

PREDICTABLE GENETICS PROVEN PERFORMANCE

March 5, 2016, Pawnee Rock, KS



FELLOW CATTLEMEN,

This is the one point in the year when we pause and reflect on where we are headed and how far we have come. We have seen an amazing run in the cattle business and agriculture in general. Many of the high feelings have wavered a bit, but the silver lining is that good profits are still being made in the beef industry. The cow/calf man still has a product that is in high demand and the higher the value product you can deliver, the more profit there ultimately is to obtain. Good genetics are not just a novel concept, they are the cornerstone of a profitable operation. As we move ahead in this industry, the ability to put together a genetic package that can weather the storms will be paramount. We think if you take the time to study our offering, you will see a balance of those long term profitability traits.

We have continued to build upon the success of the most predictable sires in the business and their progress is certainly documented. This leads us to believe that we are continuing to remove the genetic risk in these cattle and they will ultimately lead to a more consistent product for our customer. This is the most diverse group we have ever brought to market and yet the genetics have many things in common. The successful growth of our composite program has to be one of the highlights of this offering. We feel the additions of the Red Angus composites in the fall group and the Connealy Capitalist Angus composites in the spring pen have grabbed the attention of many as they have walked through these bulls. Not taking anything away from the purebred Shorthorns, many have certainly proven they will have the performance to compete with the heterosis of their composite counterparts. We feel the performance of the entire offering is increased over previous years, as it should be, and without sacrificing birthweight or calving ease. More than 85% of the offering, bulls and heifers, are in the Top 20% for \$CEZ and BEPD and 95% are in the Top 20% for CEM. As you build, that previously mentioned, extra value into your genetic base, it's also worthy of noting that the bulls have an average Marbling EPD in the Top 15% of the breed and REA EPD in the Top 30%.

Continue to check in at our newly redesigned website, Lovingfarms.com, for videos and sale updates. We will be ultrasounding the spring bulls and heifers the first part of February and we will make that information available online. We will also be broadcasting the sale live on DVAuctions.com, so if you are unable to attend, please register and use that service. If any of our sale representatives can be of service, please do not hesitate to give them a call and utilize them for their unbiased opinions.

The cattle are available for viewing at any time leading up to the sale. We invite everyone to join us to view the cattle Friday evening the 4th and stay for supper and social. Lunch will be served at noon on the 5th with the sale to start at 1:00 PM CST.

We thank you for taking the time to look through our offering and giving us the opportunity to earn your business.

Sincerely,

The Loving Family

Low Pressure Bidding

Cowboy Auction Procedure

The bid-off will start at 1:00 PM CST, March 5. Bulls will have a starting bid of \$3,000 and heifers will begin at \$1,700. At the time of the bid-off, each individual lot will be announced and all who wish to bid on that lot will be asked to raise their bidder number. Each bidder will be "in" until he chooses to lower his card and withdraw. Each \$100 increment will be announced, and the bidders will be given time to consider whether they are "in" or "out," before the next increment is announced. When only one bidder remains, they will have "won" that lot.

If you are unable to attend or for advanced bidding, contact any of the listed phone numbers to set up bidding by proxy or bid online at DVAuction.com.

Please register to bid at DVAuctions.com.

DVAUCTION
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

March 4, 2016

12-6 pm: Cattle available for viewing

6 pm: Supper

March 5, 2016
12 pm: Lunch
1 pm: Cowboy
Auction

SALE LOCATION

From Great Bend, Ks: Go 10 miles west on Hwy 56/156 to SW 90 Ave. Turn south and go 1 $\frac{3}{4}$ miles and turn right on SW 70 Rd. Head west 1/8 mile.

From Hwy 56/156 at west edge of Pawnee Rock: 2 3/8 miles east on SW 70Rd.

UPDATED INFORMATION

All updates prior to sale day can be found on our website, www.LovingFarms.com.



Denotes Top 20% of Shorthorn breed EPDs.

WATCH VIDEOS AT www.LovingFarms.com

SALE DAY PHONES

Marty Loving (620)786-2018 (620)786-2016 Scott Loving (620)786-1369 (620)791-8269

SALE REPRESENTATIVES

Montie Soules, Executive Secretary ASA (918)645-4322

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Sometimes the planned matings for a first calf heifer so totally exceed expectations. 4729 is that case. Top of his contemporary groups in all categories with indexes like 123, 108, 171, and 114. His epd line is the evidence backing up actual performance. If you need additional proof, the cow family backing him has produced sale topping bulls in several previous sales. This is one of the most predictable, young sires to sell this spring, plus you won't find that performance in a more attractive package.

As the name of our sale says, Predictable and Proven. It will be difficult to find any harder proof than Prestige 4727. Full brother to the Lot 1 and high selling bull from the 2015 sale, 4727 has been a standout since birth. If you're serious about consistent genetics, we can't think of a more powerful genetic package than this.

There have been very few
Kaper 4508 bulls that have
shown the kind of rapid
growth 4716 has. He has
more than adequate weaning
performance to go with a
heifer safe actual birthweight
and BW/CE EPDs.

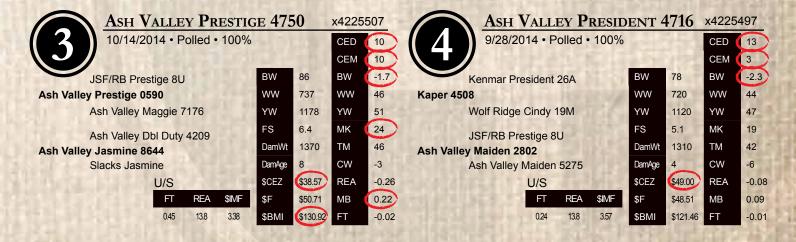


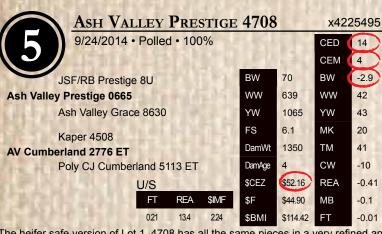


It will sound like a broken record by the time you finish the catalog, but 4750 is what Prestige 0590 does. They are long bodied, big middled, clean fronted, and extremely muscular. Put that with rapid growth and good ultrasound figures and you have profit in the beef industry.









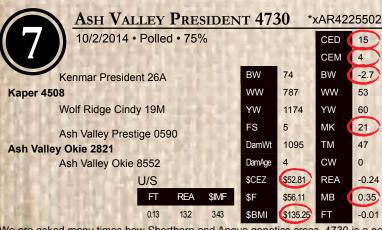


The heifer safe version of Lot 1, 4708 has all the same pieces in a very refined and smooth package. Breed leading CED, CEM, BW EPDs and \$CEZ.





Packed with red meat, 4739 scanned the third highest %IMF in the fall group. He represents the end of an era, there will be few JSF/RB Prestige 8U genetics to sell after him and he shows the dominant traits of his sire; incredible muscularity, soggy middled and super easy fleshing.





We are asked many times how Shorthorn and Angus genetics cross. 4730 is a perfect example, smooth fronted and packed full of red meat and his birth and calving numbers are tremendous. He is out of the top sire producing Okie cow family that you will see many times in this catalog.

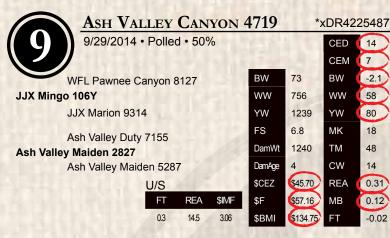




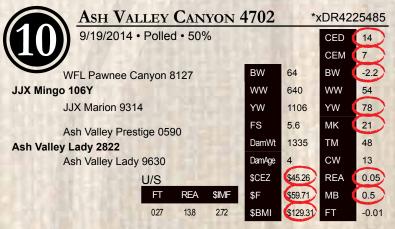
This bull's sire, Commando, was our go to heifer bull as we never assisted a calf by him. 4783 carries that great calving ease and blends it well with a shot of performance. He will give you restful nights without sacrificing weaning weight and mature size.

Double the Red

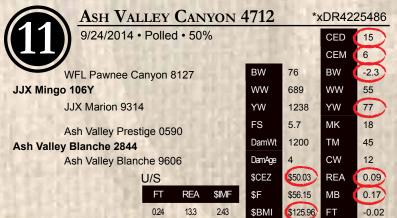
These 3 young sires don't leave a lot to the imagination of how good a combination of Shorthorn and Red Angus genetics can be. They are incredibly powerful in their design with super growth numbers and yet were all light birthweight calves. They possess great growth numbers and predictability. Take one or three, they are even enough you won't go wrong.



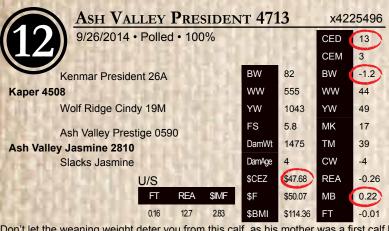






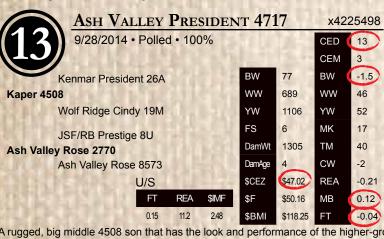






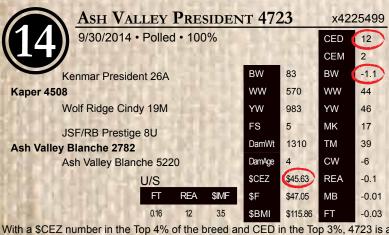


Don't let the weaning weight deter you from this calf, as his mother was a first calf heifer. The 4508's have a little slower growth curve and this guy made up a lot of ground post weaning.



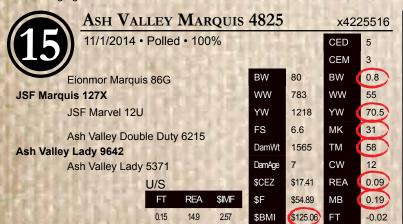


A rugged, big middle 4508 son that has the look and performance of the higher-growth bulls and yet has the proven numbers of a heifer bull.



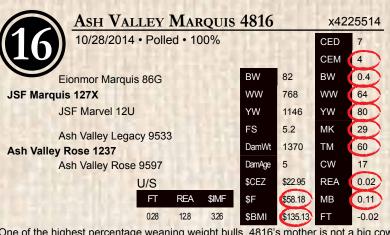


With a \$CEZ number in the Top 4% of the breed and CED in the Top 3%, 4723 is a good calving ease option. His cow family has always produced better than average growth.



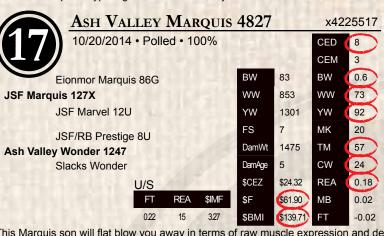


For both actual and EPD figures, Marquis 4825 is the most balanced trait bull in the offering. He ranked second in his contemporary group of 12 for birth, weaning, and yearling.



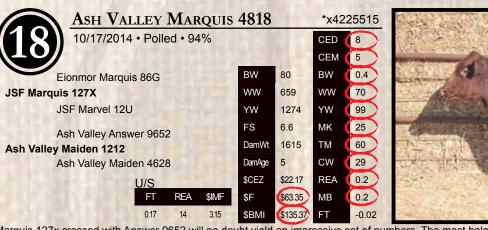


One of the highest percentage weaning weight bulls. 4816's mother is not a big cow, but that certainly didn't slow him down. He probably ties the numbers and phenotype together better than any of the other 127x sons.



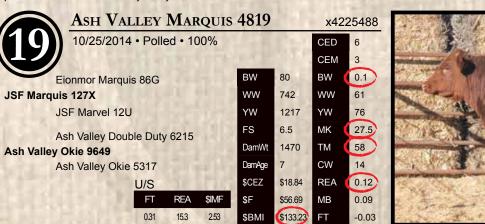


This Marquis son will flat blow you away in terms of raw muscle expression and depth of rib. At the last weighing, this was the top indexing bull. He is a beast and gives you great numbers that by looking at him are true to form.





Marquis 127x crossed with Answer 9652 will no doubt yield an impressive set of numbers. The most balanced set of numbers of any bull to sell, he is Top 20% of the breed for nearly every EPD.





The largest Ribeye area bull in the offering and a Top 20% for REA EPD. This Marquis calf has great balance in all numbers.



It's a little unfair to the spring bulls to never start the catalog with them. Bulls like 5535 are definitely deserving of that top spot. You will immediately gravitate to this high-growth 0590 son because of his eye appealing quality and muscular shape. Add to that solid actual performance figures and good EPDs, he will certainly capture your attention.

Combining the added growth of President C20x with the mass and power of Prestige 8U, 5547 gives you a solid, attractive package. He is long bodied and big middled, yet is very refined through his front end which should support consistent calving ease.

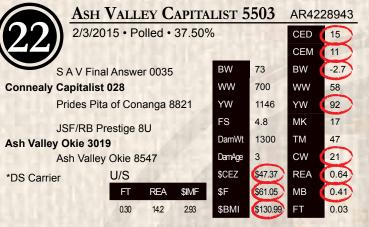


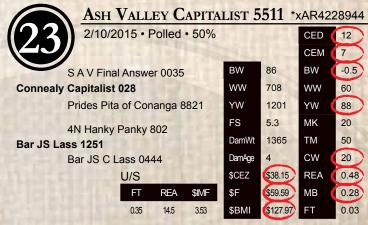


When looking to infuse new Angus genetics into our composite program, we had a very discriminating set of selection criteria. Connealy Capitalist 028 displayed the kind of complimentary genetics that we felt would greatly benefit our composite program. We have never offered a more explosive sire group of bulls and they have exceeded expectations in every way; calving ease, performance and look, they are hands down it - just try to punch holes in these guys. Take them home and dump them out with your black cows, your neighbors won't know they aren't purebred and you can quietly reap the benefits of heterosis, while getting paid for the increased pounds.



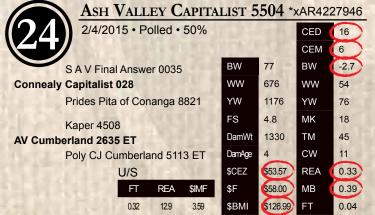


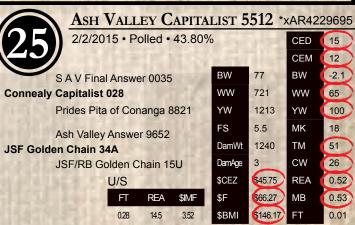


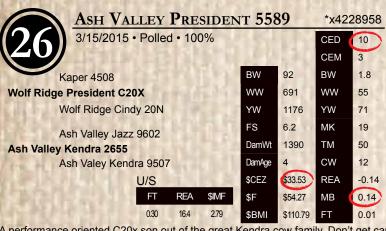






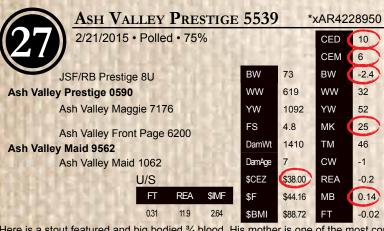








A performance oriented C20x son out of the great Kendra cow family. Don't get caught up on his birthweight. He is Top 10% for CED and will have more than enough growth to offset the couple of extra pounds of birthweight.





Here is a stout featured and big bodied ¾ blood. His mother is one of the most consistent F1 females we have. After a string of heifers, she placed two top bulls in the last two sales. 5539's impressive birth and CE numbers suggest he will be more than heifer safe.

SALE TERMS

Semen and Breeding Soundness Exams

All of the older bulls will be semen checked and Breeding Soundness Exam performed by sale day. The Spring yearlings will be checked by delivery date provided they are at least 12 months old.

Insurance

You may purchase insurance on the day of the sale. If insurance is not purchased, bulls will be at the buyer's risk.

Terms and Conditions

Terms of the sale are cash or check. Payment must be made to the clerk immediately following the sale and before the cattle are removed from the sale facility. Purchasers or their representatives must sign the bill of sale prior to leaving the sale site.

Liability

Each bull will be at the buyer's risk as soon as sold, but will be cared for by the sellers for a reasonable amount of time. Neither the owners, employees, nor any other affiliated personnel can be responsible for any accidents,

but they will make every effort to provide for the safety and comfort of those attending.

Delivery

All lots picked up on sale day will receive a discount of \$100/lot. All lots not taken sale day will be kept free until April 1, 2016. Delivery can be arranged and will be made at the most reasonable cost.

Genetic Testing

All lots have been tested for all known genetic conditions and are free unless otherwise noted.

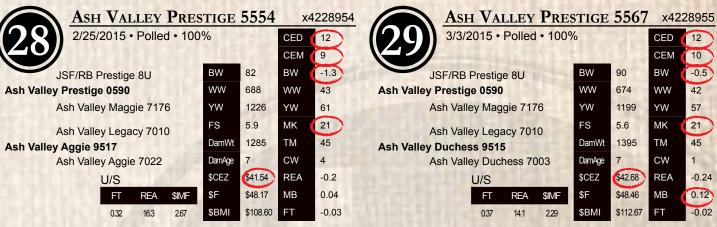
Breeding Guarantee

All bulls are guaranteed for the first breeding season, as defined by the first 90 days following turnout. If a replacement bull is available, he will be provided or if the buyer prefers, credit towards one bull will be given in the following sale, less salvage value of the injured bull. All injured bulls must be diagnosed and documented by a veterinarian. Please notify us as soon as possible should injury occur and prior to the injured bull being sold for salvage. All claims must be made by September 1, 2016.





These bull's mothers go back to the Legacy line of cattle and they were extremely attractive and quite maternal. Add in Prestige 0590 and you get added width and extension. This combination is impressive in that you have great calving ease balanced with growth. They are identical in kind and consistent as can be.



ASH VALLEY PRESTIGE 0590

x4170112

2/4/2010 • Polled • 100%

Jake's Proud Jazz 266L

JSF/RB Prestige 8U

RB Golden Chain 133rd ET

JR Legacy 5RD15 ET Ash Valley Maggie 7176 GFS Maggie 8020

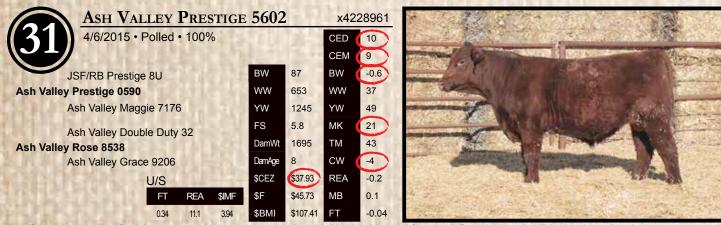


CEI) CEM	BW	WW	YW	MK	TM	CW	REA	MB	FT	\$CEZ	4F	\$BMI
12.1	8.9	-1.4	46	46	21	41	-6	-0.16	0.24	-0.02	\$44.97	\$49.55	\$124.75

Semen available, \$20/unit.



An attractive 590 son that goes back to the Double Duty line that were known for their calving ease and growth. He is the highest MB EPD of all the purebred offering.



A calf that shows a lot of calving ease, as he is very smooth through his shoulder and front end. By sale time, it will be hard to tell he is the youngest calf in the pen as he has flat put it on since weaning.

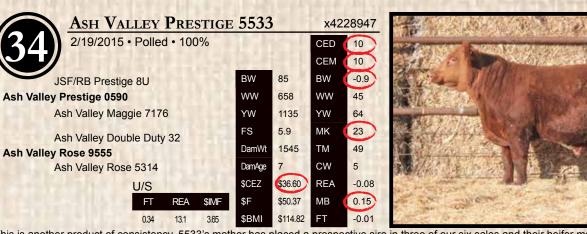


A pedigree that combines the linebreeding of Jazz and Double Duty. The result is consistent calving ease with the soft look of fleshing ability.





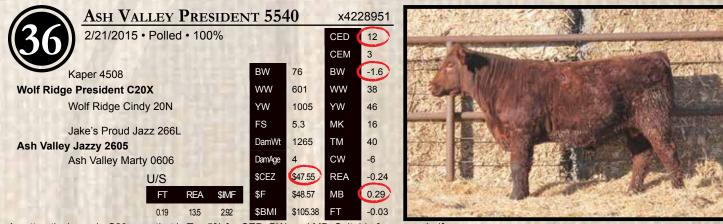
When we began to use Prestige 8U, we said that we wouldn't be able to linebreed him. We felt like they wouldn't have enough performance. 5537 shows that breeding for that level of consistency is achievable and still maintains the necessary growth.



This is another product of consistency. 5533's mother has placed a prospective sire in three of our six sales and their heifer mates are all in the keeper pen. If this calf breeds with the predictability of his mother, he will be adequate on birthweight with accelerated growth.



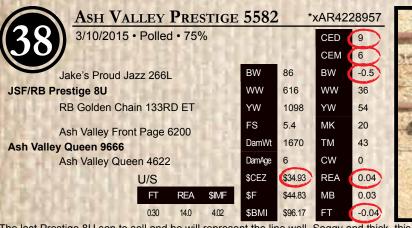
Another calving ease 590 son that weans solidly and then accelerates to YW. The Angus influence from his mother bumps his MB EPD solidly inside the top 5% of the breed.



An attractively made C20x son that is Top 5% for CED, BW, and MB. Suitable for use on heifers.



A linebred Jazz bull that hit the ground in some really cold weather, however nipping his ears didn't slow him down. Being that he is Top 10% for CED, CEM, BW, and \$CEZ suggests he will be safe on heifers.





The last Prestige 8U son to sell and he will represent the line well. Soggy and thick, this 3/4 blood son does a lot of things well and with 1/4 Angus mixed he should be maternal with good carcass.





A pair of heifer safe Commando sons by the Legacy line which should supply a shot of growth without sacrificing calving ease. Both are Top 1% of the breed for CED, CEM, BW, and \$CEZ.



DOLLAR INDEXES

\$CEZ - (\$ Calving Ease)

This index assumes a bull will only be mated to heifers, not cows. The potential profitability of the sire is measured by the incidence of live calves at birth. Moderate mature size is also emphasized in the index, but performance is not a priority.

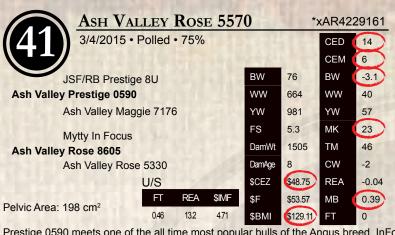
\$F - (\$ Feedlot)

This multi-trait index assumes the sire will be mated to a mix of heifers and cows and attempts to measure profitability when progeny are sold on the feed market. On the female side, mature size should be monitored closely when selecting for \$F.

\$BMI - (\$ British Maternal Index)

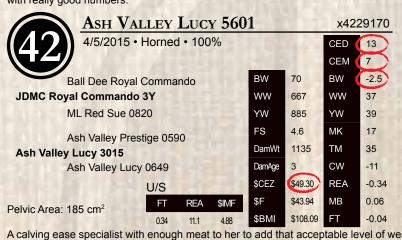
This multi-trait selection index attempts to measure a bull's potential profitability when complimenting the British cow base (Angus, Red Angus, Hereford, etc.). A balance of growth and carcass traits is desired with a strong maternal component aimed at optimum reproductive efficiency and cow longevity.

DOCILE. MATERNAL. PRODUCTIVE.



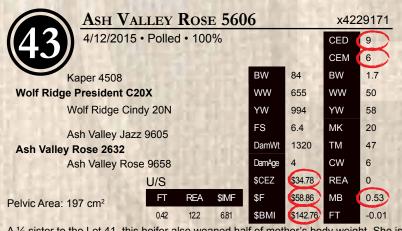


Prestige 0590 meets one of the all time most popular bulls of the Angus breed, InFocus. We wouldn't expect anything less than a high volume female with really good numbers.



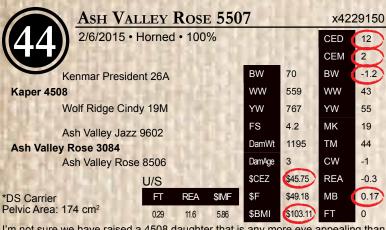


A calving ease specialist with enough meat to her to add that acceptable level of weaning performance. She is really pretty in the way she comes together and you'd be hard pressed to find this blend of genetic and function.



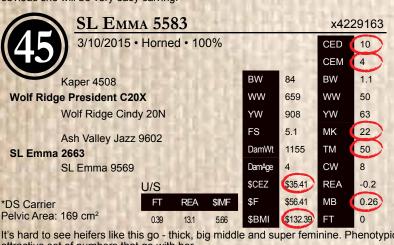


A ½ sister to the Lot 41, this heifer also weaned half of mother's body weight. She is stylish with great growth numbers and her Top 1% MB EPD adds an extra level of value.



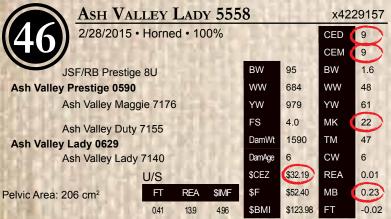


I'm not sure we have raised a 4508 daughter that is any more eye appealing than this one. Rose 5507 is stout made, yet refined enough that it's quite obvious she will be very easy calving.



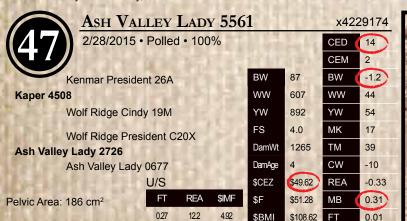


It's hard to see heifers like this go - thick, big middle and super feminine. Phenotypically, she is put together so well, you almost lose track of the attractive set of numbers that go with her



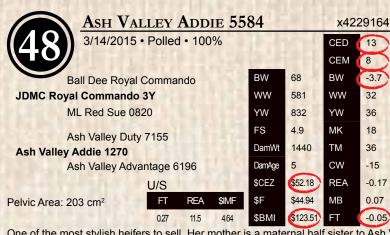


5561's maternal grandsire, Duty 7155, was a maternal trait producing machine. That kind of proven performance mixed with the type of calving ease from 4508 will yield a broody, maternal cow.



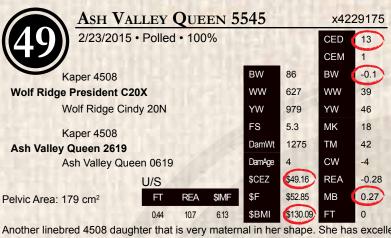


A rare linebred 4508 daughter that will have plenty of performance. She also has the added dimension of quality grade as she is top 4% for MB EPD.



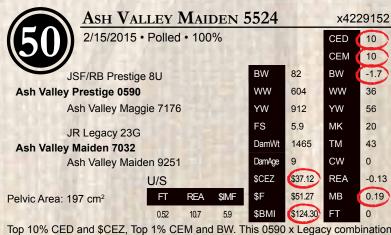


One of the most stylish heifers to sell. Her mother is a maternal half sister to Ash Valley Answer 9652 that has done such a tremendous job here and at Jungels Shorthorn Farms, North Dakota. If the predictability is true on her mother's side, this heifer will breed more than enough performance.



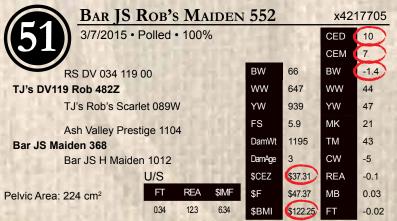


Another linebred 4508 daughter that is very maternal in her shape. She has excellent calving ease numbers and better than average growth.





Top 10% CED and \$CEZ, Top 1% CEM and BW. This 0590 x Legacy combination is much like the bulls earlier in the catalog except now the maternal nature of this mating is on display. This female will make one whale of a cow.





Here is a special female that came to us after the untimely passing of our dear friend JC Scritchfield. 'Ol J always could get his way into the top of our heifer pen, as he did with this heifer's great grandmother and many others. 552 is put together the way he would have liked with lots of volume, thick, and correct.



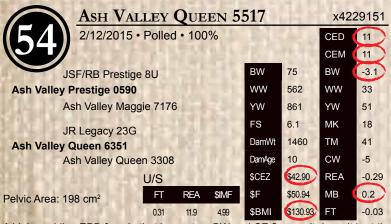


A bigger framed, long bodied female that goes back to Scritchfield breeding. The Commando side will lend some fleshing ability and calving ease.





Commando mated with a linebred Double Duty should give plenty of growth while keeping birthweight solidly in check.



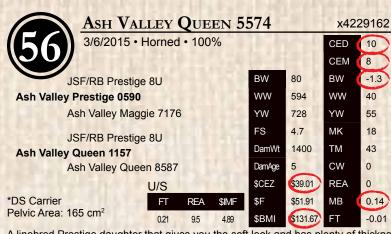


A high marbling EPD female that is great on BW and CE figures. It doesn't hurt that she is long bodied and attractively put together.



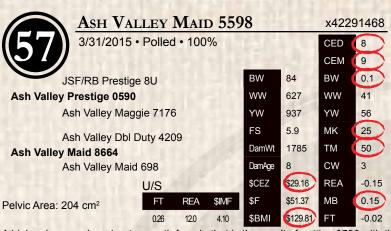


A low birthweight Commando female by a Jazz 9602 daughter. Of all the Jazz sons we have raised, 9602 was the nicest balance of birthweight and



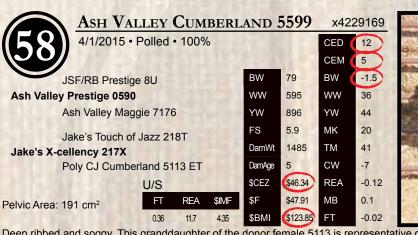


A linebred Prestige daughter that gives you the soft look and has plenty of thickness and dimension.



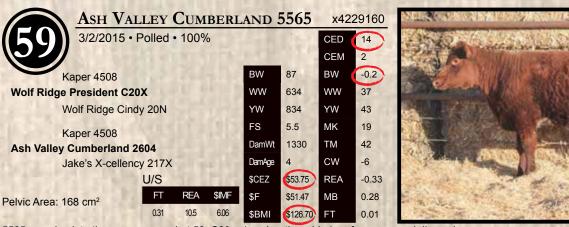


A high volume and moderate growth female that is the result of putting 0590 with the one of the highest performance Double Duty sons used here.

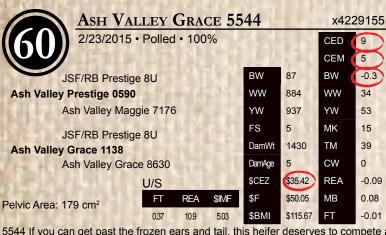




Deep ribbed and soggy. This granddaughter of the donor female 5113 is representative of how the Jazz line has performed without the genetic flaws. If you are a fan of what Jazz has done for us, here is an opportunity to get in.

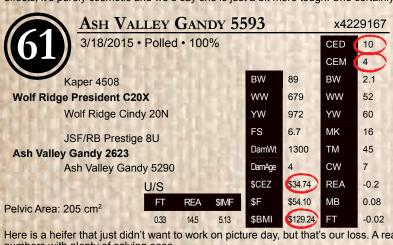


5565 goes back to the same cow as Lot 58. C20x gives her the added performance and dimension



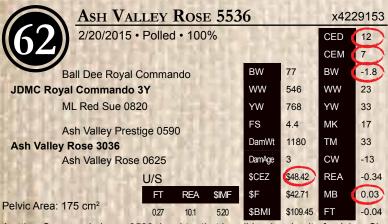


5544 If you can get past the frozen ears and tail, this heifer deserves to compete at the top of this female group. The cold left no lasting production effects, it's purely cosmetic and we'd say she is just a bit more tough. She certainly has the eye appeal to go with good performance numbers.





Here is a heifer that just didn't want to work on picture day, but that's our loss. A really well balanced C20x by an 8U daughter gives great growth numbers with plenty of calving ease.





Another Commando by an 0590 daughter that is solid red and quite feminine. She will be an easy calver and better yet, an easy keeper.





A heifer that came premature in really cold weather, but she is a survivor. She hasn't caught up yet, but the cow family behind her suggests she will breed at another level, as her maternal grandmother is mother to Lot #27. The predictability is there.

After the Sale...

How have the bulls got to this condition? Are they going to melt?

Many have asked these questions. How we feed is not a secret and keeping these bulls sound on their feet and in good body condition is paramount. It is a logical question, considering our customers are making a multiyear investment. Increasing a bull's longevity and the amount of work he can handle both contribute to the long term profitability of your cow/calf enterprise. It is a priority for us to manage these bulls in such a way as to maximize these traits.

Development of the herd bulls is a task not taken lightly and we employ the expertise of John Ney with Nutrition Solutions to help balance the feed rations as well as to monitor the intake and performance of the bulls. The bulls start out on the cow without creep feed and only relying on their mothers for weaning performance. This allows us to evaluate the performance of the cow as well as the calf. They are weaned on the high forage portion content mixed ration containing sorghum sudan hay, corn silage, and wet distiller's grain, and they are allowed to grow at a slower pace to increase frame and give them time to develop. As final selections are made, the sale bulls are moved to a ration containing higher energy and yet maintaining a higher forage content. These bulls never see a concentrate ration and we feel that is important to a digestive system that will only have access to a forage based system post sale. Exercise is a key in the development of a young sire, we feel that it's important to give them access to plenty of space to move to aid in their growth.

We feel that prospective buyers will see the individual traits of the genetics expressed with the bulls in good condition. Careful management will provide for multiple years of service without risking your investment.

IF I BUY LOVING FARMS GENETICS, WHAT MARKETING OPPORTUNITIES ARE AVAILABLE?

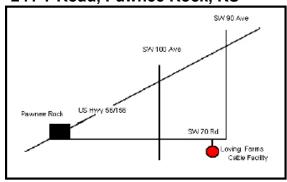
Loving Farms believes in your success with our genetics so much that we want to help you market your cattle. With our never ending goal of bettering our product, comes the need for us to constantly collect more data on their performance. With that being said, we have several feeding partners and marketing specialists that have an appetite for Shorthorn-influenced cattle. Having worked firsthand with these operations, we are confident in their abilities to help you earn more dollars on your Shorthorn investment. Whether it is marketing at weaning or retaining some or all of your ownership through the feedlot, please allow us to help coordinate the outlet for you. All we ask for in



return for this service is the opportunity to continue to supply your Shorthorn genetics. Loving Farms would also welcome access to any of the data generated to go into our data collection service to further our ability in evaluating genetics.



241 T Road, Pawnee Rock, KS



AshValleyDesigns.c**e**m

6th Annual Shorthorn & ShorthornPlus Bull and Female Sale

PREDICTABLE GENETICS PROVEN PERFORMANCE

March 5, 2016, Pawnee Rock, KS

