

RED ANGUS • RED SIMMENTAL • RED SIMANGUS



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"Located in the hills of southwest Iowa"

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Private Treaty Auction:

Saturday, February 1, 2020

At the Farm, Corning, Iowa

Phone: (641) 322-3921



Greetings from Loonan Stock Farm



Judy



Rick

Judy and I hope this newsletter finds you and your family's doing well and hoping you all had a safe harvest season. Well, it's that time of year to start gathering information on the calves and start putting the catalog together for the 45th Annual Production Sale.

This all takes a tremendous amount of time as well as the set-up of the sale facility. After a lot of discussion on the pros and cons, Judy and I have decided to bring a change to the sale. With all of us getting a little older and it getting harder to find help, we have decided to go with a video auction to help relieve some of the work. We know not everyone will like this, but we feel it's the best for us. Now everything will be held in the new building. The way the sale is run will not change – the only difference is no animals will go through the ring. We think it should be a lot faster and a whole lot warmer. The bulls and heifers will still be penned like always for you to look through before the sale.

As of September, we have joined a business called Top Dollar Angus. This is just another part of our customer service that will hopefully help with the marketing of your calves. This company will go through our bulls and determine which bulls qualify, and these bulls will be marked in the catalog. If you purchase one that meets the criteria for high growth and carcass traits, your

calves will qualify. Read more on this program in the newsletter.

We will have calves out of three new herd sires and three AI bulls so look for them come sale day. This should be a very good set of calves. They took off on feed and are doing well.

This year, all the Simmental and hybrid bulls will be DNA tested for the dilution gene so we will know for sure they will work on black cows. This will be noted in the catalog under each bull.

I don't want to ramble on forever so this is just a quick overview of what's happening at Loonan Stock Farm. If you have any questions, please feel free to give myself or Judy a call, or just stop by and take a look.

I would like to end with a little riddle my dad would tell me when I was a kid and wanted to be a farmer. He would say, "Rick, it's more love than money. The money's no factor. The way to get rich ain't by riding no tractor." I guess that's why we are raising cattle!

Have a great day and we hope to see you on Feb. 1.

Judy & Rick

LOONAN STOCK FARM

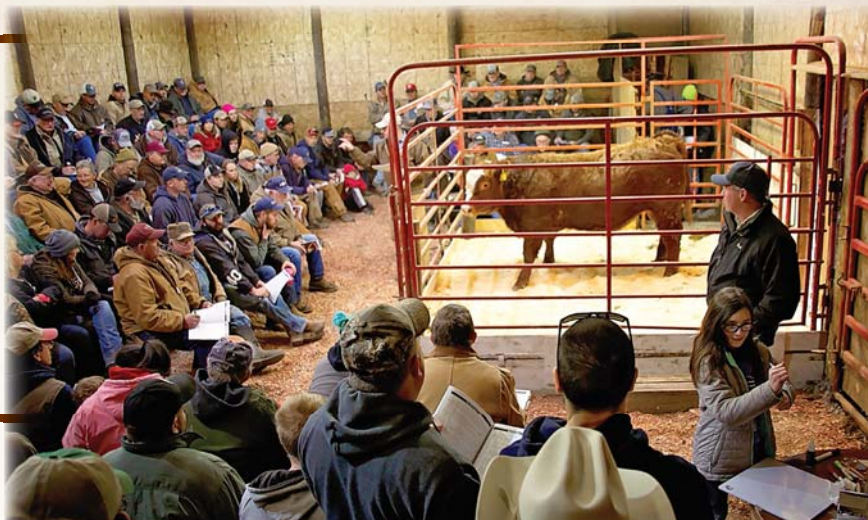
45th Anniversary Private Treaty Sale

Saturday,

February 1, 2020

On the Farm • Corning, Iowa

Selling 100 Bulls and 60 Heifers



New Simmental Sires



KBHR ALL ALONG E082

BD: ASA REG. BW: WW: YW: Red Homo Pld
3/21/17 3312076 96 812 1472

WS ALL ABOARD B80

WS ALL-AROUND Z35
WS LITTLE SISTER W37

KBHR A054

GW REDESTINED 642X
KBHR N150

CE	BW	WW	YW	ADG	MCE	MK	MMW	ST	DOC	CW	YG	MARB	BF	REA	API	TI
10.3	1.8	92.9	137.2	0.28	6.1	21.0	67.4	17.1	15.7	54.3	-0.52	0.26	-0.133	1.17	148.8	90.6
50%	55%	1%	1%	10%	35%	60%	3%	60%	3%	1%	20%	10%	10%	3%	4%	1%

- Thick, long-bodied calves
- Calves follow same type as our past bulls like Earthquake, Dakota and Clint
- Calving Ease
- Big Growth



DKSR MR RED NATION E73

BD: ASA REG. BW: WW: YW: Red Homo Pld
3/9/17 3330840 80 800 1322

KLSR RED NATION C545

THR NORTHERN 2109
DSR PASSION U1

BGL MISS ALL IN B167B

WS ALL IN W111
BGL ZAHARA Z159B

CE	BW	WW	YW	ADG	MCE	MK	MMW	ST	DOC	CW	YG	MARB	BF	REA	API	TI
12.8	-0.1	79.6	106.5	0.17	6.9	27.9	67.6	17.1	11.3	33.2	-0.38	-0.08	-0.118	0.58	128.8	76.1
20%	15%	10%	35%	85%	25%	10%	3%	60%	40%	30%	90%	85%	45%	99%	40%	15%

- Thick, easy-fleshing calves
- Outcross pedigree
- High Calving Ease
- Great Growth
- Great Disposition

Loonan Stock Farm Reference Sires

Simmental Sires

DKSR Mr. Red Nation E73 (#3330840)
KBHR All Along E082 (#3312076)
HSR Dakota Beef 4653 (#2454850)
RFS Clint C45 (#3040615)

Red Angus Sires

Beckton Epic D636 N4 (#3551846)
BSF Loki D710 W5 (#3551306)
CRS DIAMND Sovereign 5282 (#3514653)
BSF Nebula U049 PJ (#1259306)
Beckton Emcee Z289 J3 (#1545159)
BSF Heritage A533C3 (#1625877)
Beckton Scamp B504 H5 (#1706277)
Poke Big Jon 3029 5038 (#347749)
SR Impression C303 (#3520754)
BSF Clifftop C186 (#3487748)
CRS DIAMND Brilliance 3212 (#1664469)

Special Herd Sire Note:

All Simmental and hybrid bulls have been DNA'd for the dilution gene (gray calves out of black cows). Only one bull carries the dilution gene and that is R13Y. All other are dilution free.

This is the last year for calves sired by CRS DIAMND Sovereign 5282 and Beckton Epic D636 N4 as both were injured.

New Red Angus Sires



BECKTON CARDINAL E372 S

BD: RAAA REG. BW: WW: YW: CATEGORY:
3/22/17 3776761 66 567 939 1A 100%

TR DOUBLE EAGLE ZT220

TR RICARDO DOS
BECKTON LANA U182 JC

BECKTON SIERRA Z353 S

BECKTON SCAMP X494 E3
BECKTON SIERRA X555 N

HB	GM	CED	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
178	47	24	-9.5	42	65	0.15	0.36	24	-4	12	13	13	0.39	0.00	5	0.25	0.04
45%	75%	1%	1%	94%	93%	90%	12%	30%	28%	33%	1%	86%	59%	8%	94%	18%	73%

- Calving-ease bull
- Thick and moderate framed
- Great phenotype



WFL MERLIN 018A

BD: RAAA REG. BW: WW: YW: CATEGORY:
1/19/13 1628086 63 676 1156 1A 100%

LJC MERLIN T179

LJC MISSION STATEMENT P27
BUF CRK REDPRIDE N179

WFL COMMITMENT 042Y

BROWN COMMITMENT S7206
WFL JEWELMAKER 9024

HB	GM	CED	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
213	55	15	-4.0	78	125	0.29	1.14	21	0	10	9	17	0.70	0.04	34	0.37	0.02
6%	2%	19%	10%	3%	3%	6%	67%	57%	50%	62%	17%	36%	9%	16%	18%	9%	31%

- New AI bull with limited calves



FEDDES LIBERTY D210

BD: RAAA REG. BW: WW: YW: CATEGORY:
1/22/16 3539663 74 709 1181 1A 100%

5L INDEPENDENCE 560-298Y

BUF CRK THE RIGHT KIND U199
5L BLACK ADINA 525-560

FEDDES SLEEK 806

BIEBER ROMERO 9136
FEDDES SLEEK 2S

HB	GM	CED	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
193	53	16	-2.2	66	108	0.26	1.03	22	-4	15	7	15	0.68	0.07	15	-0.09	0.01
23%	6%	17%	33%	19%	17%	17%	57%	55%	28%	13%	40%	66%	10%	27%	76%	79%	9%

- New AI bull with limited calves



LELAND FULL HOUSE 7465

BD: RAAA REG. BW: WW: YW: CATEGORY:
3/28/17 3767175 85 773 1479 1A 100%

WFL MERLIN 018A

LJC MERLIN T179
WFL COMMITMENT 042Y

LELANDEXCELL 223-4439

VGW EXCELL 223
LELAND BEN 160X

HB	GM	CED	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
160	56	9	0.4	77	130	0.33	0.93	18	5	9	4	13	0.75	0.15	47	0.25	0.03
71%	1%	88%	82%	3%	2%	1%	48%	79%	87%	80%	87%	85%	6%	72%	3%	18%	51%

- New AI bull with limited calves



Congratulations to our 2019 County Fair Winners!



Cash Brammer
Reserve Champion Commercial Heifer
2019 Adams County Fair



Adelaide Livingston
Two blue awards for her bucket bottle calves and
First place record book and interview.



Genevieve Livingston
Reserve Champion Lightweight
Feeder Pen 2019 Adair Co. Fair
Carcass Results
One Prime, two Choice
Genevieve also had second place
Lavender Return Bucket Bottle Calf
at the 2019 Adair Co. Fair.

Feeder Calf Certification Program & Allied Access Enrollment

Red Angus Marketing Programs have been delivering results for nearly two decades, combining the value of superior genetics with access to export markets and premium product lines, while allowing Red Angus customers to build strong reputations.

The Feeder Calf Certification Program (FCCP) was the industry's original USDA Process Verified Genetic, Source and Age Verification program.

Allied Access (AA) provides solutions for crossbreeding programs by delivering source and age verification, without the genetic restriction. AA delivers the flexibility for Red Angus customers using multi-breed rotations, hybrids or composites to capture heterosis.



Feeder Calf Certification Program

- Traceability to at least 50% Red Angus bloodlines
- Source verified to ranch of origin
- Group age verified
- Source Verification for the Bovine Export Verification of China



processverified.usda.gov

Allied Access

- Source verified to ranch of origin
- Group age verified
- Source Verification for the Bovine Export Verification of China



processverified.usda.gov

Enroll in the Feeder Calf Certification Program and order your tags today!
Chessie Mitchell, tag programs coordinator: 940-226-4762 • chessie@redangus.org

Top Dollar Angus Feeder Calf Program



Top Dollar Angus is a genetic-certification and marketing company focused exclusively on the top 25% of the industry in carcass and growth Angus and Red Angus-influenced feeder cattle. Top Dollar Angus is a program similar to other popular branded-beef programs, except that Top Dollar Angus does its branding in the feeder cattle and calf market.

Qualified herds must have two or more generations of Angus (Black or Red) genetics with growth and carcass traits objectively ranking in the top 25% of the breed based on documented historical sire use. DNA evaluation conducted by Zoetis or GeneSeek is another workable method to qualify. Once your cattle have met the necessary requirements, they will be marketed under the Top Dollar Angus brand and logo, and will be promoted aggressively to a large number of feed yards and buyers. In today's market, Top Dollar Angus cattle are seeing premiums ranging from \$30 to \$70 per head above the average market.

Why the premium? Cattle feeders know that Top Dollar Angus cattle perform better and have higher grid-based carcass rewards compared to other cattle. This puts more dollars per head into the cattle feeder's pocket, which can be passed back to the producer in the form of premiums paid above market price.

Top Dollar Angus helps take the guess work and surprises out of growing and feeding cattle. Feed yards are tired of unpredictable performance and wide-ranging profitability results from group to group on cattle they purchase. Cattle often look the same and have the same colored hides, but are very different genetically. That's why the genetic certification of high-end Angus and Red Angus feeder cattle is here! The industry must differentiate the best Angus and Red Angus genetics from average cattle, and that's what Top Dollar Angus will do for you!

If you have consistently invested in high-performance Angus or Red Angus genetics, Top Dollar Angus will make your cattle stand out from the pack and get you the premiums you deserve. No matter how you market your cattle, our goal is to create more demand and higher prices for your calves.



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EVERY GENETIC DECISION WE MAKE ... LEADS TO THIS DAY.

45th Anniversary Production Sale

Saturday, February 1, 2020

Private Treaty Auction • 1 p.m. CST Sharp

At the Farm • Corning, Iowa

RED ANGUS • RED SIMMENTAL • RED SIMANGUS™



Because this is the day our customers trust our genetic choices to influence their cowherd and, ultimately, their profitability and bottom line. Our customers are the focus of every selection decision we make when purchasing new herd sires. These genetics must be predictable in our program so that, without a doubt, they will increase profitability, consistency and performance for our customers.

100 Yearling Bulls 60 Open Heifers

- 26 years of carcass traits
- Calving ease
- Performance
- Disposition
- Uniform, thick and easy-fleshing
- Priced from \$2,800, \$3,000 and \$3,200

- Individual seedstock heifers
- Commercial replacement heifers
- Offering our entire crop of 2019 SimAngus™ F1 heifers
- "Leave 'Em and Breed 'Em" Program
- Priced from \$800 to \$1,200

We invite you to visit and view the cattle
— sale bulls and heifers, herd sires and cowherd —
and learn how Loonan genetics
can add profitability to your bottom line.



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Loonan



STOCK FARM

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