

# 27<sup>TH</sup> ANNUAL SYDENSTRICKER INFLUENCE COMMERCIAL HEIFER SALE

John Payne Harrison  
Jack Harrison  
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at Callaway Livestock Auction, Kingdom City, MO  
6 p.m., December 5, 2024 • Selling 70 Heifers

Located four miles east of the junction of U.S. 54 and Interstate 70. Turn on the SE outer road (at the first stoplight south of the I-70 overpass), and follow it back north, then east, about four miles.

**Mershon Cattle LLC, Buckner and Appleton City, MO**  
**Bruce and Tracey Mershon 816-289-3765 (C)**  
**bruce@mershoncattle.com**  
**www.mershoncattle.com**

## 40 BLACK AND BWF BRED HEIFERS

All were AI bred to SydGen Enhance (Reference Sire Q) on May 21 or 23, 2023. From June 5-6, they were exposed to sons of SydGen Blueprint, SydGen Enhance, SydGen Merit 6553, De-Su Volunteer B122, SydGen Black Diamond 2768, Bakers Northside 6007, SydGen II Lombardi 9045, HPCA Early Bird 65 and SydGen Exceed 3223. All sires have CED of +7 or better, with genomically enhanced EPDs, the same requirements as Show Me Select service sires.

Heifers were ultrasounded and fetal sexed on August 14 or 16. They will be sorted by expected calving date and sex of the calf.

## 30 BLACK AND BWF TWO YEAR OLD PAIRS

Calves are born from October 1 through November 15. These are all naturally sired by SydGen bred bulls that are sons of SydGen Blueprint, SydGen Black Diamond 2768, Bakers Northside 6007, HPCA Early Bird 65 and SydGen Exceed.

Mershon Cattle is a commercial cattle operation run by the Mershon family in western Missouri. This is the eleventh consecutive year that Mershon Cattle has sold bred heifers in the SydGen Influence Commercial Heifer Sale. For six years, they have also sold pairs in the Spring SydGen Influence Sale. They have been using SydGen bulls and semen since 2004. Their herd consists of Angus based, cross-bred cows that have been AI bred using Angus, Hereford and Simmental semen. Steers are retained and sold on the grid. Their most recent pen of steers walked into Darr Feedlot at 977 pounds, yet gained 4.4 pounds/day for the feeding period, then earned \$7.25/cwt. Premium over the base grid.

All heifers offered are from Mershon Cattle's home-raised cows. Mershon Cattle LLC was awarded the 2013 Missouri Angus Association Commercial Producer of the Year Award. In 2019, they received the BIF Commercial Producer of the Year Award, the most prestigious in the industry. Bruce is Past President of the Missouri Cattlemen's Association and Tracey is a Region 1 Board Member for the Missouri Beef Industry Council.

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