



BROKEN HEART RANCH

RED ANGUS &
QUARTER HORSES



BHR Code Red 2143 #1543432



BHR Resistol 2159 #1543692



BHR Drifter 260 #1543483



BHR Miss Drifter 196 #1454231

35th Annual Production Sale

Wednesday,
March 6, 2013

1 p.m. MT • At the Ranch • Firesteel, SD

Selling

103 1A Bulls (No creep feed)

14 Registered Bred Heifers

5 Registered Open Heifers

65 Commercial Open Heifers (Sell first!)





BROKEN HEART RANCH

RED ANGUS & QUARTER HORSES

Gary & Suzet

605.865.3190 • 605-848-3545

Chad & Lisa • 605.850.9878

Ralph & Helen

HCR 83 Box 9 • Firesteel, SD 57633 • bhrredangus@lakotanetwork.com • www.pedersonbhr.com



The Pederson Family

Welcome to our 35th Annual Production Sale. 2012 represented the 50th year Broken Heart Ranch has been in the registered Red Angus and Quarter Horse business. We appreciate the confidence our customers – many who are close neighbors – have had in our programs in the past. We are certainly looking forward to the next 50 years of being in the Red Angus and Quarter Horse business!

Cattle prices continue to be strong, and it looks like that trend will continue into the foreseeable future, with the United States cowherd inventory at a historically low level. As well demand and exports are both strong. Both the domestic and international consumers continue to want to eat high-quality beef! These economic factors have combined to provide good times for commercial cattle producers across the country. High prices have been recorded for both steers and replacement heifers. Red Angus females are highly sought after by cattlemen coast-to-coast and border-to-border. This is a testament to the tremendous female the Red Angus genetics offers. For 50 years our ranch has prided ourselves in breeding females that are feminine, highly maternal, with outstanding feet, legs and udders, and a nice, quiet disposition. They are deep sided, soft made cattle with plenty of length,

muscle and bone. For us, these females offer a lot of longevity and the ability to raise market-topping steer calves who are efficient, high-gaining cattle in the feedyard, and hang high-quality grading carcasses in the packing plant. They also produce no-fuss, low-maintenance, efficient replacement females.

The calves were weaned in October. We will carcass ultrasound the bulls in late February and a supplement sheet will be available on our website, www.pedersonbhr.com. On sale day, the supplement will include carcass data, scrotal circumferences and updated EPDs. As well, we will be adding videos and color photos of the cattle to the website. After the first eight bulls, the cattle are listed in birth order in the catalog. A sale order will be available sale day.

The heifers have come out of the heart of our replacement pen. The bred heifers were ultrasounded by Dr. Pat Bierman, Mandan Veterinary Clinic, last fall and their due dates are noted in the footnotes of the sale catalog. We will be selling the open commercial heifers (lots 131-195) first, then the bulls, and end the sale with our registered heifers.

We'd like to thank our hired man, Tim Johnson, for his help through the past year. Tim is a valuable asset to our ranch team, and we don't know how we could get everything done without him. Our great grandson/grandson/nephew, Logan Pederson, once again was here this past summer. Logan was a huge amount of help and we appreciate his assistance.

If you have any questions, or if there is any way we can assist you, please don't hesitate to contact us. The cattle can be viewed at the ranch anytime. Stop in and have a cup of coffee with us; we'd love to have you. Check out website, www.pedersonbhr.com, for videos, color photos and further information.

We look forward to seeing you on March 6th.

The Pederson Broken Heart Ranch crew



Helen and Ralph



Gary and Sue



Chad, Lisa and Bricelyn

Commercial Red Angus Heifers

131 - 150

GROUP 1
Purple tags

This year we are doing something a little different with our replacement heifers. In the past we have taken them to Mobridge Livestock and sold them in the Red Angus sale in January. This year we are going to sell them here at our bull sale. We will have them sorted into three groups.

151 - 170

GROUP 2
Green tags

We will offer them in groups of 10 and the high bidder will have the option to take a minimum of 10 or as many of the whole offering as they choose. The purple tags will represent Group 1 and their lot numbers will be 131 to 150. Group 1 is comprised of a top cut from our registered herd. Groups 2 and 3 are a mixture of top cuts of heifers from both our registered and commercial herds.

171 - 195

GROUP 3
Yellow tags

Group 2 will have green tags and will represent 151 to 170 and the third group will have yellow tags and will be tagged from 171 to 195.

All of these heifers will sell as commercial and if you are interested in the papers on Group 1 please contact us prior to the sale. A video of these heifers will be available on our website, www.pedersonbhr.com.

AQHA 50-Year Accumulative Award

Broken Heart Ranch, Ralph and Helen Pederson, Firesteel, S.D., By Richard Chamberlain

Ralph and Helen Pedersons' Broken Heart Ranch is a fourth-generation American Quarter Horse and Red Angus ranch operation near the north-central South Dakota town of Firesteel.

Ralph and his bride, Helen, started ranching in the 1930s, and established Broken Heart Ranch at its current location in the mid-1940s, raising Hereford cattle, sheep and grade saddle and work horses. As their family expanded with the birth of sons Gary and Ron, the ranch expanded as well.

The early 1960s were pivotal times for the ranch, with the purchase of their first registered Quarter Horse stallion and mare and their first registered Red Angus cattle. Today, the ranch has a small broodmare band of 15 mares a stallion and a ranch horse string, runs about 450 head of registered and commercial Red Angus cattle, and hosts annual production sales for both their cattle and horse enterprises.

In 1958, Broken Heart Ranch purchased its first registered Quarter Horse stallion, Scamp's Paprika (aka "Pep"). Until that time, the saddle horse string and broodmare band comprised grade horses. Shortly

after the purchase of Scamps Paprika, Ralph bought the good Royal King/Plaudit-bred mare Travel's Blaze to serve as the foundation of the herd. Ralph surprised Helen with Travel's Blaze as her Valentine's Day gift, leading the mare up to

the house with a big bow around her neck! One of her foals, Moxie Bar by Bar's Dream, was the 1974 world champion in junior western riding as well as earning her AQHA champion title the same year.

From the 1960s until 2010, Broken Heart Ranch also raced horses on the track, and has bred the earners of more than \$226,000.

"While Broken Heart Ranch will likely be known for breeding and raising horses with speed, we focused on raising horses with nice demeanors, that are sound minded and sound structured, with muscle, hoof and bone," says Chad Pederson, Ralph and Helen's grandson. "These were all the traits that made great ranch horses. By luck, these very same horses ended up having success on racetracks and in arenas around the country. Quarter Horses have provided our family with great working partners on our ranch, for which we have been beyond blessed."

"Our customers, particularly our ranching customers, and our own need for ranch and competition horses has contributed to our longevity in the AQHA," he continues. "Some of the most memorable experiences raising the American Quarter Horse are the people you meet. Over the past five decades, we have developed long-term friendships with many of our customers and competitors. There is nothing more fulfilling than hearing how one of our horses has been in the same family for years."

"We feel the future of the American Quarter Horse industry is strong and bright," he says. "There will always be a need for sound-minded, sound-made horses. As well, we now have a domestic and international public that has tasted how wonderful a life with horses is. Winston Churchill maybe said it best: 'There is something about the outside of a horse that is good for the inside of a man.'"

"Our American Quarter Horses have been vital to the success of our ranching operation," Chad concludes. "We could not imagine running our ranch without them. They have been our best friends and our best ranch partners. It is deeply satisfying to check our cattle riding our American Quarter Horses."



Lisa and Chad accepted the AQHA 50-Year Accumulative Award on behalf of the Pederson Family.

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Progeny also represented by:

TNTS Bank Statement T272 • BHR Golden Boy 453B
BHR Durango 60 • Red SSS Drifter 327W
Messmer Hector V011 • Red SVR 221T
PIE Casino 7073 • PIE Code Red
BARM Mr King 9002 & more



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