

# The La Muñeca Legacy...

began in 1873 when my great grand mother Antonia immigrated to this great country from Mier, Mexico as a widow with three sons, a dream to raise her sons in a better world and a great work ethic. She registered our world renown La Muñeca brand that same year. She raised those boys right.



LMC Arcadio - 2011 National Champion Simbrah

My grand father Arcadio who was 14 when they arrived worked hard to get involved in the land, cotton and mercantile business. His two sons, Arcadio (my Godfather) and my Dad, Rafael continued to work hard to expand the business under the name of Guerra Bros. adding more land, grain elevators and cattle. My wife, kids and I continue to work 24/7/365 to breed the best cattle possible and provide the best service that we can offer our many clients. We focus on:

**LEADERSHIP** – I am proud to be the only Simbrah breeder to have been on every ASA Simbrah committee ever appointed since the early 90's. We are active on a local, state and national level with all three breeds. We also do a lot to create show, showmanship & scholarship opportunities for our local, state and national 4-H and FFA students and Foundations.

**COMMITMENT** – You can count on one hand the Simbrah breeders that have been in the business longer than us. We started in the mid 80's and are very proud of our success in the Simbrah breed THANKS to our many supporters. We are committed to continue to breed our share of the best.



LMC American Maiden - Champion Simbravieh

**EDUCATION** – We will be hosting our 24th Annual LMC Jr. Round Up & Futurity which is a fun filled, family oriented, all day educational event open to the public for free. It is held the first Saturday of October every year. We have awarded over \$200,000 in premiums at our LMC Futurities and LMC Jackpots. We have hosted more field days than anybody else in the breed and enjoy every one of them.

**BULLS, BULLS, BULLS** – You can always count on LMC to produce and share State of the Art bulls as we are considered Simbrah's premier herd bull, range bull and show bull producer selling more bulls every year, having more bulls in the sire summary and winning more bull shows than any other breeder. LMC bulls have won 12 of the last 16 Houston Bull championships with our clients winning three more with sons of LMC bulls for a 15 of 16 record. We also sell semen on all of our bulls both domestically and foreign.



LMC Apollo - POLLED Brahma

**OPPORTUNITY** – LMC has created many events that have created many opportunities for both junior and adult breeders including the TJSSA & American Jr. Simbrah Round Up scholarship programs, the American Jr. Simbrah Round Up, Simbrah steer shows, LMC Futurity, LMC Jackpot, MAS, LMC Sellabration plus have been co founders of the Super Bowl and SYNERGY. The economic and growth impact that these events have created is in the millions.

**COMPETITIVE** – We are proud of our junior show record as our junior clients have won 11 of the last 30 Major championships in Texas (FW, SA & Houston). Our closest competitor has won five. LMC Juniors have also won 94 % of the \$76,500 awarded to the cattle in MAS and SYNERGY premiums. Our juniors also won the first 14 RGV Simbrah steer shows and 10 Reserves plus won the Jr. Simbrah heifer show 13 years in a row back when the shows were larger. Our \$100,000 Junior Program is unmatched in the business and offers many benefits.



Carlos X. Guerra family photo

**INTEGRITY** – You can depend on LMC cattle to have honest birthdates, pedigrees and data. We believe in thanking our clients publicly and showing them how to breed and market their cattle. Most important - we stand behind our product.

**FUTURE** – We are excited that all of our children like the ranch life, like to work and hopefully will continue the La Muñeca legacy for many years to come. Our grand kiddos will be showing before long and that will keep us hopping for a long time God willing. We are proud to have sold our genetics this year to four continents, the Dominican Republic and five states. The cattle business will be on fire once it rains so we need to do all we can to out live this drought.



**SELLING 200 LOTS!**  
**March 23-24, 2012**

**La Muñeca Ranch - Linn, TX**  
**Simbrahs, Simbraviehs,**  
**and Polled Brahmans**

The LMC SELLABRATION SALE will be the best event we have ever created as it gives us an opportunity to help our clients to market their LMC genetics. All of their calves out of LMC bulls or cows qualify for the \$20,000 Sellabration Junior Show. It is a great concept that we are very excited about as it will provide a great tool for all of us to work closer together in the marketing and promotion of these great breeds of cattle. PLEASE BE MAKING PLANS TO COME SELLABRATE WITH US.

**La Muñeca Cattle Co.** 

Carlos 956.802.1641 • Jr. 330-1963 • Victor 607-5515

email: [LaMuñecaCattle@aol.com](mailto:LaMuñecaCattle@aol.com)

Please visit our website at

[www.LaMuñecaCattle.com](http://www.LaMuñecaCattle.com)