

# MORENO RANCHES

EST. 1819

### **MORENO FAMILY HISTORY**



The Moreno family began their journey in cattle ranching in Camaguey, Cuba in 1819. Three generations of cattlemen and women rose from this Cuban paradise, building an operation of 44,000 acres to encompass cattle, sugar cane, and tobacco plantations. Despite flourishing in Cuba, harsh political and extreme conditions kept the family from expanding their estate.

The Moreno family had always respected and admired the American agriculture industry. Inspired by the American Dream and the opportunities they knew would result from their values of discipline, ambition, and hard work, they set their eyes and hearts on the United States.

In 1992, the family moved their enterprise to Florida. With a vast American cattle ranching network, success, and opportunity within reach, the fourth generation of cattle ranchers found a perfect fit and new home for the family enterprises.

When opportunity came knocking in 2017, the Moreno family did what they do best by following heart and instinct to the great state of Texas. Three years later, in the countryside of Riesel, just outside of Waco, the next chapter of Moreno Ranches unfolded as it became the new home to the Moreno's Brahman cattle headquarters.

Much has changed since Old Cuba for the Moreno family. Today, the Moreno family has a grand vision for the future of the American Brahman cattle industry that stems from the basic work ethic, traditions, and disciplines of their first Spanish generations.

- ✓ SUPERIOR BRAHMAN
- ✓ PREDICTABLE GENETICS
- ✓ THE BRAND YOU CAN TRUST

Since 1819, the Moreno Family has been perfecting the art of raising cattle. Our trusted Mcheck program promises to provide genetically superior Brahman cattle to help you build or transform your herd. With a seven-generation strong tradition of Mcheck cattlemen, we take pride in producing some of the most world renown Brahman cattle for today's growing markets.



### **LOCATIONS**

Texas Division 948 Farm to Market Road 2307 Riesel, TX 76682 Florida Division 17 Virginia Circle Venus, FL 33960

#### CONTACT



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### **\*MORENO MR. ROCK STAR 625**

REGISTRATION # 950236

BRAND 625 DATE OF BIRTH 07.05.2016

RED

COLOR

H/P DEHORNED PGS: +MR WINCHESTER MAGNUM 999 SIRE: +TJF MR. SMOKIN GUN 109/7 PGD: +MS JR RED LOTTO

MGS: MORENO MR. HERCULES 31/7

DAM: •MORENO MS. ASPE 34

MGD: MISS LD 23/7

We are extremely excited about +Moreno Mr. Rock Star 625's current production due to his breed-leading pedigree, moderate build, ideal breed character and breed leading growth figures. He now has daughters that have entered their productive life and they are females that breed early, have excellent bags with ideal teat size, have strong top line and athletic structure, and have that progressive Mcheck head we take pride in in our breeding program. Rock Star has proven time and time again just how great of a sire he truly is and, as a result, is being used by cattlemen all over the world.



MORENO MR. 6W ROCKO 191 International Grand Champion Red Bull, 2023 Houston Stock Show



\*MORENO MR. ROCK STAR 625 International Champion Get-of-Sire, 2023 Houston Stock Show



\*MORENO MR. ROCK STAR 625 National Champion Get-of-Sire, 2023 National Brahman Show













### **MORENO MR. 6W ROCKO 191**

REGISTRATION # 1028353

BRAND 191

DATE OF BIRTH 10.13.2020

COLOR RED

H/P DEHORNED

PGS: +TJF MR. SMOKING GUN 109/7
SIRE: +MORENO MR. ROCK STAR 625
PGD: +MORENO MS. ASPE 34

DAM: MISS WCC

MGS: 3X-HK MR. 966 WCC-6W 278/7 MGD: MISS WCC GOSSIP GIRL 55/2

BW WW YW MILK
2.7 22 41 4

Moreno Mr. 6W Rocko 191, the 2023 International Grand Champion Red Bull in Houston, Texas, embodies genetic excellence as a distinguished son of +Moreno Mr. Rock Star 625. His pedigree, featuring dam Miss WCC-6W 278/7, guarantees both prestige and quality in Brahman cattle. Rocko has impressive traits: substantial muscle, robust bone structure, and voluminous capacity. As an influential sire, Rocko is a valuable asset for breeders seeking to enhance their herds with muscle, bone, and structure. His legacy, rooted in remarkable physical traits and distinguished parentage, is poised to shape Brahman cattle breeding for years, ensuring a lasting impact on the industry.

**DAM: MISS WCC-6W 278/7** 

INTERNATIONAL GRAND CHAMPION RED BULL 2023 HOUSTON STOCK SHOW









### **MORENO MR. RUDOLPH 851**

REGISTRATION # 969390 BRAND 851

01.03.2018 DATE OF BIRTH

RED COLOR

H/P DEHORNED

PGS: +MR 3H X-RAY 825 SIRE: + BB BRONSON 299/3

PGD: + BB MISS RED DYNASTY 146

MGS: + JDH MR ELMO MANSO 309/4 **DAM:** + MORENO MS. LADY REDI 902

MGD: + HK JUDY'S 418

BW WW YW MILK 2.6 16 33 2

Moreno Mr. Rudolph 851, born to 2018 International Champion +Moreno Ms. Lady Redi 902, followed in her footsteps, earning the prestigious title of 2020 International Champion Red Bull. With a pedigree boasting proven Brahman genetics, Rudolph's dam is sired by the renowned +JDH Mr. Elmo Manso, a National Champion. Equally impressive is Rudolph's sire, +BB Bronson 299/3, a former show winner and proven sire with numerous champion progeny, including Grand Champions at the 2012 World Brahman Congress. In 2017, he sired both International Reserve Grand Champions before producing Rudolph, showcasing his winning streak for over 14 years. Rudolph's exceptional pedigree and show achievements make him an invaluable addition to the American Red Brahman breed.

INTERNATIONAL GRAND CHAMPION RED BULL 2020 HOUSTON STOCK SHOW



DAM: + MORENO MS. LADY REDI 902

851 **PROGENY** 













### **MORENO MR. BLACKJACK 25/1**

REGISTRATION # 1024652 BRAND 25/1 DATE OF BIRTH 02.05.2020

COLOR RED

H/P DEHORNED

PGS: +MR 3H X-RAY 825 SIRE: + BB BRONSON 299/3

PGD: + BB MISS RED DYNASTY 146

MGS: + JDH MR ELMO MANSO 309/4

DAM: + MORENO MS. LADY REDI 902

MGD: + HK JUDY'S 418

BW WW YW MILK 2.0 14 31 2

Moreno Mr. Blackjack 25/1 is an illustrious bull from a highly maternal cow family with a pedigree rich in breed icons and Register of Renown ancestors. Acknowledged for his remarkable body length, flawless structure, and coveted black pigmentation, Blackjack is renowned among Brahman breeders

worldwide. His dam, +Moreno Ms. Lady Redi 902, made history in 2018 as the Triple Crown winner, securing Grand Champion Red Female at the prestigious Fort Worth, San Antonio, and Houston shows within a 45-day span and proving her prolific donor status in the Moreno Ranches herd. As a herd sire, Blackjack is ideal for enhancing moderate-type cattle, adding volume and style. His sire, +BB Bronson 299/3, achieved success as a show bull with nine division wins in ABBA approved shows. Blackjack's full brother, Moreno Mr. Rudolph 851, further validates Bronson's enduring siring prowess, being crowned the 2020 International Champion Bull, affirming a legacy of champions spanning two decades.

SIRE: + BB BRONSON 299/3

### **MORENO MR. ROVER 71/1**

REGISTRATION # 1027699 BRAND 71/1

DATE OF BIRTH 03.06.2020 COLOR RED

H/P DEHORNED

PGS: + MR WINCHESTER MAGNUM 999 SIRE: + TJF MR. SMOKIN GUN 109/7 PGD: + MS JR RED LOTTO 278

MGS: + JDH MR ELMO MANSO 309/4

DAM: + MORENO MS. LADY REDI 902

MGD: + HK JUDY'S 418

BW WW YW MILK 31 25 46 3

Inheriting the legacy of champions, Moreno Mr. Rover 71/1 embodies the winning combination of his legendary sire, +TJF Mr. Smokin Gun 109/7, and esteemed dam, +Moreno Ms. Lady Redi 902. Smokin Gun, a many-time champion and proven producer, sired three division winners at the 2015 International Show, including the Grand Champion Red Bull, alongside the 2016 and 2017 Reserve National Champion Females. Rover's dam, Lady Redi 902, celebrated as the mother to the 2020 International Champion Bull, Moreno Mr. Rudolph 851, showcases her prowess as a superior producer. Lady Redi's Triple Crown victory in 2018 and her pedigree, featuring the National Champion +JDH Mr. Elmo Manso, affirm her exceptional breeding. Rover represents the culmination of two renowned genetic lines, promising to carry forward the legacy of excellence in the Brahman show ring.





### **MORENO MR. RIQUI 47/1**

REGISTRATION # 1020878 BRAND 47/1 02.06.2020 DATE OF BIRTH

COLOR RED

H/P DEHORNED

PGS: (+) JDH KARU MANSO 800 SIRE: \* MR. V8 380/6

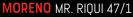
PGD: MISS V8 170/6

MGS: + JDH MR ELMO MANSO 309/4

DAM: + MORENO MS. LADY RUMBERA 710

MGD: + HK MS PASSPORT 557

One of the things that we pride ourselves in at Moreno Ranches is creating functional cattle that rank high in their ability to be fertile throughout their lifetime. Moreno Mr. Riqui 47/1 is a bull that offers one of the hottest set of numbers across the board in his semen quality and ability to produce hot semen. In his first calf crop, he produced high-selling calves and numerous show champion progeny. With a tremendous scrotal circumference, a big top line, and a lot of mass and volume in his design, he brings to the table an outcross pedigree, combining the iconic sires 380/6, Elmo, and Passport all in one pedigree. Riqui's dam is 2017 ABBA Show Cow of the Year +Moreno Ms. Lady Rumbera 710, one of our most influential donors due to her producing ability.



Champion Red Get-of-Sire, 2023 Heartland Brahman Association Show









47/1 PROGENY



### MORENO MR. ROMO 69/1

REGISTRATION # 1027698

BRAND 69/1
DATE OF BIRTH 05.02.2020

COLOR RED

H/P DEHORNED

Moreno Mr. Romo 69/1, a standout red Brahman herd sire, inherits a distinguished pedigree. His sire, +TJF Mr. Smokin Gun 109/7, is a proven champion and producer of champions around the world. Romo's regal pedigree extends through his dam, +Moreno Ms. Lady Rumbera 710, the 2017 ABBA Show Cow of the Year. A show ring sensation, Lady Rumbera became a top donor, producing countless offspring that consistently excelled in shows and sales. With a pedigree featuring +JDH Mr. Elmo Manso and +HK Passport 777, Lady Rumbera's influence is underscored by her full brother's 2017 International Grand Champion Red Bull title. Moreno Mr. Romo 69/1, deeply rooted in a heritage of champions, symbolizes excellence in the Brahman breed.

PGS: +MR WINCHESTER MAGNUM 999/3
SIRE: + TJF MR. SMOKING GUN 109/7

MGS: + JDH MR ELMO MANSO 309/4

DAM: + MORENO MS. LADY RUMBERA 710

MGD: + HK MS. PASSPORT 557

BW WW YW MILK 2.8 36 61 3



DAM: + MORENO MS. LADY RUMBERA 710





### **MORENO MR. RICO 995**

REGISTRATION # 1003367 BRAND 995

DATE OF BIRTH 07.29.2019

COLOR RED
H/P DEHORNED

PGS: + MR WINCHESTER MAGNUM 999 SIRE: + TJF MR. SMOKIN GUN 109/7 PGD: + MS JR RED LOTTO 278

MGS: + JDH MR ELMO MANSO 309/4

DAM: + MORENO MS. LADY RUMBERA 710

MGD: + HK MS. PASSPORT 557

BW WW YW MILK 3.4 36 61 3

Moreno Mr. Rico 995 epitomizes the pinnacle of Brahman cattle breeding, inheriting exceptional traits from his sire, +TJF Mr. Smokin Gun 109/7, and dam, +Moreno Ms. Lady Rumbera 710. Smokin Gun, known for his robust build and fertility, imparts strength and adaptability, hallmarks of superior Brahman genetics. Lady Rumbera, renowned for her maternal qualities, contributes nurturing capabilities and a calm disposition, essential for successful breeding. Rico's lineage symbolizes the perfect blend of muscularity and maternal efficacy. His genetics ensure resilience, productivity, and health, making him an ideal candidate for breeding and exhibitions. Representing the culmination of selective breeding, Rico not only continues his parents' legacy but also signifies the ongoing evolution and importance of Brahman cattle in the global beef industry. His existence is a testament to the breed's excellence and the potential for future genetic advancements.





DAM: + HK MS. PASSPORT 557



SIRE: + JDH MR. ELMO MANSO 309/4

### **MORENO MR. ROCKY ELMER 391**

REGISTRATION # 931491 BRAND 391 DATE OF BIRTH 04.12.2014

COLOR RED

H/P DEHORNED

PGS: (+) JDH SIR LAWFORD MANSO 616/6 SIRE: \* JDH MR ELMO MANSO 309/4 PGD: \$ JDH LADY ELLIS MANSO 178/2

MGS: + HK PASSPORT 777

DAM: + HK MS PASSPORT 557

MGD: HK MS. AMERICA 901

BW WW YW MILK 2.6 32 59 0 Moreno Mr. Rocky Elmer 391 is one of our proven herd sires that has become extremely popular in the USA, Mexico, Thailand, and South America due to his siring ability and pedigree. Rocky Elmer is a flush mate to the 2017 International Champion Bull, LB Myles, and the 2017 ABBA Show Cow of the Year, +Moreno Ms. Lady Rumbera 710. He is sired by the National Champion and global icon, +JDH Mr. Elmo Manso 309/4 and out of the proven donor, +HK Ms. Passport 557. You simply can't script a better pedigree! The progeny by Rocky Elmer have been outstanding with many securing wins in ABBA Open Shows and events around the world. As you might expect from the pedigree and actual performance of this sire, he ranks in the top of the breed for growth and, as a result, his offspring are some of the heaviest weaning calves at the ranch.











391 PROGENY





International Senior Champion Red Female, 2023 Houston Stock Show



**+MORENO MR. RISOUE INTENTIONS 435** 

International Reserve Champion Get-of-Sire, 2023 Houston Stock Show



### **MORENO MS. LADY RISQUÉ BUSINESS 688/3**

National Reserve Senior Yearling Champion Red Female, 2023 National Brahman Show

### **\*MORENO MR. RISQUE INTENTIONS 435**

REGISTRATION # 933272

435 BRAND

09.05.2014 DATE OF BIRTH

COLOR RED

H/P

DEHORNED

PGS: +JDH MR ELMO MANSO 309/4 SIRE: +JDH IMPRESSION MANSO 719/4 PGD: JDH LADY FATIMA 4

MGS: 21ST MR 3X MAX 80/6

DAM: 21ST MS MAX D 108/1 ET

MGD: JDH LADY FATIMA MANSO 534/3

If you are looking for a proven bull to sire structurally sound and eye appealing cattle, then consider this exceptional herd sire, +Moreno Mr. Risqué Intentions 435. He has had a multitude of Red Get-Of-Sire Wins at ABBA International and National Shows and several of his daughters are now top-producing females for Moreno Ranches. In his show career, he was selected as the 2016 ABBA National Brahman Show Reserve Junior Champion Red Bull. Risqué Intentions is a son of +JDH Impression Manso and out of 21st Ms. Max D 108/1 ET, a proven daughter of 21st Mr. 3X Max 80/6. +Moreno Mr. Risqué Intentions 435 is one beautifully made Brahman bull who consistently produces beautifully as well.







DAM: 21ST MS. MAX D 108/1 ET

20 37





### **MORENO MR. RONCO 539**

REGISTRATION # 948368

539 BRAND

09.06.2015 DATE OF BIRTH

COLOR RED

H/P DEHORNED PGS: JDH MR BEVAN MANSO 726/3
SIRE: \* JDH ASTRO MANOS 518/4
PGD: JDH AMINA MANSO 294/3

MGS: + JDH MR ELMO MANSO 309/4

DAM: + LB LADY VIOLET MANSO 576/4

MGD: + LB LADY VIRGINIA MANSO 228/4

BW WW YW MILK 3.1 26 44 2

Moreno Mr. Ronco 539 is a former show bull that was named National Junior Champion. One of the real values in this sire is his pedigree that combines the Reserve International Champion and Register of Renown Sire +JDH Astro Manso on an International Champion and Register of Renown Dam +LB Lady Violet Manso. This genetic combination has proven to be successful time and time again as it provides a ¾ J.D. Hudgins pedigree in a red package which only provides additional mating opportunities. We have and will continue to use Moreno Mr. Ronco 539 to add growth, bone, style and an outcross pedigree.







539 PROGENY





### MORENO MR. RUKI 233/1

REGISTRATION # 1047646 BRAND 233/1 DATE OF BIRTH 02.09.2022

COLOR RED

H/P DEHORNED

PGS: +MR WINCHESTER MAGNUM 999 SIRE: +TJF MR. SMOKIN GUN 109/7 PGD: + MS JR RED LOTTO 278

MGS: + JDH MR ELMO MANSO 309/4

DAM: + LB LADY VIOLET MANSO 576/4

MGD: + LB LADY VIRGINIA MANSO 228/4

BW WW YW MILK 4.3 31 52 4

Moreno Mr. Ruki 233/1 is a distinguished Brahman bull, showcasing the exceptional genetic pedigree of his parents. His sire, +TJF Mr. Smokin Gun 109/7, is renowned for robust physical traits and breeding excellence. Smokin Gun's pedigree has enriched the Brahman breed with enhanced muscle structure, resilience, and overall vitality. These qualities underscore his value as a leading figure in Brahman genetics. His dam, +LB Lady Violet Manso 576/4, complements this superior pedigree with her own exemplary traits. Lady Violet is known for her strong maternal instincts and physical attributes conducive to successful breeding. Her pedigree has been pivotal in producing offspring that exhibit balanced conformation and desirable breed characteristics. Inheriting this rich genetic heritage, Moreno Mr. Ruki 233/1 stands as a testament to the best qualities of the Brahman breed. He embodies the strength and resilience from his sire and the nurturing, balanced traits from his dam, making him an ideal representative for both breeding and showcasing the enduring excellence of the Brahman breed.

### MORENO MR. RAMBO 157/1

REGISTRATION # 1029376

BRAND 157/1
DATE OF BIRTH 12.03.2020

COLOR RED

H/P DEHORNED

PGS: MR. JS/FONTENOT 937
SIRE: +MR. FONTENOT 333

PGD: + MISS FONTENOT 942

MGS: + MORENO MR. RISQUE INTENTIONS 435

DAM: MORENO MS. LADY ROSELINE 928/1

MGD: + LB LADY VIOLET MANSO 576/4

BW WW YW MILK

Moreno Mr. Rambo 157/1 made significant waves in the Brahman show circuit. This red Brahman's exceptional pedigree, sired by the renowned +Mr. Fontenot 333 "Rufus" and with a dam, Moreno Ms. Lady Roseline 928/1 (435 x Violet), has caught the attention of breeders globally. The decision to share semen interests with Argentina reflects Moreno Ranches' commitment to

enhancing the Brahman breed worldwide and fostering international relations within the cattle breeding community. Kelvin Moreno, the head of Moreno Ranches, remarked on this landmark deal, "We are thrilled to collaborate with our Argentine counterparts. This move not only recognizes the excellence of Moreno Mr. Rambo 157/1 but also emphasizes our dedication to advancing the Brahman breed on a global scale."

DAM: MORENO MS. LADY ROSELINE 928/1





### MORENO MR. ROLLO 103/1

REGISTRATION # 1024414
BRAND 103/1
DATE OF BIRTH 07.15.2020

COLOR RED

H/P DEHORNED

PGS: + TJF MR. SMOKIN GUN 109/7
SIRE: + MORENO MR. ROCK STAR 625
PGD: + MORENO MS. ASPE 34

MGS: + MR KC JUSTICE MANSO 847

DAM: + MISS B-F 201/9

MGD: + -GS MS MULHIM MANSO 314

BW WW YW MILK 2.1 23 32 6

With an impeccable pedigree and extraordinary performance in the show ring, Moreno Mr. Rollo 103/1 stands out as a symbol of excellence in the Red Brahman breed, proving himself at multiple ABBA approved shows during his show career. Rolo is deep-bodied with lots of volume, and very fertility-oriented with a very maternal pedigree and outcross due to his mother being the Register of Renown +Miss B-F 201/9. His sire is the legendary Register of Renown +Moreno Mr. Rock Star 625 and with that combination of elite genetics, backed by our dedication to quality, Rolo is a game-changer in the Red Brahman breed. His victories and pedigree are not just a testament to his excellence but also symbolize the future of the powerhouse Brahman genetics in the breed.

## 201/9 FAMILY

Moreno Mr. Romeo O Romeo 75/1 stands out as a very balanced bull with great disposition, a moderate frame, and packed with great red meat. It's no surprise considering the profound pedigree he hails from. Romeo's sire, +TJF Mr. Smokin Gun 109/7, is a force to be reckoned with. He's not just any sire, but a figurehead that has had a colossal influence on the Red Brahman breed across the globe. Smokin Gun is renowned for his impressive strength, a trait that is unmistakably evident in his progeny. His offspring, including Romeo, reflect Smokin Gun's formidable frame, power, and unparalleled elegance. On the maternal front, Romeo inherits an equally captivating legacy. His dam, +Miss B-F 201/9, is nothing short of a Brahman queen. Beyond her multiple show victories, what's truly remarkable about her is her consistency in production.

### MORENO MR. ROMEO O ROMEO 75/1

REGISTRATION # 1024434
BRAND 75/1
DATE OF BIRTH 05.04.2020
COLOR RED

H/P DEHORNED

PGS: + MR WINCHESTER MAGNUM 999/3 SIRE: + TJF MR. SMOKIN GUN 109/7 PGD: + MS JR RED LOTTO 278

MGS: + MR KC JUSTICE MANSO 847

DAM: \* MISS B-F 201/9 MGD: + -GS MS MULHIM MANSO 314

> BW WW YW MILK 3.3 24 33 8





### **MORENO MR. RUBAN 641**

REGISTRATION # 956576

**BRAND** 641

DATE OF BIRTH 07.13.2016

RED COLOR

DEHORNED H/P

PGS: + MR WINCHESTER MAGNUM 999/3 SIRE: + SRS MR. TROUBADOR 933 PGD: + SRS MISS LUCY 795

MGS: MORENO MR. HERCULES 31/7

DAM: MORENO MS. CAMILA 4

MGD: MISS V8 652/5

Moreno Mr. Ruban 641 is a prime example of the exceptional breeding found in Brahman cattle, with a pedigree that speaks to both quality and performance. His sire, +SRS Mr. Troubador 933, is a National and International Champion, and with 236 progeny registered in the USA, Troubador 933's influence in the Brahman breed is substantial. On the maternal side, Ruban comes from Moreno Ms. Camila 4, a testament to reliable and proven matings. Her lineage includes +Mr. V8 380/6, the #1 sire in the Register of Renown from 2011-2017, known for siring more champions than any other during that time. This powerful combination of genetics in Moreno Mr. Ruban 641 results in a Brahman bull with unparalleled potential, both in the show ring and as a sire. His heritage carries the promise of continued excellence, combining the strength, elegance, and winning qualities of his prestigious parents.

SIRE: + SRS MR. TROUBADOR 933













DAM: TJS MISS RED VELVET 110/7, FULL SISTER TO +TJF MR SMOKIN GUN 109/7

REGISTRATION # 991575 BRAND 925

DATE OF BIRTH 01.09.2019

COLOR RED

H/P DEHORNED PGS: (+) JDH KARU MANSO 800 SIRE: + MR. V8 380/6 PGD: MISS V8 170/6

MGD: + MS JR RED LOTTO 278

TJF MISS CARLEY 112/7 FULL SISTER TO TJF MISS RED VELVET 110/7

Moreno Mr. Ronpop 925 has been a total fan favorite. This young herd sire is already proving his worth in production following an exciting show career. This son of +Mr. V8 380/6 is downright impressive from a phenotypic standpoint. He is rugged and masculine in his build, powerful in his muscle shape and has an overwhelming amount of natural thickness. +Mr. V8 380/6, more commonly known as "The Machine", is the son of JDH Karu Manso 800 and Miss V8 170/6. Moreno Mr. Ronpop 925 is out of a stunning female, TJF Miss Red Velvet 110/7, a daughter of + Mr. Winchester Magnum 999/3 and out of a terrific female, Ms Jr Red Lotto 278. This young herd sire is carrying on the longstanding tradition of proven performance, attractive style and build, and impressive breed character.



### MORENO MR. RYFINN 137/1

REGISTRATION # 1024407 BRAND 137/1

DATE OF BIRTH 09.08.2020

COLOR RED

H/P DEHORNED

PGS: + JDH MR ELMO MANSO 309/4 SIRE: MORENO MR. RICHIE RICH 465 PGD: MISS TEMPLE HILL 127

MGS: + MR. 3H X-RAY 825 DAM: MORENO MS. LADY ROLY 424/1 MGD: + MR MISS TREINTA 228

> BW WW YW MILK 2.0 22 42 2

Moreno Mr. Ryfinn 137/1 is a Red Herd Sire for Moreno Ranches that offers dark cherry red pigmentation with a combination of muscle and balance that we like to breed in our Mcheck cattle. Ryfinn can be used to clean navels and add strong top line and pigmentation. Ryfinn is a maternal outcross pedigree, being sired by Moreno Mr. Richie Rich 465. Not only does Ryfinn's sire come in a growthy, big boned package with great length and eye appeal but he charts at the top of the breed for his growth figures. Ryfinn is out of National Calf Champion Dam, Moreno Ms. Lady Roly 424/1. Lady Roly was one of our top show heifers during her era. Everyone who sees this female immediately comments on how deep ribbed she is and how they love her dark red color. We have aggressively produced offspring out of Lady Roly with a number of the breed's top sires.



DAM: MORENO MS. LADY ROLY 424/1

SIRE: MORENO MR. RICHIE RICH 465



+MR. "RUFUS" FONTENOT 333

REGISTRATION # 916393

BRAND 333

DATE OF BIRTH 05.01.2013

COLOR RED

H/P DEHORNED

SIRE: MR. JS/FONTENOT 937 PGD: MISS FONTENOT 872

MGS: + MR BF IRON MAN 55/7

DAM: \* MISS FONTENOT 942

MGD: MISS FONTENOT 67

BW WW YW MILK

+Mr. Fontenot 333 "Rufus" was the 2016 International Champion Red Bull. Not only does this sire have the show accolades but he has SIRE POWER! Rufus has done us and many others around the globe an outstanding job. His progeny have been some of our most winning show animals and as a result his Get of Sire was named as the 2019 National Champion in addition to a number of other wins. Not only have the progeny of Rufus done well in the United States but around the world, especially in Central America and Thailand. The stout, growthy, beefy build of Rufus appeals to cattlemen but to further add value to him is his outcross pedigree that allows him to be able to be mated to many of the popular and foundation bloodlines in the breed. Mr. Fontenot 333 "Rufus" continues to impress us and will continue to be an influential sire.

INTERNATIONAL GRAND CHAMPION RED BULL 2016 HOUSTON STOCK SHOW











### LB MR. SMOKIN ABE 3

REGISTRATION # 954963

BRAND 3

DATE OF BIRTH 07.05.2016

COLOR RED H/P HORNED

PGS: + MR WINCHESTER MAGNUM 999/3 SIRE: \* TJF MR. SMOKING GUN 109/7 PGD: + MS JR RED LOTTO 278

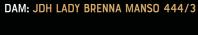
MGS: (+) JDH DATAPACK MANSO 563/5

DAM: JDH LADY BRENNA MANSO 444/3

MGD: JDH KENNEWICK MANSO 150/3

BW WW YW MILK 2.4 20 31 6

LB Mr. Smokin Abe 3 without a doubt comes from some of the most versatile genetics in the breed today. He is sired by +TJF Mr. Smokin Gun 109/7, the legendary sire and many-time champion bull who is continuing to produce winning genetics throughout the world. Smokin Abe's dam is JDH Lady Brenna Manso 444/3, a foundation donor female that offers a truly royal pedigree. She is versatile when it comes to producing both red and grey Brahman offspring. Smokin Abe is one of the most dynamic sires the Brahman breed has seen - not only from a functionality standpoint, but from both phenotypic and genotypic standpoints. He has the look, the power and the natural muscle shape to create phenomenal individuals all while making them sound and efficient. A true powerhouse!













### SRS JOE KID 185

REGISTRATION # 956037

BRAND 185 09.23.2016 DATE OF BIRTH

COLOR RED

DEHORNED H/P

PGS: + MR WINCHESTER MAGNUM 999/3
SIRE: + SRS MR. TROUBADOR 933
PGD: + SRS MISS LUCY 795

MGS: SRS MR. CANAJO 513

DAM: + SRS MISS CIBOLA 644

MGD: MISS NANTACHIE CIBOLA 103

BW WW YW MILK 1.9 19 34 6



DAM: + SRS MISS CIBOLA 644



SIRE: + SRS MR. TROUBADOR 933

**JOE KID** 



those who have purchased his semen around the world.



Since SRS Joe Kid 185 was a calf, we watched closely as we were highly intrigued by his pedigree, being sired by the National and International Champion and Register of Renown Sire, +SRS Mr. Troubadour 933, and out of the dam of the Reserve International Champion, +SRS Mr. Captain Red Legs. Joe Kid had a successful show career highlighted by being named the 2018 Reserve National Champion. This elite sire was bred by our good friends and longtime breeders, Swaner Brahmans. We have been extremely impressed with the offspring of Joe Kid both in the show ring and as top sellers in our sales. Based on his practical build, solid red color, and pedigree we expect the Joe Kid calves to continue to impress us and







DAM: + SRS MISS LADY MARSHA 188

SRS Josey Wales 256 is an exceptional bull, renowned for his compatibility with established Moreno females and his ability to sire functional, structurally sound cattle. His pedigree and performance have set him apart in the world of Brahman cattle breeding. Notably, Josey Wales has amassed a series of prestigious accolades, underscoring his superior genetic qualities. He was crowned the 2021 National Grand Champion Bull and followed up with the title of 2022 National Reserve Grand Champion Bull. His winning streak includes impressive titles from various esteemed livestock shows. These include the Grand Champion & Junior Champion Red Bull at the 2022 Dixie National Brahman Show in Jackson, MS, Grand Champion Red Bull at the 2022 Cattlemen's Congress in Oklahoma City, OK, and Grand Champion Red Bull at the 2022 Heart of Texas Winter Classic Show in Belton, TX. The impact of SRS Josey Wales 256 as an elite red herd sire is undeniable and pivotal in the Brahman breeding industry.

NATIONAL GRAND CHAMPION RED BULL

2021 NATIONAL BRAHMAN SHOW

**JOSEY WALES** 











### SRS HOMBRE 250

REGISTRATION # 1011036 **BRAND** 250

DATE OF BIRTH 09.21.2019

COLOR RED

H/P DEHORNED

PGS: SRS MR SHOOTER 865 SIRE: + SRS BERNARDO 100

PGD: + SRS MS SIMPLY RED 620

MGS: SRS MR BAR FLY 845

DAM: SRS MISS RED CHERRY 140 MGD: SRS MISS I B PLAYIN 927

WW YW MILK 30 49 7

**DAM: SRS MISS RED CHERRY 140** 

SRS Hombre 250 stands out in the Brahman breed, inheriting distinguished traits from a lineage of champions. His sire, SRS Bernardo 100, is celebrated as a prominent young red herd sire in the Brahman community. Bernardo's acclaim includes being an International Reserve Grand Champion as a calf, a title that underscores his exceptional genetic quality. His progeny have earned multiple Get of Sire wins, reflecting his significant genetic impact. Hombre's dam, SRS Miss Red Cherry 140, enhances his pedigree with maternal characteristics, fertility, and adaptability. The combination of the two give SRS Hombre 250 robust bone structure, significant muscle density, pronounced thickness, and excellent mobility. His lineage from the Swaner Brahman herd guarantees a legacy of proven Red Brahman genetics, celebrated for resilience and robustness. Hombre exemplifies the culmination of selective breeding and genetic superiority, making him an outstanding representative of the Brahman breed's future.

SIRE: + SRS BERNARDO 100



Moreno Mr. Polled Kyros 571 is one of the most exciting sires in the breed today! Not only was he the favorite of judges during his show career, he has drawn the interest of some of the most recognized breeders in the USA and abroad. This structurally sound, moderately framed, beefy sire is polled and provides an outcross pedigree to many of today's popular polled lines. Polled Kyros is sired by our proven herd sire, +JDH Mr. Kabram Manso 434/8. The dam to Polled Kyros comes from the foundation line of polled animals that was purchased from Edwards Brahman Ranch and contains JME US Lexor Manso 71, the polled sire who won numerous titles before his accidental death. The calves by Polled Kyros are amazing with several of them already earning wins in ABBA Open Shows and countless others continuing to impress many as they are highlighted throughout the breed.

### **MORENO MR. POLLED KYROS 571**

REGISTRATION # 943372

571 BRAND

BW WW YW MILK 3.5 30 45 2 10.29.2015

**GREY** COLOR H/P POLLED

PGS: (+) JDH WOODSON DE MANSO 206/7
SIRE: \* JDH MR KABRAM MANSO 434/8
PGD: JDH LADY EUFAULA MANSO 905/6

MGS: JME US LEXOR MANSO 71

DAM: ZE MADDOX LEXOR 78/3

MGD: ZE LADY MADDOX COPANO 21



**MORENO MR. POLLED PRADA 193/1** 

International Intermediate Champion Gray Bull, 2023 Houston Stock Show



DAM: ZE MADDOX LEXOR 78/3















### **MORENO MR. POLLED KOBRAN 991**

REGISTRATION # 1003365 **BRAND** 991 DATE OF BIRTH 07.26.2019 **COLOR GREY** H/P **POLLED** 

PGS: + JDH MR KABRAM MANSO 434/8 SIRE: MORENO MR. POLLED KYROS 571 PGD: ZE MADDOX LEXOR 78

MGS: #THREE D PLATINUM 260

DAM: MORENO MS. LADY ROFFA 356/1 MGD: + MORENO MS, ASPE 34

BW WW YW MILK 2.7 48 68 0

At Moreno Ranches we consider our breeding program an art. Take a look at this fine piece of art, Moreno Mr. Polled Kobran 991, Polled herd sire for Moreno Ranches and one that is turning a lot of heads. After his successful show career, Polled Kobran goes into the ranks of the great herd sires to enter the breeding pens at Moreno Ranches. His mother Moreno Ms. Lady Roffa 356/1 (P) was our creation of a Polled outcross for the breed, sired by the Australian polled imported bull #Three D Platinum 260 (P) and out of the Register of Renown +Moreno Ms. Aspe 34 that has produced consistency and performance oriented cattle over the years for Moreno Ranches. Kobran is sired by the widely popular Moreno Mr. Polled Kyros 571 (P), also producing champions around the world.

MATERNAL GRANDSIRE: #THREE D PLATINUM 260

### **MORENO MR. POLLED PRADA 193/1**

REGISTRATION # 1039120

193/1 **BRAND** 07.03.2021

DATE OF BIRTH

COLOR **GREY** H/P POLLED PGS: + JDH MR KABRAM MANSO 434/8 SIRE: MORENO MR. POLLED KYROS 571 PGD: ZE MADDOX LEXOR 78/3

MGS: MR. V8 604/7

DAM: MORENO MS. LADY VIVIAN 930/1 MGD + MISS B-F 201/9

BW WW YW MILK 3.1 38 55 5

Moreno Mr. Polled Prada 193/1, a remarkable Brahman bull, carries a legacy of exceptional genetics and championship lineage. His sire, Moreno Mr. Polled Kyros 571 (P), is renowned for his influence in the breed. As a favorite of judges during his show career, Kyros has drawn attention from prominent

breeders both in the USA and abroad. His ability to sire structurally sound and eye-appealing cattle has made him a significant figure in Brahman breeding circles. Complementing this impressive lineage is Polled Prada's dam, Moreno Ms. Lady Vivian 930/1, a champion in her own right. She was a key figure in show strings, achieving numerous wins. Vivian's sire, Mr. V8 604/7, was the 2017 International Champion and a leader in multiple performance traits. Together, these pedigrees converge in Moreno Mr. Polled Prada 193/1, creating a Brahman bull with a profound genetic advantage. His lineage speaks of champions and breed leaders, positioning him as a valuable asset for both show and breeding purposes.





### +JDH MR KABRAM MANSO 434/8

REGISTRATION # 912318 **BRAND** 434/8 03.01.2012 DATE OF BIRTH COLOR **GRFY** DEHORNED H/P

SIRE: (+) JDH WOODSON DE MANSO 206/7 PGD: + JDH LADY IRMA MANSO 484/6

MGS: (+) JDH SIR LIBERTY MANSO 847/5 DAM: JDH LADY EUFAULA MANSO 905/6 MGD: JDH LADY HALONA MANSO 436/6

+JDH Mr. Kabram Manso 434/8 is one of the foundation sires in our herd due to the success of his offspring, superior pedigree, and outstanding performance. We were fortunate to be able to purchase this sire from Bob Hudgins and he has been nothing less than spectacular, siring winners and high sellers for us and many of our customers. Not only does Kabram sire offspring that are attractive but he injects superior performance as a result of him ranking in the top 1/3 of the breed for BW, YW, REA and 25% for WW & Marbling. It should also be noted that Kabram is one of the few sons in the USA that is sired by the National & International Champion and Vanguard Sire (=)JDH Woodson De Manso and out of a daughter of the iconic sire (=)JDH Sir Liberty Manso making him double bred (=) Liberty. Moreno Ranches is extremely impressed with the production of Kabram, and as a result, he will continue to be one of the most heavily used sires in our program.







KABRAM PROGEN'

### MORENO MR. KASHMR 937

REGISTRATION # 986878 **BRAND** 937

12.14.2018 DATE OF BIRTH

COLOR **GREY** H/P DEHORNED

PGS: (+) JDH MR WOODSON MANSO 206/7 SIRE: + JDH MR KABRAM MANSO 434/8

PGD: JDH LADY EUFAULA MANSO 905/6

PROGEN

MGS: MR KC DOMINO 106/2 **DAM: MORENO MS. ANTONIA 270** MGD: UCC MIMI'S MOO 26/4

24





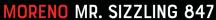
weight, ribeye area, and marbling.





DAM: MORENO MS. ANTONIA 270





REGISTRATION # 976954 BRAND 847

DATE OF BIRTH 03.03.2018

COLOR GREY

H/P DEHORNED

PGS: + JDH MR ELMO MANSO 309/4 SIRE: JDH SIR STRATTON MANSO 823/4 PGD: + JDH LADY SANDY MANSO 301/7

MGS: + #JADL REY TE 110

DAM: MISS RB 591/2 EMMA PRINCE

MGD: + WR MS MARTI SID 071

BW WW YW MILK



National Reserve Champion Genetic Group, 2023 National Brahman Show

Moreno Mr. Sizzling 847 was one of our most successful show bulls during his three-year career. We are now breeding this sire with great success and know that based on his pedigree and stout built phenotype that he is an influential herd sire. Sizzling offers as proven of a pedigree as any in the breed. He is sired by JDH Sir Stratton Manso who is a +JDH Elmo Manso son that has done us, J.D. Hudgins-Locke Division, and a number of breeders in Australia an outstanding job siring show winners and sale toppers alike. The dam to sizzling is Miss RB 591/2 "Emma Prince" who was a former All American Grand Champion Female and a daughter of one of the most proven matings in the breed, +JADL Rey TE 110 x +WR Ms. Marti Sid 071. As you might expect with such a power packed pedigree, Sizzling charts positive for 8 economically relevant traits.











847 PROGENY





### +TTT SUVA BOB MANSO 786/3

REGISTRATION # 925611 BRAND 786/3 DATE OF BIRTH 09.06.2013 COLOR GREY

JR GREY DEHORNED

H/P

PGS: + MR H MADDOX MANSO 684
SIRE: + CJV MR BILLY BOB MANSO 16/8
PGD: + LADY H MARINA MANSO 792

MGS: JDH ECHO'S LAIR MANSO 519/1

DAM: • TTT SUVA'S ECHO LADY 700

MGD: TTT MS SUVETTE MARTI 374

BW WW YW MILK 1.9 31 49 9 TTT Suva Bob Manso 786/3 was named the 2015 and 2016 ABBA Show Bull of the Year due to his success in the show ring, accumulating 22 division and 12 championship titles. Suva Bob is sired by +CJV Mr. Billy Bob Manso 16/8, a Heritage Cattle Company bred bull sired by +Maddox and out of a top +Double Take daughter owned by the Valenta Family. On the bottom side, the +TTT 700 cow has been a proven donor for us and is sired by a top JDH Echo 237 son and out of a +JDH Martin Manso daughter that traces back to the famous +TTT 758 cow that produced champion after champion for Tic Tac Toe Ranch in the late 1990's and early 2000's. Not only is Suva Bob a favorite of Brahman breeders due to his show ring performance and proven pedigree, but also his impressive performance profile that ranks in the top 33% of the breed for the economically valuable traits of WW, YW, and Ribeye Area while he ranks in the top 25% of the breed for Milk and Marbling making him extremely popular as an "All Around" Sire. Suva Bob is one of our most popular and proven sires due to the show ring success of his progeny.





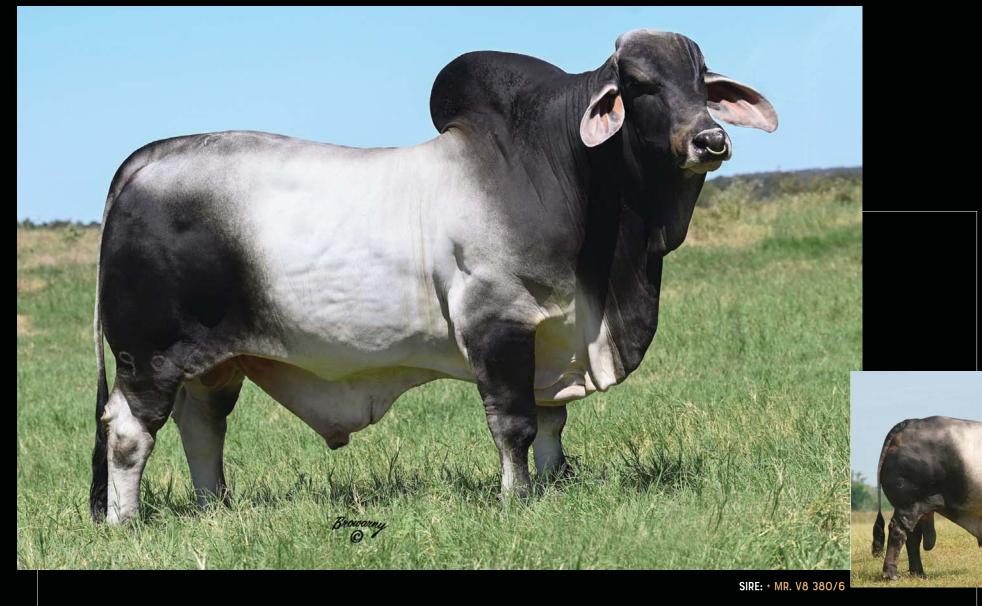












### **MORENO MR. OMIRA 967**

REGISTRATION # 1002095

BRAND 967

07.05.2019 DATE OF BIRTH **GREY** COLOR

H/P DEHORNED SIRE: \* MR. V8 380/6

PGD: MISS V8 170/6

MGS: + JDH MR ELMO MANSO 309/4

DAM: + JDH LADY LOU MANSO 592/4

MGD: JDH LADY GRETA MANSO 420/4

Moreno Mr. Omira 967 is truly a phenomenal breeding piece of a herd sire. This blue-pigmented bull is one we so appreciate for his remarkable head structure, muscle shape, super square and level hip and overall balance. He is exceptional through his front one third and blends smoothly into his shoulder. He's got an outstanding look about him that makes him an extraordinary package that is difficult to part with. He represents an amazing pedigree in that he is sired by +Mr. V8 380/6, the sire of the most winners from 2011-2017, as well as the 2018 National and 2019 International Champion Female and 2019 International Champion Get of Sire. Omira's dam is DH Lady Lou Manso 592/4, one of our top donors whose pedigree combines the two Register of Renown sires +JDH Elmo and +JDH Charley's Jazz. JDH Lady Lou Manso is also the dam of numerous show champions over the years.



DAM: + MORENO MS LADY RUMBERA 710

### **MORENO MR. ODESSA 57/1**

REGISTRATION # 1017003

BRAND 57/1

DATE OF BIRTH 02.16.2020

COLOR GREY

H/P DEHORNED

PGS: (+) JDH KARU MANSO 800 SIRE: + MR. V8 380/6

PGD: MISS V8 170/6

MGS: + JDH MR ELMO MANSO 309/4

DAM: + MORENO MS. LADY RUMBERA 710

MGD: + HK MS PASSPORT 557

BW WW YW MILK
1.7 41 72 4

Moreno Mr. Odessa 57/1 is a striking example of high-quality Moreno genetics. His sire, +Mr. V8 380/6, known as "The Machine," is a distinguished figure in the Brahman community. Identified as a "breed changer," +Mr. V8 380/6 has had a worldwide impact, named the top-producing gray bull in the ABBA Register of Renown in 2021, and from 2011-2017, he sired more show winners than any other sire. The dam of Odessa, +Moreno Ms. Lady Rumbera 710, also comes from an impressive lineage, further enhancing the genetic quality of this Gray Brahman bull. Her background and the accomplishments of +Mr. V8 380/6 culminate in Odessa's exceptional traits, making him a symbol of the breed's excellence and potential. His pedigree is a testament to the breed's resilience, adaptability, and capacity to excel both in the show ring and as a valuable genetic contributor to the Brahman breed.



### **MORENO MR. CIPRIANO 87/1**

REGISTRATION # 1018618 BRAND 87/1

DATE OF BIRTH 05.05.2020

COLOR GREY
H/P DEHORNED

PGS: + JDH IMPRESSION MANSO 719/4

SIRE: + MORENO MR. RISQUE INTENTIONS 435 PGD: 21ST MS MAX D 108/1 ET

MGS: JDH SIR STRATTON MANSO 823/4

DAM: + MORENO MS. RICH SOULMATE 78/1

MGD: TJF MISS CARLEY 112/7

BW WW YW MILK 2.6 30 51 3 Moreno Mr. Cipriano 87/1 boasts an exceptional pedigree, stemming from a lineage of champions and notable Brahman genetics. His sire, +Moreno Mr. Risqué Intentions 435, is renowned for his structural soundness and appeal, having won numerous accolades including the 2016 ABBA National Reserve Junior Champion Red Bull. Risqué Intentions' progeny have continued his legacy, making him a respected figure in Brahman breeding. The dam of Cipriano, Moreno Ms. Rich Soulmate 78/1, contributes her own distinct qualities to this impressive genetic mix, bringing maternal strength and genetic diversity, which are vital for the progression of the breed. Cipriano's pedigree not only embodies the Brahman Bull standard of excellence, but also the breed's resilience and adaptability. Cipriano 87/1 is a testament to the breed's potential, promising to contribute significantly to the future of Brahman genetics.

DAM: + MORENO MS. RICH SOULMATE 78/1



SIRE: + MORENO MR. RISQUE INTENTIONS 435



SIRE: +JDH MR. ELMO MANSO 309/4

### + JDH IMPRESSION MANSO 719/4

REGISTRATION # 887237 BRAND 719/4 DATE OF BIRTH 09.05.2009

COLOR GREY

H/P DEHORNED

SIRE: + JDH MR ELMO MANSO 309/4

PGD: \$ JDH LADY ELLIS MANSO 178/2

MGS: + JDH CHARLEY'S JAZZ 946/1

DAM: JDH LADY FATIMA MANSO 534/3

MGD: JDH ALINA MANSO 268/3

BW WW YW MILK 0.8 22 39 1 +JDH Impression Manso 719/4 is one of the greatest and most influential sires to ever exist at Moreno Ranches due to his superior siring ability. As a result of his successful offspring, he entered the coveted ABBA Register of Renown. 719/4 is a son of the National Champion and globally utilized +JDH Mr. Elmo Manso 309/4 and out of a daughter of +JDH Charley's Jazz that is a top donor for J.D. Hudgins-Locke Division. Impression produces fast growing, super fancy offspring and due to his pigmentation has been used successfully both in our red and gray herds.

IMPRESSION PROGENY













### JDH MR MANSO 734/6

REGISTRATION # 924680 734/6 BRAND DATE OF BIRTH 09.23.2013

COLOR **GREY** 

H/P

DEHORNED

PGS: (=) JDH WESTIN MANSO 80/1 SIRE: JDH MR TODD MANSO 555/1 PGD: JDH MISS CLOVA MANSO 29/1

MGS: JDH MR BERTRAM MANSO 725/3

DAM: JDH LADY MANSO 382/5

MGD: JDH LADY MANSO 376/9

BW WW YW MILK 3.5 24 49 3

JDH Mr. Manso 734/6 is our most performance oriented sire that we purchased from J.D. Hudgins-J.Forgason Division. 734/6's 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). As you might expect with such a power packed pedigree, 734/6 ranks in the top 25% of the breed for the growth traits, REA and Marbling. Not only does the offspring of JDH Mr. Manso 734/6 come "performance packed" but they are built right as they are moderate framed, deep ribbed, big boned and heavy muscled with many of them making our show string.









