

# Consistent Genetics – Predictable Value

For five decades, cattlemen have counted on our genetics to deliver calves that are born easy, get up and grow, and bring top-dollar on sale day.

At Loonan Stock Farm, we don't chase trends. We build on a legacy of reliable genetics – selected for true calving ease and long-term gain – because we know the difference it makes when your calves start strong and grow consistently.

Ag economists use a simple formula: a genetically reliable,

quality bull is worth the value of five feeder calves.

With today's tight cattle supply and strong beef demand, producers are consistently realizing \$2,000 or more per head. A high-genetic-value sire adds even more to your bottom line – an investment in predictability, profit and peace of mind.

We're committed to providing the reliable genetics you've come to expect.

## Loonan Stock Farm – Raising Genetics for Profitable Cow-Calf Producers

*51st Annual Production Sale*

**Saturday, February 7, 2026**

Private Treaty Auction: 1 p.m. Sharp

At the Farm • Corning, IA

RED ANGUS • RED SIMMENTAL • RED SIMANGUS™

*Selling* **100 YEARLING BULLS**

- 34 years of carcass traits, ultrasounding since 1993
- Calving ease
- Performance
- Disposition
- Uniform, thick and easy-fleshing
- Prices starting at \$5,000

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.*



Red Angus Bulls



Simmental Bulls



Hybrid Bulls

Hybrid Bulls



# New Simmental Sires



## RFS L55



**BD:** ASA REG. **BW:** **WW:** **YW:**  
**1/3/23** **4220302** **75** **772** **1185** **Red** **Polled**

**ROCKIN H CAPTIVATE J75**

THSF LOVER BOY B33  
 ROCKIN H MS.CAROLINA

**WS ELECTRA E88**

CDI VERDICT 220Y  
 HSF MISS SKY 87U

CE	BW	WW	YW	ADG	MCE	MK	MMW	ST	DOC	CW	YG	MARB	BF	REA	API	TI
24.7	-6.8	76.9	119.4	0.27	13.9	35	73.3	22.7	15.9	18.1	-0.33	0.34	-0.063	0.66	189.3	96.4
1%	1%	60%	50%	35%	1%	3%	15%	2%	10%	95%	65%	25%	65%	90%	1%	10%

- Top 1% Calving Ease, Birthweight, MCE, Stay and API
- Out of Rydeen Farms' great cow, WS Electra E88



## CLRS LANDSLIDE 095L



**BD:** ASA REG. **BW:** **WW:** **YW:**  
**1/26/23** **4186137** **96** **806** **1264** **Red** **Polled**

**MR SR RED OCTOBER G1761**

IR IMPERIAL D948  
 MISS SR E1761

**KBHR RED VELVET F055**

WS ALL ABOARD B80  
 KBHR C078

CE	BW	WW	YW	ADG	MCE	MK	MMW	ST	DOC	CW	YG	MARB	BF	REA	API	TI
6.4	1.7	94.5	147.4	0.33	5.4	28.1	75.3	13.4	17.3	40.4	-0.52	0.6	-0.109	1.15	154.7	101.6
85%	60%	10%	10%	10%	60%	20%	10%	70%	3%	30%	5%	10%	10%	10%	20%	4%

- Top 10% Weaning Weight, Yearling Weight, MWW, Marb, BF and REA
- Top 4% TI

## Light Birthweight Verses Calving Ease

When we go to the sale barn and hear "These heifers are bred to light birth weight bulls." we always wonder, are they also calving-ease bulls? There is a difference between the two. Here are two examples of what we mean taken out of our offering for Feb. 7, 2026.

### Calving-Ease Bull

Act. BW 64#

	CED	BW	WW	YW	ME	Milk	Stay
<b>Calf</b>	18	-6.4	70	111	9	32	16
<b>Dam</b>	18	-6.7	66	104	7	38	16
<b>Sire</b>	18	-6.8	77	124	12	27	18

Both parents have high CEDs and high minus BW which will make for consistency in his calves. If one was high and one low, your calves would be inconsistent at birth for calving ease.

### Light Birthweight Bull

Act. BW 49#

	CED	BW	WW	YW	ME	Milk	Stay
<b>Calf</b>	13	-2.7	77	124	12	28	17
<b>Dam</b>	10	-0.1	79	126	12	29	16
<b>Sire</b>	18	-6.8	77	124	12	27	18

Yes, he is definitely a light birthweight bull but genetically he isn't set up for calving ease. His dam has a CED of 10 and BW EPD of -0.1 which would be for us on cows only.

## About the Bulls

We have been called unconventional in the way we choose bulls. We not only want consistency in our herd but it is extremely important to us that what we are producing puts consistency in your herd. Our goal when choosing herd sires is to help our customers raise the best, most consistent calves possible. Herds have improved drastically over the years and we need to provide genetics that will complement them and hopefully boost them some.

Each year we are constantly looking to add new bloodlines. There are a lot of bulls heavily promoted each year but we set our sights on the proven producers.

Bulls we purchase must have bred-in gainability and growth as we don't creep feed our calves. They are raised on their mother's milk and grass so we can also measure the performance of our females. The first feed our calves see is about two weeks before they are weaned. When we are chopping, we feed the cows in the fields with green chop and then they are weaned and started on a high-roughage feed of silage and hay. Eventually some corn will be added as they get weaned.

They are kept on this ration through March. We then remove the corn to build up their capacity even more to go out on grass in the spring to breed cows.

**Note:** For our catalog, some bulls may read as heifer bulls according to their CED and BW EPDs, however we won't recommend them due to performance sires in their pedigree.



## KOESTER WARRANT 2107

**BD:** RAAA REG. **BW:** **WW:** **YW:** **CATEGORY:**  
 8/17/22 4773619 87 597 1112 1A 100%



LORENZEN WARRANT 8273

ProS	HB	GM
93	6	87
61%	96%	8%

KOESTER MERLOT TWO 927

LSF SRR PREMIUM 3179A  
 SMR NEXA DA102  
 WFL MERLIN 018A  
 KOESTER DOMINQUE 754

CED	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
6	1.3	88	153	0.41	1.58	33	22	14	3	10	0.65	0.00	41	0.36	-0.01
98%	90%	5%	3%	2%	97%	6%	99%	16%	93%	90%	21%	25%	11%	17%	16%

- Top 5% Weaning Weight
- Top 3% Yearling Weight
- Top 6% Milk
- Top 17% REA



## CRS DIAMND LEVEL BEST 256

**BD:** RAAA REG. **BW:** **WW:** **YW:** **CATEGORY:**  
 4/15/22 4725125 64 580 757 1A 100%



RED SSS BIG SHOT 703G

ProS	HB	GM
128	79	49
24%	14%	53%

CRS DIAMND JULIA 9069

RED SSS TYCOON 225E  
 RED SSS SIERA 104E  
 C225  
 HLH LADY HUGHES 8145 3118

CED	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
23	-6.8	73	112	0.24	0.62	30	1	13	10	18	0.47	0.13	25	0.17	0.05
1%	1%	30%	41%	58%	40%	16%	33%	30%	10%	19%	45%	78%	41%	39%	92%

- Top 1% CED and BW
- Calving-ease bull with a YW EPD of 112



## LSFR STERLING 47L

**BD:** RAAA REG. **BW:** **WW:** **YW:** **CATEGORY:**  
 3/6/23 4809751 95 698 1373 1A 100%



CRS DIAMND PLATINUM 7118

ProS	HB	GM
107	35	73
45%	75%	20%

MISS ACCENT 2142C

LSF MEW PLATINUM 5660C  
 CRS DIAMND ALLIANCE 2208  
 BECKTON ACCENT W226 L2  
 MISS JUBILATION 1555W

CED	BW	WW	YW	ADG	DMI	M	ME	HPG	CEM	ST	MARB	YG	CW	REA	FAT
10	0.0	78	137	0.37	1.28	35	26	11	6	16	0.52	0.17	38	0.21	0.05
81%	78%	17%	9%	5%	89%	3%	99%	60%	65%	31%	37%	88%	15%	34%	91%

- Top 9% YW
- Top 3% Milk
- Actual REA 15.98
- Ranked 6/54
- Actual IMF 4.26
- Ranked 12/54

# Loonan Stock Farm Reference Sires

## Simmental Sires

KBHR ALL ALONG E082 (#3312076)  
 SAS COPPERHEAD J354 (#3952076)  
 RFS HARDROCK H32 (#3781992)  
 KBHR SHARP SHOOTER H080 (#3789467)  
 CLRS LANDSLIDE 095L (#4186137)  
 RFS L55 (CAPTIVATE) (#4220302)

## Red Angus Sires

BSF CLIFFTOP C186 J5 (#3487748)  
 CRS DIAMND REBOURNE 9073 (#4202126)  
 BECKTON JULIAN H384 E9 (#4377117)  
 BSF LIKABLE G288 N6 (#4171382)  
 LELAND LOTTO 1021 (#4474315)  
 LELAND STOCKMARKET 1050 (#4474371)  
 LSFR DEEP END 6K (#4666777)  
 KOESTER WARRANT 2107 (#4773619)  
 CRS DIAMND LEVEL BEST 256 (#4725125)  
 LSFR STERLING 47L (#4809751)  
 RIGHT ON MARKSMAN 1089 (#4537387)  
 BECKTON CARDINAL E372 S (#3776761)

RED ANGUS • RED SIMMENTAL • RED SIMANGUS



Judy Loonan  
Rick Thompson, Herdsman

1724 Holly Avenue • Corning, IA 50841

**Phone: (641) 322-3921**

Judy Loonan – (515) 423-5642 (cell)

Rick Thompson – (515) 229-0920 (cell)

Email: lsfrsas@gmail.com

*“Located in the hills of southwest Iowa”*

## LOONAN STOCK FARM

*Private Treaty Sale*

**Saturday, Feb. 7, 2026**

*On the Farm • Corning, Iowa*

**Selling 100 Bulls**

**Bulls priced starting at \$5,000**



## Greetings from Loonan Stock Farm



*Judy*

Hello Friends,

We hope this newsletter finds you in good health and enjoying the beautiful weather. The sale season is almost here, and it's always an exciting time at Loonan Stock Farm. Watching the sale bulls develop is our favorite part of the year. This year's offering looks to be one of the most consistent sets of bulls we have ever presented. Our goal is to continually improve our genetics each year, and we believe this is reflected in this group of bulls. We have brought in an outstanding set of herd bulls, with progeny in the sale for you to choose from. Please review the data on these bulls – you'll see our commitment to providing the best genetics available.

Plan to join us on February 7th and invest in these genetics to help elevate your program. Judy and I would love to have you visit before the sale to walk through this set of bulls.

Feel free to give us a call with any questions; we would love to hear from you. We hope to see you on February 7th.



*Rick*

*Judy & Rick*