



Online Sale

Bids Open October 23 - 7:00 pm Central with a soft close
October 26 • 7:00 pm Central

Hosted by CCI Live at www.cci.live

Welcome to our 3rd annual mini online fall sale – the only time of year Hoover Angus offers a chance to sample genetics from our top-end, highly successful, proven females by way of our most recent calf crops, embryos and pregnancies. Lot 1 represents genetics that we are releasing to the public before we have gotten this female into production in our own herd – a rare offering!

This is a small offering with only 5 lots, but likely the most opportunities for breed-leaders to emerge from this unique offering as we have ever offered!

Further information will be posted on the 2021 Sale Page at www.hooverangus.com. For information, contact Landi at 641-344-7684. Consultants Wes Tiemann 816-244-4462 and Chris Earl 630-675-6559. Regional Manager Adam Conover will also see the sale offering prior to the sale – 816-676-8560.

The Hoover Angus Family



Four generations of the Hoover Angus Family: David & Joy McFarland; Andrew, Landi, Gwen & Ty Livingston; John Kiburz.

LOT 1 6 Frozen Embryos

Mill Brae Identified 4031
HCC WHITEWATER 9010
 Rock Creek Sara 6066

Spring Cove Reno 4021
ERICA OF ELLSTON X124 +
 Erica of Ellston L5

Koupals B&B Identity #
 Mill Brae Pro Blackcap 1092
 Silveiras Conversion 8064
 H P C A Confidence A322 +
 KM Broken Bow 002 #+
 Spring Cove Liza 021
 Connealy Counselor #+
 Erica of Ellston G366 #

PROJECTED CALF EPDS

BW	WW	YW	SC	DOC	MILK	HP
+8	+81	+142	+95	+26	+32	+15.2
CW	MB	RE	\$M	\$W	\$B	\$C
+61	+1.27	+1.09	+81	+91	+182	+316

- ★ Guaranteeing 2 pregnancies if implanted by an AETA certified technician.
- ★ Donor dam Erica of Ellston X124 is the hands-down phenotypic standout of her calf crop, and from the famous Erica cow family that has put 11 bulls in stud, including the bull that grossed over \$5 million in semen and certificate sales, Hoover Dam.
- ★ X124's performance data: BW 88 pounds, WW 735 lbs., WR 106, YW 1087 lbs., YR 107. She scanned a 7.54 IMF, ratio 124 to be the 4th top scanning heifer of her calf crop, among over 100 heifers.
- ★ X124 is a full sister to Baldridge Romeo F179, selected by CRV USA in the 2020 Baldridge Sale for \$20,000.
- ★ X124 boasts the following traits in the best 1-5% of the breed: WW, YW, Milk, Claw, Marb, \$M, \$W, \$G, and \$C!
- ★ Embryo grandam L5 has one of the highest progeny averages at Hoover Angus – her 8 sons and 1 daughter to be sold by Hoover Angus have averaged a whopping \$22,900! Sons from Hoover Angus are on the roster of three AI studs: Alta Genetics, Select Sires, and Accelerated Genetics.
- ★ L5 has raised numerous calves that rose to the top of their calf crop. One daughter (dam of Lot 2 heifers) was the #1 adjusted weaning weight and yearling weight ET heifer of her crop and the #1 IMF scanning heifer of the entire 2017 Hoover heifer crop.
- ★ One daughter of L5 serves as a working Pathfinder donor; and four other daughters of L5 have been flushed at Hoover Angus.
- ★ The progeny records amassed by great grandam G366 is truly phenomenal. She has become the most influential cow in our recent history. Registered progeny sales have grossed well over



Erica of Ellston X124 – Donor Dam of Lot 1 Embryos



Erica of Ellston L5
 Grandam of Lot 1 Embryos



HCC Whitewater 9010
 Sire of Lot 1 Embryos

\$200,000, making her the #1 income producing cow in our history. Three daughters have earned Pathfinder status; at least 14 daughter descendants have served as donors.

- ★ Read more about the tremendous influence of the Erica cow family on the next two pages.
- ★ Embryo sire, Whitewater, was the \$280,000 head-turning bull selected by several of the top programs in the country this past spring from Heim Cattle Co. He is a really athletic, free moving bull with length of body and mass in a moderate package. His calving ease, elite carcass, and high \$Values along with moderate mature weight and height are truly unique and fit for the industry.

Pick of the No Doubt Flush Mates!



Erica of Ellston Z33

BW	WW	YW	SC	DOC	MILK	HP
+3.5	+89	+163	+1.32	+30	+33	+17.6
CW	MB	RE	\$M	\$W	\$B	\$C
+80	+1.01	+.67	+68	+90	+189	+313



Erica of Ellston Z37

BW	WW	YW	SC	DOC	MILK	HP
+2.2	+97	+170	+1.58	+24	+21	+13.1
CW	MB	RE	\$M	\$W	\$B	\$C
+70	+.94	+.84	+60	+89	+167	+277



Erica of Ellston Z40

BW	WW	YW	SC	DOC	MILK	HP
+4.6	+96	+168	+1.41	+37	+21	+13.3
CW	MB	RE	\$M	\$W	\$B	\$C
+84	+.70	+.94	+70	+80	+189	+315



Erica of Ellston Z54

BW	WW	YW	SC	DOC	MILK	HP
+3.7	+86	+149	+1.22	+28	+21	+15.5
CW	MB	RE	\$M	\$W	\$B	\$C
+74	+.76	+.97	+77	+76	+181	+312



Erica of Ellston Z57

BW	WW	YW	SC	DOC	MILK	HP
+1.7	+84	+149	+1.20	+32	+26	+18.6
CW	MB	RE	\$M	\$W	\$B	\$C
+69	+.49	+.96	+91	+87	+159	+297

Mogck Bullseye #
HOOVER NO DOUBT +
Miss Blackcap Ellston J2

Baldrige 38 Special +
ERICA OF ELLSTON S7 +
Erica of Ellston L5

MOGCK Sure Shot #
Mogck Mary 1255
SydGen C C & 7 #
Miss Blackcap Ellston D154 #
EF Commando 1366 #
Baldrige Isabel Y69
Connealy Counselor #+
Erica of Ellston G366 #

- ★ From the greatest cow family in our 93-year history, only ONE of these flush sisters will leave the farm, and this is your chance!
- ★ The Ericas have been a dominant force of our top-end genetics for many years. They have proven themselves the hard way – the old-fashioned way – by progeny performance and success. Five of the past 6 years, sons of the Ericas have been the Lot 1 bull in our sales. In our 2021 auction, of the 8 animals that hit the \$20,000+ price tag, 6 of them were from the Erica cow family.
- ★ The success stories that can be told about the Ericas far out-weigh the space on this page, but look through our past sale catalogs to find the breadth and depth of achievements from them.
- ★ These 5 flush sisters average a WW EPD of +90 and \$C of +303, but have the hard-to-find phenotype to go along with it!
- ★ These sisters take after their sire for disposition – they are very gentle heifers, and we were impressed with how they handled when we clipped them for pictures. They average a Docility EPD in the best 4% of the breed, which is spot-on!
- ★ This flush of 5 heifers and 4 bulls has been the dominant flush since they were young calves in the pasture. Heifers were favorites of visitors to Hoover Angus this summer.
- ★ A maternal sister to these heifers was the #1 adjusted weaning weight heifer of our 2019 crop, and the lead-off, top-selling female of

our 2021 sale at \$32,000 to Pine View Angus. She serves as a donor for the Wessels.

- ★ Dam S7 serves as a working donor for us and records 3-98 BWR, 3-108 WR, 2-111 YR, 3-116 IMF ratio and 3-106 Ribeye ratio.
- ★ S7's individual performance data: BW 72 lbs., WW 827 lbs., WR 107, YW 1094 lbs., YR 106, IMF 9.23, ratio 156, ribeye 13.2", ratio 103. S7 was the #1 IMF scanning heifer of her crop, and her ribeye scan was 3.5" above breed average!
- ★ Superior udders run in this cow family, and the 5 generations of cows down the dam's side of this pedigree have been excellent uddered cows, even into old age. Great grandam G366's udder at over 12 years of age would rival most 3-4 year-old females in the breed today.
- ★ Please read about grandam L5 in the footnote of Lot 1 – she has served as a working donor for us and Baldrige Performance Angus.
- ★ Great grandam G366 is regarded as the best cow in our history. Currently, a daughter and granddaughter rank as the #2 and #3 indexing cows of the Hoover herd, respectively, and two other daughters rank in the top 15 indexing cows of the herd. Three daughters of G366 have earned the Pathfinder designation, and at least 14 of her daughter descendants have served as donors.
- ★ These flush sisters are a rare combination of the 2 most famous cow families at Hoover Angus – the Ericas on the bottom and Blackcaps on the top. No Doubt's Blackcap dam is still making headlines at 11 years of age – she was the dam of the 2021 top-selling bull of all breeds at the 2021 Midland Bull Test for \$158,000. No Doubt's dam is a 10th generation Blackcap female to be bred, born, and raised in Ellston, Iowa by four generations of the Hoover family!
- ★ Sire No Doubt has produced some of the most sought-after and high-selling bulls and females of the breed in 2021 from coast to coast. The power, performance, muscle and docility of No Doubt is evidenced in these flush sisters. Take your pick of "the best of the best!"



Hoover No Doubt
Sire of Lot 2 Heifers



Erica of Ellston S7
Dam of Lot 2 Heifers



Erica of Ellston N54
Pathfinder Hoover Donor
Maternal Sister to the Grandam of Lot 2



Erica of Ellston L5
Grandam of Lot 2 Heifers



Erica of Ellston G366
Great Grandam of Lot 2 Heifers
Candid Photo at 8 years of age



Erica of Ellston G366
Udder at 12½ years of age



Erica of Ellston T220
\$200,000 Valuation Female



Erica of Ellston M38
Pathfinder Hoover Donor



Erica of Ellston V88
\$32,000 Female



Erica of Ellston X39
\$22,000 Female



Erica of Ellston X52
\$18,000 Female



Erica of Ellston R96
\$48,000 Pathfinder Cow



Erica of Ellston X54
\$15,000 Female



Hoover 38 Special X149
\$29,000 Son from the Ericas



Hoover Dam
Breed Leader from the Ericas



Hoover Elite
\$20,000 Son from the Ericas

LOT
3

Pick of the Fall 2020-born Hoover Angus Heifers

- ★ Choose your pick of the fall 2020 heifer crop!
- ★ Six heifers over +300 \$C by 4 different sires (Entice, Alternative, Know How, and No Doubt).
- ★ A flush of heifers by No Doubt's best sister (Miss Blackcap Ellston N58 – dam of Lots 4 & 5) X Baldridge Alternative. One of these females has top 1% Docility, Ribeye, and \$C, and is the #1 Alternative daughter in the breed for her combination of high Docility and Ribeye EPDs!
- ★ Eight females that rank in the best 1-5% of the breed for \$M.
- ★ A No Doubt heifer out of Erica of Ellston M38, Pathfinder Hoover donor that serves as the herd's 2nd top indexing cow with 6-114 WR. This heifer's +90 WW and +36 Docility EPD make her one of the top 20 non-parent females of the breed with her accuracy or greater for this combination of traits!
- ★ Twelve heifers are daughters of Pathfinder cows.
- ★ Four females with a +1.00 or larger Ribeye EPD out of four different sires.
- ★ This group of 40 genomic tested heifers with full performance data average a WW EPD and YW EPD in the best 15% of the breed and top 25% for Docility, Claw, \$M, and \$C!
- ★ Heifers are available for viewing anytime – please call Landi at 641-344-7684. A spreadsheet of EPDs is also available upon request to Landi by phone or landi@hooverangus.com.

LOT
4

Heifer Calf Pregnancy

Woodhill Blueprint
MYERS FAIR-N-SQUARE M39
Myers Miss Beauty M136

Mogck Bullseye #
MISS BLACKCAP ELLSTON N58 #+
Miss Blackcap Ellston J2

Connealy Confidence Plus
Woodhill Evergreen Z291-B233
Connealy Thunder #
Myers Miss Beauty M476 #
MOGCK Sure Shot #
Mogck Mary 1255
SydGen C C & 7 #
Miss Blackcap Ellston D154

PROJECTED CALF EPDS

BW	WW	YW	\$C	DOC	MILK	HP
+2.7	+87	+155	+68	+34	+27	+12.1
CW	MB	RE	\$M	\$W	\$B	\$C
+78	+76	+1.01	+75	+85	+189	+320

- ★ Where proven, high-class cow meets up-and-coming sire!
- ★ Donor dam N58 is the best flush sister to one of the breeds hottest sires, Hoover No Doubt! No Doubt had countless sons and daughters at the top of sale reports this spring and now into the fall. Top cattlemen have realized the value of his thickness, structure, performance, and docility in an uncompromising phenotypic package.
- ★ **N58 ties as the #1 Docility EPD Pathfinder cow in America!** Come see her in person to appreciate her super gentle disposition! She is an 11th generation bred, born, and raised Hoover Angus female.
- ★ As a 7 year-old cow, N58 has 10 EPDs or \$Values in or above the best 1% of the breed!
- ★ N58 produced a flush selling for \$24,000 in the 2019 Hoover Angus sale to Lylester Ranch, and her daughter sold for \$20,750 in our online sale last fall to Riverbend Ranch.
- ★ N58's 2021-born natural bull calf is hands-down the thickest bull calf of the crop and will be vying for that lead-off bull position in our February 1, 2022 production sale!
- ★ At 850 pounds, WR 119, N58 was the #1 adjusted weaning weight heifer of her crop, and at the time, the #1 weaning weight female ever at Hoover Angus! She had a YW 1244 pounds, YR 120, 6.80 IMF, ratio 143, ribeye 13.3", son 111.
- ★ N58's three natural sons have weaned at an average 825 pounds; her two daughters 701 pounds.

Continual Commitment to Improvement

Hoover Angus is an industry leader in accurate data collection and submission. We believe this is the foundation for *realistic and reliable* EPDs.

This entire group of heifers has had the following phenotypes submitted through AHIR: BW, CE, WW, dam's mature data (mature weight, hip height, BCS, temperament, and hair shed), YW, ultrasound, yearling hip height, yearling temperament score, and yearling foot score. This fall we began collecting teat and udder suspension scores to be included in the AAA's udder scoring evaluation. Heifers have been genomically tested. Hoover Angus is one of only 18 herds in Iowa and 383 herds nation-wide that participates in Maternal Plus.

Hoover Angus has submitted heifer breeding records to AHIR for 16 years, and temperament scores have been submitted since the AAA began accepting this data. Hoover Angus is a leading herd in foot score collection, and has submitted foot scores on over 2000 animals with one of the highest levels of scrutiny among breeders. Hoover Angus collected and submitted over 500 hair shedding scores each of the past two summers.

- ★ N58 records 5-92 BWR, 5-107 WR, 3-103 YR, 9-112 IMF ratio and 9-101 ribeye ratio with a 348 day calving interval on her 4 progeny before she was left open to flush for a year.
- ★ Flush sisters to N58 have sold for \$60,000 to Dixie Valley Ranch and \$27,500 to Wall Street Cattle Co.
- ★ N58's dam, J2, sold ½ interest for \$150,000 as a 7 year-old cow. At 11 years of age, J2 produced the top-selling bull of all breeds at the 2021 Midland Bull Test for \$158,000!
- ★ Sire Myers Fair-N-Square was selected as the ideal candidate to use on N58 as a more moderate framed, very sound, complete-made bull whose uptake has been very strong among highly reputable programs in the breed. We saw Fair-N-Square's dam this summer, and realized Fair-N-Square was the perfect opportunity to insert the superior foot qualities of Thunder along with breed-leading EPDs of today.
- ★ Please see updated calving date of pregnancy at https://hooverangus.com/sales_2021.html



Miss Blackcap Ellston N58
Donor Dam of Lots 4 & 5



Myers Fair-N-Square
Sire of Lots 4 & 5

LOT
5

Bull Calf Pregnancy

- ★ Same mating as Lot 4.
- ★ Please see updated calving date of pregnancy at https://hooverangus.com/sales_2021.html