 84 |  $\frac{1}{4}$  SIM  $\frac{3}{4}$  AN

SIRE: **PVF INSIGHT 0129**

DAM: **HOC BROKER/ARCHITECT**

Insight cattle are in high demand and this extra-long bodied, stout made son excels in performance yet is so easy on the eyes.



PVF INSIGHT 0129 - This popular Genex sire is the sire of Lot 26.

Lot 27



## LOT 27 **DRC BRANDI 1431B**

DOB: 3/2/14 |  $\frac{3}{4}$  SIM  $\frac{1}{4}$  AN

SIRE: **MR HOC BROKER**

DAM: **DREAM CATCHER/OCC JUST RIGHT**

**SELLS OPEN AND READY TO FLUSH.** Simply put, this lead Simmental cow is remarkable - from head to tail, on paper and in person, you will find a million reasons to fall in love with her. Sired by the immortal Broker and out of a Dream Catcher/Just Right cow, there is power in this pedigree from all directions. Everyone knows what just a little Ohlde blood will do in a pedigree and that's make them ground sows that don't cost anything to feed! Plus, what really needs to be said about Broker that you don't already know? He makes good stock – that's all there is to it. #1431 is a female that can rewrite a program's story by creating her own legacy. Daughters sell in the heifer division as Lots #44 and #49.

### *HER DAUGHTERS!*



Richards 1205 - She sells as Lot 44.



Richards 1714 - She sells as Lot 49.

Lot 28



## LOT 28 **1210 DONOR**

DOB: 2/27/12 | ½ AN ½ SIM

SIRE: **FLYING B CUT ABOVE**

DAM: **NEW EDITION**

Wow, look at this deep flanked, square butted, easy fleshing brood cow. We have had this matron a long time and watched her produce cattle with extreme premiums, year after year. She looks of a youthful show heifer and the power and stoutness of a true donor. You can't help but stare at her every time you enter the pen. She sells open and ready to flush.

Power +  
Proven!



FLYING B CUT ABOVE - The proven sire of Lot 28.



Richards 2055 - She sells as Lot 29.

*Lot 29*



THSF Lover Boy B33 - Sire heifer calf selling

## LOT 29 **2055**

DOB: 3/6/20 |  $\frac{3}{4}$  AN  $\frac{1}{4}$  SIM

SIRE: **SILVEIRAS STYLE 9303**

DAM: **UPGRADE/NEVERMORE**

A director daughter out of our Upgrade/Nevermore donor that has been the backbone of our program. Producing many high sellers at Hartman's averaging \$14,000, this cow family works. As these Style daughters enter the cow herds, they outproduce themselves. This heifer's Lover Boy heifer calf is proof. Out of a Champion at the National Western Denver Stock Show, everyone knows what the Lover Boys are capable of and this one is stacked with proven pedigrees. Future donor here. Bid with confidence.

**THSF Lover Boy B33 – Heifer – DOB 3/2/2022**



SAV RAINDANCE 6848 - The sire of the calf at the side of Lot 30.

*STgenetics*

## LOT 30 **2019**

DOB: 2/19/20 |  $\frac{3}{4}$  AN  $\frac{1}{4}$  SIM

SIRE: **PVF INSIGHT 0129**

DAM: **BROKER/NEW EDITION**

Really nice and kind with a great udder. This star-headed gem catches your eye every time you enter the pen. Her dam is the top-end kind that produces sale cattle every year.

**SAV RAINDANCE – Bull – DOB 3/8/2022**



Richards 2037 - This fancy Charlo daughter sells as Lot 31.

*Lot 31*



GCC Coleman Charlo 0256 - Sire of lot 31

## LOT 31 **2037**

DOB: 3/1/20 |  $\frac{1}{2}$  SIM  $\frac{1}{2}$  AN

SIRE: **COLEMAN CHARLO 0256**

DAM: **WHIZARD/BROKER**

Donor Alert. This thing is staked with pedigree, stacked with performance, and stacked with volume. She will blow you away when you see her in person. Charlo/Whizard/Broker = Stacked with legacy genetics. Build a herd around this one. We are extremely high on her and her Lover Boy calf.

**THSF Lover Boy B33 – Bull – DOB 3/4/2022**

## LOT 32 **2017**

DOB: 4/1/20 | ¼ SIM ¾ AN

**SIRE: MUSGRAVE SKY HIGH 1535**

**DAM: W/C BULLSEYE 3046A/SAV RENOWN**

Really nice type here that will add value to any herd. Beautiful bag with perfect teat placement and has made a great mother from the get-go. She knows her job and what she was put here for.

**SAV Raindance – Bull – DOB 3/1/2022**



MUSGRAVE SKY HIGH - A daughter sells as Lot 32.

## LOT 33 **2016**

DOB: 4/5/20 | ¼ SIM ¾ AN

**SIRE: RCC SEBASTIAN (BROKER/RAVEN)**

**DAM: SAV ANGUS VALLEY**

High performance type here. Clean fronted and sure-footed female. All the females in our herd out of this bull, Sebastian, flat out get it done.

**Gold Standard – Bull – DOB 3/4/2022**



SAV ANGUS VALLEY - The maternal grandsire of Lot 33.

## LOT 34 **2040**

DOB: 3/23/20 | ¼ SIM ¾ AN

**SIRE: MR HOC BROKER**

**DAM: EMBLAZON/BC LOOKOUT**

Old school, top-shelf genetic here. Deep ribbed, square butted and sound. She's the all-around package.

**SAV Raindance – Bull – DOB 3/5/2022**



HOC BROKER - A daughter sells as lot 34.

# ET Heifer Calves



W/C BET ON RED  
- The sire of the  
ET heifer selling  
as Lot 35.

## LOT 35 **1737**

DOB: 3/17/17 | SIMANGUS RECIPI

SIRE: **STEEL FORCE/SAV NET WORTH**

DAM: **COMMERCIAL ANGUS**

This is a really nice 5-year-old cow and actually a Steel Force granddaughter herself. She's an extra high-quality recip and would work in a lot of AI programs, so you could breed her however you like this spring. At her side is our first calf out of the ever so popular, Bet On Red crossed with our lead Upgrade/Neversmore donor. This baldy heifer calf is made right and stacked with consistency. Take a gamble with this Bet On Red baldy and join the bandwagon!

**W/C Bet On Red x Upgrade/Neversmore – Heifer –  
DOB: 3/10/2022**

## LOT 36 **1633**

DOB: 3/28/16 | SIMANGUS RECIPI

SIRE: **MR HOC BROKER**

DAM: **COMMERCIAL ANGUS**

Another extra high-quality recip that is actually sired by the immortal Broker and only a 6-year-old. She's raising a heifer calf out of one of the most popular Simmental bulls on the market, Something About Mary, flushed on our Upgrade/Neversmore cornerstone donor. A straight successful flush! Last summer when John Griswold was in our pasture and I told him I flushed this cow to SAM, his exact words were "That thing will flat work. I'll be back to see them." Jump on the SAM crave and buy into a phenomenal cow family.

**Something About Mary x Upgrade/Neversmore – Heifer –  
DOB: 3/3/2022**



SOMETHING  
ABOUT MARY -  
The very popular  
sire of Lot 36.



Jelly Bean -  
Maternal Sister  
to the Dam of the  
calves at their  
sides. Also, the  
maternal sister to  
the dam of Lots 29  
and 46. Jelly Bean  
sold at Griswold's  
Classic 2021 sale.



*Lot 37*

Richards 1300  
- This Cut Above  
daughter sells as  
Lot 37.

LOT 37 **1300**

DOB: 3/2/13 | ½ SIM ½ AN

SIRE: **FLYING B CUT ABOVE**

DAM: **NEW EDITION**

**Bull Bred – Due to calve May 2023**

Really deep-bodied and stout ½ blood Flying B Cut Above daughter that works on everything we have bred her to. We raised a Broker daughter out of her that sold for \$7,750 and that was a cross that has always worked well for us. She's puppy dog gentle and when you shake a bucket, she's your lead cow.

LOT 38 **1636**

DOB: 3/20/16 | ¼ SIM ¾ AN

SIRE: **MR HOC BROKER SON**

DAM: **ARCHITECT**

**Bull Bred - Due to calve 10/22/2022**

These Broker influenced females are no joke. They crank out profit year after year. John Griswold told me to fill my pastures with Broker cows if I want to produce good ones. This female has worked well for us on Insight, Gold Standard and Loaded Up. Bred to a 20-20/OCC Joker son.



*Lot 38*

Richards 1636 -  
She sells as  
Lot 38.

## LOT 39 **1720**

DOB: 4/1/17 | 1/4 SIM 3/4 AN

SIRE: **PLAINVIEW LUTTON E102**

DAM: **WHIZARD**

**Bull Bred – Due to calve 9/1/2022**

**Ultrasound verified – Heifer Calf**

Fancy looking and top-notch pedigree. Everyone knows that anything with Whizard in its pedigree is extremely valuable because they flat out crank them out. Nice young cow that has her whole life ahead of her. Bred to a 20-20/OCC Joker son that looks like he belongs in Hobart, OK at the Duff Ranch.

## LOT 42 **1947**

DOB: 4/1/19 | Non-Registered Angus

SIRE: **GCC STANDARD DESIGN 933E**

DAM: **GCC DIXIE ERICA 8030**

**Bull Bred – Due to calve 8/19/2022**

**Ultrasound verified – Bull Calf**

A really cocky, cool made, Standard Design daughter that we purchased from Griswold's. We are offering our best, so we decided to put this out there too. This is the type to really move a program forward. Bred to a 20-20/OCC Joker bull.

## LOT 40 **1946**

DOB: 5/3/19 | Purebred Angus

SIRE: **JSAR TITAN**

DAM: **TOTAL RECALL**

**AI Bred on 11/28/2021 to THSF Lover Boy B33**

**Due to calve 8/22/2022 Ultrasound verified – Heifer Calf**

Top end brood cow in the making. Titan has created top donors for years, add Total Recall and its lights out on this young female. AI bred on November 28th to Lover Boy for a quick return on investment.

## LOT 43 **2056**

DOB: 6/1/20 | 1/2 SIM 1/2 AN

SIRE: **MR CCF 20-20**

DAM: **GOLD STANDARD**

**Bull Bred – Due to calve 8/24/2022**

**Ultrasound verified – Bull Calf**

Moderate made that packs a punch. She's deep-bodied, nice to look at and she won't cost much to run for the year. But she will produce! Bred to a 20-20/OCC Joker bull.

## LOT 41 **2044**

DOB: 5/1/20 | 1/4 SIM 3/4 AN

SIRE: **BROOKINGS BANK NOTE 4040**

DAM: **BROKER/OCC ANCHOR**

**Bull Bred – Due to calve 9/1/2022**

**Ultrasound verified – Bull Calf**

The Bank Note daughters are something special across the country. They're functional, they're easy fleshing and they're stout. This young heifer has a big future and this is just the beginning for her. We're high on this one! Bred to a 20-20/OCC Joker bull.



Richards 2056 - This daughter of 20-20 sells as Lot 43.



Lot 44



## LOT 44 **1205**

DOB: 3/28/21 | 5/8 AN 3/8 SIM

SIRE: **PVF BLACKLIST 7077**

DAM: **BROKER/DREAMCATCHER/JUST RIGHT**

Blacklist cattle are in high demand for good reason. They are winning shows across the country but more importantly, they are entering donor pens and top bull sales everywhere too, so the best of both worlds. This Blacklist daughter was the only result in a flush out of our #1431 Broker donor, Lot #27. So, this girl is special! She's a barn favorite, deep sided, good feet, good legs, you could eat lunch on her back and extra clean fronted. High end donor prospect here!



Richards 1431 - The powerful dam of Lot 44.



**PVF BLACKLIST 7077** -  
This popular ST Genetics sire is also the sire of Lot 44.

*Style and  
Eye Appeal!*

# Style Daughters



Lot 45

Richards 1444 -  
This fancy Style  
daughter sells as  
Lot 45.

LOT 45 **1444**

DOB: 3/24/21 |  $\frac{1}{4}$  SIM  $\frac{3}{4}$  AN

SIRE: **SILVEIRAS STYLE 9303**

DAM: **BUILT RIGHT/NEW EDITION**

Deep, stout and sound best describe this whale of a female. Her sire, Style, has proven his way over and over by producing National Champions in almost every breed. This heifer moves like a cat and is out of a picture-perfect top shelf cow family. Show her and build a herd around her. She's versatile.

LOT 46 **1633**

DOB: 3/1/21 |  $\frac{1}{4}$  SIM  $\frac{3}{4}$  AN

SIRE: **SILVEIRAS STYLE 9303**

DAM: **UPGRADE/NEVERMORE**

Bigger framed Style here. Out of our best cow family, the Upgrade/ Nevermore donor, that produced our high selling bull last year and three daughters that sold at Hartman's for an average of \$14,000. Other maternal sibs to the donor also sold at Hartman's, Bruhn's, RJ, and even Griswold's Classic. This sweetie is extra-long sided, deep flanked, and super sound. Full sib to Lot #29, a high producing 2-year-old. So better get in and stay in.



Lot 46

Richards 1633 -  
She sells as  
Lot 46.

# Fancy Baldies



Lot 47

Richards 1617 -  
This super fancy  
Style daughter  
sells as Lot 47.

LOT 47 **1617**

DOB: 4/1/21 | 5/8 AN 3/8 SIM

SIRE: **SILVEIRAS STYLE 9303**

DAM: **BROKER/UPGRADE/NEVERMORE**

Baldy Style whose value as a donor is virtually unlimited, and when you add in the fact that phenotypically she blows you away with her looks, power and body, the risk is definitely worth the reward. Her mother goes back to our infamous #1347 Upgrade/ Nevermore Donor Cow and the list of accomplishments that she and her progeny have achieved is a mile long. This one is the kind that you can have in your program for generations to come.

LOT 48 **20**

DOB: 4/3/21 | 3/4 SIM 1/4 AN

SIRE: **W/C LOADED UP 1119Y**

DAM: **STEEL FORCE/GCC GOLD STANDARD**

G- breeding piece at its finest. Attractive baldy head, into a smooth neck, and big barrel of a mid-section. This is my kind of replacement female that will take your herd to the next level.



Lot 48

Richards 920 -  
This Loaded Up  
daughter sells as  
lot 48.

Lot 49



## LOT 49 **1714**

DOB: 3/20/21 | Purebred Simmental

**SIRE: LLSF PAYS TO BELIEVE ZU194**

**DAM: BROKER/DREAM CATCHER/JUST RIGHT**

If you are looking for that one purebred Simi female that will keep you in the business, this is a female that you are going to love! Whether that business is raising bulls or producing competitive show heifer prospects, this lady has enough look and style to do both. She is extremely bold and powerful, yet sleek fronted for a purebred, and has perfect bone and foot size. Her mama sells at Lot 27, so take a peek at her and see what a glimpse of this one's future looks like and why she's as good as she is. She's as maternal as we can make one and she's the full package. Whatever she brings, it isn't enough for what this one will do going forward.



Richards 1431 - The impressive dam of Lot 49, she sells as Lot 27.



Richards 1205 - This maternal sister to Lot 49 sells as Lot 44.

# Commercial Replacement Heifers

## 27 REPLACEMENT HEIFERS TO BE SOLD IN GROUPS OF 3!

These heifers are all out of our bulls that consist of Broker, 20-20, Driver, Insight, Pays to Believe and Steel Force sons. These girls are pelvic measured, current on all spring shots and worming. They will be a great addition to any herd. Offered in groups of three.

### LOTS 50-52

LOT 50 | SIRE: DATA BANK  
DAM: NEW EDITION

LOT 51 | SIRE: INSIGHT SON  
DAM: COMMERCIAL ANGUS

LOT 52 | SIRE: BROKER SON  
DAM: SAV TEN SPEED

### LOTS 53-55

LOT 53 | SIRE: 20-20 SON  
DAM: COMMERCIAL ANGUS

LOT 54 | SIRE: BROKER SON  
DAM: COMMERCIAL SIMMENTAL

LOT 55 | SIRE: BROKER SON  
DAM: MEYER 734

### LOTS 56 - 58

LOT 56 | SIRE: SAV RAINDANCE SON  
DAM: COMMERCIAL ANGUS

LOT 57 | SIRE: INSIGHT SON  
DAM: UPGRADE

LOT 58 | SIRE: INSIGHT SON  
DAM: COMMERCIAL ANGUS

### LOTS 59-61

LOT 59 | SIRE: DRIVER SON  
DAM: SAV FINAL ANSWER

LOT 60 | SIRE: DRIVER SON  
DAM: SAV FINAL ANSWER

LOT 61 | SIRE: DRIVER SON  
DAM: COMMERCIAL ANGUS

### LOTS 62-64

LOT 62 | SIRE: PAYS TO BELIEVE SON  
DAM: COMMERCIAL RED ANGUS

LOT 63 | SIRE: PAYS TO BELIEVE SON  
DAM: COMMERCIAL RED ANGUS

LOT 64 | SIRE: PAYS TO BELIEVE SON  
DAM: COMMERCIAL RED ANGUS

### LOTS 65-67

LOT 65 | SIRE: STEEL FORCE SON  
DAM: COMMERCIAL ANGUS

LOT 66 | SIRE: BROKER SON  
DAM: COMMERCIAL ANGUS

LOT 67 | SIRE: BROKER SON  
DAM: COMMERCIAL ANGUS

### LOTS 68-70

LOT 68 | SIRE: INSIGHT SON  
DAM: COMMERCIAL ANGUS

LOT 69 | SIRE: INSIGHT SON  
DAM: COMMERCIAL ANGUS

LOT 70 | SIRE: INSIGHT SON  
DAM: COMMERCIAL ANGUS

### LOTS 71-73

LOT 71 | SIRE: BROKER SON  
DAM: BROKER

LOT 72 | SIRE: BROKER SON  
DAM: MEYER 734

LOT 73 | SIRE: BROKER SON  
DAM: INSIGHT

### LOTS 74-76

LOT 74 | SIRE: INSIGHT SON  
DAM: FINAL ANSWER

LOT 75 | SIRE: 20-20 SON  
DAM: SAV ANGUS VALLEY

LOT 76 | SIRE: 20-20 SON  
DAM: SAV ANGUS VALLEY

# Commercial PAIRS

*Lot 100*

These females will sell in groups of 5 head. The winning bidder will have the option to take as many additional heifers as they would like as long as they are in increments of 5 head. The heifers will be gate-cut. Brooke has brought us another phenomenal set of 2-year-old pairs. We AI'd these girls last spring and you get to reap the benefits. Calves sired by Musgrave 316 Colossal, Deer Valley Growth Fund, and Vanderholm's Gizmo. Brooke developed these heifers and takes a lot of pride in a good disposition. Watch their video and you can see they would follow him anywhere with the Ranger and a feed bucket. These pairs will be a true asset to anyone's herd who is needing to replace a few older cows or wanting to grow their herd size. You can drive a lot of miles and won't find a better, quieter set of commercial females owned by a true cattleman. Call Brooke with any questions at 712-303-1041. Cows and calves are UTD on all shots/worming/poured.



**FRONT-END GENETICS**

*"OWNERSHIP IN THE CURRENT CATTLE CYCLE WILL BE KEY —  
MAKE AN INVESTMENT IN THE FUTURE"*

## **RICHARDS CATTLE COMPANY – FOCUSED ON QUALITY ANGUS AND SIMANGUS GENETICS!**

Welcome to the 2nd annual Richards Cattle Company Production Sale – An event you will not want to miss. There will be quality Bulls and Females selling that both purebred and commercial producers will appreciate! This family-owned program is committed to producing the right kind of cattle to fit into all programs, with a focus on performance and maternal power.

The bull power this year is exceptional! The SimAngus bulls selling will transmit extra muscle and dimension to their progeny with an incredible look. If you are in search of scale crushing genetics then take a close look at these bulls. In addition to the SimAngus bulls you will also find a top notch set of Angus bulls that will transmit maternal excellence, with calving ease and cow power.

For producers looking to add quality females to your program take a close look at this years female offering. We will be selling some top end donors and a set of fancy heifer calves that will be able to withstand tons of competition. Also included will be a select set of spring pairs and fall bred females. These females selling are from the heart of the program and represent the kind of female power you can expect from the RCC program. In addition to the registered females selling, we will once again be selling a tremendous set of commercial females – Open Replacements and Pairs!

Now is the time to be investing in the right kind of genetics and there is little doubt that the cycle we are in is indicating ownership of females will be key!



**Sale Managed By**

**RANCE LONG, INC**

918.510.3464 cell  
rlong@rancelong.com  
www.rancelong.com

If you are unable to attend the sale, please login to DV Auction where you can see video and bid online during the sale – Or feel free to give me a call at (918) 510-3464 and we can discuss the cattle.

*Sincerely,  
Rance Long*

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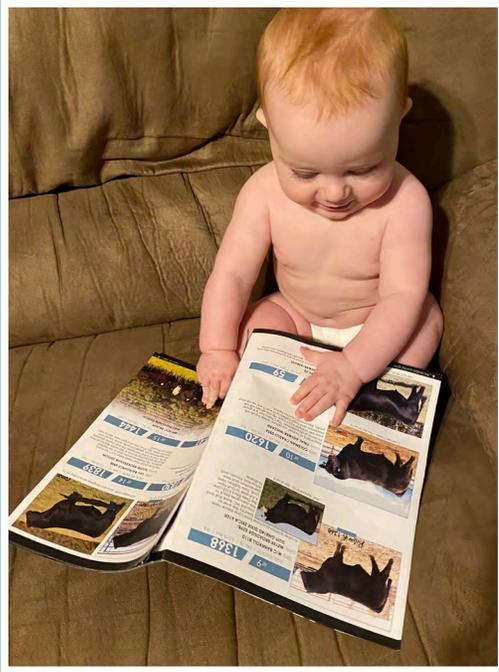
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