

BRC RANCH

NIGHT

OF

Champions

FRIDAY, OCTOBER 18, 2024 • 7 P.M. CST
BOLING, TEXAS



Global Champions, Global Impact:

The World Buys at BRC

Global powerhouse cattle breeders sharing a love of great cattle!



At BRC, we are proud to welcome elite Brahman breeders from across the globe to our 'Night of Champions' sale.

With customers from over 20 countries, our genetics have a profound impact on the Brahman breed worldwide.

Whether you're bidding online or through a trusted member of our team, you'll be joining a select group of the world's top breeders in securing the best of BRC.



Humble. Focused. Here for You.



Brandon, Rachel, Mollie & Annie Cutrer

Brandon: 601-466-7536

Rachel: 979-218-4157

Mollie: 979-253-8836

At BRC Ranch, we pride ourselves on creating an open and welcoming environment for all Brahman enthusiasts. Our focus is on what matters most – the success of the entire breed. Our philosophy is simple: work hard, stay humble, and try to raise the world's best Brahman cattle.

At BRC, you'll find a friendly, positive experience. There's no drama, only great cattle and good times. Whether you're a long-time breeder or new to the industry, our team is here to assist with any questions you may have. We understand that investing in BRC often comes at a premium, and we're committed to helping you make informed decisions. At BRC, everyone is welcome, and we're here to ensure your success!

We want to take a moment to thank not just our hardworking team, but also their families, who are just as vital to the success of BRC Ranch. Ranching is more than a job – it's a way of life that often includes late-night calf watches, rushing in to help pull a calf, prepping donors and recips on a weekend, or answering the call at midnight when that same ol dang cow gets out. We are deeply grateful for the countless sacrifices they make behind the scenes, helping us raise the best Brahman cattle in the world.



Harley Wade

HERDSMAN

(901) 218-5939

Team member since 2018



Keaton Dodd

GENETICS DIRECTOR

(512) 924-9954

Team member since 2020



Lyn Castaneda

BUSINESS DIRECTOR

(561) 906-8872

Team member since 2020



W.T. Calk

OPERATIONS DIRECTOR

(979) 358-0866

Team member since 2020



Connor Thibodeaux

ASSISTANT HERDSMAN

337-707-1960

Team member since 2024



Carlos Guizar
PHOTOGRAPHER
Team member since 2022



Brenna Garza
HR DIRECTOR
Team member since 2023



Lynn Hough
ADMINISTRATIVE DIRECTOR
Team member since 2013



Monica Mears
TRANSFERS
Team member since 2017



Jennifer Perez
OFFICE ASSISTANT
Team member since 2024



Dakota Bubela
SPECIAL EVENTS
Team member since 2024

As we celebrated five years of BRC in September 2024, we reflect on a journey that has surpassed our wildest dreams. From the beginning, we were driven by a vision of growth, integrity, and excellence. Growth doesn't come from staying where you've always been. It requires risk, stepping outside your comfort zone, and the courage to try something new. Over these years, we've seen God open doors we never thought possible and place us in positions with resources we never imagined. Through faith and perseverance, BRC has grown in unprecedented ways.

We've taken bold steps in our breeding program, choosing a path others might consider unconventional. Yet, as you study this offering, you'll see it is rooted in the key animals that have made BRC a leader in the Brahman world—Noble, 21, Sweetie, Lupita, Jennessa, 98—bloodlines proven time and again. We focus on fertility, functionality, and traits that excel in the real world while maintaining the spark that defines a champion. Few - if any - can breed cattle that have excelled in all these areas and while dominating the show ring as BRC has over the last decade.

How have we achieved this? Through teamwork, open-mindedness, and a commitment to excellence. Brandon's real-world production focus, Rachel's show ring passion, Keaton's sharp eye, and Harley's unmatched herdsman's drive our success. W.T.'s early mornings, Lyn's business sense, and Connor's fresh ideas have brought us here. And let's not forget Mollie and Annie, who have worked alongside us and contributed in ways that most 9 and 13-year-olds could only imagine.

BRC is built on real people, real dreams, and real work. Our hands-on approach isn't just a method—it's our advantage. We don't just oversee operations; we are the operations. When you choose BRC, you're investing in great cattle, hard workers, and honest people.

At BRC, the champion spirit is embodied in everything we do. A champion dares to dream bigger, works harder, and pushes beyond limits. A champion is relentless and driven by greatness.

We invite you to join us at this sale and be part of the championship team that isn't just raising the bar for Brahman cattle—we are the bar.

BRC: The Brahman Ranch of Champions.



THE BRAHMAN SALE WEEKEND OF THE FALL

BRC Ranch
10406 FM 1301
Boling, Texas
office@brcutrer.com

Business office:
1730 North Richmond Rd.
Wharton, TX 77488

SALE LOCATION AND CATTLE VIEWING

10406 FM 1301, Boling, Texas
You are invited to the ranch to view
the cattle anytime. Please call ahead
to ensure a member of our team can
provide a personal tour.

SALE TIMELINE

FRIDAY, OCTOBER 18

- 1 p.m. CST Stockman's Summit
at the Boling Community
Center
- 5 p.m. Cocktail hour, steak
dinner and sale
registration at BRC Ranch
- 7 p.m. Night of Champions Sale
- 8 p.m. "Jukebox Heroes" Concert
(80s Rock Cover Band)

SATURDAY, OCTOBER 19

- 10 a.m. Brahman Museum
to 1 Opens at 138 S. Houston,
p.m. Wharton, Texas
- 10 a.m. The Ranch Downtown
to 1 Opens, 111 S. Polk Street,
p.m. Wharton (Pick up some
Brahman steaks on your
way home!)
- 10 a.m. Heritage Cattle Open
House and One Day Sale,
Hungerford, Texas
Online auction at
BestCattleSales.com.

- Selling 36 Lots -

7 P.M. CST, FRIDAY, OCTOBER 18

19 BRAHMAN FEMALES

Show prospects, donor prospects & half-interest females.

7 BRAHMAN BULLS

Herd bulls ready to turn out plus half-interest investment sires.

EXCLUSIVE GENETICS

IVF aspirations on Boom Shaka Laka & Lady Glitter Sparkle, plus 5 USA
embryo lots and USA semen on Noble, 160, Dutton (sexed), and
Amos Moses.

All from the legendary cow families: 103, Lupita, Jennessa,
Boom Shaka Laka, 805, and our Genetics Refresh program.

BRC Ranch Information

Brandon Cutrer.....601-466-7536
Rachel Cutrer.....979-218-4157
Keaton Dodd.....512-924-9954
Harley Wade.....901-218-5939
W.T. Calk.....979-358-0866
Lyn Castaneda.....561-906-8872
Connor Thibodeaux.....337-707-1960
Ranch office.....979-532-9141

Sale Staff

Steve Bonham, Auctioneer.....405-823-2972
Chris Shivers.....713-202-1747
Colby Cummings.....870-307-5521
Herd Health: Wharton Vet.....979-532-1431
Insurance: Sheila Jensen.....785-262-1116

Hotel Accommodations

Holiday Inn Express.....979-282-8300
Wharton, Texas
Spring Hill Suites, Rosenberg.....832-595-2220
Hampton Inn, Rosenberg.....281-341-9393

Reproductive Partner:

TransOva, Cary Crow.....979-587-1545

Trucking and Export

Truckers believed to be reliable will be available
for hire sale day. We will be happy to assist with
economical arrangements for transportation of
your purchases.

BRC cattle are eligible for export to most all
countries. Please contact us for current export
availability. We recommend the following reliable
export companies:

Noe Lopez (Mexico).....956-639-3929
Worldwide Livestock Express.....936-348-6897



New for 2024!

Bid and watch online at Cattle In
Motion - www.cattleinmotion.com.



Media Partner



THE Stockman's SUMMIT

FRIDAY, OCTOBER 18, 2024 BOLING, TEXAS
BOLING, COMMUNITY CENTER • 1 P.M. TO 4:45 P.M.



Beef Cattle Production Efficiency

DR. RYAN RATHMANN
TEXAS TECH UNIVERSITY



Genetic Technology Update

A.J. KNOWLES



Truths Every Rancher Needs to Know

DR. TODD THRIFT
UNIVERSITY OF FLORIDA



The Power of the F-1 Female

DR. CARY CROW
TRANSOVA GENETICS

COMPLIMENTARY ADMISSION THANKS TO THESE GENEROUS SPONSORS!
RSVP AT WWW.BRCRANCH.COM.



BRC *Champions*

Featured In This Offering



Boom Shaka Laka

- 2017 Miss Brahman World
- 2017 International Grand Champion Female
- 2016 International Grand Champion Female
- 2015 National Champion Female

Dam of the:

- 2024 Reserve International Champion Bull
- 2023 National Champion Brahman Bull
- 2020 International Grand Champion Female
- 2019 Reserve National Champion Bull

Part of a 3-generational Houston championship female dynasty.



Noble

Sire of:

- 3 All American Grand Champion Females in the last 5 years.
- 3 USA International Champion Grey Bulls
- 5 USA International Champion or Reserve Females
- 4 USA National or Reserve National Champion Females
- 3 National Champion Get of Sire (2023, 2019, 2018)
- 2 Houston Champion Get of Sire (2024, 2019)

A championship legacy of Elmo x 100/7 (both National Champions.)

In the world of Brahman cattle, only a select few can claim the title of “Champion” - especially that of a National or International Champion. At BRC, we’ve cultivated a legacy built on exceptional animals - all showcasing the depth, power, and vision of the BRC program. The iconic champions featured here represent the pinnacle of Brahman breeding, each one contributing to a lineage that has redefined excellence in the Brahman breed. Each one serves as a foundation for what is in this sale. As you explore their stories and bloodlines, you’ll see why the offspring offered in this sale are set to continue a tradition of global success and unparalleled quality. Welcome to the elite—these are the champions that have made BRC a name synonymous with greatness. Now, go get your next champion.



694/7

- 2013 Reserve National Champion Female

Dam of:

- M2 BRC Swing Wide 189 herd bull
- 2020 All American Grand Champion Female



835/7 Lupita

Lupita is the dam of:

- 2024 International Champion Natural Produce
- 2023 International Champion Natural Produce
- 160/8, our current top herd bull and 2023 Houston Get of Sire Champion.
- BRC Geronimo's Cadillac 230
- BRC Yesterday Road 227

BRC Champions

Featured In This Offering



103

- Grand Champion Female, San Antonio Livestock Show
- Division Champion Female, Houston Open Show

Dam of:

- 2024 All American Grand Champion Female
- 2024 Cattleman's Congress Supreme Champion American Bull
- 2024 Cattleman's Congress Reserve Supreme Champion American Female
- 2023 All American Grand Champion Female
- 2023 USA National Champion Female
- 2024 Bos Indicus International Grand Champion Female
- 2024 Bos Indicus International Grand Champion Bull



392

- Class Winner, 2019 International Brahman Show
- Out of 709, a former International Reserve Grand Champion Female

Dam of:

- 2023 San Antonio Open Show Grand Champion Female
- 2022 San Antonio Junior Show Champion Brahman Female
- 2022 Fort Worth Junior Show Champion Brahman Female
- 2022 Cattleman's Congress Junior Show Champion Brahman Female



Sweetie

- 2018 National Champion Female
- 2019 International Grand Champion Female

Dam of:

- 2024 Miss Brahman World
- 2023 International Grand Champion Female
- BRC Johnny Brahman, 2023 National Calf Champion



Captain

#1 Top producing Grey Brahman Sire of the 2023 International Brahman Show.

Sire of:

- 2024 All American Grand Champion Bull
- 2024 Cattleman's Congress Reserve Supreme Champion American Junior Female
- 2024 Champion Junior Brahman Female, Cattleman's Congress
- 2023 International Grand Champion Female
- 2023 Miss Brahman World

BRC *Champions*

Featured In This Offering



Dutton

2019 Reserve USA National Champion Bull

Sire of:

- 2022 International Champion Female
- 2022 National Champion Female

A championship legacy of Noble x Boom Shaka Laka.



Boombox

- 2019 National Class Winner
- The world's highest concentration of championship genetics - 8 Houston Grand Champions in his three-generational pedigree.



Sugar 62

- 2023 San Antonio Open Show Grand Champion
- 2022 San Antonio Junior Show Grand Champion
- 2022 Fort Worth Junior Show Grand Champion



Eileen 75

- 2023 San Antonio Open Show Reserve Grand Champion (behind 62 as Grand Champion)
- 2022 National Show Reserve Senior Champion Female
- 2021 International Show Reserve Calf Champion

BRC *Champions*

Featured In This Offering



Glitter Sparkle 115

2024 Miss Brahman World
2023 International Grand Champion Female

A championship legacy of Captain x Sweetie.



Margaret 254

2024 All American Grand Champion Female
2024 Cattlemen's Congress Grand Champion Female
2023 National Champion Female
2023 All American Grand Champion Female

A championship legacy of Noble x 103.

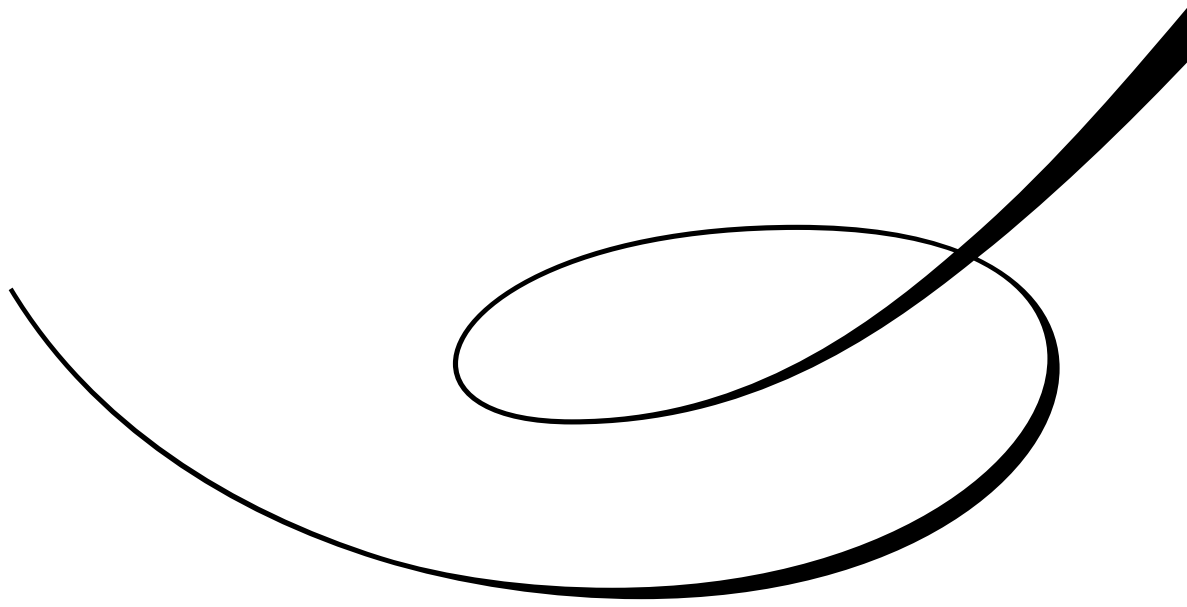


*And now we present the
next champions yet to
come....*

Amos Moses 257

2024 Reserve International Champion
2023 National Champion Bull
2023 All American Grand Champion Bull

A championship legacy of 160 x Boom Shaka Laka.





The 98 Cow Family

Today's Brightest Champions

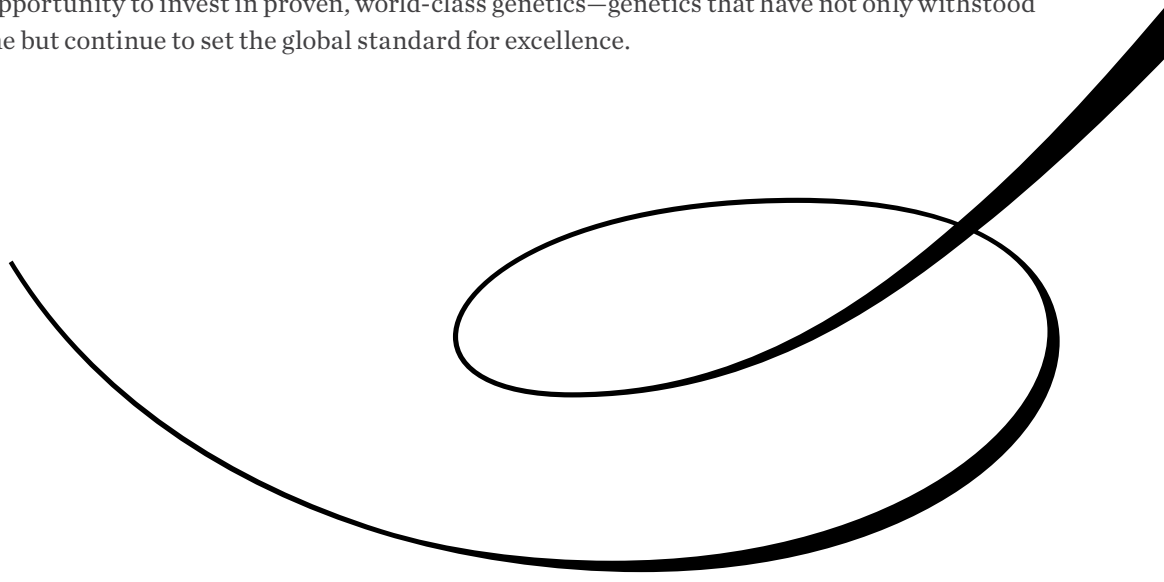
When it comes to a bloodline that has dominated the global Brahman landscape, one name stands above all: Noble, the legendary sire of the 98 cow family. This iconic lineage has a rich and storied history, renowned for producing thousands of remarkable sons and daughters, including today's bright stars of BRC—Margaret 254 and Money Don't Jiggle 240.

These cattle are the result of a strategic and difficult-to-achieve balance: breeding high-performance, functional cattle with the perfect show ring appeal. The quality of this bloodline speaks for itself, with countless wins, including National Championships and victories at the groundbreaking Bos Indicus International, the breed's first-ever phenotype-to-genotype show. It's a feat every breeder dreams of, but few can attain.



This sale proudly offers seven exceptional lots that carry forward the unmatched legacy of this legendary bloodline. With roots tracing back to the very foundation of the American Brahman Breeders Association, including Ann Forgason 5 (ABBA 4320) from 1944—a foundation female from Howard Parker that was named after Rachel's great-grandmother—this is more than a bloodline; it's a legacy.

Now is your opportunity to invest in proven, world-class genetics—genetics that have not only withstood the test of time but continue to set the global standard for excellence.



NOBLE: *A bull of a lifetime.*



EXCLUSIVE USA
OFFERING!

Lot
1

+Mr. V8 458/7

ABBA # 919887 | MARCH 17, 2013

*Selling 1
unit of
semen for
use in the
USA*

(+)JDH SIR LAWFORD MANSO 616/6

+JDH MR ELMO MANSO

\$ JDH LADY ELLIS MANSO 178/2

MR. V8 736/5

MISS V8 100/7 (P)

MISS V8 510/6

It's only fitting that we kick off BRC's first-ever live cattle auction with the bull that built BRC: Noble. For nearly a decade, Noble has reigned supreme in the global Brahman world, consistently siring championship cattle at every major show across the globe.

Noble passed away in February 2024, and now, only 65 units of his semen remain available for sale worldwide. This marks one of the rarest opportunities to access Noble semen in the USA in the past five years.

Noble stands as one of the most dominant sires in Brahman history, currently ranked #2 in the ABBA Register of Renown for all-time show ring progeny success. Noble is simply a bull that delivers results—every time. A triple trait leader for WW, YW, and Disposition, he was the #1 sire of champions in the USA for 2021, 2020, and 2019.

Noble's legacy includes:

- 4 All American Grand Champion Females (2024, 2023, 2020, 2019)
- 3 USA International Champion Grey Bulls (2020, 2019, 2018)
- 5 USA International Champion or Reserve Champion Females
- 4 USA National or Reserve National Champion Females
- 3 USA National Champion Get of Sire (2023, 2019, 2018)
- 2 USA Get of Sire Champions (2024 and 2019)
- Hundreds, if not thousands, of champions worldwide, including red and grey.

This is an opportunity to secure genetics from a sire who has shaped the breed like no other. Noble's influence is undeniable, and this offering is as exclusive as it gets.

SEMEN DETAILS: This lot is 1 unit of conventional semen on Noble along with 5 AI certificates. Additional AI certificates can be purchased for \$100 each. This is the only straw that will be offered in the USA for 2024.

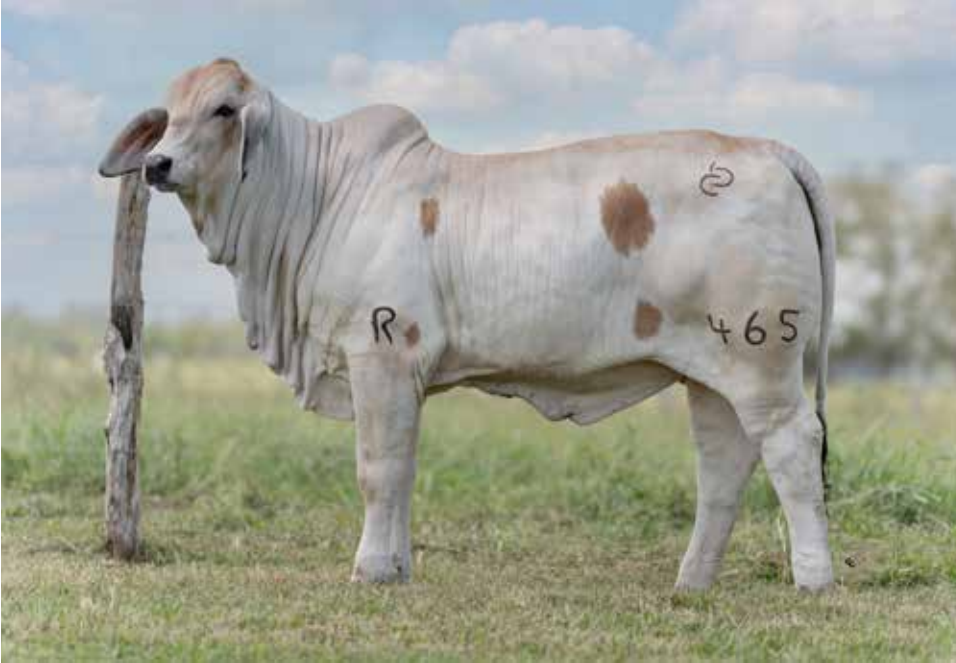
NOBLE SON



NOBLE DAUGHTER



Margaret's LITTLE SISTERS



We are offering a rare opportunity to purchase half-interest in two full sisters to the brightest star at BRC, Me Again Margaret 254. These outstanding females are sired by Noble and out of 103/8. and represent the best of BRC's elite genetics.

Keeping with the fun names like Margaret, BRC Sally O'Malley 465 is very powerfully made with lots of body, shape, and bone. Don't Look Ethel 471 is a larger framed with a beautiful head and up-headed look.

If a junior is interested in showing one of these heifers, we welcome you to contact us prior to the sale to discuss show possession rights. Or, they would remain in our show string and the new owner splits show expense. This is your chance to invest in the next generation of champions with global marketability!



Lot
2

BRC Sally O'Malley 465

ABBA # 1077430 | JANUARY 26, 2024

*Selling half
interest*

+ JDH MR ELMO MANSO

+MR. V8 458/7

MISS V8 100/7 (P)

+ MR. V8 380/6

+MISS V8 103/8

+ MISS V8 797/6 (P)

SIRE



DAM



SISTER



Lot
3

BRC Don't Look Ethel 471

ABBA # 1077432 | JANUARY 31, 2024

*Selling half
interest*

+ JDH MR ELMO MANSO

+MR. V8 458/7

MISS V8 100/7 (P)

+ MR. V8 380/6

+MISS V8 103/8

+ MISS V8 797/6 (P)



Wondering how 1/2
interests work in heifers?
Read our FAQ here!

NIGHT OF CHAMPIONS • OCTOBER 18, 2024



240's YOUNGER BROTHERS



Around the barn, we call these bulls “Money Don’t Jiggle 2.0s” because they mirror their older brother’s quality—maybe even surpassing it at this age. We’re offering half-interest in both of these exceptional young show bulls and future AI sires. As equal partners, you’ll share in all future income and expenses, while also having exclusive access to use the bull within your own herd.

This level of bull has consistently been a top seller in our sales, following in the footsteps of headliners like Boombbox, Jumanji, GC 230, and Money Don’t Jiggle. As you can see, the quality here is unparalleled, and the future marketability is immense. Let’s partner up, have some fun showing, and market these bulls to continue shaping the global Brahman breed. The sky’s the limit.



Lot
4

BRC Moves Like Jagger 382

ABBA # 1077423 | JANUARY 25, 2024

Selling half
interest

+ JDH MR ELMO MANSO
+MR. V8 458/7
MISS V8 100/7 (P)
+ MR. V8 380/6
+MISS V8 103/8
+ MISS V8 797/6 (P)

SIRE



DAM



BROTHER



Lot
5

BRC Wells Fargo Wagon 383

ABBA # 1077424 | JANUARY 27, 2024

Selling half
interest

+ JDH MR ELMO MANSO
+MR. V8 458/7
MISS V8 100/7 (P)
+ MR. V8 380/6
+MISS V8 103/8
+ MISS V8 797/6 (P)



GLOBAL INVESTMENT: As half owners, you receive 50% of any semen royalties and can control the semen sales in your respective country. You’re also able to get half of all units collected to use within your own herd.

Curious how
partnership bulls work?
Read our FAQ here:





Lot
6

BRC Valerie 436

ABBA # 1076496 | SEPTEMBER 15, 2023

*Selling full
interest*

JDH MR RAIDER MANSO
RWT MR RAZOR 755
JT MS FANCY JORDAN
+ MR. V8 146/8
BRC RHIANNON 19
+ Miss V8 797/6

Valerie is undoubtedly one of the top show heifer prospects in this sale. She's incredibly balanced, well-made, with great shape and a feminine look that stands out. Her sire, RWT Mr. Razor 755, is a key infusion from the Tipp Ranch program into BRC—a program we've incorporated multiple times due to our admiration for their breeding. Razor, in Randall Tipp's own words, is the "best bull he ever raised." Valerie's dam is a product of a flush between 146/8 and 797, making her a full sister to the AI sire BRC Independence 22. The Tipp bloodline has been dominating the junior show circuit lately, with Kaston Tipp and Tyley Boulder leading the way, and Valerie fits right in with the exceptional cattle that both Tipp Ranch and BRC are producing right now. This is a female with show-stopping potential and proven genetics with a bit of an outcross on the top side.



Polled Heifer

Lot
7

BRC Carole Bradshaw 462

ABBA # 1077427 | JANUARY 21, 2024

*Selling full
interest*

#BARDIA AMBASSADOR (ET) (P)
ECC POLLED MAVERICK 302/9 (P)
MISS DOUBLE A 468/7
(*) JDH Karu Manso 800
MISS V8 562/7
+Miss V8 98/6

Carole Bradshaw 462 is an exciting offering as one of the first two heifers we've ever offered sired by ECC Polled Maverick, the standout polled bull we proudly partnered with England Cattle Co. to invest in last year. This heifer is a true powerhouse. Her dam, our polled donor 562/7, was a larger-framed, stout-built female who revolutionized performance in the polled Brahman world. Recognizing the need to refine that kind of power for today's more modern standards, Polled Maverick proved to be the perfect complement. The result? Carole Bradshaw 462—an exceptional blend of moderation, functionality, style, a clean underline, good bone, and length. If you're serious about polled genetics, she's one you'll want to study closely. This cross has truly exceeded our expectations, and we're excited to see her impact in the years to come.



The Jennessa / Lupita Cow Family

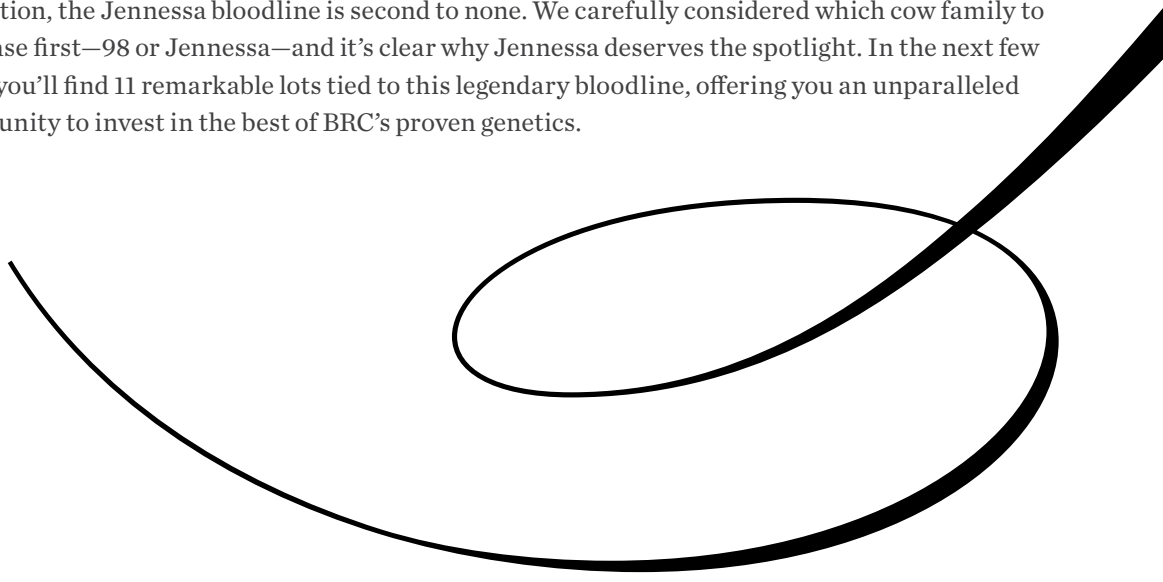
Champions Built on Function

When it comes to cattle that thrive both in the real world and in the show ring, few can rival the Jennessa/Lupita cow families. Originating from the prestigious JDH Locke Division, this line is built on proven natural production, not excessive flushing. These are the cows that consistently deliver year after year, seamlessly blending the best of legacy genetics from Locke Division with BRC's modern advancements.



Rooted in maternal strength, fertility, longevity, and real-world functionality, this exceptional lineage has produced elite sires like 160 and Captain, and of course, the standout producer, Lupita 835/7. Lupita's legacy speaks for itself—she's the dam of the 2024 and 2023 International Champion and the 2023 National Champion Natural Produce of Dam. And yes, that's natural produce—at 11 years old, Lupita remains a consistent calver, excelling in both natural and embryo production.

When you're looking for cattle that combine style, power, and a solid maternal foundation, the Jennessa bloodline is second to none. We carefully considered which cow family to showcase first—98 or Jennessa—and it's clear why Jennessa deserves the spotlight. In the next few pages, you'll find 11 remarkable lots tied to this legendary bloodline, offering you an unparalleled opportunity to invest in the best of BRC's proven genetics.



160 USA SEMEN OFFERING: *A bull like no other.*



EXCLUSIVE USA OFFERING!

Lot
8

+Mr. V8 160/8

ABBA # 964180 | MARCH 2, 2017

+ JDH MR ELMO MANSO

+MR. V8 458/7

MISS V8 100/7 (P)

MR. V8 675/6

+ MISS V8 835/7

+ MISS V8 341/7

*Selling 1
unit of
semen for
use in the
USA*

We are thrilled to offer 1 unit of conventional semen on the bull transforming the Brahman breed: 160/8, known as BRC's "new Noble."

This powerhouse sire is truly one of those "bulls of a lifetime." While we've been selective about offering his genetics in the USA—yes, keeping him reserved has given us a competitive edge—we're excited to make this exclusive 1 unit available for 2024.

It's hard to say this delicately, but no bull "puts a butt on them" like 160. Just look at his back-to-back championship Get of Sires at Houston over the last two years. We've dubbed him "The New Noble" for a reason. He produces calves with all the qualities that made his sire Noble legendary—except with more power and a more moderate frame.

If you visit BRC, you'll see 160 proudly leading our herd in the front pasture. He might even be there on sale day—unless we pen him up to keep him from interrupting the event, of course! Seeing him in person is an experience in itself. In his working clothes, out in the pasture, moving freely and confidently, he's the picture of Brahman bull perfection—so sound, so powerful, so masculine.

Some of 160's most notable accomplishments include:

- 2023 International Champion Get of Sire and 2024 Reserve International Champion Get of Sire
- 2023 USA Reserve Champion Get of Sire (behind Noble)
- 2 USA National Champion Bulls (2023 and 2022)
- Sire of the 2024 Reserve International Champion Bull

SEMEN DETAILS: This lot is 1 unit of conventional semen on Noble along with 5 AI certificates. Additional AI certificates can be purchased for \$100 each. This is the only straw that will be offered in the USA for 2024.



2024 160 GET OF SIRE

2023 160 GET OF SIRE



^{Lot}
9 BRC Better than Revenge 387
ABBA # 1063465 | MARCH 7, 2023

*Selling full
interest*

+ MR. V8 146/8
BRC MR. BOOM BOX 38
+MISS V8 21/8
MR. V8 675/6
+ MISS V8 835/7
+ MISS V8 341/7

SIRE



DAM



2023 NATIONAL SHOW *Class Winner*

Leading off the Lupita offering is none other than BRC Better Than Revenge 387, a 2023 National Show Class Winner and a direct daughter of the legendary Lupita, sired by the powerhouse Boombox.

387 was the first Boombox daughter to join our show string, and from day one, it was clear she's destined for the donor pen. She perfectly blends the best traits of her globally renowned parents. From Lupita, she inherits length, hip shape, a clean underline, and that up-headed, feminine look we admire. Boombox contributes incredible rib shape, a powerful hindquarter, and unmistakable breed character.

If you're here to secure a headlining donor female, 387 should be at the top of your list. She's an exceptional blend of two of the most celebrated bloodlines in the Brahman world.

GLOBAL INVESTMENT: To our international friends who have often say, "I want you to sell me a donor," this is your chance. She's fully export-eligible. Don't miss this rare opportunity to add a world-class, USA winner to your program.



NIGHT OF CHAMPIONS • OCTOBER 18, 2024





Lot
10

BRC Sriracha 328

ABBA # 1062852 | SEPTEMBER 1, 2022

*Selling full
interest*

+Mr. V8 458/7

+MR. V8 160/8

+ MISS V8 835/7

+ MR. V8 191/7

+MISS V8 392/8

MISS V8 709/7



GLOBAL INVESTMENT: Just imagine the impact she could make in Mexico, Central American, South America or Asia! Export ready.

SIRE



DAM



HALF-SISTER



BRC Sriracha 328 lives up to her name—she's hot, and she's one of the most exceptional females we've ever bred. With so many outstanding qualities, it's hard to capture them all. From a phenotype standpoint, she's absolutely stunning. In her pen, she's the star that outshines the rest, catching the eye of every visitor. At Houston this year, nearly every ranch guest said the same thing: "Sell me that heifer," as they pointed to Sriracha.

She's one of the finest 160 daughters we've ever produced, but dig deeper, and you'll see she's double-bred Jennessa. On her maternal side, her grand dam, 709, is a direct daughter of Jennessa—showcasing our commitment to line breeding for power, style, and maternal strength while maintaining functionality.

Sriracha is also a half-sister to BRC Lady Sugar 62, out of the same dam, 392. Their dam is a striking daughter of 191/7 and was a class winner at Houston, eventually losing her division to our own Sweetie.

Sriracha 328 is, without question, a headlining female fit for any operation worldwide.



Polled Heifer

Lot
11

BRC Pinch Me 459 (S)

ABBA # 1077426 | JANUARY 13, 2024

*Selling full
interest*

#BARDIA AMBASSADOR (ET) (P)
ECC POLLED MAVERICK 302/9 (P)
MISS DOUBLE A 468/7
+MR. V8 442/6
+MISS V8 694/7
+JDH LADY JENNESSA MANSO

Pinch Me is an exceptionally well-made polled heifer, sired by the immensely popular ECC Polled Maverick 302/9. Her dam, 694/7, is the 2013 Reserve USA National Champion Female and a direct daughter of the legendary Jennessa. A standout show female herself, 694/7 was ahead of her time, showcasing the perfect balance of moderation and power. Pinch Me represents the best of both worlds—polled genetics with the unmatched cow power of the Jennessa line. She's an ideal replacement female for any herd looking to elevate their program with proven polled genetics and the strength of Jennessa's legacy.



DAM



Lot
12

BRC Bejeweled 491

ABBA # 1076505 | MARCH 24, 2024

*Selling full
interest*

+MR. V8 146/8
BRC MR. BOOM BOX 38
+MISS V8 21/8
+Mr. V8 458/7
BRC LUPITA CHICA 60/9
+MISS V8 835/7

Bejeweled is an outstanding show heifer prospect with the potential to become a headliner for any operation. She's the natural calf of BRC Lupita Chica 60/9, a full sister to the renowned 160. After seeing the exceptional quality of this calf, 60/9 is joining our donor program, and we're confident she'll be one of our top producers. Sired by Boom Box, one of our most popular global AI sires known for his impressive look and strong breed character, Bejeweled combines the best of both worlds. As a natural calf, she carries built-in productivity and functionality from both her sire and dam. Without a doubt, she's a top prospect and a valuable addition to any herd.



DAM - 160'S FULL SISTER



Lot **13** **BRC Playing with Fire 490** ABBA # 1077435 | MARCH 21, 2024

*Selling full
interest*

+Mr. V8 458/7
+MR. V8 160/8
+MISS V8 835/7
+MR. V8 380/6
+MISS V8 902/7
JDH DAWN MANSO

Here's another standout show heifer prospect, backed by proven genetics with a winning track record. This heifer is stout, packed with muscle shape, strong bone, and a feminine look. A true power mating of 160 x 902, she's built for success. Her dam is a large-framed 380 x Liberty daughter who was Senior Champion at Houston the same year Boom Shaka Laka made her first winning appearance (see the picture in the bottom left corner). Her full sister, BRC Hey Soul Sister 196, had an incredible show career, winning 13 classes and 10 divisions in 2023-2024 for Walters Livestock. She was only beaten twice in her class during her entire show career and took home the Grand Champion Female title at the Ark-La-Miss Fair and EBBA Christmas Classic.

This heifer is built to turn heads and make a big splash in the ring. Don't miss out on this exceptional opportunity.

SIRE



DAM



FULL SISTER



902 - SENIOR CHAMPION





Lot **14** **BRC Dress to Impress 477**
ABBA # 1077422 | MARCH 10, 2024

Selling full interest

- + MR. V8 191/7
- +M2 BRC CAPTAIN 518/1
- + MISS V8 645/6
- + JDH MR ELMO MANSO 309/4
- JDH MISS PEARL MANSO 449/4
- JDH MS ANNIE MANSO 204/4



Lot **15** **BRC Shush 478**
ABBA # 1077417 | MARCH 11, 2024

Selling full interest

- + MR. V8 191/7
- +M2 BRC CAPTAIN 518/1
- + MISS V8 645/6
- + JDH MR ELMO MANSO 309/4
- JDH MISS PEARL MANSO 449/4
- JDH MS ANNIE MANSO 204/4

SIRE



DAM



HALF-BROTHER



FULL SISTER



This pair of full sisters are not only standout show heifer prospects but are destined to become EXCELLENT brood cows once their show careers are over. Sired by Captain, the proven champion maker, these heifers carry the same signature muscling and eye appeal that has led Captain daughters to dominate the show ring globally for the past three years.

While Captain brings the show-stopping genetics, the dam, JDH Miss Pearl Manso 449/4, is all about maternal power. A direct daughter of Elmo, Pearl is known as a maternal powerhouse and is also the dam of our popular AI sire BRC Stockman 91. These heifers are full sisters to the highly successful show heifer BRC Annie Bananie 269, who has excelled over the last two years under the ownership of the amazing Providence Ezell. Their half-brother, BRC Trail Boss 298, is also featured in this sale.

These two females perfectly embody the “Modern Brahman” approach—blending show-ring quality with maternal strength.

Top Herd Sire Prospects for



Lot
16

BRC Bob Dylan 322

ABBA # 1067770 | APRIL 27, 2023

*Selling full
interest*

+ LL MR DOC HOLIDAY 539

MSP DOC HOLIDAY 119/1

MSP MISS GREENBRIAR ESTO 532

MR. V8 675/6

+ MISS V8 835/7

+ MISS V8 341/7



GLOBAL INVESTMENT: 322 is export ready and positioned to make a top-tier herd sire of any progressive Brahman operation worldwide.

BRC Bob Dylan 322 is one of the elite bulls in this sale, and we're offering him with 100% interest and no restrictions—a rare opportunity to invest in a top-tier herd bull with AI sire potential. For those seeking a standout bull to anchor their breeding program, Bob Dylan is exactly what you've been waiting for.

He's built with incredible style—long-bodied, tremendous bone, a strong top, and a masculine head that exudes power and presence. Bob Dylan is also part of our Genetic Refresh Program, strategically introducing outcross genetics like Sartwelle and Partin bloodlines to open pedigrees and infuse even more maternal strength. While fresh on the top side, he's backed by the proven Lupita line on the bottom, making him a maternal half-brother to iconic sires like 160, Yesterday Road, and Geronimo's Cadillac.

With this kind of pedigree, marketability is built in. Bob Dylan is a bull you can proudly turn out in your front pasture, knowing he has the potential to make a lasting impact on your herd and beyond.

SIRE



DAM



HALF BROTHER



HALF BROTHER



Progressive Brahman Operations



Lot
17

BRC Big Iron 329

ABBA # 1067787 | MAY 3, 2023

*Selling full
interest*

+Mr. V8 458/7

+MR. V8 160/8

+ MISS V8 835/7

JDH JORDAN MANSO 29/1

JLT MS SHANNON 431 [631]

JWT MISS KARU LONG 431



GLOBAL INVESTMENT: If you're looking to acquire a bull straight out of our show barn, here he is. Export ready and selling with no restrictions for USA buyers.

BRC Big Iron 329 is a top herd sire prospect and part of an elite trio of brothers from one of the best flushes in BRC history: 160 and Tipp Ranch's JLT Ms Shannon.

Big Iron 329 embodies tremendous power, shape, soundness, and performance. He is the kind of bull that can serve as a cornerstone natural herd sire for a top-level Brahman ranch. He sells with 100% interest and no restrictions.

JLT Shannon adds even more prestige to this offering. She was a dominant force on the 2007-2008 show circuit, shown by Janie Tipp, and won numerous championships including the All American. During a conversation with Randall Tipp, we inquired about her, and to our surprise, she was still in production at 16 years old. We asked about a flush, and the results have been nothing short of historic. It produced BRC Federale 331, the Calf Champion Bull at Houston BRC Six Gun 328, Division Champion at the All American; and BRC Big Iron 329.

With his lineage, built-in marketability, and the influence of JLT Shannon, Big Iron 329 is poised to make a lasting impact in the Brahman world.

SIRE



DAM



FULL BROTHER



FULL BROTHER



NIGHT OF CHAMPIONS • OCTOBER 18, 2024



Tremendous Frozen Embryo Packages...

Get in on BRC's Freshest Genetics.



x

^{Lot}
18

160/8 x BRC Come on Eileen 75- Package of 3 Embryos

+Mr. V8 458/7
+MR. V8 160/8
+ MISS V8 835/7
JDH MR. GIBSON MANSO
BRC COME ON EILEEN 75
+MISS V8 341/7

*Selling a package of 3 frozen embryos for use
in the USA or for export*

An unprecedented offering of embryos by the legendary 160 and out of one of our best young donors, BRC Come on Eileen 75. The genetic potential in this lot is truly off the charts. Eileen 75 is a direct daughter of the iconic 341/7 female, paired with the old-school calving ease sire JDH Gibson. Adding even more value, this lot is double-bred Jennessa, ensuring a strong foundation of maternal power and performance. This is a rare opportunity to create the next breed leader that carries your brand, backed by some of the most proven genetics in the Brahman world.



x

^{Lot}
19

BRC Geronimo's Cadillac 230 x BRC Lady Sugar 62 Package of 3 Embryos

RWT MR HAT CREEK RAIDER
BRC GERONIMO'S CADILLAC 230
+ MISS V8 835/7
+MR. V8 146/8
BRC LADY SUGAR 62
+MISS V8 392/8

*Selling a package of 3 frozen embryos for use
in the USA or for export*

This mating represents BRC's most modern and cutting-edge bloodlines, featuring a double-bred Jennessa pedigree. The sire, BRC 230, is the top-selling AI sire of our 2024 Young Guns group and a global sensation. Breeders everywhere admire his body shape, depth, clean sheath, masculinity, and exceptional muscling. He's at his prime, and we can't wait for you to see him at the sale. The dam, BRC Lady Sugar 62, is a standout champion, with titles from the Fort Worth Junior Shows, San Antonio Junior and Open Shows, Cattleman's Congress, and more. As one of our top young donors, her influence is already making waves in the Brahman world. This genetic package combines the very best of BRC's legacy and future, offering a rare opportunity to add premier genetics to your program.



THE CHAMPION SPIRIT



The Sweetie Cow Family

"The Picture in Your Head of a Champion"

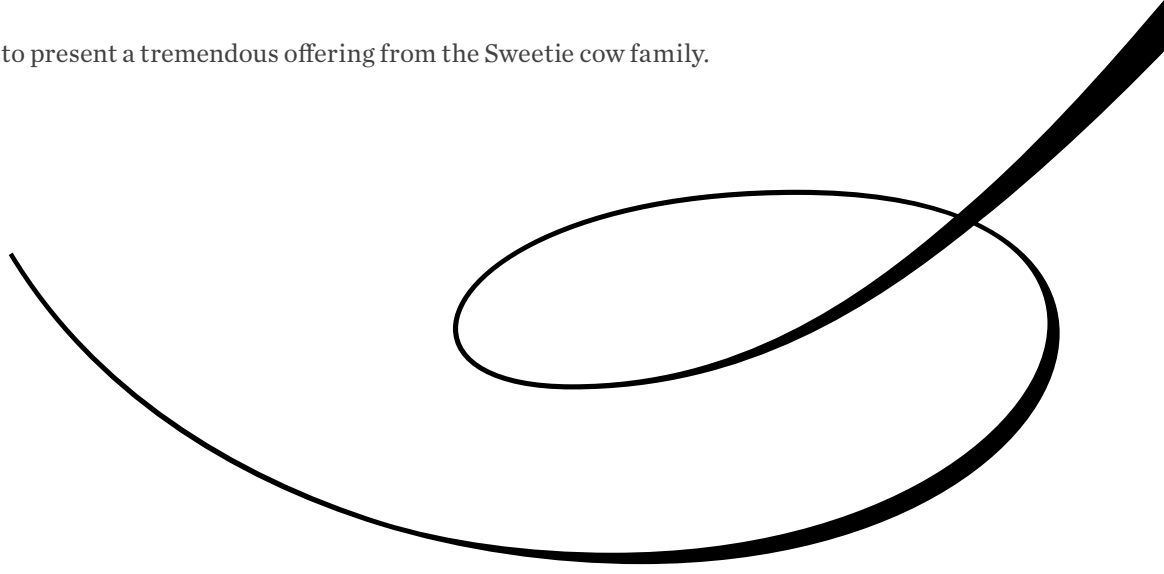
Born of a flush procured from the Goudeau Family, Sweetie was destined for greatness. Since Sweetie had a larger frame size, we never showed her as a calf. She didn't fit into the parameters set by the ABBA for show eligibility. Which meant, she had to wait until she reached the junior age category to begin competing.

At her very first show, the National Brahman Show in October 2018, Sweetie was crowned National Champion Female. From San Antonio's Grand Championship in February 2019 to the pinnacle of the 2019 Houston International Grand Championship, Sweetie blazed a trail that would define her legacy. As judge Blake Nelson selected his champions at Houston that day, he said, "There is a female out here that to me, represents the picture of what I think of in my head when you describe an ideal Brahman female." And, of course, he was talking about Sweetie. As you look at the picture, Sweetie had her signature head-cocked, ears back stance as if she knew the championship was hers.



Her iconic daughter, BRC Lady Glitter Sparkle, was named 2023 International Grand Champion Female and 2023 Miss World Brahman. Sweetie and Glitter represent a two generations of International Champions, a profound testament where both the matriarch and her daughter claim the highest honors of the Brahman show ring.

We are proud to present a tremendous offering from the Sweetie cow family.



FLUSH *the* INTERNATIONAL CHAMPION



Lot 20 **BRC Lady Glitter Sparkle 115** ABBA # 1026479 | OCTOBER 6, 2020

IVF
Aspiration

+ MR. V8 191/7
+M2 BRC CAPTAIN 518/1
+ MISS V8 645/6
+ MR. V8 380/6
+BRC SWEETIE 486/8
+ JDH MISS JULIA MANSO 226/0

When BRC Lady Glitter Sparkle entered the Brahman show scene in early 2021, she didn't just enter the ring - she redefined it. As the very first daughter of Captain we ever exhibited, she embodied something extraordinary from the start. Something innovative. Something unmatched. Her many championships were culminated in 2023 as she claimed the International Championship - the finest Brahman female in the USA that day. She then went on to be selected as Miss Brahman World - solidifying her status as the world's top show female that year.



At BRC, we hold our champions to the highest standards of productivity. No female enters our IVF program until she has proven her excellence through 2-3 natural born calves of superior quality, as well as demonstrating her abilities as an exceptional mother and milker.

Having delivered her second natural calf in July, we proudly offer the first-ever opportunity for an IVF procedure on this unparalleled champion. This offering is certain to draw the attention of the world's most distinguished and discerning cattle breeders.

IVF DETAILS: The buyer bears all flush expenses and provides semen of his choice. We offer a guarantee of 6 transferable embryos, and must be completed at TransOva. Glitter is ready to IVF anytime now through February 1, 2025. We are prepared to collaborate with buyers from any country that permits the import of frozen embryos from the USA, ensuring all health requirements are met. To add value, BRC will refrain from selling any additional IVF procedures in Glitter Sparkle to a breeder in the buyer's home country for a period of 12 months.



Lot
21

BRC Sparks Fly 430

ABBA # 1074065 | JULY 8, 2023

*Selling half
interest*

- + MR. V8 191/7
- +M2 BRC CAPTAIN 518/1
- + MISS V8 645/6
- + MR. V8 380/6
- +BRC SWEETIE 486/8
- + JDH MISS JULIA MANSO 226/0

BRC Sparks Fly 430 is one of those females that make our heart fill with pride. We have loved her so much since birth, and we are proud to be offering half interest, because well, we just can't part with all of her. Initially, you'll notice that she's a full sister to our beloved BRC Lady Glitter Sparkle 115, the 2023 International Champion Female and 2023 Miss World. Which in itself, is an amazing bragging right.

But, as we study 430, she's made slightly different than glitter, being a little longer bodied, prettier, and stronger over her top. We are excited to have 430 in our show string, and see how she fares on the show circuit.

Since we are offering half interest, our preference is that this female remains with BRC through her show career. If a junior is interested in purchasing, let's have a conversation before the sale to discuss the option of possession for show rights purposes. Once she completes her show career, each buyer will have the opportunity to secure every other IVF procedure.

FULL SISTER *to* GLITTER SPARKLE
the 2023 INTERNATIONAL CHAMPION FEMALE

SIRE



DAM



FULL SISTER



NIGHT OF CHAMPIONS • OCTOBER 18, 2024





This replacement female, another full sister to BRC Lady Glitter Sparkle, is a great example of the great cross between Captain and Sweetie. This female is very feminine, up-headed, stands on tremendous bone, and has so much shape and expression over her top line.



Razzle Dazzle is a mirror image of Sweetie was at this age, especially as you study her through her head neck, bone structure, and muscle expression in her hindquarter. This is a great candidate for a show heifer and a future breeding piece. The mating of Sweetie x 160 is one of those we call a “swing for the fence” mating in terms of doubling up on power, bone, and muscle.

Lot **22** **BRC Sweet Like Candy 426**
ABBA # 1074062 | JULY 1, 2023

Selling full interest

- + MR. V8 191/7
- +M2 BRC CAPTAIN 518/1
- + MISS V8 645/6
- + MR. V8 380/6
- +BRC SWEETIE 486/8
- + JDH MISS JULIA MANSO 226/0

SIRE OF LOT 22



DAM



SIRE OF LOT 23



Lot **23** **BRC Razzle Dazzle 453**
ABBA # 1076499 | NOVEMBER 14, 2023

Selling full interest

- +Mr. V8 458/7
- +MR. V8 160/8
- + MISS V8 835/7
- + MR. V8 380/6
- +BRC SWEETIE 486/8
- + JDH MISS JULIA MANSO 226/0

THE CHAMPION SPIRIT





The 805 Cow Family

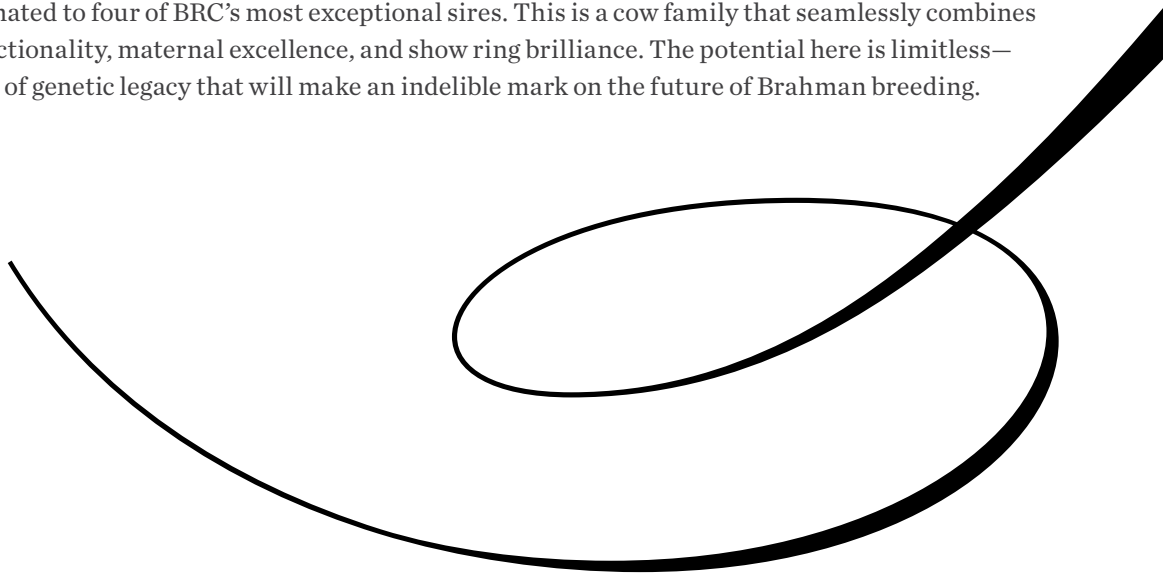
Maternal, Carcass Champions

For over a decade, BRC has had a bold vision of doing things differently in the Brahman show cattle world. We love showing, but we love real world ranching more. From the outset, one of our highest aspirations was to raise an International Champion that would also grade USDA Prime—a rare achievement in the Brahman world. We believed that if we could maintain show ring elegance but improve maternal strength and add in exceptional carcass quality, we would unlock new heights for the breed on a global scale. That is the foundation of our slogan: “The Modern Brahman.”



BRC 805 represents the pinnacle of that vision. Crowned the 2021 International Champion Female, she embodies everything we set out to achieve. With her moderate frame, superb udder, unmistakable breed character, and flawless structure, she's not only a standout in the show ring but also a model of maternal excellence. Her broody, soggy build, coupled with her gentle demeanor and impressive marbling, places her at the forefront of modern Brahman breeding. She is the epitome of what BRC strives to create: a functional, moderate-framed female with unparalleled style and substance.

As a young donor, 805 has truly come into her own, producing exceptional offspring like BRC Mustang Sally, a star of the Florida show circuit. Now, in this exclusive offering, we present a rare opportunity: your choice of 805 mated to four of BRC's most exceptional sires. This is a cow family that seamlessly combines real-world functionality, maternal excellence, and show ring brilliance. The potential here is limitless—this is the kind of genetic legacy that will make an indelible mark on the future of Brahman breeding.





Lot
24

BRC Uptown Girl 463

ABBA # 1077428 | JANUARY 23, 2024

*Selling half
interest*

+Mr. V8 458/7
+MR. V8 160/8
+MISS V8 835/7
+MR. V8 380/6
BRC 805/8
+MISS V8 775/7

When it comes to stacking up the strongest modern cow power at BRC, BRC Uptown Girl 463 is truly in a league of her own. As you study her, you'll notice her incredible stoutness, natural shape and dimension, paired with a powerful hip and clean, feminine neck. She perfectly balances power and elegance—an extremely difficult combination to achieve, and one that has put BRC on the map. Some ranches can breed for look, others for power, but few can combine the two like we do.

Her pedigree is a testament to the best of BRC's breeding program. Her sire, 160, is on his way to becoming one of the breed's all-time legends. Her dam, 805, is a former International Champion Female, known for her balance of maternal strength, carcass quality, and impeccable style. And the second generation only adds to her greatness. From 160, you get the beloved Lupita, while 805's dam, 775, is a functional beauty with a great udder, moderate frame, and high fertility.

Whether you're focused on phenotype, pedigree, or both—Uptown Girl 463 is a standout sale feature and an excellent investment for any future donor program.

SIRE



DAM



MATERNAL GRAND DAM



PATERNAL GRAND DAM





Here's a show heifer prospect deluxe. This January baby has the look, style, and power to make a great junior show heifer and future donor. Sired by 160, you can only expect her to continue to get better in terms of muscling and thickness and moderation. Her dam, 805, is a former International Grand Champion Female. This is a pedigree of Brahman dreams and she's got the quality to back it up.

Lot
25

BRC Brilliance 466
 ABBA # 1077431 | JANUARY 28, 2024

Selling full
 interest

+Mr. V8 458/7
+MR. V8 160/8
 +MISS V8 835/7
 +MR. V8 380/6
BRC 805/8
 +MISS V8 775/7



Lot
26

BRC Fine and Dandy 485
 ABBA # 1077418 | MARCH 17, 2024

Selling full
 interest

+MR. V8 191/7
+M2 BRC CAPTAIN 518/1
 +MISS V8 645/6
 +MR. V8 380/6
BRC 805/8
 +MISS V8 775/7



Another long bodied, feminine show stopper. The mating of 805 x Captain was a great one, as you can see here. She's another outstanding show heifer candidate that has the added length and look to excel in the show ring. This is a top show prospect or a high upper-end replacement female.

805's Frozen Embryo Packages...

Sharing our best with the global community.



Lot
27

Captain x 805/8 - Package of 3 Embryos Sexed Female Embryos

+MR. V8 191/7
+M2 BRC CAPTAIN 518/1
+MISS V8 645/6
+MR. V8 380/6
BRC 805/8
+MISS V8 775/7

*Selling a package of 3 frozen embryos for use
in the USA or for export*

If you're a fan of Lot 26, here's your chance to replicate that success with cattle carrying your own brand. The Captain x 805 mating has a consistent track record of producing show-stopping cattle that balance moderation and functionality. Whether you aim to raise standout show cattle or top-tier breeding stock, this proven mating offers exceptional potential for your program. These are reverse sort heifer embryos.



Lot
28

BRC Amos Moses 357 x BRC 805/8 - Package of 3 Embryos

+MR. V8 160/8
BRC AMOS MOSES 257
+MISS V8 21/8
+MR. V8 380/6
BRC 805/8
+MISS V8 775/7

*Selling a package of 3 frozen embryos for use
in the USA or for export*

How exciting is this! For the first time ever, we're offering Amos Moses semen, and to make it even more special, this is our first embryo offering by the 2023 National Champion Bull and the exceptional 805! This mating is packed with greatness—combining the powerhouses of 160, Boom Shaka Laka, and 805, three of BRC's finest.

This fresh, new mating provides a rare opportunity to get ahead of the crowd with exclusive, never-before-available genetics. If you're looking for something truly special, this is the chance to secure elite Brahman genetics that are destined for success.



THE CHAMPION SPIRIT





The Boom Shaka Laka Cow Family

The Champion of Champions

A two-time Houston Grand Champion, National Champion, and Miss World, Boom Shaka Laka is the icon of modern Brahman excellence.

Though she's aging, Boom Shaka Laka remains the backbone of BRC—the cow that made us who we are. When we launched BRC in 2019, we were terrified. Could we make it? Most said we couldn't. But we knew we had something special: two of the finest Brahman animals in the world, Noble and Boom Shaka Laka, right in

our pastures. With their unmatched quality and God's guidance, they built the BRC you see today.



Boom Shaka Laka combines the 3-X bloodline, rooted in the legendary Keeran Indianola imports, with the iconic Johnny Jefcoat breeding. Her lineage traces back to Rex Emperor Manso, Tippu, and the double-bred Brazilian import bull Supimpa, known for producing gorgeous, Guzerat-influenced cattle with strong breed character, broad foreheads, and big humps. From the Jefcoat side, she boasts Emperor, JJ 389, Manso Grande, and the Sartwelle's Hazel foundation cow. This cow family traces back to Manso's half sister.

In this sale, we are giving you unprecedented access to Boom Shaka Laka—whether through a flush - (yes, that's right!), semen on her top sons, a direct daughter (a full sister to Amos Moses), or embryos. Boom Shaka Laka has been a gift to our family, and we are honored to share her legacy with the Brahman world.



HAVE YOU EVER THOUGHT: *What would I breed her to if I owned Boom Shaka Laka?*



Est. **29**

+Miss V8 21/8

ABBA # 925254 | JANUARY 16, 2014

(+) JDH KARU MANSO 800

IVF
Aspiration

+MR. V8 380/6

MISS V8 170/6

+MR. V8 901/4

+MISS V8 382/7

+MISS JS 482/2

IVF DETAILS: The buyer bears all flush expenses and provides semen of his choice. We offer a guarantee of 6 transferable embryos. She is ready to IVF anytime between October 2024 to January 1, 2025, exclusively at TransOva. We are prepared to collaborate with buyers from any country that permits the import of frozen embryos from the USA, ensuring all health requirements are met. To add value, BRC will refrain from selling any additional flushes in Glitter Sparkle to a breeder in the buyer's home country for a period of 12 months.

A truly unprecedented—there has never been an opportunity like this in the history of the Brahman breed. We are offering access to quite possibly the most famous Brahman female in the world: Boom Shaka Laka. As the breed's only two-time Houston Grand Champion, one-time National Champion Female, and Miss World, her legacy is unmatched.

Boom Shaka Laka produces greatness with every calf. If you're looking to create a herd bull, she's the queen of herd bull production. Her sons include Amos Moses, Dutton, Boombox and more. If your goal is to breed powerful, show-stopping females, her daughters and grand-daughters have claimed Houston Grand Champion titles. No matter the sire, her dominating genetics shine through every time. She's the cow that elevates any bull to greatness. We've even diversified her genetics by flushing her to a top Santa Elena red bull, producing outstanding calves for our daughter Mollie's Mojo's Rojo program.

This offering is bound to capture the attention of the world's top breeders. Imagine the possibilities—whether you want to strengthen your herd or create the next champion, Boom Shaka Laka is the foundation you've been waiting for.

Boom Shaka Laka has made our wildest dreams come true in the Brahman business, and now, she's available to make yours a reality too. This is a once-in-a-lifetime chance to own a piece of Brahman history.



Lot
30

BRC Dutton 376/8

ABBA # 988540 | MARCH 12, 2018

*Selling 2
units of
sexed female
semen for
use in the
USA*

+ JDH MR ELMO MANSO

+MR. V8 458/7

MISS V8 100/7 (P)

+ MR. V8 380/6

+MISS V8 21/8

+MISS V8 382/7

When it comes to producing top-tier, uniform daughters, Dutton is unrivaled. With over a thousand Dutton daughters in production across the USA, Panama, South Africa, and Australia, they all share key traits: moderate frame, clean underlines, deep bodies, easy fleshing, broodiness, and exceptional maternal qualities. At BRC, we keep nearly every

Dutton daughter we produce. In this sale, we're offering the first-ever sexed female semen from this legendary maternal sire. And we'll leave you with three words: Lady H Lisa. If you want to see what Dutton daughters can do, just look at her—she embodies what the world is striving to produce. This lot includes 2 units of sexed female semen and 10 AI certificates.

the first ever SEMEN OFFERING *on two of* BOOM SHAKA LAKA'S *best sons*



Lot
31

BRC Amos Moses 257

ABBA # 1048837 | JULY 4, 2022

*Selling 2
units of
semen for
use in the
USA*

+Mr. V8 458/7

+MR. V8 160/8

+ MISS V8 835/7

+ MR. V8 380/6

+MISS V8 21/8

+MISS V8 382/7

In another first-ever offering, we are proud to offer the first units of semen on the 2024 Reserve International Champion and 2023 National Champion Bull - BRC Amos Moses. This will be the only semen offered in the USA for 2024. BRC Amos Moses has garnered fans all over the world. Amos is a truly remarkable future breeding piece with all the power and style you could want in

a smooth made, free moving package. This mating is as progressive of a mating as there is in the business, 160 x Boom Shaka Laka. Amos is very moderate framed, deep bodied, masculine, and a true breed leader in terms of bone and natural thickness, just like his sire. Also, he's got an extremely clean sheath for a bull with this much bone and power. We'll be using Amos Moses super heavy at BRC, and here's your chance to be the first breeder in the USA besides us to have access to his genetics. This lot includes 2 units of conventional semen and 6 AI certificates.



32^{Lot} BRC Shak Your Boom Boom 464

ABBA # 1077429 | JANUARY 25, 2024

Selling half
interest

+Mr. V8 458/7
+MR. V8 160/8
+ MISS V8 835/7
+ MR. V8 380/6
+MISS V8 21/8
+MISS V8 382/7

SIRE



DAM



BROTHER



FULL SISTER *to* AMOS MOSES *the* 2023 NATIONAL CHAMPION BULL

This lot represents one of our most exceptional and carefully designed matings—another example of BRC pushing the boundaries of Brahman breeding. It's creations like this that keep us inspired and optimistic about the future of the Brahman breed. Females like these are ones that will take your program to the next level.

When we paired 160 with Boom Shaka Laka, we knew we were blending our top-producing show female with our most elite show sire. The results were everything we'd hoped for, giving us remarkable bulls like Amos Moses, the National Champion, and his full brother Hoot Owl. But, that round of embryos produced bulls, not heifers.

While these bulls have exceeded expectations - I mean who doesn't love and appreciate a National Champion Bull - we had our hearts set on getting an exceptional female from this mating. So, when we put in the next round of embryos, our wish came true. 464 is a standout young female, a top show heifer prospect, and a future donor candidate.

From a visual perspective, 464 is incredibly rare. In her front third, she's elegant, up-headed, and feminine, with a clean and stylish look. But from the side and rear, she reveals explosive muscling and the perfect amount of bone—traits that are almost impossible to combine with such a refined appearance. We are beyond excited about this heifer, which is why we are retaining half-interest.



x

33 BRC Geronimo's Cadillac 230 x + Boom Shaka Laka - Package of 3 Embryos

RWT MR HAT CREEK RAIDER
BRC GERONIMO'S CADILLAC 230
+ MISS V8 835/7
+ MR. V8 380/6
+ MISS V8 21/8
+ MISS V8 382/7

*Selling a package of 3 frozen embryos for use
in the USA or for export*

This is one of the rare opportunities to secure Boom Shaka Laka embryos in the USA—or anywhere in the world, for that matter. Whenever we offer Boom embryos globally, they're the first to be claimed, and these are the last remaining embryos of Boom Shaka Laka in our tank. Whether you're a USA client or an international buyer, this is a lot to seriously consider if you're looking to invest in top-tier frozen genetics and raise cattle with your own brand. We're incredibly excited about this mating. As you know, Boom Shaka Laka pairs exceptionally well with virtually any bull, and we're thrilled to see this cross with our top-selling 2024 Young Gun. It's a perfect blend of Boom Shaka Laka's proven legacy with today's best modern bulls.



Sale Terms

This will be a live auction, beginning at 7:00 p.m. CST at BRC Ranch in Boling, Texas. For those unable to attend in person, we also offer live online bidding through www.cattleinmotion.com. This sale is governed by Texas law. These terms represent the full agreement between buyer and B.R. Cutrer, Inc. Updates posted at cattleinmotion.com or announced from the auction block take precedence over catalog.

PAYMENT AND TRANSFER Terms of the sale are cash, check, or bank wire due upon receipt, and before animals leave BRC. Payment for the cattle is due on or before October 21, 2024. Unpaid accounts are billed 18% APR beginning seven (7) days following sale. Upon receipt of payment, B.R. Cutrer, Inc. will transfer registration paper to the buyer. If full payment is not received within 7 (seven) days, then upon written or electronic notice to buyer, BRC shall retain ownership of animal with full property rights, including the ability to sell the animal to another buyer. Animals not paid for within 7 days of the sale forfeit any future guarantees.

FEEDING AND CARE Cattle will be provided free care until October 26, 2024, after which feed is billed at \$8/head/day in the BRC development facility and \$20/head/day at the show barn. Any veterinary expense will be the owners obligation. Feed charges must be paid in full before cattle leave BRC. Cattle left at the ranch must carry livestock insurance.

LIABILITY & INSURANCE Ownership of the animal transfers at the time of sale and buyer bears the risk of injury, disease or death which may occur. Insurance is available through Jensen Livestock Agency, 785-262-1116.

HEALTH Cattle are eligible for a state approved health certificate for interstate shipment. Animals have been provided the utmost care, nutrition and vaccinations under the guidance of Wharton Veterinary Clinic. Animals are deemed sound and healthy at the time of sale.

GUARANTEE The sale offering is guaranteed to be reproductively sound. This guarantee does not cover injury or death and is not a lifetime guarantee. In the event of a problem, the buyer is responsible to return the animal to BRC and if it does not respond as a satisfactory breeder, we have the option to select a suitable replacement, if available, or take a sale credit. No cash refunds are given. This guarantee does not include injury, death, management, feed or nutrition issues. Breeding guarantee is voided if any of the following occur: natural disaster, gross negligence or misconduct, cattle not in suitable body condition, cattle exhibited at livestock shows, virgin heifers flushed or IVF'd prior to having a natural calf, or virgin bulls collected for semen prior to natural breeding. There are no guarantees offered on internationally-exported cattle once they leave the care of BRC.

LIMITATIONS OF GUARANTEE

We make no further guarantees, including but not limited to ability of cattle to compete in livestock shows, ability to be halter broken, disposition, number of years in production, or number of embryos produced, or number of units of semen produced. BRC retains ownership of all DNA cell lines.



Fresh, outcross matings designed to create a

Genetics Refresh

In the spirit of embracing both history and progress, BRC was at a pivotal juncture over the last decade. The BRC herd had become too concentrated on the Manso bloodline and needed something different. We needed to open up our pedigrees, and infuse some hybrid vigor in an outcross fashion. This led to the creation of our “Genetics Refresh” program, which we proudly feature here today.

Thanks to breeders like the Sartwelle family and Partin family, a genetic diversity key unlocked this potential through the Emperor and Imperator bloodlines. These premier foundation breeders have meticulously safeguarded their prized bloodline’s continuity, and graciously shared their top genetics with us.

While Manso’s roots are deeply entwined with Texas, Imperator and Emperor’s influence paints its picture more widely across the landscapes of Louisiana and Florida. It’s in these swamps and bayous that these bloodlines built a legacy of producing functionally efficient, broody cows that continually raise bloomy calves and make a profit for their proud owners. That was exactly what we needed.

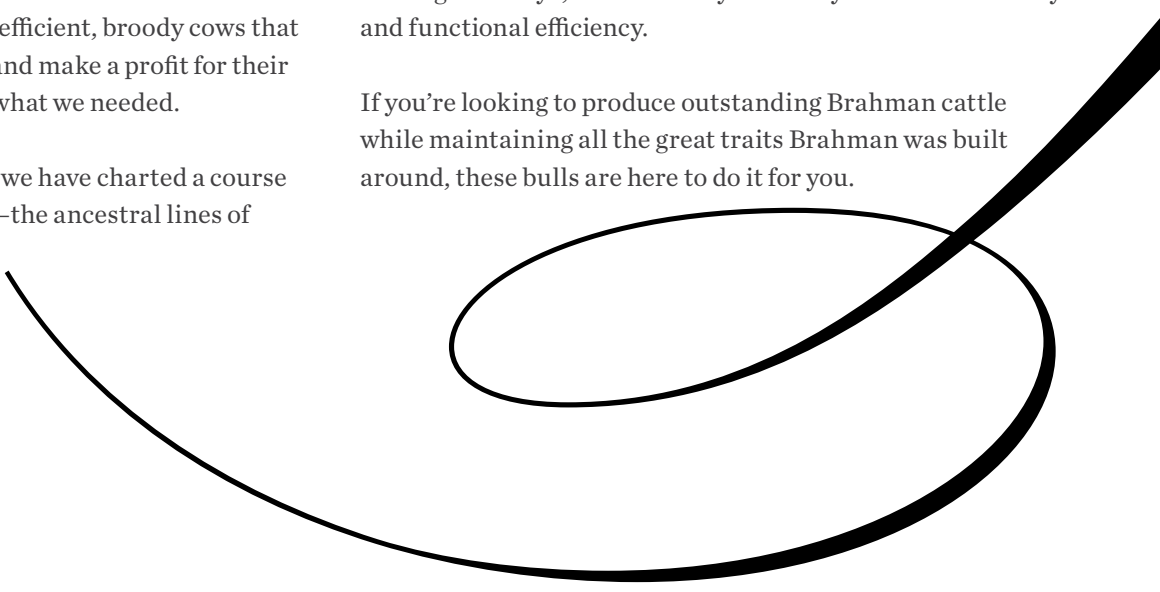
In our genetics refresh program, we have charted a course back to the bedrock of the breed—the ancestral lines of Manso and Imperator.

A collaboration with the Sartwelle family bore fruit as BRC Ranch leased a pure Imperator bull for natural breeding. The infusion of Imperator’s lineage aimed to invigorate hybrid vigor and breathe new life into pedigrees. The initial cross proved not just promising but transformative, prompting us to further seek out the Emperor bloodline of the Partins.

We then purchased a large bank of semen from the Partin family and AI’d their outstanding, functional, herd bulls to our high show-type Brahman females. The cross has been phenomenal, resulting in our quest for championship show cattle still backed by maternal efficiency, and with a slight genetic twist - making them ideal breeding pieces for any breeder worldwide.

In this section, we present the fruits of our “Genetics Refresh” program. You’ll find three outstanding herd bulls with the perfect blend of “The Modern Brahman.” Great looking to the eye, but backed by a century of maternal ability and functional efficiency.

If you’re looking to produce outstanding Brahman cattle while maintaining all the great traits Brahman was built around, these bulls are here to do it for you.





Lot
34

BRC Trail Boss 298

ABBA # 1064407 | MARCH 3, 2023

1/2 Interest
Bull

MSP GARRETT MANSO 348/1
MSP KING GARRETT 584/1
 = MSP LADY CHERI RELOAD 202/1
 + JDH MR ELMO MANSO 309/4
JDH MISS PEARL MANSO [449/4]
 JDH MS ANNIE MANSO 204/4

SIRE



DAM



If you can't tell we have tried to choose some really "ranchy" names for these bulls because they are the type of bulls that real world, practical ranchers love and the type of bulls that represent why Brahman is one of the most important breeds globally. This is a "no holes" kind of bull that's extremely well balanced, combines heavy muscling with smoothness, perfect on his feet and legs, extremely large testicles for his age. He's super gentle, too. Throughout his pedigree he's jam-packed with TRUE maternal power. So many people throw the term "maternal" around loosely or use the phrase "cow power" without actually understanding what that means. This bull is backed by several Maternal Merit cows, meaning they maintain a good natural calving interval while producing calves that ratio above the breed average. He had a 71 pound birth weight along with a 514 adjusted weaning weight and offers an extremely balanced set of EPDs. This is a bull that could be a top AI sire for purebred Brahman or any crossbreeding program, which is a big part of why we want to keep an interest.

BW	WW	YW	MK	TM	CEM	SC	Doc	Tend	CW	REA	MB	\$Bull	\$Queen
1.4	14	37	5	12	3.77	0.12	7.22	-0.06	15	.25	-.60	63.31	60.48
Top 25%					Top 1%	Top 4%	Top 1%	Top 4%					Top 5%

THESE THREE BULLS ARE STRATEGICALLY *bred* FOR MATERNAL POWER,
TOP TIER EPD PROFILES, AND LOW BIRTH WEIGHT.



DAM

35 BRC Super Stockman 317
ABBA # 1065951 | MARCH 20, 2023

Selling half interest MR. V8 510/7
BRC STOCKMAN 91
JDH MISS PEARL MANSO 449/4
JDH SIR RAEURN MANSO 781/6 ET
+MISS V8 978/8
JDH LADY ALANI MANSO 891/6

We love this bull, and are keeping half-interest. His dam is Brandon's "Noah's Ark Cow," meaning if he could only take two head to start over with, this is the cow he'd take. She's moderate-

framed, easy-fleshing, with a perfect udder, good feet, a 363-day calving interval, and an average maternal ratio of 103.1. She's one of our growing number of Maternal Merit cows, and one that we raised back when we were at V8 from a JDH-Forgason cow we bought out of the JDH online sale. Super Stockman had a low actual birth weight of 70 pounds, adjusted WW of 551 pounds with a ratio of 123%. He's moderate, extremely thick, masculine, and full of great breed character. We look forward to partnering with a like-minded breeder who values production, fertility and maternal strength.

BW	WW	YW	MK	TM	CEM	SC	Doc	Tend	CW	REA	MB	\$Bull	\$Queen
2.5	33	46	7	24	.64	-.03	3.44	-.07	18	.32	.09	58.14	40.81
	Top 3%	Top 15%		Top 3%			Top 15%	Top 3%					Top 25%



36 BRC Stone Cold Stunner 404
ABBA # 1074282 | 06/07/2023

Selling full interest +Mr. V8 458/7
+MR. V8 160/8
+MISS V8 835/7
+MR. V8 442/6
4X MISS 727
JDH RANDI MANSO

This top young bull is a result of our collaboration with the Scott Hall Family, whose 4X prefix graces the bottom side of his pedigree. The Hall operation is all about real-world, high-quality cattle. Their herd is primarily based on JDH breeding, and we've proudly worked together for the past three years as one of our top collaborators. His dam is a dark-pigmented 442 x Lawford x Gates cow with a fantastic udder and loads of style. This bull is a natural calf,

boasting a 68-pound birth weight and an impressive 685-pound adjusted weaning weight. What truly sets this bull apart is his unparalleled EPD profile—we've never seen one this good in a Brahman bull—all while being a low birth weight bull! A true curve-bender!

BW	WW	YW	MK	TM	CEM	SC	Doc	Tend	CW	REA	MB	\$Bull	\$Queen
4	37	65	8	27	.93	.12	5.44	-0.07	45	.42	6.42	118.11	80.04
	Top 1%	Top 1%	Top 15%	Top 1%		Top 4%	Top 2%	Top 3%	Top 2%	Top 20%	Top 15%	Top 1%	Top 1%

Beyond the Banners

BRC Junior Brahman Show Program



It pays to buy your junior Brahman show heifer or bull from BRC.

This program is designed to empower youth showman ages 8 to 18 by offering them unparalleled opportunities to excel in the show ring and beyond. At BRC Ranch, we believe that the journey to becoming a champion is not just about winning banners—it's about building character, knowledge, and lifelong connections.

Key Benefits of the Program

- **Quality Cattle:** Participants in the BRC Junior Program have access to purchase some of the finest Brahman genetics available. Our cattle are bred for superior performance, making them a strong foundation for any youth showman's herd.

- **Educational Tools:** We go beyond just selling cattle by providing participants with access to a wealth of educational resources. These include summer showmanship camps, where young showmen can hone their skills, and our mentorship programs, offering guidance from experienced professionals. For those age 15 and over, there's an opportunity to participate in the ABLE program (America's Beef Leaders of Excellence), further enhancing their knowledge and leadership in the industry.

- **Scholarship Program:** We dedicate a percentage of every dollar from junior show cattle sales to this scholarship program, and reward our customers by providing them with financial support to pursue their educational dreams. Here are a few of our winners through the years.

How to Be Part Of It

- **Purchasing a Calf:** Every junior exhibitor who purchases a calf from BRC is automatically eligible for the program. Our team works closely with each young showman to ensure they select the right calf for their goals.

- **Scholarship Eligibility:** BRC junior customers who are graduating seniors can apply for our scholarships. These scholarships are awarded based on various criteria, including involvement in the BRC program and academic achievements. Applications open each spring and are awarded each summer through The Brahman Foundation.

BRC is the Brahman Ranch of Champions – and we're not just about raising championship cattle – but in building the next generation of championship leaders.

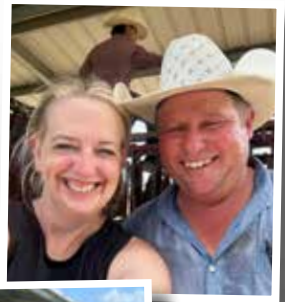
Over \$76,000 awarded in scholarships!



*"This is why I invest in
BRC for my family!"*

Every day it keeps getting better at BRC...

Living the Dream.



Ranching is more than a business; it's a shared dream and a way of life. At BRC, we're proud to stand shoulder-to-shoulder with ranchers who live and breathe this lifestyle, just like we do.

Success in ranching is about rolling up your sleeves, getting your hands dirty, and pouring your heart into everything you do.

If you're in ranching, you know these moments well. Laughing at yourself while you're fixing a busted water line knee-deep in mud. Being drenched in sweat on those hot 100+ degree days. Or busting water troughs so the cattle you love so deeply can have fresh water during an ice storm.

One of my favorite memories was when we didn't have equipment to unload hay, so we all jumped on the flatbed and rolled the round bales off a trailer using our own body weight, laughing hysterically with every push. When we went to our first shows—and even today—we hauled our cattle in the same stock trailers we use daily at the ranch. We don't have the most luxurious rigs, but they've carried our championship-winning cattle just the same.

BRC isn't the flashiest ranch, and we're not the loudest. We like it that way. We keep our heads down, stay focused, put in the work, and let our cattle speak for themselves. No games—just a commitment to raising the world's best Brahman cattle, one day at a time.

We've built this ranch by daring to be different. We honor tradition, but we also push boundaries and try new things. That's what keeps us thriving in this industry, and it's what we believe will keep us—and our customers—successful in the future.

As Keaton Dodd said recently, "Every day, it just keeps getting better for BRC." And it does. Every single day is a blessing to work alongside the cattle and people we love.

One thing we've always believed in at BRC is that everyone has a place here. We're here to support all those who share a passion for raising great Brahman cattle. Everyone is welcome, and there's room for all of us to succeed.

So to every breeder with a dream, if you're willing to work for it, you can make it happen. Great cattle, a strong team, and a passion for what you do will take you far. And if you partner with BRC, we'll be with you every step of the way.

**Thank you for your interest in this sale and for your friendship.
We look forward to seeing you in Boling, Texas, on October 18th!**





B.R. Cutrer, Inc.
1730 North Richmond Rd.
Wharton, TX 77488

At BRC, we honor the past, embrace the present, and lead the future.

THE FUTURE OF BRAHMAN IS BRC.

