

EASTERN SALERS SHOWCASE SALE



OCTOBER 4, 2025

1 PM EASTERN

APPALACHIAN FAIRGROUNDS

GRAY, TN



Appalachian Fairgrounds

100 Lakeview St.,
Gray, TN 37615

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DROP OFF

10/2/25, 10/3/25, or morning of
sale

PICK UP

Immediately after sale

TERMS & CONDITIONS

All animals will sell to the highest bidder with the auctioneer settling any disputes as to bids. Announced changes in catalog information will take precedence over any printed material in catalog. The animal becomes the property of the purchaser as soon as sold and shall be the responsibility of the buyer to see that the animal is properly cared for until pick up. Any death or injury after the animal is sold is at the buyer's risk. All lots are to be paid for by cash or check immediately after the sale and will not be released until after settlement has been made. The information presented in this sales catalog was provided by individual consigners. Any misprints or errors are not the responsibility of the sales committee or the Sellers Association.

Expected Progeny Differences (EPD's)

Information contained in this catalog is based on data recorded on the society/association database which was supplied by members and/or third parties. The committee and/or Sellers Association is not responsible for any incorrect information. The EPD information is accurate as of the date the catalog is printed.

ABSENTEE BIDS

Information will be provided day of sale.

Any person unable to attend can place a bid through a member of the sales committee listed on this page.

LIABILITY

All persons attending the sale and related functions do so at their own risk. Appalachian Fairgrounds, The Sellers Association, the sale management and staff assume no liability, legal or otherwise, for any accidents or injuries that may occur.

CONSIGNERS

Rocky Meadow Farm (540-493-6012)
S-Hart Ranch (775-240-4562)
Sheehe Family Sellers (812-779-6304)
Southern Eagle Ranch (434-944-4948)
Walnut Hills Holding LLC (804-334-2254)

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Catalog by: Jessica Ratcliffe (540-420-1207)



AMERICAN
Salers
ASSOCIATION

Top 10 Reasons Why You Should Use Salers Genetics

1. **Calving Ease** – Dystocia is a leading cause of calf death. Calving ease of Salers is well documented by extensive research. Increase your profitability with more live Salers calves.
2. **Calf Vigor** – New research has proven that a vigorous calf that nurses immediately will maintain a health advantage from birth to feedlot.
3. **Maternal and Reproduction Performance** – Salers cattle have astonishing reproductive ability. Salers cows excel in maternal values such as milk and mothering of their calves.
4. **Disposition** – Salers breeders are committed to producing quiet and easy-to-handle breeding stock.
5. **Hybrid Vigor** – By introducing Salers genetics into your herd, heterosis can result in a 15% improvement of performance, improving your herd's profitability.
6. **More Marketable Pounds** – With more live calves, better performance and feedlot conversion, your Salers calves will provide you with greater profits.
7. **Carcass Values** – Salers carcasses have proven to produce more yield and inherent ability to marble. Over the years, the breed has dominated carcass quality competitions.
8. **Marketing Options** – Whether you are selling replacement females, breeding bulls or marketing steers to feedlots, the Salers breed provides growth, maternal and carcass qualities.
9. **Bulls** – Salers bulls are known as being aggressive breeders, getting their cows bred regardless of the terrain or conditions thereby providing excellent conception rates.
10. **Herd Health** – Simply put, with all the reasons to use Salers cattle, you'll save time, money, labor, and vet bills.



1 RMF M14 Marigold 3/4 SA, 1/4 AN

DOB 3-19-2024 | REG# 761838

GGT PLATINUM 127J (745398)

GGT P BULLETPROOF 901F (733370)
GGT P BK ZINNIA 387C (703056)

RMF KIMBER K4 (756422)

WF HERCULES (737390)
RMF COMM AN 345 (756421)

Marigold is a front-pasture standout with a quiet, puppy-dog disposition. She hails from a proven cow family known for consistently weaning heavy, high-performing calves.

EPD's	BW	WW	YW	Milk	CED
	-0.3	+66	+99	+17	+14.3

2 RMF M18 Myra PB Salers

DOB 4-30-2024 | REG# 761826

GGT PLATINUM 127J (745398)

GGT P BULLETPROOF 901F
GGT P BK ZINNIA 387C (703056)

WF MISS OUTBACK 10H (743431)

NJF OUTBACK 24D (714635)
WF MISS INTREPID 740E (736081)

Myra combines eye appeal with the EPD profile to make a valuable herd addition.

This attractive purebred heifer offers long-term potential, with updated pregnancy status available by sale day.

EPD's	BW	WW	YW	Milk	CED
	-0.4	+64	+93	+17	+14.5



3 RMF Mila M51 1/2 SA, 1/2 AN

DOB 9-3-2024 | REG# 768653

GGT PLATINUM 127J (745398)

GGT P BULLETPROOF 901F
GGT P BK ZINNIA 387C (703056)

RMF COMM AN 235 (767103)

This impressive heifer is sure to add substantial volume to her offspring. She boasts a powerful pedigree, featuring GG&T Platinum.

EPD's	BW	WW	YW	Milk	CED
	-0.8	+71	+108	+20	+15.2





4 RMF Mira M57 1/2 SA, 1/2 AN

9-9-2024 | REG# 768654
 GGT PLATINUM 127J (745398) GGT P BULLETPROOF 901F
 GGT P BK ZINNIA 387C (703056)
 RMF COMM AN 345 (756421)

Mira comes from an exceptional cow family known for performance. If you're looking to add carcass weight and value to your calf crop, this heifer is a standout choice.

EPD's	BW	WW	YW	Milk	CED
	-0.8	+70	+107	+20	+15.3

Lot 4

5 RMF Madeleine M59 PB Salers

DOB 9-23-2024 | REG# 768637
 GGT PLATINUM 127J (745398) GGT P BULLETPROOF 901F
 GGT P BK ZINNIA 387C (703056)
 SE MS DANA 17G (730134) SE EXECUTIVE 22E (720399)
 RAO DANA 13D (715305)

RMF Madeleine is sired by GG&T Platinum, a Grand Champion homozygous black and homozygous polled bull.

Maddy is a strikingly attractive heifer with a feminine, refined appearance. Her calm and docile temperament makes her an excellent addition to any herd, offering both aesthetic appeal and valuable genetic potential.

EPD's	BW	WW	YW	Milk	CED
	-1.7	+63	+90	+17	+16.1



Lot 5



6 RMF Macie M61 3/4 SA, 1/4 AN

DOB 10-3-2024 | REG# 768645
 GGT PLATINUM 127J (745398) GGT P BULLETPROOF 901F
 GGT P BK ZINNIA 387C (703056)
 RMF JUSTA JUNE BUG J11 (750879) MAC GUIDING LIGHT 207G (735202)
 RMF 199 COMM AN (749595)

Macie is a quality young heifer with a fantastic temperament.

With her eye-catching presence, she holds tremendous potential for any herd.

EPD's	BW	WW	YW	Milk	CED
	-0.4	+59	+85	+17	+14.6

Lot 6



Lot 7

7 SHR Gaston 4-20-2024 | REG# PENDING

Salers influence bull - registration is pending. More information will be provided prior to the sale.

8 SHR Elsa DOB 4-20-2024 | REG# PENDING

Salers influence heifer- registration is pending. More information will be provided prior to the sale.



Lot 8

9 SHR Aurora 11-14-2024 | REG# PENDING

Salers influence heifer- registration is pending. More information will be provided prior to the sale.



Lot 9

10 SHR COW REG# PENDING

Salers influence cow - registration is pending. Picture and information was not available as of print date. More information will be provided prior to the sale.

11

SFS Lucky 48L 7/8 SA, 1/8 AN

DOB 11-27-2023 | REG# 761262

JCGC KOBY 281K (753979)

JCGC DUSTY 642D (710821)
JCGC GAYLE 981G (730739)

SFS MARIE 117J (750480)

KKCC MERCURY 416P (610979)
SFS MS LYNN MARIE 02E (721890)

SFS Lucky 48L is a deep-sided, easy-fleshing 7/8 Salers, 1/8 Angus bred heifer with a quiet disposition and balanced performance. Confirmed bred on 8/4/2025 and pasture exposed to SFS Lawrence 44L (Reg# 758747) from 5/5/25 to 6/1/25. This female is ready to go to work and add value to your herd.

EPD's	BW	WW	YW	Milk	CED
	+2.1	+56	+81	+15	+8.8



Reference sire: SFS Lawrence 44L (Reg# 758747) - weighed 77 pounds at birth and has a stacked pedigree. He was the grand champion Optimizer bull at 2023 NAILE.

EPD's	BW	WW	YW	Milk	CED
	+1.2	+64	+90	+12	+10.1



12

SFS Laney 49L PB Salers

12-5-2023 | REG# 761258

JCGC KOBY 281K (753979)

JCGC DUSTY 642D (710821)
JCGC GAYLE 981G (730739)

JCGC HARRIET 082H (737579)

JCGC DYNAMITE 697D (710824)
JCGC YODA 182Y (678283)

SFS Laney 49L is a striking, halter broke purebred Salers female with the kind of eye appeal and structural correctness that stands out in the pasture or the show ring. Laney is confirmed bred and was pasture exposed to SFS Lawrence 44L (Reg# 758747) from 2/22/25 to 3/30/25.

EPD's	BW	WW	YW	Milk	CED
	+1.2	+51	+72	+13	+9.9

13

SFS Mary Jane 420M 3/4 SA, 1/4 SM

DOB 10-7-2024 | REG# 765920

JCGC KOBY 281K (753979)

JCGC DUSTY 642D (710821)
JCGC GAYLE 981G (730739)

SFS KATIE 220K (755864)

H & S GIN AND JUICE 25C (736704)
SFS MS LYNN MARIE 02E (721890)

This halter broke female will make a great fall show heifer prospect. She's sound, stylish, and easy to handle—making her a perfect fit for a junior exhibitor. With balanced EPDs and an eye-catching look, she has the potential to perform both in the show ring and the pasture.

EPD's	BW	WW	YW	Milk	CED
	+2.4	+54	+79	+16	+8.8



Lot 13

Lot 14



14

SE MS Sally K31 7/8 SA 1/8 AN

DOB 6-12-2022 | REG# 750769

GGT CHISUM 138G (734658)

WARD CHISUM C535 (713323)
GGT P BK KAHLUA 170W (656858)*

SE MS SALLY 29H (741416)

SE EXOTHERMIC 48E (720378)
SE MS MUSTANG SALLY F3

This bred 3 year old cow is a product of our program: moderate size, easy keeper, bred back as a 2 year old with calf at side, and EPDs to drool about. Her pedigree is a "who's who" of performance sires - GGT Chisum 138G and SE Exothermic 48E. She has impressed us so much, we made her a donor cow. On her very first IVF flush we obtained 11 frozen grade 1 embryos. She sells safe in calf (Vet checked 5/7/2025 3 months) to TSB Sarge 1L to provide a Spring 2026 high performing black calf. Her 1/30/2025 black heifer calf will be retained. This cow has the numbers and the fertility for profits!

	BW	WW	YW	Milk	CED
EPD's	+1.6	+63	+91	+17	+10.2

15

SE MS Claire 44L PB Salers

DOB 9-23-2023 | REG# 757028

KKCC AUTHORITY 304A (689740)

MAC UNION STATION 87U (651867)
KKCC BP PREDESTINED 705T (641358)

SE MS RED CLAIRE B1 (694129)

GGT P BK REMEDY 19U (648608)
SE MS CLAIRE 39Z (679501)

44L is a black, polled bred heifer out of our prolific B1 cow. We have kept every one of the B1 heifers, so this is a special female. She is sired by a breed trait leader for WW, YW, and Carcass Weight. Her stats are BW- 64lbs; Adj WW- 486lbs Ratio- 95 out of 14 contemporaries; Adj YW- 743lbs Ratio 93 out of 12 contemporaries. Pasture exposed to SE Legoman 43L ASA757032 from 1-6-2025 to 1-12-2025 and then TSB Sarge 1L ASA759053 from 1-17-2025 to sale date.

	BW	WW	YW	Milk	CED
EPD's	-0.9	+50	+74	+17	+14.7

Lot 15



16

MJB Maleficent 131F PB Salers

DOB 3-3-2018 | REG# 723992

DJF DAYBREAK 264D (712760)

DJF ZODIAK 941Z (680212)
DJF ZOEY 264Z (680113)

MJB OLYMPIA 132X (668172)

MJB TRIUMPH 231T (639004)
MISS W BAR NONE 50J (538638)

This 131F cow has produced over \$9000 of progeny for us. She is the dam of the high selling first calf heifer from last year's sale going to Fox Grape Farm in VA. 131F has a calving interval of 372 days over 5 calves and has an average weaning of 47% of her body weight on those calves. She is just a really good cow! She has been used as a surrogate cow for our embryo program. Pasture exposed to TSB Sarge 1L ASA759053 from 11/15/2024 to 4/19/2025, resultant calf will be black. Approximate calf due date is early December 2025.

	BW	WW	YW	Milk	CED
EPD's	+0.2	+49	+67	+24	+10.3

Lot 16





17 SE MS Claire M39 PB Salers

DOB 10-28-2024 | REG# 765358

KEYS JUSTIFIED 15J (746806) SW FREDERIC 102F (742954)
MISS KEY CLAIRE 89D (711956)

SE MS RED CLAIRE B1 (694129) GGT P BK REMEDY 19U (648608)
SE MS CLAIRE 39Z (679501)

Claire M39 is a red OPEN heifer that should be a 4H show calf. She is a half sister to the 44L heifer in this sale and is also out of our fabulous B1 cow. She is sired by the NWSS Grand Champion Bull, KEYS Justified 15J. You will NOT find this pedigree anywhere else across the USA. Sells open.

EPD's	BW	WW	YW	Milk	CED
	-2.7	+40	+42	+17	+13.6

18 SE Merlin M35 PB Salers

DOB 10-8-2024 | REG# 765354

KKCC AUTHORITY 304A (689740) MAC UNION STATION 87U (651867)
KKCC BP PREDESTINED 705T

KJM PENELOPE'S LADY 923G SRS OUTBACK 0809X (666354)
HA QUEEN VIOLET A3159 (694228)

Merlin M35 is a black polled bull with the muscle expression and extended body most cattlemen desire. He is out of a cow with a calving interval of 371 days and a near perfect udder. The sire of this bull, KKCC Authority 304A, is a breed trait leader for WW, YW and Carcass Wgt. Merlin M35 stats are BW- 82lbs; Adj WW- 645lbs Ratio 110 with 7 contemporaries and our current on farm test has him at 3.39 ADG ratio 103. If you are looking for a bull to consistently sire those M1 steers, this bull is for you!



EPD's	BW	WW	YW	Milk	CED
	+1.4	+52	+66	+15	+12.9



19 SE Moochacho M29 7/8 SA 1/8 AN

DOB 9-17-2024 | REG# 763552

KEYS JUSTIFIED 15J (746806) SW FREDERIC 102F (742954)
MISS KEY CLAIRE 89D (711956)

SE MS MERYL BERYL 41G (732935) THR FERDINAND 689 (714766)
AJP MERYL BERYL 74C (703291)

Moochacho M29 is a red polled highly muscular bull with the best temperament. His dam is a dream of a cow with a calving interval of 389 days. A half brother is working in the Martha/Rick Bair herd of Wellington KY. M29 is sired by the NWSS Grand Champion bull, KEYS Justified 15J. This bull's stats are BW- 77lbs; Adj WW- 551lbs Ratio 94 with 7 contemporaries and our on farm test has him gaining the most at 3.63 lbs per day Ratio 118. Don't let the color stop you as he will certainly give you those black growthy M1 feeder calves out of Angus based cows.

EPD's	BW	WW	YW	Milk	CED
	+1.9	+51	+63	+18	+10.8

20 WHH MS Chloe 03H PB Salers

DOB 2-11-2020 | REG# 736064

JCGC BARRON 401B (695660)

DJF WHISKEY RIVER 9006W (658499)
JCGC X GIRL 001XX (673212)

SE MS MAJESTY 18A (688863)

MAC ULTIMATUM 6U (651868)
SE MS MAJESTY 23Y (678932)

Chloe is a PB HB/HP and is a docile, structurally correct, tight uddered, and full bodied cow who consistently produces thick calves.

Her sire is JCGC Barron 401B, a docile bull with trait leading growth—WW, YW and carcass weight. Her dam is SE MS Majesty 18A, a foundational female for Walnut Hills who is calving for us on a 357 interval. Her dam, half-sister, and daughter are remaining in our herd

On 5/2/2025, Chloe was confirmed safe in calf approximately 115 days, the sire is either TJ Arrowhead 263G (AI) or Big Sky Destination 21L (field service), and the HB and HP calf is due on 10/13/2025.



Lot 20

EPD's	BW	WW	YW	Milk	CED
	+0.2	+53	+74	+18	+10.1



Lot 21

21 WHH MS Judy 04H PB Salers

DOB 3-29-2020 | REG# 741965

SE FRANCO F36 (723054)

GGT P BK HEADLINER 260C (703384)
SE MS VIXON 47C (701606)

WF MISS FANCY 334A (688356)

OPP INTREPID OF 50K (672805)
WF COWGIRL 923W (662171)

Judy is a PB HB/HP and is an elegant cow who has a tight udder, is super gentle, and brings excellent maternal traits.

Her sire is SE Franco 36F, a moderate framed HB/HP easy fleshing bull with a high value carcass. Her dam is WF Miss Fancy 334A, a big bodied female that with a 361-day calving interval. Walnut Hills retains two half-sisters and two daughters.

On 5/2/2025, Judy was confirmed safe in calf approximately 120 days, the sire is either TJ Arrowhead 263G (F sexed semen) or Big Sky Destination 21L, and the HB and HP calf is due on 10/8/2025.

EPD's	BW	WW	YW	Milk	CED
	-1.0	+53	+72	+24	+9.9

BIG SKY Destination 21L



TJ Arrowhead 263G

FOR REFERENCE:

-BIG SKY Destination 21L is the natural service sire for the cows offered by Walnut Hills. He is a balanced HB and HP bull who will not only produce M1 steers but also make great replacement females CEDtrs top 10% and CED top 25%. Destination bred by and purchased from Bill Helm at Big Sky Salers in Angela, MT in March 2024. His sire is 2023 OKC Grand Champion National Bull, GGT Substance 971H (745412) and his packed pedigree is displayed by his first calves that are thick, straight, and vigorous.

-TJ Arrowhead 263G (3582558) is a SimAngus HB and HP bull that Walnut Hills is using as an AI sire to add cross breeding vigor (heterosis) to our herd. Arrowhead is a leading donor in the US beef industry. He supercharges value for cattleman with growth, muscle shape, and 4 star calving ease (BW top 2% and CED top 4%). Checkout WHH Marcellus 19M, who is on display at the Eastern Salers Showcase, to see the potential of Salers optimizers. Marcellus' dam is WHH MS Chloe 3H.

EASTERN SALERS SHOWCASE SALE

OCTOBER 4, 2025 - 1 PM EASTERN
APPALACHIAN FAIR GROUNDS
GRAY TN

Offering the BEST *Salers* Beef Cattle
From the Most Distinguished Breeders in the East

Selling breeding age calving~ease bulls

Selling Females bred to or sired by these breed leaders



GGT Platinum 127J

CED	BW	WW	YW	Milk	REA
+18.6	-1.6	+74	+111	+17	+0.91

Platinum is HB/HP siring complete
and docile cattle



TSB Sarge 1L

CED	BW	WW	YW	Milk	REA
+15.3	-1.6	+63	+99	+21	+1.13

Sarge is HB/HP siring complete, easy-going
carcass type cattle

For More Info Contact - Robin Powell 540-493-6012

robin.powell365@yahoo.com



Participating Breeders:

Rocky Meadow Farm 540-493-6012 Sheehe Family Farm 812-779-6304
Walnut Hills Farm 804-334-2254 Willis Farms 502-803-5011
Southern Eagle Ranch 434-944-4948 S-Hart Ranch 775-848-8289

EASTERN SALERS SHOWCASE SALE

ROBIN POWELL

540-493-6012

ROBIN.POWELL365@YAHOO.COM



Featuring:

- Service Age Bulls
- Yearling Bulls
- Open/Bred Heifers
- Open/Bred Cows

Some people have not heard of our breed, but that is due to the fact that we are still considered a fairly "new" breed of cattle to the United States. Salers were first imported into the United States in 1972 with the American Salers Association being established in 1973, however this breed has been around MUCH longer than 50 years.

Salers are considered to be one of the oldest European breeds, whose roots can be traced to 16,500-year-old cave drawings found near the town of Salers in the South Central region of France, the Auvergne, in the heart of the volcanic area of the Massif Central. Salers are a balanced breed, which is optimum in all aspects of beef production. Salers females possess a larger than average pelvic area and calve easily to the service of larger terminal cross sires. They are excellent mothers with good milk production, are very fertile and re-breed quickly. Salers bulls sire calves of moderate birth weight, with a strong will to live and good growth.



Salers, and Salers cross steers perform well in feedlots and have exceptional carcass yield and quality. These traits have made Salers the choice of many commercial cattlemen striving to maximize production, without increasing management or labor. We love this breed!

**Salers Beef Cattle *WILL*
Increase your Cowherd!**