

Offering 25+ head of SmartBulls®



# SmartBulls® at Brush

April 2nd, 2026

1:00 PM PST

Livestock Exchange LLC

28601 US-34 #200

Brush, CO 80723



# SmartBulls<sup>®</sup> at Brush

*Welcome Cattlemen & Cattlewomen.*

**Thank you for joining Jorgensen Land & Cattle at Livestock Exchange LLC in Brush, CO on April 2nd, 2026 at 1:00 PM MT. We first began selling SmartBulls<sup>®</sup> nearly 20 years ago and their popularity among cattlemen continues to grow because they have the capacity and age to breed your cows without a bunch of pampering. In addition, cattlemen can breed more cows with fewer bulls than if they use younger bulls.**

**These bulls are backed by 60+ years of breeding and selection in Ideal, SD, built by a cow herd developed to produce bulls that build productive, durable cows that work in real-world environments.**

**All of the bulls in this sale will have a suite of EPDs generated by the Ideal Beef Evaluation (IBE). This increases the genetic predictive power of our SmartBulls<sup>®</sup> and AgBoost<sup>®</sup> helps us communicate that data visually to cattlemen. All EPDs displayed in this catalog are Ideal Beef Evaluation EPDs.**

**The IBE is a proprietary genetic evaluation that was developed through the cooperative efforts of Jorgensen Land & Cattle and Zoetis. It combines the vast phenotypic data set (performance, calving, ultrasound, and reproduction) of Jorgensen Land & Cattle, with the genetic and analytical teams of Zoetis — along with their gold standard HD50K genomic test. We are extremely excited about the insights that the Ideal Beef Evaluation provides. These insights help us provide more accurate genetic recommendations to our customers.**

**We want to express a big “Thank you” to our customers, family, and friends for their continued support and belief in our Jorgensen Land & Cattle breeding program. We appreciate each of you!**

**We look forward to seeing you at Livestock Exchange LLC on April 2nd. Give us a call at 605-842-3217 or email us at [info@jorgensenfarms.com](mailto:info@jorgensenfarms.com).**

**Thank you for your interest in our program.**

**The Jorgensen Family**

**The sale will be broadcast to view and bid on Cattle USA through the Livestock Exchange LLC page. Please Contact Livestock Exchange with any questions on this.**

# SmartBulls<sup>®</sup> at Brush *3rd Edition*



**Sale Location:**  
Livestock Exchange LLC  
28601 US-34 # 200  
Brush, CO 80723

**Sale Day Phones:**

**Jorgensen Land & Cattle:**

Andy Tegethoff.....605-207-0400

Larry Gran.....605-641-3254

JLC Office.....605-842-3217

**Livestock Exchange, LLC.:**

Brush Office..... 970-842-5115

Robin Varelman.... 970-380-3798

## SmartBulls<sup>®</sup>

### Breed More. Pamper Less

Jorgensen Land & Cattle SmartBulls<sup>®</sup> are mature. They are done growing, their rumens are fully expanded, and they have been through a true test in becoming an aged bull. They will breed more cows with less maintenance.

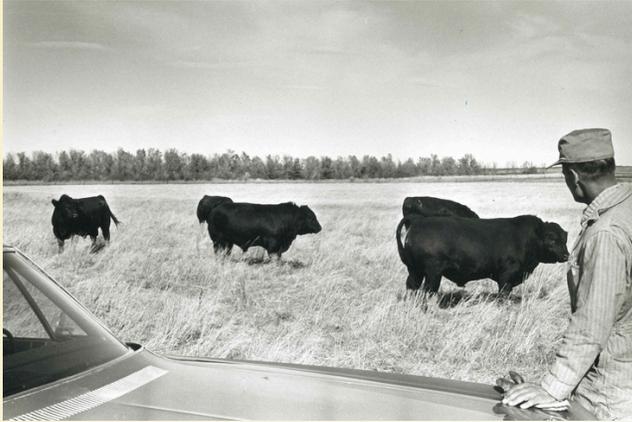
**Period.**

*Scan the code to learn more  
about SmartBulls<sup>®</sup>*





# The Jorgensen Story



For more than 60 years, Jorgensen Land & Cattle has focused on one goal: producing cattle that make money for the people who buy them. That focus began in the 1950's, when the Jorgensen family first brought Angus cows to Ideal, South Dakota, and it continues today through multiple generations committed to building cattle that are predictable, efficient, and dependable in real-world conditions.

The foundation of the program was set when Martin Jorgensen Jr. chose a different path than most of the industry. Long before performance data became common, he believed that measurable traits — fertility, growth, efficiency, and longevity — mattered more than looks alone. By combining disciplined linebreeding with detailed records, the Jorgensen program developed Angus genetics known for consistency and reliability. That focus still defines the herd today.

Jorgensen cattle are bred, raised, and tested in a commercial environment. They are developed on forage-based rations, expected to travel, stay sound, and perform without excess. The result is cattle with moderate frames, added muscle, strong maternal ability, and the kind of durability that holds up year after year. These bulls are built to cover cows, produce replacement females, and sire calves that feed efficiently and fit the market.

Consistency is not accidental. It comes from generations of selection pressure and a closed, highly disciplined breeding program. Customers know what to expect when they turn out a Jorgensen bull — uniform calf crops, productive daughters, and cattle that work across a wide range of environments. That predictability is what keeps buyers coming back.



Land stewardship plays a direct role in that success. Healthy soil, diverse crop rotations, and integrated grazing systems support cattle that are adapted, not pampered. The same attention to detail that goes into managing the land goes into managing the cow herd, ensuring genetics that are balanced, functional, and profitable.

Today, Jorgensen Land & Cattle produces Angus bulls trusted by commercial and registered cattlemen across the country. These genetics are not built for a single sale day — they are built for longevity, fertility, and performance over the long haul.



When you use a Jorgensen bull, you're investing in more than a pedigree. You're investing in over 60 years of disciplined selection, proven results, and cattle designed to work as hard as you do.

# Bulls that sire Great Cow Herds



## Never Go Out of Style

**It starts with The MotherLode®**

### What is the MotherLode Project?

The MotherLode Project is Jorgensen Land & Cattle's foundational seedstock breeding philosophy, formally established in 2019, centered on one principle:

### The maternal base controls everything.

The goal is to build cow families that consistently produce productive females — and then use those females to create bulls that reliably sire the same kind of cows. MotherLode is about genetic predictability across generations, not single-generation success.



The fastest way to lose consistency is to ignore the female side of the pedigree.

The MotherLode Project prioritizes:

- Fertility and rebreeding ability
- Structural and udder correctness
- Longevity and functional soundness
- Repeatable birth, weaning, and yearling performance

Once the cow base is right, sire selection becomes a refinement tool — not a repair job.

MotherLode cattle are the result of:

- Multi-generation maternal selection
- Extensive production records on cows and their daughters
- Sire and daughter performance analysis
- Deep pedigree evaluation for repeatability

Proven older genetics are intentionally used where they add maternal strength. Today's tools allow us to pinpoint where those genetics work best and correct their weaknesses, rather than applying them broadly.

This is structured linebreeding, designed to concentrate maternal predictability without sacrificing functionality.

### Bottom Line

The MotherLode Project is about building seedstock cattle that reproduce themselves.

Strong cow families.

Intentional pedigrees.

Bulls that leave daughters worth keeping.

That's MotherLode.



Scan this code to watch "The Source" podcast about the MotherLode



## **Greg Jorgensen**

*The "Father" of SmartBulls®*

The Jorgensen family has been selling bulls into Florida & the South for at least 55 years, with the first notable bull being "Algoma 46", who was sold to Suwanee Farm (Live Oak, FL). He was an early Certified Meat Sire and was co-owned with American Breeders Service.

Throughout the early years, those original Rito-, Algoma-, & Skymere-bred bulls demonstrated that they were performance-sires and that they could handle the heat of Florida and other southern states. Those heat tolerant & early hair shedding traits are woven throughout today's Jorgensen bulls, as is selection for performance traits.



One thing still bugged Greg, "What do you call these experienced, mature bulls that cattlemen really like, once they try them?" Greg settled on "SmartBulls" and it fits. SmartBulls® are a smart choice because these bulls are experienced breeders, they are physically mature and can maintain their body condition by consuming forage, they have passed multiple Breeding Soundness Exams, and they have 60+ years of Jorgensen breeding & selection bred into them.

Greg, like his father, has vision and the determination to see things through to success. However Greg couldn't have done this by himself; Greg's best partner in this effort is his wife, Deb. Greg can't say enough good things about Deb and her contributions to his success. She was just as determined for this project to be successful as Greg. While she loves Florida winters and their Florida friends, it is a sacrifice for her to give up time with their children & grand-children, but she is there by his side, every year.

Thank you, Greg, for your vision, dedication, and work. Thank you, Deb, for your dedication & willingness to miss the many birthdays & ballgames of your grandkids during your time in Florida, to help Greg introduce his SmartBulls to America.



Today, the popularity of Jorgensen SmartBulls® is rapidly growing, but like most successful products there was a learning curve. Around 2006, Greg & his wife Deb began to spend their winters in Florida, visiting with customers and meeting cattlemen. As Greg became acclimated to the Southeast, he realized that 30-month old bulls would be ideal for southern cattle operations. These older bulls would be physically mature, would have their permanent teeth, and be able to maintain themselves on pasture.

Over the next decade, Greg & the Jorgensen family found ways to improve the quality of the bulls that they were bringing to cattlemen across the Southeast. They improved foot & leg structure, performed genomic testing of the bulls worked with Zoetis Genetics to develop their own genetic evaluation generating GEPDs for each of the bulls. They also stretched the rumen of the bulls so that they had increased gut capacity to consume plenty of forage & stay in good condition in breeding season.



IBG<sup>®</sup> uses 3 Custom Indices from the Ideal Beef Evaluation to help simplify genetic decisions. These Indices are on a 1-10 Scale



## Power Your Herd with:



**IDEAL**  
BEEF GENETICS

**JI-H:** Index for selecting Heifer Bulls

**JI-M:** Index for selecting cows/bulls with optimal maternal and performance traits

**JI-T:** Index for selecting cows/bulls with optimal feedlot/carcass traits for those herds that don't keep replacement heifers

### GEPDs Include

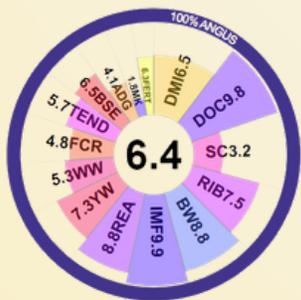
- Birth Weight (BW)
- Weaning Weight (WW)
- Yearling Weight (YW)
- Docility (DOC)
- Milk (MILK)
- Fertility (FERT)
- Scrotal Circumference (SC)
- Dry Matter Intake (DMI)
- Feed Conversion Ratio (FCR)
- Average Daily Gain (ADG)
- Intramuscular Fat (IMF)
- Ribeye Area (REA)
- Fat Thickness (RIB)
- Tenderness (TEND)

## Data has a story to tell.

## *Now it has a Voice*

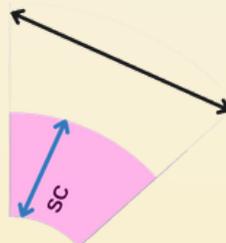
Using GEPDs and percentile rankings from the Ideal Beef Evaluation, the AgBoost score displays individual trait ranking for all the traits we currently measure in the IBE.

We incorporate AgBoost visualization, with the hope of making data easier to read and utilize



### Overall Score

The overall score is an average of all traits to provide a total composite score of the animal.

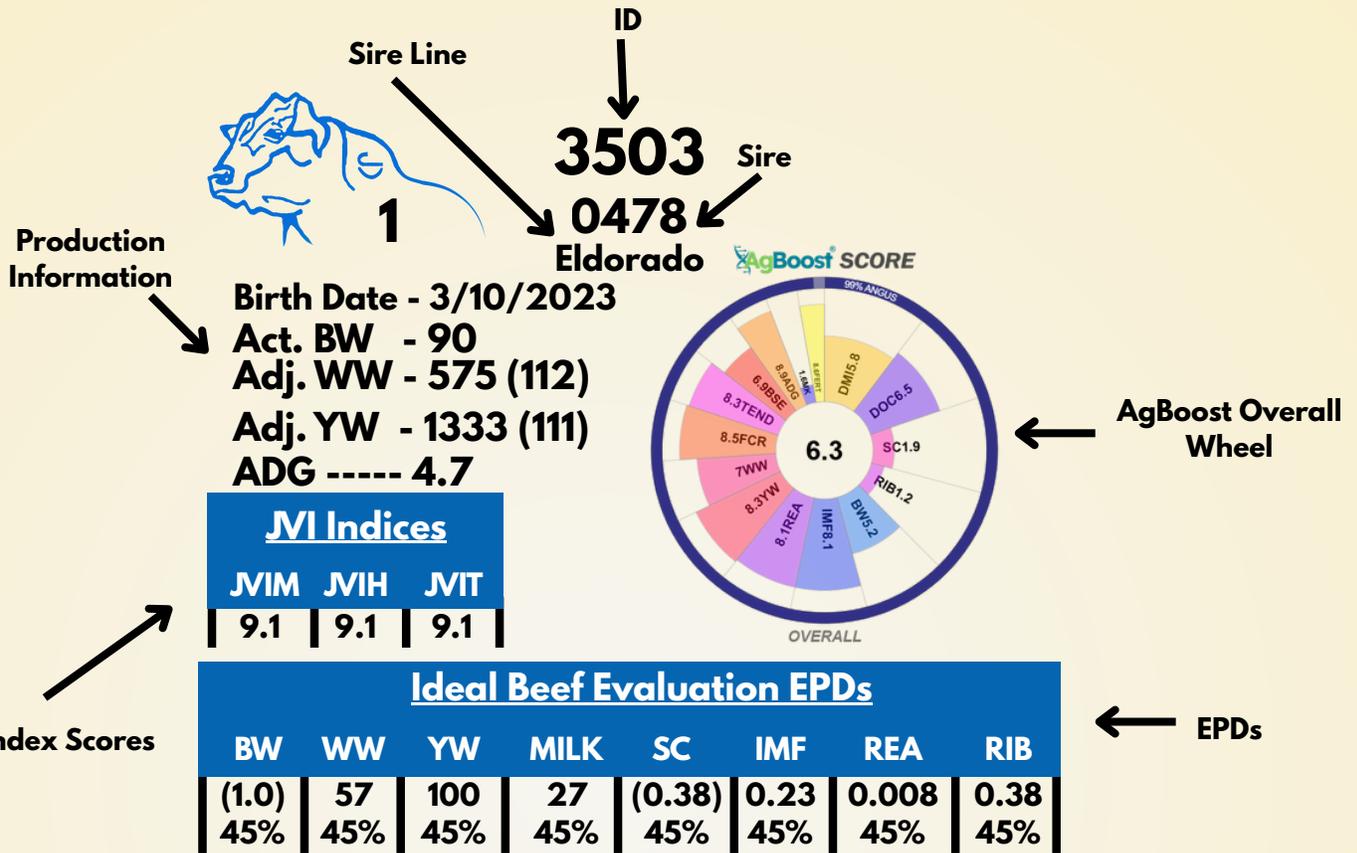


**Trait Width (Black Line)**- The width of each trait on the chart is an indicator of that trait's heritability. The wider the portion, the more heritable a trait is. Traits are ordered in clockwise formation from most to least heritable

**Trait Height (Blue Line)**- The higher a trait reaches from the center, the better that trait's score is. Close to the center is closer to 0, close to the outside edge is close to 10



# Information Layout



## Interperetting IBE EPDs

To help put IBE EPDs into perspective for you, here are the average EPD's for the IBE

	BW GEPD	WW GEPD	YW GEPD	MILK GEPD	IMF GEPD	REA GEPD	RIB GEPD	SC GEPD
IBE	1.8	46	87	26	0.23	0.35	0.008	0.38

Scan the QR Codes to learn more about the Sire Lines





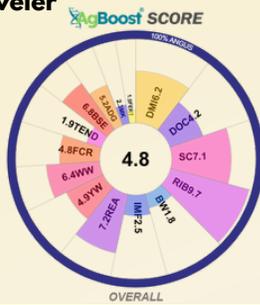






**3J133**  
9R1  
Traveler

Birth Date - 4/15/23  
Act. BW - 87  
Adj. WW - 623 (100)  
Adj. YW - 1173 (106)  
ADG ----- 3.4



**JVI Indices**

JVM	JVIH	JVT
2.8	1.2	3.4

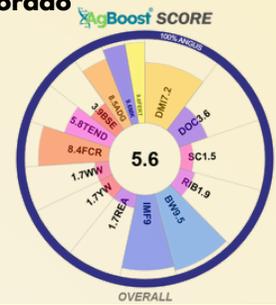
**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
3.6	44	75	24	0.50	0.13	0.39	(0.01)
86%	66%	83%	73%	36%	85%	30%	2%



**3T138**  
1553  
Eldorado

Birth Date - 3/05/23  
Act. BW - 63  
Adj. WW - 594 (97)  
Adj. YW - 1166 (97)  
ADG ----- 3.6



**JVI Indices**

JVM	JVIH	JVT
3.0	8.3	4.1

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
(1.0)	41	74	30	(0.15)	0.34	0.20	0.02
5%	85%	85%	13%	95%	12%	94%	89%



**3C040**  
1243  
Emulous

Birth Date - 9/01/23  
Act. BW - 91  
Adj. WW - 552 (102)  
Adj. YW - 1046 (100)  
ADG ----- 3.1



**JVI Indices**

JVM	JVIH	JVT
9.2	7.9	9.5

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
2.8	52	102	22	(0.11)	0.30	0.52	0.01
72%	14%	11%	90%	93%	22%	5%	72%



**1R8**  
7075  
Rito

Birth Date - 1/30/21  
Act. BW - 95  
Adj. WW - 877 (98)  
Adj. YW - 1190 (94)  
ADG ----- 2.0



**JVI Indices**

JVM	JVIH	JVT
3.5	2.0	2.9

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
4.6	51	91	21	0.63	0.11	0.46	(0.01)
95%	21%	36%	91%	22%	89%	12%	2%



**3H023**  
9416  
Emulation

Birth Date - 4/29/23  
Act. BW - 82  
Adj. WW - 625 (95)  
Adj. YW - 1206 (96)  
ADG ----- 3.6



**JVI Indices**

JVM	JVIH	JVT
9.4	7.8	8.9

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
2.0	50	91	21	0.95	0.27	0.37	0.01
54%	26%	34%	92%	4%	31%	39%	73%



**3V046**  
0248  
Emulous

Birth Date - 3/25/23  
Act. BW - 104  
Adj. WW - 512 (95)  
Adj. YW - 1007 (94)  
ADG ----- 3.1



**JVI Indices**

JVM	JVIH	JVT
7.9	2.7	7.3

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
4.9	54	87	28	1.02	0.24	0.53	0.01
96%	8%	47%	34%	2%	46%	5%	46%



**3C074**

**134**

**1236**

Emulous

Birth Date - 9/26/23  
Act. BW - 89  
Adj. WW - 542 (100)  
Adj. YW - 1022 (97)  
ADG ----- 3.0



**JVI Indices**

JVM	JVIH	JVT
6.8	6.9	6.0

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
1.4	47	96	28	(0.22)	0.23	0.30	0.00
41%	44%	21%	33%	97%	48%	68%	23%



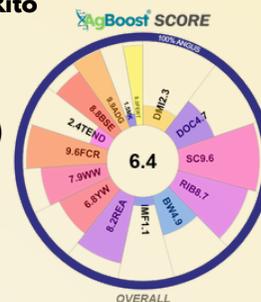
**3108**

**137**

**7075**

Rito

Birth Date - 2/23/23  
Act. BW - 85  
Adj. WW - 528 (91)  
Adj. YW - 1068 (102)  
ADG ----- 3.4



**JVI Indices**

JVM	JVIH	JVT
8.8	8.1	1.3

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
1.7	48	89	21	0.88	(0.02)	0.42	0.00
48%	41%	43%	94%	6%	99%	21%	12%



**3H134**

**135**

Encore  
Eldorado

Birth Date - 4/05/23  
Act. BW - 84  
Adj. WW - 569 (87)  
Adj. YW - 1164 (93)  
ADG ----- 3.7



**JVI Indices**

JVM	JVIH	JVT
8.4	9.6	9.4

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
0.2	42	91	23	0.41	0.40	0.26	0.02
18%	79%	37%	83%	47%	5%	83%	82%



**3M268**

**138**

**0833**

Emulation

Birth Date - 3/27/23  
Act. BW - 82  
Adj. WW - 572 (92)  
Adj. YW - 1079 (99)  
ADG ----- 3.2



**JVI Indices**

JVM	JVIH	JVT
1.5	2.9	2.3

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
1.2	40	76	28	0.38	0.21	0.23	0.02
36%	89%	81%	33%	50%	56%	89%	88%



**3R030**

**136**

**7140W**

Birth Date - 3/19/23  
Act. BW - 76  
Adj. WW - 547 (87)  
Adj. YW - 1311 (110)  
ADG ----- 4.8



**JVI Indices**

JVM	JVIH	JVT
6.5	2.6	8.5

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
2.4	49	92	35	0.34	0.20	0.28	0.01
65%	28%	31%	1%	55%	63%	74%	42%



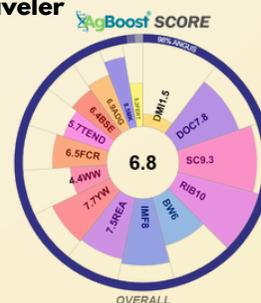
**3H001**

**139**

**8434**

Traveler

Birth Date - 4/23/23  
Act. BW - 75  
Adj. WW - 556 (85)  
Adj. YW - 1007 (80)  
ADG ----- 2.8



**JVI Indices**

JVM	JVIH	JVT
7.2	7.8	7.0

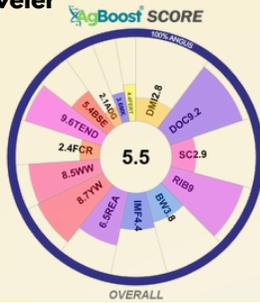
**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
0.7	39	76	28	0.63	0.36	0.44	(0.01)
26%	91%	80%	34%	22%	9%	16%	1%



**3H003**  
8407  
Traveler

Birth Date - 4/21/23  
Act. BW - 84  
Adj. WW - 557 (85)  
Adj. YW - 1054 (84)  
ADG ----- 3.1



**JVI Indices**

JVM	JVIH	JVT
7.9	6.1	6.7

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
2.2	44	73	24	(0.15)	0.26	0.43	0.00
58%	66%	86%	70%	95%	34%	18%	30%



**3R121**  
837

Birth Date - 3/06/23  
Act. BW - 70  
Adj. WW - 517 (83)  
Adj. YW - 1106 (93)  
ADG ----- 3.7



**JVI Indices**

JVM	JVIH	JVT
7.4	7.3	6.7

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
1.3	44	78	27	0.24	0.18	0.41	0.02
37%	66%	76%	46%	67%	68%	24%	92%



**3D078**  
1236  
Emulous

Birth Date - 3/20/23  
Act. BW - 75  
Adj. WW - 536 (91)  
Adj. YW - 1154 (103)  
ADG ----- 3.9



**JVI Indices**

JVM	JVIH	JVT
6.8	7.8	5.4

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
1.3	46	95	27	(0.01)	0.20	0.29	0.02
39%	51%	25%	45%	88%	62%	70%	80%



**3R028**

Birth Date - 2/26/23  
Act. BW - 68  
Adj. WW - 525 (82)  
Adj. YW - 1075 (90)  
ADG ----- 3.4



**JVI Indices**

JVM	JVIH	JVT
4.9	5.1	4.1

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
0.5	41	70	26	0.39	0.24	0.43	0.00
23%	84%	91%	51%	49%	46%	20%	31%



**3M188**  
0453  
Eldorado

Birth Date - 4/11/23  
Act. BW - 70  
Adj. WW - 545 (87)  
Adj. YW - 1040 (95)  
ADG ----- 3.1



**JVI Indices**

JVM	JVIH	JVT
6.6	6.2	5.9

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
1.3	44	81	21	0.49	0.26	0.29	0.03
38%	67%	67%	93%	37%	38%	70%	98%



**3R192**  
7140W

Birth Date - 2/25/23  
Act. BW - 64  
Adj. WW - 500 (80)  
Adj. YW - 992 (83)  
ADG ----- 3.1



**JVI Indices**

JVM	JVIH	JVT
1.7	4.9	3.9

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
(1.7)	35	58	31	0.11	0.29	0.32	0.02
2%	98%	99%	10%	79%	27%	60%	80%



**3T170**

Birth Date - 3/10/23  
Act. BW - 95  
Adj. WW - 504 (82)  
Adj. YW - 1137 (94)  
ADG ----- 4.0

**JVI Indices**

JVIM JVIH JVIT

**Ideal Beef Evaluation EPDs**

BW	WW	YW	MILK	SC	IMF	REA	RIB
1.4	46	81	26	0.27	0.24	0.33	0.01

# Current Herd Sires at Jorgensen Land & Cattle

## “Accolade”



## “Skymere”



## “All Pro”



Scan this QR Code to see all the JLC Sires & Sire Directory

31250 265<sup>th</sup> St.  
Ideal, SD 57541



*Your "Source" for  
Stacked Performance  
Genetics*