

# The *Incomparable* La Muñeca Jr. Program!

*Where You Can Compete For Over **\$70,000** In Annual Premiums.*

La Muñeca Cattle Co is owned by Carlos & Sister Guerra and our four children Rene, Laura & Gabriela Ramirez, Carlos Jr., Stef & Tres Guerra, Victor and Cristina Guerra. All four of our children have graduated from Texas A & M. I have been in the ranching business all of my life and in the purebred business since 1963. We raise registered Simbrahs, Braunviehs, POLLED Brahmans and are creating a new breed called Simbravieh. We enjoy working with our junior clients and are very proud of what our Jr. Program offers our clients. We invest a lot of resources in youth development and invest a lot of time working with different scholarship programs. Below is a list of our benefits.

**THANK YOU** for shopping with La Muñeca .....Where a Positive Buying Experience is **GUARANTEED.**



We promote, teach, stress and support Showmanship throughout the state. Photo of some of the 2008 buckle winners at our STAR Show Showmanship contest sponsored by our family. We look forward to the day when all shows will take the time to have separate showmanship shows for all kids in all divisions. We do it at all of our shows and it is a great learning experience for the kids with a level playing field. It gives them two chances to win!

- We do our best to match up our best calf that fits each of our client's budget. All of our cattle are pre-priced and priced the same to everyone.



LMC Simbrah and Simbravieh steers have been winning major shows for the past 17 years. Photo of Tyler Hernandez winning an **\$8,000** scholarship with his Simbravieh steer at San Antonio in 2008.

- We have an annual LMC Raffle where only our junior clients and their families can sell tickets if they want to. It is not mandatory. They will be reimbursed 50% of their ticket sales to assist them with their projects. LMC takes out **\$1,000** of the second 50% to pay the winner of the raffle. The balance is what our LMC Juniors compete for in our annual LMC Futurity held the first Saturday of October every year. The family that sells the most tickets will receive a **\$1,000** credit for their next year's calf.

- In 2007 we celebrated our 20th Annual LMC Jr. Round Up and Futurity which is an all day, family oriented, fun filled educational field day. We have 6 to 10 speakers speak about judging, selection, feeding, fitting, health, showmanship and other leadership and industry related topics that will assist our junior clients in being the best they can be. We award over 100 door prizes and over **\$750** in prize money to the winners of the judging contests which are lots of fun and possibly enjoyed more by the parents and leaders.



The Darryl Raub family sold the most tickets in the 2007 raffle and made **\$1650** plus the **\$1,000** credit for selling the most tickets. Braedon told his Dad at the Field Day, "Dad this has been the best day of my life."

- The LMC Futurity is funded by the ticket sales with 50% of the net being awarded in showmanship. We feel that this equalizes the playing field and rewards those students who have worked the hardest with their projects. I always told my children that I would rather they win showmanship than their cattle win championships.



Not only do we share our best heifers at affordable prices, but help our clients market them when they graduate like we did for Lindsay Garrett by allowing her to sell her many times champion at MAS III for **\$9,500**.

- The balance of the ticket sales is pro-rated between the steers and heifers with an average total LMC Futurity purse of **\$9,000** the past four years.
- We are co-founders of the Simmental-Simbrah Super Bowl held every year in conjunction with the San Antonio Livestock show. We have awarded over **\$300,000** over the past 15 years of Super Bowls. The cattle must be entered in the San Antonio Jr. Show and have been purchased from a Super Bowl sponsor. The average purse has been **\$20,000** at the Super Bowl.



Long time amigos, clients and supporters Fred & Sharon Grahmann enjoying the family fun filled atmosphere at a LMC Field Day with their granddaughters.



LMC annually gives awards to special LMC Boosters, Volunteers and Educators of the year which have made a difference in our lives.

- Every year we have our LMC Jackpot which is another way that we try to help our junior clients. The Jackpot is funded by LMC putting up 10% of what each heifer that shows up sold for. Once again, 1/2 of these premiums are awarded in the showmanship contest. This show is held in conjunction with MAS. Last year we awarded **\$8,750** in LMC Jackpot premiums.

- We are co-founders of the **MAS \$15,000 SHOWDOWN** held every spring here at La Muñeca. **\$7,500** is awarded in showmanship. There is also a Simbrah percentage show at this event. The champion purebred heifer wins **\$3,000** with the Reserve winning **\$1,500**. There are five age groups in showmanship with ten buckles being awarded plus premiums thru ten places. LMC heifers have been Grand & Reserve at all three MAS heifer shows.



Hunter Sorrells, like many others LMC Juniors, is building his quality herd around a La Muñeca bred champion.

- We have a MAS steer show held in conjunction with the South Texas Agriculture Round-Up which is for Hidalgo County students. We award a minimum of **\$6,000** at this show, **\$3,000** to the Champ and **\$1,500** to the Reserve with each exhibitor receiving a minimum of **\$100** in premiums. LMC steers have been Grand & Reserve at all three MAS steer shows.



La Muñeca Jackpot winners with a pair of South African judges that utilize LMC World Class genetics in their country.

- We are founding members of the Simbrah Synergy group which is another marketing group of breeders patterned after MAS. **\$15,000** will be awarded in the junior shows which will be held the weekend of October 25th at Smith Genetics near Giddings.

- We accept Calf Scramble Certificates.

- We provide two units of semen for free from our World Class Herd Bull Battery to our junior heifer clients thru their high school graduation. We have bred 4 of the past 5 Houston Champions bulls and 4 of the last 5 Reserve Champion Houston Bulls. Kids that capitalize on this offer can produce their next show calf or maybe the breed's next great sire. This semen is to be used only on that LMC heifer.



Aaron Gonzalez took advantage of our semen offer and produced this champion bred and owned Red Bullet daughter at the American Junior Simbrah Round Up. These good folks are building a great herd stacked with La Muñeca genetics.

- Our cattle have been very competitive thru the years winning over 1000 championships in four major beef breeds all over the beef world. Since January of 2007 our juniors won Reserve Champion at Fort Worth, San Antonio, Super Bowl, Houston, Austin, RGV and the American Junior Simbrah Round Up with six different heifers. They also had Grand and Reserve at the **\$15,000 MAS SHOWDOWN II and III** winning **\$3,000** and **\$1,500**. They have also won Grand at the AJSA Summer National Classic, Dallas and Fort Worth.



We make a special effort to help juniors whose families have been special VOLUNTEERS in helping other juniors such as the Felo Martinez family. We helped round up **\$18,500** for Hondo's senior project (A LMC Bred and owned Champion Steer) thanks to their many friends.

- **ADD ALL OF THESE SHOWS UP AND THE LMC JUNIORS WILL BE COMPETING FOR OVER \$70,000 IN PREMIUMS. INDEED A GREAT OPPORTUNITY !!**

- **THANKS AGAIN !** If you have any questions, please feel free to call on us at anytime. **VISITORS ALWAYS WELCOME AT LA MUÑECA**

Se Habla Español

# La Muñeca Cattle Co.

**Simbrahs, Simbraviehs, Braunviehs & POLLED Brahmans**

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