



Rogers Bar HR

2018 Spring Turn Out Bull Sale

Saturday, February 24, 2018

12:30 P.M. at the Ranch

Collins, MS

**Selling 57 Charolais Bulls
and 40 Brangus Cows & Pairs**



GENERAL INFORMATION

DAY, DATE, TIME: Saturday
February 24, 2018
12:30 p.m.

SALE LOCATION: Rogers Bar HR Ranch
Collins, Mississippi
(601) 765-8848

SALE HEADQUARTERS: Collins Inn & Suites
Phone: (601) 765-0800

TRUCKING: Arrangements can be made at the sale.

AUCTIONEER: Tommy Barnes
189 River Road
Lowndesboro, Alabama
(334) 462-4004

RINGMEN: Nathan Lipscomb
Cattle Today

Steven Bell
MS Cattlemen

Charlie Wood
Gulf Coast Cattleman

RANCH MANAGER: Doug Rogers
(601) 765-8848 (office)
(601) 765-7751 (cell)

SCHEDULE OF EVENTS

Friday, February 23, 2018

1:00-6:00 View Sale Cattle (In Pasture)

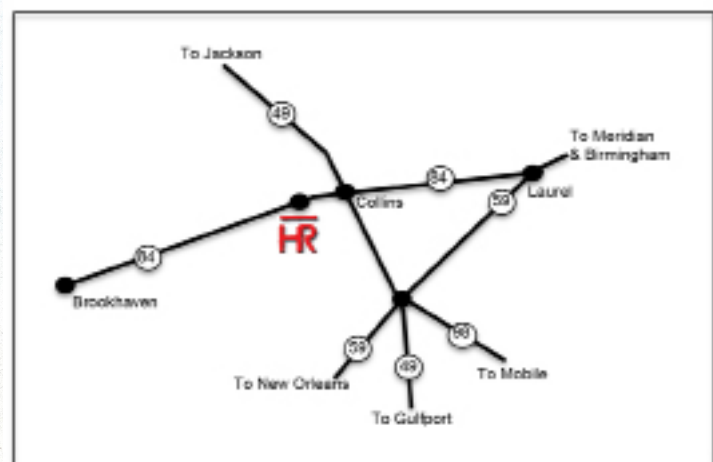
Saturday, February 24, 2018

9:00-12:00 View Sale Cattle

11:00-12:15 Complimentary Lunch

12:30 Turn-Out Bull Sale Begins

Approx 1:30 Commercial Brangus Heifer Sale



Dear Cattleman,

I would like to welcome you to Rogers Bar HR. We have been raising Charolais since 1959 with the emphasis on important economic traits. The traits of calving ease, high weaning weights, and ease of keeping are always in the front of our minds when we are breeding and developing our cattle. But the most important thing that we have done has been to develop these traits on GRASS. Our bulls will not fall apart when you turn them out. Even though we have developed our herd on grass, they excel when placed on feed tests or in the feedlots. We have won more BIF tests than any other Charolais breeder in the nation! This year our bulls dominated the Florida and Hinds Rate of Gain Tests again. Not only did we win the Florida Test, we dominated it. We sent 10 bulls down and 8 of them were in the top ten. That is the first time anyone has dominated the test so thoroughly. Our bulls averaged an ADG of 4.10 pounds per day while the Angus bulls averaged only 3.03. What that means to you is that if you use a Rogers Charolais bull you will have bigger calves at weaning and more money in your pocket. The bulls that were on the test represented not just one of our bloodlines but all of them. That told us that our entire herd is moving in the right direction.

Our herd is not one that we bought and then tried to adapt to the Southeast. Our herd was developed over the last half century on the rolling hills of southeast Mississippi and after 59 years, we feel that we have developed the best herd of Charolais in the Southeast and the United States. These efforts are evident in the number of Trait Leaders that we have developed for the Charolais breed.

We have the selling philosophy of wanting to sell you a bull today, but we also want to sell you one when you replace him. The only way we can sell you additional bulls in the years to come is by selling you a bull today that you will be happy with. That was one of the best lessons my father ever taught me. Our goal is to produce cattle that will put the most pounds on the quickest and the most efficiently... and we have been doing just that! Our cattle gain well on feed, but also on grass. More pounds at weaning means more money in your pocket! In today's market every pound counts toward a positive bottom line.

While cattle are off their highs from two years ago, they are still bringing good money. However, in this lower market every pound counts and it is important for you to focus on getting more pounds on your calves. A Rogers Bar HR bull will do that. Charolais bulls as a whole will add 100 pounds at weaning, and Rogers Bar HR Charolais bulls have proven time and time again to be the best weight gaining Charolais in the United States.

We have had a great demand for our bulls. Why? Because people are trading in their smaller black bulls and putting our Rogers Charolais bulls on their cows and are having fantastic results. They are having calves that grow and fit the market. With the instability of cattle and corn prices, feedlots want a calf that will gain weight with as little corn as possible, and Rogers Bar HR Charolais cross calves do just that!

If you need help selecting a bull, or if you have any questions, please give me a call at (601) 765-7751. Our philosophy is we want to sell you a bull not only today, but also tomorrow and the only way we can do that is by giving you a good product and treating you right.

Yours for Better Charolais,

Doug Rogers



Understanding EPDs

Expected Progeny Differences

BIRTH WEIGHT EPD (BW)
Birth Weight EPDs predict the difference in average birth weights of a bull's calves compared to calves of other bulls. A positive value indicates heavier than average birth weights, while a negative value indicates lighter than average birth weights. This figure is more reliable than actual birth weight.

WEANING WEIGHT EPD (WW)
Weaning Weight EPDs predict the difference in average 205-day weights of a bull's calves, compared to calves of all other bulls evaluated. The higher the number the better. This figure is important if you sell calves at weaning.

YEARLING WEIGHT EPD (YW)
Yearling Weight EPDs predict the difference in average 365-day weights of a bull's calves, compared to calves of all other bulls evaluated. The higher the number the better. This figure is especially important if you own your cattle through the feedlot.

MILK EPD
Milk EPDs predict the difference due to milking ability in average 205-day weights of a bull's daughters' calves. The higher the value, the better the milking ability of the bull's daughters. If you are saving daughters to go back in your herd, this is important.

TOTAL MATERNAL EPD (TM)
Total Maternal EPD factors in milk plus growth of a bull's progeny. If you are saving a bull's daughters to go back in your herd, it is very important.

SCROTAL CIRCUMFERENCE EPD (SC)
The expected difference in scrotal circumference of a bull's male calves at yearling compared to other bull's calves. Research indicates a relationship between increased SC EPD and decreased age at puberty in daughters.

TERMINAL SIRE INDEX (TSI)
The Terminal Sire Index is a formal method of combining EPDs - BW, WW, YW, REA, CW, MARB, and FAT - into one single value on which to base selection decisions. The TSI uses estimates of the genetic relationships between traits with an economic default value based on three year rolling USDA data. The TSI represents a dollar index per terminal progeny produced for a bull, ranking them for profit potential. This dollar index is to be interpreted much like a single trait EPD. For example, if Sire A's index is \$191.66 and Sire B's index is \$200.00, then we would expect Sire B's offspring to average \$8.34 more net return than Sire A's offspring.

BIRTH WEIGHT (BW)
Actual weight measurement at birth.

WEANING WEIGHT RATIO (WWR)
The ratio for comparison with the contemporary group with 100 being the average of the group. 110 = 10% above average, 90 = 10% below average.

SCROTAL CIRCUMFERENCE (SC)
Actual scrotal circumference measurement (in centimeters).

**Lot
1**

**DOB:
10/3/15
Polled**

SC Shadowbrook 449 ET
HBR Profit 137 P
HBR Lady Magnum 861 P
HBR Profit 436 P
HBR Auto Pilot 714 P
HBR Lady Auto Pilot 202 P
HBR Lady Program 673P ET

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-0.2	39	69	16	35	1.0	211.79

	CW	REA	FAT	MARB	BW	56
EPD	31	0.61	0.000	0.07	WWR	100
					SC	38

CARCASS WEIGHT (CW)
Carcass Weight EPD is a predictor of pounds of retail product at a constant age endpoint. Positive values indicate bulls that should produce calves that have heavier carcasses, while negative values should result in lighter carcass weights.

FAT THICKNESS (FAT)
Fat Thickness EPD is expressed in inches and is a predictor of differences in fat thickness between a bull's progeny at an age constant endpoint.

RIBEYE AREA (REA)
Ribeye Area EPD is expressed in square inches and is a predictor of differences in ribeye area. Ribeye area has a positive relationship with weight; the larger the animal the larger the ribeye area.

MARBLING SCORE (MARB)
Marbling Score EPD is a prediction of the differences in the USDA subjective marbling score. Marbling is a subjective measure of the amount of intramuscular fat in the ribeye muscle.

Rogers Bar HR Produced Trait Leaders

The first question I would ask is “what is a trait leader?” A trait leader is a bull that has the highest performance in a particular trait with a high level of accuracy. For example, HBR Profit 639 is a weaning weight trait leader. That means that his calves are some of the fastest growing calves in the Charolais breed! So if one of the bulls listed below is in a bull’s pedigree, you should feel very confident in that bull’s performance. Listed below are some of our herds sires that are leaders in the various traits.

Weaning Weight

HBR Performer 181 (Leader 5 times)
HBR Profit 729 P (Leader 2 times)
HBR Profit 639 P (Leader 4 times)
HBR Magnum 93 P (Leader 4 times)
HEP Auto Pilot 101 P (Leader 4 times)

Maternal Milk

HBR Magnum 93 P
HBR Program 297 P
HBR Ace 230 P
HBR Performer 181 (5 times)
HBR Cannon 2250 P

Maternal Calving Ease

HBR Magnum 93 P

Ribeye Area

HBR Program 297 P

Carcass Fat

HBR Program 297 P

Marbling

HBR Program 297 P

Multiple Trait Leaders (low birth with high growth)

HBR Cannon 2250 P
HBR Profit 554 P
SC ShadowBrook 449 P
SC ShadowBrook 416 P

While they have not made it yet due to them being young, the Big Mack bulls (HBR Big Mack 408, HBR Big Mack 983, HBR Big Mack 906, and HBR Big Mack 190) are proving to be bulls whose progeny are easy calving, high growth, and have eye appeal. Their calves have been the ones that have been winning the Florida and Hinds Tests for the last two years.

TERMS & CONDITIONS

BIDDING: Each animal on which there are two or more bids will be sold to the highest bidder.

TERMS: The terms of the sale are cash. Checks are accepted and should be made payable to Rogers Bar HR.

DISPUTES: The auctioneer will settle any disputes as to bids by declaring all bids off and reselling the animal in question.

HANDLING: Each animal will be at the purchaser’s risk as soon as sold and settlement must be made at the completion of the sale. We will be happy to care for your cattle for a reasonable time and cost and arrange for delivery at competitive prices if you prefer. Make such arrangements with Doug Rogers.

HEALTH: All animals will have health certificates. They have each been semen tested and found fertile. The bulls have been vaccinated for IBR, BVD, PI3, 8-way Blackleg and wormed with Dectomax. All bulls are also trich tested. Mississippi is now Tuberculosis free and Bangs free.

BREEDER’S GUARANTEE: Rogers Bar HR guarantees all bull’s semen and all Brangus heifers as breeding stock for one year from date of purchase. If an animal fails to perform, credit toward another animal will be given for future sales. All animals that do not perform and are returned must be in good condition and weight according to their age. Contact Doug Rogers if you have a problem.

ANNOUNCEMENTS: Announcements from the auction box will take precedence over the printed matter in the catalog.

LIABILITIES: All persons attending this sale do so at their own risk and the owner and agents assume no liability, legal or otherwise, for any accidents or loss of property which may occur.

Lot 1

SC Shadowbrook 449 ET
HBR Profit 137 P
HBR Lady Magnum 861 P

HBR Profit 436 P

DOB: 10/3/15
Polled
HBR Auto Pilot 714 P
HBR Lady Auto Pilot 202 P
HBR Lady Program 673P ET

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-0.2	39	69	16	35	1.0	211.79
	CW	REA	FAT	MARB	BW	56	
EPD	31	0.61	0.000	0.07	WWR	100	
					SC	38	



Lot 1

Lot 2

HBR Program 218 P
HBR Program 7041
HBR Lady Program 539P

HBR Program 462 P

DOB: 10/21/2015
Polled
HBR Cannon 2251 P/S ET
HBR Lady Cannon 940 P/S
HBR Lady Magnum 611P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	5.6	57	90	21	49	1.0	221.84
	CW	REA	FAT	MARB	BW	92	
EPD	28	0.65	-0.012	0.05	WWR	123	
					SC	38	

Lot 3

HEP Auto Pilot 101H ET
HBR Auto Pilot 941 P
HBR Lady Program 673P ET

HBR Auto Pilot 466 P

DOB: 10/24/2015
Polled
HBR Magnum 93 P
HBR Magnum 720 P ET
HBR Lady Magnum 947 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	4.2	35	62	16	34	0.5	200.61
	CW	REA	FAT	MARB	BW	82	
EPD	28	0.57	0.001	0.10	WWR	104	
					SC	40	

Lot 4

SC Shadowbrook 449 ET
HBR Profit 137 P
HBR Lady Magnum 861 P

HBR Profit 470 P

DOB: 10/28/15
Polled
HBR Cannon 666 P
HBR Lady Cannon 212 P
HBR Lady Auto Pilot 979 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	3.4	45	79	13	35	1.2	215.97
	CW	REA	FAT	MARB	BW	80	
EPD	32	0.56	-0.001	0.06	WWR	82	
					SC	41	

Lot 5

Baldrige Fasttrack 29K
HBR Harlan's Keystone 016 P
HBR Lady Cannon 847 P

HBR Keystone 499 P

DOB: 11/22/15
Polled
HBR Program 7041
HBR Lady Program 399 P
HBR Lady Cannon 971 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.2	28	46	25	39	0.7	188.16
	CW	REA	FAT	MARB	BW	64	
EPD	15	0.36	-0.003	0.08	WWR	87	
					SC	38	

Lot 6

Baldrige Fasttrack 29K
HBR Harlan's Keystone 016 P
HBR Lady Cannon 847 P

HBR Keystone 513 P

HBR Auto Pilot 688 P
HBR Lady Auto Pilot 714 P
E4C Lady Dolly

DOB:
12/7/15
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	0.2	16	30	18	26	0.5	174.27

	CW	REA	FAT	MARB	BW	64
EPD	15	0.32	0.004	0.05	WWR	63
					SC	33



Lot 6

Lot 7

HBR Big Mack 408 P ET
HBR Big Mack 906 P
HBR Lady Magnum 749 P

HBR Big Mack 8566 P

HBR Magnum 427 P ET
VWC Maggie W55
HBR Lady James 406 P

DOB:
12/15/15
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.5	7	18	22	26	0.7	163.69

	CW	REA	FAT	MARB	BW	75
EPD	17	0.37	0.002	0.02	WWR	81
					SC	38

Lot 8

Baldrige Fasttrack 29K
HBR Harlan's Keystone 016 P
HBR Lady Cannon 847 P

HBR Keystone 524 P

HBR Equalizer 916 P
HBR Lady Equalizer 384 P
HBR Lady Magnum 752 P

DOB:
12/16/15
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	0.6	32	49	22	37	0.5	190.31

	CW	REA	FAT	MARB	BW	59
EPD	14	0.36	-0.002	0.06	WWR	100
					SC	36.5

Lot 9

SC Shadowbrook 449 ET
HBR Profit 639 P
HBR Lady Program 448 P

HBR Profit 525 P TW

HBR Equalizer 941 P ET
HBR Lady Equalizer 65P
HBR Lady Magnum 214 P

DOB:
12/17/15
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.1	42	74	24	45	1.1	214.31

	CW	REA	FAT	MARB	BW	58
EPD	31	0.67	-0.008	0.09	WWR	100
					SC	40

Lot 10

HBR Program 297 P
HBR Program 215
HBR-Desco Kojack Kate 913

HBR Program 526 P

HBR Auto Pilot 702 P
HBR Lady Auto Pilot 136 P
HBR Lady Profit 910 P

DOB:
12/17/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.3	43	72	15	37	0.5	211.84

	CW	REA	FAT	MARB	BW	78
EPD	24	0.59	0.001	0.12	WWR	115
					SC	39.5

Lot 11

HBR Cannon 2250 P ET
 HBR Cannon 017 P
 HBR Lady Magnum 319 P
HBR Cannon 527 P
 HBR Program 26 P
 HBR Lady Program 624P TW
 HBR Lady Camelot 420 ET

DOB:
12/17/15
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.3	18	33	24	33	0.6	177.55

	CW	REA	FAT	MARB	BW	70
EPD	17	0.40	-0.001	0.09	WWR	88
					SC	35

Lot 13

HBR Big Mack 408 P ET
 HBR Big Mack 983 P
 HBR Lady Program 874 P
HBR Big Mack 539 P
 HBR Harlan's Keystone 016 P
 HBR Lady Keystone 390 P
 HBR Lady Profit 140 P/S

DOB:
1/4/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	4.5	45	73	19	41	0.9	207.62

	CW	REA	FAT	MARB	BW	82
EPD	29	0.72	0.009	0.00	WWR	105
					SC	41

Lot 14

HBR Cannon 602 P
 HBR Cannon 1312 P
 HBR Lady Program 615P
HBR Cannon 546 P
 HBR Big Mack 638 P
 HBR Lady Mack 826 P
 HBR Lady Icon 444 P

DOB:
1/1/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	80	45	73	21	43	0.7	208.27

	CW	REA	FAT	MARB	BW	80
EPD	25	0.68	-0.008	0.00	WWR	117
					SC	36

Lot 12

SC Shadowbrook 449 ET
 HBR Profit 639 P
 HBR Lady Program 448 P
HBR Profit 530 P TW
 HBR Cannon 2250 ET
 HBR Lady Cannon 949 P TW
 HBR Lady Program 326 P

DOB:
12/25/15
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-1.0	45	75	19	42	1.2	218.77

	CW	REA	FAT	MARB	BW	46
EPD	29	0.58	-0.006	0.15	WWR	100
					SC	40



Lot 13



Lot 14

Lot 15

HBR Cannon 2250 ET
HBR Cannon 602 P
HBR Lady Magnum 850 P
HBR Cannon 549 P

DOB:
1/15/16
Polled

HBR Auto Pilot 130 P
HBR Lady Auto Pilot 643 P
HBR Lady Power T 146 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.5	31	54	19	35	0.8	193.88

	CW	REA	FAT	MARB	BW	78
EPD	18	0.45	0.002	0.06	WWR	81
					SC	36

Lot 17

HBR Magnum 93 P
HBR Magnum 306
HBR-Desco Kojack Kris PET 03
HBR Magnum 8604 P

DOB:
1/22/16
Polled

HBR Multi 151 P ET
VWC Duchess S16
VWC 729

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-0.7	18	33	20	30	0.5	NA

	CW	REA	FAT	MARB	BW	70
EPD	NA	NA	NA	NA	WWR	105
					SC	35.5

Lot 18

HBR Auto Pilot 714 P
HBR Auto Pilot 194 P
HBR Lady Profit 001 P
HBR Auto Pilot 8606 P

DOB:
1/24/16
Polled

VWC Fasttrack U804
VWC Lady Fasttrack 1266
VWC Maggie W33

	BW	WW	YW	MILK	TM	SC	TSI
EPD	0.0	13	23	14	21	0.6	NA

	CW	REA	FAT	MARB	BW	65
EPD	NA	NA	NA	NA	WWR	79
					SC	39

Lot 16

HBR Cannon 2250 ET
HBR Cannon 602 P
HBR Lady Magnum 850 P
HBR Cannon 550 P TW

DOB:
1/20/16
Polled

HBR Equalizer 941 P ET
HBR Lady Equalizer 600P
HBR Lady Power T 185 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.6	35	59	22	39	1.0	199.53

	CW	REA	FAT	MARB	BW	54
EPD	23	0.51	-0.005	0.06	WWR	100
					SC	39



Lot 16



Lot 18

Lot 19

LT Ledger 0332 P
 Eatons Legendary 20025 Polled
 Eatons Miss Elna 00673 P
HBR Legend 556 P
 HBR Auto Pilot 977 P
 HBR Lady Auto Pilot 1362 P
 VWC Lady Shadowbrook 1021

DOB:
 1/28/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	0.1	20	48	16	26	0.9	199.35

	CW	REA	FAT	MARB	BW	68
EPD	25	0.67	0.025	0.22	WWR	78
					SC	38.5



Lot 19

Lot 20

LT Ledger 0332 P
 Eatons Legendary 20025 Polled
 Eatons Miss Elna 00673 P
HBR Legend 558 P
 HBR Cannon 602 P
 HBR Lady Cannon 364 P
 HBR Lady Auto Pilot 008 P

DOB:
 1/29/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-0.6	31	64	20	35	1.1	214.36

	CW	REA	FAT	MARB	BW	62
EPD	26	0.73	0.023	0.22	WWR	106
					SC	37.5

Lot 21

HBR Cannon 602 P
 HBR Cannon 1312 P
 HBR Lady Program 615P
HBR Cannon 559 P/S
 HBR Profit 782 P
 HBR Lady Profit 1233 P
 VWC Lady Pilot W20

DOB:
 1/30/16
 Scurs

	BW	WW	YW	MILK	TM	SC	TSI
EPD	4.7	52	85	18	44	0.8	218.62

	CW	REA	FAT	MARB	BW	80
EPD	27	0.59	-0.001	0.05	WWR	114
					SC	39

Lot 22

Baldrige Kojack 29K
 HBR Harlan's Keystone 016 P
 HBR Lady Cannon 847 P
HBR Keystone 560 P
 HBR Equalizer 916 P
 HBR Lady Equalizer 401 P
 HBR Lady Profit 774 P

DOB:
 1/30/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-1.8	27	45	21	35	0.5	188.97

	CW	REA	FAT	MARB	BW	46
EPD	14	0.32	0.002	0.05	WWR	59
					SC	32



Lot 22

Lot 23

HBR Auto Pilot 714 P
HBR Auto Pilot 116 P
HBR Lady Magnum 809 P
HBR Auto Pilot 8610 P

DOB:
1/20/16
Polled

HBR Profit 729 P
VWC Lady Profit 1247
VWC Comp 119

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.4	39	66	15	35	0.7	NA
	CW	REA	FAT	MARB	BW	75	
EPD	NA	NA	NA	NA	WWR	107	
					SC	43	



Lot 23

Lot 24

HEP Auto Pilot 101H ET
HBR Auto Pilot 702 P
HBR Lady Magnum 986 P
HBR Auto Pilot 561 P

DOB:
1/31/16
Polled

Ace
E4C Q10 Ms Ace
HBR Lady Magnum 10 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	3.8	46	75	15	38	0.5	209.02
	CW	REA	FAT	MARB	BW	82	
EPD	26	0.50	0.000	0.02	WWR	110	
					SC	42	

Lot 25

HBR Big Mack 408 P ET
HBR Big Mack 108 P
HBR Lady Profit 001 P
HBR Big Mack 562 P

DOB:
1/31/16
Polled

HBR Auto Pilot 977 P
HBR Lady Auto Pilot 1334 P
VWC Lady Shadowbrook 1034

	BW	WW	YW	MILK	TM	SC	TSI
EPD	0.4	24	46	19	31	0.8	190.46
	CW	REA	FAT	MARB	BW	64	
EPD	26	0.56	0.007	0.04	WWR	88	
					SC	39.5	

Lot 26

LT Ledger 0332 P
Eatons Legendary 20025 Polled
Eatons Miss Elna 00673 P
HBR Legend 563 P TW

DOB:
2/2/16
Polled

HBR Program 7041
HBR Lady Program 365 P
HBR Magnum 737 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-2.1	29	58	21	36	1.0	209.60
	CW	REA	FAT	MARB	BW	42	
EPD	24	0.70	0.017	0.22	WWR	100	
					SC	36	



Lot 26

Take a look at what Rogers Bar HR Charolais bulls can do for you!



These are Rogers Bar HR sired calves at Black Dog Ranch managed by Blake Toole in North Mississippi.

**We did
it again!**

Rogers Bar HR

**Winners
Again!**

It's Simple:

More Pounds Equal More Money!

Rogers Bar HR Bulls Put on the Pounds!

Every pound counts toward your bottom line. Our bulls have won more BIF Certified Rate of Gain Tests than any other Charolais breeder. You can make more money with your cattle by using a Rogers Bar HR Charolais bull. **Rogers Bar HR** is the largest Charolais breeder in the South. The Hinds and Florida Bull Tests prove it again: **Rogers Bar HR Charolais bulls** dominate the competition. What does this mean? By using Rogers Bar HR Charolais bulls you get more pounds per calf at weaning and thus more money in your pocket!



2017 Florida Final Performance

Breed	ADG
Angus	3.06
Brahman	2.61
Rogers Charolais	4.11
Hereford	3.35
Sim Angus	3.52
Simmental	3.45

2017 Hinds Final Performance

Breed	ADG
Angus	4.10
Beefmaster	3.14
Rogers Charolais	4.23
Other Charolais	3.28
Sim Angus	2.12

Out of 130 bulls on the 2017-2018 Florida Test, only 10 were Rogers Bar HR, and 8 OF THE TOP 10 BULLS WERE ROGERS BAR HR!

Proven Performance:

- **CONSISTENT** winners of both the Florida and Hinds Bull Tests for weight gain and feed efficiency
- Ranching since 1926 and performance testing since 1959

Raised on Grass:

- Raised and grown out on Bahia, Bermuda, and Rye Grass
- Not creep fed, just mother's milk and grass
- Bulls NOT raised in a "grow yard"

Quality:

- Bulls pass semen tests the **FIRST** time! NO retests until they eventually pass
- Bulls are two year old virgin bulls; **NO LEASED BULLS**

RESOLD

- Bulls from the largest Charolais herd in the South

Hardy Bulls:

- All raised 90 miles from the Gulf
- Can take the heat and humidity; born in the **SOUTH**

**Lot
27**

SC Shadowbrook 449 ET
HBR Profit 137 P
HBR Lady Magnum 861 P
HBR Profit 565 P
HBR Magnum 514 P ET
HBR Lady Magnum 259 P
HBR Lady Program 624P TW

DOB:
2/2/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	6.2	50	86	17	42	1.0	218.72

	CW	REA	FAT	MARB	BW	86
EPD	29	0.49	-0.002	0.05	WWR	119
					SC	39.5

**Lot
28**

HBR Auto Pilot 714 P
HBR Auto Pilot 200 P
HBR Lady Program 819 P
HBR Auto Pilot 8615 P
HBR Cannon 666 P
VWC Lady Cannon 1253
VWC Duchess S30

DOB:
2/3/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.8	41	67	19	40	0.7	NA

	CW	REA	FAT	MARB	BW	80
EPD	NA	NA	NA	NA	WWR	110
					SC	41.5

**Lot
29**

LT Ledger 0332 P
Eatons Legendary 20025 Polled
Eatons Miss Elna 00673 P
HBR Legend 566 P
HBR Equalizer 982 P
HBR Lady Equalizer 1357 P
VWC Lady Profit 1122

DOB:
2/2/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-0.2	31	66	17	32	1.0	216.25

	CW	REA	FAT	MARB	BW	66
EPD	26	0.70	0.024	0.23	WWR	100
					SC	38

**Lot
30**

LT Ledger 0332 P
Eatons Legendary 20025 Polled
Eatons Miss Elna 00673 P
HBR Legend 568 P
HBR Program 797 ET
HBR Lady Program 342 P
HBR Lady Profit 171 P

DOB:
2/6/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-1.1	15	41	18	25	1.0	195.56

	CW	REA	FAT	MARB	BW	66
EPD	24	0.71	0.023	0.23	WWR	72
					SC	35.5



Lot 30

**Lot
31**

HBR Program 297 P
HBR Program 215
HBR-Desco Kojack Kate 913
HBR Program 572 P
HBR Magnum 514 P ET
HBR Lady Magnum 165 P
HBR Lady Equalizer 456 P

DOB:
2/11/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.2	26	46	17	30	0.5	191.75

	CW	REA	FAT	MARB	BW	70
EPD	19	0.59	-0.003	0.13	WWR	84
					SC	35.5

Lot 32

LT Ledger 0332 P
 Eatons Legendary 20025 Polled
 Eatons Miss Elna 00673 P
HBR Big Sky 573 P
 HBR Auto Pilot 977 P
 HBR Lady Auto Pilot 1349 P
 VWC Lady Shadowbrook 1038

DOB:
 2/14/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.8	27	58	15	28	0.9	206.69

	CW	REA	FAT	MARB	BW	80
EPD	27	0.73	0.026	0.22	WWR	80
					SC	35

Lot 33

HBR Program 297 P
 HBR Program 80 P
 HBR Lady Cannon 964 P
HBR Program 662 P
 Southern Wind 877RH
 JEW Southern Queen 835
 835RH

DOB:
 2/15/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.8	36	60	13	31	0.7	200.32

	CW	REA	FAT	MARB	BW	82
EPD	13	0.50	0.003	0.10	WWR	107
					SC	37.5

Lot 34

HBR Equalizer 402 P
 HBR Equalizer 982 P
 HBR Dorothy 641 P
HBR Equalizer 8617 P
 HBR Profit 729 P
 VWC Lady Profit 1322
 VWC Lady Thunder S 42 TW

DOB:
 2/15/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.1	33	59	16	32	0.7	199.33

	CW	REA	FAT	MARB	BW	75
EPD	20	0.52	-0.002	0.05	WWR	92
					SC	40

Lot 35

LT Ledger 0332 P
 Eatons Legendary 20025 Polled
 Eatons Miss Elna 00673 P
HBR Legend 575 P
 HBR Auto Pilot 977 P
 HBR Lady Auto Pilot 1353 P
 VWC Lady Magnum 1029

DOB:
 2/21/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.3	31	66	22	38	1.0	214.21

	CW	REA	FAT	MARB	BW	72
EPD	25	0.68	0.023	0.22	WWR	111
					SC	38.5

Lot 36

HBR Program 291 P
 HBR Program 80 P
 HBR Lady Cannon 964 P
HBR Program 663 P
 HBR Magnum 427 P
 JEW Lady Magnum 546
 HBR Lady Program 082 P

DOB:
 2/26/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.0	29	50	18	32	0.7	192.95

	CW	REA	FAT	MARB	BW	82
EPD	16	0.45	-0.001	0.14	WWR	100
					SC	37



Lot 36

Lot 37

HBR Program 7041
HBR Program 11 P
HBR Lady Profit 806 P

HBR Program 577 P

DOB: 2/27/16
Polled
HBR Equalizer 982 P
HBR Equalizer 1439 P
VWC Lady Magnum 1131 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.2	39	80	20	40	0.9	NA
	CW	REA	FAT	MARB	BW	68	
EPD	24	0.19	0.002	0.01	WWR	100	
					SC	34.5	



Lot 37

Lot 38

HBR Big Mack 408 P ET
HBR Big Mack 906 P
HBR Lady Magnum 749 P

HBR Big Mack 8619 P

DOB: 3/15/16
Polled
HBR Thunder 894P
VWC Lady Thunder S43
VWC PRG 174

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.6	16	32	21	29	0.6	175.76
	CW	REA	FAT	MARB	BW	75	
EPD	15	0.37	0.001	0.04	WWR	97	
					SC	38	

Lot 39

HBR Program 297 P
HBR Program 80 P
HBR Lady Cannon 964 P

HBR Program 661 P

DOB: 3/21/16
Polled
HBR Magnum 427 P
JEW Lady Magnum 529 TW
LS MS Beef Doctor 8797

	BW	WW	YW	MILK	TM	SC	TSI
EPD	0.8	28	48	14	27	0.9	193.08
	CW	REA	FAT	MARB	BW	76	
EPD	15	0.50	-0.002	0.12	WWR	100	
					SC	35.5	

Lot 40

HBR Program 297 P
HBR Program 80 P
HBR Lady Cannon 964 P

HBR Program 659 P

DOB: 3/22/16
Polled
HBR Magnum 427 P ET
JEW Lady Magnum 517 P
JEW Lizzie's Illusion

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.0	28	47	13	27	0.9	190.72
	CW	REA	FAT	MARB	BW	76	
EPD	17	0.53	-0.004	0.09	WWR	92	
					SC	36	



Lot 40

Lot 41

SC Shadowbrook 449 ET
HBR Profit 554 P
HBR Lady Magnum 99 P

HBR Sir Profit 22 P

CC Super Duke 844P
CC Southern Lady 648P
TW Ms Original 2346 P

DOB:
3/24/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-1.4	29	55	14	28	0.9	199.47

	CW	REA	FAT	MARB	BW	70
EPD	19	0.33	0.015	0.07	WWR	100
					SC	39

Lot 42

HBR Program 297 P
HBR Program 80 P
HBR Lady Cannon 964 P

HBR Program 660 P

HBR Magnum 427
JEW Lady Magnum X32
BTC Lady Mac 2033

DOB:
3/30/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.5	32	55	15	31	0.7	196.50

	CW	REA	FAT	MARB	BW	81
EPD	18	0.49	0.001	0.12	WWR	102
					SC	35.5

Lot 43

SC Shadowbrook 449 ET
HBR Profit 554 P
HBR Lady Magnum 99 P

HBR Sir Profit 626 P

CC Master Kojack 837 P
CC Lady Kate 301 P
CC Profit Lady 118 P

DOB:
4/1/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	-0.8	36	63	16	34	0.9	NA

	CW	REA	FAT	MARB	BW	72
EPD	NA	NA	NA	NA	WWR	100
					SC	38

Lot 44

HBR Big Mack 408 P ET
HBR Big Mack 190 P
HBR Lady Auto 077 P

HBR Big Mack 583 P

HBR Profit 782 P
HBR Lady Profit 1209
VWC Lady Pilot W22

DOB:
9/30/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.4	42	85	23	44	1.1	225.97

	CW	REA	FAT	MARB	BW	76
EPD	34	0.66	0.010	0.04	WWR	100
					SC	38

Lot 45

HBR Auto Pilot 702 P
HBR Auto Pilot 2 P
HBR Magnum 737 P

HBR Auto Pilot 599 P

HBR Cannon 2251 P/S ET
HBR Lady Cannon 940 P/S
HBR Lady Magnum 611P

DOB:
10/11/16
Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	4.0	51	83	18	44	0.8	216.64

	CW	REA	FAT	MARB	BW	90
EPD	29	0.67	-0.010	-0.02	WWR	114
					SC	SD

* Hinds Bull Test



Lot 43

Lot 46

VCR Sir Duke 914 PLD
 HBR Program 218 P
 HBR Lady Program 891 P
HBR Program 601 P
 HBR Auto Pilot 702 P
 HBR Lady Auto Pilot 228 P
 HBR Lady Cannon 907

DOB:
 10/14/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.9	46	72	22	45	0.8	209.91

	CW	REA	FAT	MARB	BW	TSI
					82	
EPD	28	0.49	-0.021	0.06	WWR	110
					SC	39

* Florida Bull Test



Lot 46

Lot 47

HEP Auto Pilot 101H ET
 HBR Auto Pilot 941 P
 HBR Lady Program 673P ET
HBR Auto Pilot 608 P
 HBR Big Mack 408 P ET
 HBR Lady Big Mack 073 P
 HBR Lady Cannon 646 P

DOB:
 10/18/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	5.0	44	77	19	41	0.7	216.94

	CW	REA	FAT	MARB	BW	TSI
					90	
EPD	32	0.79	0.004	0.16	WWR	130
					SC	39

* Florida Bull Test



Lot 47

Lot 48

HBR Big Mack 408 P ET
 HBR Big Mack 190 P
 HBR Lady Auto 077 P
HBR Big Mack 610 P
 HBR Equalizer 402 P
 HBR Lady Equalizer 16 P
 HBR Lady Magnum S50

DOB:
 10/19/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.0	41	80	25	45	1.1	221.55

	CW	REA	FAT	MARB	BW	TSI
					80	
EPD	37	0.86	0.016	0.03	WWR	108
					SC	36

* Florida Bull Test

Lot 49

HBR Big Mack 408 P ET
 HBR Big Mack 983 P
 HBR Lady Program 874 P
HBR Big Mack 611 P
 HBR Magnum 379 P TW
 HBR Lady Magnum 1200 P
 VWC Lady Thunder S 42 TW

DOB:
 10/21/16
 Polled

	BW	WW	YW	MILK	TM	SC	TSI
EPD	3.8	48	79	14	38	1.0	214.40

	CW	REA	FAT	MARB	BW	TSI
					80	
EPD	40	1.00	-0.001	-0.05	WWR	113
					SC	46

* Florida Bull Test

Lot 50

HBR Magnum 514 P ET
 HBR Magnum 864 P
 HBR Lady Program 464 P
HBR Magnum 622 P
 HEP Auto Pilot 101H ET
 HBR Lady Auto Pilot 1/14 P
 CC Southern Queen 482P

DOB:
11/18/16
Polled



Lot 50

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.8	46	81	22	45	0.5	221.16

	CW	REA	FAT	MARB	BW	TSI
					78	
EPD	29	0.55	-0.008	0.11	WWR	115
					SC	37.5

* Florida Bull Test

Lot 51

Oakdale Duke 9003P
 HBR Caliber 328 P
 Desco Smokester Sasha P 112
HBR Caliber 688 P

DOB:
12/14/16
Polled

HBR Harlan's Keystone 016 P
 HBR Lady Keystone 455 P
 HBR Lady Auto Pilot 240 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.0	31	54	25	41	0.8	195.25

	CW	REA	FAT	MARB	BW	TSI
					74	
EPD	11	0.47	-0.006	0.01	WWR	100
					SC	SD

* Hinds Bull Test

Lot 52

HEP Auto Pilot 101H ET
 HBR Auto Pilot 702 P
 HBR Lady Magnum 986 P
HBR Auto Pilot 699 P

DOB:
12/26/16
Polled

HBR Magnum 514 P ET
 HBR Lady Magnum 174 P/S
 CC Lady Kate 716

	BW	WW	YW	MILK	TM	SC	TSI
EPD	3.5	41	67	21	41	0.5	202.88

	CW	REA	FAT	MARB	BW	TSI
					82	
EPD	23	0.44	-0.002	0.02	WWR	100
					SC	SD

* Hinds Bull Test

Lot 53

HBR Big Mack 408 P ET
 HBR Big Mack 190 P
 HBR Lady Auto 077 P
HBR Big Mack 701 P

DOB:
12/27/16
Polled

HBR Magnum 93 P
 HBR Lady Magnum 323 P
 HBR Lady Big Mack 150 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.1	39	77	22	41	1.1	218.39

	CW	REA	FAT	MARB	BW	TSI
					72	
EPD	35	0.69	0.009	0.03	WWR	100
					SC	SD

* Hinds Bull Test

Lot 54

HBR Big Mack 408 P ET
 HBR Big Mack 190 P
 HBR Lady Auto 077 P
HBR Big Mack 703 P

DOB:
1/2/17
Polled

HBR Magnum 625 P/S
 HBR Lady Magnum 108 P
 HBR Lady Cannon 118 P

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.1	37	76	23	41	1.1	219.84

	CW	REA	FAT	MARB	BW	TSI
					74	
EPD	30	0.71	0.007	0.06	WWR	100
					SC	SD

* Hinds Bull Test

**Lot
55**

DOB:
1/29/17
Polled

HBR Program 7041
HBR Program 11 P
HBR Lady Profit 806 P
HBR Program 8711 P
HBR Auto Pilot 282 P
VWC Lady Autopilot 1026
VWC Duchess S15

	BW	WW	YW	MILK	TM	SC	TSI
EPD	0.9	39	69	17	36	0.8	208.91

	CW	REA	FAT	MARB	BW	TSI
					70	
EPD	21	0.43	0.004	0.06	WWR	111
					SC	33

**Lot
56**

DOB:
2/1/17
Polled

HBR Program 7041
HBR Program 11 P
HBR Lady Profit 806 P
HBR Program 8712 P
HBR Magnum 379 P TW
VWC Lady Magnum 1018
VWC Maggie 131

	BW	WW	YW	MILK	TM	SC	TSI
EPD	2.4	32	54	19	35	0.8	193.31

	CW	REA	FAT	MARB	BW	TSI
					75	
EPD	19	0.38	0.001	0.05	WWR	101
					SC	35

**Lot
57**

DOB:
2/7/17
Polled

SC Shadowbrook 449 ET
HBR Profit 782 P
HBR Lady Magnum 396 P
HBR Profit 8714 P
HBR Auto Pilot 282 P
VWC Lady Pilot W42
VWC Barbara 515

	BW	WW	YW	MILK	TM	SC	TSI
EPD	1.3	37	66	18	36	0.6	206.94

	CW	REA	FAT	MARB	BW	TSI
					75	
EPD	23	0.44	0.004	0.05	WWR	100
					SC	35

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We appreciate your interest in our cattle and look forward to seeing you at the ranch on February 24th!

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Bred Brangus Cows and Pairs

We think brood cows should be adapted to the environment where they will be raised. We think these Brangus females do just that.

This spring we are offering approximately 40 Brangus cows and pairs. The cattle are all bred to Charolais bulls. The cattle will be grouped according to due date, weight and amount of ear. All Brangus will be sold in groups of two. The Brangus will not run through the ring; we will have them videotaped by lots. They will be penned on sale day as they will be sold. If you have not been to one of our sales before, just ask me or one of the guys or ladies with a Rogers Bar HR shirt, and we will be glad to help you.

All Brangus have had their pelvis measured and their reproductive track inspected for any problems. We have selected these cows from a large group. Any animal that had a small pelvis or an unsound reproductive system was eliminated.

Many factors contribute to dystocia (calving problems). While we stress that we have not eliminated all of the factors related to calving problems, we feel that our offering of cows will have far fewer problems if any..

They have been vaccinated for IBR, BVD, P13, Blackleg, and Lepto, treated with Spotton, and wormed with Dectomax.





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