

May 2021

Spring Sire Update



HERD GENETIC LINE 

GENEX 

EXCHANGE

1AN01634 MUSGRAVE EXCHANGE



Tehama Upward Y238
Tehama Tahoe B767
 Tehama Mary Blackbird Y684
 Basin Payweight 1682
Musgrave Caroline 1715 400
 MCATL Lady Caroline 400-96

Reg. No.: 19827643
 Born: 10/2/2019
 Birth Weight: 63 lbs.
 205 Days: 834 lbs.
 365 Days: 1525 lbs.
 Yrlg. Frame: 6.5
 Scrotal: 41.0 cm
 Owned By: Musgrave Angus, IL; GENEX, WI

\$25

▶ Watch Video

- ▶ Exchange is a valuable combination of phenotypic excellence, strong genetic predictions and a proven cow family.
- ▶ This balanced trait bull ranks amongst the breed elites for his combination of \$M, growth and HP. His impressive dam is icing on the cake. She is a perfect-uddered, moderate-framed cow with a good disposition and is on track to become one of the leading donors in the Musgrave program.

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C
4	1.9	93	152	0.27	0.7	0.79	24	0.50	0.48	1.49	17.4	2	25	0	85	0.6	-30	62	0.70	0.82	0.025	0/0	0/0	88	99	95	56	151	284
.35	.52	.45	.38	.30	.44	.40	.35	.29	.29	.25	.25	.30	.31		.37	.40		.40	.36	.36	.32								
		1%	1%	4%	30%		20%				3%				20%	25%		10%	35%	15%				1%	1%	20%	25%	20%	5%

ARCHITECT

1AN01603 S ARCHITECT 9501



KM Broken Bow 002
SydGen Blueprint
 Sitz Florabelle Fanny 4735
 S Whitlock 179
S Blossom 7514
 S Blossom 5525

Reg. No.: 19437622
 Born: 2/2/2019
 Birth Weight: 73 lbs.
 205 Days: 830 lbs.
 365 Days: 1466 lbs.
 Yrlg. Frame: 5.6
 Scrotal: 40.0 cm
 Owned By: Justin & Sara Spickler, ND; GENEX, WI

\$25

▶ Watch Video

- ▶ Architect is a gem of a sire from the same herd and cow family that produced Chisum 255!
- ▶ Retained for natural service use as a yearling at Spicklers and heavily used via A.I., Architect has a large 2021 calf crop.
- ▶ Anchored by four Pathfinder® cows in six generations on the maternal side of his pedigree, Architect is a tremendous option for cattlemen seeking a bull with EPD balance and maternal excellence.

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C
12	-1.0	87	156	0.27	0.6	1.15	26	0.45	0.48	-1.41	12.2	13	30	0	93	0.6	-36	77	0.61	0.81	0.031	0/0	0/0	75	99	115	51	167	292
.38	.54	.43	.38	.30	.44	.40	.36	.29	.28	.25	.23	.27	.29		.36	.38		.39	.35	.35	.31								
15%	10%	1%	1%	25%		30%	15%	30%		3%	35%	10%	20%		10%	25%		1%	35%	15%				10%	1%	4%	35%	10%	4%

TRUE GRIT

IAN01606 FREYS TRUE GRIT

\$40

▶ Watch Video



HA Cowboy Up 5405
Freys Cowboy Logic
 FAR Princess 148Z
 Freys Appearance
FAR Fair Lady 8094
 FAR Fair Lady 71B

Reg. No.: 19824750
 Born: 4/23/2020
 Birth Weight: 83 lbs.
 205 Days: 945 lbs.
 365 Days: 1702 lbs.
 Yrlg. Frame: 6.3
 Scrotal: 41.6 cm
 Owned By: Frey Angus Ranch, ND; GENEX, WI

- ▶ One of the most popular sires of spring 2021, True Grit was the lead bull in Frey's Champion Pen at Cattlemen's Congress. This standout phenotype sire was the talk of the barns with impressive muscle mass, body dimension and attention-grabbing style.
- ▶ True Grit's pedigree fits with the daughters of many of today's popular sires and is certain to add the power and pizzazz to set your next calf crop apart!

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C	
12	0.3	78	140	0.32	1.3	1.47	19	0.61	0.51	1.42	12.6	16	29	0	110	1.1	-44	47	0.46	0.40	0.040	0/0	0/0	51	82	89	38	127	216	
.35	.53	.45	.41	.29	.43	.47	.33	.22	.22	.21	.17	.25	.27		.33	.36		.38	.34	.35	.32									
15%	30%	5%	4%	4%	1%	15%					30%	1%	25%		4%	3%		35%							5%	35%				

CURRENCY

IAN01636 VERMILION CURRENCY H024

\$25



Sitz Invasion 574D
SITZ Commerce 670F
 Sitz Pride 101D
 Conneally Countdown
Vermilion Evergreen 8080
 Vermilion Evergreen 6261

Reg. No.: 19768006
 Born: 1/27/2020
 Birth Weight: 76 lbs.
 205 Days: 804 lbs.
 365 Days: 1374 lbs.
 Yrlg. Frame: 6.0
 Scrotal: 37.0 cm
 Owned By: Vermilion Angus, MT; GENEX, WI

- ▶ Currency was the true standout of the 2021 Vermilion Sale. He is a well-balanced, attractive-made bull that is deep-bodied and thick. He combines this phenotype with a no-holes EPD package.
- ▶ He is backed by a tremendous cow family that has a history of high-quality udders. His pedigree offers mating flexibility to the majority of GENEX pedigrees. Currency is an exciting young herd sire with limitless potential!

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C
10	0.1	70	131	0.29	0.7	0.26	22	0.46	0.48	1.01	12.1	12	22	0	72	0.5	-22	54	0.62	0.60	0.022	0/0	0/0	66	69	97	50	147	257
.37	.54	.46	.42	.30	.43	.39	.30	.25	.25	.23	.18	.26	.27		.34	.37		.38	.32	.32	.28								
25%	25%	15%	10%	15%	30%		25%	30%			35%	15%			30%	30%		20%	35%					25%	25%	25%	35%	25%	20%

American Angus Breed Averages – EPDs as of 4/23/21
 CED 6, BW 1.2, WW 56, YW 99, RADG .24, DMI .81, YH .5, SC .78, DOC 16, Claw .50, Angle .49, PAP 1.11, HPG 10.7, CEM 8,
 MILK 25, MW 51, MH .3, \$EN -13, CW 40, MARB .51, RE .53, FAT .012, \$M 54, \$W 56, \$F 82, \$G 44, \$B 127, \$C 219

WILDCAT

IAN01633 E & B WILDCAT 9402

\$35



V A R Discovery 2240
GAR Discovery 6737H
 G A R Ingenuity 3132
 Connealy Confidence Plus
E&B Lady Plus 643
 E&B Lady Credence 190

Reg. No.: 19810163
 Born: 10/1/2019
 Birth Weight: 77 lbs.
 205 Days: 764 lbs.
 365 Days: 1292 lbs.
 Yrlg. Frame: 6.2
 Scrotal: 37.0 cm
 Owned By: Benoit Angus, KS; GENEX, WI

- Wildcat is one of the true highlights from the 2021 sale season. He has a unique combination of calving ease and growth blended with outstanding carcass traits, foot scores and heifer pregnancy, making him a true genetic breed leader.
- He combines his strong EPD figures with outstanding index values that rank him in the top of the breed for \$M, \$B and \$C. He is unique with all the elements of a breed changer and is a must-use bull.
- His picture-perfect dam by Confidence Plus is backed by generations of maternal breeding in the Benoit herd.

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C	
12	1.5	87	163	0.37	0.9	0.29	18	0.42	0.33	2.80	16.5	8	29	0	118	1.1	-48	79	1.29	0.98	0.013	0/0	0/0	72	88	130	86	217	353	
.32	.53	.45	.41	.31	.44	.40	.32	.23	.23	.23	.21	.27	.29		.35	.39		.40	.36	.36	.33									
10%	1%	1%	1%	1%	15%		20%	2%		4%		25%			2%	3%		1%	2%	5%					20%	2%	1%	1%	1%	1%

RUSH

IAN01625 ELLINGSON RUSH 0177

\$25



Ellingson Roughrider 4202
Ellingson Rider Pride 7282
 EA Queen Dolly 3246
 Koupal Advance 28
EA Blackbird 5092
 EA Blackbird 3086

Reg. No.: 1981144
 Born: 2/26/2020
 Birth Weight: 69 lbs.
 205 Days: 862 lbs.
 365 Days: 1484 lbs.
 Yrlg. Frame: 5.7
 Scrotal: 37.5 cm
 Owned By: Ellingson Angus, ND; GENEX, WI



- Rush offers a conservative calving ease/maternal option with bold charisma that captivates the attention of all around him. Rush has a unique combination of power, structure and smoothness, along with a herd bull presence that simply demands attention.
- Out of a powerful young cow with a stellar fertility and production record and anchored by the longtime donor EA Blackbird 3086, Rush possesses cow power to become one of the next great GENEX Cow Sense & Science sires!

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	SEN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C	
14	-0.7	67	118	0.26	0.5	0.69	20	0.40	0.40	2.10	9.2	14	29	0	66	0.2	-23	45	0.43	0.60	0.046	0/0	0/0	65	77	84	39	123	225	
.33	.56	.49	.44	.32	.45	.50	.46	.36	.37	.24	.22	.28	.31		.37	.40		.41	.37	.37	.35									
4%	15%	25%	25%	30%		35%	15%	10%		5%	25%				35%										25%	10%				

PHENOM

IAN01629 44 PHENOM

\$25



Basin Payweight 1682
Poss Maverick
 Poss Pride 5163
 EXAR Hoover Dam 131
EXAR Blackcap 4349
 EXAR Blackcap 2945

Reg. No.: 19742955
 Born: 10/5/2019
 Birth Weight: 61 lbs.
 205 Days: 778 lbs.
 365 Days: 1133 lbs.
 Yrlg. Frame: 6.0
 Scrotal: 36.0 cm
 Owned By: 44 Farms, TX; GENEX, WI

- Phenom is a unique sire offering calving ease, excellent index power and a standout phenotype. His pedigree blends some of today's most popular sires with solid, proven genetics. Phenom's maternal side is anchored by breed great G A R Precision 2536.
- Look to Phenom for calving ease, growth, elite marbling and pedigree power!

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C
11	-0.9	70	137	0.34	0.3	1.00	20	0.53	0.44	1.83	10.3	9	30	0	75	0.4	-28	60	1.26	0.57	-0.003	0/0	0/0	58	78	113	81	194	310
.32	.47	.41	.37	.28	.49	.47	.32	.25	.25	.21	.18	.24	.26		.32	.35		.38	.34	.35	.32								
15%	15%	15%	5%	1%				25%				20%			30%			15%	3%		30%				10%	3%	2%	1%	1%

BOND

IAN01626 HOFFMAN BOND 3210

\$25



Basin Payweight 1682
Deer Valley Growth Fund
 Deer Valley Rita 36113
 KG Solution 0018
HA Rito Lady 3839
 HA Rito Lady 0622

Reg. No.: 19703169
 Born: 7/31/2019
 Birth Weight: 65 lbs.
 205 Days: 599 lbs.
 365 Days: 1287 lbs.
 Yrlg. Frame: 6.0
 Scrotal: N/A
 Owned By: Hoffman Ranch, NE; GENEX, WI



- Bond is a standout for phenotype, performance data and EPD values. His solid carcass figures coupled with his tremendous spread from CED to YW sets him apart. He is a thick-made, deep-bodied bull that is perfect on his feet and legs.
- He is backed by his world-famous dam, HA Rito Lady 3839. She has established herself as the herd bull producing matron in the Hoffman herd. Bond is a maternal brother to the GENEX sire HA Value Added.



HA Rito Lady 3839,Dam

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C
14	-1.6	84	154	0.32	0.5	0.74	36	0.43	0.44	0.39	12.8	12	28	0	88	0.6	-33	68	0.61	0.52	0.048	0/0	0/0	82	93	110	46	156	284
.35	.50	.44	.40	.31	.45	.43	.35	.28	.28	.25	.21	.28	.29		.35	.38		.40	.36	.36	.33								
4%	10%	2%	1%	4%		1%	20%	25%	30%	25%	15%	30%			15%	25%		4%	35%					3%	1%	10%		20%	10%

American Angus Breed Averages – EPDs as of 4/23/21
 CED 6, BW 1.2, WW 56, YW 99, RADG .24, DMI .81, YH .5, SC .78, DOC 16, Claw .50, Angle .49, PAP 1.11, HPG 10.7, CEM 8,
 MILK 25, MW 51, MH .3, \$EN -13, CW 40, MARB .51, RE .53, FAT .012, \$M 54, \$W 56, \$F 82, \$G 44, \$B 127, \$C 219

TRIUMPH

IAN01487 D R TRIUMPH F348

\$25



V A R Discovery 2240
MGR Treasure
 SJH Impression of 6108 1614
 Sitz Top Game 561X
D R Kindness Princess B200
 D R Kindness Princess 0427

Reg. No.: 19416493
 Born: 8/6/2018
 Birth Weight: 89 lbs.
 205 Days: 638 lbs.
 365 Days: 1280 lbs.
 Yrlg. Frame: 6.4
 Scrotal: 37.3 cm
 Owned By: Donati Ranch, CA; GENEX, WI

- > The high seller of the 2019 Black Gold Sale, Triumph is a well-balanced, heavy-muscled bull that is sound structured. He combines these visual qualities with a curve-bending set of EPDs and indexes. His data suggests he will sire calves that come easy and grow fast while infusing muscle and dimension.
- > He is a unique bull with all the elements of a breed changer and is an ideal outcross for most GENEX pedigrees.

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C
12	0.5	70	143	0.34	0.8	0.93	16	0.46	0.41	0.83	10.6	17	31	0	77	0.6	-29	61	0.82	1.01	-0.024	0/0	0/0	62	76	105	68	173	286
.39	.66	.54	.44	.34	.54	.49	.36	.30	.31	.26	.26	.33	.35		.41	.42		.43	.37	.37	.33								
15%	35%	15%	3%	1%	20%		30%	15%			1%	15%			25%	25%		10%	20%	4%	10%			35%	15%	15%	10%	5%	5%

FAST FORWARD

IAN01597 HF FAST FORWARD

\$25



G A R Momentum
G A R Inertia
 G A R Prophet 2984
 Connealy Confidence Plus
HF Jilt 701
 HF Jilt 502

Reg. No.: 19707867
 Born: 1/25/2020
 Birth Weight: 70 lbs.
 205 Days: 750 lbs.
 365 Days: N/A
 Yrlg. Frame: 6.0
 Scrotal: 36.0 cm
 Owned By: Hilton Farms, OK; GENEX, WI

- > Fast Forward is the ultimate combination of solid phenotype, outstanding genomics and performance information backed by a powerful cow family. He ranks among breed elites for CED, growth and carcass merit while still maintaining balanced maternal function.
- > Fast Forward is a bull that embraces the future of the beef industry. He is balanced in all areas of production.

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C
10	1.1	90	165	0.38	0.8	0.84	34	0.58	0.46	3.57	13.3	8	28	0	107	0.8	-42	69	1.13	0.91	0.056	0/0	0/0	72	94	114	75	189	317
.35	.50	.43	.39	.32	.45	.42	.36	.29	.29	.25	.22	.27	.29		.36	.39		.41	.38	.37	.34								
25%	1%	1%	1%	20%		1%	30%	20%	30%		20%	30%			5%	15%		3%	4%	10%				15%	1%	5%	4%	2%	1%

SILVERADO

IAN01623 S R SILVERADO 083

\$25

▶ Watch Video



Coleman Charlo 0256
S A V Rainfall 6846
 S A V Blackcap May 4136
 Connealy Caitalist 028
S R Dorothy Ideal 604
 S R Dorothy Ideal 471

Reg. No.: 19932195
 Born: 3/20/2020
 Birth Weight: 79 lbs.
 205 Days: 772 lbs.
 365 Days: 1372 lbs.
 Yrlg. Frame: 5.0
 Scrotal: 36.2 cm
 Owned By: Strommen Ranch, ND; GENEX, WI

- ▶ Silverado hails from the Strommen Ranch, a program widely known for no-nonsense cattle that earn a living in the real world. This moderate-framed tank of a bull offers calving-ease genetics and cow power for the most discriminating cow man.
- ▶ His productive and fertile dam has settled to A.I. every year and posts WWR of 3/109 and recently achieved Pathfinder® status. For docile, good-footed, moderate sized cows that wean a high percentage of their body weight, look no further than Silverado.

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C
10	1.3	74	134	0.26	0.1	0.97	12	0.40	0.52	3.11	16.1	10	25	0	90	0.3	-32	56	0.43	0.60	0.016	0/0	0/0	66	75	91	41	133	239
.35	.53	.46	.41	.32	.44	.47	.34	.26	.26	.25	.20	.29	.30		.35	.37		.40	.35	.35	.31								
20%		10%	10%	35%				15%				5%	35%			15%		20%						30%	15%	25%			35%

VIKING

IAN01622 SCHIEFELBEIN VIKING 1650

\$25

▶ Watch Video



S A V Renown 3439
Schiefelbein Skol 6786
 Frost Elba 1543
 Baldrige 38 Special
Frosty Elba 2318
 Frosty Elba 6005

Reg. No.: 19888047
 Born: 2/12/2020
 Birth Weight: 79 lbs.
 205 Days: 850 lbs.
 365 Days: 1518 lbs.
 Yrlg. Frame: 6.1
 Scrotal: 38.0 cm
 Owned By: Schiefelbein Angus Farm, MN; GENEX, WI

- ▶ When pounds pay, check out Viking! This high-octane growth sire offers tremendous WW and YW performance, as well as loads of thickness, rib shape and fleshing ease.
- ▶ With a 122 WW ratio from a first-calf daughter of the Schiefelbein Elba 6005 donor and a pedigree that contains some of the Angus breed's most famous cows, Viking is a multi-dimensional power sire with maternal potency!

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C
3	1.7	102	183	0.32	1.2	1.02	30	0.46	0.37	1.51	12.6	7	26	0	127	0.8	-50	87	0.65	0.57	0.042	0/0	0/0	75	102	118	49	168	293
.36	.54	.47	.37	.31	.46	.39	.35	.26	.25	.23	.20	.27	.29		.37	.40		.40	.36	.36	.34								
		1%	1%	3%	2%	35%	4%	35%	10%			35%			1%	15%		1%						15%	1%	2%		10%	3%

American Angus Breed Averages – EPDs as of 4/23/21
 CED 6, BW 1.2, WW 56, YW 99, RADG .24, DMI .81, YH .5, SC .78, DOC 16, Claw .50, Angle .49, PAP 1.11, HPG 10.7, CEM 8,
 MILK 25, MW 51, MH .3, \$EN -13, CW 40, MARB .51, RE .53, FAT .012, \$M 54, \$W 56, \$F 82, \$G 44, \$B 127, \$C 219



“In all my travels working for GENEX, I have yet to come across a bull that combines the industry relevant traits like Iconic does. Rarely do you find a bull with both the physical attributes of an elite herd sire and the unparalleled genetic predictions of Iconic. He is the must use bull of 2021!”

CED	BW	WW	YW	RADG	YH	SCR	DOC	CLAW	ANGLE	PAP	HPG	CEM	MILK	MKH	MW	MH	\$EN	CW	MARB	RE	FAT	Carc H/P	Ult H/P	\$M	\$W	\$F	\$G	\$B	\$C
7	1.8	97	173	0.34	0.7	1.35	26	0.61	0.52	3.75	11.9	10	26	0	132	0.9	-53	83	1.49	0.91	0.048	0/0	0/0	57	95	129	92	220	342
.37	.56	.49	.44	.34	.47	.50	.37	.30	.30	.28	.24	.32	.33		.37	.40		.44	.40	.40	.38								
		1%	1%	1%	30%	20%	15%								1%	10%		1%	1%	10%				1%	1%	1%	1%	1%	

LD Capitalist 316
Musgrave 316 Stunner
 MCATL Blackbird 831-1378
 V A R Discovery 2240
DB Ms Discovery D13
 DB Ms Final Tool 4120

Reg. No.: 19611994
 Born: 2/14/2019
 Birth Weight: 85 lbs.
 205 Days: 742 lbs.
 365 Days: 1260 lbs.
 Yrlg. Frame: 6.0
 Scrotal: 36.0 cm
 Owned By: Douglas Booth Family, WY; GENEX, WI



Cody Sankey,
 AVP Beef Programs

- A young sire of iconic proportions! A son of the rare and highly regarded Stunner, Iconic offers the same great phenotype with additional growth and carcass merit.
- Iconic is a unique blend of physical excellence and outstanding EPDs, making him an easy mating for so many breeding programs.
- One of the most exciting young sires in GENEX history, Iconic defines Cow Sense & Science!