

ZENS
HEREFORDS

CANOVA, SOUTH DAKOTA



2022 PRIVATE TREATY BULL SALE



Welcome to our 2022 Private Treaty offering and a sincere thank you for your interest in our program. In some of the most challenging and uncertain times, it has been nice to see the continued demand for high quality beef. But as input costs continue to rise, we have also seen the value in high quality, efficient cattle. With cross breeding Hereford genetics on black cattle, you not only get the hybrid vigor at birth, but you also get added pounds at weaning, increased efficiency in the feed lot and the replacement females that are in high demand.

We have been selling Hereford Bulls by Private treaty for over 65 years from eastern South Dakota with the success of the commercial cattlemen in mind. We are committed to the success of your operation and will help you find the bull that best fits your needs and program.

Our bulls are carefully selected with performance in mind and the ultimate goal is to help put more dollars in your pocket. They should get your cows bred, siring moderate birth weight calves with eye appeal that gain efficiently and finish well. The bulls are sound and developed with longevity in mind. They should be able to go out and do their job without falling apart. We put a lot of emphasis on the maternal side of his pedigree too, so they should leave you with highly maternal, durable females. Hereford and Hereford-crossed females are some of the most sought-after females in the cattle business.

Our cow herd is based on a combination of Line One and Canadian genetics with disposition being of utmost importance. We have slowed down a step and the grandkids are helping more and more, so there is no cow worth someone getting hurt. Good udders, fertility and sound cattle are must. They graze from late April until December and are expected to calve on time, be low maintenance and raise a good calf.

We use ET and AI in our program to help deliver some of the top Hereford genetics into your herds. The bulls are continually evaluated so we only offer the very best bulls for sale that we would feel confident using in our own herd. There are several half-brothers out of proven genetics that should sire uniform, consistent calves.

Our bulls are for sale at any time, but generally sell from January to May on a first-come, first-serve basis. All bulls will be semen tested and ready to turn out and go to work for you. We feel these bulls are high quality and affordably priced offering you a good value for your dollar.

We'd love to have you come visit any time....

– *Zens Family*

HARLEY & RONDA

H: 605.523.2655

C: 605.999.0117

MATT & JILL

Stratton, Treston, & Shaylee

605.310.5782

MARK & JENNY

Issac, Owen & Macy

605.212.5631

www.zensherefords.com



HH Advance 7162

REG NO: 43786254

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB
-0.6	6.0	72	112	22	58	+52	-.08	113

AI Sire.

Extra length of body and exceptional performance in this 4075 son. He posted a 1532 lb adj 365 day wt. A powerhouse son out of the power cow, 1010Y who also has 0121X up near the front of his pedigree putting 2 of the elite cows in the breed in his bloodlines. He has the look, EPD's and cow power that everyone is looking for.



HH Advance 6186D

REG NO: 43688527

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB
+7.4	1.2	57	89	26	54	+33	+11	114

AI Sire

A bull we were very excited to add to our program. One of the better phenotypical bulls you will find, 6186 is a tremendous breeding bull siring moderate BW, progeny with eye appeal, depth of rib, pigment, thickness and excellent dispositions. He is a son of the legendary 5139R donor cow and his daughters have that same feminine front and udder quality. He has an outstanding EPD profile with loads of breed changing potential and a great compliment to his outstanding sire.





ZH 1013 Real Advance 8139 ET

REG NO: 43975857



CED	BW	WW	YW	MM	M&G	REA	MARB	CHB
+2.9	3.9	60	89	24	53	+33	+15	115

Pictured as a calf, this homeraised sire is a $\frac{3}{4}$ brother to the \$240,000 HH Advance 4075 and goes back to Holden's legendary 0023K cow. Add in the 7003/5139 cow family, it's a proven pedigree that is absolutely loaded with elite females. 8139 puts it all together. He is deep bodied, exhibits good length, muscle expression and a stands on a wide base. He's got eye appeal, solid EPD's and sires calves that are loaded with red meat.



HH Advance 7237E

REG NO: 43786315



CED	BW	WW	YW	MM	M&G	REA	MARB	CHB
+4.9	2.8	64	98	31	63	+55	+01	103

Quonset-topped, big middled, soft made and easy doing 333A son. 7237 has a great look and pattern to him, is moderate BW and posted an impressive set of numbers sporting the 2nd highest ribeye in Holden's 2018 sale with a WR of 107. He ranks in the top 3% on scrotal, Milk, M&G and is out of a power cow now owned by Hoffman Herefords. He has left us some excellent females and sons are always at the top of the bunch.



— UPS 215Z Domino 7342 ET —

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB
+4.1	1.2	62	103	22	53	+44	+24	146

Purchased from Upstream's, this 215Z son was selected for his calving ease and highly maternal pedigree. His mother, 1353, is also the dam of the legendary UPS Domino 3027. He is a great combination of calving ease, good growth, high maternal traits and solid carcass numbers. He was used on heifers with great success.



KA-CHING.

MORE POUNDS. MORE CALVES. MORE PROFIT.

Hereford bulls increase net profit by \$51 per cow per year.

That's \$20,000 in additional revenue for a typical 400-cow outfit, thanks to increased fertility and herd size.

Herefords are also the efficiency experts, proven to add value to calves in the feedyard — \$30 per head in profitability.

That's real money and real results.

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ZH 7162 Real 103

DOB: 3.17.2021

REG NO: 44279370

HH Advance 4075B ET (CHB)

HH Advance 7162E ET

HH Miss Advance 1010Y ET

ZH 7162 Real 103

UPS Advance 0728 (SOD)

UPS Miss 0728 Advance 5133

UPS Miss Domino 1188

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
-1.7	5.8	67	107	24	58	+36	+02	109	89#	105

This guy is pretty good. He's long bodied and stout with a good quarter. Boasted the highest WW & YW and is the kind that will sire big feeder calves that really push down the scale. He also has some great cows in his pedigree that will leave the replacement females that everyone will be after. Dam 5133 has an average WR of 104 on her 5 calves. All of her daughters have made it to the replacement pen.



ZH 6186 Real Advance 106

DOB: 3.20.2021

REG NO: 44279372

HH Advance 3006A
HH Advance 6186E ET
HH Miss Advance 5139R ET
ZH 5110 Real Domino 001
KB L1 Domino 281Z
ZH Miss Real 503
KB L1 Dominette 322A

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+2.8	+4.3	58	88	30	59	+.25	+.08	106	86	103

We were really excited to use 6186 to not only add performance, but to also add the maternal excellence of 5139. This is a top genetic package in a bull that will add pounds to your calf crop and leave some super daughters. Dam 503 has an average WR of 100 on 5 calves.



ZH 7237 Real 109

DOB: 3.25.2021

REG NO: 44270785

CL 1 Domino 333A
HH Advance 7237E
HH Miss Advance 2019Z
ZH 7237 Real 109
ZH Real Sensation 401
ZH 401 Miss Real 685
ZH 215 Miss Real 460

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+5.2	+1.9	59	87	31	60	+45	+02	106	83	107

Calving ease with performance. Long bodied, deep sides and thick butted.
Goes back to the same cow family as 134. Dam 685 has an average WR of 105.



ZH 7342 Real 112

DOB: 3.27.2021

REG NO: 44270813

CL 1 Domino 215Z {CHB}
UPS 215Z Domino 7342 ET {CHB}
UPS Miss Domino 1353

ZH 7342 Real 112

HH Advance 7237E
ZH 7237 Miss Real 917
ZH 159 Miss Real 250 {DOD}

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+4.7	+2.2	50	75	28	53	+36	+19	122	72	95

Generations of calving ease in this pedigree. Goes back to an excellent cow family with both grand dam and great grand dam being DOD. 917's first calf, but Grand dam has an average WR of 111 on her 8 calves and has 3 daughters in the herd.



ZH 7342 Real 114

DOB: 3.29.2021

REG NO: 44270815

CL 1 Domino 215Z [CHB]

UPS 215Z Domino 7342 ET [CHB]

UPS Miss Domino 1353

ZH 7342 Real 114

ZH Real Sensation 401

ZH Real Miss Sensation 921

ZH 451 Miss Real 771

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+2.9	+2.9	57	87	30	59	+31	+24	126	81	108

Started small and really grew. Solid performance, maternal and carcass in one package. 921 was the replacement out of 771 before selling her to LS Cattle Co. Her dam, 227, is one of our best and earned DOD with an average WR of 111.



ZH 7237 Real 116

DOB: 3.29.2021

REG NO: 44270766

CL 1 Domino 333A

HH Advance 7237E

HH Miss Advance 2019Z

ZH 7237 Real 116

HH Advance 8074U ET

ZH 8074 Miss Real 339

ZH Miss Real 811 {DOD}

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+9	+4.3	64	105	40	72	+47	+08	114	87	115

This high performer is red to the ground with the biggest REA EPD. 339 has an average WR of 102 on her 6 calves.



ZH 8139 Real 122

DOB: 3.31.2021

REG NO: 44270775

HH Advance 1013Y ET

ZH 1013 Real Advance 8139 ET

HH Miss Advance 1111Y

ZH 8139 Real 122

HH Advance 3172A ET

ZH 3172 Miss Real 525

ZH 0192 Miss Real 227 {DOD}

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+4.0	+2.7	56	86	30	58	+26	+12	109	85	108

This guy is a load. Long bodied, good topped and full of muscle. There are some super cows in this pedigree and same cow family and 112 and 114. 525 has an average WR of 109 on her calves.



ZH 8139 Real 125

DOB: 4.01.2021

REG NO: 44270784

HH Advance 1013Y ET
ZH 1013 Real Advance 8139 ET
HH Miss Advance 1111Y
ZH 8139 Real 125
HH Advance 0192
ZH 0192 Miss Real 663
MJZ Miss Real 728 {DOD}

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
-1.0	+5.4	59	89	27	56	+.26	+.08	105	91	102

Really thick and full of muscle. Dam has an average WR of 101 on her calves and grand dam 728 is a DOD with an average of 108. Same cow family as 166.



ZH 7342 Real 129

DOB: 4.03.2021

REG NO: 44270806

CL 1 Domino 215Z {CHB}
UPS 215Z Domino 7342 ET {CHB}
UPS Miss Domino 1353

ZH 7342 Real 129

CL 1 Domino 5110C
ZH 5110 Real Miss Advance 902
ZH 451 Miss Real 680

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
-2.1	+4.8	54	85	33	60	+23	+20	123	84	90

Moderate BW, good carcass, and good maternal strength with some super cows in this pedigree including 1353 and 055x. Heifers first calf, grand dam has an average WR of 103. 129 has the highest milk and marb EPD's. He was sick at weaning but has really bounced back.



ZH 7342 Real 130

DOB: 4.4.2021

REG NO: 44270807

CL 1 Domino 215Z {CHB}
UPS 215Z Domino 7342 ET {CHB}
UPS Miss Domino 1353
ZH 7342 Real 130
ZH Real Sensation 401
ZH Real Miss Sensation 904
ZH 3172 Miss Real 718

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+3.4	+3.5	58	92	33	62	+30	+19	121	83	111

Generations of calving ease with good growth, added length and extra performance. He has the added bonus of Great Grand dam, 061 who produced the grand champion steer at the 2016 SD State Fair. Lots of milk in this pedigree. Hieifers first calf, grand dam has an average WR of 100.



ZH 7237 Real 134

DOB: 4.5.2021

REG NO: 44270769

CL 1 Domino 333A

HH Advance 7237E

HH Miss Advance 2019Z

ZH 7237 Real 134

ZH 6153 Real 215

ZH 215 Miss Real 459

ZH 0192 Miss Real 224

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
-.05	+4.2	62	92	32	63	+.47	-.06	96	90	111

An absolute load. Long, thick and deep. Powerful bull with loads of capacity. He has been a standout all summer. Goes back to one of our best cow families and has the highest M&G of the group. 459 has an average WR of 103 on her calves. A full sister was the top heifer last year that Treston showed last summer.



ZH 8139 Real Advance 146

DOB: 4.14.2021

REG NO: 44270825

HH Advance 1013Y ET
ZH 1013 Real Advance 8139 ET
HH Miss Advance 1111Y
ZH 8139 Real 146
CL 1 Domino 297Z
HH Miss Advance 5080C
HH Miss Advance 1056Y {DOD}

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
-0.6	+4.9	63	93	25	56	+39	+06	108	91	107

Natural calf out of donor cow 5080, whose first calf sold for 14,500 to Flying S, TX. She is an own daughter of HH Miss Advance 1056Y, the number 1 cow in the breed for teat and udder score. Add in the 5139 cow family from 1013 and 1111 is a maternal sibling to the HH Advance 0002 bull still used at Origen, there are some super cows behind this bull. Square made, deep quarter, soggy calf that is full of muscle. 5080 also has sons working for several top commercial herds in our area.



ZH 7342 Real 151

DOB: 4.4.2021

REG NO: 44270809

CL 1 Domino 215Z {CHB}

UPS 215Z Domino 7342 ET {CHB}

UPS Miss Domino 1353

ZH 7342 Real 151

HH Advance 7237E

ZH 7237 Miss Real 912

ECR 2029 Dominette 4556 {DOD}

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+1.5	+4.1	60	89	27	57	+.34	+.15	119	57	100

Twin to a heifer. This guy started off small and hasn't stopped growing. Deep sided with solid carcass numbers. Heifers first calf, grand dam is DOD with an average WR of 103 on her calves.



ZH 8139 Real Advance 155

DOB: 4.18.2021

REG NO: 44270826

HH Advance 1013Y ET
ZH 1013 Real Advance 8139 ET
HH Miss Advance 1111Y
ZH 8139 Real 155
ECR 9122 Domino 1060
ZH 1060 Miss Real 7100 [DOD]
Montana Miss 995W

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+3.3	+3.6	55	83	25	52	+.34	+.10	110	84	107

Well balanced calf that puts it all together. Moderate BW, good growth, solid carcass and backed by some great cows all in a sharp phenotype. 7100 has been an excellent producers with an average WR of 109 on her 3 calves.



ZH 7237 Real 160

DOB: 4.21.2021

REG NO: 44270779

CL 1 Domino 333A

HH Advance 7237E

HH Miss Advance 2019Z

ZH 7237 Real 160

ZH 40U Real 002

ZH 002 Miss Real 577

ZH 6153 Miss Real 112[DOD]

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+4.6	3.9	64	98	25	57	+50	-.01	104	84	104

Moderate BW, good growth with a big REA and a thick top. He's long made and easy to look at. Grand dam, 112 was an awesome cow and still in production for LS Cattle Co. 577 has an average WR of 101 on her 5 calves.



ZH 7237 Real 166

DOB: 4.25.2021

REG NO: 44270796

CL 1 Domino 333A

HH Advance 7237E

HH Miss Advance 2019Z

ZH 7237 Real 166

ECR 9122 Domino 1060

ZH 1060 Miss Real 789

ZH 8074 Miss Real 152

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+1.0	+4.0	61	94	30	60	+.49	-.02	105	87	104

Youngest of the yearlings, but stout. Same cow family as 125. Dam 789 has an average WR of 107 on her 3 calves.



ZH 7237 Real 057

DOB: 4.21.2020

REG NO: 44145652

CL 1 Domino 333A
HH Advance 7237E
HH Miss Advance 2019Z
ZH 7237 Real 057
CL 1 Domino 2109Z
ECR 2109 Genetic Lady 5022
ECR 9279 Genetic Lady 3296 ET

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+5.2	2.4	64	99	28	60	+60	+05	115	85	121

Selling at the Watertown Winter Farm Show, 2-9-22.

This guy has a moderate BW, added length, really good growth numbers, performed very well and has excellent maternal strength, as his dam was purchased from Fawcetts and is not only out of 2109, but goes back to Bob and one of their top donors, 131. Paternal grand dam, 2019, is also a donor for Hoffman Ranch, NE. He was the youngest bull we kept last year, but had the second highest SC. He is extra long and stout with a big REA. This guy should make top end, efficient feeder calves and some excellent daughters.



ZH Real Bakken 003

DOB: 3.27.2020

REG NO: 44165926

UPS Navarro {SOD}

SR Bakken 62Z

SR Scriptia 926W {DOD}

ZH Real Bakken 003

LCI 107R Ribstone 159U {SOD}

ZH 159 Miss Real 163 {DOD}

DS 2020 Domet 4123P

CED	BW	WW	YW	MM	M&G	REA	MARB	CHB	BW	WR
+2.8	+4.6	64	105	40	72	+47	.09	114	87	115

Pictured as a calf, this easy-doing Bakken son was our selection to keep to use on our own cows last summer. He is heavy boned, long bodied, thick made with a big butt end on him and excellent disposition to boot. Excellent maternal EPD's too, with DOD mother, 163, having a production record of 109 on her 8 calves; she also goes back to one of our best cow families, 4123, who had a production record of 112 on her 9. This guy has power and maternal greatness that will leave his mark. Trich tested.



A TRIBUTE TO THE STOCKMAN

BY H.W. MUMFORD

Behold the Stockman! Artist and Artisan.

He may be polished, or a diamond in the rough - but always a gem.
Whose devotion to his animals is second only to his love of God and family.
Whose gripping affection is tempered only by his inborn sense
of the true proportion of things.
Who cheerfully braves personal discomfort
to make sure his livestock suffer not.

To him there is rhythm in the clatter of the horse's hoof,
music in the bleating of the sheep and in the lowing of the herd.
His approaching footsteps call forth the affectionate whinny of recognition.
His calm, well-modulated voice inspires confidence and wins affection.
His coming is greeted with demonstrations of pleasure,
and his going with evident disappointment.

Who sees something more in cows than the drudgery of milking,
more in swine than the grunt and squel, more in the horse than
the patient servant, and more in sheep than the golden hoof.

Herdsmen, shepherd, groom-yes, and more.
Broad-minded, big-hearted and whole-souled;
whose life and character linger long after
the cordial greeting is stilled and the
hearty handshake is but a memory;
whose silent influence forever lives.

May his kind multiply and replenish the earth.

Thank You!





ZENS

HEREFORDS

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High Quality Genetics at an Affordable Price