

IWC Assured 05M

Born: 09/05/2024 Reg: 5054245 ProS: 128 HB: 53

Pedigree

Brown CSRB Confidence G1410	4052102
Berwald Confident 2044	4687927
Berwald Jaylo 0007	4394223
IWC Assured 05M	5054245
Bieber CL Stockmarket E119	3751659
IWC MS Scarlett J100	4433099
3SCC Eucla X723	1406911



	CED	BW	WW	YW	MARB	FAT
EPD	20	-5.2	78	131	0.89	0.03
Rank	1%	10%	23%	20%	3%	80%

Welcome to Iron Will Cattle

We are a family owned and operated farm located in Madison, Georgia, raising registered Red Angus cattle. Both Brian and Jessica Lance have extensive production agricultural backgrounds and maintain agricultural-related careers, but both wanted to get back to our roots of production ag. In 2019, we started Iron Will Cattle. Red Angus is a breed not very prominent in the Southeast, so we provide a different genetic offering in this region. Red Angus cattle offer the docility we desired, and their excellent maternal traits lend to the cow-calf operation we wanted to focus on.

Brian grew up in Blairsville, Georgia on a commercial Sim Angus cow herd and was very active in FFA and 4-H. A 4-H commercial heifer project turned into showing registered Simmental and ChiAngus through high school. With his father and sister, they were successful in showing ChiAngus on a national level. At the University of Georgia, he was a member of their livestock judging program, president of Block and Bridle and active in the cattle industry. After graduating from UGA, he came to work at Godfreys Warehouse Inc, a mainstay in the feed business in Georgia. He started in their wholesale feed sales, then transitioned into the the main buyer of commodities for Godfreys. He also trades feed ingredients across the eastern U.S., helping cattlemen of all sizes.

Jessica was raised in Lexington, South Carolina on her family's multi-generational vegetable row crop farm. She was active in FFA throughout high school and held officer positions, competed in local-, state- and national-level career development events, and obtained the highest award levels available. Currently, she owns and operates a dry bulk logistics company facilitating the movement of feed, grain and other commodities into and out of feed mills and farms nationwide.

Between raising cattle and kids, life is busy on the farm. Our first daughter, Annabelle, was born in December 2018. Our son, Champ, was born in November 2020, and we completed our family when we welcomed our daughter, Eloise, in August 2023. It's important to us to give our children the values and work ethic you can only get from being raised on a farm.

Utilizing performance data in EPDs while maintaining a balanced and stylish phenotype



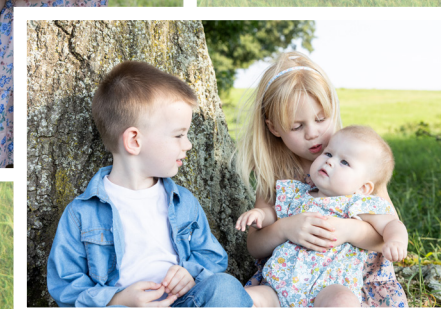
IWC Jumpstart 07M

Born: 09/10/2024 Reg: 5054253 ProS: 100 HB: 14

Pedigree

Bieber CL Energize F121	3958815
Bieber Jumpstart J137	4463653
Bieber Gallee 390G	4140526
IWC Jumpstart 07M	5054253
SLGN Wideload 920W	1619642
Pelton Miss 434B	1704776
Pelton Miss Jayla 0508S	1170726

	CED	BW	WW	YW	MARB	FAT
EPD	12	-.18	85	147	0.59	0.02
Rank	63%	50%	4%	2%	22%	47%



Private Treaty Bulls
Fall 2025

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IWC King Jeff 16M							
Born:	10/11/2024	Reg:	5055169	ProS:	98	HB:	38
Pedigree							
	TJS Empire E045		3855063				
	Jeffries Empire 198J		4467009				
	Jeffries MS Lakoto E504		3628499				
	IWC King Jeff 16M		5055169				
	HXC Allegiance 5502C		3494126				
	IWC MS Abbie J104		4573549				
	Damar MS Conquest C052		3486136				
	CED	BW	WW	YW	MARB	FAT	
EPD	14	-3.3	54	94	0.51	0	
Rank	41%	24%	88%	74%	33%	12%	

IWC King Jeff 20M							
Born:	09/18/2024	Reg:	5055183	ProS:	57	HB:	9
Pedigree							
	TJS Empire E045		3855063				
	Jeffries Empire 198J		4467009				
	Jeffries MS Lakoto E504		3628499				
	IWC King Jeff 20M		5055183				
	3SCC Domain A163		1619642				
	IWC MS Connie J117		4573557				
	Damar MS Conquest C052		3486136				
	CED	BW	WW	YW	MARB	FAT	
EPD	14	-1.5	68	120	0.21	0	
Rank	34%	56%	42%	20%	93%	17%	



IWC Assured 09M							
Born:	09/17/2024	Reg:	5054257	ProS:	118	HB:	53
Pedigree							
	Brown CSRB Confidence G1410		4052102				
	Berwald Confident 2044		4687927				
	Berwald Jaylo 0007		4394223				
	IWC Assured 09M		5054257				
	Bieber CL Stockmarket E119		3751659				
	IWC MS Scarlett J100		4433099				
	3SCC Eucla X723		1406911				
	CED	BW	WW	YW	MARB	FAT	
EPD	18	-4.5	73	121	0.89	0.04	
Rank	4%	10%	23%	20%	3%	91%	

IWC King Jeff 17M							
Born:	10/09/2024	Reg:	5055171	ProS:	97	HB:	35
Pedigree							
	TJS Empire E045		3855063				
	Jeffries Empire 198J		4467009				
	Jeffries MS Lakoto E504		3628499				
	IWC King Jeff 17M		5055171				
	Pelton Wideload 78B		1704763				
	IWC MS Wildflower J105		5473567				
	Damar MS Conquest C052		3486136				
	CED	BW	WW	YW	MARB	FAT	
EPD	17	-5.7	51	90	0.65	0	
Rank	8%	3%	93%	80%	16%	27%	



IWC King Jeff 26M							
Born:	10/27/2024	Reg:	5055157	ProS:	86	HB:	29
Pedigree							
	TJS Empire E045		3855063				
	Jeffries Empire 198J		4467009				
	Jeffries MS Lakoto E504		3628499				
	IWC King Jeff 26M		5055157				
	3SCC Domain A163		1619642				
	IWC MS Connie K114		4756671				
	Damar MS Conquest C052		3486136				
	CED	BW	WW	YW	MARB	FAT	
EPD	17	-2	61	106	0.41	0	
Rank	7%	47%	68%	46%	52%	23%	



IWC Franchise 12M							
Born:	09/02/2024	Reg:	5055159	ProS:	135	HB:	48
Pedigree							
	Spur Franchise OF Garton		3469042				
	9 Mile Franchise 6305		3555188				
	C-BAR Abigrace Y11		1430755				
	IWC Assured 12M		5055159				
	3SCC Domain A163		1619642				
	IWC MS Connie K115		4756673				
	Damar MS Conquest C062		3486136				
	CED	BW	WW	YW	MARB	FAT	
EPD	15	-4.6	58	106	0.69	0.04	
Rank	24%	9%	79%	48%	13%	92%	

IWC King Jeff 13M							
Born:	09/17/2024	Reg:	5055161	ProS:	100	HB:	45
Pedigree							
	TJS Empire E045		3855063				
	Jeffries Empire 198J		4467009				
	Jeffries MS Lakoto E504		3628499				
	IWC King Jeff 13M		5055161				
	HXC Allegiance 5502C		3494126				
	IWC MS Abbie K116		4756675				
	Damar MS Conquest C052		3486136				
	CED	BW	WW	YW	MARB	FAT	
EPD	18	-4.2	63	109	0.6	0.02	
Rank	4%	12%	64%	41%	22%	62%	

Scan to see videos of:

IWC Assured 09M
IWC Franchise 12M
IWC King Jeff 13M



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