# 2020 SIRE DIRECTORY HeartBrand®

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## **HEARTBRAND FAMILY**

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# WELCOME

As we release our fourth HeartBrand semen catalog, we proudly showcase additional prestigious genetics, remarkable customer feedback, and a great opportunity to improve your herd with our top-notch sires! I have had the honor to work with and stand behind this astonishing breed for 20 years and one unwavering characteristic continues to hold true: this is a beef breed. My family first got involved with Akaushi cattle when we owned a meat packing plant and harvested some of the first Akaushi outside of Japan. This is when and where the game changed. The beef quality was undeniably the best we had ever seen, and that quality has been consistently reproduced through crossbreeding as well.

Akaushi cattle consistently produce high quality beef that creates the best eating experience I have ever known. The cattle also offer great maternal characteristics and acclimate very well. As we leap forward to grow the breed, we are opening up our genetics to other progressive ranchers to help expand the breed in size and stature. By growing the breed, we can grow the beef industry, which allows this delicious beef to be enjoyed all across our country and the world.

As we continue to grow, HeartBrand Beef actively buys fullblood and percentage DNA verified Akaushi calves. In 2020, we are on pace to market approximately 16,000 head through the HeartBrand program with expectations of continued growth. I personally look over every grade sheet and watch the trends. Since 2013, we have graded 50,000 head with 43% grading USDA Prime, 54% Choice and less than 3% USDA Select.

At HeartBrand, our mission is to produce the best beef money can buy, and we want you to be part of that experience with us. We strongly believe Akaushi is one of the most promising breeds to propel the beef industry for the next 20 years and beyond, and we look forward to leading those efforts in the US and internationally.

Thank you for your interest in our program,

Jordan Beeman





# **AKAUSHI ADVANTAGE**

My family and I are honored to be a part of the HeartBrand family and on the ground floor of such a large movement in the cattle and beef industries. The last ten years my experience with Akaushi genetics has given me first-hand appreciation of not only the carcass dominance, but how versatile these cattle can be in any producer's environment. It truly is impressive! The passion I have for the Akaushi breed is fueled by the improvement of both beef quality and carcass consistency. Customer feedback has played a huge roll in the continual development of the breed. I feel the future for Akaushi is tremendous, given the increasingly high demand for the beef and nationwide usage of the modern-type beef bulls we develop.

The goal of the nucleus foundation herd is the production of quality fullblood genetics that will set the standard for marbling, without negating cattle performance and improve basic phenotypic build. Commercially, HeartBrand's Akaushi genetics give producers a clear advantage on a value based marketing system. As weaned calves or in the meat, predictability and quality always demand a premium. I would love to help you with any questions on the cattle and find the genetics that help meet your operations goals. From calving ease to maternal longevity we have bloodlines and bulls that are more predictable for certain traits. Here's the opportunity to purchase unrestricted genetics from our top sires that were once not accessible.



Jo Jo Carrales

VICE PRESIDENT OF CATTLE OPERATIONS 830-540-3955







#### **CROSSBREEDING ADVANTAGE:** Akaushi in your crossbreeding program will add value.

HeartBrand Akaushi genetics are currently being utilized around the world for hybrid vigor, increased premium opportunities and cattle performance. Whether you are looking to participate in our buyback program, want to enter a quality-driven market, start your own branded beef program, breed a more consistent calf crop, or simply improve your quality grade; Akaushi genetics can help.

Akaushi genetics can improve the quality grade of your cattle in just one generation. The introduction of an Akaushi bull has shown to provide offspring with an average of 43% prime and 54% choice.

The Akaushi breed is known for calving ease, fertility, and increased consistency in both cattle and carcass quality. Akaushi is an excellent choice for crossbreeding as it allows producers to boost marbling while maintaining performance through hybrid vigor. These beef quality advantages are obtainable in one generation but also produces fertile, moderately framed females that are excellent candidates for replacement programs.







The first bull born outside of Japan and we consider him a foundation sire within the HeartBrand herd. His pedigree combines the highly regarded bulls Dai 10 Mitsumaru and Namimaru Tokkyu 87. His dam, Akiko, is the epitome of cow power and those strengths are apparent in Big Al daughters. Big Al's legacy will be his maternal power. He's a bull that blends calving ease with high volume body type, good milking ability and longevity.

FOUNDATION SIRE



#### **HEARTBRAND B4183S**

Reg#: AF4694 | Herd #: B4183S | DOB: 05/25/06

dai-ju 10 mitsum, <b>Big Al</b> Akiko	ARU KO 76	Sire	DAI-NI 2 MITSU GODAI KO 273 NAMIMARU MITSUKO TOKI	9	YU 22	Shigemari Heartbrand Akiko		Dam		GENAMI TOKKYU 27 KIBARE TOKKYU 3357 KKYU 9639
	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT	
EPD	-0.21	16.76	36.29	29	10.31	-0.65	0.69	0.04	0.03	
ACC	0.75	0.65	0.19	0.43	0.69	0.48	0.06	0.23	0.46	

This Big Al son is notable for his ability to produce top end, high producing daughters. One of the highest ranking sires in the history of the HeartBrand herd for his offspring retention rate. A proven maternal sire that breeds true to Big Al's strengths. B4183S is a double-bred Akiko.



This Big Al son brings his unique value to the table by bringing proven calving ease genetics, as well as being a rare Ume grandson and a true outcross to Tamamaru.

**BIG AL SONS** 



#### **HEARTBRAND B0066M**

Reg#: AF320 | Herd #: B0066M | DOB: 10/11/02

Sire

DAI-JU 10 MITSUMARU KO 76 BIG AL AKIKO

DAI-JU 10 MITSUMARU KO 76

DAI-NI 2 MITSUMARU TOKKYU 22 GODAI KO 2739 NAMIMARU MITSUKO TOKKYU 9639

SHIGEMARU HEARTBRAND S560GF DAI-HACHI 8 MARUNAMI

Dam

Dam

DAI-NI 2 SHIGENAMI TOKKYU 27 DAI-YON 4 AKIBARE TOKKYU 3357 DAI-SAN 3 MITSUMARU KO 71 DAI-HICHI 7 MARUNAMI TOK 14289

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT	
EPD	-3.52	9.12	22.22	26	10.71	-0.15	0.72	-0.22	0.06	
ACC	0.66	0.48	0.18	0.41	0.59	0.48	0.04	0.19	0.25	
								- CADCASS -		

#### **HEARTBRAND B5063S**

Reg#: AF5613 | Herd #: B5063S | DOB: 11/17/06

Sine

DAI-NI 2 MITSUMARU TOKKYU 22 GODAI KO 2739 NAMIMARU MITSUKO TOKKYU 9639

HIKARI HEARTBRAND HO416L DAI-KYU 9 KOBAI 73 DAI-JU 10 MITSUMARU KO 76 KAZUTOMO 1KYU 92958 DAI-GO 5 TAMANAMI TOKKYU 96 DAI-KYU 9 KOBAI 7 TOKKYU 5662

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT	
EPD	-1.74	20.82	40.49	29	9.84	1.26	0.74	-0.12	0.09	
CC	0.66	0.53	0.16	0.39	0.75	0.49	0.05	0.23	0.33	
								- CARCASS -		



**BIG AL** 

**AKIKO** 

#### **HEARTBRAND B5032S**

Reg#: AF10715 | Herd #: B5032S | DOB: 11/15/06

TAMAMARU

**HEARTBRAND TO485N** 

HEARTBRAND S0946J

Sire

DAI-NI 2 MITSUMARU TOKKYU 22 GODAI KO 2739 NAMIMARU MITSUKO TOKKYU 9639

Jam

DAI-GO 5 TAMANAMI TOKKYU 96 DAI-HACHI 8 MARUNAMI SHIGEMARU HEARTBRAND T0504E

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-0.8	19	38	32	10	-1	0.71	-0.26	0.054
ACC	0.57	0.3	0.15	0.24	0.49	0.3	0.03	0.18	0.22
								- CARCASS -	and in the

#### **HEARTBRAND B5195S**

Reg#: AF5631 | Herd #: B5195S | 11/19/06

Sire

DAI-JU 10 MITSUMARU KO 76 BIG AL AKIKO

DAI-JU 10 MITSUMARU KO 76

**BIG AL** 

**AKIKO** 

DAI-NI 2 MITSUMARU TOKKYU 22 GODAI KO 2739 NAMIMARU MITSUKO TOKKYU 9639 Dam

BIG AL HEARTBRAND B0169M HEARTBRAND T0802H DAI-JU 10 MITSUMARU KO 76 AKIKO TAMAMARU UME

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-2.16	19.04	37.56	29	10.55	-0.54	0.75	-0.03	0.09
ACC	0.41	0.37	0.14	0.26	0.48	0.30	0.03	0.16	0.20
								- CARCACC -	





## BETTER BULLS. BETTER BEEF. BETTER PREMIUMS.

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# HIKARI HB 830

Reg#: AF107 | Herd #: HB 830 | DOB: 02/25/93

Sire

DAI-NI 2 MITSUMARU TOKKYU 22 DAI-JU 10 MITSUMARU KO 76 GODAI KO 2739 MITSUTAKE KO 58 DAI 3 MITSU 1KYU 48242 DAI 5 SHIGEKAWA 1KYU 540 HATAURA 1KYU 33574

NAMIMARU KAZUTOMO 1KYU 92958 KIKUMI TOKKYU 11875 DAI-NI 2 SHIGENAMI TOKKYU 27 DAI-NI 2 MARUHANA KO 2862 DAI-JYUU 10 SHIGEKAWA KO 65 DAI 2 KIKUMI KO 1345

Dam

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-1.83	20.57	39.46	24	9.98	-2.49	0.64	-0.11	0.06
ACC	0.92	0.86	0.32	0.80	0.84	0.83	0.10	0.38	0.67

Hikari is a foundation bull sired by Dai 10 Mitsumaru that is still being strongly used in the HeartBrand herd today. His genetics have remained important to us for almost 20 years because his offspring excel on the rail.

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We consider this bull to be one of the best ever produced from the largest fullblood Akaushi herd outside Japan. Hercules is the epitome of muscularity and balance. He has been a standout since he dropped. Hercules is out of the original bull Hikari and his dam, Buckcherry S2421R, is a living legend. She is a double-bred Shigemaru daughter that is the most prolific producer of keeper herd bulls in the history of the HeartBrand herd.

**HIKARI** 



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	Sil	Reg#:			D H				
DAI-JU 10 MITSUMARU KO 76 HIKARI KAZUTOMO 1KYU 92958	Ju	DAI-NI 2 M GODAI KO NAMIMARI		DKKYU 22	BIG AL HEARTBRAN HEARTBR	0 <b>D B0171M</b> RAND S560GF		DAI-JU 10 M AKIKO SHIGEMAR	MITSUMARU KO 76 U 8 MARUNAMI
EPD ACC	BW 0.05 0.62	WW 14.99 0.52	YW 31.34 0.16	<u>МК</u> 19 0.40	CED 10.08 0.66	CEM -0.80 0.52	IMF 0.71 0.07	REA -0.12 0.26 — CARCASS —	FAT 0.07 0.30

An outstanding outcross option to Shigemaru and Tamamaru lines. H5070S is a top Hikari son that generates more power and mass than his sire without sacrificing balance and design.

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# HIKARI SONS

#### **HEARTBRAND H4173S**

Reg#: AF4681 | Herd #: H4173S | DOB: 05/20/06

Sire

DAI-JU 10 MITSUMARU KO 76 HIKARI KAZUTOMO 1KYU 92958

DAI-NI 2 MITSUMARU TOKKYU 22
GODAI KO 2739
NAMIMARU
KIKUMI TOKKYU 11875



Daini 2 shigenami tokkyu 27 Dai-yon 4 akibare tokkyu 3357 Dai-san 3 mitsumaru tokkyu 30 Dai-nana 7 kikuhime tokkyu 6669

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	0.82	20.65	41.08	23	8.81	-2.65	0.67	-0.23	0.04
ACC	0.75	0.62	0.18	0.44	0.74	0.51	0.05	0.21	0.42
								- CARCASS -	



Contact HeartBrand For Pricing.





#### **HEARTBRAND H4178S**

Reg#: AF4690 | Herd #: H4178S | DOB: 05/24/06

Dam

Jam

CARCASS

Sire

DAI-JU 10 MITSUMARU KO 76 HIKARI KAZUTOMO 1KYU 92958

DAI-NI 2 MITSUMARU	TOKKYU 22
GODAI KO 2739	
NAMIMARU	
KIKUMI TOKKYU 11875	

TAMAMARU HEARTBRAND TO951L HEARTBRAND B0951J DAI-GO 5 TAMANAMI TOKKYU 96 DAI-HACHI 8 MARUNAMI BIG AL HEARTBRAND HIMAWARI 245

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	0.04	21.34	41.20	26	9.72	-1.93	0.68	-0.13	0.08
ACC	0.49	0.53	0.16	0.29	0.62	0.36	0.04	0.17	0.27
								- CARCASS -	

#### **HEARTBRAND H4094S**

Reg#: AF4596 | Herd #: H4094S | DOB: 04/17/06

Sire

DAI-JU 10 MITSUMARU KO 76 HIKARI KAZUTOMO 1KYU 92958 DAI-NI 2 MITSUMARU TOKKYU 22 GODAI KO 2739 NAMIMARU KIKUMI TOKKYU 11875

TAMAMARU HEARTBRAND T0946L HEARTBRAND S0946J DAI-GO 5 TAMANAMI TOKKYU 96 DAI-HACHI 8 MARUNAMI SHIGEMARU HEARTBRAND T0504E

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	0.69	30.53	51.71	29	9.82	-1.58	0.61	-0.15	0.03
ACC	0.60	0.58	0.17	0.36	0.68	0.45	0.05	0.25	0.33



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HeartBrand, a company for the future, and probably one of the best vertically integrated cattle businesses in the world!

On our visit, we looked on how 180 carcasses were graded for that week's production. This was a mix of about 40 fullblood and 140 F1 feeder cattle. They dressed 325 kg average with most carcasses grading U.S.D.A. Prime (This is the highest grade with a minimum of 6 marbling score) and the few that didn't grade Prime were just as good (4-5 marbling score). There were some carcasses that would've graded a marbling score of 8-9. After day one, needless to say, "the question" was answered: Akaushi cattle can marble well at 20 to 24 months of age.

We saw a beautiful sight of 9,000 head of Akaushi and Akaushi cross cattle in the feedlot. At the HeartBrand home ranch in Harwood, we drove into their bull camp and saw about 50 new generation sons of great legendary bulls like Rueshaw, Shigemaru, Tamamaru, Hikari and of course Big Al. A truly nostalgic experience. It is really difficult to explain... as the raw emotion, realization and appreciation of what they have achieved with this cattle herd humbled us. They have continued in the ancient Japanese way where no single trait was more important than the other. Just look at the cattle and see that this is a true testimony of excellent stockmanship. Best of all, the beef still marbled fantastically. We have become proud stewards of this breed in another continent and hope to continue the breed development further.

If one takes all emotion out of a decision, consider this statement: You cannot afford not to infuse your cattle herd with Akaushi genetics, simply because they are well-bred, functional, and beautiful cattle, and will return a premium when their calves are sold.

James Schnetler

Ingogo, KwaZulu-Natal, South Africa james@beyondbeef.co.za www.beyondbeef.co.za



2020 Sire Directory **21** 



#### **SHIGEMARU HB 457** Reg#: AF110 | Herd #: HB 457 | DOB: 07/21/93 Sire SHIGEMIYA 1KYU 78 DAI 2 SHIGEKAWA KO 53 SHIGENAMI KO 48 DAI-JYUU 10 SHIGEKAWA KO 65 HATSUTAMA KO 387 SOSHIGE KO 1287 DAI-NI 2 SHIGENAMI TOKKYU 27 **DAI-YON 4 AKIBARE TOKKYU 3357** NAKAHORI KO 38 DAI 3 SOSHOKU 1KYU 507 DAI 2 TAMASHIGE KO 1842 DAI-NI 2 AKIBARE 1KYU 53244 TAMAHANA 1KYU 19222 AKIBARE KO 758 -0.78 20 -0.25 17.14 38.51 10.34 -0.99 0.75 0.03 0.95 0.91 0.48 0.86 0.91 0.89 0.15 0.53 0.79 CARCASS

One of the three imported bulls that came to the United States from Japan. Shigemaru is the most widely used of the sire lines for his breeding versatility. He is known for moderating frame size, adding body mass and structural width in his progeny. His daughters are built broody, good footed and are high maternal performers. Use Shigemaru with confidence in laying a good foundation of growth and maternal genetics.

FOUNDATION SIRE





#### **HEARTBRAND JOE S5394S**

Reg#: AF6971 | Herd #: S5394S | DOB: 12/30/06

Sire

DAI-NI 2 SHIGENAMI TOKKYU 27 SHIGEMARU DAI-YON 4 AKIBARE TOKKYU 3357 SHIGENAMI KO 48 DAI 2 TAMASHIGE KO 1842 DAI-JYUU 10 SHIGEKAWA KO 65 DAI-NI 2 AKIBARE 1KYU 53244

BIG AL HEARTBRAND BOOO4M FUYUKO DAI-JU 10 MITSUMARU KO 76 AKIKO DAI-SAN 3 MITSUMARU TOKKYU 30 SAKAE IKYU 85689

Dam

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	1.70	23.03	46.96	24	9.93	-1.33	0.77	0.01	0.06
ACC	0.86	0.81	0.36	0.59	0.87	0.71	0.08	0.28	0.63
								CARCACE	

Joe has been the image of Akaushi cattle marketing for several years. A proven sire of both herd bulls and top end replacement fullblood heifers. His temperament is among the best and his daughters make exceptional young cows. Joe is consistent in producing big bodied, good footed and easy handling cattle. He combines the best qualities of Shigemaru and Big Al into one modern, proven genetic package.

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Contact HeartBrand For Pricing.





#### **HEARTBRAND RAYMOND REDDINGTON 3186A**

Reg#: AF61154 | Herd #: 3186A | DOB: 10/14/13

Sire

DAI-NI 2 SHIGENAMI TOKKYU 27

DAI-YON 4 AKIBARE TOKKYU 3357

SHIGENAMI KO 48

DAI 2 TAMASHIGE KO 1842

DAI-JYUU 10 SHIGEKAWA KO 65

DAI-NI 2 AKIBARE 1KYU 53244

HEARTBRAND COGOON

HEARTBRAND V5909S HEARTBRAND T1033P HEARTBRAND H0518E HEARTBRAND S0939J TAMAMARU HEARTBRAND B0806H

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-1.13	13.82	33.15	24	9.79			-0.28	
ACC	0.30	0.34	0.15	0.27	0.33	0.29	0.04	0.16	0.21
								CADCACC -	

HeartBrand's 20 years of intense selection for quality and productivity is represented in this bull. Raymond is very unique in his build for an Akaushi bull. He combines stout features and massive body-type with eye appeal and balance. His dam, V5909S, is deceased but has produced several featured sires and young and upcoming daughters at HeartBrand. Breed with confidence in this Shigemaru son backed by a legendary dam. This bull will leave his mark on the Akaushi breed in due time.



SHIGEMARU



#### **HEARTBRAND SAMSUNG S0947P**

Reg#: AF1208 | Herd #: S0947P | DOB: 01/23/04

Sire

DAI-NI 2 SHIGENAMI TOKKYU 27 SHIGEMARU DAI-YON 4 AKIBARE TOKKYU 3357 SHIGENAMI KO 48 DAI 2 TAMASHIGE KO 1842 DAI-JYUU 10 SHIGEKAWA KO 65 DAI-NI 2 AKIBARE 1KYU 53244

DAI-SAN 3 MITSUMARU TOKKYU 30 HARUKO DAI-NANA 7 KIKUHIME TOKKYU 6669 MITSUTAKE KO 58 FUKUMARU KO 933 DAI-JYUU 10 SHIGEKAWA KO 65 DAI-ROKU 6 KIKUHIME 1KYU 42447

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	0.30	15.50	36.05	29	7.13	1.14	0.78	-0.09	0.07
ACC	0.71	0.52	0.19	0.46	0.64	0.53	0.05	0.18	0.29
								- CARCASS -	

This Shigemaru son has endured one of the longest tenures as a herd bull in the HeartBrand herd to date. His impressive feet and leg design, fertility, and quality of offspring has kept him breeding cows twice a year for over 10 years. Samsung is one of the most proven and consistent sires that has one of the highest progeny retention rates among all bulls in the history of the HeartBrand herd. His dam, Haruko, is a foundation female that was imported from Japan in the mid 90's.

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#### **HEARTBRAND S0532N**

Reg#: AF793 | Herd #: S0532N | DOB: 09/20/03

Sire

DAI-NI 2 SHIGENAMI TOKKYU 27 SHIGEMARU DAI-YON 4 AKIBARE TOKKYU 3357 SHIGENAMI KO 48 DAI 2 TAMASHIGE KO 1842 DAI-JYUU 10 SHIGEKAWA KO 65 DAI-NI 2 AKIBARE 1KYU 53244

SHIGEMARU HEARTBRAND SO032K HEARTBRAND HIMAWARI 245

Dam

DAI-NI 2 SHIGENAMI TOKKYU 27 DAI-YON 4 AKIBARE TOKKYU 3357 DAI-JU 10 MITSUMARU KO 76 MARI IKYU 90333

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	1.15	24.91	51.68	22	9.32	-0.58	0.73	-0.16	0.02
ACC	0.45	0.48	0.19	0.27	0.46	0.29	0.04	0.19	0.21
								- CARCASS -	



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#### **HEARTBRAND S4873S**

Reg#: AF5392 | Herd #: S4873S | DOB: 10/09/06

Sire

DAI-NI 2 SHIGENAMI TOKKYU 27 SHIGEMARU DAI-YON 4 AKIBARE TOKKYU 3357 SHIGENAMI KO 48 DAI 2 TAMASHIGE KO 1842 DAI-JYUU 10 SHIGEKAWA KO 65 DAI-NI 2 AKIBARE 1KYU 53244

Dam

BIG AL HEARTBRAND B0427N FUYUKO DAI-JU 10 MITSUMARU KO 76 AKIKO DAI-SAN 3 MITSUMARU TOKKYU 30 SAKAE 1KYU 85689

					IMF	REA	FAT
26.10	49.91	25	9.36	0.02	0.75	0.10	0.05
0.55	0.19	0.35	0.64	0.46	0.05	0.23	0.26





#### **HEARTBRAND S4955S**

Reg#: AF5498 | Herd #: S4955S | DOB: 10/31/06



0.58

A full brother to Joe S5394S that is known to increase performance and power in his offspring. He throws them well built, heavy structured and
good moving.

0.34

#### **HEARTBRAND S4943S**

Reg#: AF5482 | Herd #: S4943S | DOB: 10/28/06

0.20

DAI-NI 2 SHIGENAMI TOKKYU 27 SHIGEMARU DAI-YON 4 AKIBARE TOKKYU 3357

ACC

0.69

0.56

SHIGENAMI KO 48 DAI 2 TAMASHIGE KO 1842 DAI-JYUU 10 SHIGEKAWA KO 65 DAI-NI 2 AKIBARE 1KYU 53244

BIG AL HEARTBRAND 2089J HEARTBRAND HITOMI 244

0.38

0.06

0.25

Dam

CARCASS

DAI-JU 10 MITSUMARU KO 76 AKIKO DAI-JU 10 MITSUMARU KO 76 HIDEMI 1KYU 93199

0.34

	CED CEM	IMF RE	EA FAT
53.11 25	8.72 -0.33	0.71 0.0	0.03
0.19 0.32	0.66 0.44	0.05 0.2	26 0.33
	0.19 0.32	0.19 0.32 0.66 0.44	0.19 0.32 0.66 0.44 0.05 0.3



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#### **HEARTBRAND S5296S**

Reg#: AF5734 | Herd #: S5296S | DOB: 11/26/06

Sire

DAI-NI 2 SHIGENAMI TOKKYU 27 SHIGEMARU DAI-YON 4 AKIBARE TOKKYU 3357 SHIGENAMI KO 48 DAI 2 TAMASHIGE KO 1842 DAI-JYUU 10 SHIGEKAWA KO 65 DAI-NI 2 AKIBARE 1KYU 53244

**BIG AL HEARTBRAND B0905J** FUYUKO

Dam

DAI-JU 10 MITSUMARU KO 76 AKIKO DAI-SAN 3 MITSUMARU TOKKYU 30 SAKAE IKYU 85689

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-1.84	26.96	51.88	18	10.23	0.00	0.72	-0.02	0.03
ACC	0.64	0.52	0.22	0.39	0.73	0.50	0.05	0.20	0.31

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#### **HEARTBRAND S5502S**

Reg#: AF5789 | Herd #: S5502S | DOB: 12/06/06

Sire

DAI-NI 2 SHIGENAMI TOKKYU 27 SHIGEMARU DAI-YON 4 AKIBARE TOKKYU 3357

SHIGENAMI KO 48
DAI 2 TAMASHIGE KO 1842
DAI-JYUU 10 SHIGEKAWA KO 65
DAI-NI 2 AKIBARE 1KYU 53244

HIKARI HEARTBRAND H0554N HEARTBRAND T0925J DAI-JU 10 MITSUMARU KO 76 KAZUTOMO 1KYU 92958 TAMAMARU HEARTBRAND T0504E

Jam

Dam

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	1.81	22.43	43.55	25	9.46	0.12	0.70	-0.10	0.05
ACC	0.65	0.45	0.22	0.35	0.57	0.41	0.05	0.18	0.28
								- CARCACC -	

#### **HEARTBRAND S5515S**

Reg#: AF5807 | Herd #: S5515S | DOB: 12/10/06

DAI-NI 2 SHIGENAMI TOKKYU 27 SHIGEMARU DAI-YON 4 AKIBARE TOKKYU 3357 SHIGENAMI KO 48 DAI 2 TAMASHIGE KO 1842 DAI-JYUU 10 SHIGEKAWA KO 65 DAI-NI 2 AKIBARE 1KYU 53244

TAMAMARU HEARTBRAND TO601N HEARTBRAND B0806H DAI-GO 5 TAMANAMI TOKKYU 96 DAI-HACHI 8 MARUNAMI BIG AL HEARTBRAND S0538E

EPD -0.10	0 21.4	10.01						
	21.4	5 46.01	22	10.26	-0.25	0.74	-0.17	0.07
ACC 0.67	7 0.46	6 0.20	0.32	0.66	0.47	0.05	0.25	0.31



#### **REFERENCE DAMS**



#### **AKIKO 354B**

Akiko is a preeminent conformation and carcass improving cow with high marbling potential coming from both sides of her pedigree. In the 1993 paper "Sire Effects on Carcass Traits of Japanese Brown Cattle" her sire Naminmaru was ranked #8 in marbling score and her maternal grandfather Mitsutake was ranked #2, only behind his son Mitsushige ET. Akiko was bred to Dai 10 Mitsumaru prior to being exported from Japan and gave birth to Big Al, the first Akaushi bull born in the United States, on January 27, 1995. She has over 156 direct descendants in the Akaushi herd, some of which are Kotsukari , Nikki, Come And Take It, and she was even mated with the 1976 import Rueshaw to produce the "Z" Cow. Akiko is known for producing exceptionally fertile offspring with strong top-lines, deep chests and calm temperaments. If there were such a thing as Akaushi Royalty, Akiko would surely be the queen.

#### **BUCKCHERRY S2421R**

This double-bred Shigamaru daughter has exemplified tremendous maternal strength through fertility, as well as milk production and weaning weight. Her impressive offspring moved her to the donor program in 2012. HeartBrand credits her wide skeletal and hip structure as a part of helping make the breed better. Having two sons, Captain Ron and Hercules, both as top end bulls in this catalog, speaks for itself.





# **AMERICAN AKAUSHI**

American Akaushi genetics are well known for improving carcass performance and premium opportunities for cattle producers, but the cattle are also known to excel in important production traits, including growth, fertility, vigor and longevity.

- The American Akaushi Association has registered more than 32,000 fullblood Akaushi cattle since 2010.
- DNA verification and registration is required on all Akaushi progeny to maintain the breed's purity.
- DNA-verified, Akaushi-sired cattle receive an average premium of \$100/head on calves and \$300/ head on naturally finished cattle.
- In 2018, Akaushi cattle averaged USDA Quality Grades of 51.4% Prime and 47.4% Choice.



#### JOIN THE GROWING NUMBER OF CATTLE PRODUCERS WHO ARE TURNING TO AKAUSHI GENETICS TO ADD VALUE TO THEIR CALF CROPS.

Use Akaushi genetics and experience the difference – an animal that performs efficiently, improves consistency, maintains uniformity and maximizes profit.

#### **AMERICAN AKAUSHI ASSOCIATION**

128 East South Main ■ Flatonia, Texas 78941 (361) 238-7218 ■ www.akaushi.com





# **TAMAMARU HB 459**

Reg#: AF109 | Herd #: HB 459 | DOB: 07/13/93

Sire

TAMANAMI KO 70 DAI-GO 5 TAMANAMI TOKKYU 96 FUJIMITSU KO 2030 SHIGENAMI KO 48 MARUSAKAE KO 394 SHIGETAMA H 11 FUJIHANA 1KYU 1173

DAI-SAN 3 MITSUMARU KO 71 DAI-HACHI 8 MARUNAMI DAI-HICHI 7 MARUNAMI TOK 14289 MITSUTAKE KO 58 FUKUMARU KO 933 DAI-JYUU 10 SHIGEKAWA KO 65 MARUNAMI KO 2402

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-1.38	19.92	42.62	26	10.13	0.75	0.63	-0.20	0.07
ACC	0.95	0.92	0.53	0.87	0.91	0.90	0.13	0.47	0.80
								- CARCASS -	

A foundation sire backed by the famous cow, Dai 8 Marunami, that was chosen to lead a beef improvement project before she came to America. Tamamaru is a proven sire to add extension and growth in his sons and ideal udder confirmation in his daughters. Tamamaru is a maternal sibling to Ringo 117, H0518E, and a paternal sibling to the foundation cow Dai 9 Kobai 73.





#### **HEARTBRAND TERMINATOR T3810S**

Reg#: AF4215 | Herd #: T3810S | DOB: 02/08/06

Sire TAMANAMI KO 70

DAI-GO 5 TAMANAMI TOKKYU 96 TAMAMARU DAI-HACHI 8 MARUNAMI

FUJIMITSU KO 2030 DAI-SAN 3 MITSUMARU KO 71 DAI-HICHI 7 MARUNAMI TOK 14289 BIG AL HEARTBRAND B0029L FUYUKO Dam

DAI-JU 10 MITSUMARU KO 76 AKIKO DAI-SAN 3 MITSUMARU TOKKYU 30 SAKAE IKYU 85689

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-0.15	14.46	36.96	26	9.13	-0.57	0.71	-0.06	0.08
ACC	0.74	0.66	0.21	0.44	0.72	0.52	0.06	0.21	0.45
								CARCACE	

Terminator T3810S is over 10 years old and still out covering fullblood cows. This speaks volumes to his functionality and transmitting ability. He is known for adding power and performance without sacrificing quality and balance. This is a direct son of Tamamaru and out of a Big Al x Fuyuko donor cow. T3810S has produced many sale bulls and top-end keeper heifers that justify his long tenure at HeartBrand.

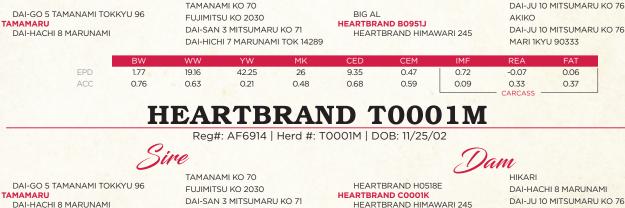


#### **HEARTBRAND T0035L**

Reg#: AF234 | Herd #: T0035L | DOB: 08/25/01

Sire

Dam



DAI-HICHI 7 MARUNAMI TOK 14289

### **HEARTBRAND HIMAWARI 245**

#### DAI-JU 10 MITSUMARU KO 76 MARI 1KYU 90333

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
D	0.81	16.20	35.93	23	8.84	0.68	0.65	-0.17	0.06
C	0.51	0.38	0.18	0.26	0.43	0.30	0.04	0.16	0.25
								- CARCASS -	

#### **HEARTBRAND T5313S**

Reg#: AF5758 | Herd #: T5313S | DOB: 11/30/06

DAI-GO 5 TAMANAMI TOKKYU 96 TAMAMARU DAI-HACHI 8 MARUNAMI

Sire TAMANAMI KO 70

FUJIMITSU KO 2030 DAI-SAN 3 MITSUMARU KO 71 DAI-HICHI 7 MARUNAMI TOK 14289

Dam

DAI-JU 10 MITSUMARU KO 76 **AKIKO** DAI-SAN 3 MITSUMARU KO 71 DAI-HICHI 7 MARUNAMI TOK 14289

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
PD	0.75	19.51	39.79	30	9.21	0.36	0.53	-0.38	-0.02
ACC	0.81	0.75	0.22	0.44	0.80	0.55	0.07	0.25	0.59
								- CARCASS -	

**BIG AL** 

**HEARTBRAND B0039M** 

DAI-HACHI 8 MARUNAMI



For Pricing Contact HeartBrand at 830-540-3955 or go to HeartBrandCattle.com/semen-for-sale



#### **HEARTBRAND H0518E**

Reg#: AF123 | Herd #: H0518E | DOB: 10/22/95



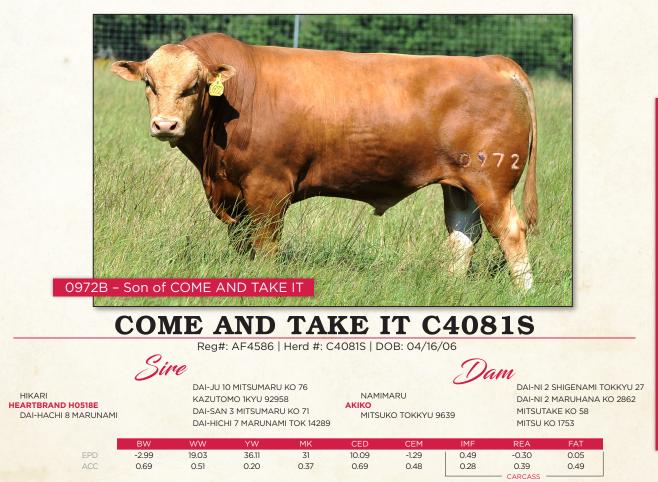
DAI-JU 10 MITSUMARU KO 76 HIKARI KAZUTOMO 1KYU 92958 DAI-NI 2 MITSUMARU TOKKYU 22 GODAI KO 2739 NAMIMARU KIKUMI TOKKYU 11875

DAI-SAN 3 MITSUMARU KO 71 DAI-HACHI 8 MARUNAMI DAI-HICHI 7 MARUNAMI TOK 14289 MITSUTAKE KO 58 FUKUMARU KO 933 DAI-JYUU 10 SHIGEKAWA KO 65 MARUNAMI KO 2402

Dam

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-2.35	23.04	38.02	26	10.15	-1.61	0.54	0.04	0.04
ACC	0.91	0.86	0.51	0.77	0.85	0.80	0.13	0.37	0.67





A mating gem by combining the most valued Japanese cow to ever leave Japan and the squareness and build of H0518E. Most sires available out of Akiko are sons of the foundation bulls, but this mating would be a good compliment to those Shigemaru and Tamamaru daughters.



For Pricing Contact HeartBrand at 830-540-3955 or go to HeartBrandCattle.com/semen-for-sale 2020 Sire Directory

#### **HEARTBRAND C0334N**

Reg#: AF594 | Herd #: C0334N | DOB: 03/17/03

Sire

DAI-JU 10 MITSUMARU KO 76 KAZUTOMO 1KYU 92958 DAI-SAN 3 MITSUMARU KO 71 DAI-HICHI 7 MARUNAMI TOK 14289

DAI-GO 5 TAMANAMI TOKKYU 96 DAI-HACHI 8 MARUNAMI DAI-JU 10 MITSUMARU KO 76 UME

	and the second second								
	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-2.52	25.61	42.67	31	10.22	0.27	0.58	0.08	0.04
ACC	0.53	0.48	0.20	0.45	0.45	0.48	0.04	0.17	0.24
							1111	- CARCASS -	



#### **HEARTBRAND HARWOOD 2941A**



Reg#: AF46484 | Herd #: 2941A | DOB: 12/18/13

HIKARI HEARTBRAND JAKE H6369T HEARTBRAND T1872P

HIKARI

**HEARTBRAND H0518E** 

DAI-HACHI 8 MARUNAMI

DAI-JU 10 MITSUMARU KO 76 KAZUTOMO 1KYU 92958 TAMAMARU HEARTBRAND B0950J

HEARTBRAND C0334N HEARTBRAND P0384R HEARTBRAND S0384N HEARTBRAND H0518E HEARTBRAND S0923J SHIGEMARU HEARTBRAND B0940J

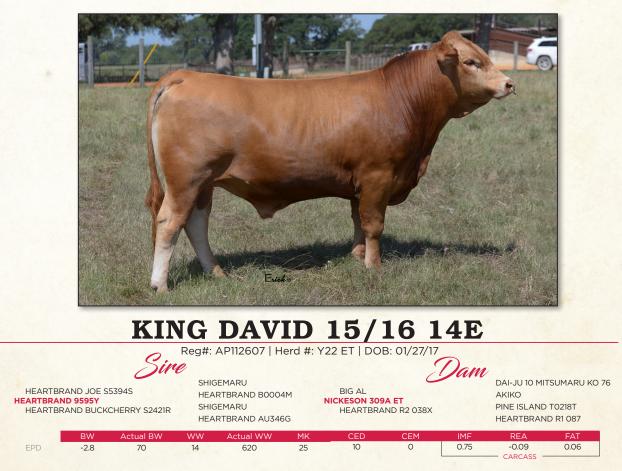
Jam

	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-1.68	26.40	47.86	28	9.75	-2.39	0.67	-0.05	0.07
ACC	0.38	0.28	0.09	0.13	0.29	0.18	0.02	0.08	0.14
								CARCACO	

Harwood is a high performing, good structured herd sire that is a grandson of Hikari and out of a very productive dam. If you study deep into his pedigree you'll find the famous cow Dai 8 Marunami rich in the blood of this guy. Harwood is a growth curve bender for an Akaushi, charting an impressive spread from birth to weaning.

2020 5





Polled at last! Polled that last! Polled that last! This purebred bull is such a good bodied surefooted sire prospect that couldn't be a more perfect combination of muscle, growth, and maternal power. He combines breed icons like Akiko, Buckcherry, and Joe. The HeartBrand Cattle team has been diligent in the upgrading selection process knowing the popularity of the up-and-coming purebred polled sire. He is not the first polled 15/16 bull-calf that we have produced, but the first one deserving the HeartBrand stamp of approval. We are proud to present King David.





#### **HEARTBRAND BUBBA BROWN 9131X**

Reg#: AF13831 | Herd #: 9131X | DOB: 09/23/10

Sire

SHIGEMARU HEARTBRAND S0132R HEARTBRAND B0132M

BIG AL

DAI-NI 2 SHIGENAMI TOKKYU 27 DAI-YON 4 AKIBARE TOKKYU 3357 BIG AL DAI-HACHI 8 MARUNAMI

TAMAMARU HEARTBRAND T2165R HEARTBRAND B0950J Dam

DAI-GO 5 TAMANAMI TOKKYU 96 DAI-HACHI 8 MARUNAMI BIG AL HEARTBRAND HIMAWARI 245

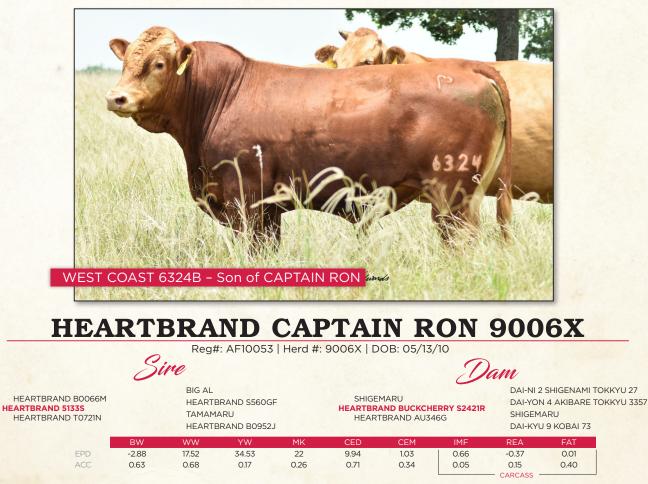
	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
D	-3.27	5.51	22.46	31	10.68	-1.79	0.77	-0.28	0.10
CC	0.68	0.70	0.17	0.25	0.76	0.30	0.05	0.18	0.41

Bubba Brown has been our go-to for calving ease on heifers for a couple years. But after we saw how good his calves were we realized he fits into our program on all levels. Study this bull's picture and notice his moderate frame size, bold rib design, and muscularity. His calves come easy at birth and then start firing on all cylinders. You can always pick out the Bubba Brown calves in the pasture.

2 2020 Sire Directory

Contact Heartbrand For Pricing.





A natural calf of the donor cow Buckcherry S2421R. A standout since birth Captain Ron has been displayed at the National Western Stock Show in Denver, Colorado. He's admired for his combination of power and eye appeal. His dam is the top producing cow at HeartBrand for quality seedstock, especially herd bulls.

#### **RUESHAW 430**

AA Reg#: AF6808 | Herd #: 430 | AW Reg#: FB101 | DOB: 02/02/73

RYUEI H20 RUEMEI H39 HARUMI H376	C	Sire	ASASAKAE HAMAMOR JYODIA 98 YOSHIHUR	RI H101 4		SOCHU H FB2 KIKUTAM KIKUFUJI	IA 14285	Dan	SOKYU 676 DAIICHIEVI YUEI 358 KIKUHANA	MI 1472
		BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
	EPD	-4.53	20.85	40.00	31	2.30	9.97	0.74	0.05	0.10
	ACC	0.64	0.54	0.10	0.25	0.59	0.35	0.02	0.08 — CARCASS -	0.16
	1	AR'	ГBR	RB 2142A AF40792	RH	_			42A	
	/	Sire						Da	m	
RUEMEI H39 RUESHAW 430 FB2 KIKUTAMA	14285		RYUEI H20 HARUMI H3 SOCHU H10 KIKUFUJI 10	376 D			<b>d Barbara e</b> Rand 2128J	-	DAI-JU 10 M AKIKO SHIGEMAR	NITSUMARU KO 76 U ND T0506E
		BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
	EPD ACC	-3.41 0.40	18.27 0.31	35.72 0.08	28 0.19	7.44 0.33	4.51 0.23	0.75	-0.04 0.07	0.08
	ACC	0.40	0.51	0.08	0.19	0.55	0.25	0.02	— CARCASS -	0.11

Rhubarb is sired by Rueshaw and out of a top Big Al daughter, Barbara B3518R. We feel he combines the calving ease, eye appeal and correctness of design of Rueshaw with additional skeletal width and muscularity. His dam, Barbara B3518R, is a true generator of high performance, stout featured herd bulls. Breed with confidence in this stout built outcross sire.

2020 Sire Directory

Contact Heartbrand For Pricing.



### **JUDO 1223**

Reg#: AF6808 | Herd #: 1223 | AW Reg#: FB102 | DOB: 07/20/74

AMA H 11 ARA H 40 A 3 22765	Sire	SHIGEYUKI RAKU HON TAKANAMI TAKARA 49	3522 160		MARUZO <mark>SAKAE RK23</mark> KAME RK	331	Dan	TAMAZONO HANAMAU MARUFUJI TSURUMI 7	R 571
	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-5.91	-5.09	8.12	29	6.08	6.51	0.73	-0.26	0.08
ACC	0.71	0.64	0.13	0.34	0.64	0.35	0.03	0.12	0.24



**HEARTBRAND J-PRIME 2132A** 

#### **HEARTBRAND J-PRIME 2132A**

SHIGETAKARA H 40 DO 1223 SAKAE RK23331	Sire	0	A H 11 22765 O F252	Herd #: 2	HEARTBRAN	RAND CO600N	D	HEARTBRA	ND H0518E ND S0939J J ND B0806H
	BW	WW	YW	MK	CED	CEM	IMF	REA	FAT
EPD	-2.72	5.01	21.00	29	7.48	3.38	0.70	-0.28	0.07
ACC	0.41	0.52	0.10	0.21	0.48	0.23	0.02	0.09 — CARCASS -	0.13

A son of Judo out of the proven dam, V5909S, who is also the mother of Raymond Reddington 3186A, and new herd sire Bullseye 3664B. This guy is our favorite Judo produced to date because of his exceptional growth, balance and feet and leg design. J-Prime is stout featured and big topped like most Judo sons. However, his best breeding pieces will be his bull production potential and future maternal performance of his daughters. We feel confident in 2132A laying in a set of outcross progeny to take any program to the next level.

S JUD S

SHIGETAI SHIGETAKA TAKARA

For Pricing Contact HeartBrand at 830-540-3955 or go to HeartBrandCattle.com/semen-for-sale 2020 Sire Directory



	F	D	ΔΤ	v	20	22	74		
					#: 2627A   [			1	<u></u>
	Sir	e					Di	am	
RUEMEI H39 <b>ESHAW 430</b> FB2 KIKUTAMA 14285		SOCHU	MI H376			HAW 430 AND Z1118P		NAMIM	KUTAMA 14285
-	BW	WW	YW	МК	CED	CEM	IMF	REA	FAT
EPD		13.02	30.56	31	4.84	7.48	0.73	-0.07	0.09

The value of a pedigree such as this is immeasurable here at HeartBrand. Brady 2627A is a complete outcross to three of our foundation bulls: Shigemaru, Tamamaru, and Hikari. We expect this deep, red, direct son of Rueshaw to inject the well-known marbling ability and angularity to rear skeleton of his father, as well as the maternal strength and longevity of his cornerstone dam, the "Z" cow. Brady modernizes foundation genetics and brings the mating versatility that the breed has been in search of."



For Pricing Contact HeartBrand at 830-540-3955 or go to HeartBrandCattle.com/semen-for-sale 2020 Sire Directory



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## HEARTBRAND BEEF BUYBACK PROGRAM

At HeartBrand, our partners are much more than just that. They produce and contribute high quality, responsibly raised certified Akaushi cattle to our renowned beef program.

We understand that Akaushi may be a first in your herd. That is why we build an open relationship with each and every one of our customers. The collaboration of specific breeding practices, genetic preferences, EPD's and the DNA process, allows us to help our partners better their herd and exceed their projected goals. Working as a team, we're able to share the margins of the beef with the feedlot as well as the cow-calf operator or bull customer to highlight what changes can be made to advance their genetics and bottom lines. With the branded beef sector astoundingly growing, we want to allow our partners to know how their cattle are performing, and have a real investment in the beef industry today.

HeartBrand stands firmly behind the integrity of our beef. Therefore, to be eligible for the HeartBrand Beef buyback program, cattle must be DNA verified to a full-blood Akaushi parent. The parentage is not required to be sourced from the HeartBrand herd, but the animal must be registered with the American Akaushi Association. Cattle are eligible for the program at all ages as HeartBrand purchases weaned, yearlings or fat cattle. For finished cattle, HeartBrand is currently offering a premium of + 20 - 25 cents per pound over the 5-Day CattleFax average.

For producers who opt not to finish their own cattle, HeartBrand will send a bid to buy their cattle that is based on like-weight: like-type cattle. We offer a reimbursement of \$20 per head for DNA verification and also pay reasonable freight costs to ship the cattle to our feeding facility.

Participating in the buyback program is not a requirement when purchasing genetics from HeartBrand Ranch. Many of our customers use our Akaushi genetics as it helps them qualify for other grid premium programs and niche markets.

The HeartBrand Beef buyback program has proved a successful market for both our cattle producing partners as well as our beef customers. We will continue to provide opportunity for our partners to increase their margins, improve their genetics and contribute to the best beef eating experience around.

To negotiate a contract with HeartBrand or to learn more about Akaushi premiums please contact JoJo Carrales.



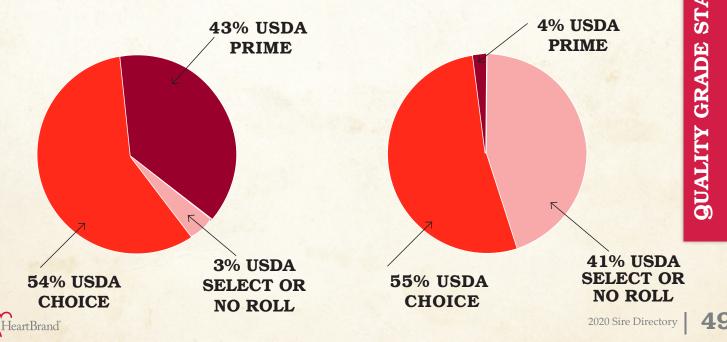
# HEARTBRAND AKAUSHI BEEF AVERAGE

HeartBrand's Akaushi genetics allow for your herd's beef to supercede the standards by averaging 300% more Prime than the industry average!

> 50K head processed since 2013 Average Yield Grade of 2.8

#### **INDUSTRY AVERAGE**

**HEARTBRAND AKAUSHI BEEF AVERAGE** 



**GUALITY GRADE STATISTICS** 

#### **EXPECTED PROGENY DIFFERENCES TERMINOLOGY**

EPD's (Expected Progeny Differences) predict differences in progeny performance, and are calculated from comparisons within Contemporary Groups

- **CALVING EASE DIRECT (CED)** predicts the probability of calves being born unassisted out of 2-year-old heifers. The CED EPD includes variation in BW plus other influential genetic factors such as gestation length, calf shape, etc.
- **BIRTH WEIGHT EPD (BW)** predicts the difference, in pounds, for birth weight, and is also used in the calculation of Akaushi Calving Ease Direct (CED) EPD
- **WEANING WEIGHT EPD (WW)** predicts the difference, in pounds, for weaning weight (adjusted to age of dam and a standard 205 days of age). This is an indicator of growth from birth to weaning.
- **YEARLING WEIGHT EPD (YW)** predicts the expected difference, in pounds, for yearling weight (adjusted to a standard 365 days of age). This is an indicator of growth between birth to yearling.
- **MATERNAL MILK EPD (MK)** predicts the difference in maternal production of an individual animal's daughters as expressed by the weaning weight of their calves.





#### **EXPECTED PROGENY DIFFERENCES TERMINOLOGY**

- CALVING EASE MATERNAL (CEM) predicts the probability of a given animal's daughters calving unassisted at 2 years of age.
- **RIBEYE AREA (REA)-** predicts the difference in ribeye area of a sire's progeny compared to progeny of other sires Ribeye area is an objective assessment of muscling, and an indicator of total muscle in the carcass or live animal.
- **INTRAMUSCULAR FAT (IMF)-** Intramuscular fat EPD is a prediction of differences in future progeny performance relative to carcass marbling score. A higher value will most likely result in greater quality grade.
- **12TH RIB FAT THICKNESS (FAT)-** is a predictor of the differences in external fat thickness at the 12th rib (as measured between the 12th and 13th ribs) of a sire's progeny compared to progeny of other sires
- **ACC- ACCURACY VALUES-** Akaushi EPD's are accompanied with a corresponding accuracy value, which measures the strength of the relationship between the genetic prediction (EPD) and true genetic value. Accuracies are reported as a decimal number from zero to one. As accuracy value approaches 1.0, the EPD is "accurately" or closely estimating the true genetic merit of an animal for a given trait



# HeartBrand

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