



Virginia Beef Expo

Friday, April 15, 2011 **1:00 pm**

Rockingham County Fairgrounds Harrisonburg, Virginia



Doug & Debbie Parke
Drew & Holli Hatmaker • (423) 506-8844
 153 Bourbon Hills • Paris, KY 40361
 (859) 987-5758 • (859) 987-0709 fax
 (859) 421-6100 mobile • pleent@aol.com

On behalf of the Virginia Simmental Association and DP Sales Management. I would like to extend a special invitation for you to be with us on Friday, April 15th at the Virginia Beef Expo Simmental sale to be held in Harrisonburg, Virginia. This could be the best time to purchase your seedstock and replacement heifers and also select a Simmental bull to increase pounds and hybrid vigor in your herd. You will find something to fit your needs in Harrisonburg. If you haven't inspected the Simmental breed in years I would encourage you to do so, I think you will be impressed.

The sale offering each year continues to grow. This strong offering includes a great selection of berdsires with calving ease and performance. Females will include functional bred cows, fancy open heifers with loads of potential; along with some of the breeds best embryo genetics. This offering includes both purebred and SimAngus genetics that will be profitable for a seedstock or commercial producer. The Virginia Beef Expo group of consignors are some of the finest in the East, and we are pleased to have several new consignors from Virginia and several other states this year.

As many of you are aware, the market is as strong as ever. Take this opportunity to add outstanding proven genetics to your herd at this Simmental event. I encourage you to come early and take in all the Expo has to offer. Also, don't forget the annual membership meeting and dinner on Thursday evening. It is always a pleasure to work with sale chairman, Tommy Cline and the Virginia secretary, Betty Campbell.

If you have questions regarding the offering please visit with the consignors. Also, if you need any assistance contact John Spiker, Tommy Cline, Smith Reasor, Jeremie Ruble, or myself. We look forward in visiting with you at the Virginia Beef Expo.

DP Sales Management

P.S. If you cant make it sale day don't forget to utilize the online bidding thru CowBuyer.com the genetics being offered in Virginia is available across the country.

Virginia Simmental Association Directors & Officers

Don Young
Cedar Grove, VA
276-677-3255

Tommy Cline
Wytheville, VA
276-620-8448

Mark Powers
Boston, VA
540-547-3975

Joe Robinson
Marion, VA
276-782-1839

Alan Spivey
Aroda, VA
540-672-6392

Kenny Wright
Purcellville, VA
540-338-3631

Kathy Powers
Junior Leader
540-547-3975

Doug Layne
Monroe, VA
434-929-4327

Jim Bob Penley
Bland, VA
540-921-3923

David Hausly
Sugar Grove, VA
276-677-3055

Farrel Jones
Chilhowie, VA
276-759-5581

Smantha Maddox
Amherst, VA
434-941-8858

Alan Berry
Rockbridge Baths, VA
540-348-5123

President: Jim Bob Penley
Vice-President: Tommy Cline
Secretary/Treasurer: Betty Campbell • 434-277-5584

Virginia Beef Expo

Schedule of Events

Friday, April 15th

Tarentaise Sale	10:30 am
Angus Sale	11:00 am
Hereford Sale	11:30 pm
Simmental Sale	1:00 pm
Charolais Sale	1:30 pm
Composite Cattle Sale	3:00 pm
Red Angus Sale	3:00 pm

Saturday, April 16th

Youth Cattle Working Contest	10:00 am
Commercial VAPAH Bred Heifer sale	1:00 pm
Youth Beef Showmanship	2:30 pm
Youth Simmental Show	4:30 pm
Youth Red Angus Show	4:30 pm
Youth Shorthorn Show	5:30 pm
Youth Hereford Show	5:30 pm
Youth Other Breed Show	6:30 pm

Sunday, April 17th

Youth Comm. Heifer Show	8:30 am
Youth Steer Show	9:30 am
Youth Angus Show	10:00 am

For additional information about the Virginia Beef Expo visit our website at...

www.virginiabeef.org

Virginia Simmental Association Annual Membership Meeting & Dinner

Thursday, April 14, 2011 • 6:00 pm
Pano's Restaurant

Auction to follow meal.

Payment can be made in advance to the VSA secretary. Please make checks payable to Virginia Simmental Association or pay at the door.

Please RSVP if you plan to attend.

Betty Campbell
VSA secretary
3466 Lowesville Rd.
Lowesville, VA 22967
(434) 277-5584

Circle Prepared By

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Virginia Beef Expo

Friday, April 15, 2011 • 1:00 pm

Rockingham County Fairgrounds • Harrisonburg, Virginia

Selling 52 Simmental Lots

Frozen Embryos • Bred & Open Heifers

Cow/calf pairs • Bulls



Sale Day Phones

(540) 432-0153 • (540) 434-1002
(859) 421-6100

Motels

Holiday Inn Express, Sale Headquarters • 3325 S. Main St.
Harrisonburg, VA • (540) 433-9999
Candlewood Inn • (540) 437-1400
Super 8 • (540) 433-8888

Directions

Directions to Virginia Beef Expo – Rockingham County Fairgrounds
• I-81 South to Exit, 243, follow Route 11 South, 2 miles to Rockingham County Fairgrounds.
• I-81 North to Exit 240, follow Route 11 North, 1.5 miles to Rockingham County Fairgrounds.

Air Transportation

Dulles International Airport 120 miles
Roanoke Regional Airport 105 miles

Sale Manager



Doug & Debbie Parke
Drew & Holli Hatmaker • (423) 506-8844
153 Bourbon Hills • Paris, KY 40361
(859) 987-5758 • (859) 987-0709 fax
(859) 421-6100 mobile • pleent@aol.com

Sale Staff

John Spiker, Auctioneer • (304) 884-7915
Steve Sellers, EDJE Technologies • (770) 546-1307
Jeremie Ruble, ASA Field Representative • (406) 581-7940

Sale Consultants

DP Sales Management
Doug Parke (859) 421-6100
Smith Reasor (276) 620-3123
Charlie Thomas (336) 575-5461

Virginia Beef Expo Coordinator

Bill McKinnon • (540) 992-1009

Sale Chairman

Tommy Cline (276) 620-8448 or (276) 228-8447

Trucking

Charlie Thomas • (336) 575-5461 • Jason Reffitt • (859) 585-4490

Sale Terms & Conditions

Terms: CASH All cattle are to be paid for during or immediately after the sale and will not be release until after settlement or arrangements have been made. Cattle will not be transferred until paid for in full.

Herd Health

All cattle will have interstate health charts required for shipping into other sections of the United States. All Bred females will have been pregnancy examined.

Guarantee

All cattle sell fully guaranteed under the Suggested Terms and Conditions of the American Simmental Association.

Purchaser's Risk

Each animal becomes the property of, and therefore the risk of the purchaser as soon as sold. It shall be the obligation of the seller to see that animals are fed and cared for (free of charge) until loaded for shipment or until the expiration of 24 hours after the sale, whichever occurs first.

Insurance

Insurance for your purchases will be available sale day at the clerk's desk through Jamie Secondino, Harding & Harding • 812-208-0956

Announcements

Announcements made from the auction block by the owners or the auctioneer will take precedence over statements in the sale catalog. We reserve the right to with draw any sale lots not meeting our specifications prior to sale time

Note

All persons who attend the sale do so at their own risk. Neither the owners nor the sale manager assume liability legal or otherwise for any accidents or loss of property. As the sale manager, DP Sales Management is only an agent for the seller and has no responsibilities other than those involved in conducting the sale.



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your smart phone to view
the catalog online!
Or type in this link

<http://www.edjesales.com/parke/virginiabeefexpo/index.html>

Virginia Beef Expo Consignors . . .

Anvil Acres Farm

Boonsboro, MD • 301-432-8911 or
301-730-2319

Belmont Steaks Farm

Gettysburg, PA • 717-334-6323

Kevin Bishop

Elmer, NJ • 856-297-3813

Buena Vista Simmental

Old Fields, WV • 304-538-6636 or
304-257-3093

Deer Creek Farm

Lowesville, VA • 434-277-9104

ETR Simmentals & Griswold Cattle

Seward, NE • 402-588-2423

Jeff and Sherry Feight

Breezewood, PA • 814-735-3797

Folly Farm

Joppa, MD • 410-619-0882

Holly Spring Farm

Boston, VA • 540-270-7679

Hudson Pines Farm

Sleepy Hollow, NY • 914-631-1154

J&M Farms

Belmont, OH • 740-782-1904

Little Mountain Farm

New Market, AL • 256-655-5255

M&W Farms

Wytheville, VA • 276-620-3617

Christopher Morrison and Family

Lebanon, VA • 276-889-1579

Penley Farm Simmentals

Bland, VA • 276-722-2272

Powell's Valley Simmentals

Halifax, PA • 717-350-2516

Pond View Farm

White Hall, PA • 443-463-4641

Rocky Hollow Simmental

Wytheville, VA • 276-620-8448

Rolling Rock Farm

Chilhowie, VA • 276-759-5581

Dustin Rogers

Mount Airy, NC • 336-409-5498

Silverado Cattle Company

Warrenton, VA • 540-347-6028 or
540-905-2873

Sloup Simmentals

Seward, NE • 402-641-2936

SVJ Farm

Amity, PA • 724-554-0446

TX Enterprises

Winston Salem, NC • 336-769-3856

Virginia Tech Beef Center

Blacksburg, VA • 540-231-6280

Weiser Farms

Zanesville, OH • 740-452-9811 or
740-452-0606

Young & Young

Sugar Grove, VA • 276-677-3255

Internet bidding at www.cowbuyer.com



- View/Bid online in real time starting at 10:30 am Friday April 16th 2010.
 - Tarentaise Sale - 10:30am
 - Angus Sale 11:00am
 - Hereford Sale 11:30 am
 - Charolais Sale 1:00 pm
 - Simmental Sale 1:00pm
 - Composite Cattle Sale 3:00 pm
 - Red Angus Sale 3:00pm
- All individuals interested in online bidding must be registered by 12:00 noon on Thursday April 15th 2010 for approval.
- No Buyers Premium for online buyers.
- High Speed Internet is required.
- The online auction will be linked through www.vabeefexpo.org and www.cowbuyer.com

Sheza Star x Sure Bet

1A&B

5 Embryos or 2 sets of 3 Embryos Guaranteeing 1 Pregnancy on 3 and 2 Pregnancies on 5

Virginia Beef Expo

Dikemans Sure Bet TJ 57J The Gambler
Megan 9M

SVF Sheza Star S804A GW Lucky Man 644N
SVF Sheza Star N902

PROJ EPDs	
CE	11
BW	-0.4
WW	41
YW	74
MCE	7
MM	5
MWW	25
Marb	0.44
REA	0.38
API	140

Selling 2 sets of 3 or 5 embryos and guaranteeing 1 pregnancy on 3 embryos and 2 with 5 if work is done by an AETA certified embryologist and documented.

We are proud to offer genetics out of the Little Mountain donor, SVF Sheza Star S804A. This Lucky Man donor is out of the legendary producer Sheza Star. This homozygous polled and homozygous black donor is a full sister to the Genex bull SVF Star Player. The embryos are sired by the top EPD bull Dikeman Sure Bet. We feel this baldie donor will work excellent with Sure Bet. This impressive cow is the right type and kind plus the numbers will the breed leading across the board and the carcass traits are tops as well. Don't overlook adding embryos, this is a great way to achieve great results in a short order. The resulting calves will be homozygous polled and homozygous black.

Little Mountain Farm

Embryos...



SVF Sheza Star S804A - reference



Dikemans Sure Bet -reference sire

Crazy Queen x Built Right

2A&B

2 sets of 3 Embryos Guaranteeing 1 Pregnancy with each set

Virginia Beef Expo

SVF NJC Built Right N48 CNS Dream On L186
NJC Ebony Antoinette

Triple C Crazy Queen L98 HC Power Drive 88H
Hart Hollywood Queen E700

PROJ EPDs	
CE	6
BW	-0.3
WW	28
YW	50
MCE	7
MM	5
MWW	19
Marb	0.06
REA	-0.12
API	98

Selling 2 sets of 3 embryos guaranteeing 1 pregnancy if work is done by an AETA certified embryologist and documented.

This is a great opportunity to add some Steel Force genetics out of one of the high selling cows in the Triple C dispersal Crazy Queen. The Hollywood Queen influence is strong and sought after plus dependable. SVF Steel Force continues to produce elite offspring. Get involved early because progeny by Crazy Queen will be out this fall and they should be some of the best. Embryos sold well in the North American sale so add them to your list at the Virginia Beef Expo

ETR and Griswold Cattle Co.



Triple C Crazy Queen - reference



SVF NJC Built Right -reference sire

Sweet Dream x Club King

3A

3 or 5 Embryos Guaranteeing 1 Pregnancy on 3 and 2 Pregnancies on 5

Virginia Beef Expo

RC Club King 040R HC Hummer 12M
RC Miss Giffey 038N

TNC Sweet Dream WAR Nitro
YC Miss Blk B80

PROJ EPDs	
CE	7
BW	-0.2
WW	43
YW	74
MCE	7
MM	-2
MWW	19
Marb	0.11
REA	0.04
API	106

Selling 3 or 5 embryos and guaranteeing 1 pregnancy on 3 embryos and 2 with 5 if work is done by an AETA certified embryologist and documented.

Selling choice of three or five embryos out of this mating. We have sold many embryos across the country out of this donor and everyone that has purchased them has been really pleased so don't let this chance go by to purchase these great genetics.

Rocky Hollow Simmentals



TNC Sweet Dream - reference



EBS Ebony Mavis -reference sire



Triple C Bettis reference sire



SVF Steel Force reference sire



DLS Good Timing -reference



SVF Steel Force reference sire



Mr NLC Upgrade reference sire

Ebony Mavis x Bettis

3B

3 Embryos Guaranteeing 1 Pregnancy

Virginia Beef Expo

Triple C Bettis S72J Hooks Shear Force 38K

Lucas Josie 19K

EBS Ebony Mavis

CNS Dream On L186

SVF NJC Majestic Lady M26

Selling 3 embryos guaranteeing 1 pregnancy if work is done by an AETA certified embryologist and documented.

Dustin Rogers

PROJ EPDs

CE	11
BW	-0.3
WW	34
YW	56
MCE	7
MM	5
MWW	23
Marb	0.33
REA	0.09
API	122

Ebony Mavis x Steel Force

3C

3 or 5 Embryos Guaranteeing 1 Pregnancy on 3 and 2 Pregnancies on 5

Virginia Beef Expo

SVF Steel Force S701 CNS Dream On L186

SVF Sheza Beauty L901

EBS Ebony Mavis

CNS Dream On L186

SVF NJC Majestic Lady M26

Selling 3 or 5 embryos and guaranteeing 1 pregnancy on 3 embryos and 2 with 5 if work is done by an AETA certified embryologist and documented.

Sloup Simmentals

PROJ EPDs

CE	10
BW	-0.6
WW	35
YW	58
MCE	7
MM	2
MWW	20
Marb	0.24
REA	0.12
API	114

Mavis started her early days in being bred in the Ernie Brooke herd in Virginia. This daughter of Majestic Lady is even more impressive than her picture. This Dream On donor has a great pedigree with many members and sisters doing a superb job across the country. Don't forget the Majestic Lady is a full sister Magnetic Lady and Mavis is a sister to Kasl donor which excels with each mating. Mavis is young and is just starting her productive career with quality offspring. This baldie donor is about as deep and wide as you can make one. At the Virginia Beef Expo you have the opportunity to select eggs by the homozygous polled and homozygous black Triple C Bettis and the proven baldie super sire SVF Steel Force. If you talk to the owner of Mavis, Nick Sloup will suggest you add both mating to your list. You be happy when the progeny hit the ground.

DLS Good Timing Embryos

4A&B

Selling choice of 5 Embryos Guaranteeing 2 Pregnancies

Virginia Beef Expo

DCC New Look 101 OCC Genesis 872G

OCC Dixie Erica 814G

Circle T Antoinettes Edge CNS Dream On L186

NJC SVF Antoinette K205

SVF Steel Force S701 Proj. EPDs

CE BW -1.5 WW 29 YW 56 MCE MM -0.1 MWW 15 Marb 0.24
REA 0.14 API 114

Mr NLC Upgrade U8676 Proj. EPDs

CE BW -1.4 WW 43 YW 80 MCE MM -3 MWW 19 Marb 0.27
REA 0.23 API 125

Selling choice of embryos by Upgrade and Steel Force. Selling 5 embryos guaranteeing 2 pregnancies if work is done by a certified embryologist.

This donor was purchased out of the NC Fall Harvest Sale. This SimAngus sired by DCC New Look is impressive being a awesome and broody donor cow. These two matings will definitely work because of the predictability all around. Cow families make a difference.

TX Enterprises

Miss CCF Kanga x Star Power

5A

3 Embryos Guaranteeing 1 Pregnancy

Virginia Beef Expo

- SVF Star Power S802** CNS Dream On L186
SVF Sheza Star N902
- Miss CCF Kanga P16** KenCo/MF Powerline 204L
BRS Kanga K63

Selling 3 embryos guaranteeing 1 pregnancy if work is done by an AETA certified embryologist and documented. We are selling 3 embryos out of our Kanga donor. She has had many progeny in many herds across the country. Her progeny has averaged \$3,100 in past sales. If you desire performance in your herd add these genetics. Many daughters and sons are working in herds across Virginia.

Rocky Hollow Simmentals

PROJ EPDs

CE	0.9
BW	2.4
WW	36
YW	68
MCE	8
MM	2
MWW	20
Marb	0.14
REA	0.55
API	97



Miss CCF Kanga P16 -daughter



SVF Star Power -reference sire

Swain Velvet x THSF Freedom

5B

5 Embryos Guaranteeing 2 Pregnancies

Virginia Beef Expo

- THSF Freedom 300N** BH Tracker 998J
SAFN Miss Zing 02H
- Swain Velvet 607S** CNS Dream On L186
Swain Queen 403P

Selling 3 embryos guaranteeing 1 pregnancy if work is done by an AETA certified embryologist and documented. The donor Swain Velvet sold for \$15,000 at the Pine Ridge dispersal and went to the operation of Moore Land and Cattle Co. This cow is a short period of time has acquired many friends because of her flawless phenotype and her producing ability. If you have been keeping track of progeny out of the Freedom you need to study the reports prior to sale day. Freedom has been doing a great job for years and his EPDs are breed leading. The calves out of 607S will be black and be thick and stout. Study the whole package in this embryo lot.

Dustin Roders

PROJ EPDs

CE	8
BW	0.5
WW	37
YW	70
MCE	9
MM	1
MWW	20
Marb	0.07
REA	0.35
API	107



Swain Velvet 607S - reference



THSF Freedom -reference sire

Marvelous M35 x Star Power

6A&B

3 or 5 Embryos Guaranteeing 1 Pregnancy on 3 and 2 Pregnancies on 5

Virginia Beef Expo

- SVF Star Power S802** CNS Dream On L186
SVF Sheza Star N902
- SVF NJC Marvelous M35** GFI Magnum K52
NJC Ebony Antoinette

Selling 3 or 5 embryos and guaranteeing 1 pregnancy on 3 embryos and 2 with 5 if work is done by an AETA certified embryologist and documented.

There is not much explanation needed behind this genetic lot. The rewards should have lasting effects on your breeding program. With the strength and predictability of the Sheza Star and Ebony Antoinette cow families wrapped into these matings you will be getting some of the best genetics in the breed. Marvelous is a daughter of the great NJC Ebony Antoinette cow. Her mating to Star Power Combines two tremendous cow families with show ring appeal with power and dynamic phenotype. Hudson Pines have sold several of Marvelous offspring in past sales. Don't miss out this unprecedented opportunity to purchase super genetics for your breeding program.

Anvil Acres

PROJ EPDs

CE	1
BW	1.8
WW	36
YW	65
MCE	7
MM	5
MWW	23
Marb	0.14
REA	0.27
API	96



NJC Ebony Antoinette - reference Granddam



SVF Star Power -reference sire



Miss Candy 3000C - reference

CNS Dream On -reference sire



Miss Candy x Dream On

6c

3 Embryos Guaranteeing 1 Pregnancy

PROJ EPDs

Virginia Beef Expo

Nichols Legacy G151
CNS Dream On L186
CNS Sheeza Dream K107W
Leachman Saughatchee
Miss Candy 3000C
Lindseys Candy

Selling 3 embryos guaranteeing 1 pregnancy if work is done by an AETA certified embryologist and documented. A full sib to these embryos was grand champion low percentage Simmental at the Michigan Winter Beef Expo two years ago, valuable genetics. This mating has produced many champions and great females.
Weiser Farms

CE	
BW	-1.5
WW	23
YW	45
MCE	
MM	-4
MWW	7
Marb	0.37
REA	-0.03
API	108

Open Heifers . .



BV Star Girl

7

PUREBRED • BD: 1-23-10 • ASA# 2536349

Tattoo: X6 • BW: 74

Virginia Beef Expo

CNS Dream On L186
SVF Star Power S802
SVF Sheza Star N902
BV Lassie
Triple C Hidden Power
Taylor's BDC Lass 032Y

Stout made and powerful best describes this heifer. Star Girl will make an excellent Junior heifer project. She is straight topped, square hipped, and has great hair. Going back to Dream On and Power Drive makes her even better.
Buena Vista Simmentals

CE	2
BW	1.4
WW	34
YW	60
MCE	7
MM	-2
MWW	15
Marb	0.16
REA	0.21
API	96

HPF Red Infinity X532

8

PUREBRED • BD: 1-23-10 • ASA# 2535340

Tattoo: X532 • BW: 88 • WW: 602

Virginia Beef Expo

Nichols Legacy G151
CNS Dream On L186
CNS Sheeza Dream K107W
ER Big Sky 545B
V-4J Red Infinity F19
Hooks Divinity 19D

X532 is a powerfully constructed female that would make a great addition to any herd. She is big footed, big boned, and good legged. X532 is an extremely sound female that carries an impressive amount of mass and dimension while still remaining fresh and attractive through her head and neck. For those of you wanting to have some fun in the show ring and end up with a powerful donor cow, X532 could be for you.
Hudson Pines Farm

CE	11
BW	-1.9
WW	27
YW	44
MCE	8
MM	6
MWW	19
Marb	0.25
REA	0.04
API	111



CNS Dream On - reference

Folly's Win A Trip

9

PUREBRED • BD: 2-01-10 • ASA# 2535366

Tattoo: X1 • BW: 73

CE	10
BW	0.1
WW	23
YW	46
MCE	5
MM	6
MWW	18
Marb	0.04
REA	0.08
API	102

Virginia Beef Expo

SVJ Power Surge
Westfall Voyager 721P
 Drake Summer Sister
 Chigger 104
KBS Lucky Me 37S
 PVF Lucky Rose 1943L

Winnie is deep bodied, wide and halter broken. Outcross leaves many breeding options. Half sib was a top selling Simmental at Pennsylvania State 2010 bull test.

Folly Farm

10

PUREBRED • BD: 2-02-10 • ASA# 2570296

Tattoo: X22 • BW: 79

CE	6
BW	3.7
WW	36
YW	60
MCE	-3
MM	1
MWW	19
Marb	0.14
REA	-0.11
API	84

Virginia Beef Expo

Hart Black Oasis F301
D&D Hummer
 D&D Black Scarlet
 D&D Black Power Stroke
D&D Super Success
 D&D Black Lady Bug

This D&D Hummer daughter female brings top outcross genetics to the Simmental breed. The Oasis side of the pedigree brings explosive growth, style and great hair for those who are interested in the show circuit. Her full sister sold to Gary and Ann Linville of Pine Ridge Simmentals and was Reserve Champion Cow/calf at the Kentucky State fair and also the Kentucky Beef Expo. Her Trademark calf was one of the top selling female at the Kentucky Beef Expo. The homework is done on this female. Breed her the same way, to Trademark, and enjoy the success.

SVJ Farm

HPF Something Special X640

11

PUREBRED • BD: 3-10-10 • ASA# 2535344

Tattoo: X640 • BW: 81 • WW: 557

CE	11
BW	0.5
WW	31
YW	59
MCE	9
MM	-0.1
MWW	16
Marb	0.25
REA	-0.02
API	121

Virginia Beef Expo

CNS Dream On L186
HTP SVF In Dew Time
 HTP SVF Honeydew
 HC Power Drive 88H
Double R Something Special M21
 BS Miss Fortune 500 2023

If you like females that are big bodied and powerful, be sure to find X640. This In Dew Time daughter is deep sided and bold sprung. She is extremely easy keeping and will be a low maintenance type of a female. Her dam has produced several sale toppers in recent Living Legacy sales and is the kind that just doesn't seem to miss. Let X640 do the same for you.

Hudson Pines Farm



Double R Something Special - reference

Anvil Acres Claire

12

PUREBRED • BD: 3-12-10 • ASA# 2526124

Tattoo: X03 • BW: 77

CE	8
BW	0.3
WW	25
YW	51
MCE	8
MM	4
MWW	17
Marb	0.16
REA	0.19
API	109

Virginia Beef Expo

SVJ Power Surge
Westfall Voyager 721P
 Drake Summer Sister
 JDJ Charisma 20P
Anvil Acres Tuscany
 Anvil Acres Prickly Jr

Claire is a Westfall Voyager heifer that offers many good qualities that will have you take a second look on sale day. She combines a million dollar deposition in a well balanced package with a nice profile and good expression of muscle, depth and capacity. This heifer will make a good project for a junior and will go on to become a tremendous brood cow when her show career is finished. Her grand dam is one of my favorite Prickly Pear cows that always produce's great females. This heifer has predictability bred into her with a great set of EPDs that will become a positive attribute to any breeding program.

Anvil Acres



Anvil Acres Claire

HPF Perfection X953

13 PUREBRED • BD: 3-22-10 • ASA# 2536073
Tattoo: X953 • BW: 72



HPF Perfection X953 - reference



CNS Perfection R521 -reference dam

Virginia Beef Expo

SVJ Power Surge
Westfall Voyager 721P
Drake Summer Sister
CNS Dream On L186
CNS Perfection R521
SS Miss Break

Perfection R521 may have generated as many dollars here at HPF as any other female we have been involved in. She consistently stamps her progeny with an attractive profile, plenty of internal dimension, ease of flesh, and a fundamentally correct skeleton. Her ability to do this time and time again makes her progeny easy to market. They are the kind of cattle that work today and will continue to in the future. Take this opportunity to acquire a great genetic piece out of one of the most powerful red donors in the Simmental breed. A full sister was a high selling open in The Living Legacy VI going to Wright Way Simmentals in IL.

Hudson Pines Farm

CE	11
BW	-0.2
WW	26
YW	49
MCE	9
MM	4
MWW	17
Marb	0.23
REA	0.11
API	106

Virginia Simmental Association Annual Membership Meeting & Dinner

Thursday, April 14, 2011 • 6:00 pm
Pano's Restaurant

Auction to follow meal.

Payment can be made in advance to the VSA secretary. Please make checks payable to Virginia Simmental Association or pay at the door.

Please RSVP if you plan to attend.

Betty Campbell
VSA secretary
3466 Lowesville Rd.
Lowesville, VA 22967
(434) 277-5584

KBS Touch of Honey 75X

14 PUREBRED • BD: 5-01-10 • ASA# 2544118
Tattoo: KB75X

Virginia Beef Expo

Nichols Blk Destiny D12
Chigger 104
Simme Valley Krickette
SVF NJC Thriller S205
SVF HTP Taste of Honey
SVF HTP Splash of Honey

Touch of Honey is the result of an open heifer purchase from Sunset View and HTP Simmentals in their 2009 production sale. She stems from one of the most successful and profitable cow families in our breed. Honey herself is a stout made performance female that should make money for years to come and yes, she is a baldy.
Kevin Bishop

CE	5
BW	2.2
WW	36
YW	66
MCE	4
MM	1
MWW	19
Marb	0.15
REA	0.13
API	104



Feights Charlottes Webb

Feights Charlottes Webb

15 PUREBRED • BD: 5-15-10 • ASA# 2541994
Tattoo: X79A • BW: 95 • WW: 725

Virginia Beef Expo

HC Power Drive 88H
KenCo/MF Powerline 204L
SAFN Glamour 11J
DS Six Shooter 3H
Feights Sally Mae
Shoemakers Salome

This one is hard to let go here is a powerful black heifer out of Powerline her mother was a class winner at the Pennsylvania Farm show, 2007 Pennsylvania Beef Expo Reserve Champion, 2007 Bedford County fair Supreme Champion. This is the first time these genetics have been offered anywhere. She has a puppy dog disposition don't let this opportunity slip by.
Jeff and Sherry Feight

CE	6
BW	2.9
WW	38
YW	76
MCE	4
MM	2
MWW	21
Marb	0.08
REA	0.40
API	103

Silverado Martini X102

16 SimAngus • BD: 9-01-2 • ASA# 2570324
Tattoo: X102 • BW: 74

Virginia Beef Expo

RC Club King 040R HC Hummer 12M
RC Miss Griffey 038N
Silverado Forte 40 Simmental Bulls
Silverado 40

Blaze face half-blood show heifer prospect. Maternal sister to the 2010 VA State Fair Simmental Early Senior Heifer Calf Champion. Will make a great Junior project and will go on to make a great brood cow.

Silverado Cattle Company

CE	
BW	0.0
WW	39
YW	68
MCE	
MM	2
MWW	22
Marb	0.08
REA	0.04
API	99

VPI Shado X068

17 SimAngus • BD: 9-14-10 • ASA# 2568524
Tattoo: X068 • BW: 83

Virginia Beef Expo

SAS T101 Sweet Meat HTP SVF In Dew Time
SAS Sweet Star R101
Shadoe 1062 of Foxcross SAF 598 Bando 5175
Champion Hill Shadoe 135

If you are looking for a competitive hybrid heifer for the next two show seasons, Here she is. Sired by one of the leading sires in the breed, SAS T101 Sweet Meat, this senior heifer calf is deep bodied, big topped and structurally sound. Her dam is one of our top Angus cows in the Virginia Tech herd. X068 ranks in the top 20% for YW and Marbling. This hybrid heifer will make one of the top productive cows in the breed with all the performance packed in her pedigree.

Virginia Tech

CE	
BW	0.2
WW	36
YW	69
MCE	
MM	7
MWW	25
Marb	0.51
REA	-0.23
API	110

Rolling Rock Club Queen

18 PUREBRED • BD: 10-06-10 • ASA# 2562077
Tattoo: X16 • BW: 78

Virginia Beef Expo

RC Club King 040R HC Hummer 12M
RC Miss Griffey 038N
HPF Glamour U189 Triple C Invasion R47K
SAFN Glamour 11J

Queen is a clean fronted, moderate framed heifer. We purchased her dam from Hudson Pines Farms a couple of years ago as a heifer at the Prime Time sale. This is Glamour's first calf and she has a ton of potential. She sells halter broke.

Rolling Rock Farm

CE	7
BW	1.8
WW	40
YW	72
MCE	5
MM	5
MWW	25
Marb	0.20
REA	0.21
API	106

VPI Polly Anna X070

19 PUREBRED • BD: 10-17-10 • ASA# 2568880
Tattoo: X070 • BW: 80

Virginia Beef Expo

SAS T101 Sweet Meat HTP SVF In Dew Time
SAS Sweets Star R101
KDG Polly Anna P89 PVF-BF BF26 Black Joker
BIF H808

Polly Anna X070 is a sound, deep bodied, feminine fronted female that will be very competitive in the show ring. She is sired by SAS T101 Sweet Meat and out of a Joker daughter that we bought at the Beef Expo as one of the top selling bred females. This female will be as productive as her dam and maternal sisters that are in the herd here at Virginia Tech.

Virginia Tech

CE	9
BW	-0.2
WW	33
YW	57
MCE	6
MM	8
MWW	25
Marb	0.10
REA	0.09
API	112



Silverado Martini X102



VPI Shado X068



RC Club King - reference



VPI Polly Anna X070

Breds...

BSF Sandy

20 PUREBRED • BD: 3-10-07 • ASA# 2373286
Tattoo: T18 • BW: 93 • WW: 605

Virginia Beef Expo

KJ Red Decision D4 Grand Desire
KJ Miss A Fleck
WF Sierra WF Black Joe
WF Sunny Sky

CE	3
BW	3.2
WW	32
YW	60
MCE	5
MM	3
MWW	19
Marb	-0.02
REA	-0.18
API	81

This young polled solid red cow will make it's new owner an excellent brood cow. Lacey is retaining her 2010 Full figures heifer and parts with Sandy reluctantly. Her breeding with Mr Ishee Red Density should produce a very good calf with a strong set of EPDs. Sandy is due to calve in mid September.

Ald to Mr Ishee Red Density, ASA# 2466650 on 12-09-10.
Belmont Steaks Farms



TNC Farm Girl

U27

21 PUREBRED • BD: 10-09-08 • ASA# 2468144
Tattoo: U27 • BW: 86 • WW: 640

Virginia Beef Expo

Sand Ranch Hand Wheatland Bull 131L
Sand Lucky Charmer
YC Miss Lucky Dice D26 GW Lucky Dice 187H
YC Miss Blk B80

CE	10
BW	-2.0
WW	33
YW	65
MCE	5
MM	6
MWW	22
Marb	0.22
REA	0.27
API	126

U27 is a heifer we really wanted to keep around because we feel she has a very bright future. She has that big bodied easy keeping look with some extra rib shape. U27 is backed by a proven maternal pedigree being a grand daughter of the great cow maker "B80". B80 is continuing to show up in the pedigrees of some of today's champions and top donors. U27 has an excellent set of EPDs across the board with an added shot of calving ease. When the time comes to breed U27 back, you won't be left scratching you head, just about any of today's leading sires should work. Be sure to give U27 a look in the barn, and see her first calf.

Ald to Olie, ASA# 2171761 on 6-02-10.
PE to W66 Dream IJ from 6-15-10 to 7-10-10.
Penley Farm Simmentals

TNC Farm Girl

22 PUREBRED • BD: 2-16-09 • ASA# 2483623
Tattoo: W6 • BW: 70

Virginia Beef Expo

Sand Ranch Hand Wheatland Bull 131L
Sand Lucky Charmer
THSF Too Proud T729 HTP SVF Ultra Dream
Proud Mary

CE	
BW	-2.1
WW	25
YW	54
MCE	
MM	9
MWW	21
Marb	0.14
REA	0.10
API	112

Farm Girl is a moderate powerful heifer. She is as thick as they come. She has well balanced EPD and will work in any herd. She will have a calf by her side before sale time. So don't overlook Farm Girl.

PE to TNC Remingtons War, ASA# 2424083 from 6-10-10 to 8-10-10
Rocky Hollow Simmental

Hs Wooden Matrix W230

23 SimAngus • BD: 2-03-09 • ASA# 2523580
Tattoo: W230 • BW: 80 • WW: 532

Virginia Beef Expo

BC Matrix 4132 OCC Emblazon 854E
CAF Pure Pride EX 99
HS Talk to Me HS Rocky Top R69
HS No Excuses N28

CE	
BW	-0.9
WW	35
YW	72
MCE	
MM	6
MWW	24
Marb	0.21
REA	0.05
API	107

Here is a special bred heifer from the powers family. She has the smoothness and completeness to be a great breeding piece for the future. He has the eye appeal to produce a good one. Also this female on paper is awesome, study the EPDs they are breed leading. You never got wrong adding a female of this quality.

Ald to HS Invasion Mae W226, ASA# 2523576 from 6-01-10 to 7-20-10. Calf should be at side of cow by sale day.
Holly Spring Farm



HS Wooden Matrix W230

SVJ Dunk's Dream W40

24 PUREBRED • BD: 4-03-09 • ASA# 2481368
Tattoo: W40 • BW: 79

CE	12
BW	0.1
WW	29
YW	45
MCE	5
MM	3
MWW	17
Marb	0.38
REA	-0.01
API	119

Virginia Beef Expo

Nichols Legacy G151
CNS Dream On L186
CNS Sheeza Dream K107W
DSC Mr Dunk
D&D Miss Slam Dunk
D&D Super Lady

You could travel the country over looking for that special bred female and may not find one as good as Dunk's Dream. Her sister by SVJ Power Surge was never beaten in class including Keystone, North American and Denver. This is the type you should be buying not selling. Bred to the many time champion SVJ Excursion, this will be the start of a high quality foundation female. She is certainly front pasture quality. Don't miss her on sale day!

Aid to SVJ Excursion W5, ASA# 2489836 on 7-29-10.
PE to SVF Excursion W5, ASA# 2466650 from 8-15-10 to 10-01-10.
SVJ Farm



SVJ Dunk's Dream full sib

Y&Y Impressive

25 PUREBRED • BD: 8-26-09 • ASA# 2506839
Tattoo: W530 • BW: 82

CE	10
BW	1.8
WW	38
YW	74
MCE	9
MM	2
MWW	21
Marb	0.25
REA	0.41
API	120

Virginia Beef Expo

Lchman Lucky Buck 7049C
GW Lucky Dice 187H
407D
Black Shamrock E157
3LL Ms Blk Shamrock L42
C135 Nancy 65

Here is a very nice Lucky Dice daughter, very thick and sound, well made great cow she is bred to ABS Circle T Antoinette Star. This is your opportunity to purchase very nice replacement female.

PE to Circle T Antoinettes Star, ASA# 2241324 from 11-28-10 to 2-14-11.

Young & Young



Y&Y Impressive

PVSM Pearl

26 3/4 BLOOD • BD: 8-29-09 • ASA# 2513875
Tattoo: W24 • BW: 55

CE	13
BW	-5.5
WW	15
YW	32
MCE	6
MM	8
MWW	15
Marb	0.40
REA	0.22
API	138

Virginia Beef Expo

Nichols Legacy G151
Hooks Shear Force 38K
C&D Tracy
GW Lucky Break 047G
PVSM June Bug
PVSM June X1

PVSM Pearl is a double black and polled, well-muscled Shear Force daughter that comes from an outstanding cow family. Her full sister was purchased at this sale last year by Bill and Kathleen Lay and went on to be Reserve Grand Champion Simmental at the Maryland State Fair. This heifer has been shown, and won her class at the Keystone International Livestock Expo. Real world performance is also bred into Pearl--from outstanding calving-ease and birth weight to carcass--she is in the top 10% or above on four of the six carcass EPDs.

Aid to BMR Explorer, ASA# 2385799 on 11-28-10.

Powell's Valley Simmentals



PVSM Pearl



VPI Black Princess W963

VPI Black Princess W963

27 SIMANGUS • BD: 9-03-09 • ASA# 2521637
Tattoo: W963 • BW: 90 • WW: 508

Expo Virginia Beef

BC Lookout 7024

OCC Legend 616L

Gibbet Hill Mignonne E37

GW Lucky Break 047G

VPI Black Princess N361

SHS Miss Advantage J10

Stemming from the heart of the bred heifers at Virginia Tech, this powerful hybrid heifer is sired by BC Lookout 7024 and out of a GW Lucky Break 047G daughter. This female is deep bodied, easy fleshing and broody. She ranks in the top 20% for YW and top 30% for WW. W963 stems from one of the strongest cow families at Virginia Tech. AI bred on December 12, 2010 to TNT Dual Focus T249. Confirmed.

Ald to TNT Dual Focus T249, ASA# 2421851 on 12-12-10.

Virginia Tech

CE	
BW	-0.3
WW	32
YW	70
MCE	
MM	0.5
MWW	17
Marb	0.38
REA	0.07
API	111



PVSM Firefly W25

PVSM Firefly W25

28 PUREBRED • BD: 9-05-09 • ASA# 2513876
Tattoo: W25 • BW: 71

Expo Virginia Beef

Hooks Shear Force 38K

Nichols Legacy G151

C&D Tracy

RBS Hot Shot

PVSM Lightning Bug

PVSM June Bug

PVSM Firefly W25 is a feminine, clean-fronted, double black and polled, easy-keeping heifer. Consistency and longevity is bred into Firefly-she is the fourth generation of this cow family born on our farm, and her great granddam is still producing show winners. PVSM Firefly W25 is AI bred to BMR Explorer and is due 9-28-11.

Ald to BMR Explorer, ASA# 2385799 on 12-15-10.

Powell's Valley Simmentals

CE	14
BW	-2.8
WW	24
YW	45
MCE	6
MM	6
MWW	18
Marb	0.37
REA	0.29
API	125



Silverado Diana W908

Silverado Diana W908

29 1/2 BLOOD • BD: 9-14-09 • ASA# 2521834
Tattoo: W908 • BW: 80

Expo Virginia Beef

SVF Star Power S802

CNS Dream On L186

SVF Sheza Star N902

Simmental Bulls

Silverado Georgia

32

Here is a deep bodied, square hipped, eye appealing yearling heifer. Huge potential to be a key player in any herd. Sells safe in calf to SS Ebony's Grandmaster.

Ald to SS Ebony's Grandmaster ASA# 2281133 on 12-05-10. Safe in calf.

Silverado Cattle Company

CE	
BW	2.5
WW	37
YW	65
MCE	
MM	0.6
MWW	19

Y&Y Motivation

30 PUREBRED • BD: 10-13-09 • ASA# 2506842

Tattoo: W95 • BW: 84

CE	7
BW	3.0
WW	30
YW	48
MCE	4
MM	9
MWW	24
Marb	0.11
REA	0.11
API	100

Virginia Beef Expo

TNC Buck Shot 007 Remington Red Label HR
 YC Miss 50BS B43
Miss Prickly Pear 495P PPSR Preference 48M
 Miss Prickly Pear 161L

The Red Label granddaughter is very well balanced, sound structured, very deep sided, tremendously thick, Don't miss this one on sale day. She will fit your herd very nicely. She is bred by ABS's Circle T Antoinettes Star.

PE to Circle T Antoinette Star, ASA# 2241324 from 12-02-10 to 2-14-11.

Young & Young



Y&Y Motivation

Deer Creek Parika

31 PUREBRED • BD: 9-26-09 • ASA# 2533143

Tattoo: W43 • BW: 87 • WW: 575

CE	2
BW	2.1
WW	39
YW	69
MCE	3
MM	0.7
MWW	20
Marb	0.06
REA	0.14
API	101

Virginia Beef Expo

Remington Red Label HR CNS Dream On L186
 HS Reflections J34
STF Liberty 162N CCR Ameritrade 155J
 STF Desa Rae

W43 is a big ribbed and muscular heifer that is a direct descendant of the famous STF Desa Rae cow. Desa Rae has been a phenomenal producer of great cattle from Silver Towne Farm to Hudson Pines Farm. W43 is non-diluter, solid red and safe in calf to TNT Top Gun. Top Gun has sired some superb calves for us with tons of muscle and middle. I am sure the calf will be at the top of anyone's herd. This female offers a lot of mating opportunities, whether you want to make black or red calves.

Ald to TNT Top Gun, ASA# 2321664 on 12-14-10.

Deer Creek Farm



Deer Creek Parika

Cow - calf Pairs...

KBS Lucky Me 37S

32 PUREBRED • BD: 3-06-06 • ASA# 2357431

Tattoo: KB375 • BW: 80

CE	4
BW	1.6
WW	29
YW	54
MCE	3
MM	2
MWW	16
Marb	0.16
REA	0.16
API	101

Virginia Beef Expo

Chigger 104 Nichols Blk Destiny D12
 Simme Valley Krickette
PVF Lucky Rose 1943 GW Lucky Break 047G
 BTS 91XBurntblack J943

Lucky is named correctly! A good mom, plenty of milk, easy keeping, stout and moderate framed. A sure thing...

32A BD: 3-11-11 Sex: Bull Tattoo: Y1

Sire: Sand Ranch Hand

Folly Farm



Sand Ranch Hand - reference



HS Tequila Sunrise

HS Tequila Sunrise

33 PUREBRED • BD: 2-13-07 • ASA# 2462182
Tattoo: T149 • BW: 83 • WW: 535

Virginia Beef Expo

WLE Power Stroke
HC Power Drive 88H
 Kappes Lady Irish F88
 PTL Cutting Edge D209
B&B Miss Black Fancy
 BDV Crystal F3

CE	6
BW	0.7
WW	33
YW	62
MCE	4
MM	4
MWW	21
Marb	0.04
REA	0.20
API	107

Power Drive cows like this don't come around every day. Take a look at the pedigree on this one, she is out of the dame B & B Miss Black Fancy which makes this a great asset. She will have a heifer calf sired by Club King by sale day. Don't over look this package on sale day.

33A BD: 2-21-11 Sex: Heifer BW: 80 Tattoo: CM5Y
 Sire: RC Club King
 Christopher Morrison and Family



Maas True Dream - reference

Pond View Shania

34 PUREBRED • BD: 1-06-08 • ASA# 2438990
Tattoo: U106 • BW: 81 • WW: 444

Virginia Beef Expo

CNS Dream On L186
MAAS Ture Dream 404P
 VPF Ava
 WLE Excel
MHF Miss Excellent 25N
 Meadow Hill 451L

CE	4
BW	1.5
WW	30
YW	53
MCE	4
MM	0.5
MWW	16
Marb	0.14
REA	0.07
API	93

A solid black three year old cow that is deep and thick with lots of volume and muscle to make a good brood cow. Very feminine and clean fronted. Has a nice udder and is milking very well. Excellent disposition, quiet and halter broke. Sells with a solid black polled January 15th heifer calf by Hook's Infiniti 10U. Could possibly be a 3 in 1 package by sale day.

34A BD: 1-15-11 Sex: Heifer BW: 83 Tattoo: Y15 Sire: Hook's Infiniti 10U
 Pond View Farm



WHSP Oaks Stary Skips 719T

WHSP Oaks Stary Skips 719T

35 PUREBRED • BD: 2-14-07 • ASA# 2398610
Tattoo: 719T • BW: 54

Virginia Beef Expo

Nichols Legacy G151
 CNS Dream On L186
 CNS Sheeza Dream K107W
 SAC Mr MT 73G
WHSP Oaks Shining Moment
 GW Miss Body Buider 300K

CE	9
BW	-0.4
WW	25
YW	40
MCE	5
MM	-0.2
MWW	12
Marb	0.30
REA	0.16
API	117

If you are looking for a front pasture cow. Here she is. She has everything you could like in a cow. She is so complete. You could use her in many way. Her second calf is in the Lynsey Groves herd. She is one of her top show heifer so if you are looking for a good pair Here it is.

35A BD: 3-03-11 Sex: Bull BW: 76 Tattoo: Y15 Sire: Circle T Anoinettes Star
 Rocky Hollow Simmentals

THSF Too Proud T729

36 PUREBRED • BD: 1-13-07 • ASA# 2401134
Tattoo: T729 • BW: 81

Virginia Beef Expo

CNS Dream On L186
HTP SVF Ultra Dream Knight Magnolia 013K
Proud Mary KenCo/MF Powerline 204L
YC Miss Ion K29

CE	
BW	0.7
WW	28
YW	61
MCE	
MM	6
MWW	20
Marb	0.10
REA	-0.09
API	93

Here we go cowboys if you are looking for a cow/ calf pair. Here it is. She is pretty made and milks like a holstein. The heifer calf at her side could really make a junior showman happy. So take a look at this pair and decide for your self if this is the one for your program.

36A BD: 1-20-11 Sex: Heifer BW: 68 Tattoo: Y4 Sire: Circle T Anoinettes Star Rocky Hollow Simmentals



THSF Too Proud T729

Bulls...

HPF Dew Time U026

37 PUREBRED • BD: 1-11-08 • ASA# 2440006
Tattoo: U026 • BW: 67 • WW: 652

Virginia Beef Expo

CNS Dream On L186
HTP SVF In Dew Time HTP SVF Honeydew
GKS Raquel SS Goldmine L42
SS Patty

CE	12
BW	-1.9
WW	22
YW	38
MCE	9
MM	2
MWW	13
Marb	0.26
REA	-0.09
API	107

U026 is a mature bull that is ready to go to work and will be able to handle plenty of cows. He is a calving ease bull that offers more muscling and stoutness of bone. It is only due to our extensive ET program that U026 does not breed enough cows for us to justify keeping him. His Goldmine sired dam stays in good rig and does a great job for us every year with a perfect udder and fault free skeleton; a true sign of what U026's daughter will do.
Hudson Pines Farm



HPF Dew Time U026

BV Violet's Boy

38 PUREBRED • BD: 10-08-09 • ASA# 2531157
Tattoo: 5W • BW: 76

Virginia Beef Expo

Nichols Legacy G151
CNS Dream On L186 CNS Sheeza Dream K107W
GW Lucky Dice 187H
Y&Y Black Madam Y&Y Ms Buttercup

CE	11
BW	-0.5
WW	34
YW	61
MCE	9
MM	-3
MWW	14
Marb	0.36
REA	0.18
API	116

Black bull out of the Simmental breeds most used bull- Dream On. If you are looking for calving ease, just check out his numbers. Semen tested and ready to work.
Buena Vista Simmentals



BV Violet's Boy



Dusty W462

Dusty W462

39 PUREBRED • BD: 10-25-09 • ASA# 2537435
Tattoo: W462 • BW: 102 • WW: 700

Virginia Beef Expo

SS Goldmine L42
HPF Mr Golddust R065
BCS Queen of Hearts
BF 0K34 Daytona
MCMF Ms Josie R6
GFI Josie K32

CE	5
BW	3.0
WW	30
YW	53
MCE	0.4
MM	-0.1
MWW	15
Marb	0.03
REA	-0.10
API	94

If you are looking for a herd bull to put the pounds on your calves look no further. Dusty is a son of the Hudson Pines herd bull Mr Golddust. W462 is a functional baldie bull with a outcross pedigree. So don't overlook this herd sire take him home and reap the rewards.

M&W Farms



WAR Sheza Dandy M751 - reference dam

SVJ Hez The One W213

40 PUREBRED • BD: 10-23-09 • ASA# 2528184
Tattoo: W203 • BW: 80

Virginia Beef Expo

WLE Power Stroke
GWS Ebonys Trademark 6N
NJC Ebony Antoinette
Hart Black Oasis F301
WAR Sheza Dandy M751
JBH Sheza Dandy

CE	9
BW	1.5
WW	36
YW	56
MCE	1
MM	1
MWW	19
Marb	0.12
REA	0.20
API	99

From the same great line of cattle that has generated as much profit and success as any in the history of the Simmental breed. This fall Trademark son is exceptionally long bodied, and complete with great flexibility. He will work great in the purebred industry as well as the club calf industry due to his style, muscle shape and not to mention his built in earning power from his dam. This stout bull can cover a lot of cows. Semen Tested and ready to go!!

SVJ Farm



TNC Black Balboa

TNC Black Balboa

41 PUREBRED • BD: 11-24-09 • ASA# 2529489
Tattoo: W29 • BW: 62

Virginia Beef Expo

PVF-BF BF26 Black Joker
SS Ebonys Grandmaster
SOSF Ebonys Joy L123
SVF/NJC Built Right N48
BF Vidalia
Miss CCF R78

CE	10
BW	-3.2
WW	20
YW	40
MCE	2
MM	8
MWW	18
Marb	0.03
REA	0.11
API	111

Balboa is our donor Vidalia's natural calf. Vidalia has done everything right being fertile and productive. The genetics that we have sold in past sales have been popular going to good breeders across the country. W29 is a small framed powerhouse with loads of quality. This Grandmaster son is thick deep and stout. If you need a low birth weight calving herdsire this one will work great. He has a great disposition, plus he has been to many shows winning championship honors. Now it is time to be positive impact on someone's herd.

Rocky Hollow Simmentals

BF Vidalia -reference sire



Feights Johnny Be Good

42 PUREBRED • BD: 1-03-10 • ASA# 2541993
Tattoo: X12 • BW: 89 • WW: 834

Virginia Beef Expo

KenCo/MF Powerline 204L
SAFN Glamour 11J
STF Mr Momentum H508
Shoemakers Majesty
Shoemakers Miss Marker

CE	5
BW	-0.2
WW	26
YW	58
MCE	3
MM	6
MWW	19
Marb	0.05
REA	0.31
API	95

Don't miss your chance to add great genetics to your herd with this solid black Simmental bull. With a weaning weight having no access to a creep feeder of 834 lbs and a yearling weight of 1368 lbs he exhibits tremendous growth and has a great structure to go with it. His Dam is the only full sibling to the renowned Shoemakers Commander who has sired numerous Champions and top indexing bulls at the Pennsylvania State bull test. He has a yearling scrotal circumference of 44 cm, is semen tested, 6.3 frame, has a great disposition, and ready to go to work on your farm. Don't miss this awesome yearling bull. Homozygous black.

Jeff and Sherry Feight



Feights Johnny Be Good

PVSM Cherokee Power

43 PUREBRED • BD: 1-25-10 • ASA# 2557010
Tattoo: X6 • BW: 83

Virginia Beef Expo

KenCo/MF Powerline 204L
SAFN Glamour 11J
GW Twentyfour Seven 662L
Cherokee Rose
Nelsons Destinys Rose

CE	3.0
BW	2.1
WW	33
YW	69
MCE	2
MM	1
MWW	18
Marb	0.09
REA	0.51
API	95

PVSM Cherokee Power is a long, deep bodied, sound bull. He packs an exceptional amount of muscle and capacity into a moderate frame. This bull has consistency on both sides of his pedigree, being sired by the great Powerline, and his dam is one of our best producing cows. Cherokee has a wonderful disposition and has been shown--he was Bull Calf Champion at the 2011 Pa. Farm Show. PVSM Cherokee Power has that great balance of performance and style that will work in a commercial or purebred herd.

Powell's Valley Simmentals



PVSM Cherokee Power

VPI Lookout X054

44 3/4 BLOOD • BD: 1-30-10 • ASA# 2541617
Tattoo: X054 • BW: 92 • WW: 620

Virginia Beef Expo

VPI Outlook U857
Triple C Invasion R47K
EBS Shesa Andrias Dream
G13 Structure
VPI Natasha S660
YC Miss B7 D26-8

CE	
BW	-0.9
WW	18
YW	41
MCE	
MM	5
MWW	14
Marb	0.64
REA	-0.10
API	122

Here is one to look up on sale day because he will be better than his picture. A great herdsire prospect from the Virginia Tech Beef program. Here is one with loads of genetics and potential. On the top side you will find his sire is a son of the Va Tech donor Andrias Dream and daughter of Triple C Shesavannah. On the bottom side you will find G13 Structure and his grand dam a Blackfoot x B80 cow. Va Tech is great supporter of Simmental and several members in this bull pedigree was purchased out of the Prime Time sale. As you study pedigrees you will find his lineage and family are top notch. This 3/4 herdsire will offer calving ease in a balanced and complete package. Also, this guy is strong in the marbling department. Come and look this guy up sale day.

Virginia Tech Beef Center



VPI Lookout X054

KBS Miller Time 2XX

45 PUREBRED • BD: 2-04-10 • ASA# 2536253
Tattoo: KB2XX

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CNS Dream On L186
HTP SVF In Dew Time
HTP SVF Honeydew
Hart Black Oasis F301
B&K Black Bertha Lace
B&K Black Bertha

CE	11
BW	-0.4
WW	34
YW	58
MCE	5
MM	-2
MWW	15
Marb	0.28
REA	-0.05
API	114

Miller Time has progressed into a sound young bull with a ton of eye appeal. He should also impress cattlemen who are looking for a bull to produce those valuable replacement heifers.

Kevin Bishop

KBS Dewin Time 1XX

46 PUREBRED • BD: 2-07-10 • ASA# 2536252
Tattoo: KB1XX • BW: 79

Virginia Beef Expo

CNS Dream On L186
HTP SVF In Dew Time
HTP SVF Honeydew
HC Power Drive 88H
KBS Black Bertha Satin 17P
B&K Black Bertha Lace

CE	11
BW	0.1
WW	30
YW	53
MCE	7
MM	-0.5
MWW	15
Marb	0.22
REA	0.03
API	122

It's a privilege to bring a bull to town as good as Dewin Time. This powerfully constructed in Dew Time son has all the physical characteristics. To be a great breeding bull. Besides having a ton of structural soundness, and longevity. He excels on paper as a super calving ease bull that stems from a long line of proven females. Will be semen tested by sale day.

Kevin Bishop



Pon View Master

Pon View Master

47 PUREBRED • BD: 2-20-10 • ASA# 2565351
Tattoo: X22 • BW: 84

Virginia Beef Expo

PVF-BF BF26 Black Joker
SS Ebonys Grandmaster
SOSF Ebonys Joy L123
Triple C Majic Man M211
Triple C Angel Dust S363
GFI Lacey M21

CE	9
BW	-0.3
WW	27
YW	53
MCE	2
MM	9
MWW	23
Marb	-0.07
REA	0.19
API	106

Master is a high growth performance, calving ease herd sire that also has the look. Out of a Triple C donor cow and SS Ebonys Grandmaster you can't go wrong with this pedigree.

Pond View Farm

Titan Extra

48 FULLBLOOD • BD: 3-10-10 • ASA# 2530717
Tattoo: 48X • BW: 80 • WW: 675

Virginia Beef Expo

CNS Dream On L186
Longview Santana
JF Selina
PVF-BF BF26 Black Joker
Titan Poker Queen
Titan Lady In Red

CE	9
BW	-0.9
WW	27
YW	52
MCE	3
MM	4
MWW	18
Marb	0.05
REA	0.23
API	114

Titan has a solid pedigree with good EPDs will work well on any level registered or commercial.

J&M Farms

TNC Seven

49 PUREBRED • BD: 3-06-10 • ASA# 2529484
Tattoo: X8 • BW: 84 • WW: 660

Virginia Beef Expo

GW Lucky Dice 187H
TNC Lucky Seven
TNC Sweet Dream
GWS Ebonys Trademark 6N
TNC Star None
Figgins J239

CE	9
BW	1.0
WW	40
YW	70
MCE	3
MM	-0.7
MWW	19
Marb	0.14
REA	0.24
API	113

Here's a nice young bull that goes back to the donor cow, TNC Sweet Dream, that has progeny across the country. This bull has calving ease, and great growth. This bull will work for anyone if, your looking for a Homozygous black, homozygous polled bull. Don't over look TNC SEVEN on sale day.

Christopher Morrison

Silverado Double Dipped

50 PUREBRED • BD: 3-11-2010 • ASA# 25585588
Tattoo: X092 • BW: 74

Virginia Beef Expo

CNS Dream On L186
SVF Star Power S802
SVF Sheza Star N902
Bar CK Vision 227P
Silverado Goldview
Silverado Goldesign R502

Here is a ultra clean, thick muscled, moderate framed black bull. X092 is structurally sound with a big square hip. Will work well with purebred or commercial cows. Very quiet and easy to handle.
Silverado Cattle Company

CE	3
BW	1.6
WW	34
YW	62
MCE	8
MM	-0.9
MWW	16
Marb	0.23
REA	0.33
API	101

Rolling Rock Dew'n Time

51 PUREBRED • BD: 5-30-10 • ASA# 2540867
Tattoo: X09 • BW: 85

Virginia Beef Expo

CNS Dream On L186
HTP SVF In Dew Time
HTP SVF Honeydew
ES Dakota NK68
BRS Bitter Sweet S88
CLW-PVF Bitter Sweet K88

Dew'n Time is a moderate framed, deep bodied bull calf out of the In Dew Time bull. His pedigree is as good as it comes. His dam is a daughter of the great Bitter Sweet K88 cow. Don't miss out on these great genetics.
Rolling Rock Farm

CE	7
BW	1.2
WW	36
YW	66
MCE	8
MM	-1
MWW	17
Marb	0.21
REA	0.06
API	111

BSF Royal Rendition

52 PUREBRED • BD: 8-01-10 • ASA# 2566498
Tattoo: 23X • BW: 72 • WW: 745

Virginia Beef Expo

NLC Polled Coal 44E
BSF Black Resolve
BSF Henrietta
Hooks Majestic 31M
TNC Royal B80
YC Miss BIK B80

Here is a young solid black bull whose calving ease and birth weight EPDs put him in the top 4% of the breed. His milk and maternal calving ease rank in the top 20%. His dam, a B80 daughter is a front pasture cow from Tommy Cline's herd. Don't overlook this bull because of his age. He is a herd sire in the making.

Belmont Steaks Farm

CE	13
BW	-2.5
WW	24
YW	51
MCE	5
MM	9
MWW	21
Marb	0.17
REA	-0.16
API	111

Donation and Raffle . . .

PRS Blazin Hot Semen

D1 5 Units of Semen • ASA# 2524433
BF M234 BBF Mabelle K004 x Welshs Dew It Right 067T

Proceeds will go to the Virginia Junior Simmental Association.

TNC Remingtons War Semen

D2 10 Units of Semen • ASA# 2424083
TNC Sweet Dream x Remington Red Label HR

Many time champion and herdsire for Rocky Hollow Farm.
Proceeds will go to the Virginia Junior Simmental Association.



PRS Blazin Hot

2011 Virginia Simmental Association Calendar

Virginia Simmental Association will be auctioning off pages to be placed in the 2011 calendar during the Virginia Beef Expo.

Raffling a STIHL MS 290 Farm Boss Chain Saw

Tickets will be available at expo sale site. Drawing will be April 15 before sale.
Proceeds will benefit the Virginia Simmental Association.

Internet bidding at www.cowbuyer.com



- View/Bid online in real time starting at 10:30 am Friday April 16th 2010.
 - Tarentaise Sale - 10:30am
 - Angus Sale 11:00am
 - Hereford Sale 11:30 am
 - Charolais Sale 1:00 pm
 - Simmental Sale 1:00pm
 - Composite Cattle Sale 3:00 pm
 - Red Angus Sale 3:00pm
- All individuals interested in online bidding must be registered by 12:00 noon on Thursday April 15th 2010 for approval.
- No Buyers Premium for online buyers.
- High Speed Internet is required.
- The online auction will be linked through www.vabeefexpo.org and www.cowbuyer.com
- Cowbuyer LLC is a service provider. We are not responsible for the activity or inactivity of any technology, internet connection at the sale site or connection and technology of the bidders.
- **TERMS OF SALE:** Payment in full to sales management on auction day by cash, cashier's check, certified funds, or bank wire transfer. If payment is made by personal check, you must have a Letter of Credit from bank guaranteeing payment.

Sample Letter of Credit: "Mr. (customer name) is a customer in good standing at our bank. We will guarantee the payment of check on this account (acct #) up to (specify amount) dollars for purchase at your auction on (date).

For Questions, contact: Dustin Rogers 336-409-5498 info@cowbuyer.com
Aaron Ray Tompkins 336-363-4639 art@cowbuyer.com

View catalog online and in color at www.parkelivestock.com

Notes . . .



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Friday, April 15, 2011 **1:00 pm**

Rockingham County Fairgrounds Harrisonburg, Virginia