



*selling*

**175** ANGUS &  
SIMANGUS™ BULLS  
**SEPT. 26, 2024**  
AT CIRCLE RANCH, IONE, CA



## WE RAISE CATTLE TO DO ONE THING

*Excel in the Sierra Nevadas.* We know the challenges you face ranching in this area. We face them too and have developed Angus and SimAngus seedstock that will help you be profitable.



## MATERNAL OR TERMINAL? THAT IS THE QUESTION.

We'll choose maternal every time. Maternal is a collection of traits that are hard to find, but equally hard to ranch without.

Most ranchers, we included, don't fully appreciate those traits until they're gone. Maternal traits must be intentionally selected for and proven out across generations. Culling into the right ones is a strategy some use but is not a sound breeding objective nor is it financially sustainable. Maternal traits must be intentionally selected from proper parent stock through the eye of a stockman and production data. There are no numerical values to quantify the term. Instead, the proof is the action within environment and experienced management.

Maternal is more than calving ease, more than calf vigor. It encompasses those traits, for sure, but also extends to the way in which cows optimize production within their environment. Here at Bruin and Circle Ranches the breeding goal is to continue to select and breed more of the kind that keep you in business. YOU know the right kind; YOU and YOUR environment have been selecting for her your entire career. These maternal traits need time, experience and keen observation to be implemented within a breeding program. This is why by the time a sire has proven to add maternal merit to a cowherd, he's often an old bull with seemingly outdated EPDs.

**A VISION FOR THE FUTURE.** The cow that is maternally superior to all others and navigates her environment with elegance, grace and profitability. She effortlessly converts the resources available into profit for the producer. She'll last a long time. She'll cause very few problems and for most of her life should go unnoticed in a crowd of others just like her. Her excellence isn't the outlier, it's the standard. Plenty of marketing firms have taken the opportunity to describe maternal where the narrative fits adding value to their herds, but few have truly articulated the essence of what the word maternal means when put into practice.



SIMANGUS™ SEEDSTOCK · TIM & JILL CURRAN  
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We each participate in total herd reporting  
for our respective breeds.

**Contact us for a catalog!**



ANGUS SEEDSTOCK  
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Lot 1

**CIRCLE COMPLASS L156 • ASA#: 4343463**



Lot 78

**CIRCLE GOLD L931 • ASA#: 4216327**



Lot 59

**CIRCLE COMMANDER L177 • ASA#: 4343483**



Lot 36

**CIRCLE FROSTY L960 • ASA#: 4368774**



Lot 16

**CIRCLE FROSTLINE L77 • ASA#: 4343720**



Lot 25

**CIRCLE FROSTLINE L281 • ASA#: 4343574**

***The most unique thing we do*** is breed cattle to excel right here. In this latitude, in this rangeland, this foothill Oak Savannah landscape - the foothills of the Sierra Nevada Mountains - that we're blessed to graze. Raising cattle that are adapted to the significant constraints of this semi-desert, wildly rugged environment and tested inside of this microclimate has produced a great deal of customer satisfaction throughout the arid west and beyond.

Building a cow that is resilient and works with Mother Nature is quite a task. The best way to achieve it is to watch the ones that are doing it and make more of them. It has always been our goal to challenge

cattle beyond what they'll be challenged when they go into the commercial sector. When customers use our cattle that have been born, raised, bred to thrive here, they usually go on to do very well out in other environments.

We need to have performance, absolutely, but bulls are the by-product of what we do best: raising resilient, productive and profitable mother cows. We focus everything on the mother cow, her cost of production and cull rate. Working on that end of the balance sheet has proven to be more fruitful for us than the other.

Cattle raised alongside YOU.  
Cattle bred to excel for YOU.



**CATTLE RAISED ALONGSIDE YOU**  
***CATTLE BRED TO EXCEL FOR YOU***



# COMMERCIAL-FOCUSED THEN, NOW *and* Tomorrow



Bruin Fellow 8224 - AAA# 19466326



Circle the Bases D384 - ASA# 3366600



Circle Compass J258 - ASA# 4019611



Bruin Journeyman 1730 - AAA# 20380339



Circle Moonshot G83 - ASA# 3703072



SAV Anthem 0042 - AAA# 19852817



TJ Frostline 836H - ASA# 3762487



Sitz Milestone 636H - AAA# 19677875



CCR Commander 5135F - ASA# 3437418



Sitz Logo 8148 - AAA# 19087441



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