

RED ANGUS • RED SIMMENTAL • RED SIMANGUS



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*“Located in the hills of southwest Iowa”*

# LOONAN STOCK FARM

*48th Anniversary*

*Private Treaty Sale*

**Saturday,  
February 4,  
2023**

**On the Farm • Corning, Iowa**

**Selling 100 Bulls**



## Greetings from Loonan Stock Farm



*Judy*

Judy and I were talking, and we can't believe that it has been 48 years since Dick and Judy started this venture. Dick and Judy had a vision of what they wanted this program to be, and Judy and I feel we have reached his expectations. We have continued to buy the best genetics available to help all our customers achieve the most profit from their cow herd.

The new herd sires we purchased look to be excelling in what we ask of them easy calving and rapid growth, with good marbling and ribeye area.

We purchased these bulls to do just that. The bulls we have selected for this year's sale look to be one of the most complete set of bulls we have raised. They weaned well and took off on test like we like for them to do. There are outstanding bulls in this group. Whether it is a performance bull or heifer bull, we believe we can help you achieve your cow herd goals.

Judy and I would like to thank all our customers for their loyalty. Without your support, we would not be where we are today. We look forward to seeing you at the sale in February. If we can help with anything, please feel free to give us a call or just stop in we would be happy to show you the bulls.

Thanks again for your support.



*Rick*

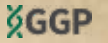


*Judy & Rick*

# New Simmental Sires



## RFS HARDROCK H32



BD: ASA REG. BW: WW: YW:  
3/1/20 3781992 831 1243 Red Homo Pld

CDI FLINT 221F

CDI PERSPECTIVE 238A  
CDI MISS MAIN EVENT 166D

F92

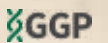
RFS BULLETPROOF B42  
HOOK'S WRANGLER 93W

CE	BW	WW	YW	ADG	MCE	MK	MMW	ST	DOC	CW	YG	MARB	BF	REA	API	TI
8.5	1.9	92.3	137.6	0.3	4.1	26.9	73.0	15.6	13.5	47.90	-0.41	0.22	-0.099	0.99	136.2	88.4
85%	60%	10%	15%	25%	80%	25%	10%	65%	25%	5%	55%	30%	30%	30%	40%	15%

- Purchased from Rydeen Farms Simmental
- Outcross Pedigree



## KBHR SHARP SHOOTER H080



BD: ASA REG. BW: WW: YW:  
3/21/20 3789467 740 1475 Red Homo Pld

KBHR SNIPER E036

BAR CK HUNTER 3006A  
KBHR C078

KBHR F073

WS ALL ABOARD B80  
KBHR C274

CE	BW	WW	YW	ADG	MCE	MK	MMW	ST	DOC	CW	YG	MARB	BF	REA	API	TI
19.5	-2.8	80.3	126.0	0.3	12.5	27.6	67.7	14.0	15.3	43.80	-0.36	0.60	-0.078	0.96	172.4	97.9
1%	2%	40%	30%	20%	1%	20%	25%	85%	10%	10%	80%	2%	75%	35%	3%	3%

- Purchased from Keller's Broken Heart Ranch
- He has 31 calves with an average BW of 82# (we pen bred him)

48th Annual Production Sale

**Saturday, February 4, 2023**

Private Treaty Auction: 1 p.m. Sharp

At the Farm • Corning, IA

RED ANGUS • RED SIMMENTAL • RED SIMANGUS™

### Selling 100 YEARLING BULLS

- 31 years of carcass traits, ultrasounding since 1993
- Calving ease
- Performance
- Disposition
- Uniform, thick and easy-fleshing
- Priced from \$3,200, \$3,500 and \$4,000

Heifers will be offered private treaty in the fall as bred heifers.

*Visitors are welcome to visit the farm before the sale to view the bulls.*

*We are happy to assist you in your bull selections to help you reach your cow herd profitability goals.*





## CRS DIAMND REBOURNE 9073

BD: RAAA REG. BW: WW: YW: CATEGORY:  
4/20/19 4202126 70 531 858 1A 100%

**GGP** 5L BOURNE 117-48A

ProS	HB	GM	
106	70	36	3152
29%	24%	49%	

5L ADVANTAGE 3267-221Y  
5L ROXIE 854-117  
POKE NEBP707 9116 1064  
CRS DIAMND LUSTER 1020

CE	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
18	-6.4	63	103	0.25	1.83	30	9	15	8	17	0.53	0.11	20	0.09	0.04
8%	2%	48%	44%	39%	77%	16%	76%	15%	27%	25%	29%	70%	60%	54%	82%

- Calving Ease



## CRS DIAMND REBOURNE 9017

BD: RAAA REG. BW: WW: YW: CATEGORY:  
4/16/19 4202042 76 430 714 1A 100%

**GGP** 5L BOURNE 117-48A

ProS	HB	GM	
125	89	37	CRS DIAMND TWIX 167
13%	7%	48%	

5L ADVANTAGE 3267-221Y  
5L ROXIE 854-117  
7U JULIAN TWICE 6621  
CRS DIAMND HONEY 9005

CE	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
15	-4.4	64	100	0.23	1.26	24	3	19	7	18	0.58	0.12	13	0.05	0.05
29%	13%	44%	49%	55%	30%	59%	47%	1%	52%	20%	22%	73%	80%	62%	91%

- Calving Ease



## BECKTON JULIAN H384 E9

BD: RAAA REG. BW: WW: YW: CATEGORY:  
3/27/20 4377117 64 649 1193 1A 100%

**GGP** BECKTON JULIAN E423 N8

ProS	HB	GM	
71	47	24	BECKTON LANA A040 E
73%	62%	69%	

BECKTON JULIAN Z382 J7  
BECKTON BELGA B004 N  
BECKTON EMPEROR Y459 J3  
BECKTON LANA Y561 N

CE	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
18	-5.9	51	87	0.23	1.43	31	9	11	8	16	0.44	0.14	7	-0.17	0.04
7%	4%	84%	73%	56%	44%	13%	79%	66%	33%	36%	44%	79%	91%	92%	79%

- Calving Ease

## Loonan Stock Farm Reference Sires

### Simmental Sires

DKSR MR RED NATION E73 (#3330840)  
KBHR ALL ALONG E082 (#3312076)  
HSR DAKOTA BEEF U653 (#2454850)  
HOOK'S GEYSER 101G (#3563664)  
RFS HARDROCK H32 (#3781992)  
KBHR SHARP SHOOTER H080 (#3789467)

### Red Angus Sires

BSF LOKI D710 W5 (#3551306)  
POKE BIG JON 3029 5038 (#3477749)  
BSF CLIFFTOP C186 J5 (#3487748)  
CRS DIAMND REBOURNE 9073 (#4202126)  
CRS DIAMND REBOURNE 9017 (#4202042)  
BECKTON JULIAN H384 E9 (#4377117)

RIGHT ON PROFITBUILDER 8043 (#3975636)  
BSF LIKABLE G288 N6 (#4171382)  
BECKTON HUGHES G610 L4 (#4171470)  
CRS DIAMND PLATINUM 7118 (#3798854)  
BSF LIKABLE F197 W4 (#3988722)



# We are Proud of our Winners!

We can produce the genetics to work but it takes the producer to have the knowledge to use them to their full potential. We are fortunate to have producers that excel in that as shows in the following winnings.

The following is what a high percentage Red Angus heifer bred to an All Along Simmental bull produced.

As written by Ron Overberg:

*“At your 2020 bull sale, I bought an April All Along bull. Used him on some heifers. 2021 – March one heifer had twin bull calves.*

*Pulled one off and grandson, Parker, took him (Alvin) to the 2021 county fair as a buck bottle project. Come fall, Grandpa Ron decided older brother, Mason, should get the twin off of the heifer for the 2022 project, so we weighed Alvin and Simon in December to start the brotherly competition. Alvin – 765#, Simon – 815#*

*These were the only two red steers at the fair. There was a lot of speculation from onlookers.”*

Ron has been with us for 29 years and is one of our many producers who get the most out of our genetics.



### **Parker Overberg & Alvin**

Lee County Fair

- Champion Derby Beef – Live
- Reserve Champion Derby Beef – Carcass
- 2nd Place Rate of Gain
- Champion Return Bucket-Bottle Calf



### **Mason Overberg & Simon**

Lee County Fair

- Champion Derby Beef – Carcass
- 1st Place Rate of Gain

## Feeder Calf Certification Program & Allied Access Enrollment

Red Angus Marketing Programs have been delivering results for over 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 & age verification, without the genetic restriction.

AA delivers the flexibility for Red Angus customers using multi-breed rotations, hybrids or composites to capture heterosis.



### **Mackinzie Fast**

Page County Fair  
Champion Red Angus Heifer



### **Feeder Calf Certification Program**

- Traceability to at least 50% Red Angus bloodlines
- Source verified to ranch of origin
- Group age verified

### **Allied Access**

- Source verified to ranch of origin
- Group age verified

**Enroll in the Red Angus Value-Programs and order your tags today!**

**RAAA Value Added Department  
940-477-4593 • tags@redangus.org**