

# MacDonald Ranches Performance Power 2018 Sale

Black and Red Genetics to Maximize the One Trait That Counts...**PROFIT**

March  
**13**  
2018



**Performance Power 2018 Sale**  
Tuesday, March 13 2018 - 1:00 PM CST  
Kist Livestock Auction - Mandan, ND

**Over 250 Head Sell**

**Selling 170 Bulls** including about 80 fullblood, purebred and high % Salers bulls along with 80 Optimizer Composites and 10 Angus.

**Selling 100 Females** including 85 bred Salers and Salers-cross females from our producing cowherd and 15 premier herd foundation heifer calves.



**[www.macdonaldranches.com](http://www.macdonaldranches.com)**

Visit our website to request a sale catalog and preview DVD of the sale cattle, view pictures, to see performance and ultrasound information as it becomes available and see additional data on the bred females

**Our most powerful offering ever of both black and red Salers and Optimizer bulls.**  
Genetics with the performance to add pounds and power to your calf crop along with the maternal characteristics to put profit in your cowherd.



**MacDonald  
Ranches**

7650 Hwy 1804 S. Bismarck, ND 58504

Linda MacDonald (701) 223-6222 • Will & Jerilyn MacDonald (701) 255-6096  
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**America's #1 Breeder of Salers Carcass Trait Leaders**

# Welcome to the MacDonald Ranch!

Thanks for taking the time to take a look at our breeding program. Our family has been in the seedstock business since 1939 when Jim MacDonald purchased his first registered Polled Hereford females. We have been breeding Salers since 1983 and have had an annual production sale every year since 1972.

We breed around 700 females that serve as the foundation of our Salers and Optimizer composite breeding program. We do over 500 AI services each year in our effort to introduce the best possible genetics into our seedstock offering and also have an aggressive embryo transplant program. We have collected carcass data on all of our cull steers and heifers since 1995 and 2018 will mark the 19th year that we have ultrasounded all of our bulls and replacement heifers for carcass traits.

The ranch is located 10 miles southeast of Bismarck, North Dakota on the bluffs overlooking the Missouri River valley on scenic State Hwy 1804 where Bill's grandfather homesteaded in the 1880's. Even though Bill MacDonald, the patriarch of MacDonald Ranch Salers, was called home to meet his Lord and Savior in late 2013, MacDonald Ranches will continue to strive to produce seedstock genetics that meet and exceed the high standards he established.



Will & Jerilyn MacDonald  
Linda MacDonald

Ty, Jayden and  
Jerrod MacDonald

## Here's Why You Need MacDonald Ranch Salers and Optimizer Genetics

### Have more live calves than ever before.

Lighter birth weight and slender conformation of the Salers calf means more live calves with fewer assisted births. Newborn Salers calves get up and start suckling fast, even in tough weather conditions. Meat Animal Research Center (MARC) across-breed EPD adjustment factors show Salers to be the lightest birth weight of the Continental breeds.

### Add thickness, length, muscle and gainability to your calf crop.

Our Salers and Optimizer Composites will put better butts, wider tops and more stretch in your calves. Take advantage of the benefits of heterosis.

### Maintain carcass quality.

Over 20 years of collected carcass data and 19 years of complete ultrasound data enable us to offer superior carcass-trait genetics. Meat Animal Research Center (MARC) across-breed EPD adjustment factors show Salers to be the highest marbling of the Continental breeds.

### Increase maternal efficiency.

Great milking and long-lived Salers and Salers-cross females are well known for their ability to raise a big calf and come back in bred year after year. They'll give you more pounds of calf weaned per cow exposed than any other crossbreeding option.

## Selling Many Sons of These Established Salers Breed Leaders

### MAC TORRINGTON 139T



B W  
+1.0  
W W  
+45  
Y W  
+82  
Mww  
+50  
Milk  
+28

### RED HOMOZYGOUS POLLED PUREBRED SALERS

TORRINGTON is making his mark as one of the all-time best balanced herd sires of the Salers breed. His progeny combine moderate birth weight with outstanding performance and superb structure. His daughters are herdbuilders.

### MAC ANDERS 29A



B W  
-4.1  
W W  
+38  
Y W  
+67  
Mww  
+51  
Milk  
+31

### BLACK HOMOZYGOUS POLLED PUREBRED SALERS

ANDERS is one of the easiest calving proven herdsires of the current generation. Plus his calves are ultra-gentle, his daughters are productive females with sound udders and his sons have extra scrotal size.

### MAC BLACKBEARD 31B



B W  
-4.7  
W W  
+32  
Y W  
+79  
Mww  
+40  
Milk  
+23

### HOMOZYGOUS BLACK HOMOZYGOUS POLLED OPTIMIZER

BLACKBEARD is the calving ease king of the Optimizers. This 50% Salers - 50% Angus combines calving ease with attractive phenotypes.

### MAC QUARTERBACK 58Y



B W  
-1.1  
W W  
+44  
Y W  
+97  
Mww  
+39  
Milk  
+17

### HOMOZYGOUS BLACK HOMOZYGOUS POLLED OPTIMIZER

QUARTERBACK is the 50% Salers - 50% Optimizer sire who excels in calving ease and marbling with gentle dispositions. His calves are attractively designed with extra muscle shape down their top and through their quarter.

**Here's a sampling of some of the bulls selling in Performance Power 2018**



LOT 11



LOT 36



LOT 50



LOT 56



LOT 77



LOT 85



LOT 128



LOT 133



LOT 151



LOT 161

The bulls above are just a sampling of 10 sire groups from Performance Power 2018. Below is their data.

Lot #	Name	Reg #	% Salers	Sire	Sire of D	BW	Adj 205	BW	WW	YW	Milk	Marb	REA	CED
11	MAC Evan 4E	720893	87.5%	A Force	Torrington	74	709	+0.6	+42	+78	+28	-0.4	+0.06	+1.3
36	MAC Excalibur 160E	720945		PB Strikezone	Outback	81	731	+1.5	+44	+81	+30	-0.3	+0.06	+1.0
50	MAC Equator 273E	720983	87.5%	Connor	Nebraska	81	734	+1.5	+50	+91	+26	+0.8	+0.16	+0.4
56	MAC Earthquake 158E	720946		PB Centennial	Wyo Dia	84	751	+2.4	+51	+96	+26	-0.6	+0.10	-0.1
77	MAC Emperor 114E	720927	87.5%	Evidence	Navigator	81	686	+2.0	+41	+86	+25	+1.4	-0.15	+0.9
85	MAC Edmonton 165E	720840	50%	Quarterback	Impression	82	682	-0.9	+47	+96	+18	+1.2	-0.01	+1.1
128	MAC Explorer 53E	720906	75%	Anders	Upbeat	78	745	-0.8	+55	+97	+28	+0.4	+0.13	+1.7
133	MAC F1 Erasmus 115E	720929	50%	Bankroll	A Force	80	754	+1.4	+61	+110	+21	+0.8	+0.03	+0.4
151	MAC F1 Estevan 36E	720895	50%	Identified	Navigator	76	736	+0.4	+51	+99	+21	+2.2	-0.14	+1.1
161	MAC Era 352E	720861	50%	Borderline	Samurai	88	668	+0.8	+57	+115	+16	+1.1	-0.03	+1.2

**OPTIMIZER COMPOSITES**  
**Optimize the Maternal, Balance the Carcass and Manage Heterosis**

**Optimize the Maternal**

Part of the success of our Optimizer Composites is that they are all composed of complementary maternal breeds. This creates a composite that not only takes advantage of heterosis, but also produces a predictably efficient and productive crossbred replacement female. **We think the Salers X Angus (or Red Angus) female is the most efficient and productive commercial cow in the industry.**

**Balance the Carcass**

The complementarity of Salers and Angus is just as impressive when applied to carcass traits. Angus have set the industry standard for excellence in marbling. Salers excel in producing lean carcasses without excess external fat. Their well-muscled carcasses have big ribeyes and a high percentage fall into the Yield Grade 1 or Yield Grade 2 category. They also have outstanding feed conversion and gainability in the feedlot. Salers also tend to have higher marbling scores than other Continental breeds, though not as high as Angus.

**Manage Heterosis**

Optimizer composites easily fit into many crossbreeding situations and can make it easier for you to manage heterosis and breed complementarity in your cowherd. **To see how our Salers and Optimizers can help you advance your crossbreeding program, give us a call or visit [www.macdonaldranches.com](http://www.macdonaldranches.com)**

**THE SALERS-CROSS FEMALE**  
**Your Cowherd's Key To Profitability**

You'll first notice the value of Salers-cross cows at calving where they are uniquely designed to lessen the workload. The slender shape of the Salers calf combined with the large pelvic area of the Salers female combine to create an easy-calving experience. Salers calves are very lively at birth and get up and suckling fast. These traits together are what we call calf survivability and nothing will beat a Salers-cross cowherd at this game.

Fertility is another profit-driving trait that Salers cows are blessed with. Ask anyone who has preg checked a lot of cows. Salers cows come in bred at a higher rate than many other breed crosses. Combine it with the extra longevity of the Salers female and the bottomline is that they bring in more calves in a lifetime.

When you add up the traits of calf survivability, fertility and longevity, you get a cow that weans more pounds of live calf in a lifetime with less work and puts more dollars in the bank than any other genetic component you can add to your cowherd.

# Count on MacDonald Ranch genetics to maximize the one trait that counts in your cowherd...PROFIT

## Take Advantage of the "Extra Value" in MacDonald Ranch Genetics

- Calving ease and calf vigor means legendary calf survivability
- Extra longevity and fertility of Salers females means more pounds of calf per cow in a lifetime
- Salers are the highest marbling and lightest birth weight of the Continental breeds
- 35 years of breeding Salers and selecting for gentle dispositions
- Reduce or eliminate brisket disease problems
- All double-black bulls tested for homozygous black genotype
- Bulls developed to stand up under tough breeding conditions
- Complete ultrasound and performance gain test data
- Delivery cost guaranteed not to exceed \$400 anywhere in the continental U.S. Free delivery on purchases of 5 bulls or more.
- Customized Approach to Customer Service - we will gladly take the time to understand your needs and help you select the bulls that will best complement your cowherd. For help with anything from crossbreeding plans to marketing options, we are just a phone call away.

[www.macdonaldranches.com](http://www.macdonaldranches.com)

Find us on 

Clip and Return

### Get your sale catalog and preview DVD...

You're invited to the ranch anytime, but if you can't make it to Bismarck before the sale, return this coupon and we'll send you a sale catalog, DVD of the sale cattle and any other information you request. Or you can request your catalog and DVD online at [www.macdonaldranches.com](http://www.macdonaldranches.com).

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

- Performance Power 2018 Sale Catalog
- DVD video preview of the sale cattle
- Sire Directory and Semen Order Form

### Our philosophy on bull development....



Shown here is a part of our 40-acre bull development pen where our bulls are fed and developed from weaning to sale time. We believe that delivering a sound bull that will stand up and maintain his condition in a pasture breeding environment is a vital part of the success of the bulls we produce. That's why our bulls are selected rigidly for soundness and fertility and developed on a high roughage ration in this 40 acre pen. They come to you grown out, hardened and ready to work.

This sale will be broadcast live on the internet.

**DVAuction**  
Broadcasting Real-Time Auctions  
Real time bidding & proxy bidding available.

### Absentee Bidding

We sell many cattle by sight unseen bids every year. If you are unable to attend the sale, we would be glad to assist you with bidding on the animals you have selected. You can watch and bid online at [dvauction.com](http://dvauction.com), submit bids by phone or place bids with one of our representatives at the sale. We would be glad to discuss the bidding options and which cattle might best fit your needs. We will also arrange to have cattle that you purchase delivered. Give us a call to set up a plan for absentee bidding.

## Performance Power 2018

170 Salers, Optimizer  
Composite and Angus Bulls

15 Foundation Female Heifer Calves  
85 Bred Salers and Salers X Females

Tuesday, March 13, 2018

1:00 PM CDT

Kist Livestock Auction Mandan, ND

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