



MAY 15 & 16, 2020 ENID, OK

CHISHOLM TRAIL EXPO CENTER

## **A NEW OPPORTUNITY**

Dear Texas Longhorn Friends:

Genetic improvement is the use of genetically superior animals as the parent of the next generation. The definition of genetic superiority will be a function of many variables. Most measures of genetic superiority will be based on the potential profitability of the genetics we find most appealing. Genetic improvement should be continuous improvement of all characteristics that will enhance your program as well as the breed. Stacking your pedigree with "Legends" is a great way to get going down the right path.

I would like to invite you to the Legends Longhorn Sale. This unique opportunity to showcase the animals and the ranches that are participating in this unique marketing opportunity. You now can utilize the genetics these programs have been building around to enhance your herd. The venue will be at Chisholm Trail Expo Center in Enid, Oklahoma on May 15 & 16, 2020. Cattle unloading will be on Thursday morning starting at 8 a.m. On Friday morning we commence the event with one of the most prestigious and competitive Futurities the industry has ever seen. On Friday evening, we will have drinks and a meal and music followed by an amazing heifer sale.

The sale will also be on the Internet for those of you not able to make it to the event. If you do have questions in advance on any of the animals I encourage you to call the breeders who are selling and ask questions regarding the individuals you are interested in. These ranches are passionate about their livestock and what to help you in any way possible. I am also available to answer questions you may have.

We have many cows that ring the bell and can classify as a Cash Cow. A unique offering in the sale will be the opportunity to buy elite longhorn embryo pregnancy or ET calves on the ground. We have one amazing herd sire available as well.

This year our sale will be featured five Legendary Females and Five Legendary Sires that have or are currently making an impact in the breed. To qualify, you have to be a Daughter, Granddaughter, bred to a son of, or have a females AI'd to one of the Sires listed. We will be accepting the best 8 animals that represent the "Legends".

This year's Legends are:

Females

Eternal Diamond  
Texana Van Horne  
RC Pacific Mermaid  
WS Sun Star  
Wiregrass Laura

Sires

JP Rio Grande  
WS Jamakizm  
Top Caliber  
Cowboy Tuff Chex  
Rebel HR

Sincerely,

Justin Rombeck  
Longhorn Opportunities LLC.

Go to [www.jbrlonghorns.com](http://www.jbrlonghorns.com) for more details.

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