



MORENO RANCHES

ALL AMERICAN

SUMMER IV SALE

JULY 5, 2018 • 7:30 P.M. (E.D.T)
Georgia National Fairgrounds - Foster Rhodes Arena - Perry, Georgia



July 5, 2018 • Perry, GA • 7:30 P.M. (E.D.T.)

SALE TERMS & CONDITIONS —

TERMS ...All cattle/ genetics must be paid for immediately after the sale. Checks should be made payable to Moreno Ranches, Inc. Credit cards are also accepted, and a processing fee will apply. Cattle/ genetics will not be released until proper settlement has been made.

SPECIAL TERMS ...(cattle/ genetics for export) Lots and genetics that are sold for export must be paid for at the time of the sale. There will be a representative of a forwarding company on hand to assist in this matter. It will be the responsibility of the buyer of these cattle/ genetics for export to make arrangements with the seller for the care of the lots or genetics after the sale. Buyers will be responsible for any layover costs following the sale.

EMBRYOS ... Each package of three Grade 1 embryos guarantees one 60-day pregnancy if transferred within 90 days of purchase. All procedures must be performed at Trans Ova Genetics and using Trans Ova Genetic's recips, or the guaranteed minimum will be voided.

IVF PROCEDURE ... Each IVF PROCEDURE has a guaranteed minimum of five transferable embryos. Buyer will receive all additional embryos of the procedure, should there be any. Buyer pays for all procedure costs, as well as any procedure related expenses. All procedures must be performed at Trans Ova Genetics, or the guaranteed minimum will be voided. If reverse sorted or sexed frozen semen is used to fertilize, the guaranteed minimum will be voided.

SEMEN ... The utilization of semen in reverse sorting technology needs to have a ratio of 25 to 30 oocytes when sorted per one unit of semen, on average and depending on the quality of the oocytes.

BREEDERS GUARANTEE ... Every lot in this sale is, to the best of the seller's knowledge, sound and free of any disease. Pregnant cows and cows with calves are considered breeders without further guarantee. Open heifers are guaranteed to be natural breeders. Breeding guarantee is voided if any of the following occur: injury, death, disease, gross negligence or misconduct, heifers not in suitable body condition score to breed, virgin heifers flushed or IVF'd prior to having a natural calf, or the overuse of feed additives in a show heifer feed ration. Buyers must notify us of any breeding concerns within one calendar year of purchase. Should a breeding concern arise, buyer is responsible to return the animal to Moreno Ranches, and we will have 6 months to prove the animal to be a breeder. Should the female be a non-breeder, Moreno Ranches has the option to select a suitable replacement if available, or issue a sale credit to be used in a future purchase at Moreno Ranches. No cash refunds are given. We make no further guarantees, including but not limited to ability of a female to compete in livestock shows or disposition.

CLONES ... Moreno Ranches reserves the right to collect a tissue sample for the purpose of creating a cell line for future cloning on any live animal sold.

DISPUTES ... The auctioneer in charge will settle any bid disputes. The decision of the auctioneer on such matters is final.

HEALTH ... All necessary health papers will be provided for the purposes of shipping cattle and genetics anywhere in the U.S.

EXPORTS ... Cattle/ genetics sold for export to foreign countries must, by state law test for diseases flagged by the country receiving the animal after the sale is made. The seller will be responsible for this testing.

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ANNOUNCEMENTS ... Any announcements from the auction block will take precedence over the printed material, this catalog and all other printed advertisements.

LIABILITIES ... All persons who attend the sale do so at their own risk. Moreno Ranches, Inc., including the sale manager, assumes no liability, legal or otherwise, for any accidents that may occur. Seller accepts no liability for the lots after they are sold. Insurance will be available at the sale for cattle/ genetics upon the buyer's request.

CONTRACT ... The above terms / conditions shall constitute a contract between the buyer and the seller of each lot sold.

HANDLING ... As the sale takes effect, all lots are under the buyer's risk.

RETAINED INTEREST ... Moreno Ranches retains the right to one in-herd flush on any female sold, and a 10% interest on any bull sold.



SUNDAY, JULY 1st
 10:00 a.m. Barns open for cattle check-in
 12:00 p.m. AJBA Junior Board Meeting
 5:00 p.m. Queen & Princess Meeting

MONDAY, JULY 2nd
 8:00 a.m. Public Speaking
 9:00 a.m. Queen & Princess Interview & Public Speaking
 4:00 p.m. Exhibitor Registration
 - 5:30 p.m.
 5:00 p.m. All Cattle MUST be in place
 6:00 p.m. Opening Ceremonies, Welcome Supper & Dance

TUESDAY, JULY 3rd
 8:00 a.m. - Sale cattle available for viewing in the Beef & Dairy Barn
 5:00 p.m.
 8:00 a.m. Weights, Measures, Color Classification & Better Beef Scanning
 1:00 p.m. Sales Talk Contest
 5:00 p.m. Scholarship & Shawnee Bailey Interview
 8:00 p.m. Movie Night

WEDNESDAY, JULY 4th
 8:00 a.m. - Sale cattle available for viewing in the Beef & Dairy Barn
 5:00 p.m.
 8:00 a.m. Showmanship Contest
 30 minutes after showmanship will be the F1 Heifer Show
 10:00 a.m. Photography/Poster Contest Judging
 3:00 p.m. AJBA Annual Membership Meeting & Group Photo
 4:00 p.m. Herdsman Quiz
 6:00 p.m. Scholarship Dinner

THURSDAY, JULY 5th
 8:00 a.m. - Sale cattle available for viewing in the Beef & Dairy Barn
 5:00 p.m.
 8:00 a.m. Bred & Owned Show
 30 minutes after B&O Show will be the Bull Show
 1 hour after Bull Show will be the Quiz Bowl
 6:00 p.m. Fun Night
 7:30 p.m. **Moreno Ranches All-American Summer IV Sale - Foster Rhodes Arena**

FRIDAY, JULY 6th
 8:00 a.m. Grey Female Show
 6:00 p.m. AJBA Board of Directors Meeting

SATURDAY, JULY 7th
 8:00 a.m. Red Female Show
 6:30 p.m. Awards Banquet
 9:00 p.m. Dance
 - Midnight

OFFERING 21 LOTS —
 Red and Grey Brahman ... 2 Bulls and 19 Open Heifers

SALE DAY PHONES —
 Kelvin Moreno305.218.1238 or kelvin@morenoranches.com
 Randy Ratliff615.330.2735 or randy@rrmktg.com
 Tammie Watts903.654.8076 or tammie@morenoranches.com
 Amy Shaw214.554.8223 or amy@morenoranches.com
 Chris Shivers713.202.1747 or infinitycattleservices@gmail.com

AUCTIONEER — Cody Lowderman, 309.833.5543 (L# 6725)

SALE LOCATION — Georgia National Fairgrounds
 401 Larry Walker Pkwy., Perry, GA 31069-1367

HOTELS —
 Best Western Perry Inn & Suites478.218.5200
 205 Leet Drive, Perry, GA 31068

*Group Name: American Junior Brahman Association (AJBA) - Standard Room: \$91.99/ night; 1 Room Suite: \$109.99/ night; 2 Room Suite: \$119.99/ night

Comfort Inn & Suites478.987.8777
 201 Lect Drive, Perry, GA 31069

*Group Name: American Junior Brahman Association (AJBA) - Room: \$92/ night

Microtel Inn and Suites by Wyndham478.987.4004
 110 Ag Village Blvd., Perry, GA 31069

*Group Name: American Junior Brahman Association (AJBA) - Rooms: \$100/ night. Booking online may be cheaper due to length of stay

Travelodge Perry478.987.7355
 100 Westview Lane, Perry, GA 31069

*Group Name: American Junior Brahman Association (AJBA) - Rate: \$69.95/ night

SALE MANAGEMENT —



Randall O. Ratliff, 615.330.2735
 Randy@RRMktg.com | www.RRMktg.com
 P.O. Box 60097, Nashville, TN 37206
 (L#2845)

THIS SALE WILL BE BROADCAST LIVE AT DVAUCTION.COM

Chad Gordon
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FLORIDA DIVISION AT MORENO ESTATE
 17 Virginia Circle, Venus, FL 33960
 Chief Executive Officer, North America ...
 Kelvin Moreno, 305.218.1238 | Kelvin@morenoranches.com
 Operations and Field Services Director, Florida Division ...
 Jeremy McCrimmon, 863.287.6541 | Jeremy@morenoranches.com



TEXAS DIVISION AT TIC TAC TOE RANCH
 1352 Shield Road, Frost, TX 76641
 Director of Cattle Operations, North America...
 Tammie Watts, 903.654.8076 | Tammie@morenoranches.com
 Director of Sales, North America ...
 Randall O. Ratliff, 615.330.2735 | Randy@morenoranches.com

1 MORENO MS. POLLED PIPER 686/1

686/1 | Cow | 09.21.17 | Polled | Gray

(EL JA BEAU MANSO)
#THREE D PLATINUM (P)
 (THREE D 132) (P)

JME MR SUVA CRAT 225 (POLLED)
JME MS REM PONCRATA474 (POLLED)
 MISS LA YAYA 27/5

JDH MR. MANSO 887/2
 (EL JA BABY DOLL MANSO)
 (AVONDALE PABLO 6291)
 (THREE D 46) (P)
 CSCC MR. SUVA DIDOR 163
 JME MS MANSO 7 (P)
 MR. V8 700/3
 MISS LA YAYA 18/2

	S:	D:
BW	2.6	1.6
WW	19	23
YW	36	39
MILK	6	4

Selling half interest and full possession.

Moreno Ms. Polled Piper 686/1 is a lovely show heifer prospect that proudly represents the Moreno Ranches program. She offers a complete outcross pedigree to most established lines of polled cattle. Her dam, JME Ms. Rem Poncrata 474/6, is the dam of JME US Lector 71, the young polled sire that had a successful show career before an untimely death, but more importantly has gone on to become a proven sire. Based on the production of JME 474/6, we purchased this top donor from The Edwards Family and she has been one of the influential donors in our program. In addition to her ideal phenotype and outcross pedigree 474/6 charts positive for EVERY carcass trait further adding to her value and versatility.

To strengthen this package is the sire of Piper, #Three D Platinum. Platinum is an Australian sire that we purchased one of the exclusive semen packages on that has proven to be one of the most proven polled sires in the world.

Buy this female with confidence as we are certain that she is destined for greatness. We look forward to working with our new partner in producing superior polled cattle that combine the key essentials of phenotype, pedigree and performance.

Progeny of
 Three D Platinum



JME Ms REM Poncrata 474,
 dam of Lot 2.

LOT 1

2 MORENO MR. POLLED PIKY 841

841 | Bull | 11.05.17 | Polled | Gray

(EL JA BEAU MANSO)
#THREE D PLATINUM (P)
 (THREE D 132) (P)

MR H MADDOX MANSO 684
ZE LADY MADDOX COPANO 21
 MS SS LIBERTY COPANO

JDH MR. MANSO 887/2
 (EL JA BABY DOLL MANSO)
 (AVONDALE PABLO 6291)
 (THREE D 46) (P)
 JDH MR. MANSO 360/1
 LADY HERITAGE MANSO 173
 HERITAGE COPANO'S PRIDE
 JDH MISS LIBERTY MANSO

	S:	D:
BW	2.6	1.3
WW	19	7
YW	36	7
MILK	6	2

Moreno Mr. Polled Piky 841 is one terrific herd sire prospect. He is extremely deep bodied, smooth polled and has a very calm disposition. He comes from the heart of the extensive Moreno Ranches program. He is very strong down his topline, thick made with a tremendous amount of power and performance. He is a son of #Three D Platinum. Platinum is an Australian bred polled sire that has established himself as one of the premier polled bulls in the world with his first calves being outstanding! They are smooth polled, heavy muscled, and very quiet just like this one.

Piky is out of ZE Lady Maddox Copano 21 a proven and prominent donor in the Moreno Ranches program. She is the anchor of the Moreno polled program and the dam of our very finest polled donor, Moreno Ms. Polled Paulina. Lady Maddox as you might expect is sired by +Mr. H Maddox Manso 684 one of the most proven herd sires in the US and abroad. Her dam was a consignment to the 2007 International Sale by Shawn Sagrera and is a half sister to the great +SS 144 "Bobtail" cow that is the dam to the +SS 230 and CF 230 who were both International Reserve Champion Females.

Buy this young sire with confidence as he is certain to make an impact in the Brahman breed.



#Three D Platinum, sire of Lots 1 & 2.



LOT 2

Daughters of JDH Mr. Kabram Manso 434/8



JDH Mr Kabram Manso 434/8,
sire of Lots 3 - 9.



LOT 3

3 MORENO MR. LADY KAI 790/1

790/1 | Cow | 11.08.17 | Dehorned | Gray

JDH WOODSON DE MANSO
JDH MR KABRAM MANSO
JDH LADY EUFAULA MANSO

JDH MR MANSO 133/6
LB LADY VENUS MANSO 629/4
LB LADY VIRGINIA MANSO

JDH MR WOODMAN MANSO
JDH LADY IRMA MANSO
JDH SIR LIBERTY MANSO
JDH LADY HALONA MANSO
JDH BETO MANSO
JDH LADY MANSO 444/5
BB MR STING-RAY 10/0
JDH LADY LANFER MANSO

	S:	D:
BW	-0.2	4.2
WW	7	27
YW	21	48
MILK	2	5

Selling half interest and full possession.

Moreno Ms. Lady Kai 790/1 is one of the featured show heifer prospects in this annual All American Sale. She is a gorgeous gray heifer that has a world of producing ability in front of her. She is big topped, extremely long bodied and extremely sound in her structure. Kai is sired by JDH Mr. Kabram Manso 434/8 one of our top herd sires who has sired multiple winners over the past year. Kabram is a son of the International & National Champion +JDH Woodson De Manso 206/7.

The dam to Lady Kai is LB Lady Venus Manso 629/4 a maternal half sister to LB Lady Violet Manso 576/4, the 2015 International Champion Red Female and dam to the 2017 Reserve International Champion Red Female. This maternal line of females of the LB Lady Virginia influence have proven to be successful both in the show ring and the pasture.

Take advantage of this opportunity to partner with us on what we think will be one of our up and coming donors!



LOT 4

4 MORENO MS. LADY KICKY 794/1

794/1 | Cow | 11.02.17 | Dehorned | Gray

JDH WOODSON DE MANSO
JDH MR KABRAM MANSO
JDH LADY EUFAULA MANSO

MR. V8 960/5
MISS V8 475/7
MISS V8 374/6

JDH MR WOODMAN MANSO
JDH LADY IRMA MANSO
JDH SIR LIBERTY MANSO
JDH LADY HALONA MANSO
MR. V8 287/5
MISS V8 552/5
MR. V8 189/4
MISS V8 975/5

	S:	D:
BW	-0.2	5.3
WW	7	31
YW	21	50
MILK	2	9

Selling half interest and full possession.

Moreno Ms. Lady Kicky 794/1 is one of the top lots of the entire sale that combines an attractive phenotype, a marketable pedigree and a breed leading performance profile. She is a daughter of the top Moreno Ranches grey herd sire, JDH Mr. Kabram Manso 434/8 an amazing son of the International and National Champion +JDH Woodson De Manso 206/7. Her dam is the elite female Miss V8 475/7 a powerful daughter of Mr. V8 960/5, a former International Champion and out of a +V8 189/4 daughter.

Moreno Ms. Lady Kicky is a very practical built heifer that is moderate in her frame size, deep in her flank, super sound structured and heavy boned. To complete this package for the most progressive breeder she ranks in the top 15% of the breed for WW, top 10% for YW and top 2% of the breed for the valuable carcass traits of REA & Marbling. As you might expect we are extremely excited about this one. Buy with the utmost confidence and tie into a great one!



LOT 5

5 MORENO MS. LADY KIEV 796/1

796/1 | Cow | 11.01.17 | Dehorned | Gray

JDH WOODSON DE MANSO
JDH MR KABRAM MANSO
JDH LADY EUFAULA MANSO

MR. V8 960/5
MISS V8 475/7
MISS V8 374/6

JDH MR WOODMAN MANSO
JDH LADY IRMA MANSO
JDH SIR LIBERTY MANSO
JDH LADY HALONA MANSO
MR. V8 287/5
MISS V8 552/5
MR. V8 189/4
MISS V8 975/5

	S:	D:
BW	-0.2	5.3
WW	7	31
YW	21	50
MILK	2	9

Selling half interest and full possession.

Moreno Ms. Lady Kiev 796/1 is a flushmate to Moreno Ms. Lady Kicky 794/1. These two females are daughters of the elite donor Miss V8 475/7 who is a powerful daughter of Mr. V8 960/5, a former International Champion, and out of a +V8 189/4 daughter making her a "Golden Cross". This 11.01.17 show heifer prospect is a true "belly dragger" being moderate in her frame size, easy in her fleshing ability, deep bodied, heavy muscled and sound structured. She is sired by one of the top Moreno Ranches grey herd sires, JDH Mr Kabram Manso 434/8 a son of the International & National Champion +JDH Woodson De Manso 206/7. To complete this package her performance profile charts in the top 15% of the breed for the economically relevant traits of WW, YW, Milk, Ribeye Area, and Marbling. You simply cannot stack any more proven genetics and performance than what has been done here!

6 MORENO MS. LADY KRISPY 860/1

860/1 | Cow | 03.07.18 | Dehorned | Gray

JDH WOODSON DE MANSO
JDH MR KABRAM MANSO
 JDH LADY EUFAULA MANSO

MORENO MR. HERCULES
MORENO MS. SENORA CIENFUEGOS
 MISS MK 6/576

JDH MR WOODMAN MANSO
 JDH LADY IRMA MANSO
 JDH SIR LIBERTY MANSO
 JDH LADY HALONA MANSO
 MSP SIR DUBO BOY 749
 MDS LADY BANO PAT 10
 MR. DIAMOND T 101/1
 MS. PAIR-A-DICE 632

	S:	D:
BW	-0.2	3.1
WW	7	15
YW	21	26
MILK	2	4

Moreno Ms. Lady Krispy 860/1 is a remarkable daughter of JDH Mr. Kabram Manso 434/8 one of the top Moreno Ranches grey herd sires. Kabram is a son of the International & National Champion +JDH Woodson De Manso 206/7. The dam to Lady Krispy, Moreno Ms. Senora Cienfuegos 180, is a former show heifer, proven producer, and paternal half-sister to +Moreno Ms. Aspe one of our top donors. This "babydoll" will provide the opportunity to purchase a female that combines the most popular and proven genetics of Moreno Ranches.



LOT 6

Moreno Ms Senora Cienfuegos, dam of Lots 6 & 7.



7 MORENO MS. LADY KISSY 854/1

854/1 | Cow | 03.03.18 | Dehorned | Gray

JDH WOODSON DE MANSO
JDH MR KABRAM MANSO
 JDH LADY EUFAULA MANSO

MORENO MR. HERCULES
MORENO MS. SENORA CIENFUEGOS
 MISS MK 6/576

JDH MR WOODMAN MANSO
 JDH LADY IRMA MANSO
 JDH SIR LIBERTY MANSO
 JDH LADY HALONA MANSO
 MSP SIR DUBO BOY 749
 MDS LADY BANO PAT 10
 MR. DIAMOND T 101/1
 MS. PAIR-A-DICE 632

	S:	D:
BW	-0.2	3.1
WW	7	15
YW	21	26
MILK	2	4

Selling half interest and full possession.

One of the top show heifers in the sale is this 3.03.18 female. She might be young but you can see the potential that she offers with her growth, length, structural correctness and overall eye appeal. She is the produce of Moreno Ms. Senora Cienfuegos 180 and is sired by the top sire, JDH Mr. Kabram Manso 434/8. The blending of the 180 donor female and 434/8 has created something very special in Moreno Ms. Lady Kissy 854/1. She is a very complete package that combines a desirable phenotypic look with a complimentary pedigree.



LOT 7

8 MORENO MS. LADY KILOA 830/1

830/1 | Cow | 02.09.18 | Dehorned | Gray

JDH WOODSON DE MANSO
JDH MR KABRAM MANSO
 JDH LADY EUFAULA MANSO

JDH MR ELMO MANSO
JDH LADY DAWN MANSO
 JDH LADY ROBERTA MANSO

JDH MR WOODMAN MANSO
 JDH LADY IRMA MANSO
 JDH SIR LIBERTY MANSO
 JDH LADY HALONA MANSO
 JDH SIR LAWFORD MANSO
 JDH LADY ELLIS MANSO
 JDH MR. WELU MANSO
 JDH LYNNE MANSO

	S:	D:
BW	-0.2	-0.2
WW	7	18
YW	21	31
MILK	2	4

Selling half interest and full possession.

As you can tell by seeing the other progeny sired by JDH Mr. Kabram Manso he is a very consistent and proven producer. Not only has he been a good producer for us but recently sired a \$23,750 female in the V8 Ranch Spring Heifer Sale. This Kabram daughter is from the elite donor JDH Lady Dawn Manso 615/4. Dawn is a daughter of the National Champion and globally popular +JDH Mr. Elmo Manso 309/4 making her a 100% J.D. Hudgins pedigree. You can reference Moreno Ms. Lady Keen 822/1 who is a flushmate to Kiloa and see the consistency in this mating. Although it is hard to overlook her pedigree Kiloa is an extremely well built female that is deep ribbed, easy fleshing, heavy muscled and ample in her bone. As you can tell from her picture and pedigree this is an extremely nice female and one that we look forward to watching grow and sharing in the success of our partner.



LOT 8

9 MORENO MS. LADY KEEN 822/1

822/1 | Cow | 01.14.18 | Dehorned | Gray

JDH WOODSON DE MANSO
JDH MR KABRAM MANSO
 JDH LADY EUFAULA MANSO

JDH MR ELMO MANSO
JDH LADY DAWN MANSO
 JDH LADY ROBERTA MANSO

JDH MR WOODMAN MANSO
 JDH LADY IRMA MANSO
 JDH SIR LIBERTY MANSO
 JDH LADY HALONA MANSO
 JDH SIR LAWFORD MANSO
 JDH LADY ELLIS MANSO
 JDH MR. WELU MANSO
 JDH LYNNE MANSO

	S:	D:
BW	-0.2	-0.2
WW	7	18
YW	21	31
MILK	2	4

Moreno Ms. Lady Keen 822/1 is the second flushmate in this sale and we really like this cross. JDH Mr. Kabram Manso 434/8 has been one of our leading sires over the past year producing winners for us and our customers. V8 Ranch purchased a semen package of him several years back and recently sold a heifer in their sale for \$23,750. As most everyone knows we have a great appreciation for +JDH Mr. Elmo Manso 309/4 and have had much success with him both with or red & grey cattle. We like the cross that Keen offers combining +Woodson and +Elmo. Not only is this a proven cross for phenotypically attractive cattle but the performance is off the charts for growth and muscle. Give this young heifer a look and know that she will get better every day!



LOT 9

Daughters of Mr. "Rufus" Fontenot 333



Mr. "Rufus" Fontenot 333,
sire of Lots 10 - 15.



LOT 10

640/1, a paternal sister to Lot 10.

70 MORENO MS. REAL PERFORMANCE 866/1

866/1 | Cow | 04.03.18 | Dehorned | Red

MR. JS/FONTENOT 937
MR. FONTENOT 333
MISS FONTENOT 942

JDH MR ELMO MANSO
MORENO MS. LADY RUMBERA
HK MS PASSPORT 557

HK BLUEPRINT
MISS FONTENOT 872
MR BF IRON MAN 55/7 (ET)
MISS FONTENOT 67
JDH SIR LAWFORD MANSO
JDH LADY ELLIS MANSO
HK PASSPORT
HK MS. AMERICA 901

	S:	D:
BW	-4.2	2.8
WW	30	33
YW	50	58
MILK	6	4



Moreno Ms. Lady Rumbera 710,
dam of Lot 10.

Selling half interest and full possession.

If you are looking for a red Brahman female that offers the key essentials of eye appeal, a proven pedigree and breed leading performance then study this one closely. She is sired by Mr. Fontenot 333 "Rufus" the 2016 ABBA International Champion Red Brahman bull. Everyone appreciates Rufus for his structural soundness, growth, volume, muscle, stoutness and outcross pedigree. Over the past year the Rufus offspring have shown extremely well and drawn interest from customers both in the US and abroad. To further enhance the pedigree of "Real Performance" is her dam Moreno Ms. Lady Rumbera 710. The 710 female has made her mark in the Brahman breed as a successful show cow with numerous wins that all culminated into her being awarded the 2017 ABBA Show Cow of the Year. Of course her show ring wins are impressive especially being one of the winningest cows in history but it is her production that will likely be how she is best remembered. Her first natural calf was one of our Fall 2017 Sale features and most recently one of her sons out of Rufus was awarded the Grand Champion Bull Title at the Florida State Junior Show. With a pedigree like the one "Real Performance" offers you could write a book. This is a special one!



LOT 11

77 MORENO MS. LADY RUBIA 870/1

870/1 | Cow | 03.03.18 | Dehorned | Red

MR. JS/FONTENOT 937
MR. FONTENOT 333
MISS FONTENOT 942

JDH MR ELMO MANSO
MORENO MS. LADY RITMO
HK MS DYNASTY 578

HK BLUEPRINT
MISS FONTENOT 872
MR BF IRON MAN 55/7 (ET)
MISS FONTENOT 67
JDH SIR LAWFORD MANSO
JDH LADY ELLIS MANSO
HK DYNASTY 167
HK MS. BLUE BLOOD 209/0

	S:	D:
BW	-4.2	3.9
WW	30	29
YW	50	49
MILK	6	2



Moreno Ms. Lady Ritmo
712, dam of Lot 11.

As you view these red lots you are going to realize that we are focusing on our freshest genetics. We still use some of the older and proven sires but we feel that with the success that our cattle have had in the last several years that we can more rapidly improve by using our fresher genetics. It doesn't get much fresher than this package. Rubia is sired by the 2016 International Champion and proven producer Mr. Moreno 333 "Rufus." To compliment this sire we mated him to one of our successful show heifers and now top donors, Moreno Ms. Lady Ritmo 712, to produce this elite female. From a pedigree standpoint this top female is fairly open to be mated to any of the popular bulls only increasing her value. For those that evaluate cattle based on performance figures she can check that box too ranking in the top of the breed for the valuable trait of growth. Obviously the show ring will be a big selection objective for many of you and if you like them big boned, deep ribbed, and heavy muscled then Rubia will complete the package. Take advantage of this opportunity to purchase some of our freshest genetics that will fit any market!



LOT 12

72 MORENO MS. LADY RISUEÑA 844/1

796/1 | Cow | 11.01.17 | Dehorned | Red

MR. JS/FONTENOT 937
MR. FONTENOT 333
MISS FONTENOT 942

MR H RED RHINO 765
MISS B-F 139/9
5M MISS MARCIA

HK BLUEPRINT
MISS FONTENOT 872
MR BF IRON MAN 55/7 (ET)
MISS FONTENOT 67
MR. 3H X-RAY 825
MISS 3-S KELLI 848
BB MR STING-RAY 10/0
SRS MISS DALLAS

	S:	D:
BW	-4.2	4
WW	30	19
YW	50	31
MILK	6	6



Miss B-F 139/9, dam of Lot 12.

Selling half interest and full possession.

Here we go again! Offering you our best. Another top daughter of the 2016 International Champion, Mr. Fontenot 333 "Rufus." For most just the opportunity to purchase a daughter of an International Champion would be enough but check this out! The dam of Moreno Ms. Lady Risueña 844/1 is Miss B-F 139/9 who is a full sister to the iconic +CT Rhineaux Ray 8/9. Of course everyone knows the famed 8/9 as she was a two time winner of the National & International Shows which propelled her into being named the ABBA Show Cow of the Year twice. Not only was she a proven winner but an outstanding producer which placed her as the #1 cow in the ABBA Register of Renown. Most know that the 8/9 cow recently passed away. Just prior to the Thibodeaux Family losing 8/9 we sold the 139/9 cow to Mexico which all equates to this influential cow line becoming rapidly depleted. As a result this will likely be one of the last daughters of Miss B-F 139/9 to ever be offered at public auction. Certainly this female is valuable based on her genetic potential but that only compliments her eye appealing look that is long and level, pretty fronted, and structurally sound as you might expect from the 139/9 influence.

13 MORENO MS. LADY RICHMOND 832/1

832/1 | Cow | 02.03.18 | Dehorned | Red

MR. JS/FONTENOT 937
MR. FONTENOT 333
MISS FONTENOT 942

JDH MR ELMO MANSO
MORENO MS. LADY ELSA
HK MS PASSPORT 557

HK BLUEPRINT
MISS FONTENOT 872
MR BF IRON MAN 55/7 (ET)
MISS FONTENOT 67
JDH SIR LAWFORD MANSO
JDH LADY ELLIS MANSO
HK PASSPORT
HK MS. AMERICA 901

	S:	D:
BW	-4.2	3.6
VW	30	36
YW	50	61
MILK	6	4

Moreno Ms. Lady Richmond 832/1 is a daughter of "Rufus" and proudly represents the genetics that have been developed over the last several years. The Moreno Family has taken strides in developing and creating only the very finest and predictable genetics that will be the very best for their program and their clients. The Mr. Fontenot 333 bull dominated the 2016 ABBA International Red Brahman bull show and now beyond that tremendous honor, he is doing a great job siring the finest in the business. Her dam is Moreno Ms. Lady Elsa 814, who is a solid producing female that adds to the stability and strength of the Moreno program.

Moreno Ms. Lady Richmond 832/1 is a 2.03.18 show heifer prospect that is calm in her disposition and fit for a junior at any age level. She is feminine through her front end and admired for her heaviness of bone and foot size. She combines that extreme depth of rib shape along with a tremendous amount of thickness, making her an ideal candidate for a show heifer and then a powerful donor for the new owner.



LOT 13



Moreno Ms. Lady Elsa 814,
dam of Lot 13.

14 MORENO MS. RIGHT DECISION 848/1

848/1 | Cow | 02.08.18 | Dehorned | Red

MR. JS/FONTENOT 937
MR. FONTENOT 333
MISS FONTENOT 942

JDH SIR FELCMAN MANSO
JDH MISS OVERTON MANSO
JDH LADY CALVARY MANSO

HK BLUEPRINT
MISS FONTENOT 872
MR BF IRON MAN 55/7 (ET)
MISS FONTENOT 67
JDH SIR LIBERTY MANSO
JDH LADY SUG MANSO
CB MR HOUSTON 99
JDH LABELLE MANSO

	S:	D:
BW	-4.2	3
VW	30	32
YW	50	49
MILK	6	6

Moreno Ms. Right Decision 848/1 is another daughter of the 2016 International Champion and proven sire, Mr. Fontenot 333 "Rufus". She is a produce of JDH Miss Overton Manso 584/4, who is sired by JDH Sir Felcman Manso and out of a Maternal Merit Cow by CB Mr. Houston 99. This pedigree makes her a complete outcross to most established lines of Brahman cattle both red & grey. Moreno Ms. Right Decision 848/1 is moderate in her frame size, deep ribbed and easy fleshing. To complete this practical package is her growth potential that will be the result of her ranking in the top 2% of the breed for WW & YW.



LOT 14

15 MORENO MS. LADY FUN 828/1

828/1 | Cow | 01.02.18 | Dehorned | Gray

MR. JS/FONTENOT 937
MR. FONTENOT 333
MISS FONTENOT 942

JDH SIR FELCMAN MANSO
JDH MISS OVERTON MANSO
JDH LADY CALVARY MANSO

HK BLUEPRINT
MISS FONTENOT 872
MR BF IRON MAN 55/7 (ET)
MISS FONTENOT 67
JDH SIR LIBERTY MANSO
JDH LADY SUG MANSO
CB MR HOUSTON 99
JDH LABELLE MANSO

	S:	D:
BW	-4.2	3
VW	30	32
YW	50	49
MILK	6	6

Moreno Ms. Lady Fun 828/1 just like her full sister who is selling is moderate in her frame size, deep ribbed, and easy fleshing. She is a daughter of JDH Miss Overton Manso 584/4 who is sired by JDH Sir Felcman Manso and out of a Maternal Merit Cow sired by CB Mr. Houston 99 making her an outcross to most established lines of Brahman cattle. She was mated to the 2016 ABBA International Grand Champion Red Bull, Mr. Fontneot 333 "Rufus" to produce Lady Fun. If your interest is to purchase a female that has a proven but outcross pedigree, is functionally built and should inject growth into her offspring then tie on to Moreno Ms. Lady Fun 828/1!



LOT 15

Daughters of JDH Sir Stratton Manso 823/4



LOT 16



JDH Sir Stratton Manso 823/4,
sire of Lot 16 & 17.

76 MORENO MS. LADY SALCERA 692/1

C 965609 | Cow | 09.02.17 | Dehorned | Gray

JDH MR ELMO MANSO
JDH SIR STRATTON MANSO 823/4
JDH LADY SANDY MANSO

MR. V8 287/5
MISS V8 765/6
MISS V8 997/5

JDH SIR LAWFORD MANSO
JDH LADY ELLIS MANSO
JDH MADISON DE MANSO
JDH LADY EARLINE MANSO
MR. V8 777/4
MISS V8 611/4
MR. V8 901/4
MISS V8 653/5

BW	1.4
WW	20
YW	38
MILK	5

Selling half interest and full possession.

Moreno Ms. Lady Salcera 692/1 is a daughter of JDH Sir Stratton Manso 823/4.

JDH Sir Stratton Manso is used exclusively by Moreno Ranches and J.D. Hudgins-Locke Division. He is a son of the national champion and internationally proven +JDH Elmo Manso that has produced extremely well for Moreno Ranches and others, resulting in winners and top sellers both in the U.S. and Australia. The dam to this eye appealing female is the elite donor Miss V8 765/6. 765/6 is a former show cow for V8 Ranch, was the high selling lot in the 2009 International Sale and has produced a number of winners for Moreno Ranches both red & grey. Not only does Salcera have a breed leading pedigree but a phenotype that is representative of her parentage being big bodied, stout structured, heavy muscled all in a feminine package. To complete this package Salcera ranks in the top 10% of the breed for the valuable traits of WW, YW & REA. We are extremely excited about the future of this female and hope that you appreciate her as much as we do!



LOT 17

77 MORENO MS. LADY SAZY 846/1

846/1 | Cow | 03.02.18 | Dehorned | Gray

JDH MR ELMO MANSO
JDH SIR STRATTON MANSO 823/4
JDH LADY SANDY MANSO

JDH MR ROLAND MANSO
JDH LADY ADELA MANSO 577/4
SGR LADY GNEMI 221/9

JDH SIR LAWFORD MANSO
JDH LADY ELLIS MANSO
JDH MADISON DE MANSO
JDH LADY EARLINE MANSO
JDH MR CHURCHILL MANSO
JDH LADY REESE MANSO
MR. BV 5
JDH LADY ODEAN MANSO

S:	D:
BW	2.1 0.9
WW	37 7
YW	65 11
MILK	4 3

Moreno Ms. Lady Sazy 846/1 is a 3.02.18 daughter of JDH Lady Adela Manso 577/4. She is a young female that we purchased from J.D. Hudgins, Inc. that has been an outstanding producer calving as a two year old and then each year after on a regular basis. Moreno Ms. Lady Sazy 846/1 is sired by JDH Sir Stratton Manso. He is used exclusively by Moreno Ranches and the J.D. Hudgins-Locke Division. This young son of the national champion and internationally proven +JDH Elmo Manso has produced extremely well for Moreno Ranches and others, resulting in winners and top sellers both in the U.S. and Australia.

This young 3.02.18 gray female has an excellent pigment and a very appealing look and profile to her. She is solid down her topline and is extremely thick made down her top and from behind. She stands and moves structurally correct in which she holds herself together when she is on the move. There is a lot of earning potential with this female.



LOT 18



JDH Impression Manso 719/4, sire of Lot 18.



Miss B-F 48/6, dam of Lot 18.

18 MORENO MS. LADY INCREDIBLE 798/1

798/1 | Cow | 11.07.17 | Dehorned | Gray

JDH MR ELMO MANSO
JDH IMPRESSION MANSO
 JDH LADY FATIMA MANSO

S BAR MR. 166/1
MISS B-F 48/6
 JDH MISS CHRISTINE MANSO

JDH SIR LAWFORD MANSO
 JDH LADY ELLIS MANSO
 JDH CHARLEY'S JAZZ 946/1
 JDH ALINA MANSO
 JDH BROSS MANSO
 S BAR MISS 407/7
 JDH DATAPACK MANSO
 JDH LADY BRENA MANSO

	S:	D:
BW	0.7	0.4
VW	18	-1
YW	31	-3
MILK	2	3

Selling half interest and full possession.

Moreno Ranches is extremely excited to be offering one of our favorites in this sale. Moreno Ms. Lady Incredible 798/1 is sound from the ground up and very complete in her design and genetic profile. She is a daughter of +JDH Impression Manso 719/4. JDH Impression Manso 719/4 is one of the greatest sires to ever exist at Moreno Ranches due to his production. As a result of his successful offspring he was recently recognized as being the fourth overall ranking gray sire for points received in ABBA approved shows. 719/4 is the first and only known +JDH Elmo son currently in the ABBA Register of Renown, with his progeny accumulating the third most points in ABBA approved shows recently. Equally as impressive is the dam of Impression who has been a top donor for J.D. Hudgins with 11 progeny currently in their herd.

The dam to Lady Incredible is Miss B-F 48/6 that has been a remarkable donor in the Moreno Ranches program, having produced over six offspring that have accumulated points in ABBA shows and a herd sire retained by Moreno Ranches.

Moreno Ms. Lady Incredible 798/1 represents a growing list of Moreno heifers that we just know are going to have a bright future. Join the M Check team and let's promote this heifer together.



LOT 19

JDH Mr Manso 734/6, sire of Lot 19.



19 MORENO MR. MAN IN 735

B 963311 | Bull | 09.30.19 | Dehorned | Gray

JDH MR TODD MANSO
JDH MR MANSO 734/6
 JDH LADY MANSO 382/5

MORENO MR. HERCULES
MORENO MS. ASPE
 MISS LD 23/7

JDH WESTIN MANSO
 JDH MISS CLOVA MANSO
 JDH MR BERTRAM MANSO
 JDH LADY MANSO 376/9
 MSP SIR DUBO BOY 749
 MDS LADY BANO PAT 10
 MR. V8 700/3
 MISS WHR 210

BW	2.7
WW	27
YW	48
MILK	4

Moreno Mr. Man In 735 is a very rugged made and powerful herd sire prospect. He has a very calm disposition and is packed with a tremendous amount of thickness and muscle. This big boned, deep bodied and powerhouse bull is one of the favorites at Moreno Ranches. This big league herd sire prospect is sired by JDH Mr. Manso 734/6 a young herd sire that we purchased from J.D. Hudgins-J.Forgason Division as an outcross. His pedigree contains some of the most performance and maternally oriented animals in the breed with (=)JDH Westin, JDH Bertram and two of J.D. Hudgins top donors JDH Miss Clova Manso (dam of JDH Dixon) and JDH Lady Manso 376/9 (dam of JDH Sterling). The dam of Moreno Mr. Man In 735 is +Moreno Ms. Aspe 34. She is one of our young proven donors that we have high expectations for. She produced Moreno Mr. Rock Star 625, the Reserve Calf Champion bull at the 2017 International Brahman Show and the 2017 All American. This donor cow has earned her spot as a featured and prominent donor at Moreno Ranches. Her progeny speak for themselves and she has really outdone herself with this promising young herd sire.



LOT 20

Mr. V8 279/7, sire of Lot 20.



20 MORENO MS. LADY ROCOCO 838/1

838/1 | Cow | 02.02.18 | Dehorned | Red

JDH MR ELMO MANSO
MR. V8 279/7 (P)
 MISS V8 510/6

MR WINCHESTER MAGNUM 999
BB LP ENCHANTED MOMENT (ET)
 SRS MS SWEET EMOTION 735

JDH SIR LAWFORD MANSO
 JDH LADY ELLIS MANSO
 MR. V8 332/4
 MISS V8 98/6 (P)
 HK PASSPORT
 5M MISS MAGNUM MOLLY
 VL ROJO GRANDE 4/45
 SRS MS MAJESTIC 600

S:	D:
BW	1.6
WW	19
YW	33
MILK	4

Selling half interest and full possession

Wow! Check this one out. Moreno Ms. Lady Rococo 838/1 is a gorgeous red Brahman female from the heart of the keeper pen at Moreno Ranches. She is sired by the prominent, Mr. V8 279/7. 279/7 has been one of the most widely used and proven polled bulls in the Brahman breed due to his phenotype, pedigree and performance. His sire is the National Champion and globally utilized +JDH Mr. Elmo Manso 309/4. The dam to 279/7 is Miss V8 510/6 making him a maternal half-brother to +Miss V8 100/7 the first polled National Champion and dam to the popular Mr. V8 458/7 "Noble". The dam to Rococo is BB LP Enchanted Moment 910. She was the 2009 National Champion female and is now one of the top-producing donors and proudly represents Moreno Ranches' long list of proven donors. Her genetics have been sought after in the states and internationally around the world. Carlos Lee of Panama influenced his program after he purchased an embryo flush from BB LP Enchanted Moment and her genetics are also very prominent in Guatemala. Swaner Brahman is influencing their cowherd with the genetics of a maternal sibling, SRS Mr. Pasco 812. As you have read, this young red female has a world of potential ahead of her and we truly feel there will be much success for the new owner of this female.

BB LP Enchanted Moment, dam of Lot 20.

Our Commitment to the Future ...

Moreno Ranches has been 199 years in the making and is six generations strong. We realize the value of a firm handshake, reliable word of mouth, and honest customer relations. This integrity with which we live every day is what has kept us going strong for nearly two centuries. Moreno Ranches believes the youth are the future, and we strive to build the Brahman breed one junior at a time. Through scholarships, show sponsorships, and donations to the agricultural youth organizations, support efforts for the juniors in recent years have totaled over \$100,000. Moreno Ranches believes that through strong support of the youth and their families, we can help build a stronger tomorrow for the Brahman breed.

BRAHMAN CATTLE SCHOLARSHIP PROGRAM The Moreno Ranches Junior Scholarship Program is designed to help America's youth to continue their education by enrolling in undergraduate courses of study at an accredited two or four-year college, university or vocational technical school.

ELIGIBILITY FOR OUR SCHOLARSHIPS

1. Animals must be purchased from Moreno Ranches at public auction or by private treaty in order to qualify for the program.
2. Qualifying animals must be bought and registered by a junior exhibitor and be in his/ her name from the time of sale and throughout their show career.
3. Animals participating in the program are not transferable from child to child.
4. The amount of the scholarship is determined by the animal's placing at a qualifying show and by the number of calendar years in

which the exhibitor has purchased an animal from Moreno Ranches. For award amounts, please refer to the Moreno Ranches Junior Scholarship Program Award Schedule at www.morenoranches.com

5. If a junior showman qualifies for more than one scholarship award, the single highest award amount will be awarded. Award levels cannot be combined.

6. The ONLY shows eligible are Junior Shows. Please refer to the "Eligible Shows" section at www.morenoranches.com.

BREED BACK PROGRAM If a Junior exhibitor buys a Brahman heifer from Moreno Ranches, we are committed to assisting the Junior in breeding the heifer when she is of age. This is for a number of reasons. First and foremost, we want to grow interest in Brahman cattle breeding among the next generation. Knowledge is something that is not learned from books; it is experienced, especially when it comes to the cattle industry. So we are committed to helping Brahman Juniors continue, and build on the knowledge, of Brahman breeding techniques including wise husbandry of registered Brahman show heifers during their show careers. Registered Brahman show heifers purchased from us, and subject to our terms and conditions, can be brought back to Moreno Ranches at our Florida or Texas location, and we will artificially inseminate or naturally breed the heifer to one of our quality Brahman herd sires at no cost to the Junior, other than feed and board while cattle are in place. Cattle must be insured in order to qualify for this program.

SELL BACK PROGRAM This program gives Juniors an opportunity to sell their Brahman heifer when they are 2-3 years old in our annual production sale. In order to qualify for this program, Brahman heifers must be bred or have a calf at side at the time of the sale. The sale management team must approve the consignment prior to the sale. Moreno Ranches will be responsible for all marketing. Standard commission fees will apply.



LOT 21



JDH Lady Singleton Manso 598/4,
dam of Lot 21.

21 MORENO MS. LADY TERE 892/1

892/1 | Cow | 09.02.17 | Dehorned | Gray

TJF MR. SMOKIN GUN
TJF MR SON OF A GUN 155/3
MS SS 164

JDH MR ELMO MANSO
JDH LADY SINGLETON MANSO
JDH LADY BLOSSOM MANSO

MR WINCHESTER MAGNUM 999
MS JR RED LOTTO
BB MR STING-RAY 10/0
MS SS 126
JDH SIR LAWFORD MANSO
JDH LADY ELLIS MANSO
JDH SIR LIBERTY MANSO
JDH MARTI MADDIE MANSO

S:	D:
BW	5.6 1.7
WW	31 25
YW	50 45
MILK	6 1

Selling half interest and full possession.

Moreno Ms. Lady Tere is sired by TJF Mr. Son Of A Gun 155/3. Son of a Gun combines some of the most proven genetics in the Brahman breed incorporating Smokin Gun, one of the most popular and proven red sires in recent times, with Ms. SS 164 that combines the National Champion & ABBA Show Bull of the Year +BB Sting Ray with a daughter of the iconic +Mr. V8 287/5 "Superstroke". To create Tere we mated Son of a Gun to the famed JDH Lady Singleton Manso 598/4 female that is a daughter of +JDH Elmo and out of a daughter of the legendary (+)JDH Liberty Manso. This will have to be one of the most unique pedigrees in the breed due to the most proven red & grey genetics being crossed. Not only does Tere offer an elite pedigree but is built right being sound structured, deep bodied, and extremely heavy muscled. Although we all like them to have a great pedigree and build this female has the added value of being super gentle and ranks in the top 2% of the breed for WW & YW indicating that she should be fast growing. We look forward to partnering with a progressive family on this one and sharing in the success that will come!



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Verification Program

With the increase in demand for the M Check branded product, Moreno Ranches has significantly expanded their embryo transplant program. Moreno Ranches takes pride in remaining at the forefront of technology, while also adding value for the customer. In an effort to provide the utmost level of product integrity, Moreno Ranches established the "M Check" verification program in 2015. The M Check verification certifies that the animal's sire and dam have been confirmed, using the latest DNA technology. Animals bearing the M Check verification stamp are 100% guaranteed in that their bloodline is precisely known. A final bonus is that any Brahman cattle that have an M Check verification stamp will qualify for all of the standard Moreno Ranches Junior programs, such as the Scholarship Program, the Breed Back Program, and the Sell Back Program.



BRAHMAN CATTLE SCHOLARSHIP PROGRAM • BREED BACK PROGRAM • SELL BACK PROGRAM

To learn more on these programs, please visit www.morenoranches.com