

RED ANGUS • RED SIMMENTAL • RED SIMANGUS



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"Located in the hills of southwest Iowa"

LOONAN STOCK FARM

*49th Anniversary
Private Treaty Sale*

Saturday, Feb. 3, 2024

On the Farm • Corning, Iowa

Selling 100 Bulls

Bulls priced from

\$3,800, \$4,000 and \$4,200



Greetings from Loonan Stock Farm



Judy



Rick

Hello Friends,

We hope this letter finds all of you in good health. The weather is playing another big role in our day-to-day endeavors – dry early in the spring then around 14 inches of rain in July and now very dry again. We can only pray we get plenty of moisture this winter to help fill the ponds and help with subsoil moisture in the spring.

We thought we may have to wean the calves early but the rain in July really helped the pastures. It also helped make the crops some of the best we have ever raised.

What an exciting time to be in the cattle business with record-high prices and it looks like the market could be that way for a while. So, with that being said, we think it's time to put your money into bulls that will help you reach that top dollar.

We feel the bulls we have to offer on this year's sale will help you achieve that goal. This is an exciting set of bulls with loads of potential from the Red Angus through the Hybrids and Simmentals.

We have three new herd sires that have some very outstanding progeny in this year's sale so don't miss out on a chance to own some of these genetics. We purchased two Red Angus herd sires from Leland Red Angus in Montana. One is a Stockmarket son and the other is out of Lotto. Both are calving ease with really high performing numbers with good marbling and ribeye. Both are also really long sided and deep ribbed with loads of muscle. We also used a bull called Deep End. We don't have very many but the ones we do have are really good.

On the Simmental side we purchased one of the high-selling bulls on the Springer Simmental sale. Copper Head is a bull that will put pounds on your calves. He's big, long and stout and his calves carry the same attributes. Copper Head does have some white on his head so if that's what you like, he could throw some.

Please feel free to contact Judy or myself if we can be of any assistance. We look forward to seeing you in February.

Judy & Rick



New Simmental Sires



SAS COPPERHEAD J354



BD: ASA REG.
1/21/21 3952076

BW: WW: YW:
886

Red Polled

SAS COPPERHEAD G354

ERIXON BITTEN 203A
SAS MISS ARAPHAOE B354

SAS DAWN 354G

WS ALL ABOARD B80
SAS DAWN 356E

CE	BW	WW	YW	ADG	MCE	MK	MMW	ST	DOC	CW	YG	MARB	BF	REA	API	TI
1.5	4.7	111.5	160.9	0.3	0.5	29.9	85.6	8.1	9.0	36.8	-0.5	0.08	-0.09	1.24	107.20	92.0
99%	99%	1%	2%	15%	99%	10%	1%	99%	85%	25%	10%	70%	50%	3%	95%	10%

- Big-framed calves
- Lots of growth
- Wide hip

Loonan Stock Farm Reference Sires

Simmental Sires

KBHR ALL ALONG E082 (#3312076)
HSR DAKOTA BEEF U653 (#2454850)
SAS COPPERHEAD J354 (#3952076)
RFS HARDROCK H32 (#3781992)
KBHR SHARP SHOOTER H080 (#3789467)

Red Angus Sires

BIEBER DEEP END B597 (#1694338)
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)
LELAND LOTTO 1021 (#4474315)
CRS DIAMND PLATINUM 7118 (#3798854)
BSF LIKABLE F197 W4 (#3988722)
LELAND STOCKMARKET 1050 (#4474371)
CRS DIAMOND BOUNDARY 0310 (#4387939)

We are Proud of our Winners!



Truman, Adelaide and Genevieve

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.

Congratulations Livingston's win again at the Adair County 2023 Fair! There were a total of 11 Pens of 3 entered. Genevieve and Adelaide each received a Blue ribbon in the lightweight division. Truman received a lavender ribbon for Reserve Champion also in the lightweight division.



In the carcass results, Genevieve's Pen of 3 won Grand Champion overall. One calf also won First Place overall. He dressed out at 69.7%.

Her second calf placed 5th overall, dressed out at 63.5%, third calf, 59.7%.

Genevieve

New Red Angus Sires



LELAND LOTTO 1021

BD: RAAA REG. 3/22/21 4474315 BW: 58 WW: 796 YW: 1294 CATEGORY: 1B 99.8%



VGW LOTTO 722

ProS	HB	GM
88	43	45
49%	63%	36%

LELAND STAKEHOLDER 5457-9152

5L BOURNE 117-48A
VGW MEG-FIREFLY 14102
LELAND STAKEHOLDER 5457
LELAND FULL COUNT 4512

CED	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
16	-4.1	78	131	0.33	2.26	32	17	14	8	14	0.48	0.11	35	0.16	0.02
14%	15%	10%	8%	8%	94%	9%	96%	18%	27%	63%	38%	66%	20%	43%	52%

- More calving ease
- Big-spread between birth and yearling
- Good marbling and ribeye EPDs



LELAND STOCKMARKET 1050

BD: RAAA REG. 3/25/21 4474371 BW: 77 WW: 785 YW: 1296 CATEGORY: 1B 99.9%



BIEBER CL STOCKMARKET E119

ProS	HB	GM
95	44	51
40%	61%	27%

LELAND FRANKIE 018-9233

PIE STOCKMAN 4051
BIEBER CL ADELE 475C
WFL MERLIN 018A
LELAND RED DIRECTION 8268U

CED	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
15	-3.1	68	116	0.30	2.08	28	11	14	10	12	0.74	0.01	16	0.19	0.02
28%	28%	32%	23%	17%	89%	33%	84%	18%	13%	77%	9%	23%	75%	38%	44%

- Lots of style and thickness
- Should have good marbling
- Loose made



BIEBER DEEP END B597

BD: RAAA REG. 5/10/14 1694338 BW: 100 WW: 799 YW: 1383 CATEGORY: 1A 100%



BIEBER ROLLIN DEEP Y118

ProS	HB	GM
127	38	90
11%	70%	2%

BIEBER LAURA 158W

BIEBER ROOSEVELT W384
BIEBER TILLY 399W
LJC MISSION STATEMENT P27
BASIN LAURA 5301

CED	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
9	0.9	85	146	0.38	2.76	25	16	21	8	10	0.82	0.11	64	0.62	0.03
84%	88%	4%	2%	2%	99%	55%	95%	1%	32%	91%	5%	66%	1%	5%	71%

- AI sire
- Exceptional EPDs
- Frame

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.

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

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



Loonan Genetics –

Impacting profitable bottom lines for generations!

We appreciate young cattlemen like James Johannes and his family. He came to us in 2007 – while still in high school – looking for a bull. It was July and we still had a Firefly Red Angus bull available, and he and his dad bought him.

Here we are, years later, and James has gone from buying our last bull available to coming opening day. He studies over all the figures and is buying a bull from the top of the bull crop. His wife, Allison, works at one of our local banks as a credit analyst, so the Johannes family knows what their bottom line is. They know what to look for to get the most for their money from pounds to sell at the sale barn to keeping top replacement heifers.

James has studied his genetics and has had years of outstanding calves with thickness, gainability and eye appeal. In fact, he recently sold 900-lb. heifers for \$2,100.



James & Allison Johannes
Jase and Mabel

49th Annual Production Sale

Saturday, February 3, 2024

Private Treaty Auction: 1 p.m. Sharp

At the Farm • Corning, IA

RED ANGUS • RED SIMMENTAL • RED SIMANGUS™

Selling 100 YEARLING BULLS

- 32 years of carcass traits, ultrasounding since 1993
- Calving ease
- Performance
- Disposition
- Uniform, thick and easy-fleshing
- Priced from \$3,800, \$4,000 and \$4,200

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.



Red Angus Bulls



Simmental Bulls



Hybrid Bulls

