

# AMERICA'S 'HETEROSIS HEADQUARTERS'



MONDAY - 12:30 PM  
**JANUARY 29, 2024**

AT THE RANCH NEAR  
**DANNEBROG, NEB**

*Nebraska's Largest Age-Advantaged SimAngus Sale!*

## 170 PROFIT-MAKING BULLS

95 Stout Two-Year-Olds and 75 New Generation Yearlings!

## 115 HIGHLY MATERNAL BRED HEIFERS

KBHR Bold Ruler H152 (Top 2% CE & 1% \$API) - Gibbs 9114G Essential (Top 4% CE)

HA Covenant 30K (Top 2% CE & 1% \$API) - TSN Architect J618 (Home Town son)

Bar CK Equation 1162J (Top 2% CE & 1% \$API) Elite Service Sires Represented!

## 28 SUPERB YOUNG FALL PAIRS

With Proclamation, Justice, Homeland and King of the Road calves at side! All'd back to the prepotent Proclamation sons:

Genesis and Bold Ruler, plus Essential and Covenant multi-trait leaders!

**100K Genomic Enhanced EPDs and  
Parentage Verification on Every Lot!**

*Volume Discounts - Nationwide Delivery Assistance*

**QUALITY + ELITE GENETICS = EXTRA VALUE!**

**EVERY LOT WAS BRED, BORN AND RAISED ON OUR RANCH!**

## CLAS HOMELAND 327H

ASA 3709222

HOMOZYGOUS BLACK & POLLED



*The Breed's #1 Power Sire  
for Excelling Performance,  
Muscle Shape and  
Correctness!*

Impeccable EPD profile, moderate birth, big spread bull with breed leading STAY, MARB, REA, \$API and \$TI.

**Selling a tremendous set of his Sons, Bred Heifers  
and Calves at Side of Fall Pairs!**

**XF154K**



SIMANGUS™  
TWO-YEAR-OLD  
ASA 4074754

PROCLAMATION x DIVIDEND - TOP 3% DOCILITY!

**CE62K**



SIMANGUS™  
TWO-YEAR-OLD  
ASA 4074713

HOMELAND x BOULDER - TOP 2% REA!

**BD809K**



SIMANGUS™  
TWO-YEAR-OLD  
ASA 4074929

HOMELAND x SANTE FE - DATA with QUALITY!

**XG89L**



SIMANGUS™  
YEARLING  
ASA 4219909

HOMELAND x PROCLAMATION  
TOP 4% WW, 3% YW and 15% MARBLING!

**WE172K**



SIMANGUS™  
BRED HEIFER  
ASA 4074770

POWDERHORN x HIGH CALIBRE  
AI TO JUSTICE - MATING TOP 3% \$API!

**DF236H**



SIMANGUS™  
FALL PAIR  
ASA 3778887

PROCLAMATION x VALEDICTORIAN  
JUSTICE CALF AT SIDE - AI'D TO ESSENTIAL!

## HETEROSIS...DON'T BE IN BUSINESS WITHOUT IT!



Request a Sale Book Today!  
308-750-0200 or [sales@apexcattle.com](mailto:sales@apexcattle.com)

**APEXCATTLE.COM**

DAN LEO 308-750-0200 | 1146 7th AVENUE | DANNEBROG, NE 68831



Livestock Auction

**ALL NEW PUREBRED PLATFORM**

[Bid.SuperiorLivestock.com](http://Bid.SuperiorLivestock.com)



**VALUABLE TOOL  
ENHANCED  
GENOMIC DNA!**

**YOUR SOURCE FOR BETTER GENETICS!  
... TO BUILD SUPERIOR COWHERDS!  
PERFORMANCE - PREDICTABILITY**



**TF934L**

SIMANGUS™  
YEARLING  
ASA 4220176

**PROCLAMATION x TESTAMENT**  
Top 2% WW, 4% YW & MWW, 15% MARB & 2% TI!



**WD172L**

SIMANGUS™  
YEARLING  
ASA 4219940

**HOMELAND x COWBOY CUT**  
Top 1% WW, YW & MWW, 20% MARB and 2% TI!



**RE27L**

SIMANGUS™  
YEARLING  
ASA 4219858

**PROCLAMATION x PAYS TO BELIEVE**  
Top 4% MILK, 10% MWW & 20% MARB, 35% \$API!



**AD600L**

SIMANGUS™  
YEARLING  
ASA 4220039

**HOMELAND x COWBOY CUT**  
Top 20% STAY, 25% WW, 30% YW & 35% MARB!



**WD448L**

SIMANGUS™  
YEARLING  
ASA 4219997

**HOMELAND x COWBOY CUT**  
Top 1% WW, YW & MWW, 10% REA & 3% \$TI!



**1ZB400L**

SIMANGUS™  
YEARLING  
ASA 4219979

**HOMELAND x HOOVER DAM**  
Top 15-35% CE, BW, ADG, MCE, STAY & MARB!



**CE681L**

SIMANGUS™  
YEARLING  
ASA 4220051

**EAGLE x GOLD STRIKE**  
Top 3% WW & DOC, 10% YW & MARB, 4% \$API, 1% TI!



**WF448L**

SIMANGUS™  
YEARLING  
ASA 4219999

**HOMELAND x DIVIDEND**  
Top 20% WW and YW, 25% REA and 30% MARB!



**APEX bulls are over 70% of my herd bull battery. We have been buying your bulls since 2019, totaling 16 head to date. Weaning weights and yearling weights have increased significantly since adding your bulls. We finish all our calves and have been extremely satisfied with the marbling in the APEX sired calves, fact is they are consistently over 90% Prime & Choice, and most CAB. See you at the next sale!**

*-Cooper Shermer*

Manager, Harmon Farm Corp, Nebraska

**Multiple Bull Discounts & Large Sire Groups**  
Last two years customers have bought 23 bulls, 19 bulls and so on!

**APEX CATTLE - EASY GOING, GOOD DOING AND BETTER FOOTED!**



**YOUR SOURCE FOR  
BETTER BUYING  
DECISIONS!**

**HETEROSIS, A 'MUST' FOR 'MORE' PROFIT!  
...A PROVEN 'GAME CHANGER' ADVANTAGE!  
DATA STRONG - QUALITY IMPRESSIVE**

**CG722K**



SIMANGUS™  
TWO-YEAR-OLD  
ASA 4074892

TESTAMENT x GOLD STRIKE, 156.3 API  
Top 10% BW & MARB, 15% CE plus 15% API and TI!

**RC23K**



SIMANGUS™  
TWO-YEAR-OLD  
ASA 4074672

KING OF THE ROAD x CONNEALY CAPITALIST  
Top 10% CE, 15% BW & MARB plus Top 10% \$API!

**F777K**



SIMANGUS™  
TWO-YEAR-OLD  
ASA 4074912

PROFIT DRIVER x MASTERLINK  
Top 4% BW, 10% CE & 15% MCE Calving Ease PLUS!

**E831K**



SIMANGUS™  
TWO-YEAR-OLD  
ASA 4074938

KING OF THE ROAD x COWBOY CUT  
Top 1-25% BW, MILK, STAY, DOC & YG EPDS, 10% \$API!

**TD910K**



SIMANGUS™  
TWO-YEAR-OLD  
ASA 4074946

POWDERHORN x GRANDSTAND  
Top 20% CE, 25% BW and MARB plus Top 25% \$API!

**UBH55K**



SIMANGUS™  
TWO-YEAR-OLD  
ASA 4074701

KING OF THE ROAD x GOOD NEWS  
Top 5% REA, 10% WW, YW, MILK, DOC, 15% MARB!

**CF17K**



PROFIT DRIVER x DIVIDEND  
Top 10% BW & DOC, 20% CE & STAY, 30% MARB!



Natalie Hazen, daughter of Jody (ranch foreman) with CF17K displaying their friendship and his disposition. Good temperament is important to our program.

**PB498K**



SIMANGUS™  
TWO-YEAR-OLD  
ASA 4074854

PROCLAMATION x REMBRANDT  
10% MILK, MWW & MARB, 15% WW, YW & DOC!

We take calves all the way to finish and raise our own replacements. It is not easy to find bulls to meet these needs, we need to buy genetics. We rely heavily on EPDs and deep, known pedigrees in our selection process. APEX Cattle offers consistent quality across several sire groups allowing us to find uniform bulls that will sire calves that are born easy, grow well, cut well, grade well, make outstanding replacements, and look good doing it. Dan is really good at turning generations so we can buy year after year and still avoid inbreeding."

*-Allan Arndt*

Arndt Farms Inc, Wisconsin

**TWO-YEAR OLDS  
RECEIVE NO CORN!**



Fed only home grown ground grass hay, stalks and silage with limited wet distillers to improve digestion and palatability. The good feet on our older bulls is proof of our experience in feeding them right!



# MATERNAL POWER...

**MORE QUALITY + BETTER DATA = BEST PROFITABLE RESULTS!**



**KING OF THE ROAD x COWBOY CUT**  
Top 1% STAY, 15% CE, 30% BW and Top 5% \$API!  
AI'd to ESSENTIAL, Proj. Prog. 176.3 \$API (Top 2%)



**EAGLE x REMBRANDT**  
Top 1% BW, 10% DOC, 20% MARB & REA, 15% \$API!  
AI'd to COVENANT, Proj. Prog. 178.9 \$API! (Top 2%)



**DATA POINT x GOLD STRIKE**  
Top 3% REA, excellent cow family with great udders!  
AI'd to COVENANT, Proj. Prog. 165.1 \$API (Top 10%)



**ACADEMY x PROCLAMATION**  
Top 15 -30% CE, BW, WW, MCE, STAY, DOC & REA!  
AI'd to JUSTICE, Proj. Prog. 174.1 \$API (Top 3%)



**DATA POINT x BANKROLL**  
Top 1% REA, stemming from EMBLAZON matriarch!  
AI'd to BOLD RULER, Proj. Prog. 164.0 \$API (Top 10%)



**PROCLAMATION x GOLD STRIKE**  
Top 10% DOC, 20% WW, MWW, 30% YW & \$API!  
AI'd to COVENANT, Proj. Prog. 170.5 \$API (Top 4%)



**APPROVAL x GRANDSTAND**  
Top 10% CE, BW, 15% MARB, 20% MCE and 15% \$API!  
AI'd to HOMESTEADER, Proj. Prog. 161.5 \$API (Top 10%)



**PROCLAMATION x GOLD KEY**  
Top 2% MILK, 15% MARB & Extra Gentle!  
Bull Calf at Side by JUSTICE, 165.7 \$API  
AI'd to ESSENTIAL, Proj. Prog. 159.9 \$API



**FLINT HILLS x HOOVER DAM**  
Top 15% MARB, Superb Producing Dam!  
BC at Side by KING OF THE ROAD, 154.2 \$API  
AI'd to GENESIS, Proj. Prog. 158.6 \$API



By HOOK'S GALILEO 210G  
Top 2% CE & MCE, 1% DOC, MARB + 1% \$API & \$TII  
SERVICE SELLS on BRED HEIFERS & FALL PAIRS!



By WS PROCLAMATION E202  
Top 2% CE, 5% BW, 1% MCE, DOC & MARB + 1% \$API & \$TII  
SERVICE SELLS on BRED HEIFERS & FALL PAIRS!



By GIBBS 7382E BROAD RANGE  
Top 4% CE, 2% WW & MILK, 1% YW, DOC & REA EPDS!  
SERVICE SELLS on BRED HEIFERS & FALL PAIRS!



**COWBOY CUT x 256W BLACK BALDIE**  
Top 5-30% CE, WW, MILK, STAY, MARB & REA!  
HC at Side by JUSTICE, 179.2 \$API  
AI'd to ESSENTIAL, Proj. Prog. 171.2 \$API!

## Heterosis...Your ONLY 'Free Lunch' in the Cattle Business!

Hybrid vigor increases calf weight per cow by a whopping 18% (Marc data).

KSU study supports and an extra \$150 to \$200 advantage per cow earning from heterosis.

We are sold on APEX genetics! Initially, we bought a nice group of bred heifers, then the next three years we bought several bulls. After fifty years in the business, the best cows we've ever owned are the females we selected and daughters of the bulls we've purchased!

-Don & Phyllis Dawes  
Kansas