

2019 EDITION

MADER

Ranches

Ladies
NIGHT

BRED FEMALE SALE

SALE RESULTS

38 LIVE LOTS GROSSED \$217,900 TO AVERAGE \$5,734
12 GENETIC LOTS GROSSED \$28,700 TO AVERAGE \$2,392

10.24.2019

On The Ranch - Carstairs, AB
5 PM

WELCOME^{1ST} EDITION

It is with great anticipation and excitement that we open up the herd to share with industry, and offer some of our very best stock for your appraisal. You will notice we have dug deep.... Its not everyday that you have the opportunity to outright own one of the leading donor cows of the breed! We also feel the set of bred heifers we have put together should work very hard for their new owners, as we would be happy to retain any of them in the herd. Along with some feature donors, a uniform set of bred females, a select few opens from our summer program, we also wanted to add the excitement of some new embryo mating's we have created, share a few pregnant recipis, and offer a special semen lot.

One of the key pieces that came to mind while discussing when to have this sale were when is the right timing.... Of course the calendar seems to fill up more and more these days in November and December with shows and sales, come early December we are ready to switch gears in to getting sale bulls clipped and pictured, without forgetting that calving is right around the corner! Our decision for an October sale worked well for us timing wise, we feel it is more beneficial for the longevity of the females as it means less days on feed preventing potential calving and milking issues, it eliminates females that are calving early January to have to be loaded on a trailer and trucked in that final month, and it will give a more realistic look to what these females can look like coming off of green grass in their working clothes. It is also critical to us to know, that whichever direction or conditions these females sell, the new owner has ample time to get them home and adjusted onto their own feeding and management program well before they lay down and have a calf.

We strive ourselves on not pampering our herd. The cowherd never sees any grain, they graze for at least 6-7 months of the year, are fed a full roughage TMR ration, with mineral being our key component for health and reproduction. The herd, including every animal in this sale is on a full herd health management program. We vaccinate with Bovashield Gold, 8 way, and Ivomec. All bred heifers and opens were done with these twice, as 3 month old calves, and again at weaning. Our protocol is than to do all the bred females again early November prior to calving, so this allows the new owner to get them onto their own vaccination program once purchased. These heifers have been on a TMR ration consisting of barley/oat/wheat/pea based silage, chopped hay, and the Bullseye pellet.

The service sires to these bred heifers are super exciting! WS Proclamation and WS Epic both read incredible for calving ease, performance, and API and TI, and both stem back to the very productive donor cows. Brooking Firebrand is backed by some of the very best Angus cows of the breed, and truly is a genetic and phenotypical breeding dream. The National is one we are very proud of, he exemplifies so many great physical attributes we feel the industry and breed can really utilize, with his great foot size, soft body design, muscular dimension, and maternal strength. You will notice many of the embryos lots include the newest and hottest bulls to the breed such as SVS Betts, LCDR Witness, and Captain Scream!

We invite customers, friends, and family to join us on October 24th on the ranch, for the First Edition of Ladies Night! It will be a 5pm sale, with a steak supper and refreshments to follow. This is the night we celebrate the ladies of our program, please make sure to bring the ladies of yours!

Ryley

THE PEOPLE OF MADER RANCHES



RYLEY & JILL

STELLA & HAWKIN MADER

maderranches@gmail.com

Ryley's Cell: 403.807.8140

Jill's Cell: 403.990.9187

Ryley has been a part of the family operation from a young child and was joined by Jill in 2007. Everyone is hands on in the business activities and look forward to many years in the cattle industry.



RANDY & RONDA MADER

rrmader13@gmail.com

Randy's Cell: 403.660.1123

Randy & Ronda started Mader Ranches in 1974. They have worked hard in the cattle industry for 45 years and see all aspects of the operation from day-to-day, management & mentorship.



TUFFY KIRKWOOD

Tuffy joined the team in 2016. He manages the feed wagon, mechanics, welding and many tasks that make him our jack of all trades. He is a true family member and huge asset to our operation.

WWW.MADERRANCHES.COM

SALE DAY INFORMATION

SCHEDULE

October 23rd Viewing All Day
October 24th Viewing All Day
5 PM : SALE TIME
Followed by Steak Supper

SALE STAFF

Auctioneer: Ryan Dorran 403.507.6483
Ringmen: Mark Stock 403.357.8104
Rod Mcleod 403.540.7986

SALE MANAGEMENT

Bohrson Marketing Services Ltd.

Scott Bohrson 403.370.3010
Darryl Snider 780.385.5561
Taylor Richards 306.821.4169
Matt Criddle 306.539.6934

www.bohrson.com

SALE CONSULTANT

First Class Marketing

Darnell Fornwald 403.795.8030
Shay Martindale 780.812.4581

ACCOMODATIONS

Ramada - Olds 403.507.8349
Best Western Inn - Olds 403.556.5900
Didsbury Country Inn - Didsbury 403.335.8088
Golden West Motor Inn - Carstairs 403.337.3333

INCENTIVES

- Payment due 1/2 down Sale Day & 1/2 Due Dec 31st.
To allow customers to sell their own products before full payment is due.

- 5 % Junior Discount - 21 years of age or under

- ALL purchasers get entered into a draw for a 2020 Bull Sale Credit

WATCH, BID & BUY ONLINE

Internet Bidding Available

D | L | M | S
www.dlms.ca

For more information call DLMS:
Mark Shologan 780.699.5082 or
DLMS Purebred Team 780.991.3025

ON OFFER

2 Black Donors
30 Red & Black Simmental Bred Females
3 Pregnant Recips
4 Red & Black Open Females
21 Embryos
50 Doses of Semen

SUPPLEMENTARY INFO

A supplementary sheet will be available on sale day.
This will include any updated information.

INSURANCE

Stockman's Insurance - Cassie Dorran - 403.507.5953

PHOTOS & VIDEOS

- Taken in house by Mader Ranches
- Can be viewed online at www.maderranches.com
- Pictures taken August 2019 & videos taken Sept 2019

TERMS & CONDITIONS

Cattle will sell under the standard terms and conditions put forward from the Canadian Simmental Association and from Mader Ranches. These are available upon request

DISCLAIMER

While every effort has been taken to ensure that all details are correct, the descriptions contained in this catalogue are often opinion only. We cannot be responsible for the consequences of any actions taken or not taken as a result of these opinions.

HOW TO FIND US?

Directions From Carstairs:

Go North on Main Street (10th Ave) out of town, Road automatically turns west (Twp Rd 303).

Go West 15 kms to Range Road 32.

Turn South. Farm is on your right.

Directions From Hwy 22:

Go East 11 kms on Twp Rd 303 (Carstairs Blind Line) to Range Road 32.

Turn South. Farm is on your right.

FIND US ON GOOGLE MAPS - Mader Ranches



THE MADER RANCHES DIFFERENCE



POLLED GENETICS

Horns are extra work, welfare and safety issues for cattle and cattlemen. Mader Ranches prides itself on its Polled genetics since 1974



FAMILY OPERATION WITH LONG TIME COMMITMENT

The Mader Family has been in the cattle business for 45 years. We have had 30 bull sales and plan on a extensive future with our 2nd and 3rd generation. We work hard to ensure our customers are happy with their investment. We are committed to helping our customers achieve their goals and back our animals.



HEART OF OUR HERD

We have a large nucleus of foundation females and pride ourselves in the cow families that extend down from that base. These females on offer are picked from 150 replacement heifers. They are the best of the best.



DEPTH OF PEDIGREE

We utilize Embryo Transfer and AI extensively to multiply the consistency in our herd. We find that by reproducing multiple daughters and sons from our donor cows and breed leading sires, we can offer consistency to our customers.



ACCURATE DATA

We have invested into cattle record keeping and management so that all of our data is as accurate as possible. We have our herd on the HerdTrax program as it intergrates well with the Total Herd Enrollment with the Canadian Simmental Association. All data is available.

2019 NEW SIRES

As well as the service sires listed in this catalogue, we are also excited about 2020 calves coming from these bulls



SVS BETTS 808F

Captain Scream X WFL Red Sage
Sold for \$120,000 to KT Ranches



MADER PEARL HARBOUR 149F

LFE Heavy Hitter X LFE BS Sheila 82A
Sold for \$15,000 to KCH Cattle



MADER UNIVERSAL 65F

WFL Westcott X Mader Heather 158X
Sold for \$19,000 to Shawn McLaughlin

BROTHERS TO THE SALE HEIFERS



SIRE: RF MERCHANT
Sold to Sjogren Farms
for \$14,750

SIRE: WFL WESTCOTT
Sold to Pleasant Valley Colony
for \$11,250

SIRE: WFL WESTCOTT
Sold to Harackal Farms
for \$9,500



SIRE: LFE HEAVY HITTER
Sold to Berry Creek Colony
for \$10,000

SIRE: LFE HEAVY HITTER
Sold to Starland Colony
for \$10,000

SIRE: LFE HEAVY HITTER
Sold to Standoff Colony
for \$10,500

SERVICE SIRE



WS Proclamation E202

21 February 2017 • 1248522

TRIPLE C SINGLETARY S3H
SIRE: CCR COWBOY CUT 5048Z
CCR MS 4045 TIME 7322T
CLRS GRADE-A 875 A
DAM: WS MISS SUGAR C4
WS ANISE A71

Homo Polled, Homo Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
17.1	0.8	84.2	127.0	34.2	11.2	76.3
% RK	1	10	4	4	10	1

Brooking Firebrand 6068

31 January 2016 • 1906246

CONNEALY EARNAN 076E
SIRE: BROOKING BANK NOTE 4040
E A ROSE 918
S A V BEST INTEREST 0136
DAM: BROOKING ANNIE K 390
SOO LINE ANNIE K 9165

ANGUS

EPDs						
CE	BW	WW	YW	Milk	MC	TM
2.0	3.7	56	94	29	9.0	57
% RK		15	25	9	30	7

WS Epic E152

9 January 2017 • 1237011

WS ALL-AROUND Z35
SIRE: WS ALL ABOARD B80
WS LITTLE SISTER W37
GW RED COAT 099TS
DAM: WS MAJESTIC Z133
WS MOTHER LODGE W21

Homo Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
12.3	0.1	89.8	136.6	16.3	7.5	61.2
% RK	5	5	2	2	10	

\$15,000 **SELLING CHOICE**

**RIVERPOINT CATTLE, XCEL
LIVESTOCK & CLARK FAMILY
FARMS**



Lot /

Co-Owned With CanadianDonors.ca & Rust Mountain View Ranch

LFE BS *Sheila* 82A



Daughter of Sheila



Daughter of Sheila



Daughter of Sheila



Son of Sheila



Son of Sheila



Son of Sheila

Exposed to LFE Heavy Hitter 352C -April 2nd - May 21st. Preg Tested safe for Jan 27th calving.

SELLING CHOICE OF FULL OWNERSHIP OF SHEILA OR VIOLET. It is with great honour and excitement, that we offer up to the industry choice on two of our leading donor females! Two females that were both were Grand Champion Females in the show ring numerous times, and both privileged with making both the top 5 females in the Supreme at Farmfair and the top 10 females in the RBC supreme at Agribition! To say that we are proud of these donors would be an understatement, and to think about parting with one of them certainly leaves a void within, however, with daughters now in the herd, over 20 embryos implanted this spring, we are confident knowing their legacies will live long within the blood of our herd. We are also excited to watch them make an impact within the herd of their new owners!

Sheila's first daughter was sold into Ontario as a \$15,000 female out of Agribition sale. Sheila was kept open the next year to be flushed, probably averaging close to 15 embryos at a time. The embryos have been extremely marketable, and the feedback from buyers has been exceptional. Most of the daughters that were born here at Mader Ranches have been retained in the herd, with the exception of selling one at the Cobra Event to Indian River last summer who raised a lead off calf for their sale this fall, and an open last fall selling to Arley

11 January 2013 • LFE 82A • BPG798655 • BW 91

Homo Polled, Homo Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
7.1	2.7	74.5	111.8	24.8	3.7	62.1

R PLUS BLACKEDGE
SIRE: LFE THE DARK NIGHT 350U
LFE BS MS LEWIS 646R

LFE MR LEWIS 462P
DAM: LFE BS SHEILA 136T
LFE SHEILA 110K

\$18,500 SELLING CHOICE

RUST MOUNTAIN VIEW RANCH



Lot **2**

Co-Owned With CanadianDonors.ca & Rust Mountain View Ranch

LFE BS *Violet* 641A



Son of Violet



Son of Violet



Son of Violet



Son of Violet



Son of Violet



Son of Violet

AI bred to SVS Betts 808F on March 27th. Preg Tested safe for Jan 6th calving. Exposed to LFE Heavy Hitter 352C -April 2nd - May 21st.

Bohrson through FNL. The daughters retained possess ideal udder quality and structure, perfect feet, and a real easy fleshing body type. This past spring 3 Sheila cross Heavy Hitter sons were featured in our bull sale demanding \$10,500-\$15,000.

Violets first son was Mader/Rust/CS Cruz who topped our bull sale selling for \$30,000 to KT Ranches. The Cruz progeny have been very well excepted and you will see through this catalogue the features he has created. Violet was also kept open her second year, averaging 8 to 9 embryos per flush, many marketed to the industry with ease of acceptance. Some of the highlight Violet progeny include a female that Rust Mountain sold in their online sale in Denver for \$19,000, a Merchant son sold through our spring bull sale for \$15,000, and her latest accomplishment being Mader the National 43E, whose first calf crop looks spectacular, and the phenotype of the bull being one of the best accomplishments within our herd!

Come sale day, you have the choice of picking either one of these prolific donor females... They will be displayed and we are happy to answer any questions about flushing records, production records, or assist you in any way. **ONLY ONE WILL SELL.**

30 December 2013 • LFE 641A • BPG1155624 • BW 80

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
9.9	1.7	77.5	117.4	27.1	7.3	65.9

LFE VIPER 455U
SIRE: NCB COBRA 47Y
 NCB MISS DREAM 22T

DRAKE POKER FACE 2X
DAM: LFE BS VIOLET 128Z
 LFE BS MS LEWIS 646R

\$5,000

LANKIRK FARMS

Lot **3**



MADER *Sheila* 54F

15 January 2018 • MDR 54F • BPTG1242624 • BW 73

Homo Polled, Homo Black

EPDs

CE	BW	WW	YW	Milk	MC	MWW
8.5	2.0	72.1	106.6	26.1	4.9	62.2

SS EBONY'S GRANDMASTER

SIRE: TNGL GRAND FORTUNE Z467

AJE/HS/MBCC HOPE FLOATS

LFE THE DARK NIGHT 350U

DAM: LFE BS SHEILA 82A

LFE BS SHEILA 136T

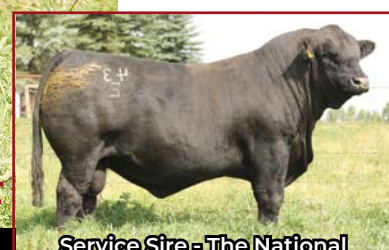
Exposed to Mader The National 43E May 16th - June 30th. Preg Tested safe for March 13th calving.

This lead off Sheila daughter is a spitting image of what her dam looked like as a bred heifer when we purchased her from LFE. Extremely docile, great skulled, athletic in her movement, and so proportionate in her body type. Sheila 54F was born very small out of a first calving recip, that recip did her utmost, however came up a little shy in terms of milk production, leaving this heifer a tick later maturing than others in her contemporary group. With that said, she carries a service to The National for a mid March calf, she is setting up to have a terrific udder, and I think once into production she will never look back! The Grand Fortune progeny are known to be moderate in stature, however, milk heavy and raise the big calves!

\$5,000

KODIAK BBQ

Lot **4**



MADER *Ella* 171F

25 February 2018 • MDR 171F • BPRS1258987 • BW 81

Homo Polled, Homo Black

EPDs

CE	BW	WW	YW	Milk	MC	MWW
8.0	3.1	71.7	102.0	20.1	4.8	56.0

SPRINGCREEK ALL IN 155Y

SIRE: SPRINGCREEK OLYMPIAN 66A

SPRINGCREEK LINNE 33R

MFA TIMELINE 22P

DAM: WILLOW ERELLA W36

WILLOWS ERELLA L05

Exposed to Mader The National 43E May 14th - June 30th. Preg Tested safe for March 8th calving.

This ½ blood female offers many great traits such as that real soft body type, that huge barrel, that sleek front end and skull, and an ideal udder suspension. The Olympian daughters are proving to have Springcreek Linne's great teat size and udder quality. She is just about a March heifer with great performance, and being bred back to The National leaves great potential in what her first calf could do for her new owner.

\$7,500

ASHWORTH FARM & RANCH

Lot 5



MADER *Front Page* 42F

14 January 2018 • MDR 42F • BPG1254332 • BW 80

Homo Polled, Homo Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
8.6	2.5	80.9	123.4	25.1	6.6	65.6

SIRE: MADER/CS/RUST CRUZ 3D
LFE BS VIOLET 641A

DAM: MADER FRONTPAGE 20D
IPU MS. PIT BOSS 53B

AI Bred to WS Proclamation E202 on April 4th. Preg Tested safe for Jan 14th calving. Exposed to Mader The National 43E April 29th - June 30th. Front Page is a personal favorite! Feminine through that front, has ample body capacity, has great slope from hook to pin, setting up a picture perfect udder, and is super docile to handle. Her Riddler cross Pit Boss dam is quickly becoming a farm feature momma cow as again this year has one of the top heifer calf prospects. I know everyone says this is the one we should be keeping, but I really did have to convince Jill that we needed to part with this one to add as a sale feature! Bred early to the curve bending EPD profile sire, WS Proclamation. A new sire expected to calve easy and have explosive growth.

\$6,000

DEEG SIMMENTALS

Lot 6



MADER *Emblynette* 14F

6 January 2018 • MDR 14F • BPRS1286774 • BW 85

Homo Polled, Homo Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW

SIRE: MADER/CS/RUST CRUZ 3D
LFE BS VIOLET 641A

DAM: RUST MISS 646D
SAV EMBLYNETTE 4223

AI Bred to Brooking Firebrand on April 4th. Preg Tested safe for Jan 14th calving. Exposed to Mader The National 43E April 29th - June 30th. Talk about a stacked maternal pedigree when you combine LFE Violet on the top side with SAV Emblynette 4223 on the bottom side. Two outstanding donor females leaving the great ones in the industry. You will also notice the unique WS Stepping Stone sire influence on the bottom side, and when you analyze the great genetic combination that go into the makeup of this female, and combine it with one of the most sought after young herd sires to hit the marketplace, Brooking Firebrand, this leads to endless possibilities. The female is flat out good! She has great skeletal structure, loads of extension through that front third, and has the body type and design of a true matron cow. She is a 5/8 Simmental.

\$18,000

DOUBLE BAR D RANCH



Lot 7



Mader Iron Sugar 7X



WFL Trojan 63C

MADER Sugar 408E

18 June 2017 • MDR 408E • BPG1254381 • BW 78

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
8.9	3.0	83.6	128.4	21.7	5.2	63.5

SIRE: WFL TROJAN 63C

MUIRHEADS LIGHTS OUT 4Y

FBFI COMBUSTIBLE

DAM: MADER LIPS LIKE SUGAR 27C

WFL MS HINSDALE 1009X

MADER P IRON SUGAR 7X

AI Bred to WS Proclamation E202 on April 23. Preg Tested safe for Feb 2nd calving. Exposed to Mader The National 43E April 29th - June 30th.

Mader Sugar 408E has been a special one since she hit the ground! With that attractive blaze face, the great neck and body extension of her momma, huge spring and depth of rib, all put together on to a very athletic and structurally correct skeleton. Iron Sugar 7X has been a cow that just flat out produces the right ones. The daughters we have retained in the herd are influential year after year producing high selling bulls and females and terrific replacements that we continue to build around. The dam of this heifer, is a full sibling, to a sister that sold through FNL a few years back to Rusylvia Cattle Co and Westgold for \$25,000. We believe Lips like Sugar 27C to be one of our very best young donors we have, and plan to utilize her to carry on the Iron Sugar legacy. These extra age females have proven to have great conception, calve unassisted due to extra frame and size, and hold their body condition better while milking heavy, leading to typically, an early service again on their second go round. We flushed this female this spring to Proclamation giving us 13 number 1 eggs. Many of these embryos went in and she bred back early!



Lot 8

\$3,000

KT RANCHES

OPEN

MADER Sugar 501F

16 June 2018 • MDR 501F • BPG1279392 • BW 78

Homo Polled, Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
6.9	3.8	78.8	121.7	19.4	3.5	58.8

SIRE: LFE HEAVY HITTER 352C

MRL DISCOVERY 21A

FBFI COMBUSTIBLE

DAM: MADER LIPS LIKE SUGAR 27C

LFE BS JULI 641X

MADER P IRON SUGAR 7X



Full Sister to 27C



Maternal Sister to 27C

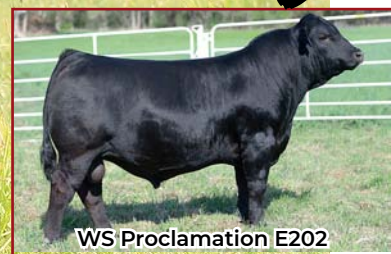
Open. Here is the maternal sister to lot 7, with the punch that Heavy Hitter puts into all of his progeny. She has her dams feminine front end, the excellent volume and capacity through the middle third that both her parents exemplify, and the big old hip shape, muscle expression, and pin spread that Heavy Hitter stamps his calves with. Its tough to part with the first two natural calves off this new donor, however with 10+ progeny born in our summer program this year, and another 10+ embryo calves coming next spring, we know we have a good selection of her daughters yet to replace. Buy this open female with confidence that you can take her home, get her bred early in the spring, and watch her go to work!

EMBRYOS

A) \$1,200 PER EMBRYO
HI TECH FARMS
B) \$1,200 PER EMBRYO
SRD LIVESTOCK



Lot **9a**
 Lot **9b**



WS Proclamation E202



Mader The National 43E

MADER *Lips Like Sugar* 27C

10 January 2015 • MDR 27C • BPTG1148305 • BW 74

Homo Polled Homo Black

DAM'S EPDs						
CE	BW	WW	YW	Milk	MC	MWW
9.9	3.6	78.1	120.2	16.8	5.4	55.9

9a
9b

SIRE: CCR COWBOY CUT 5048Z
 WS PROCLAMATION E202
 WS MISS SUGAR C4
 LFE THE RIDDLER 323B
 SIRE: MADER THE NATIONAL 43E
 LFE BS VIOLET 641A

DAM: FBFI COMBUSTIBLE
 MADER LIPS LIKE SUGAR 27C
 MADER P IRON SUGAR 7X

SELLING 3 Grade 1 EMBRYOS of each mating 9A & 9B.
 Stored at Davis Rairdan.
 CAN,USA & AUZ Qualified



A) \$3,000
KT RANCHES
B) \$3,000
LANKIRK FARMS
C) \$3,000
BAR C L

Lot **10, 11 & 12**

Lot **10**

PREGNANT RECIP # 416E
 Red Extra Age Heifer Recip. Due January 12th.

Lot **11**

PREGNANT RECIP # 429E
 Black Blazed Faced Extra Age Heifer Recip
 Due January 12th.

Lot **12**

PREGNANT RECIP # 420E
 Black Blazed Faced Extra Age Heifer Recip
 Due January 12th.

SIRE: BROOKING BANK NOTE 4040
 BROOKING FIREBRAND 6068
 BROOKING ANNIE K 390

DAM: FBFI COMBUSTIBLE
 MADER LIPS LIKE SUGAR 27C
 MADER P IRON SUGAR 7X

Mader Lips Like Sugar 27C has quickly become one of our leading donor cows. No, she was never shown or sold in a sale, but she was one of the very best embryo calves created from the Combustible x Iron Sugar combination, and was destined to be retained in the herd, and put to work. You can see with the quality of her first two offspring that this girl makes them right! We have 10+ embryo calves on the ground in our summer program, and "WOW," is our response to the quality. Lots of blaze faces, early maturity, and all just the type we strive to produce. Whether looking at embryos out of her or pregnant recipis carrying her genetics, we feel they will be very profitable for their new owners. RESULTING CALVES WILL BE 1/2 SIMMENTAL & ANGUS

A) \$1,200 PER EMBRYO
WILSON STOCK FARMS
B) \$1,100 PER EMBRYO
TERRY KYPERS

Lot **13a**
 Lot **13b**

EMBRYOS

MADER P Iron Sugar 7X

8 January 2010 • MDR 7X • BPTG731065 • BW 82

DAM EPDs						
CE	BW	WW	YW	Milk	MC	MWW
5.9	3.6	78.2	117.9	26.1	4.0	65.2

Homo Polled, Homo Black

13a
13b

SIRE: SVS BETTS 808F
 BGS/BM CAPTAIN SCREAM 63D
 WFL RED SAGE 506C
 OLF OTIS Y43
 SIRE: LCDR WITNESS 541C
 WS MOTHER LODGE W21



SVS Betts 808F



LCDR Witness 541C

MADER P BLACK IRONMAN 22U

DAM: MADER P IRON SUGAR 7X

LFE FAMOUS 632T

SELLING 3 Grade 1 EMBRYOS on each mating 13A & 13B. CAN,USA & AUZ Qualified. We have just showcased the Iron Sugar 7X legacy in lots 7 through 12 and her influence continues through lots 14 to 16. She is the matron cow who really started to progress our herd in the direction we were shooting for, and now today has 46 progeny registered in her name! That doesn't even begin to touch on the granddaughters and grandsons that are working within the industry! I could go on talking about this great cow, but I can you look through the living proof in the catalogue, and simply say that her udder quality, great feet and legs, docility, and easy fleshing ability are passed down through generations. The embryo combinations that we are offering are very exciting to say the least! SVS Betts was a high selling bull this spring for \$120,000, a sire we believe in enough to have over 50 calves hitting the ground in the spring of 2020. LCDR Witness is bull we did some flushing to late spring after talking with Canadian Sires, and them expressing to us about this bulls genetic outcross, awesome foot quality, strong donor dam behind him, and his superior EPD profile.

\$7,750
CDM SIMMENTALS

Lot **14**

MADER Famous 168F

21 February 2018 • MDR 168F • BPG1254376 • BW 83

Polled, Homo Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
4.9	5.2	75.9	106.3	18.2	3.3	56.2

SIRE: SPRINGCREEK OLYMPIAN 66A
 SPRINGCREEK ALL IN 155Y
 SPRINGCREEK LINNE 33R

DAM: LFE FAMOUS 632T
 R PLUS BLACKEDGE
 LFE KATARINA 59M



Springcreek Olympian

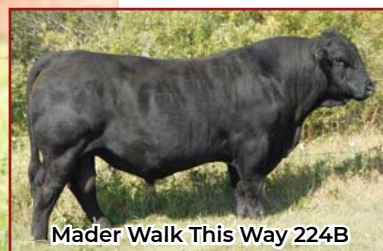


LFE Famous 632T

All Bred to Mader/CS/RUST Cruz 3D on April 14th. Preg Tested safe for Jan 24th calving. Exposed to Mader The National 43E April 29th - June 30th. Famous 168F is a maternal sister to Iron Sugar 7X, and a young prospect who we feel patterns a lot like her! We love her extension through that front end, she exemplifies loads of body capacity, setting up a real tidy udder, and is very structurally sound. The Famous 632T cow, has been very dominant within our herd as qualities such as udder structure, correctness, and over eye appeal never get missed in her progeny. She is bred for a late January calf carrying a service to Mader/Rust/CS Cruz, the \$30,000 son of LFE Violet 641A, who has sired some great calves, many who are features in this very sale.

Lot 15

\$11,250
MCMILLEN RANCHES



MADER *Passion* 16F

7 January 2018 • MDR 16F • BPG1254325 • BW 80

Homo Polled, Hetero Black

EPDs					
CE	BW	WW	YW	Milk	MC MWW
4.3	3.2	80.7	123.1	24.0	0.2 64.4

NCB COBRA 47Y

SIRE: MADER WALK THIS WAY 224B

MADER P IRON SUGAR 7X

MADER IM A GANGSTER 20B

DAM: MADER PASSION 73D

MADER RED PASSION 129A

AI Bred to Brooking Firebrand on April 3rd. Preg Tested safe for Jan 13th calving. Exposed to Mader The National 43E April 29th - June 30th.

Here is a lead off Walk This Way daughter that I feel to be one of the most powerfully constructed, broody made type of females in the whole offering. She has a real nice skull to her, carries lots of depth of rib, real nice teat size, and really has that easy fleshing ability. Her dam is a beautiful uddered young red cow with loads of rib shape and functionality. Mader Walk this Way might be one of Iron Sugar 7X's greatest accomplishments to date, and a bull we are very proud to have raised. He seems to be leaving his mark in the breed with some highlights such as the \$76,000 heifer sold through FNL last fall, and our high selling red bull, Mader Lieutenant 50E, demanding \$33,000 in last springs bull sale.

Lot 16

\$5,300
R 3 CATTLE



MADER *Goddess* 11F

5 January 2018 • MDR 11F • BPG1254323 • BW 76

Polled, Hetero Black

EPDs					
CE	BW	WW	YW	Milk	MC MWW
8.3	2.7	83.0	122.4	22.3	4.9 63.8

NCB COBRA 47Y

SIRE: MADER WALK THIS WAY 224B

MADER P IRON SUGAR 7X

SPRINGCREEK OLYMPIAN 66A

DAM: MADER GODDESS 77D

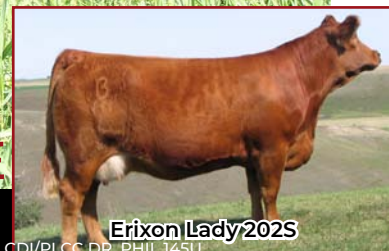
MADER MAKE IT RAIN 124A

Exposed to Mader The National 43E April 29th - June 30th. Preg Tested safe for Feb 15th calving.

Typed very much like all the Cobra influenced or Walk this Way progeny, this female is sleek through the front, has lots of top and width through the middle third, travelling on a very athletic structure. Her young SpringCreek Olympian dam is a beautiful blaze face cow with a nice tidy udder and has a feature Heavy Hitter son this year! Combine her with Depth of rib that The National throws, and this calf will be a good one!

\$9,000**DOWNHILL SIMMENTALS**Lot **17**

Mader Lady Mist 132Y



Erixon Lady 202S

MADER Lady 414E

23 June 2017 • MDR 414E • PG1254384 • BW 83

Homo Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
6.3	2.7	71.7	104.4	20.4	1.5	56.3

SIRE: WFL TROJAN 63C

MUIRHEADS LIGHTS OUT 4Y

DAM: MADER LADY MIST 132Y

CDI/PLCC DR. PHIL 145U

WFL MS HINSDALE 1009X

ERIXON LADY 202S

AI Bred to WS Epic E152 on April 5th. Preg Tested safe for Jan 15th calving. Exposed to Mader The National 43E April 29th - June 30th. Before the decision was made to have our own sale, this female and lot 7 were destined to be our FNL bred heifers! With her extra age, she has been a dream to watch develop into the brood female she is today! We keep all of these summer born females over to spring to breed as we have learned the conception rates, easy of calving, milk production, and return to a bred female, are all superior traits you get when you give these young females extra time to develop. Lady 414E stems back to our original Lady 202S cow, who still to this date dominates our red program. The udder suspension that ties right into the underline, the impeccable foot quality, and the massive body type are all traits of this cow family. 414E was successfully flushed this past spring giving us 7 number 1 eggs, all of which we have implanted. With that said, that is why we offer this absolute tank of a female up for sale! She is bred early to WS Epic, a complete outcross sire carrying an unreal EPD profile for calving ease, growth, API and TI.

\$3,000**PERCYVIEW FARMS****OPEN**Lot **18**

WFL Red Sage 1003Y



Maternal Brother of Lot 18



WFL Downtown 26D

MADER Lady Mist 529F

30 June 2018 • MDR 529F • PG1279404 • BW 77

Homo Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
7.8	2.6	78.3	115.1	23.7	4.0	62.9

SIRE: WFL DOWNTOWN 26D

LRX UNCLE JEFFREY 56A

DAM: MADER LADY MIST 132Y

CDI/PLCC DR. PHIL 145U

WFL RED SAGE 1003Y

ERIXON LADY 202S

Open.

Here is the maternal sister to lot 17, and a young female that has been analyzed by some very good cattle people, with them disclaiming that she will be as good if not better than her big sister in another years time! The Lady Mist 132Y cow continues to knock it out of the park. Her first son demanded \$12,000, her embryos have been marketed with great feedback on progeny, and these two sisters are true testament of how she can produce. Her sire, WFL Downtown is a direct son of the WFL Sage 1003Y, the dam of the \$40,000 WFL Sage female, who just produced the \$120,000 SVS Betts sire! She is a genetic dream, and has the true physical attributes to lead her into a great early producer.

Lot 19

\$3,500

SUNNY VALLEY SIMMENTALS



MADER Lady Luck 13F

6 January 2018 • MDR 13F • PG1254324 • BW 81

Homo Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
6.6	3.6	68.8	100.5	24.3	5.6	58.7

SIRE: WFL BLINDLINE 28D
WFL SWEET LICIOUS 1044X

DAM: MADER LADY LUCK 11C
MADER LADY MIST 132Y

AI Bred to WS Epic E152 on April 1st. Preg Tested safe for Jan 11th calving. Exposed to Mader The National 43E April 12th - June 30th. WFL Blindline is a direct son of the WFL Sweet Licious 1044X, making him maternal brother to WFL Westcott. The maternal strength runs deep in the blood, and you combine that with The Lady Mist 132Y cow on the bottom side, you have a stacked pedigree. Lady Luck 13F has a great udder coming down, she is long bodied, feminine in her design, and should lay down and have a great calf early January sired by WS Epic, the calving ease, curve bending EPD profile, new young herd sire.

Lot 20

\$4,000

DELIGHT SIMMENTALS



MADER Mascara 82F

19 January 2018 • MDR 82F • PG1254347 • BW 76

Homo Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
6.6	3.2	64.3	94.1	26.5	4.5	58.7

SIRE: WFL BLINDLINE 28D
WFL SWEET LICIOUS 1044X

DAM: MADER WILD CARD 204B
MADER P BLK MASCARA 102U

AI Bred to WS Epic E152 on May 9th. Preg Tested safe for Feb 18th calving. Exposed to Mader The National 43E May 14th - June 30th. With the extra rib shape and body capacity this female possesses, she will be easy to find come sale day! A very easy heifer to appreciate as she is so soft made, friendly to be around, and dropping a real nice udder. The WFL Blindline sons were amongst one of our biggest sire groups in this springs bull sale, being very well accepted by our commercial cowboys. Her dam is a very productive, milky, young cow that is actually double bred to our matron donor, Opal 652S. The Mader Dictator daughters all have the same great udders and feet that Opal 652S is known to produce.

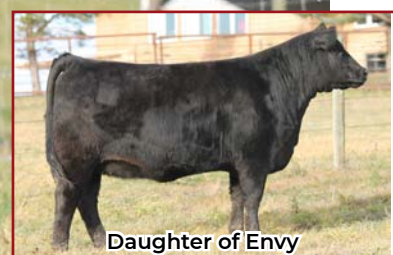
\$7,000

SHE SELLS

NICK FLETCHER



Lot **21**



Daughter of Envy



Daughter of Envy

Co-Owned With CanadianDonors.ca
& Deeg Simmentals

WHEATLAND Envy 281Z

20 March 2012 • LER 281Z • BPTG767913 • BW 83

Polled, Homo Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
8.4	3.3	59.9	98.8	21.7	2.7	51.7

SIRE: WHEATLAND BULL 680S
WHEATLAND STOUT 930W
WHEATLAND LADY 737 T

DAM: HART JACKPOT 3310
WHEATLAND LADY 351N
WHEATLAND MISS 917J

Exposed to LFE Heavy Hitter 352C April 2nd - May 21st. Preg Tested safe for Feb 3rd calving. This is a very special lot we offer to the industry, as Wheatland Envy 281Z, is only the second female to ever leave the Wheatland program! We purchased the pick of the calf crop from Wheatland Cattle Co a few years back for \$38,000, and after sorting through many great bulls and females, decided that a direct daughter out of Wheatland Lady 351N, the dam to the sought after Wheatland 680S, was a proper fit for us to start as a new donor female. She has not disappointed, as four of her first females were sold through either FNL or SimPower to Labatte Simmentals (x2), KT Ranches, and Ferme Lablond. We have now retained 5 daughters into the herd and you could not put a better udder or foot onto any of them. She, and they, are moderate in stature, yet mighty in production. This females flush record is as good as any of us have seen topping out at 45 embryos one flush, with a minimum of 10. To say we have a big inventory on her is an understatement, hence why we are able to offer her for sale!

\$1,100 PER EMBRYO

JODIE BUBA

EMBRYOS

Lot **22**



BGS/BS Captain Scream



Daughter of LFE 113B



Daughter of LFE 113B

LFE BS Mary 113B

18 January 2014 • LFE 113B • BPG1118572 • BW 73

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
11.7	-0.2	60.2	90.3	26.1	6.1	56.2

SIRE: SVS CAPTAIN MORGAN 11Z
BGS/BM CAPTAIN SCREAM 63D
RF SCREAM 215Z

DAM: NCB COBRA 47Y
LFE BS MARY 113B
LFE BS MARY 172Z

SELLING 3 Grade 1 EMBRYOS. Stored at Davis Rairdan. CAN,USA & AUZ Qualified
We purchased LFE Mary in last years Cobra event where she was one of the feature donor prospects, with in my mind, one of the very best heifer calves in the sale selling to Maxwell Simmentals. Mary is deep ribbed, milks extremely heavy, has a real nice foot under her, and a female we plan to build around. Note, her calf this year, sired by Beast Mode will be one of our feature opens selling at FNL. The embryo combination to one of the most talked about bulls in our breed, Captain Scream, should be very lucrative. This cow can produce!

A) \$1,200 PER EMBRYO
ULTRA LIVESTOCK
B) \$1,200 PER EMBRYO
LAROSE FARMS



Lot **23a**
Lot **23b**

EMBRYOS

CG Black Opal 652S

2 March 2006 • KAG 652S • BPG659799 • BW 61

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
6.3	5.1	79.9	113.8	26.5	1.4	66.5

Homo Polled, Homo Black

23a
23b

SIRE: SVS BETTS 808F

BGS/BM CAPTAIN SCREAM 63D

WFL RED SAGE 506C

OLF OTIS Y43

SIRE: LCDR WITNESS 541C

WS MOTHER LODGE W21



SVS Betts 808F



LCDR Witness 541C

CG BLACK NUGET 25N

DAM: CG BLACK OPAL 652S

CG BLACK OPAL 214M

SELLING 3 Grade 1 EMBRYOS of each mating 23A & 23B. Stored at Davis Rairdan. CAN,USA & AUZ Qualified At 13 years of age, this cow still looks and produces awesome! From an athletic standpoint you could never guess this female to be as aged as she is, and all that see her to this date, say "Wow," look at that udder! There are 65 registered progeny out of this matron cow, and a quick count in my head lead me to believe that there are over 25 daughters in the herd, and 10 plus grand daughters. It is always easy to always chase the new thing on the block, but when you have a cow that has worked as well as she has mated to over 15 different sires, its hard to not utilize what flat out works! We have kept the old girl open this spring to fill the tank with her inventory! The few special combinations we are willing to sell could be two of the most exciting to date! The SVS Betts bull demanded \$120,000 this spring after winning the Presidents Classic, and honours of Reserve Champion bull at Agribition last fall! LCDR Witness progeny are expected to be in high demand next year, with his flawless structure, curve bending EPD profile, and prolific donor dam behind him!

\$8,000
CROCUS SIMMENTALS



Lot **24**



Full Sister to the Dam



Full Sister by blood of Lot 24

MADER Opal 1F

1 January 2018 • MDR 1F • BPG1254320 • BW 77

Homo Polled, Homo Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
9.8	2.4	71.5	103.8	21.8	3.9	57.6

SIRE: MADER/CS/RUST CRUZ 3D

LFE BOUNTY 3118Z

LFE BS VIOLET 641A

DAM: MADER OPAL 207C

LFE BS LEWIS 322U

CG BLACK OPAL 652S

AI Bred to WS Proclamation E202 on March 26th. Preg Tested safe for Jan 5th calving. Exposed to Mader The National 43E April 12th - June 30th.

Opal 1F has a close place to my heart, and is a tough one to part with! Her full sister by blood was shown on our pair last fall, selling at Agribition as the high seller for \$13,500 to Lewis Farms. This females dam, and the dam of that Agribition heifer, are exactly what we have learned to expect out of Opal 652S daughters.... Perfect udders, flawless feet, and great producers! It is really neat combining Cruz onto the Opal cow family, as now we have stacked LFE Violet onto Opal 652S! She is bred early January to the new and exciting WS Proclamation!

\$6,000

TERRY KYPER

Lot **25**



Mader Freestyle 92B



Crossroads Sierra 524S

MADER *Sierra* 160F

17 February 2018 • MDR 160F • PG1254373 • BW 82

Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
7.6	4.1	68.5	106.4	24.6	3.2	58.9

SIRE: LRX THE GODFATHER 141Z
MADER FREESTYLE 92B

DAM: MADER SIERRA 141D
MADER GOODLUCK CHARM 139Y

MADER FREQUENCY 117Z
CROSSROAD SIERRA 524S

Exposed to Mader The National 43E May 14th - June 30th. Preg Tested safe for Feb 27th calving.

I think from a phenotypical standpoint, many will admire this heifer as she is so soft in her makeup, stout in her design, and athletic in her movement. She is a nice dark red color, has a real nice udder suspension coming down, and mated to Mader The National 43E for a mid February calf. The National calves resemble him so much... Tanky in that middle third, round muscled, big foot underneath them. If you analyze the bottom side of this females pedigree you will see Sierra 524S. This donor has done a whale of a job here with many top selling bulls, and many great daughters in the herd! The dam of this heifer is a blood red baldy cow, excellent feet, perfect udder. She will be easy to find sale day!

\$4,000

PERLINGER FARMS

Lot **26**



Brother to Lot 26



Mader The National 43E

MADER *Latifah* 132F

2 February 2018 • MDR 132F • PG1254361 • BW 89

Homo Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
5.3	5.2	72.8	109.4	21.5	1.9	57.9

SIRE: LRX THE GODFATHER 141Z
MADER FREESTYLE 92B

DAM: MADER INNUENDO 85B
MADER GOODLUCK CHARM 139Y

MADER DICTATOR 27Z
NGDB QUEEN LATAFAH II 18X

Exposed to Mader The National 43E April 29th - June 30th. Preg Tested safe for Feb 17th calving.

These two red Freestyle heifers really are very similar, carrying the thickness and overall rib mass that Freestyle puts into his progeny. Freestyle has proven to be a great walking herd sire for ourselves and Sawley Ranches, as a past high selling LRX Godfather son in our bull sale! He calves easy and throws a lot of jam into his offspring. This Latifah daughter stems back to a great female we purchased from Hoegl Farms and she is still producing strong at 10 years of age! Note Mader Dictator on the bottom side, giving this young cow the great udder quality of Opal 652S.

Lot 27

\$4,000

MILTON MOORE



Mader Good Luck Charm



RPCC Red Tiger Force

MADER Force 74F

19 January 2018 • MDR 74F • BPG1254344 • BW 81

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
10.3	2.2	72.8	107.2	28.4	6.1	64.8

SIRE: MADER FREESTYLE 92B

LRX THE GODFATHER 141Z

MADER GOODLUCK CHARM 139Y

DAM: RPCC RED TIGER FORCE 214Y

HOOKS SHEAR FORCE 38K

RPCC BLK TIGER EYE 204T

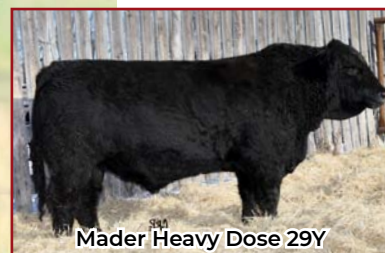
Exposed to Mader The National 43E April 29th - June 30th. Preg Tested safe for Feb 22 calving.

This is a female stemming from a real nice Shear Force cow we bought a few years back from RPCC, when she was declared champion heifer calf at the Royal. This cow has done us very well producing mostly heifer calves that always have "that look!" Force 74F is setting up a real nice udder, has loads of front extension, and I really like the depth of forerib and quarter she carries. This female prefers to be in the group versus being singled out, and I think she will fit in nicely to any herd.

Lot 28

\$3,500

KODIAK BBQ



Mader Heavy Dose 29Y



Springcreek Olympian 66A

MADER Melrose 169F

23 February 2018 • MDR 169F • BPRS1254377 • BW 81

Homo Polled, Homo Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
7.3	3.8	72.0	100.5	18.6	4.8	54.6

SIRE: SPRINGCREEK OLYMPIAN 66A

SPRINGCREEK ALL IN 155Y

SPRINGCREEK LINNE 33R

DAM: MADER MELROSE 135B

MADER HEAVY DOSE 29Y

WILLOW ERELLA W36

Exposed to Mader The National 43E May 14th - June 30th. Preg Tested safe for Feb 27th calving.

A nicely put together ¾ blood female out of SpringCreek Olympian. We have been very pleased with these Olympian progeny, both bulls and heifers, and are excited to have our first ones into production this year. He seems to throw many blaze faces and baldies, and the females are milking heavy. The ½ blood dam to this heifer, is a real nice cow. She has a very functional udder, problem free feet, and is a big stout easy to look at cow. Her service sire to The National should result in a really neat calf!

\$6,000

VELIAN FARMS

Lot **29**



MADER *Glory Road 437E*

17 August 2017 • MDR 437E • BPG1254390 • BW 79

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
5.9	4.3	73.6	100.9	18.7	2.0	55.5

SPRINGCREEK ALL IN 155Y

LFE BS LEWIS 322U

SIRE: SPRINGCREEK OLYMPIAN 66A

DAM: MADER SIXTEEN CANDLES 30A

SPRINGCREEK LINNE 33R

MADER P GLORY ROAD 93X

AI Bred to Brooking Firebrand April 4th. Preg Tested safe for Jan 14th calving. Exposed to Mader The National 43E April 12th - June 30th. This big, broody female has been admired by all that have toured the sale group! She is easy to love with her extra depth of body, her ease on the move, and her overall eye appeal. We made the decision early this spring to breed some of these big powerful heifers to Brooking Firebrand. No matter what breed of cattle you raise, when a great one such as him comes around, it seems like a no brainer to try and multiply him. With the percentage market building steam, picture this heifer laying down next spring and spitting out a black blaze face calf sired by him! The Glory Road 93X cow shows up in many of our pedigrees as she stems from our donor cow, Crossroads Twinkle 594T, and leaves us with some great offspring.

\$4,250

MIKE MARONDA

Lot **30**



MADER *Cruel Intention 102F*

23 January 2018 • MDR 102F • BPG1254355 • BW 80

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
5.5	4.2	71.9	100.7	21.7	3.9	57.7

SPRINGCREEK ALL IN 155Y

MADER DICTATOR 27Z

SIRE: SPRINGCREEK OLYMPIAN 66A

DAM: MADER CRUEL INTENTION 89C

SPRINGCREEK LINNE 33R

RAINLTA BOZ 3N

AI Bred to WS Mader/CS/RUST Cruz 3D on April 5th. Preg Tested safe for Jan 15th calving. Exposed to Mader The National 43E April 12th - June 30th.

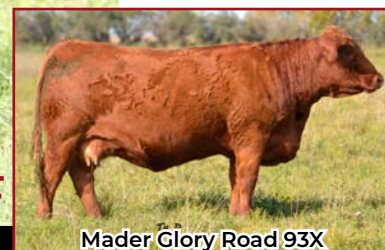
A uniquely colour patterned blaze face heifer that is easy to love! Very proportionate in her body type, excellent udder attachment, very good feet and legs. Her dam is a hard working Dictator daughter that will be here for years to come! An early service to Mader/Rust/CS Cruz should mean a small, vigorous calf at birth, with an excellent growth curve.

Lot 31

\$4,000
R 3 CATTLE



Mader Walk This Way



Mader Glory Road 93X

MADER *Glory Road* 17F

7 January 2018 • MDR 17F • BPG1254326 • BW 82

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
8.0	3.3	86.4	132.4	21.8	3.8	65.0

NCB COBRA 47Y

LRX THE GODFATHER 141Z

SIRE: MADER WALK THIS WAY 224B

DAM: MADER GLORY ROAD 31D

MADER P IRON SUGAR 7X

MADER P GLORY ROAD 93X

AI Bred to WS Proclamation E202 on March 26th. Preg Tested safe for Jan 5th calving. Exposed to Mader The National 43E April 12th - June 30th.

A real nicely lined Walk This Way female backed by one of the best red cow families we have. Glory Road 93X has been successfully flushed, creating several high sellers, and her dam, Crossroads Twinkle 594T, has been very influential through embryo transplant and raising many great progeny on her own! The udder coming down on this female is very desirable, she is clean fronted, stout made, and her early service to WS Proclamation should mean a quick ROI. Walk This Way is a past high seller of ours to Sunny Valley Simmentals for \$20,000, and he has bred very well both their and here. He calves easy, throws extra hair, style, and functionality. The Ironsugar 7X influence is very noticeable in this young female and I expect a lot of great things out of her!

\$3,700
M&R CATTLE CO

Lot 32



LFE Heavy Hitter 352C



SVS BLK Lizzy 533C

MADER *Lizzy* 79F

19 January 2018 • MDR 79F • PG652078 • BW 80

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
6.1	3.3	70.2	107.2	23.1	4.2	58.2

MRL DISCOVERY 21A

SVS MILWAUKEE 53A

SIRE: LFE HEAVY HITTER 352C

DAM: SVS BLK LIZZY 533C

LFE BS JULI 641X

REMINGTON HSF/HS LIZZY 43

AI Bred to WS Proclamation E202 on March 29th. Preg Tested safe for Jan 8th calving. Exposed to Mader The National 43E April 29th - June 30th.

I think a heifer that will be admired for her sheer power and performance. We really like how she is put together with her extra muscle expression, added rib capacity, quiet disposition, and athletic ability. Her dam was purchased out of the Agribition sale as one of the high sellers, and has really turned into a good looking cow! The Heavy Hitter daughters are easy fleshing cows that are milking hard, and bringing the big ones. His power combined with the calving ease and style of WS Proclamation should really click!

\$3,500

TYLER AMUNDSEN

Lot 33



MADER *Hugs* 97F

22 January 2018 • MDR 97F • BPG1254353 • BW 84

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
6.6	2.8	66.6	103.4	18.4	2.6	51.7

MRL DISCOVERY 21A

WHEATLAND TERMINATOR 202Z

SIRE: LFE HEAVY HITTER 352C

DAM: BLACKRIVER CUTE HUGS 79C

LFE BS JULI 641X

BLACKRIVER BARE HUGS 66A

Exposed to Mader The National 43E May 14th - June 30th. Preg Tested safe for March 20th calving.
The Hugs cow family has been proven throughout the breed over the last several years, and we were excited to inquire the dam of this heifer from Black River Simmentals a few years back for \$12,500. A moderate framed cow with superior docility, udder quality, and foot quality. Hugs 97F is has a big pin spread carrying lots of muscle down low through that twist and stifle, she has a big barrel in her, and is compact made.

\$3,000

NORTH GULLY

Lot 34



MADER *Blackgold* 60F

16 January 2018 • MDR 60F • PG652078 • BW 80

Homo Polled, Homo Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
4.2	3.5	63.9	100.8	22.2	0.7	54.2

MRL DISCOVERY 21A

WHEATLAND BULL 680S

SIRE: LFE HEAVY HITTER 352C

DAM: MADER BLACKGOLD 139A

LFE BS JULI 641X

MADER P BLACKGOLD 110S

Exposed to Mader The National 43E April 12th - June 30th. Preg Tested safe for Feb 9th calving.
A full sister to this female was sold at FNL two years back to KT Ranches for \$14,000. The Blackgold 139A cow seems to always crank out a good one, and this moderate framed female is no exception. The Blackgold cow family runs deep in our pedigrees, and many high sellers in the past relate back to the old Blackgold 110S cow. This heifer is very smooth made from front to back, and the balance she carries is second to none. Due early February to The National, will be a very neat combination with Heavy Hitter, as it combines power, style, and maternal.

\$3,600

BRYON JOHNSON

Lot **35**



Paternal Sister of Lot 35



Paternal Sister of Lot 35

MADER Star 43F

14 January 2018 • MDR 43F • BPG1254333 • BW 84

Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
6.2	3.0	68.8	105.9	19.9	2.4	54.3

SIRE: LFE HEAVY HITTER 352C

MRL DISCOVERY 21A

LFE BS JULI 641X

DAM: ULTRA STAR COWGIRL 41Y

SVF STAR POWER S802

ULTRA HUMMER COWGIRL 65W

Exposed to Mader The National 43E April 12th - June 30th. Preg Tested safe for Feb 11th calving.

Star 43F stems from a very good natured, easy doing, nice uddered, Star Power cow. This cow, this year, has produced one of our very best black bulls for spring of 2020, sired by "The National." This only makes me wonder what adding Heavy Hitter into the combination will do for this girls first calf! Star is not explosive in her makeup, however is nice in her lines, has a real nice udder coming with small teats, and will be one of those cows that looks after the condition of her calf more than her own!

\$3,300

TIMM CATTLE CO

Lot **36**



Paternal Sister of Lot 36



Paternal Sister of Lot 36

MADER Latifah 110F

24 January 2018 • MDR 110F • BPG1254357 • BW 88

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
4.3	4.5	75.9	110.4	21.5	2.8	59.5

SIRE: LFE HEAVY HITTER 352C

MRL DISCOVERY 21A

LFE BS JULI 641X

DAM: NGDB QUEEN LATAFAH II 18X

TNT DYNAMITE BLACK L137

MADER PLD BLACKCAT 28N

Exposed to Mader The National 43E April 12th - June 30th. Preg Tested safe for Feb 5th calving.

This would be one of the most powerfully constructed heifers of the whole sale! She screams bull producer to me with her broody design and performance. A larger framed heifer much like her dam, who at 10 years old is still bringing in the big ones! You will note that lot 26 and 37 also stem from the Latifah 18X cow family, and her this years calf was sold privately to the Chessor family for a 4-H and summer show prospect.

\$3,500

BRYON JOHNSON

Lot **37**



MADER Latifah 138F

3 February 2018 • MDR 138F • PG1254364 • BW 85

Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
3.5	4.4	72.2	111.5	22.6	1.5	58.7

MRL DISCOVERY 21A

SIRE: LFE HEAVY HITTER 352C

LFE BS JULI 641X

MADER PS POWER SURGE 1X

DAM: MADER LATIFAH 95A

NGDB QUEEN LATAFAH II 18X

Exposed to Mader The National 43E April 29th - June 30th. Preg Tested safe for Feb 23rd calving.

Another descendant from the Latifah 18X cow family! These daughters can really produce pounds and power! A red Heavy Hitter daughter who is compact and stout! She has that big ol' hip, piles of middle substance, and carries an early service to WS Epic. Epic provides a total outcross genetic pool to many Canadian pedigrees, and with his superior EPD profile, is expected to calve easy and have massive growth on his progeny!

\$6,500

RICK DEQUIER

Lot **38**



MADER Dreamer 18F

8 January 2018 • MDR 18F • PG1254327 • BW 78

Homo Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
11.9	0.9	67.1	107.1	28.6	8.3	62.2

KUNTZ MARSHALL 12Y

SIRE: KUNTZ SHERIFF 8A

PEACOCK'S LI'L NETTIE 23Y

ERIXON REVELSTOCK 41A

DAM: TRI-R MS DREAMY 23D

TRI-R MS CHARLOTTE 15Z

AI Bred to WHF Limitless B011 on April 26th. Preg Tested safe for Feb 5th calving. Exposed to Mader The National 43E April 29th - June 30th.

This Dreamer 18F female is notably admired for her dark cherry red colour, her broodiness and power, and her strong bone structure. She is one of the more robust red heifers on offer yet should still carry the calving ease tools that her sire Sherriff has brought to the industry, with her starting at only 78lbs. We purchased her dam as the high selling bred heifer out of the Pembina Triangle sale, and are very pleased to say that her heifer calf this year is also one of our top prospects. She's bred early to WHF Limitless which should make for a very interesting and profitable calf.

Lot 39

\$3,500

SUNNY VALLEY SIMMENTALS



Erixon Lady 121D



WHF Limitless B011

Co-Owned With KCH Cattle Co.

MADER Lady 25F

11 January 2018 • MDR 25F • PG1254328 • BW 80

Homo Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
7.3	2.9	70.4	105.7	21.8	5.0	57.0

SIRE: WHF LIMITLESS B011

JF MILESTONE 999W

WHF SIERRA 245S

DAM: ERIXON LADY 121D

MRC INVESTOR 60B

ERIXDON LADY 8A

AI Bred to WS Epic E152 on April 3rd. Preg Tested safe for Jan 13th calving. Exposed to Mader The National 43E April 29th - June 30th. We partnered with KCH Cattle Co and purchased the dam to this heifer out of Simmsational as the high selling red bred heifer for \$20,000. We were after a power female with a big foot, lots of capacity, and one to which we could quickly turn into a top donor. She is all that! We flushed Lady 121D, and have some exceptional Captain Scream calves on the ground for 2020. Lady 25F carries the same great teat placement and udder suspension that her dam does. Sired by Limitless gives her extra neck extension, spring of rib and style. Her mating to WS Epic for an early calf, will be a rewarding combination.

Lot 40

\$3,500

BAR C L



WFL Blindline 28D



MRL Game Changer 12A

MADER Proposal 59F

16 January 2018 • MDR 59F • PG1254339 • BW 82

Homo Polled

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
6.6	3.7	69.2	102.2	25.2	5.8	59.8

SIRE: WFL BLINDLINE 28D

IPU 403P RED LOTTO 198A

WFL SWEET LICIOUS 1044X

DAM: MADER PROPOSAL 93C

MRL GAME CHANGER 12A

MUIRHEADS 93F MAG 45U

Exposed to Mader The National 43E April 29th - June 30th. Preg Tested safe for Feb 10th calving.

Here is a darker red Blindline daughter with excellent depth of body. She is strong through the heartgirth and deep flanked. Much like her young dam she is setting up a great udder attachment. Her dam is moderate in stature, yet produces calves over half her size! Her 2019 heifer calf is within the top 5 red heifer calves we have! The MRL Game Changer daughters are awesome, with great feet and udders and a strong ability to raise big calves. The mating to The National could give you that new red outcross utilizing Riddler on the red side.

\$3,250

FOLLEY SIMMENTALS

Lot **41**

OPEN



LFE Heavy Hitter 352C



MRL Game Changer 12A

MADER *Sierra* 503F

17 June 2018 • MDR 503F • BPG1279394 • BW 81

Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
5.9	3.7	71.1	108.0	21.4	2.9	57.0

MRL DISCOVERY 21A

SIRE: LFE HEAVY HITTER 352C

LFE BS JULI 641X

MRL GAME CHANGER 12A

DAM: MADER TIFFANY'S 128C

MADER MARDI GRAS 35A

Open.

Sierra 503F might be one of my favourite open-extra age females! She is so soggy and stout in her design and is just typed to be the herd bull producing type! Her Grand dam stems back to the Crossroads Sierra 524S cow, much like the easy fleshing lot 25. That cow family makes them loose hided and easy to appreciate. The Game Changer females are great footed and raising the right kind of progeny. Get this heifer bought as one of the top Heavy Hitter progeny on offer, breed her to your choice of sires, and sit back and watch her go to work!

\$3,000

PERCYVIEW FARMS

Lot **42**

OPEN



Maternal Brother of Lot 42



Maternal Sister of Lot 42

MADER *Elsa* 531F

3 July 2018 • MDR 531F • BPG1279405 • BW 74

Homo Polled, Hetero Black

EPDs						
CE	BW	WW	YW	Milk	MC	MWW
5.8	3.0	76.2	117.2	22.2	2.8	60.3

MRL DISCOVERY 21A

SIRE: LFE HEAVY HITTER 352C

LFE BS JULI 641X

R PLUS BLACKOUT

DAM: TRI-R MS BLACK TESLA 21Y

TRI-R TESLA 36T

Open.

Another feature Heavy Hitter open-extra age female, that is very feminine through her front third, carries lots of depth of rib, and patterns very nicely. Her dam carries the same markings as she does, and has been very consistent in passing down the blaze or baldie face. This spring, her dams son was one of my absolute favourite bulls on offer selling to some good friends. They said he looks even better as he grows! Expect the same out of this young female, she will be a great producer in the near future and longevity will be one her of forefront features!

A) \$900

CROSSETTE

B) \$800

VAN DE VELDE

C) \$800

HI TECH FARMS

D) \$800

S BAR D LIVESTOCK

E) \$800

DANA JOHNS

SEMEN

MADER *The National* 43E



LFE The Riddler 323B - Sire



Mader All Business 47E - Full Brother

Lot

43a

10 doses of
CAN, USA, AUZ
Qualified semen

43b

10 doses of
CAN, USA, AUZ
Qualified semen

43c

10 doses of
CAN, USA, AUZ
Qualified semen

43d

10 doses of
CAN, USA, AUZ
Qualified semen

43e

10 doses of
CAN, USA, AUZ
Qualified semen



LFE BS Violet 641A - Dam



The National

12 January 2017 • MDR 43E • BPTG1205672 • BW 80

EPDs							
CE	BW	WW	YW	Milk	MC	MWW	
8.1	2.6	87.8	135.2	29.4	8.6	73.3	
% RK	35	35	3	2	35	10	10

LFE GOTHAM 819Y
SIRE: LFE THE RIDDLER 323B
LFE BS CHARO 23Y

Homo Polled, Hetero Black

NCB COBRA 47Y
DAM: LFE BS VIOLET 641A
LFE BS VIOLET 128Z

To say we were in impressed with our LFE Riddler progeny would be an understatement. That bull sired more great calves on our farm than any other sire, and once we used up the semen pack we had purchased, we said, we have to keep the best son out of him! The National 43E is that son, and he has quickly proven to us, that we made the right decision! An obvious motive for it to be him, was his dam, LFE Violet 641A. One of the most powerful, superb uddered, functional footed cows, to ever walk here. The National has over 40 calves on the ground here now, all following in his footsteps of being soft made, heavy muscled, attractive, and sound cattle. We sold exclusive semen packages on the National that first year, and have had overwhelming feedback from those purchasers saying these National calves are flat out good! The National will be part of our show team this fall to showcase his great attributes, and we want to take this opportunity to offer up a few semen packs on this true breeding piece. He started at an 80lb birth weight, boasts a 959lb ADJ weaning weight, and I encourage you to pull up his EPD's and see the mass of green on his graph!



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