



# Family Matters

ONLINE SALES EVENT  
VOL II

4.30.25 | 6 p.m. C.S.T. | Powered by **LiveAg**

Selling 52 Lots ... Cow/ Calf Pairs, Bred Females, Open Heifers and foundation Semen lots!

# SELLING 52 LOTS

Cow/ Calf Pairs, Bred Females, Open Heifers, Donors & Foundation Semen Lots!

4 Cow/ Calf Pairs

13 Fall Bred Heifers

3 Donors

9 Spring Bred Heifers

12 Open Heifers

11 Foundation Semen Sires

Watch Live and Bid Online **LiveAg**



## Beeman Family Fifth Generation Texas Ranchers!

### RANCH LOCATION

732 Jeff Davis Ranch Road, Harwood, TX 78632

- 60 miles from Austin, TX

- 137 miles from Houston, TX

- 81 miles from San Antonio, TX

*Sale cattle are available for viewing prior to the sale.*

*Feel free to call the Ranch to make an appointment,  
830.540.3955.*

This auction is the next step in HeartBrand continuing to be a leading seedstock producer, and this will expand our cattle to a larger market. We are joining our forces with LiveAg to continue to build the market for Akaushi genetics.

*Sale Catalog will be digital only, and available at  
[www.Wagnu365.com](http://www.Wagnu365.com) or <https://bid.live-ag.com/>*



Dear Valued Customers,

The HeartBrand Cattle Family Matters Online Sale brings together an outstanding selection of cow/calf pairs, bred females, open heifers, elite embryo packages, and foundation semen lots, all meticulously chosen to meet the highest standards of quality and performance.

With calves commanding record-high prices and strong grid premiums, now is the perfect time to incorporate HeartBrand Cattle's Akaushi genetics into your program. These genetics are celebrated for their ability to deliver exceptional marbling while maintaining essential traits like growth, longevity, and performance, making them a wise investment in today's favorable market conditions.

Demand for Akaushi genetics and Akaushi beef continues to rise, and we are proud to be at the forefront of this dynamic movement. Together, we are witnessing the industry embrace the incredible advantages of this breed, and we are confident its momentum will only gain strength.

Thank you for your ongoing support and for being part of this exciting journey. We look forward to providing you with top-tier Akaushi genetics and working together to achieve even greater success!

Jordan Beeman

The HeartBrand Cattle team is honored to offer this set of breeding females for sale this spring. Our goal is to provide our buyers with functional cattle that fulfill their need for genetics that can complement their operation. The process that our team holds in place is structured for you to take advantage of multi generations of our selection pressure.

Akaushi is the best breed that I have ever seen significantly increase carcass quality without sacrificing the profit generating traits, like growth, fertility and longevity. We have continued to try to make the breed better and thank you for being loyal customers and promoting the breed and our branded program.

JoJo Carrales



Ronald Beeman & son Jordan Beeman,  
*President of HeartBrand Beef*



JoJo Carrales,  
*Vice President of HeartBrand Cattle,*  
Kaci Carrales,  
Joseph & Adalyn



Jacob Tipp, *Full Blood Cattle Manager,*  
Amy Tipp, *Meat Sales Manager,* Kaston & Kinley



Callie Hendershot,  
*Database Manager,*  
Ross Hendershot &  
89Raelyn



## AUCTIONEER ...

Eddie Burks .....270.991.6398

## SALE DAY PHONES ...

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PJ Budler .....682.597.0380 .....pj@wagyu365.com

## SALE ORDER & SUPPLEMENTAL INFORMATION ...

Sale order is catalog order. Any additional information or corrections to the printed sale catalog will be available online at [www.Wagyu365.com](http://www.Wagyu365.com) and <https://bid.live-ag.com/>

## WATCH LIVE & BID ONLINE ...

We have made preparations to bid and buy livestock through LiveAg's bidding platform. For those unable to attend in person on sale day. Please note that all lots in the sale will be available for viewing online prior to sale day at: <https://bid.live-ag.com/>

If you need assistance with registration or with either bidding platform, call LiveAg at 817.533.6699

## MANAGEMENT ...

Auction money and proceeds will be conducted under Randall O. Ratliff, DBA R&R Marketing, P.O. Box 60097, Nashville, TN 37206 Bond # 7901027402 (U.S. Department of Agriculture, Grain Inspection, Packers and Stockyards Administration Packers & Stockyards Program)



### REGISTRATION & TRANSFERS ...

As soon as the cattle are paid for, the cattle sold will be transferred (registrations) to the new owners through the offices of the American Akaushi Association. The fee is paid for by the seller.

### PAYMENT ...

All lots must be paid for immediately following the conclusion of the HeartBrand Cattle Family Matters Online Sales Event II, unless prior payment arrangements have been made with any representative of Wagyu365. Buyers are welcome to pay by credit card. If so, you will be charged a 3% fee on the total sum of your purchase.

### PICKUP LOCATION ...

732 Jeff Davis Ranch Road, Harwood, TX 78632

### DELIVERY ...

Buyers are responsible for any shipping cost pertaining to their purchases and transportation of the live cattle. Wagyu365 buyers and HeartBrand Cattle will work together to make this the easiest and most efficient process possible. Cattle need to be picked up by May. 30th. If past May 30th there will be a \$3 per day charge per animal.

### TRUCKING ...

Please contact the HeartBrand Cattle office at 830.540.3955 for them to assist with your trucking needs and desires.

### HEALTH PAPERS ...

All cattle sold will be accompanied by appropriate health papers for immediate intrastate shipment. Additional health testing may be required for interstate shipment.

### LIVESTOCK MORTALITY INSURANCE ...

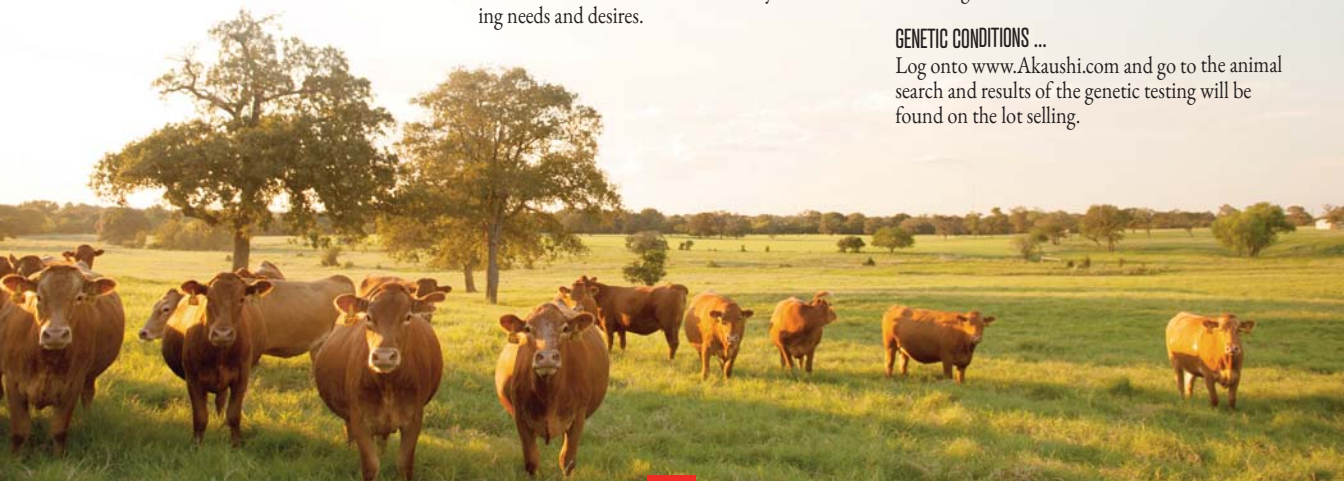
Any representative of the Wagyu365 team can assist any buyer with insurance regarding their purchases.

### TERMS & CONDITIONS ...

Cattle will be sold under the Standard Terms and Conditions of the American Akaushi Assoc. Please log onto [www.Akaushi.com](http://www.Akaushi.com)

### GENETIC CONDITIONS ...

Log onto [www.Akaushi.com](http://www.Akaushi.com) and go to the animal search and results of the genetic testing will be found on the lot selling.





## HEARTBRAND CATTLE WANTS TO MAKE YOUR BUYING EXPERIENCE ENJOYABLE AND VERY CONVENIENT

### 1. CALL US IN ADVANCE

This old-school way is still alive and well at HeartBrand Cattle. When your schedule or travel plans make it impossible to join us, please take a quick moment and give us a call at 830.540.3955 or call any of the folks listed on sale day contacts or sale management. We are all here to help you. We can visit about the cattle that interest you and, if you'd like, we can even offer an opinion. In other words, please share with us what you would like to do and we will arrange it per your instructions. We will make it simple to accept your max bid on lots you are interested in buying.

### 2. REAL-TIME PHONE BIDS

Not quite as old-school as calling us in advance of sale day but still a tried and true method of buying cattle, particularly if you don't have reliable high-speed internet. You may call LiveAg at 817.533.6699 or any of the sale day phones.

### 3. ONLINE BIDS

Technology does have its advantages and it's pretty cool. We aim to be on the cutting edge of all technology, allowing us to better serve you. If you have high-speed internet, may we suggest the online bidding platforms of <https://bid.live-ag.com/>.

### 4. LARGE SELECTION

The HeartBrand Cattle program is the largest offering of Akaushi cattle in the United States. This means high-quality Akaushi genetics will be available in volume at every price range.

### 5. CONVENIENCE FEE

HeartBrand Cattle will be charging a 3% Convenience Fee for any credit/debit card transactions for cattle and/or genetics.



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# ABOUT THE FEMALES

- ~ All females have been Brucellosis Vaccinated
- ~ All females will have individual EID tags
- ~ All females have been parent verified by DNA
- ~ All females have been branded with the HeartBrand logo on their hip
- ~ All females have been checked to be reproductively sound and have been third-party verified pregnant (if specified bred)
- ~ Maternal and performance minded Akaushi Females
- ~ They are well made, structurally sound with tremendous carcass merit.





OUR BRANDED PRODUCT



In 2024, HeartBrand Beef graded a total of 17,076 individual carcass sides utilizing a camera grading system. To our knowledge, this is the largest set of Akaushi cattle ever graded, and quite possibly, the largest set of Wagyu cattle graded in the United States that can be used for breeding evaluations and data. The average marbling on all 17,076 sides revealed a score of 797. In comparison to USDA grading scales, this average marbling score is equivalent to Slightly Abundant 50 and would be equal to USDA Prime. The yield grade landed at 3 when evaluating the data from these sides and showed a ribeye area of 13.82. These numbers speak volumes for the industry.

If you want to be a part of raising higher quality beef, we invite you to join! Joining is easy—the first step is buying a bull. HeartBrand currently has over 20,000 head on feed across three different states at five feedlots. These calves were bought from producers who purchased one or more HeartBrand Akaushi bulls and chose to sell their calves back to us. What are we doing with this many calves on feed? HeartBrand runs the second largest Wagyu beef program in the U.S., and we source our calves from producers who buy HeartBrand Akaushi bulls just like the ones offered in this catalog. While we purchase lots of calves from producers, the opportunities with this breed are endless. The calves can be finished out and used to supply any meat program depending on your demand whether that is all-natural, grass fed, grain fed, organic, or even locally raised beef. An Akaushi bull will upgrade any beef program. At the end of the day, we want you to make the highest profit possible on your herd and follow what makes the most sense for you and your family. The progeny from our bulls will be considered free market trade and there is no obligation to sell your calves back to HeartBrand or for HeartBrand to purchase from you. We welcome you to find the best opportunity to put the most money in your pocket, and we believe you could raise that bar with an Akaushi bull.

Over the past 10 years, we have had the pleasure of watching firsthand the impact Akaushi beef has made on the consumer. Our Akaushi beef program has grown drastically in size because we produce what the customer wants: marbled beef at a decent price. Akaushi beef is served in some of the best restaurants in the country and offered in many retail stores across the U.S. Customers are asking for better quality beef and that's what we are serving. If you agree with today's consumer and want tasty, tender, marbled beef for the future, Akaushi is the breed for you. We look forward to you joining the movement of raising better beef for the future.



**BRANDED WITH EXCELLENCE**

LOT 1

HEARTBRAND 6772J

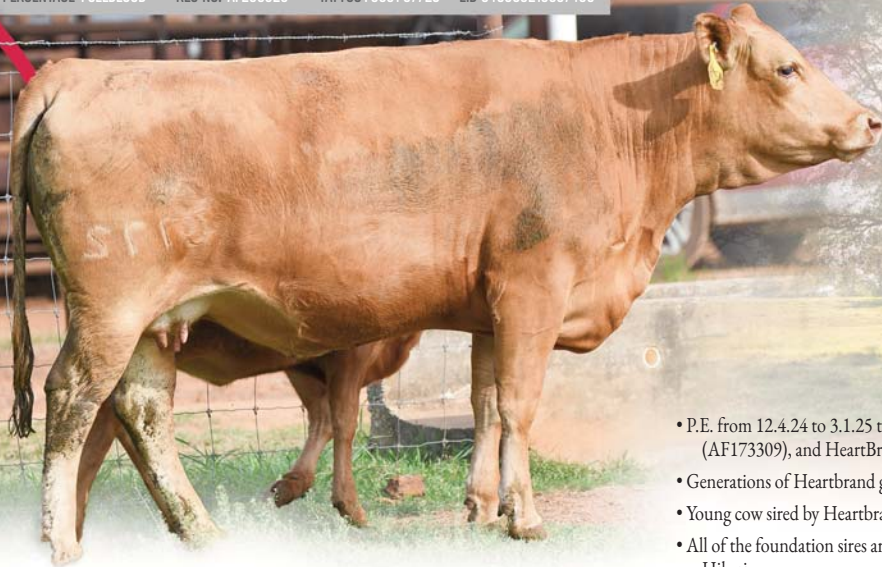
DOB 09.13.2021

PERCENTAGE FULLBLOOD

REG NO. AF230328

TATTOO F0001 6772J

EID 840003219657469



- P.E. from 12.4.24 to 3.1.25 to HeartBrand Shabu Zone 4557H (AF173309), and HeartBrand Dozer 9967Y (AF19355)
- Generations of Heartbrand going back to Himawari
- Young cow sired by Heartbrand 0718F, a descendant of Dai 8 Marunami
- All of the foundation sires are here – Big Al, Shigemaru, Tamamaru, and Hikari
- Heifer calf at side

SIRE **HEARTBRAND 0718F**  
 HEARTBRAND 9573  
 HEARTBRAND 809Z  
 HEARTBRAND S5502S  
 HEARTBRAND V7256U  
 HEARTBRAND S5502S  
 HEARTBRAND T4225S  
 BIG AL  
 HEARTBRAND S0946J  
 TAMARU  
 HEARTBRAND C034K

DAM **HEARTBRAND 1512Z**  
 HEARTBRAND B3427R  
 HEARTBRAND T1991P

DOB 11.04.2024  
 PERCENTAGE FULLBLOOD REG NO. AF355552 TATTOO 6772M EID 840003263867435

HEARTBRAND 6772M LOT 1A

**HEARTBRAND 3496G** HEARTBRAND 2541A ET  
 HEARTBRAND 4742B  
**HEARTBRAND 6772J** HEARTBRAND 0718F  
 HEARTBRAND 1512Z



LOT 2

HEARTBRAND 6934K

DOB 01.10.2022

PERCENTAGE FULLBLOOD

REG NO. AF231543

TATTOO F0001 6934K

EID 840003241566386

COW/ CALF PAIR



- P.E. from 12.4.24 to 3.1.25 to HeartBrand Shabu Zone 4557H (AF173309), and HeartBrand Dozer 9967Y (AF19355)
- A great young cow from the Fuyuko maternal line
- Sired by Heartbrand 9861Y, a son of H0518E from the Himawari line
- Bottom side of pedigree posts two crosses each to Big Al and Tamamaru
- Heifer calf at side

SIRE **HEARTBRAND 9861Y**  
HEARTBRAND H0518E  
HEARTBRAND 8482W  
HEARTBRAND S3105R  
HEARTBRAND T1610P  
HEARTBRAND B3314R  
HEARTBRAND T1244P

DAM **HEARTBRAND 5837C**  
HEARTBRAND 8015W  
HEARTBRAND T3400R  
HEARTBRAND B0092K  
HEARTBRAND T3400R  
HEARTBRAND B0092K

DOB 09.30.2024

PERCENTAGE FULLBLOOD

REG NO. AF355550

HEARTBRAND 6934M

LOT 2A

TATTOO 6934M

EID 840003263967433

**HEARTBRAND 3503G**

HEARTBRAND 2421Z

HEARTBRAND 2638A

**HEARTBRAND 6934K**

HEARTBRAND 9861Y

HEARTBRAND 5837C

100% FULLBLOOD  
COW/ CALF PAIR

LOT 3

HEARTBRAND 7331K

DOB 04.26.2022

PERCENTAGE FULLBLOOD

REG NO. AF238716

TATTOO F0001 7331K

EID 840003241566611



- P.E. from 12.4.24 to 3.1.25 to HeartBrand Shabu Zone 4557H (AF173309), and HeartBrand Dozer 9967Y (AF19355)
- Great-looking young cow sired by Heartbrand 8834E, who stems from Fuyuko
- 7331K traces back to Himawari on her maternal side
- The pedigree is loaded with multiple crosses of Shigemaru and Tamamaru
- Heifer calf at side

SIRE **HEARTBRAND 8834E ET**  
HEARTBRAND KC S6386U  
HEARTBRAND STARR 9193X

DAM **HEARTBRAND 2735G**  
HEARTBRAND RICHARD 1350Z  
HEARTBRAND 9897Y

SHIGEMARU  
HEARTBRAND C0062L  
HEARTBRAND S3528R  
HEARTBRAND T4958S  
TAMAMARU  
HEARTBRAND S0513N  
HEARTBRAND S5198S  
HEARTBRAND T0727N

DOB 10.20.2024

PERCENTAGE FULLBLOOD

REG NO. U355551

TATTOO 7331M

EID 840003263967434

HEARTBRAND 7331M LOT 3A

**HEARTBRAND TRUE GRIT 4290H**

**HEARTBRAND 7331K**

HEARTBRAND 4490B  
HEARTBRAND 1247A ET  
HEARTBRAND 8834E ET  
HEARTBRAND 2735G



LOT 4

TRIBE LAND AND CATTLE 7808K

DOB 03.26.2022

PERCENTAGE FULLBLOOD

REG NO. AF246666

TATTOO 7808K

EID 840003258087852

COW/ CALF PAIR



- P.E. from 12.4.24 to 3.1.25 to HeartBrand Shabu Zone 4557H (AF173309), and HeartBrand Dozer 9967Y (AF19355)
- Beautiful young cow sired by MCCJ41853, a Heartbrand Joe son
- Five generations of Heartbrand breeding going back to the legendary Ume
- Tremendous set of genetics featuring Big Al, Hikari, Shigemaru, and Tamamaru
- Heifer calf at side

SIRE **MCCJ41853**

HEARTBRAND JOE S5394S

HEARTBRAND S0282N

DAM **HEARTBRAND 9032**

HEARTBRAND T5313S

HEARTBRAND C4396S

SHIGEMARU

HEARTBRAND B0004M

SHIGEMARU

HEARTBRAND B0940J

TAMAMARU

HEARTBRAND B0039M

HEARTBRAND H0518E

HEARTBRAND S0933J

DOB 09.30.2024

PERCENTAGE FULLBLOOD

REG NO. AF355557

HEARTBRAND 7808M

TATTOO 7808M

EID 840003263967440

LOT 4A

**HEARTBRAND LIL BUBBA 5046H**

HEARTBRAND BUBBA BROWN 9131

HEARTBRAND 1295F

MCCJ41853

HEARTBRAND 9032

**TRIBE LAND AND CATTLE 7808K**

FALL BRED FEMALE

LOT 5

HEARTBRAND 8625L

DOB 03.09.2023

PERCENTAGE FULLBLOOD

REG NO. AF280059

TATTOO F0001 8625L

EID 840003258088263



SIRE **HEARTBRAND 3666B ET**  
SHIGEMARU  
HEARTBRAND C5158S

DAM **HEARTBRAND 9398D**  
HEARTBRAND 9861Y  
HEARTBRAND T0745N

DAI-NI 2 SHIGENAMI TOKKYU 27  
DALYON 4 AKIBARE TOKKYU 3357  
HEARTBRAND H0518E  
HEARTBRAND T0497N  
HEARTBRAND H0518E  
HEARTBRAND 8482W  
TAMAMARU  
HEARTBRAND B0952J

- Safe Bred 12.22.24 to Brady (AF52168)
- 8625L boasts a pedigree built on the great Heartbrand Himawari
- Her sire is Heartbrand 3666B, who is a Shigemaru son out of an H0518E dam
- Shigemaru, Big Al, Hikari, and Tamamaru all power up this great pedigree
- This heifer looks the part!



FALL BRED FEMALE

LOT 6

HEARTBRAND 9000L ET

DOB 03.10.2023

PERCENTAGE FULLBLOOD

REG NO. AF305904

TATTOO F0001 9000L

EID 840003258009716



SIRE **HEARTBRAND KC S6386U**  
SHIGEMARU  
HEARTBRAND C0062L

DAM **HEARTBRAND 165Y**  
HEARTBRAND C0600N  
HEARTBRAND T2899R

DAI-NI 2 SHIGENAMI TOKKYU 27  
DAI-YON 4 AKIBARE TOKKYU 3357  
HEARTBRAND H0518E  
HEARTBRAND S0917J  
HEARTBRAND H0518E  
HEARTBRAND S0939J  
TAMAMARU  
HEARTBRAND B0009M

- Safe Bred 12.9.24 to Come And Take It (AF4586)
- 9000L is a daughter of Heartbrand KC
- Heartbrand KC is a Shigemaru son that traces back to the powerful Ume
- Ringo and Marunami provide the powerful base for this heifer
- Tamamaru, Big Al, and Namimaru line up directly in this outstanding pedigree

LOT 7

HEARTBRAND 8634L ET

DOB 02.14.2023

PERCENTAGE FULLBLOOD REG NO. AF282314 TATTOO F0001 8634L EID 840003258075996



SIRE **HEARTBRAND 9595Y**  
HEARTBRAND JOE S5394S  
HEARTBRAND BUCKCHERRY S2421R

DAM **HEARTBRAND 235Y**  
HEARTBRAND T4192S  
HEARTBRAND H1631P

SHIGEMARU  
HEARTBRAND B0004M  
SHIGEMARU  
TWA TANOMU  
TAMAMARU  
HEARTBRAND H0919L  
HIKARI  
HEARTBRAND S0944J

- Safe Bred 12.23.24 to Big Al (AF114)
- Ume powers the genetics in this heifer
- Heartbrand 9595Y, a son of Buckcherry and Joe, is the sire of 8634L
- Shigemaru genetics dominate this pedigree for predictable performance
- Hikari, Big Al, and Tamamaru lend support to the heavy Shigemaru influence

LOT 8

HEARTBRAND 8686L

DOB 03.26.2023

PERCENTAGE FULLBLOOD

REG NO. AF282610

TATTOO F0001 8686L

EID 84.0003258076098



SIRE **MCCJ41853**

HEARTBRAND JOE S5394S

HEARTBRAND S0282N

DAM **HEARTBRAND 1039F**

HEARTBRAND 4810B

HEARTBRAND 4124B

SHIGEMARU

HEARTBRAND B0004M

SHIGEMARU

HEARTBRAND B0940J

HEARTBRAND T6955U

HEARTBRAND H3012R

HEARTBRAND 9581Y

HEARTBRAND 7793W

- Safe Bred 12.23.24 to Big Al (AF114)
- 8686L is a well-built daughter of MCCJ41853
- Dai 8 Marunami anchors the maternal line in this pedigree
- Six generations of powerful, proven Heartbrand breeding
- All of the foundation sires dot this strong genetic package

LOT 9

HEARTBRAND 931L

DOB 03.07.2023

PERCENTAGE FULLBLOOD

REG NO. AF285811

TATTOO F0001 931L

EID 840003258009943



SIRE HEARTBRAND H0518E  
**HEARTBRAND 563Z**  
 HEARTBRAND 7787W

DAM HEARTBRAND BINGER 2071A  
**HEARTBRAND 5383J**  
 HEARTBRAND 9755Y

HIKARI  
 DAI-HACHI 8 MARUNAMI  
 HEARTBRAND S2824R  
 HEARTBRAND T3296R  
 HEARTBRAND H0518E  
 HEARTBRAND STARR 9193X  
 HEARTBRAND JOE S5394S  
 HEARTBRAND V7331U

- Safe Bred 12.6.24 to Big Al (AF114)
- 9311L displays great phenotype to complement her strong Heartbrand pedigree
- She traces back to the highly sought after Namiko on her maternal line
- This pedigree is six generations deep with Heartbrand breeding!
- The sire pathway is extremely impressive with Binger, Joe, Shig, Tam, and Big Al

LOT 10

HEARTBRAND 8920L

DOB 03.12.2023

PERCENTAGE FULLBLOOD

REG NO. AF280189

TATTOO F0001 8920L

EID 840003258077866

FALL BRED FEMALE



Paternal grandsire, HeartBrand H0518E

SIRE **HEARTBRAND 2421Z**  
HEARTBRAND H0518E  
HEARTBRAND JONIE V7341U

DAM **HEARTBRAND 4057H**  
HEARTBRAND JIMBO 9276E ET  
HEARTBRAND 3801B

HIKARI  
DAI-HACHI 8 MARUNAMI  
SHIGEMARU  
HEARTBRAND S1741P  
HEARTBRAND CHARLIE C4037S  
HEARTBRAND V7219U  
TAMAMARU  
HEARTBRAND 291Y

- Safe Bred 12.10.24 to Brady (AF52168)
- Seven generations of proven Heartbrand breeding!
- The sire of 8920L is Heartbrand 2421Z, a son of H0518E
- The highly proven Dai 8 Marunami is the base of the deep maternal line
- Original import sire Judo is at the base of the sire stack built on Marunami

LOT 11

HEARTBRAND 8759L

DOB 03.27.2023

PERCENTAGE FULLBLOOD

REG NO. AF280007

TATTOO F0001 8759L

EID 840003258088231

FALL BRED FEMALE



Service Sire, HeartBrand Judo Rocks



Lot 11

SIRE HEARTBRAND 4537B  
HEARTBRAND CHARLIE C4037S  
HEARTBRAND 8834X  
HEARTBRAND H0518E  
HEARTBRAND S0917J  
BIG AL  
HEARTBRAND S5390T  
HEARTBRAND B3314R  
HEARTBRAND T1244P  
TAMAMARU  
HEARTBRAND B0029L

DAM HEARTBRAND 4972B  
HEARTBRAND 8015W  
HEARTBRAND T4190S

- Safe Bred 12.6.24 to HeartBrand Judo Rocks (AF49237)
- The sire of 8759L is Heartbrand 4537B, who is a son of Charlie
- The maternal line of 8759L traces back to the import cow Fuyuko
- The foundation sires Big Al and Tamaru anchor the sire stack in this pedigree
- Fuyuko genetics have been proven performers for multiple generations!

LOT 12

HEARTBRAND 8830L

DOB 03.11.2023

PERCENTAGE FULLBLOOD

REG NO. AF280319

TATTOO F0001 8830L

EID 840003258088309

FALL BRED FEMALE

Service Sire, Big Al



Lot 12

SIRE HEARTBRAND 6309B ET  
HEARTBRAND KC S6386U  
HEARTBRAND C0311R

DAM HEARTBRAND 9484E  
HEARTBRAND 1941A  
HEARTBRAND 1292A ET

SHIGEMARU  
HEARTBRAND C0062L  
HEARTBRAND H0518E  
HEARTBRAND B0311N  
HEARTBRAND TERMINATOR T3810S  
HEARTBRAND 7770W  
SHIGEMARU  
HEARTBRAND T0487N

- Safe Bred 12.9.24 to Big Al (AF114)
- 8830L is sired by Heartbrand 6309B, a KC son from the Namikos
- Her maternal line is anchored by Himawari
- Shigemaru x Tamamaru x Big Al are in a direct line on the bottom of the pedigree
- There is high predictability in this heifer!

LOT 13

HEARTBRAND 8812L

DOB 04.02.2023

PERCENTAGE FULLBLOOD

REG NO. AF280315

TATTOO F0001 8812L

EID 840003258088305



SIRE **HEARTBRAND 2963A**  
HEARTBRAND 9006X CAPTAIN RON  
HEARTBRAND T3634S

DAM **HEARTBRAND 4124B**  
HEARTBRAND 9581Y  
HEARTBRAND 7793W

HEARTBRAND 5133S  
HEARTBRAND BUCKCHERRY S2421R  
TAMAMARU  
HEARTBRAND C0032K  
HEARTBRAND JOE S5394S  
HEARTBRAND T0291N  
HEARTBRAND B4047S  
HEARTBRAND H0531N

- Safe Bred 12.10.24 to Come And Take It (AF4586)
- Heartbrand 2963A, a Captain Ron son, is the sire of 8812L
- Breed legend, Marunami 8, anchors this pedigree
- Hikari and Shigemaru form the strong genetic base of 8812L
- Big Al and Tamamaru also appear in this deep pedigree



LOT 14

HEARTBRAND 8819L

DOB 04.06.2023

PERCENTAGE FULLBLOOD

REG NO. AF280317

TATTOO F0001 8819L

EID 840003258088307

FALL BRED FEMALE

*Service Sire, Big Al*



*Lot 11*

SIRE **HEARTBRAND 2963A**  
HEARTBRAND 9006X CAPTAIN RON  
HEARTBRAND T3634S

DAM **MCCC4251**  
HEARTBRAND H0518E  
HEARTBRAND S0741N

HEARTBRAND 5133S  
HEARTBRAND BUCKCHERRY S2421R  
TAMAMARU  
HEARTBRAND C0032K  
HIKARI  
DAI-HACHI 8 MARUNAMI  
SHIGEMARU  
HARUKO

- Safe Bred 12.10.24 to Big Al (AF114)
- The sire of 8819L is Heartbrand 2963A, a Captain Ron son
- Heartbrand 2963A is anchored by Buckcherry and Himawari
- The maternal line of 8819L is anchored by Haruko
- H0518E and Shigemaru complete the sire link from 2963A to Haruko

LOT 15

HEARTBRAND 8590L

DOB 03.24.2023

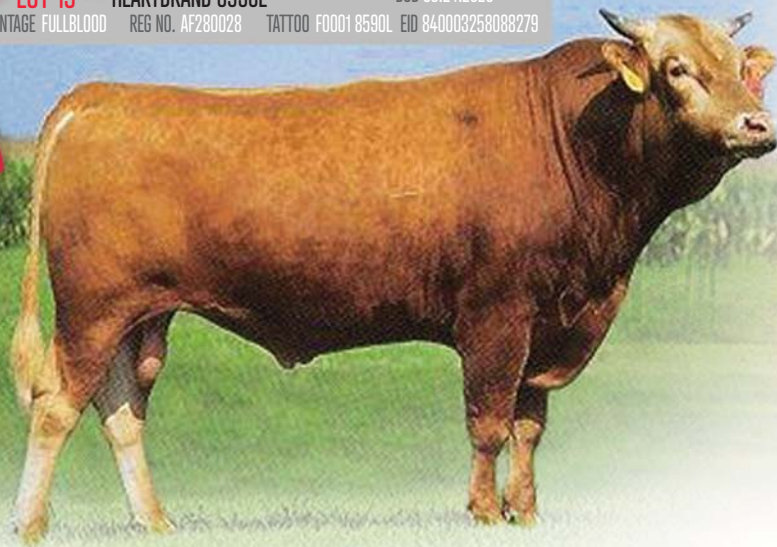
PERCENTAGE FULLBLOOD

REG NO. AF280028

TATTOO F0001 8590L EID 840003258088279

FALL BRED FEMALE

*Maternal Grand sire, Tamamaru*



SIRE HEARTBRAND 4727B  
HEARTBRAND T6023T  
HEARTBRAND H5727T

DAM HEARTBRAND 4001B  
TAMAMARU  
HEARTBRAND 967Z

TAMAMARU  
HEARTBRAND B0102M  
HIKARI  
HEARTBRAND S0162M  
DAI-GO 5 TAMANAMI TOKKYU 96  
DAI-HACHI 8 MARUNAMI  
BIG AL  
HEARTBRAND S2155K

- Safe Bred 12.23.24 to Hikari (AF107)
- 8590L is a maternal descendent of the incomparable Ume!
- The sire stack of 8590L includes Tamamaru x Big Al x Shigemaru x Dai 10 Mitsamaru
- The sire of 8590L is Heartbrand 4727B, who is a grandson of Tamamaru
- An extremely strong pedigree to build on for the future

FALL BRED FEMALE

LOT 16

HEARTBRAND 9674L

DOB 07.11.2023

PERCENTAGE FULLBLOOD

REG NO. AF317119

TATTOO F00019674L

EID 840003208655999

*Service Sire, Brady*



Lot 16

SIRE **HEARTBRAND 3184A**  
HEARTBRAND B7083U  
HEARTBRAND S1463P

DAM **HEARTBRAND 2487Z**  
HEARTBRAND B4351S  
HEARTBRAND T4898S

HEARTBRAND B2249R  
HEARTBRAND T0291N  
SHIGEMARU  
HEARTBRAND B0905J  
BIG AL  
HEARTBRAND T0183M  
TAMAMARU  
HEARTBRAND B0466N

- Safe Bred 12.23.24 to Brady (AF52168)
- 9674L descends from the proven Fuyuko maternal line
- Her sire is Heartbrand 3184A, who has a Fuyuko based pedigree
- Big Al and Tamamaru back up two generations of Heartbrand sires in the sire line-up
- Fuyuko appears on both sides of this heifer's pedigree!

LOT 17

TRIBE LAND AND CATTLE 9385L

DOB 04.02.2023

PERCENTAGE FULLBLOOD

REG NO. AF290432

TATTOO 9385L

EID 840003258009844

FALL BRED FEMALE

*Service Sire, Big Al*



Lot 17

SIRE HEARTBRAND 4949H  
HEARTBRAND 2541A ET  
MCC5760

DAM HEARTBRAND 9032E  
HEARTBRAND T5313S  
HEARTBRAND C4396S

RUESHAW 430  
HEARTBRAND NIKKI DR S1029P  
MCC 7222Z  
HEARTBRAND T3262R  
TAMAMARU  
HEARTBRAND B0039M  
HEARTBRAND H0518E  
HEARTBRAND S0933J

- Safe Bred 12.7.24 to Big Al (AF114)
- 9385L is a super looking daughter of Heartbrand 4949H
- This is a sought after pedigree from the powerful Ume cow
- Three generations of Heartbrand sires stacked on Shigemaru and Dai 10 Mitsamaru!
- Built-in performance genetics



# HeartBrand<sup>®</sup> CATTLE

So far in 2024, HeartBrand Beef has graded a total of 17,076 individual carcass sides utilizing a camera grading system . To our knowledge, this is the largest set of Akaushi cattle ever graded, and quite possibly, the largest set of Wagyu cattle graded in the United States that can be used for breeding evaluations and data. The average marbling on all 17,076 sides revealed a score of 797. In comparison to USDA grading scales, this average marbling score is equivalent to Slightly Abundant 50 and would be equal to USDA Prime. The yield grade landed at 3 when evaluating the data from these sides and showed a ribeye area of 13.82.

DONOR

LOT 18

HEARTBRAND 3112A

DOB 08.27.2013

PERCENTAGE FULLBLOOD

REG NO. AF60639

TATTOO 3112A

EID 988001000705251



*Sire, Judo 1223*

SIRE **JUDO 1223**

SHIGETAKARA H 40

SAKAE RK23331

DAM **HEARTBRAND Z1118P**

RUESHAW 430

AKIKO

SHIGETAMA H 11

TAKARA 3 22765

MARUZONO F252

KAME RK4370

RUEMEI H39

FB2 KIKUTAMA 14285

NAMIMARU KO 74

MITSUOKO TOKKYU 9639

- Original, import genetics at their absolute finest
- Outcross genetics – Judo x Rueshaw – on top of Akiko!
- The Akiko line makes the elite ones – including Big Al, himself!
- Incredible breeding opportunities with this proven donor!
- Sells open

LOT 19

HEARTBRAND 2079A

DOB 03.29.2013

PERCENTAGE FULLBLOOD

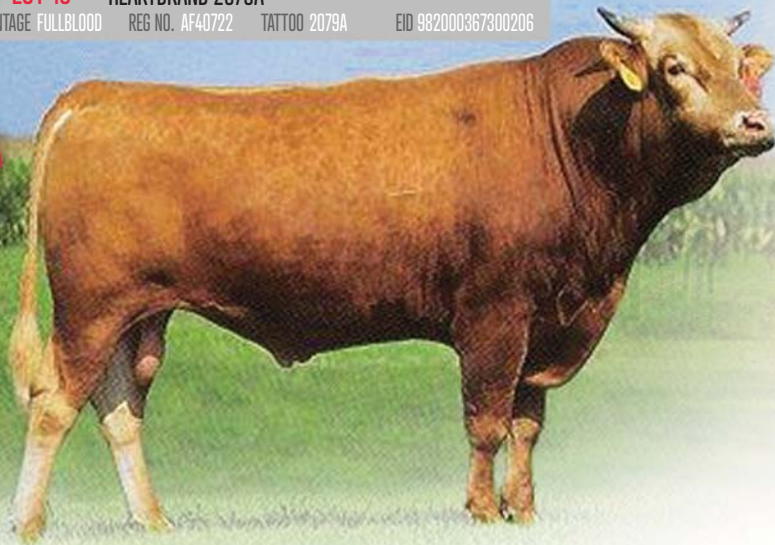
REG NO. AF40722

TATTOO 2079A

EID 982000367300206

DONOR

*Sire, Tamamaru*



*Lot 19*

SIRE **TAMAMARU** DAI-GO 5 TAMANAMI TOKKYU 96 TAMANAMI KO 70  
 DAI-SAN 3 MITSUMARU KO 71 FUJIMITSU KO 2030  
 DAI-HACHI 8 MARUNAMI DAI-HICHI 7 MARUNAMI TOK 14289  
 DAI-JU 10 MITSUMARU KO 76  
 KAZUTOMO IKYU 92958  
 DAM **TWA MAJIRU** HIKARI NAMIMARU KO 74  
 AKIKO MITSUKO TOKKYU 9639

- A Tamamaru daughter from Big Al's maternal line!
- Traces directly back to Akiko on maternal side
- Powerful foundation sire stack of Tamamaru x Hikari x Namimaru
- 2079A has produced 29 registered progeny – proven donor cow
- Sells open

LOT 20

HEARTBRAND 1834A

DOB 05.05.2013

PERCENTAGE FULLBLOOD

REG NO. AF36781

TATTOO 1834A

EID 982000367716355



SIRE

**HEARTBRAND B4183S**

BIG AL

HEARTBRAND S0701M

DAM

**HEARTBRAND T3285R**

TAMAMARU

HEARTBRAND C0006K

DAI-JU 10 MITSUMARU KO 76

AKIKO

SHIGEMARU

AKIKO

DAI-GO 5 TAMANAMI TOKKYU 96

DAI-HACHI 8 MARUNAMI

HEARTBRAND H0518E

HEARTBRAND HIMAWARI 245

- Maternal line traces back to the great Heartbrand Himawari 245 cow
- Daughter of Heartbrand B4183S, a Big Al son with 285 registered progeny!
- Great sire stack including Tamamaru x H0518E x Dai 10 Mitsamaru
- 1834A has 29 registered progeny – proven donor cow!
- Sells open



### DELIVERY ...

Buyers are responsible for any shipping cost pertaining to their purchases and transportation of the live cattle. Waygu365 buyers and HeartBrand Cattle will work together to make this the easiest and most efficient process possible. Cattle need to be picked up by May 30th. If past May 30th there will be a \$3 per day charge per animal.

### TRUCKING ...

Please contact the HeartBrand Cattle office at 830.540.3955 for them to assist with your trucking needs and desires.





**LOT 21**

**HEARTBRAND 9294L**

DOB 06.23.2023

PERCENTAGE FULLBLOOD

REG NO. AF303597

TATTOO F0001 9294L EID 840003258077014

**SPRING BRED FEMALE**



SIRE **BIG AL**

DAI-JU 10 MITSUMARU KO 76  
AKIKO

DAI-NI 2 MITSUMARU TOKKYU 22  
GODAI KO 2739  
NAMIMARU KO 74  
MITSUKO TOKKYU 9639  
DAI-JU 10 MITSUMARU KO 76  
KAZUTOMO IKYU 92958  
SHIGEMARU  
HARUKO

DAM **HEARTBRAND 9955Y**

HIKARI  
HEARTBRAND S0753L

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- This is a special heifer!
- Big Al is the sire of 9294L!
- This is a stacked pedigree of Big Al x Hikari x Shigemaru x Haruko
- Sells pregnant to Jamie 3201A



LOT 22

HEARTBRAND 8628L

DOB 02.28.2023

PERCENTAGE FULLBLOOD

REG NO. AF280045

TATTOO F0001 8628L

EID 840003258088249

SPRING BRED FEMALE



SIRE HEARTBRAND 9861Y  
HEARTBRAND H0518E  
HEARTBRAND 8482W

DAM HEARTBRAND 3717B ET  
SHIGEMARU  
HEARTBRAND P0250R

HIKARI  
DAI-HACHI 8 MARUNAMI  
HEARTBRAND S3105R  
HEARTBRAND T1610P  
DAI-NI 2 SHIGENAMI TOKKYU 27  
DAI-YON 4 AKIBARE TOKKYU 3357  
HEARTBRAND B0018M  
HEARTBRAND H0250N

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- Powerful pedigree built on Ume and Ringo genetics
- Big Al, Hikari, Shigemaru, and Tamamaru are the foundation sires in this pedigree
- Five generations of proven Heartbrand breeding
- Sell pregnant to Jamie 3201A

SPRING BRED FEMALE

LOT 23

HEARTBRAND 8636L ET

DOB 02.13.2023

PERCENTAGE FULLBLOOD

REG NO. AF282330

TATTOO F0001 8636L

EID 840003258076012



SIRE HIKARI  
**HEARTBRAND H0518E**  
DAI-HACHI 8 MARUNAMI

DAM HEARTBRAND JOE S5394S  
**HEARTBRAND 3444B**  
HEARTBRAND 8603X

DAI-JU 10 MITSUMARU KO 76  
KAZUTOMO IKYU 92958  
DAI-SAN 3 MITSUMARU KO 71  
DAI-HICHI 7 MARUNAMI TOK 14289  
SHIGEMARU  
HEARTBRAND B0004M  
HEARTBRAND B3965S  
HEARTBRAND B1815P

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- She is a daughter of the highly proven Heartbrand H0518E
- Her maternal Grandsire is Heartbrand Joe
- The pedigree traces back to the great brood cow Fuyuko
- Sells pregnant to Jamie 3201A

LOT 24

HEARTBRAND 8712L

DOB 03.29.2023

PERCENTAGE FULLBLOOD

REG NO. AF282616

TATTOO F0001 8712L

EID 840003258076104

SPRING BRED FEMALE

HeartBrand Jamie 3201A



Lot 24

SIRE **MCCJ41853**

HEARTBRAND JOE S5394S

HEARTBRAND S0282N

DAM **HEARTBRAND 0984F ET**

HEARTBRAND RHUBARB 2142A ET

HEARTBRAND SHELLI V7413U

SHIGEMARU

HEARTBRAND B0004M

SHIGEMARU

HEARTBRAND B0940J

RUESHAW 430

HEARTBRAND BARBARA B3518R

HEARTBRAND SAMSUNG S0947P

HEARTBRAND C4164S

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- 8712L is a good-looking daughter of MCCJ41853, who is a Joe son
- The maternal grandsire is Rhubarb!
- The maternal line is the mighty Akikos with five generations of Heartbrand breeding
- Sells pregnant to Jamie 3201A

LOT 25

HEARTBRAND 8726L

DOB 03.19.2023

PERCENTAGE FULLBLOOD

REG NO. AF282631

TATTOO F0001 8726L EID 840003258076119

SPRING BRED FEMALE



SIRE HEARTBRAND 2785A  
HEARTBRAND JOE S5394S  
HEARTBRAND 8989X

DAM HEARTBRAND 0831E  
HEARTBRAND 1779A  
HEARTBRAND T5391T

SHIGEMARU  
HEARTBRAND B0004M  
SHIGEMARU  
HEARTBRAND V6156T  
HEARTBRAND JOE S5394S  
HEARTBRAND H1010P  
TAMAMARU  
HEARTBRAND C0193M

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- Ume is the maternal line featured in this pedigree
- Big Al, Shigemaru, Hikari, and Tamamaru are prominent in this pedigree
- The sire of 8726L is Heartbrand 2785A
- Sells pregnant to Jamie 3201A

LOT 26

HEARTBRAND 9352L ET

DOB 03.19.2023

PERCENTAGE FULLBLOOD

REG NO. AF291570

TATTOO F0001 9352L

EID 840003247252927

SPRING BRED FEMALE

*Sire, HeartBrand Trump 6684CET*



Lot 26

SIRE HEARTBRAND CHARLIE C4037S  
**HEARTBRAND TRUMP 6684C ET**  
HEARTBRAND 2636A

DAM **BEEMAN RANCH 470Z**  
COME AND TAKE IT  
HEARTBRAND S4553S

HEARTBRAND H0518E  
HEARTBRAND S0917J  
BIG AL  
HEARTBRAND S0880N  
HEARTBRAND H0518E  
AKIKO  
SHIGEMARU  
HEARTBRAND B0078M

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- This heifer descends from the highly sought after Namiko maternal line
- 9352L is a daughter of Heartbrand Trump, who is a Charlie son
- This is a stacked pedigree of Come and Take It x Shigemaru x Big Al x Tamamaru
- Sells pregnant to Jamie 3201A

LOT 27

HEARTBRAND 8717L

DOB 04.07.2023

PERCENTAGE FULLBLOOD

REG NO. AF2826D2

TATTOO F0001 8717L

EID 840003258076090

SPRING BRED FEMALE

Service Sire, HeartBrand Jamie 3201A



Lot 27

Service Sire  
HeartBrand Jamie 3201A

SIRE HEARTBRAND 4200H  
HEARTBRAND 994Z  
HEARTBRAND 293Y

DAM HEARTBRAND 0822F  
HEARTBRAND 9861Y  
HEARTBRAND 9320X

HEARTBRAND H0518E  
HEARTBRAND BUCKCHERRY S2421R  
HEARTBRAND S4873S  
HEARTBRAND B4858S  
HEARTBRAND H0518E  
HEARTBRAND 8482W  
HEARTBRAND B4047S  
HEARTBRAND T2878R

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- Generations of Heartbrand breeding in this package on both sides of the pedigree
- 8717L is a daughter of Heartbrand 4200H
- The maternal line is founded on Himawari
- Sells pregnant to Jamie 3201A





**LOT 28**

**TRIBE LAND AND CATTLE 9391L**

DOB 05.22.2023

PERCENTAGE FULLBLOOD

REG NO. AF290418

TATTOO 9391L

EID 840003258009850

**SPRING BRED FEMALE**



SIRE **HEARTBRAND 4949H**  
HEARTBRAND 2541A ET  
MCC5760

DAM **HEARTBRAND 7082D**  
HEARTBRAND B7083U  
HEARTBRAND 7914W

RUESHAW 430  
HEARTBRAND NIKKI DR S1029P  
MCC 7222Z  
HEARTBRAND T3262R  
HEARTBRAND B2249R  
HEARTBRAND T0291N  
HEARTBRAND C4408S  
HEARTBRAND S3058R

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- 9391L represents four generations of Heartbrand breeding on the amazing Akiko
- Her sire is a Rueshaw grandson, Heartbrand 4949H
- Foundation sires Shigemaru, Tamamaru, Big Al, and Rueshaw highlight this pedigree
- Sells bred to Jamie 3201A



LOT 29

HEARTBRAND 8851L

DOB 02.09.2023

PERCENTAGE FULLBLOOD

REG NO. AF280327

TATTOO F0001 8851L EID 840003258088317

SPRING BRED FEMALE



*Maternal grandsire, Shigemaru*



*Lot 29*

SIRE HEARTBRAND 6309B ET  
HEARTBRAND KC S6386U SHIGEMARU  
HEARTBRAND C0062L  
HEARTBRAND H0518E  
HEARTBRAND B0311N  
HEARTBRAND 8851L  
DAM HEARTBRAND 8844E ET  
SHIGEMARU  
HEARTBRAND H0108M  
DAI-NI 2 SHIGENAMI TOKKYU 27  
DAI-YON 4 AKIBARE TOKKYU 3357  
HIKARI  
HEARTBRAND T0002K

- P.E. from 1.31.25 to 3.13.25 to HeartBrand Jamie 3201A (AF61148); Safe Bred
- 8851L is built on a sire stack including Shigemaru x Hikari x Tamaru x Hikari
- The feature maternal line is the great Dai 8 Marunami
- The sire of 8851L is Heartbrand 6309B, who is a paternal grandson of Shigemaru
- Sells pregnant to Jamie 3201A



OUR FEMALES ARE BACKED BY YEARS OF INTENSE  
SELECTION PRESSURE & GENERATIONS OF ELITE GENETICS.

*-Jojo Carrales*

LOT 30

HEARTBRAND 9502L

DOB 10.04.2023

PERCENTAGE FULLBLOOD

REG NO. AF316836

TATTOO F0001 9502L

EID 840003258077069

OPEN HEIFER

Sire, Big Al



Lot 30

SIRE **BIG AL**

DAI-JU 10 MITSUMARU KO 76  
AKIKO

DAM **HEARTBRAND 5218C**

HEARTBRAND JAKE H6369T  
HEARTBRAND H0531N

DAI-NI 2 MITSUMARU TOKKYU 22  
GODAI KO 2739  
NAMIMARU KO 74  
MITSUKO TOKKYU 9639  
HIKARI  
HEARTBRAND T1872P  
HIKARI  
HEART BRAND 560G

- Direct Big Al daughter!
- Big Al is the GOAT of Akaushi sires to many breeders.
- Marunami maternal line.



LOT 31

HEARTBRAND 9570L ET

DOB 09.23.2023

PERCENTAGE FULLBLOOD

REG NO. AF319722

TATTOO F0001 9570L

EID 840003258088418

OPEN HEIFER



SIRE **HIKARI**

DAI-JU 10 MITSUMARU KO 76  
KAZUTOMO 1KYU 92958

DAM **HEARTBRAND 1834A**

HEARTBRAND B4183S  
HEARTBRAND T3285R

DAI-NI 2 MITSUMARU TOKKYU 22  
GODAI KO 2739  
NAMIMARU KO 74  
KIKUMI TOKKYU 11875  
BIG AL  
HEARTBRAND S0701M  
TAMAMARU  
HEARTBRAND C0006K

- Direct Hikari daughter!
- Himawari maternal line.
- Dam contributes the blended genetics of elite females Akiko, Marunami, and Himawari!

LOT 32

HEARTBRAND 9402L ET

DOB 08.20.2023

PERCENTAGE FULLBLOOD REG NO. AF320269 TATTOO F0001 9402L EID 840003258009861



SIRE JUDO 1223  
**HEARTBRAND J-PRIME 2132A**  
 HEARTBRAND V5909S

DAM RUESHAW 430  
**HEARTBRAND 1733A ET**  
 HEARTBRAND BUCKCHERRY S2421R

SHIGETAKARA H 40  
 SAKAE RK23331  
 HEARTBRAND C0600N  
 HEARTBRAND T1033P  
 RUEMEI H39  
 FB2 KIKUTAMA 14285  
 SHIGEMARU  
 TWA TANOMU

- Sired by J-Prime bringing outcross Judo genetics.
- Dam is a direct Rueshaw daughter!
- Maternal grandam is the legendary Buckcherry cow!



**LOT 33**

**HEARTBRAND 9653L**

DOB 12.15.2023

PERCENTAGE FULLBLOOD

REG NO. AF319802

TATTOO F00019653L

EID 840003258088593

OPEN HEIFER



SIRE **HEARTBRAND J-PRIME 2132A**  
JUDO 1223  
HEARTBRAND V5909S

DAM **HEARTBRAND 8834X**  
BIG AL  
HEARTBRAND S5390T

SHIGETAKARA H 40  
SAKAE RK23331  
HEARTBRAND C0600N  
HEARTBRAND T1033P  
DAI-JU 10 MITSUMARU KO 76  
AKIKO  
SHIGEMARU  
HEARTBRAND T0321N

- Sired by J-Prime, and elite Judo son.
- Outcross Judo genetics paired with the Himawari maternal line.
- Tremendous maternal base of Big Al x Shigemaru x Tamamaru.

LOT 34

HEARTBRAND 9436L

DOB 10.01.2023

PERCENTAGE FULLBLOOD

REG NO. AF316828

TATTOO F0001 9436L

EID 840003258077061



SIRE SHIGEMARU  
**HEARTBRAND SAMSUNG S0947P**  
 HARUKO

DAM HEARTBRAND 2943A  
**HEARTBRAND 0258E**  
 HEARTBRAND B2817R

DAI-NI 2 SHIGENAMI TOKKYU 27  
 DAI-YON 4 AKIBARE TOKKYU 3357  
 DAI-SAN 3 MITSUMARU TOKKYU 30  
 DAI-NANA 7 KIKUHIME TOKKYU 6669  
 HEARTBRAND 9595Y  
 HEARTBRAND D0026R  
 BIG AL  
 HEARTBRAND S0946J

- Samsung brings Shigemaru x Haruko's proven maternal traits and longevity!
- Elephant cow maternal line.
- Known sires Joe, Big Al, and Shigemaru combined.



OPEN HEIFER

LOT 35

HEARTBRAND 9438L

DOB 09.26.2023

PERCENTAGE FULLBLOOD

REG NO. AF316813

TATTOO F00019438L EID 840003258077046



*Sire, HeartBrand Joe S5394S*

SHIGEMARU  
SIRE **HEARTBRAND JOE S5394S**  
HEARTBRAND B0004M

HEARTBRAND B3485R  
DAM **HEARTBRAND 1480F**  
HEARTBRAND 624Z

DAI-NI 2 SHIGENAMI TOKKYU 27  
DAI-YON 4 AKIBARE TOKKYU 3357  
BIG AL  
FUYUKO  
BIG AL  
HEARTBRAND S0944J  
HEARTBRAND CHARLIE C4037S  
HEARTBRAND 7888W

- Sire has Heartbrand Joe's leading growth and maternal genetics.
- Buckcherry cow's renowned bloodline.
- Himawari maternal line.

LOT 36

HEARTBRAND 9573L ET

DOB 09.18.2023

PERCENTAGE FULLBLOOD

REG NO. AF3196813

TATTOO F0001 9573L EID 840003258088377



SIRE HEARTBRAND 9595Y  
HEARTBRAND JOE S5394S  
HEARTBRAND BUCKCHERRY S2421R

DAM HEARTBRAND 1834A  
HEARTBRAND B4183S  
HEARTBRAND T3285R

SHIGEMARU  
HEARTBRAND B0004M  
SHIGEMARU  
TWA TANOMU  
BIG AL  
HEARTBRAND S0701M  
TAMAMARU  
HEARTBRAND C0006K

- Joe brings breed leading growth and maternals.
- Dam contributes Big Al and H0518E's proven carcass traits.
- Elephant cow maternal line.



LOT 37

HEARTBRAND 9426L

DOB 09.28.2023

PERCENTAGE FULLBLOOD

REG NO. AF316822

TATTOO F0001 9426L

EID 840003258077055

OPEN HEIFER



SIRE **HEARTBRAND B4183S**  
BIG AL  
HEARTBRAND S0701M

DAM **HEARTBRAND 7003D**  
HEARTBRAND BINGER 2071A  
HEARTBRAND 3376B

DAI-JU 10 MITSUMARU KO 76  
AKIKO  
SHIGEMARU  
AKIKO  
HEARTBRAND H0518E  
HEARTBRAND STARR 9193X  
HEARTBRAND 9134X  
HEARTBRAND 159Y

- Sire contributes the lines of Big Al, Shigemaru, and Akiko
- Sire's dam, S0701M is a full sister Red Emperor.
- Dam rare H0518E genetics.

LOT 38

HEARTBRAND 9574L

DOB 10.13.2023

PERCENTAGE FULLBLOOD

REG NO. AF320066

TATTOO F0001 9574L EID 840003258077137



SIRE HEARTBRAND CHARLIE C4037S  
**HEARTBRAND HEAVY HAULER 3199A**  
 HEARTBRAND V7494U

DAM HEARTBRAND 3184A  
**HEARTBRAND 3650H**  
 HEARTBRAND 0991F

HEARTBRAND H0518E  
 HEARTBRAND S0917J  
 HEARTBRAND H2460R  
 HEARTBRAND T1929P  
 HEARTBRAND B7083U  
 HEARTBRAND S1463P  
 HEARTBRAND 6322B ET  
 HEARTBRAND 4126B

- Heavy Hauler has H0518E and Hikari genetics.
- Himawari maternal line.
- Dam has a solid foundation of Heartbrand staples including Shigemaru and H0518E.

LOT 39

HEARTBRAND 9594L

DOB 10.20.2023

PERCENTAGE FULLBLOOD

REG NO. AF320058

TATTOO F0001 9594L

EID 840003234471487



SIRE HEARTBRAND CHARLIE C4037S HEARTBRAND H0518E  
 HEARTBRAND H0518E and Hikari genetics.  
**HEARTBRAND HEAVY HAULER 3199A** HEARTBRAND S0917J HEARTBRAND H2460R  
 World renowned Akiko maternal line.  
 HEARTBRAND V7494U HEARTBRAND H2460R HEARTBRAND T1929P  
 Dam has a solid foundation of Heartbrand staples including Big Al,  
 Shigemaru and Hikari.  
 HEARTBRAND B3485R BIG AL HEARTBRAND S0944J  
 HEARTBRAND H5727T HEARTBRAND HIKARI HEARTBRAND S0162M

LOT 40

HEARTBRAND 9532L

DOB 09.20.2023

PERCENTAGE FULLBLOOD

REG NO. AF315584

TATTOO F0001 9532L EID 840003258077026



SIRE **HEARTBRAND 3496G**  
HEARTBRAND 2541A ET  
HEARTBRAND 4742B

DAM **HEARTBRAND 6939J**  
HEARTBRAND 4666H  
HEARTBRAND 5808C ET

RUESHAW 430  
HEARTBRAND NIKKI DR S1029P  
HEARTBRAND T6955U  
HEARTBRAND B4939S  
TWINWOOD TW0660Z  
HEARTBRAND 3890B  
HEARTBRAND JOE S5394S  
HEARTBRAND 8460W

- Paternal side brings Rueshaw, Shigemaru, Big Al, and Akiko influence!
- Dam contributes Shigemaru heavy influence of strong maternals and growth.
- Solid herd building base genetics.

LOT 41

HEARTBRAND 9694L

DOB 11.29.2023

PERCENTAGE FULLBLOOD

REG NO. AF316019

TATTOO F0001 9694L EID 840003258009788



Great-grand sire, HeartBrand H0518E

SIRE **HEARTBRAND 4727B**  
HEARTBRAND T6023T  
HEARTBRAND H5727T

DAM **HEARTBRAND 9281X**  
HEARTBRAND C4170S  
HEARTBRAND T0509N

TAMAMARU  
HEARTBRAND B0102M  
HIKARI  
HEARTBRAND S0162M  
HEARTBRAND H0518E  
HEARTBRAND S0354L  
TAMAMARU  
HEARTBRAND C0006K

- Sired by Heartbrand 4727B, bringing Tamamaru, Hikari, and Akiko genetics.
- Dam brings concentrated Heartbrand H0518E blood.
- Tamamaru and Shigemaru influence solidify maternals and growth.

LOT 42A

TWO UNITS OF HEARTBRAND H0518E SEMEN  
PERCENTAGE FULLBLOOD US REG NO. AF123 AUS REG NO. -

LOT 42B

TWO UNITS OF HEARTBRAND H0518E SEMEN

LOT 42C

TWO UNITS OF HEARTBRAND H0518E SEMEN

LOT 42D

TWO UNITS OF HEARTBRAND H0518E SEMEN

LOT 42E

TWO UNITS OF HEARTBRAND H0518E SEMEN

**HIKARI**DAI-JU 10 MITSUMARU KO 76  
KAZUTOMO IKYU 92958DAI-NI 2 MITSUMARU TOKKYU 22  
GODAI KO 2739  
NAMIMARU KO 74  
KIKUMI TOKKYU 11875  
MITSUTAKE KO 58  
FUKUMARU KO 933  
DAI-JYUU 10 SHIGEKAWA KO 65  
MARUNAMI KO 2402**DAI-HACHI 8 MARUNAMI**DAI-SAN 3 MITSUMARU KO 71  
DAI-HICHI 7 MARUNAMI TOK 14289

- Hikari from the original import cow Marunami.
- Marunami is the iconic Akaushi cow who was selected to lead Akaushi breed improvement in Kumomoto Japan as a heifer before her eventual live export to the USA.
- This is a rare chance to get his elite carcass traits genetics now.

*Heartbrand H0518E*



LOT 43A

PERCENTAGE FULLBLOOD

TWO UNITS OF **BIG AL** SEMEN  
US REG NO. AF114 AUS REG NO. FB2998

LOT 43B

TWO UNITS OF **BIG AL** SEMEN

LOT 43C

TWO UNITS OF **BIG AL** SEMEN

LOT 43D

TWO UNITS OF **BIG AL** SEMEN

LOT 43E

TWO UNITS OF **BIG AL** SEMEN

DAI-JU 10 MITSUMARU KO 76  
GODAI KO 2739

AKIKO  
NAMIMARU KO 74  
MITSUKO TOKKYU 9639

MITSUTAKE KO 58  
DAI 3 MITSU IKYU 48242  
DAI 5 SHIGEKAWA IKYU 540  
HATAURA IKYU 33574  
DAI-NI 2 SHIGENAMI TOKKYU 27  
DAI-NI 2 MARUHANA KO 2862  
MITSUTAKE KO 58  
MITSU KO 1753

- Big Al was the first bull born outside of Japan in January of 1995.
- Direct son of the legendary Dai 10 Mitsumaru 76 x Akiko and is highly proven.
- Big Al is considered by many to be the greatest Akaushi bull of all-time!
- Known for making incredible females with growth, strength, maternal traits, and longevity on top of making amazing carcasses!



Big Al



LOT 44A

PERCENTAGE FULLBLOOD

TWO UNITS OF **TAMAMARU** SEMEN  
US REG NO. AF109 AUS REG NO. FBZ125

LOT 44B

TWO UNITS OF **TAMAMARU** SEMEN

LOT 44C

TWO UNITS OF **TAMAMARU** SEMEN

LOT 44D

TWO UNITS OF **TAMAMARU** SEMEN

LOT 44E

TWO UNITS OF **TAMAMARU** SEMENTAMANAMI KO 70  
**DAI-GO 5 TAMANAMI TOKKYU 96**  
FUJIMITSU KO 2030DAI-SAN 3 MITSUMARU KO 71  
**DAI-HACHI 8 MARUNAMI**  
DAI-HICHI 7 MARUNAMI TOK 14289SHIGENAMI KO 48  
MARUSAKAE KO 394  
SHIGETAMA H 11  
FUJIHANA IKYU 1173  
MITSUTAKE KO 58  
FUKUMARU KO 933  
DAI-JYU 10 SHIGEKAWA KO 65  
MARUNAMI KO 2402*Tamamaru*

- One of the most widely used and predictable Akaushi bulls due to his consistency and legendary mother, Dai 8 Marunami.
- Adds length of body and stoutness of structure without sacrificing carcass quality.
- Sire, Dai 5 Tamanami Tokkyu 96 provides a slight outcross to the rest of the 1994 importation.

LOT 45A

PERCENTAGE FULLBLOOD

TWO UNITS OF HIKARI SEMEN  
US REG NO. AF107 AUS REG NO. FB2455

LOT 45B

TWO UNITS OF HIKARI SEMEN

LOT 45C

TWO UNITS OF HIKARI SEMEN

LOT 45D

TWO UNITS OF HIKARI SEMEN

LOT 45E

TWO UNITS OF HIKARI SEMEN

DAI-JU 10 MITSUMARU KO 76  
 DAI-NI 2 MITSUMARU TOKKYU 22  
 GODAI KO 2739

KAZUTOMO IKYU 92958  
 NAMIMARU KO 74  
 KIKUMI TOKKYU 11875

MITSUTAKE KO 58  
 DAI 3 MITSU IKYU 48242  
 DAI 5 SHIGEKAWA IKYU 540  
 HATAURA IKYU 33574  
 DAI-NI 2 SHIGENAMI TOKKYU 27  
 DAI-NI 2 MARUHANA KO 2862  
 DAI-JYUU 10 SHIGEKAWA KO 65  
 DAI 2 KIKUMI KO 1345

- Known for his extreme balance of growth with high marbling and carcass traits.
- Son of Japanese legend, Dai 10 Mitsumaru 76 who also sired breed legends Big Al, Kaedemaru, and "the Elephant Cow" Heartbrand T0504E.
- Leading proven sire of sons having produced elite bulls such as WSI Umemaru, TWA Kajikari, Kotsukari, and Heartbrand Hercules 2619A!



Hikari



LOT 46A

PERCENTAGE FULLBLOOD

TWO UNITS OF SHIGEMARU SEMEN

US REG NO. AF110

AUS REG NO. FB2124

LOT 46B

TWO UNITS OF SHIGEMARU SEMEN

LOT 46C

TWO UNITS OF SHIGEMARU SEMEN

LOT 46D

TWO UNITS OF SHIGEMARU SEMEN

LOT 46E

TWO UNITS OF SHIGEMARU SEMEN

SHIGENAMI KO 48

DAI-NI 2 SHIGENAMI TOKKYU 27

DAI 2 TAMASHIGE KO 1842

DAI-JYU 10 SHIGEKAWA KO 65

DAI-YON 4 AKIBARE TOKKYU 3357

DAI-NI 2 AKIBARE IKYU 53244

SHIGEMIYA IKYU 78

HATSUTAMA KO 387

NAKAHORI KO 38

TAMAHANA IKYU 19222

DAI 2 SHIGEKAWA KO 53

SOSHIGE KO 1287

DAI 3 SOSHOKU IKYU 507

AKIBARE KO 758

*Shigemaru*

- Original import and foundation sire!
- Highly proven sire that makes the best Akaushi females you will ever own.
- He sires moderately sized females with extreme depth, width, and strength. They are excellent maternal traits and will last turning into elite brood cows.
- Shigemaru has sired elite proven bulls including Heartbrand Joe, Heartbrand Raymond Reddington, Heartbrand Samsung, and Heart Brand Red Star.

**LOT 47A** THREE UNITS OF **HEARTBRAND KC BONES 1106Z** SEMEN  
 PERCENTAGE FULLBLOOD US REG NO. AF31459 AUS REG NO. -

**LOT 47B** THREE UNITS OF **HEARTBRAND KC BONES 1106Z** SEMEN

**LOT 47C** THREE UNITS OF **HEARTBRAND KC BONES 1106Z** SEMEN

**LOT 47D** THREE UNITS OF **HEARTBRAND KC BONES 1106Z** SEMEN

**LOT 47E** THREE UNITS OF **HEARTBRAND KC BONES 1106Z** SEMEN

**HEARTBRAND KC S6386U**  
 SHIGEMARU  
 HEARTBRAND C0062L

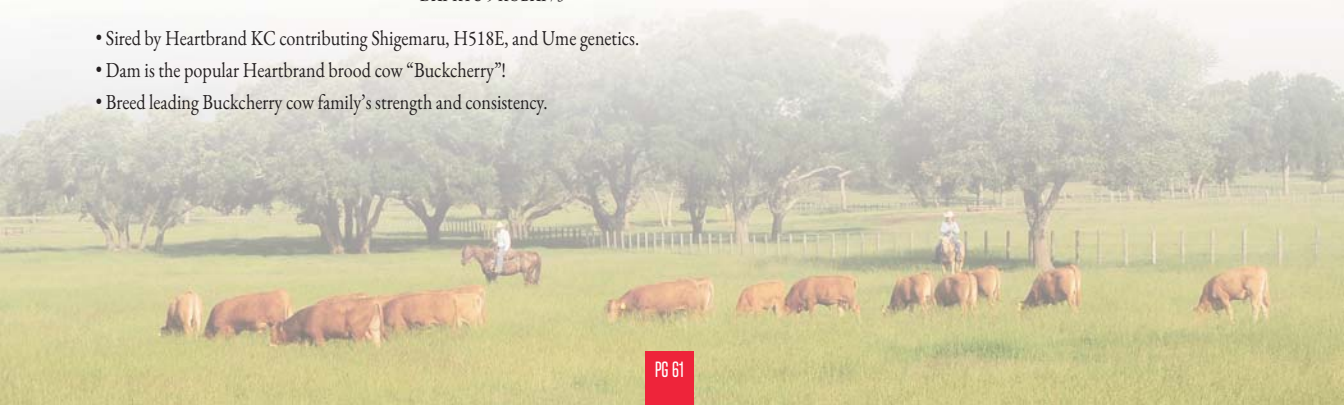
**HEARTBRAND BUCKCHERRY S2421R**  
 SHIGEMARU  
 TWA TANOMU

DAI-NI 2 SHIGENAMI TOKKYU 27  
 DAL-YON 4 AKIBARE TOKKYU 3357  
 HEARTBRAND H0518E  
 HEARTBRAND S0917J  
 DAI-NI 2 SHIGENAMI TOKKYU 27  
 DAL-YON 4 AKIBARE TOKKYU 3357  
 SHIGEMARU  
 DAL-KYU 9 KOBAI 73

- Sired by Heartbrand KC contributing Shigemaru, H518E, and Ume genetics.
- Dam is the popular Heartbrand brood cow "Buckcherry"!
- Breed leading Buckcherry cow family's strength and consistency.



*Heartbrand KC Bones 1106Z*



**LOT 48A** THREE UNITS OF **HEARTBRAND JUDO ROCKS 2537A** SEMEN  
PERCENTAGE FULLBLOOD US REG NO. AF49237 AUS REG NO. -

**LOT 48B** THREE UNITS OF **HEARTBRAND JUDO ROCKS 2537A** SEMEN

**LOT 48C** THREE UNITS OF **HEARTBRAND JUDO ROCKS 2537A** SEMEN

**LOT 48D** THREE UNITS OF **HEARTBRAND JUDO ROCKS 2537A** SEMEN

**LOT 48E** THREE UNITS OF **HEARTBRAND JUDO ROCKS 2537A** SEMEN

SHIGETAKARA H 40  
**JUDO 1223**  
SAKAE RK23331

SHIGEMARU  
**HEARTBRAND BUCKCHERRY S2421R**  
TWA TANOMU

SHIGETAMA H 11  
TAKARA 3 22765  
MARUZONO F252  
KAME RK4370  
DAI-NI 2 SHIGENAMI TOKKYU 27  
DALYON 4 AKIBARE TOKKYU 3357  
SHIGEMARU  
DAI-KYU 9 KOBAI 73



*Heartbrand Judo Rocks 2537A*

- Rare direct son of Judo!
- Combines Judo's rare outcross genetics with the popular Heartbrand brood cow "Buckcherry"!
- Heartbrand Judo Rocks 2537 brings outcross mating versatility united with the breed leading Buckcherry cow family's strength and consistency.



**LOT 49A** FIVE UNITS OF **HEARTBRAND MAHOMES 6767J ET SEMEN**  
 PERCENTAGE FULLBLOOD US REG NO. AF49237 AUS REG NO. -

**LOT 49B** FIVE UNITS OF **HEARTBRAND MAHOMES 6767J ET SEMEN**

**LOT 49C** FIVE UNITS OF **HEARTBRAND MAHOMES 6767J ET SEMEN**

**LOT 49D** FIVE UNITS OF **HEARTBRAND MAHOMES 6767J ET SEMEN**

**LOT 49E** FIVE UNITS OF **HEARTBRAND MAHOMES 6767J ET SEMEN**

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

**SHIGEMARU**  
**HEARTBRAND BUCKCHERRY S2421R**  
 TWA TANOMU

TAMANAMI KO 70  
 FUJIMITSU KO 2030  
 DAI-SAN 3 MITSUMARU KO 71  
 DAI-HICHI 7 MARUNAMI TOK 14289  
 DAI-NI 2 SHIGENAMI TOKKYU 27  
 DALYON 4 AKIBARE TOKKYU 3357  
 SHIGEMARU  
 DAI-KYU 9 KOBAL 73



*Heartbrand Mahomes 6767J ET*

- Sired by Tamamaru, who adds length of body and stoutness of structure without sacrificing carcass quality.
- Dam is the popular Heartbrand brood cow "Buckcherry"!
- Breed leading Buckcherry cow family's strength and consistency.



LOT 50A

FIVE UNITS OF HEARTBRAND JAMIE 3201A SEMEN  
PERCENTAGE FULLBLOOD US REG NO. AF61148 AUS REG NO. -

LOT 50B

FIVE UNITS OF HEARTBRAND JAMIE 3201A SEMEN

LOT 50C

FIVE UNITS OF HEARTBRAND JAMIE 3201A SEMEN

LOT 50D

FIVE UNITS OF HEARTBRAND JAMIE 3201A SEMEN

LOT 50E

FIVE UNITS OF HEARTBRAND JAMIE 3201A SEMEN

SHIGETAKARA H 40  
**JUDO 1223**  
SAKAE RK23331RUESHAW 430  
**HEARTBRAND Z1118P**  
AKIKOSHIGETAMA H 11  
TAKARA 3 22765  
MARUZONO F252  
KAME RK4370  
RUEMEI H39  
FB2 KIKUTAMA 14285  
NAMIMARU KO 74  
MITSUKO TOKKYU 9639*Heartbrand Jamie 3201A*

- Combines Judo's rare outcross genetics with Rueshaw's well-known marbling ability and the maternal strength and longevity of the renowned "Z" Cow.
- Brings outcross mating versatility united with the breed leading Akiko maternal line's carcass quality strength and consistency.
- Valuable breeding tool in the tight gene pool of the Akaushi breed.



**LOT 51A** FIVE UNITS OF **HEARTBRAND RENEGADE 7099K ET** SEMEN  
 PERCENTAGE FULLBLOOD US REG NO. AP247876 AUS REG NO. -

**LOT 51B** FIVE UNITS OF **HEARTBRAND RENEGADE 7099K ET** SEMEN

**LOT 51C** FIVE UNITS OF **HEARTBRAND RENEGADE 7099K ET** SEMEN

**LOT 51D** FIVE UNITS OF **HEARTBRAND RENEGADE 7099K ET** SEMEN

**LOT 51E** FIVE UNITS OF **HEARTBRAND RENEGADE 7099K ET** SEMEN

**RUESHAW 430**  
 RUEMEI H39  
 FB2 KIKUTAMA 14285

**HEARTBRAND 6306B**  
 HEARTBRAND TIPP 9988Y  
 HEARTBRAND R2 037X

RYUEI H20  
 HARUMI H376  
 SOCHU H10  
 KIKUFUJI 1627  
 TAMAMARU  
 HEARTBRAND B0951J  
 HEARTBRAND H2662R  
 HEARTBRAND R1 057



*Heartbrand Renegade 7099K ET*

- POLLED!!!!
- Sired by Rueshaw the original 1970s import!
- Brings Rueshaw's outcross and high-performance genetics combined with the Polled gene!



LOT 52A

FIVE UNITS OF HEARTBRAND JUNIOR 2380G SEMEN  
PERCENTAGE FULLBLOOD US REG NO. AF144386 AUS REG NO. -

LOT 52B

FIVE UNITS OF HEARTBRAND JUNIOR 2380G SEMEN

LOT 52C

FIVE UNITS OF HEARTBRAND JUNIOR 2380G SEMEN

LOT 52D

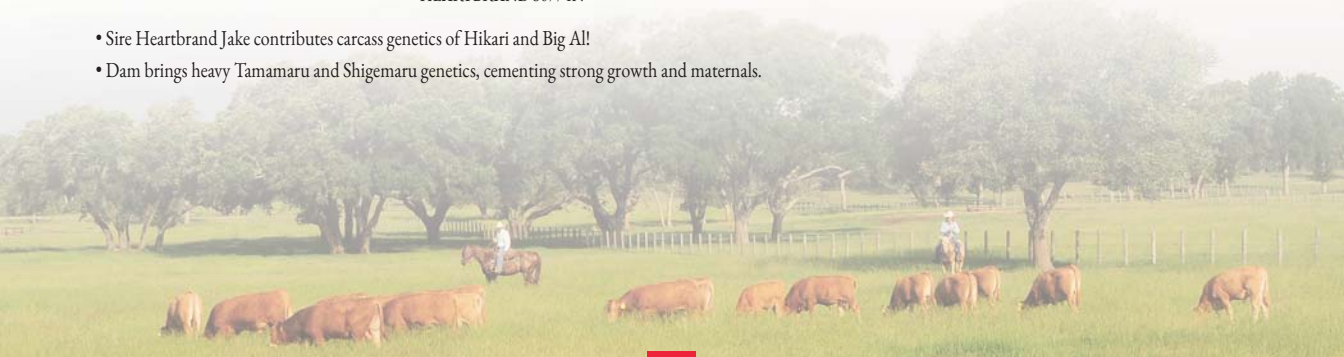
FIVE UNITS OF HEARTBRAND JUNIOR 2380G SEMEN

LOT 52E

FIVE UNITS OF HEARTBRAND JUNIOR 2380G SEMEN

HIKARI  
**HEARTBRAND JAKE H6369T**  
HEARTBRAND T1872PHEARTBRAND S3528R  
**HEARTBRAND STARR 9193X**  
HEARTBRAND T4958SDAI-JU 10 MITSUMARU KO 76  
KAZUTOMO 1KYU 92958  
TAMAMARU  
HEARTBRAND B0950J  
SHIGEMARU  
HEARTBRAND B2089J  
TAMAMARU  
HEARTBRAND S0774N*Heartbrand Junior 2380G*

- Sire Heartbrand Jake contributes carcass genetics of Hikari and Big Al!
- Dam brings heavy Tamamaru and Shigemaru genetics, cementing strong growth and maternals.



**SUPERIOR CATTLE,  
DESIRABLE TRAITS,  
AMAZING VALUE.**

**INNOVATE WITH  
AKAUSHI CATTLE.**

## WHAT IS AKAUSHI?

Akaushi is known as the “Emperor’s Breed.” All Akaushi are Wagyu, but not all Wagyu are Akaushi. The Akaushi breed did not exist outside of Japan until the 1990s. Akaushi cattle are known worldwide for their distinct marbling that gives Akaushi beef a melt-in-your-mouth tenderness and rich, buttery flavor.

Since the 1990’s, American Akaushi genetics have increased carcass performance and premium grade opportunities for cattle producers throughout the country.

While Akaushi beef is prized for its marbling and intense flavor, Akaushi cattle boast extremely efficient, consistent production. They excel at important traits, like growth, fertility, vigor and longevity. The American Akaushi breed offers one-of-a-kind opportunities to improve consistency, maintain uniformity and help maximize the gap between profit and loss in your herd.

## BREED BENEFITS?

Looking for a new herd sire? Need higher cattle prices?

Next breeding season consider American Akaushi genetics for your herd. This breed consistently produces high USDA Quality Grade carcasses for increased profitability. Recent F1 carcass data shows Akaushi cattle grade an average of 60% Prime and 40% Choice, which is key to driving Akaushi beef demand with consumers.

Ranchers prize these traits in their Akaushi herds:

- Quality Grade – Five times the industry average for USDA PRIME
- Bull longevity – American Akaushi bulls typically last 10+ years
- Cow longevity – American Akaushi cows average 8 years of calving due to their high fertility, udder quality, and functional feet and legs
- Calving ease – More live calves on the ground
- Environmental adaptability – The Akaushi breed is successful across all climates, including cold, heat, high altitude, etc.



# *Family Matters*

ONLINE SALES EVENT  
VOL II

## **BEEMAN FAMILY ... FIFTH GENERATION TEXAS RANCHERS!**

Thank you for your ongoing support and for being a part of the Akaushi journey with us.  
We look forward to continuing to provide you with top-tier genetics and working together to achieve greater success.