



6TH ANNUAL
RAINBOW RIVER
Simmentals
ONLINE BULL SALE



FRIDAY, MARCH 12, 2021
7 PM CST, CLOSEOUT BIDDING ON DLMS FARM GATE

25 YEARLING RED & BLACK BULLS

Welcome

The Rainbow River Simmentals 6th Annual Bull Sale will be hosted strictly online this year but rest assured, it is the deepest set of bulls that they've ever assembled. Jennilee and Dustin have done a great job of building this highly respected program that is known for stepping up and investing in the very best genetics the industry has to offer. They are extremely sharp and methodical about their breeding program and we have an utmost respect for what they've built and the future is extremely bright with their attention to detail and excellent cow families that they're building around. You will have to travel many miles to source a set of donors that have been assembled here and the herd sires they utilize are the industries best.

The sale offering is quite impressive to say the least, there are many embryo transplant calves that are from the very best donors in the business. Udder quality, foot structure, production value and overall maternal value rank at the very top of this cowherd and they annually bring in a heavy set of sons that you'll surely admire in this offering. These bulls are performance oriented with extra hair, stoutness, dimension, foot quality, scrotal/fertility, attractiveness with a herd bull look bred into them. The sires utilized are highly proven and breed leading individuals that take their awesome cowherd to the next level. The depth of quality is to be admired and we were blown back with the group when our team viewed them last summer, last November and again this January as they are extremely good from start to finish.

We encourage you to visit with Jennilee on the bull offering and she will be accommodating to answer any inquiries you have and ensure that they provide you with the right bull to compliment your program. Jennilee has a passion for top-end Simmental cattle that is admired and Dustin is a great guy that is extremely knowledgeable about the cowherd and agriculture overall. This hard-working couple is very proud of their program and we have it ranked at the very top for producing high quality stock in the Purebred Simmental sector. We respect them, their vision and goals they have set forth and we are very familiar with this offering and would gladly assist you in your buying needs if you need any assistance at all. Join us on Friday, March 12 for the close-out at 7pm CST and we are confident that you'll be impressed when investing into this program as they are breeding them for greatness.

Best regards,

The Bohrson Marketing Team

FIND THE CATALOGUE ONLINE AT
WWW.BOHRSON.COM



Scott Bohrson
403-370-3010



Geoff Anderson
306-731-7291



Taylor Richards
306-821-4169



Rob Voice
306-270-6082



Martin Bohrson
306-220-7901



Matt Criddle
306-539-6934



BOHRSON
MARKETING SERVICES

RR 4, Site 7, Box 28, Olds, AB T4H 1T8

Phone: 306-270-6082

Email: bohrsonmarketing@gmail.com

6TH ANNUAL
RAINBOW RIVER

Simmentals

ONLINE BULL SALE

FRIDAY, MARCH 12, 2021

RACEHORSE STYLE BIDDING WITH DLMS FARM GATE

Bidding Opens: Thursday, March 11 at 9:00 am CST

Sale Closes with Extended Bidding: Friday, March 12 at 7:00 pm CST



Time flies and our 6th annual sale is here already! It seems like just yesterday when I advertised my first pen of bulls for sale by private treaty in 2012. Growing up as a kid, I watched my dad sell his 50+ bulls privately every spring. Sometimes if dad wasn't home and a customer stopped by, I would take the liberty of giving the bull pen tour until dad arrived (haha)! I guess you could say I followed in my dad's footsteps by starting out with private treaty bull sales, too.

In 2012, Dustin and I were building a new farm by Minnedosa and not only was I embarking on selling my own bulls for the very first time, but this meant building a brand new customer base. Each year, our pen sold out. As our numbers slowly grew, so did the quality, as did the interest from area farmers. Soon many of our initial customers became repeat customers. By 2015, the interest in our bulls grew to the point where our repeat customers were becoming very competitive to get first pick of the pen. We were giving pasture tours prior to weaning and customers were wanting to purchase their bulls at that time! In 2015, most of our bulls sold before January 1!

As overwhelmingly flattering as that was, it was a signal to Dustin and I that it was time to explore a different method of marketing our bulls. We needed a way to give each customer an equal chance to own the bull of their choice, while maintaining as much one-on-one interaction with our customers as possible. One of my favourite parts of selling bulls privately was getting to know each customer, what type of program he/she ran, and their own personal taste in bulls. To this day, some of those repeat customers call me up when they need a bull, asking me to help select a bull sight unseen. I love being able to match a bull to a customer's taste because it means that I've been fortunate enough to get to know that customer over the years.

In 2016 we switched from private treaty sales to an online sale. That sale was dubbed our "1st Annual Bull Sale". It was repeated in 2017, but then Dustin and I decided to uproot our farming operation and move to my hometown of Fisher Branch in hopes of expanding our grain farm and purebred herd. We built a new calving barn in December 2017 and my dream of hosting a live, on-farm sale was brought to fruition. In 2018, we held our 3rd annual sale on the farm for the first time, however, maintaining an online bidding component through DLMS. Three years later, Dustin and I are now ready to embark on our 6th annual sale, and while our live sales have been increasingly successful over the last three years, Covid-19 has thrown

a wrench into our ability to safely host a social gathering on sale day. After much discussion, we decided to shift back to an online sale for 2021. However, online bidding technologies have improved by heaps since our first online sale five years ago, and now the racehorse style sales have become a very popular and reliable method of buying in the purebred industry.

We are excited to offer our 2021 bulls by racehorse style bidding as there are many perks to this type of sale. First of all, there is no sale order with a racehorse sale. Instead, all bulls sell at the same time over a day and a half. This gives you ample time to log onto the platform and familiarize yourself with the bidding process. It allows you to change your mind and bid on a different bull if your first (or second) choice has exceeded your budget. You can bid on as many bulls as you need at once. And, you get to do it from the comfort of your home, sipping on your favourite beverage with your feet up on the couch!

The bulls on offer this year are as deep a set as we've ever offered, if not the deepest. While our red bull numbers are lower this year due to having more red heifers born, the quality in our red section is extremely strong. The red bulls on offer are from a new sire roster, offering some new genetics for our customers this year. The black bulls offer a nice balance of performance and calving ease options, both from new sires and sires we've used previously. Again, a good selection of embryo transfer (ET) bulls is mixed into the offering. New for 2021, there are no heifers on offer. This is because we initiated a new Online Production Sale in 2020 where we sell open heifers, bred heifers and frozen genetics in November each year. Thank you to all of our buyers and bidders who made our first annual Online Production Sale such a success this past November!

As always, we welcome and encourage you to come to the farm and view the bulls prior to sale day. I enjoy discussing the bulls and helping to find the perfect fit for your program. Feel free to give me a call or shoot me a text with any questions you might have about the bulls or the online bidding process.

Cheers, Dustin & Jennilee

DUSTIN & JENNILEE STEWART

Box 244, Fisher Branch, Manitoba

Home: 204-372-6031

Jen's Cell: 204-761-6644

Email: rainbowriversimmentals@gmail.com

Follow us on Facebook!

www.rainbowriversimmentals.com



March
12TH
2021

SALE OPENS:
March 11 at
9AM CST

SALE CLOSES:
March 12 at
7PM CST

DIRECTIONS:

From the corner of

Fisher Branch at Highway 17:

Drive 3 miles north on highway 17, turn west onto Rd 144N and go 3 miles until you come to your first stop sign. Turn north onto Rd 9W and we are the first farm on the west side, up on the hill.

**From Provincial Road 325
east of Ashern:**

Turn south off PR 325 onto Rd 9W, go a little more than 3.5 miles on Rd 9W. We are the first farm on the west side of Rd 9W after the curves.

Sale Day Information

VIEWING THE SALE CATTLE

BEFORE SALE DAY

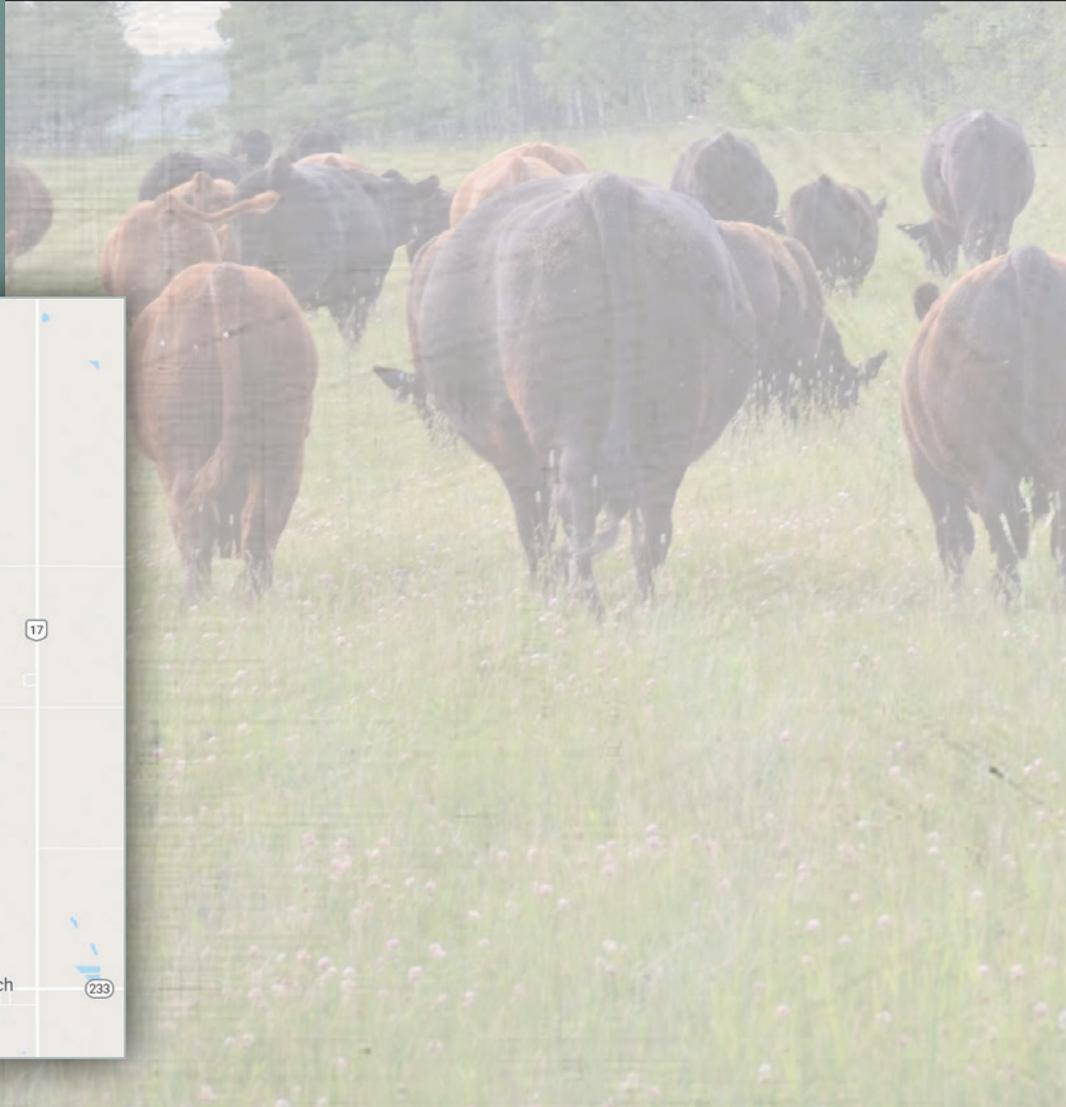
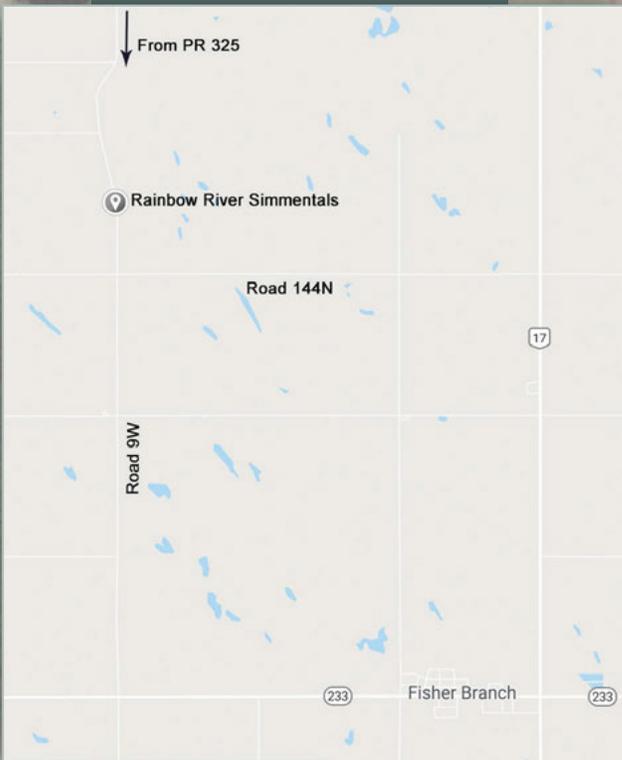
- The sale bulls will be available for viewing anytime prior to sale day.
- We encourage customers to come to the farm ahead of sale day so we can give you a more personalized tour through the sale cattle. We are always willing to tour you through our cow herd and heifer pens to show you the dams and sisters to the bulls on offer.
- If you'd like to come see the sale cattle prior to sale day, please contact Jennilee to schedule a viewing.

ON SALE DAY

- Since this is an online only event, there will not be an in-person sale held on-farm.
- The bulls will still be available to view on the farm on sale day until 5:00 pm.
- Please contact Jennilee to schedule a viewing prior to coming.

ONLINE

- If you are unable to view the bulls in-person, you can view the bull videos online instead.
- Every bull will have a video recorded in mid-February. The videos will be available on our website by the end of February.



Sale Contacts

ACCOMMODATIONS

Fisher Branch Motor Hotel, Fisher Branch: 204-372-6351
Country Harvest Inn, Broad Valley: 204-372-6618

SIGHT UNSEEN PURCHASES

If you are unable to view the bulls prior to sale day, we would gladly assist you with making a sale selection. Please contact Jennilee to discuss the bulls in our sale offering and your specific needs, so she can help you select a bull that is right for your program. Also feel free to contact a representative from Bohrson Marketing as they have been through the sale cattle and will represent your needs in a professional manner.

PHOTOS & VIDEOS

- Photos taken by Rainbow River Simmentals from January 2-10, 2021 and can be viewed on our website.
- Videos taken by Rainbow River Simmentals in mid-February and are available for viewing on our website.

www.rainbowriversimmentals.com

SALE DAY PHONES

Jennilee Stewart: 204-761-6644

Dustin Stewart: 204-724-2330

BOHRSON MARKETING

Rob Voice: 306-270-6082

Matt Criddle: 306-539-6934

ONLINE BIDDING

Access our sale page with DLMS Farm Gate at <https://farmgatetimeductions.ca/auction/11113>

Mark Shologan, DLMS: 780-699-5082



Offering

9 RED YEARLING BULLS
16 BLACK YEARLING BULLS

Due to the uncertainty with Covid-19, evolving provincial regulations and our desire to respect the different health requirements of our customers, we have decided to change our sale to an online only format for 2021. This change means that we will not be hosting an in-person sale on-farm on sale day. Rather, the bulls will sell strictly online via the DLMS Farm Gate bidding platform, using a racehorse style sale finish. However, we still invite and encourage you to come to the farm anytime prior to sale closeout to view the bulls and enjoy some hospitality.

DELIVERY

Option A: Pick your bull up the day after the sale and receive a \$100 credit per bull.

Option B: Free delivery on bulls to central points in Manitoba, Saskatchewan and Alberta, or to the nearest Canada-USA border crossing. In most cases, we will deliver right to your yard. Delivery will begin immediately after the sale at the seller's convenience. If you are unable to receive your bull when we are delivering to your area, the bull must be picked up from Rainbow River Simmentals at the buyer's expense.

Option C: Bulls may be left at the farm free of charge until April 1. A rate of \$5 per head per day will apply after April 1 and bulls will then need to be picked up by the buyer at the buyer's expense no later than May 1.

If your bull is to be left at the farm after the sale, **we insist that all purchases be insured while remaining at Rainbow River Simmentals.** All bulls become the risk of the buyer as soon as sold. While we will always take every precaution to provide the utmost care for your animal, we are not responsible for any illness, injuries or mortality after the animal is declared sold.

INSURANCE

For your convenience, you may contact the following agent for your bull insurance needs:

Keystone Livestock Services

Lois McRae | Cell: 204-573-5192 | Home: 204-728-3058

U.S. BUYERS

- Our sale is conducted in Canadian funds. Exchange rate is that which is in effect on sale day.
- Due to unreliable postal service between the USA and Canada, all purchases made by American customers must be paid for in full by wire transfer only. Mailed cheques will no longer be accepted. We will provide each American customer with our wire transfer instructions at the time of settlement.
- Bulls must be paid for in full before being delivered to the border or to a custom hauler of the buyer's choice.
- For bulls and heifers sold to American customers, Rainbow River Simmentals will assist with the necessary health testing, vet exams and paperwork required to export your animal.
- Export fees are the responsibility of the buyer.
- In order to cover the cost of veterinarian, U.S. Customs and brokerage charges required to export your animal, a fee of \$300 USD per animal purchased, will be charged for this service and is due at the time of settlement.
- Trucking to our nearest U.S.- Canada border crossing (Pembina, ND port of entry) is free of charge, assuming that all U.S. bound bulls and heifers will be transported to the border in one shipment.
- Trucking from the U.S. port of entry at Pembina, ND to the buyer's final destination will be the responsibility and the expense of the buyer, unless prior arrangements have been made.

BREEDER GUARANTEE

- All bulls are guaranteed to be satisfactory breeders in accordance with the standard guidelines set forth by the Canadian Simmental Association.
- If a problem occurs with your purchase, please notify us as soon as possible.
- A bull of equal value and quality will be supplied, if available, or a credit given towards the purchase of another bull.
- Any credit issued must be used in the following year's sale and will expire thereafter.
- No refunds will be issued.
- This guarantee does not cover death, injury, sickness or mismanagement.
- Complete breeder guarantee details are available on the Canadian Simmental Association website at www.simmental.com or under the Terms and Conditions specified in this catalogue.

SEMEN TESTING & SALE WEIGHTS

- Bulls will be semen tested, scrotal measured, palpated and inspected by a veterinarian.
- Sale weights and semen test results will be posted on our website prior to sale day.

IN-HERD SEMEN COLLECTION

Rainbow River Simmentals reserves the right to collect semen on any bull sold through this sale. The semen collection will be at Rainbow River Simmentals' expense and the buyer's convenience. Any semen collected will be for Rainbow River Simmentals' in-herd use only.

WEANING DATES

- Bulls were weaned on September 7, 2020 using the fence line weaning process.

HEALTH

All bulls and heifers have been on a total herd health program since birth. They have been vaccinated and treated with:

- Pyramid 5 + Prespense in February and at weaning
- Covexin Plus in February and May
- Saber pour-on in February
- Fermicon 7/Somnugen at weaning
- Safe Guard oral paste at weaning
- Clean Up II for external parasites and injectable Vitamin AD in November
- Saber pour-on for control of external parasites in February

NUTRITION

Bulls

- Bulls have been developed on free choice alfalfa haylage, oat-pea silage and native grass hay.
- A custom Blueprint bull ration from Masterfeeds is limit fed daily. The custom ration is formulated to balance energy requirements without overfeeding protein, and also provides the highest quality Blueprint mineral pack which includes vitamins, 100% chelated minerals and a combination of Alltech technologies that help with gut, hoof and coat health.
- Riomax PG360 mineral tubs and blue salt are also fed free choice.
- Their diet has been formulated to balance protein, energy, vitamin and mineral intake as they develop throughout the fall and winter. The bull ration is limit fed daily to control concentrate intake and encourage forage intake, while promoting growth and longevity.
- As we approach sale day, we gradually step our bulls off their bull ration, very slowly, over several weeks. We do this to gradually re-adapt our bulls to consuming a 100% forage diet. We realize that our bulls may not receive concentrate supplementation after delivery to our customers. If they do, great! But if not, our step-down approach prevents our bulls from falling apart due to abrupt changes in diet after delivery to our customers.

GESTATION LENGTH

- The heritability of gestation length is moderately high.
- Gestation length influences a calf's BW and a cow's calving interval.
- All bulls have their gestation length specified in this catalogue, except for embryo transfer (ET) calves. This is because the age and genetics of the recipient dam could influence the ET calf's gestation length, making it a potentially inaccurate indicator of the ET calf's actual inherited gestation potential.

HOMO POLLED & COAT COLOUR

- All bulls have homo polled and coat colour results specified in this catalogue.
- If their polled and coat colour status could not be determined through parentage, then DNA testing was performed to obtain their results.
- “Homo” is short for Homozygous, i.e.) Homozygous Polled
- “Hetero” is short for Heterozygous, i.e.) Heterozygous Polled
- A red animal born out of two black parents will be diluter free.
- A Diluter Carrier carries one dilution gene and one non-dilution gene. Diluter Carriers can pass either gene onto their progeny, therefore some calves may express a diluted coat colour while other calves have a normal coat colour.
 - If they do pass a dilution gene onto their progeny, a black calf will be diluted to grey and a dark red calf will be diluted to light red.
 - If they pass a non-dilution gene onto their progeny, a black calf will be black and a dark red calf will be dark red.

What do the results mean?

Bull	Cow	Resulting Calves
HOMO POLLED - the bull carries two copies of the polled gene		
Homo Polled	Homo Polled	100% Polled
	Hetero Polled	100% Polled
	Horned	100% Polled
HETERO POLLED - the bull is polled, but carries one polled gene and one horned gene		
Hetero Polled	Homo Polled	100% Polled
	Hetero Polled	75% Polled, 25% Horned
	Horned	50% Polled, 50% Horned
HOMO BLACK - the bull carries two copies of the black gene		
Homo Black	Homo Black	100% Black
	Hetero Black	100% Black
	Red	100% Black
HETERO BLACK - the bull is black in colour, but carries one black gene and one red gene. Black is dominant to red, so the red colour is not expressed when it is paired with a black gene.		
Hetero Black	Homo Black	100% Black
	Hetero Black	75% Black, 25% Red
	Red	50% Black, 50% Red
RED - the bull carries two copies of the red gene. This example assumes the bull is diluter free.		
Red	Homo Black	100% Black
	Hetero Black	50% Black, 50% Red
	Red	100% Red

Customer Appreciation

REPEAT CUSTOMER DISCOUNT

We are proud to have repeat customers who return to buy bulls year after year and we sincerely appreciate their continued interest in our program. To show our appreciation, any customer who has purchased a bull from us within the last 3 years will be rewarded with a 3% discount off their total purchase made on sale day.

VOLUME BUYER DISCOUNT

We will reward our customers with a 2% discount off their total purchase if they spend a minimum of \$10,000 and purchase two or more head. For each additional \$10,000 spent, another 1% will be added onto the discount rate, up to a maximum of 5%.

The volume discount only applies to bulls that are paid for in full on sale day. For online purchases and absentee buyers, a 14 day extension will be allowed to make settlement in full. Partnership bulls and embryos are excluded from the discount.

HOW TO PARTICIPATE IN THE DLMS FARM GATE TIMED AUCTION

1. Visit dlms.ca and follow the link to the DLMS FarmGate timed auction site www.farmgatetimedauctions.ca, click the LOGIN/REGISTRATION button. First time users will select the REGISTER button from this page. Fill out the registration form to sign up for a free user account and it allows you to select a username and password for use on all Farm Gate Timed auctions. This program will send you text and email messages whenever there is activity on your favourite lots or someone challenges your proxy bid, and this is why you will be asked for both your current email and cell phone number. If you are a past participant in the Farm Gate Timed auctions, simply enter your user name and password to continue. This takes you to a list of both current and upcoming Farm Gate Auctions.

2. You can choose your favourite lots in this sale at this time and the program will allow you to open either all sale lots or just your favourite lots on your screen. Any time there is active bidding on a lot you have identified on your favourite list, you will get a text and/or an email noting this activity.

3. The program allows you to place a proxy bid on any sale lot. This, in fact, protects your interest in any lot of interest for you to a specified dollar value you set, when you may not be able to give 100% attention to the sale. For example, if the lot has a \$2000 bid on it and you place a proxy bid of \$3500 into the system, the computer will bid \$2100 for you. But if some one else bids \$2200, the computer will again bid for you, this time at \$2300. The system will look after your interest to a maximum of \$3500. If another bidder is on at \$3600, your proxy will no longer be effective and you will no longer have the winning bid on this lot without once again logging in and manually bidding again, or moving your attention to a second lot of interest.

4. At closing time of the sale, the entire sale will extend bidding if a bid is placed on any lot in the sale. Any bid received after close time will extend the sale by the time listed on each sale. In most cases, the time gets shorter the longer in to extended bidding the sale is. When no bidding occurs for the extended time, the computer will declare the sale finished.

5. Following the sale, the Owner or Sale Manager will invoice all buyers in the sale. Please contact the seller with questions or to arrange delivery, pick up or shipping of your purchases.

For more info and assistance with bidding contact any of the sale contacts listed on the DLMS website;
DLMS FarmGate Timed Auctions ~ Mark Shologan Ph: 780-699-5082

FAQ:

WHAT IS RACEHORSE STYLE SALE CLOSE? Racehorse style sale close is when the entire sale stays open in extended bidding. This type of sale allows you as the bidder to either continue bidding on one or more specific lots, or change to a different lot within the same sale if the bidding has gone in to extended bidding.

HOW WILL EXTENDED BIDDING WORK? When we get to the close out end time, the clock for close extends by 5 minutes with any bid placed on any lot in the sale within that 5 minute window. This type of extended bidding turns the end time into more of a soft close. Extended bidding allows bidders to compete in lots like a real auction and gives all bidders the same time to make a decision. If you get outbid on your first lot of interest during extended bidding, you can switch to bid on your second lot of interest if desired. Always follow the countdown clock to see how much time remains in the sale you are interested in.

Thank you

FOR YOUR INTEREST IN OUR PROGRAM!

TERMS & CONDITIONS

TERMS: The terms of the sale are cash or cheque payable at par at the sale location. Settlement is to be made immediately after the completion of the sale. The right of property shall not pass until after settlement is made. All settlements must be made with the clerk of the sale before any cattle will be released. All monies are in Canadian funds.

BIDS: Every animal in the sale will be sold, by auction, to the highest bidder. No by-bidding will be permitted.

DISPUTES: In cases of disputes, bidding will be reopened between the parties involved. If no further bid is made, the buyer will be the person from whom the auctioneer accepted the last bid. The auctioneer's decision in such matters will be final.

PURCHASER'S RISK: Each animal becomes the risk of the buyer as soon as sold.

INSURANCE: We insist that all animals remaining at Rainbow River Simmentals after the sale **MUST** be insured.

ANNOUNCEMENTS: All announcements from the auction block will take precedence over the printed matter in the catalogue. Buyers are therefore cautioned to pay close attention to any such announcements.

CERTIFICATE OF REGISTRATION: Each animal will carry registration papers issued by the Canadian Simmental Association. A certificate of registration will be transferred to the buyer for each animal purchased after settlement has been made in full.

SHIPPING: Assistance will be given in arranging trucking after the sale but no risk is assumed by the seller or any sales staff. Expenses incurred are the responsibility of the buyer. Buyers are requested to furnish shipping instructions when settlement is made. If you need assistance, please contact the seller.

GUARANTEE: All animals are sold under the standard terms and guarantees as set forth by the Canadian Simmental Association (CSA). The CSA Breeder Guarantee Guidelines can be found on the reverse side of any registration paper belonging to a bull or female registered with the CSA, or on the CSA website at www.simmental.com. At no time will the seller's liability exceed the purchase price of the animal.

EXCEPTION TO GUARANTEE: This guarantee does not cover death, injury, sickness or mismanagement. No guarantee is given that a bull's semen will freeze. In cases where the animal is subjected to any hormonal or surgical reproduction techniques (i.e. embryo transfer) after the sale, the guarantee shall be null and void. Animals cannot be returned to Rainbow River Simmentals if not in a sound, healthy condition.

HEALTH: It is the buyer's responsibility to determine health requirements for importing any animal into their province or state.

ACCIDENTS: Although every precaution will be taken to protect the safety and comfort of buyers, neither Rainbow River Simmentals, or any sales staff or Association assume any responsibility in this matter and disclaim any liability, legal or otherwise, in the event of accident or loss of property.

LIABILITIES: All persons attending the sale do so at their own risk and the seller assumes no liability, legal or otherwise, for any accidents occurring in or about the premises.

RIGHTS AND OBLIGATIONS: The above terms and conditions of the sale shall constitute a contract between the buyer and seller, and be equally binding to both. Resale of animals following purchase in this sale shall constitute a separate transaction, and the rights and obligations of the two parties connected thereto are not covered by the terms and conditions of this sale.

Fall Sale Highlights

SOLD IN THE 2020 COME AS U R - RAINBOW RIVER SIMMENTALS
ONLINE PRODUCTION SALE



RAINBOWRIVER SPRINKLES 27H

SOLD TO LABATTE SIMMENTALS, SASKATCHEWAN



RAINBOWRIVER SPRINKLES 49H

SOLD TO VALLEY CREEK SIMMENTALS, AUSTRALIA



RAINBOWRIVER WHISPER 9G

SOLD TO TREVOR DIEHL, MANITOBA



SVS TYCOON 841F



WHEATLAND RED EXPRESS 890F



HARVIE RED SUMMIT 54B



KWA LAW MAKER 59C



NGDB STRUCTURE 34D



SPRINGCREEK DENALI 21E



JF MILESTONE 999W



LCDR WITNESS 541C



RF IMPACT 601C



WS STEPPING STONE B44

Reference Sires



Feature Dams and Sires

for our 2022 bull sale



WFL RED SAGE 506C



MAF SPRINKLES 189E



CMS SODA POP 422B



RF FLIRT 434B



IPU 98C TEMPTRESS CLAIR 56U 31G



SPRINGCREEK LINER 56U



SVS DYNASTY 915G

dam



SVS BETTS 808F

dam



RF SUPERCHARGED 9150G

dam



MADER WALK THIS WAY 224B

dam



BLACK GOLD APPROVAL 71E

dam



STF CRIMSON TIDE DZ87

dam



Lot 1

Rainbowriver TYCOON 35H

PTG1319676	JNB 35H	Feb 2, 2020	Homo Polled	Red	Purebred
------------	---------	-------------	-------------	-----	----------

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
90 ET	783	1378	5.9	4.5	92.6	137.1	26.0	-0.5	72.3	117.67	79.10



SVS BROOKS 669D
SVS TYCOON 841F
 SVS RED ANNIE 411B

IPU RED DEPUTY 25C
MAF SPRINKLES 189E
 MAF SPRINKLES 14A

MRL RED WHISKEY 101B
 SVS RED SARA 92X
 ACS EVERREADY 970W
 3D MISS RED NOREMAC 211U
 KUNTZ SHERIFF 8A
 IPU 56U MS. RED LINER 81A
 MAF R HORIZON 7Y
 3D MISS RED LIZZIE 441Y

Lots 1, 2 and 3 are flush brothers out of our \$27,000 Sprinkles donor who has made waves over the past year. She is a beautifully constructed female that gets noticed for her overall soundness, femininity and completeness, including her superb udder and foot quality. This flush to the \$75,000 Tycoon really clicked, producing both bulls and heifers that all stood at the top of our program this past year. Two flush sisters to these three bulls were features in our inaugural Online Production Sale in November. One sold for \$9250 to Labatte Simmentals and the other sold for \$6000 to Valley Creek Simmentals in Australia. These three bulls are all features in their own right, showing strong similarities yet slight differences in type. 35H was always a favourite as a calf. He had a cheeky, look at me attitude from day one and was chasing cows in heat at only a month of age. He has developed into a dark red, sound, balanced bull that is easy to appreciate. He has inherited his dam's eye appeal and strong foot quality. I appreciate the depth of heel that he carries. Of the three brothers, 35H has the most angularity and up-headed presence through his front third. When he strikes a pose, he will command your attention.



Dam of Lots 1, 2 and 3:
MAF SPRINKLES 189E



\$9250 Flushmate to Lots 1, 2 and 3:
RAINBOWRIVER SPRINKLES 27H



\$6000 Flushmate to Lots 1, 2 and 3:
RAINBOWRIVER SPRINKLES 49H



BW:	105 ET
ADJ WW:	862
ADJ YW:	1408
CE:	6.0
BW:	5.0
WW:	98.6
YW:	139.1
MILK:	26.0
MCE:	-0.2
MWW:	75.3
API:	118.90
TI:	81.79



Rainbow River
Rainbowriver TYCOON 45H

PTG1319891 JNB 45H Feb 4, 2020 Homo Polled Red Purebred



SVS BROOKS 669D
SVS TYCOON 841F
SVS RED ANNIE 411B

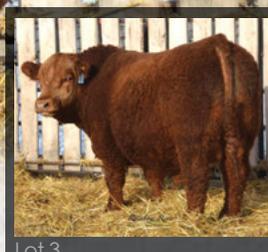
IPU RED DEPUTY 25C
MAF SPRINKLES 189E
MAF SPRINKLES 14A

MRL RED WHISKEY 101B
SVS RED SARA 92X
ACS EVERREADY 970W
3D MISS RED NOREMAC 211U
KUNTZ SHERIFF 8A
IPU 56U MS. RED LINER 81A
MAF R HORIZON 7Y
3D MISS RED LIZZIE 441Y

45H is the highest performance bull of the three flush brothers. He has always had a herd bull look to him from a young age and his extra depth of rib has always been something to take note of. He is the same dark red colour as 35H but offers a straighter hair coat. He too stands on a strong foot. Out of the entire bull pasture, 45H was the dominant favourite amongst visitors all summer long. He still commands the attention of everyone touring the bull pen.



BW:	89 ET
ADJ WW:	737
ADJ YW:	1340
CE:	6.1
BW:	4.8
WW:	97.0
YW:	144.9
MILK:	26.0
MCE:	-0.1
MWW:	74.5
API:	118.89
TI:	81.19



Rainbow River
Rainbowriver TYCOON 46H

PTG1319892 JNB 46H Feb 4, 2020 Homo Polled Red Purebred



SVS BROOKS 669D
SVS TYCOON 841F
SVS RED ANNIE 411B

IPU RED DEPUTY 25C
MAF SPRINKLES 189E
MAF SPRINKLES 14A

MRL RED WHISKEY 101B
SVS RED SARA 92X
ACS EVERREADY 970W
3D MISS RED NOREMAC 211U
KUNTZ SHERIFF 8A
IPU 56U MS. RED LINER 81A
MAF R HORIZON 7Y
3D MISS RED LIZZIE 441Y

This is the softest, soggiest made brother in the trio. He has the thickest hair coat and similar dark red colour, perhaps one shade lighter than his brothers. He has strong natural muscle expression, good extension throughout, and a balanced look. Like his brothers, he too is docile and good footed. I think he bears a striking resemblance to his sire.



Rainbowriver TYCOON 57H

PG1319944 GBV 57H Feb 10, 2020 Homo Polled Red, Diluter Carrier Purebred

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
113	866	1570	1.3	7.0	98.8	152.6	31.9	1.4	81.3	109.54	78.91



- SVS BROOKS 669D
 - SVS TYCOON 841F**
 - SVS RED ANNIE 411B
-
- FSP MACHO MAN 6M
 - GBV RED ULTRA 93U**
 - GBV RED PRIME CUT 127N

- MRL RED WHISKEY 101B
- SVS RED SARA 92X
- ACS EVERREADY 970W
- 3D MISS RED NOREMAC 211U
- LCHMN BODYBUILDER 7303F
- BOYNECREST SOPHIE 15J
- JSP RED PRIME CUT 010H
- RAINBOW RIVER PRINZ 100C

An impressive power bull that is easy to appreciate from all angles. Every breeder that has toured here found this bull and took a close look at him. Unfortunately though, his extra BW is where the line gets drawn in the sand for him qualifying as breeder quality. But for you progressive commercial cattlemen and women out there, if you've got good sized cows and aren't afraid of using a bull with some extra BW, then don't hesitate for a second about this one. He is darn good from the ground up and while he did have some extra BW, he was born unassisted with excellent vigour, and also has the extra length of body to go with the extra pounds. This bull comes by his quality honestly as his dam was one of the most profitable, best production cows that walked our pastures. We have retained two daughters in herd, and she has bulls working for Leonard Zdan, Lach Farms, Brad Thompson, Don Smith, Mervyn Smith and Corey Flower. She was a real bull producer and every single son she raised topped our bull pen. Every son has been a top-gainer in his respective year, including 57H who was the second highest gaining bull with both weaning and 365-day weights. 57H posted an ADG just shy of 4.5 lbs/day since weaning. Gestation 292 days.



Dam WITH MATERNAL BROTHER



Maternal Brother: GBV 27E



Maternal Brother: GBV 29F



BW:	95
ADJ WW:	858
ADJ YW:	1442
CE:	4.6
BW:	3.9
WW:	91.3
YW:	130.3
MILK:	36.4
MCE:	3.9
MWW:	82.1
API:	120.55
TI:	80.61



Dam: VEGAS 9X AT 9 YRS OLD Maternal Brother: GBV 40G

Rainbow River
Rainbowriver TYCOON 4H

PG1314896 GBV 4H Jan 13, 2020 Homo Polled Red Purebred



SVS BROOKS 669D
SVS TYCOON 841F
 SVS RED ANNIE 411B

FSP MACHO MAN 6M
GBV JNB RED VEGAS 9X
 GBV JNB 33M REDISABEL 65M

MRL RED WHISKEY 101B
 SVS RED SARA 92X
 ACS EVERREADY 970W
 3D MISS RED NOREMAC 211U
 LCHMN BODYBUILDER 7303F
 BOYNECREST SOPHIE 15J
 JSP RED PRIME CUT 010H
 JAE-BAR MS RED TARGET

4H is a bigger framed bull that offers extra stretch and performance. He ranked as the third highest gainer at weaning, on the heels of Lot 4, who is almost a full brother to 4H when you compare their pedigrees. 4H's dam is a never miss cow that has raised a number of feature bulls over the years, including her Captain Scream son that sold in 2020 to Evan Debney. She has also placed bulls in the commercial herds of Whiskey River Livestock, Harold High and Chris Moore. I have one excellent daughter in production - she's a top cow in the herd. Udder quality and milking ability are bred deep into this bull. His dark red colour should be locked in since every animal on the bottom side of his pedigree is dark red in colour, as is multiple individuals on the top side. Gestation 286 days.



BW:	102
ADJ WW:	822
ADJ YW:	1318
CE:	6.4
BW:	4.2
WW:	91.3
YW:	144.3
MILK:	34.2
MCE:	4.5
MWW:	79.9
API:	124.39
TI:	79.71



Lot 6 Dam: LRX RED REEBA 41D

Rainbow River
Rainbowriver TYCOON 72H

PG1315251 JNB 72H Feb 27, 2020 Homo Polled Red Purebred



SVS BROOKS 669D
SVS TYCOON 841F
 SVS RED ANNIE 411B

SPRINGCREEK LINER 104S
LRX RED REEBA 41D
 LRX RED 111U

MRL RED WHISKEY 101B
 SVS RED SARA 92X
 ACS EVERREADY 970W
 3D MISS RED NOREMAC 211U
 RCC/TCF LINE DRIVE M181
 SPRINGCREEK PHOEBE 64N
 LRX RED ACE 57R
 LRX NITA 63N

This is the natural calf from our Reeba donor, a cow who has been impressing us with her production ability and fertility. Over the last 3 years, we have snuck in a flush between calving and rebreeding her for the following year. She always catches to her first service, but her calves are born at the end of February due to being flushed first. We held Reeba open to flush in 2020 and will get her back on track for early calving this spring. Maternal matters when it comes to sourcing the best herd bulls, so we really think this bull is one to consider with having such a strong dam backing him. Reeba always stamps her sons with really thick hind quarters, and this bull is no different. He offers a little extra frame, stretch and eye appeal and will add some thickness to his calves. Gestation 295 days.



Rainbow River

Rainbowriver EXPRESS 59H

PTG1319946 | JNB 59H | Feb 11, 2020 | Homo Polled | Red | Purebred

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
96 ET	775	1332	8.0	2.9	65.6	99.3	30.3	5.5	63.1	121.56	66.77



WHEATLAND EXCHANGE 6139D
WHEATLAND RED EXPRESS 890F
 WHEATLAND LADY 212Z

SPRINGCREEK LINER 104S
LRX RED REEBA 41D
 LRX RED 111U

PROFIT
 WHEATLAND LADY 913W
 WHEATLAND STOUT 930W
 WHEATLAND LADY 93X
 RCC/TCF LINE DRIVE M181
 SPRINGCREEK PHOEBE 64N
 LRX RED ACE 57R
 LRX NITA 63N

A maternal brother to Lot 6, except this guy is an ET son from Reeba. He is the only bull we got from her flush to the \$110,000 Wheatland Red Express, a new, dark red A.I. sire whose first sons will be on offer this spring. Red Express is backed by a long line of beautiful, big bodied, strong uddered cows and his dam is one of Wheatland's most productive females, as she is also the dam of the \$85,000 Wheatland Final Affair. Two flush sisters to 59H were stand outs on pasture this summer, both demonstrating the femininity and ideal udder structure that Reeba has. I'm anxious to get them into production next year. This bull is docile, soft made and comes to you in a medium red, moderate framed package. He should calve easily on cows and serve to increase milk and correct udders in his daughters. He reminds me of Reeba's first natural calf, a Rambler son that was our high seller in 2019 to Pheasantdale Cattle Co. for \$16,250.



Dam: LRX RED REEBA 41D



\$16,250 Maternal Brother: JNB 43F



Maternal Brother: JNB 76G



Rainbow River

Rainbowriver EXPRESS 76H

PG1319486	JNB 76H	Mar 7, 2020	Homo Polled	Red	Purebred
-----------	---------	-------------	-------------	-----	----------

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
89	733	1371	8.5	1.7	60.4	91.1	24.6	5.4	54.8	129.32	66.64



WHEATLAND EXCHANGE 6139D
WHEATLAND RED EXPRESS 890F
 WHEATLAND LADY 212Z

KWA LAW MAKER 59C
DOUBLE BAR D MISSY 428E
 DOUBLE BAR D MISSY 429B

PROFIT
 WHEATLAND LADY 913W
 WHEATLAND STOUT 930W
 WHEATLAND LADY 93X
 CDI AUTHORITY 77X
 KWA MS ROCK 14X
 DOUBLE BAR D GUNNER 1W
 DOUBLE BAR D MISSY 659Y

Calving Ease. 76H is the youngest bull on offer, but one we think is worthy of being presented for your appraisal. He is a soft made, good haired bull with extra length of body and some eye appeal. His dam is a moderate framed, docile cow with a perfect udder. With just an 89 lb BW, super short gestation and BW EPD at the top 15% of the breed, he will be an easy calving bull and I think he has potential to work on well-developed heifers. Short gestation of 278 days.



Dam: DOUBLE BAR D MISSY 428E



Dam's Udder



Grandsire: WHEATLAND EXCHANGE



Rainbow River

Rainbowriver SUMMIT 9H

PG1314900	JNB 9H	Jan 17, 2020	Homo Polled	Red	Purebred
-----------	--------	--------------	-------------	-----	----------

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
91	833	1478	10.1	3.7	93.7	144.7	29.0	6.0	75.9	123.78	80.75



KWA FLYF RED MOUNTAIN 16Z
HARVIE RED SUMMIT 54B
 HARVIE DAKOTA ROSE 11Z

WFL WESTCOTT 24C
RAINBOWRIVER AMBER 42F
 LFE RS AMBER 205T

IPU RED WESTERN 49X
 KWA MS ROCK 14X
 HARVIE JDF WALLBANGER111X
 WS DAKOTA ROSE M86
 TNT 90 PROOF Z401
 WFL SWEET LICIOUS 1044X
 REMINGTON RED LABEL HR
 LFE AMBER 27H

The only Red Summit son on offer this year but a darn good one at that. Some have described him as one of the best Red Summit son's they've ever seen. His dam came to us as an embryo from Lewis Farms and she sure knocked it out of the park on her first time up to bat. She comes from one of the most influential red cow families that have shaped the Lewis Farms program - the Ambers - so she comes by her productivity honestly. 9H weaned off his two year old dam at 852 lbs on September 7, which equates to 65% of his dam's body weight. Just a 91 lb BW, top of the pack performance and excellent EPD spread with 9 out of 12 traits ranking in the top 50% of the breed. This bull is a dark red, big nuttred, very complete package that has been impressive at every stage of his life. He is one of the best red bulls we have offered over the years. Gestation 286 days.



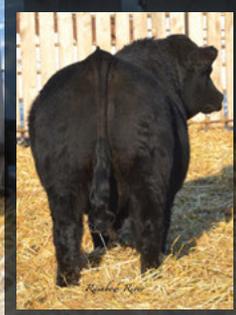
Dam: RAINBOWRIVER AMBER 42F



Granddam: LFE RS AMBER 205T



Flushmate to Dam: JNB 40F



Rainbowriver **STONE 3H**

BPRS1314895 | JNB 3H | Jan 12, 2020 | Homo Polled | Homo Black | 7/8 Percentage

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
79	743	1348	14.9	0.1	76.1	123.1	25.1	7.6	63.2	136.45	77.02



10

W/C LOCK DOWN 206Z
WS STEPPING STONE B44
 WS MS UPGRADE Z15

RF IMPACT 601C
RAINBOWRIVER UMBRA 58F
 JNB BLACK HONEY 19Y

REMINGTON LOCK N LOAD 54U
 G C F MISS NEW LEVELR206
 MR NLC UPGRADE U8676
 WS MS TEMPTING N152
 SVS CAPTAIN MORGAN 11Z
 RF FLIRT 204Z
 WHEATLAND BULL 680S
 GBV BLACK UMBRA 78U



Dam: RAINBOWRIVER UMBRA 58F

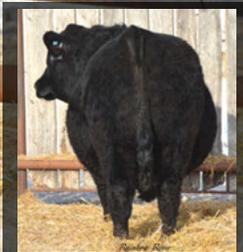


Granddam: JNB BLACK HONEY 19Y



Great Granddam: BLACK UMBRA 78U

Calving Ease. This awesome calving ease bull is a very deserving candidate to lead off our black section this year. I have admired this calf from a young age. From very early on, his eye appeal, soundness and thickness was apparent and something to appreciate. He has an excellent foot on him, is good jointed, sound on the move, and as you examine him from the ground up you will admire his stoutness, eye appeal, excellent hair and very quiet disposition. He comes by his foot quality honestly as his dam is a very strong footed Impact daughter backed by a good footed cow family. Having Impact as his grandsire means 3H is double bred calving ease, and if you've been following our program at all over the last couple of years, you will know that Impact has been unbeatable in terms of fixing foot quality and shortening gestation length in his progeny. 3H's dam raised him as a hard working first calver with an excellent udder and she calved early again this January, giving us a very nice Kill Switch heifer. The cow family backing 3H has been in our program for a very long time. They are easy keeping, good uddered cows that have been problem free. Once you lay eyes on this bull and follow him around the pen, I'm certain you will be impressed, but what makes this bull even more complete is the data that he has on paper to back up his physical attributes. Just a 79 lb BW, and CE and BW EPDs at the top 2% and 4% of the breed, rounded off with more than acceptable performance for such a strong calving ease bull. Definitely one of the top calving ease prospects you will find anywhere this spring! Short gestation of 282 days.



Lot 11

Rainbowriver STRUCTURE 15H

BPG1316612	JNB 15H	Jan 21, 2020	Homo Polled	Homo Black	Purebred
------------	---------	--------------	-------------	------------	----------

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	Ti:
93	896	1544	8.8	4.2	108.4	158.9	30.8	9.6	85.0	135.16	90.92



Dam: RAINBOWRIVER LINETTE 53F



Full Sister to Dam: LINETTE 32D



Granddam: NGDB LOUISE 411B



- NCB COBRA 47Y
- NGDB STRUCTURE 34D**
- NGDB LOUISE 411 B

- LFE THE RIDDLER 323B
- RAINBOWRIVER LINETTE 53F**
- BLACKSAND LINETTE 823U

- LFE VIPER 455U
- NCB MISS DREAM 22T
- DRAKE POKER FACE 2X
- NGDB 204Z
- LFE GOTHAM 819Y
- LFE BS CHARO 23Y
- SPRINGCREEK LINER 104S
- SPRINGCREEK DAWN 131P

This bull has been a standout since he was a few hours of age. He has not slowed down since and has developed into one powerful bull. He is in a league of his own when it comes to the width, dimension and softness that he carries all wrapped up in a very stylish, long bodied, big nuttred, nice haired package. I halter broke him as a calf, so he is docile and easy to handle. We think highly of his dam and the cow family backing him. His dam is a moderate, big barrelled, great uddered daughter of our Blacksand Linette 823U donor, who is now 13 years old and one of the most productive cows to have ever influenced our program. With raising such a special bull in her first year of production, 53F has definitely caught my attention. 15H weaned off his dam at 910 lbs on Sept 7, equating to 64% of her body weight and making him our #1 ranking bull. Quite the accomplishment for a first calf heifer! 15H is also ranked #3 for YW and has an excellent EPD profile. 15H does have a little bit of white on his back feet. On one foot, he has a small sock that ranges from roughly an inch to a couple inches wide, then the other foot has a small white line above his inner toe. It's just enough white to have made me cuss a little when he was born, but don't let it stop you from investing in a bull that could transform your calf crop for the better! Gestation 290 days.



BW:	92 ET
ADJ WW:	790
ADJ YW:	1368
CE:	8.4
BW:	3.4
WW:	91.0
YW:	129.7
MILK:	30.8
MCE:	9.0
MWW:	76.3
API:	130.02
TI:	79.87



Dam: LINETTE 823U



Maternal Brother: JNB 29G

Rainbow River
STRUCTURE 53H

BPTG1319940 JNB 53H Feb 9, 2020 Hetero Polled Homo Black Purebred

- LFE VIPER 455U
- NCB MISS DREAM 22T
- DRAKE POKER FACE 2X
- NGDB 204Z
- RCC/TCF LINE DRIVE M181
- SPRINGCREEK PHOEBE 64N
- BCLR DAYLIGHT M54
- SPRINGCREEK JACKIE 145M

Lot 12 and 13 are flush brothers from our legendary donor, Linette 823U. Linette has done things for our program that we will forever be grateful for. Her consistency and quality in production with every single sire I have thrown at her makes her a true matron and her production record cannot easily be matched. At her ripe age of 13 years, we have finally retired Linette from our flush program. 53H is a long bodied bull with a thick hair coat that looks like velvet. He is sound jointed and stands on a good quality foot that has been bred in from both his sire and dam.



NCB COBRA 47Y
NGDB STRUCTURE 34D
NGDB LOUISE 411 B

SPRINGCREEK LINER 104S
BLACKSAND LINETTE 823U
SPRINGCREEK DAWN 131P



BW:	109 ET
ADJ WW:	895
ADJ YW:	1556
CE:	8.4
BW:	3.3
WW:	90.5
YW:	129.0
MILK:	30.8
MCE:	9.0
MWW:	76.1
API:	130.01
TI:	79.69



Lot 13



Maternal Brother: JNB 38F

Rainbow River
STRUCTURE 63H

BPTG1319950 JNB 63H Feb 14, 2020 Homo Polled Homo Black Purebred

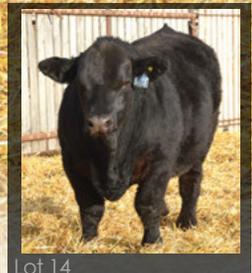
- LFE VIPER 455U
- NCB MISS DREAM 22T
- DRAKE POKER FACE 2X
- NGDB 204Z
- RCC/TCF LINE DRIVE M181
- SPRINGCREEK PHOEBE 64N
- BCLR DAYLIGHT M54
- SPRINGCREEK JACKIE 145M

63H is one of the biggest, most impressive bulls in the offering this year. He is deep and wide and long, just an absolute powerhouse in terms of sheer mass, growth and performance. Like Lot 12, he has a very strong EPD profile to support his actual performance data. He is sound on the move and has a good amount of flex in his joints, a trait inherited from his awesome dam. A good bull here to add pay weight to his calves.



NCB COBRA 47Y
NGDB STRUCTURE 34D
NGDB LOUISE 411 B

SPRINGCREEK LINER 104S
BLACKSAND LINETTE 823U
SPRINGCREEK DAWN 131P



Rainbowriver **STRUCTURE 58H**

BPTG1319945 | JNB 58H | Feb 10, 2020 | Homo Polled | Hetero Black | Purebred

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
109 ET	823	1481	7.8	4.2	92.0	147.4	33.1	7.3	79.1	127.27	80.12



14

NCB COBRA 47Y
NGDB STRUCTURE 34D
 NGDB LOUISE 411 B

SPRINGCREEK LINER 104S
LRX RED REEBA 41D
 LRX RED 111U

LFE VIPER 455U
 NCB MISS DREAM 22T
 DRAKE POKER FACE 2X
 NGDB 204Z
 RCC/TCF LINE DRIVE M181
 SPRINGCREEK PHOEBE 64N
 LRX RED ACE 57R
 LRX NITA 63N

This is the third and final Reeba son on offer this year, but this time in a black package. Her flush to Structure has been a good one. In addition to this bull, we also had two flush sisters born in 2020, one of which is a favourite in our keeper pen and the other sold as a feature to Robb Land & Cattle Ltd. in our Online Production Sale in November. One very dominant trait with all three flush mates is the strong foot quality that they all possess. This bull stands on a good quality, deep heeled foot, which his sire and dam consistently stamp onto their calves. He is also very sound on the move. 58H boasts a tremendous hair coat and extra length of body, which are two other traits that are consistent in the Structure sire group as well. I believe you will appreciate this bull more in person than in his photo as you will see how complete he is from all angles with his thickness, length, overall mass and soundness, and of course, his docile disposition. He is yet another Structure son with very strong EPDs and performance. He does have some extra BW, but he is an embryo resulting from an IVF flush, and we've been finding that our IVF embryo progeny have been coming with some extra BW. As good as 58H is in the flesh, his dam just might be the best part of this feature bull!



Dam: LRX RED REEBA 41D



Granddam: NGDB LOUISE 411B



Flushmate: JNB 39H



BW:	107
ADJ WW:	775
ADJ YW:	1405
CE:	4.8
BW:	4.8
WW:	82.3
YW:	123.0
MILK:	30.9
MCE:	4.2
MWW:	72.1
API:	117.25
TI:	74.24

Rainbow River
Rainbowriver DENALI 12H

BPG1319541 JNB 12H Jan 19, 2020 Homo Polled Homo Black Purebred



Lot 15



Full Brother: JNB 21G

This powerful, eye appealing bull will add depth, length and overall mass to his calves. He has been a stout standout from day one. Last year his full brother was also a good one who stood at the top of our bull pen and sold to John and Sarah Bezemer. His dam has been a solid producer for us, as she also raised a feature heifer that we sold in the 2018 Keystone Konnection Sale to Drew Don Simmentals in Ontario. The maternal granddam of this bull, 21Z, was one of the most beautiful cows that ever graced our pastures. Add in the Heaven Sent and Lima donors on the top side of 12H's pedigree, and you have a bull with strong maternal merit. Gestation 290 days.



LFE MCDAVID 413C
SPRINGCREEK DENALI 21E
 SPRINGCREEK LIMA 69Y

WHEATLAND CIRCUIT BREAKER
RAINBOWRIVER CALLA 33C
 GBV/JNB BLACK ZOEY 21Z

LFE GOTHAM 819Y
 LFE HEAVEN SENT 30X
 SPRINGCREEK LINER 56U
 SPRINGCREEK DREAM 34S
 WHEATLAND HIGHVOLTAGE122Y
 WHEATLAND LADY 81X
 JNB BLACK XPLOSION 20X
 GBV JNB RED XPRESSION 38X



BW:	106
ADJ WW:	750
ADJ YW:	1369
CE:	3.5
BW:	4.5
WW:	77.1
YW:	119.9
MILK:	30.4
MCE:	5.3
MWW:	69.3
API:	127.49
TI:	71.21

Rainbow River
Rainbowriver DENALI 38H

BPG1319731 JNB 38H Feb 2, 2020 Homo Polled Homo Black Purebred



Dam: BLACK WILLOW 12W



Maternal Brother: JNB 35A

If you want to add some eye appeal to your calf crop, this bull is a good candidate. His dam is a good milking 12 year old cow who has been a faithful producer over the years and is still in production. Aside from two daughters that I've retained in herd, all of her progeny have been bulls that have sold to commercial breeders. Gestation 292 days.



LFE MCDAVID 413C
SPRINGCREEK DENALI 21E
 SPRINGCREEK LIMA 69Y

RF LEXUS L60
JENS BLACK WILLOW 12W
 GBV RED TESS 11T

LFE GOTHAM 819Y
 LFE HEAVEN SENT 30X
 SPRINGCREEK LINER 56U
 SPRINGCREEK DREAM 34S
 BLACK IRISH KANSAS
 RF MISS J82
 HOOK'S RED QUORUM 55H
 CSF KELLYS MS RTWO 9R



Rainbow River



Lot 17: AUGUST 2020

Rainbowriver MILESTONE 34H

BPTG1319675 | JNB 34H | Feb 1, 2020 | Hetero Polled | Hetero Black | Purebred

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
100 ET	796	1356	8.0	3.0	86.1	125.9	26.8	7.6	69.9	130.56	78.28



17

TNT TOP GUN R244
JF MILESTONE 999W
 MS MAXIE LOU M112S

SPRINGCREEK LINER 104S
BLACKSAND LINETTE 823U
 SPRINGCREEK DAWN 131P

TNT GUNNER N208
 TNT MISS SADIE M68
 BLACK BEAR
 MADISON M213M
 RCC/TCF LINE DRIVE M181
 SPRINGCREEK PHOEBE 64N
 BCLR DAYLIGHT M54
 SPRINGCREEK JACKIE 145M

If chrome is on your checklist this spring, you need to take a good look here. This heavily muscled, long bodied bull is an impressive individual and he has had a herd bull presence for a long time. He is good on the ground and stacked generations deep with that money stripe on his sire's side. If you are keen on keeping your own females, this bull will do good in that department also. Being a direct son from our leading black donor, Linette 823U, should give enough maternal merit in itself, but adding in the maternal potency of Milestone makes this bull an exciting prospect for being a female maker. Milestone is a proven sire who has stood the test of time due to the outstanding donor quality females that he produces on both sides of the border. Some of the most impressive females in the breed are direct Milestone daughters, hence my desire to obtain some of his semen to flush with. We did have a flush brother to 34H that was another feature this year, however, an injury has forced us to pull him from the offering. If you come to the farm to see 34H in the flesh, I will take you to the heifer pen to show you his stunning, baldy faced flush sister who is arguably the most powerful and impressive heifer in our replacement pen. She has me awfully excited for the future because I believe she has the goods to serve as her dam's replacement in our donor program going forward.



Lot 17



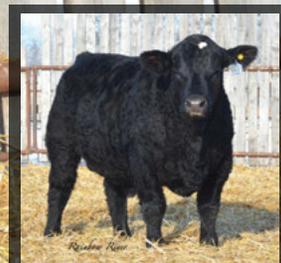
Dam: BLACKSAND LINETTE 823U



Granddam: MS MAXIE LOU M112S



Rainbow River



Lot 18

Rainbowriver WITNESS 51H

BPG1319938	JNB 51H	Feb 8, 2020	Homo Polled	Homo Black	Purebred
------------	---------	-------------	-------------	------------	----------

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
108	811	1393	5.7	4.8	88.7	128.0	27.1	4.8	71.5	122.90	76.67



18

OLF OTIS Y43
LCDR WITNESS 541C
 WS MOTHER LODGE W21

NAC OVERDRIVE 5Z
RAINBOWRIVER TUITION 25C
 GLS COLLEGE TUITION 6P

OLF ODIN U5
 OLF MISS GUNNER W8
 HSF HIGH ROLLER 12T
 WS MISS BEEFWAY T7
 SPRINGCREEK RASHAD 12W
 NAC 38U
 3C FULL FIGURES C288 BLK
 GLS MISS MARTHA 9M



Dam: RAINBOWRIVER TUITION 25C



Dam: RAINBOWRIVER TUITION 25C



Granddam: WS MOTHER LODGE W21

Here's another candidate to give you some chromed up calves. He has a white star on his forehead and blaze faces are stacked several generations deep on the bottom side of his pedigree. His dam is one of my favourite cows in the herd because of her ideal phenotype and because her dam, the old 6P cow, was one of the best production females that ever walked our pastures. I have three direct females from 6P in production and every one of them are maternally excellent. In other words, 51H is backed by one of our top cow families. His sire is the new, outcross Witness bull from the states that is praised for his extremely strong foot quality and excellent donor dam. 51H is a quiet natured, smooth made bull that offers just a tick more frame than some others in the offering.



BW:	98
ADJ WW:	711
ADJ YW:	1289
CE:	4.8
BW:	4.1
WW:	82.9
YW:	130.1
MILK:	24.9
MCE:	2.0
MWW:	68.3
API:	123.31
TI:	72.23



Dam: STORM 11D

Granddam: STORM 20B

Rainbow River
Rainbowriver WITNESS 22H

BPG1319549 JNB 22H Jan 27, 2020 Homo Polled Homo Black Purebred

Moderate in frame, soft made and full of natural muscle and dimension. This Witness son walks on a good foot, has thick hair and an easy going disposition. He patterns a lot like his dam who is a moderate framed, soft made cow with a good udder. She has raised a few feature heifers over the years including a Riddler heifer that sold as a bred in our Online Production Sale this fall to Trever Diell. Trever sure is happy with that investment so far! We also sold a Bounty Hunter heifer from 11D in our 2019 bull sale to Percyview Farms, SK. The maternal granddam of this bull is an excellent Liner 56U female that I bought in-dam from Spring Creek Simmentals. 20B has been a strong producer and ranks as one of our top cows. Gestation 289 days.

- OLF ODIN U5
- OLF MISS GUNNER W8
- HSF HIGH ROLLER 12T
- WS MISS BEEFWAY T7
- LCHMN BRIGHT LIGHT L122L
- MRL MISS 403X
- SPRINGCREEK LINER 56U
- SPRINGCREEK STORMY 34T

- OLF OTIS Y43
- LCDR WITNESS 541C**
- WS MOTHER LODGE W21

- MRL STERLING BLACK 138Z
- RAINBOWRIVER STORM 11D**
- RAINBOWRIVER STORM 20B



BW:	100
ADJ WW:	791
ADJ YW:	1340
CE:	6.1
BW:	4.1
WW:	87.1
YW:	124.6
MILK:	24.2
MCE:	6.3
MWW:	69.7
API:	121.86
TI:	73.97



Lot 20

Dam: LINETTE 27C

Rainbow River
Rainbowriver WITNESS 70H

BPG1319990 JNB 70H Feb 25, 2020 Homo Polled Homo Black Purebred

If you're wanting to add some eye appeal and thickness, or correct soundness at the ground, this bull should be on your radar. He's a younger bull in the offering but has been a favourite all year. Quiet, balanced and long bodied, he travels well on a solid foot with good flex in his joints. He comes to you from our esteemed Linette cow family and his dam is a moderate framed, easy keeping cow who has raised some good ones before. Her 2018 baldy faced Riddler daughter is the most beautiful three year old on the farm, and she has also placed a son in the herd of Nathan Plett. Her 2019 bull was one of our best, but he was culled due to a summer injury. 70H is a feature in the black bulls this year, be sure to check him out. Short gestation of 282 days.

- OLF ODIN U5
- OLF MISS GUNNER W8
- HSF HIGH ROLLER 12T
- WS MISS BEEFWAY T7
- SPRINGCREEK ALL IN 155Y
- SPRINGCREEK LINNE 33R
- SPRINGCREEK LINER 104S
- SPRINGCREEK DAWN 131P

- OLF OTIS Y43
- LCDR WITNESS 541C**
- WS MOTHER LODGE W21

- SPRINGCREEK OLYMPIAN 66A
- RAINBOWRIVER LINETTE 27C**
- BLACKSAND LINETTE 823U





Rainbowriver LAW MAKER 56H

BPG1319943 JNB 56H Feb 10, 2020 Homo Polled Hetero Black Purebred

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
108	812	1639	4.3	5.9	98.5	166.2	30.1	2.4	76.0	128.42	79.67



21

CDI AUTHORITY 77X
KWA LAW MAKER 59C
 KWA MS ROCK 14X

LFE THE RIDDLER 323B
RAINBOWRIVER MS MORGAN 24E
 IPU 56U MS. MORGAN 41C

NF TRUMP S582
 CDI MS CROCKET 88T
 KWA RED ROCK 5T
 KWA MS BARON 9U
 LFE GOTHAM 819Y
 LFE BS CHARO 23Y
 SVS CAPTAIN MORGAN 11Z
 SUN RISE BLACK 33A



Dam: RAINBOWRIVER MS MORGAN 24E



Granddam: IPU 56U MS. MORGAN 41C



Maternal Brother: JNB 46G

Our Morgan 24E female has done it again! I really can't say enough about the maternal strength backing this bull. 24E is an ET daughter of our \$19,000 Morgan 41C donor who we purchased as an open heifer from Labatte Simmentals. 41C was set to transform our program with her unbelievable fertility and ability to produce, that is, until she cast herself on the edge of a tree line three falls ago. Thankfully we had flushed 41C once before losing her, gaining myself two top notch daughters. The mother of this bull is the best of those two daughters, and is following her dam into our donor program this spring. 24E is a very docile, moderate framed, strong footed female with an absolutely perfect udder. Last year her first son was a feature bull that sold to Twin Springs Farm. Her second son, which is 56H, has developed into another big performing, big nutted, powerhouse feature bull. And her third son, which was born in January, is a very exciting Betts bull calf that is already getting serious consideration to remain here as a walking sire. In addition to our Morgan cow family, 56H also has the famous KWA Ms Rock 14X donor as his paternal granddam. Maternal absolutely matters if you're wanting to select the best of the best to walk with your cows, and 56H offers that maternal backing in spades! He is a very docile bull, stout and full of natural muscle and dimension, is good footed and is our #1 gaining bull since weaning with an adjusted 365 day weight of 1639 lbs. This bull will cover all of the bases from producing stellar replacement females to powerful sons. Gestation 287 days.



Rainbow River

Rainbowriver **IMPACT 13H**

BPG1319542 | JNB 13H | Jan 20, 2020 | Homo Polled | Homo Black | Purebred

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	Ti:
95	755	1326	11.5	1.0	72.6	115.9	25.9	5.2	62.2	127.08	71.68



22

SVS CAPTAIN MORGAN 11Z
RF IMPACT 601C
 RF FLIRT 204Z

MRL STERLING BLACK 138Z
RAINBOWRIVER BLACK WHISPER 16D
 RAINBOWRIVER SHEZA DANDY

HARVIE JDF WALLBANGER111X
 SUNNYVALLEY BLK JENNA 88U
 WHEATLAND STOUT 930W
 RF FLIRT 4X
 LCHMN BRIGHT LIGHT L122L
 MRL MISS 403X
 WHEATLAND TERMINATOR 202Z
 GBV BLACK WHISPER 76T



Dam: BLACK WHISPER 16D



Full Sister: JNB 9G



Typical Udder on Impact Daughters

Calving Ease. These Impact sons are hard to beat in terms of what they offer commercial breeders. Calving ease, short gestation, performance, eye appeal, foot quality, hair quality and consistency best describe the Impact sire group. This is our second year calving out Impact daughters and we are so pleased with the beautiful udders they have, their excellent feet and the fact that they all decreased gestation in their calves. Gestation length is more heritable than you might think and it is a big factor in influencing calving ease. The beautiful thing about these Impact bulls, though, is that they offer so much calving ease while still competing with the performance bulls in terms of their rate of gain. The Impact females are raising some of our best calves so far this year, and remember that our lead off black bull, Lot 10, is out of an Impact first calver, too. The proof is in the production so you really can't go wrong with any of the four Impact sons on offer this year. This bull is from the same cow family as Lot 23. His dam is a very productive young cow with a bright future. She milks well from an absolutely perfect udder with tight, level suspension and excellent teat size and spacing. Her first heifer was sold to Masterson Farms in our 2019 bull sale, and her second heifer was a beautiful full sister to 13H that ranked as one of our best black bred heifers in 2020. We sold her as our lead off and high selling bred in our Production Sale in November to Trever Diell. Lucky for me, 16D calved early again in January giving a nice little Witness heifer that will be staying in-herd. The ground work is done on 13H, so invest with confidence. With his CE EPDs ranking at the top 15% and 10% of the breed, I would expect his bull to calve easily on well-developed heifers, as well as second calvers and cows. Short gestation of 284 days.



Rainbow River

Rainbowriver **IMPACT 19H**

BPG1319547 JNB 19H Jan 24, 2020 Hetero Polled Homo Black Purebred

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
88	765	1360	10.5	1.7	71.6	105.1	22.0	3.8	57.8	122.58	68.29



23

SVS CAPTAIN MORGAN 11Z
RF IMPACT 601C
 RF FLIRT 204Z

TRIPLE C POWER PLUS N23L
GBV BLACK WHISPER 76T
 KLC MISS BRING 321N

HARVIE JDF WALLBANGER111X
 SUNNYVALLEY BLK JENNA 88U
 WHEATLAND STOUT 930W
 RF FLIRT 4X
 HC POWER DRIVE 88H
 TRIPLE C SHINEY L23D
 LFE BRING IT BLACK 811K
 KLC MIS BLACK WALLY 02K

Calving Ease. 19H is one of the top black bulls in the offering. In terms of his soundness in structure, foot quality, balance and overall look, he is hard to fault. He is puppy dog quiet because he spent most of his summer grazing close to our yard with his dam who suffered a major hip injury. Unfortunately, 19H ended up being orphaned at the end of July, but you would never know it by looking at his performance data and the bull that he's developed into. With his 88 lb BW and CE and BW EPDs at the top 20% of the breed, he will calve like a charm on second calvers and cows. I recommend testing him out on second calvers or very well developed heifers first, but I have a suspicion that 19H will calve easier than his EPDs suggest, and he could end up being heifer-safe also. 19H's dam is the great granddam of Lot 22, meaning both bulls come to you from our proven, foundation black cow family. The Blackie cow family is known for their good foot quality, soundness and easy keeping ability. 76T was my favourite Blackie female. She was an excellent footed female who never had her feet touched in her 13 years of production. She milked very well and was also phenotypically superior as she was shown as a bred heifer and again as a 7 year old cow with the granddam of Lot 22 at her side. She won Reserve Champion Simmental Female at the Harding Fair that year. Both 76T and 321N have been flushed in our embryo program. 76T raised a full brother to 19H in 2018 who was also one of our top bulls that year. He sold in our 2019 sale to John and Sarah Bezemer and based on their feedback, he is working very well in their program. Gestation 288 days.



Dam: BLACK WHISPER 76T



Granddam: KLC 321N



Full Brother: JNB 73F



Rainbowriver **IMPACT 8H**

BPG1305250 | JNB 8H | Jan 16, 2020 | Hetero Polled | Homo Black | Purebred

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
95	788	1519	12.7	2.0	85.2	137.3	25.7	7.9	66.5	125.78	74.17



24

SVS CAPTAIN MORGAN 11Z
RF IMPACT 601C
 RF FLIRT 204Z

MR CCF VISION
RAINBOWRIVER TUITION 3E
 RAINBOWRIVER TUITION 25C

HARVIE JDF WALLBANGER111X
 SUNNYVALLEY BLK JENNA 88U
 WHEATLAND STOUT 930W
 RF FLIRT 4X
 MR NLC UPGRADE U8676
 GCF MISS ELSA
 NAC OVERDRIVE 5Z
 GLS COLLEGE TUITION 6P

Calving Ease. This long bodied, well balanced, eye appealing bull will sire a fancy and growthy set of calves. He is the highest performing Impact son on offer this year, and one of the top performing bulls in the entire offering, ranking fourth highest with a 365-day weight of 1519 lbs. His dam is a very attractive, good milking cow who we have shown, and she is a maternal sister to Lot 18. As I explained in Lot 18's footnote, the Tuition cow family is one of our most productive cow families and 8H's granddam is also one of my favourite cows in the herd. 8H is triple bred calving ease with having Impact, Vision and Overdrive stacked up in the first three generations of his pedigree. This bull could end up being a valuable addition to anyone's program as he checks off a lot of boxes. Calving ease, high performance, and making good replacement females are things that he has to offer your program. Be sure to also check out his impressive EPD spread. Nine out of 12 traits are ranked in the top 40% of the breed or better, including CE, BW, MCE, WW and YW which are ranked in the top 5% to 20%. He is yet another Impact son that will calve easily on cows and second calvers, and very well could end up heifer safe too. Gestation 285 days.



Lot 24



Dam: RAINBOWRIVER TUITION 3E



Granddam: TUITION 25C



Lot 25

Rainbowriver **IMPACT 41H**

BPG1314887	JNB 41H	Feb 3, 2020	Homo Polled	Hetero Black	Purebred
------------	---------	-------------	-------------	--------------	----------

BW:	ADJ WW:	ADJ YW:	CE:	BW:	WW:	YW:	MILK:	MCE:	MWW:	API:	TI:
82	789	1443	14.7	-0.5	77.0	124.0	26.0	6.5	64.5	138.31	77.05



25

SVS CAPTAIN MORGAN 11Z
RF IMPACT 601C
 RF FLIRT 204Z

MRL 67X
RAINBOWRIVER DREAM 3A
 GBV/JNB RED DREAM 3Y

HARVIE JDF WALLBANGER111X
 SUNNYVALLEY BLK JENNA 88U
 WHEATLAND STOUT 930W
 RF FLIRT 4X
 MRL RED FORCE 12U
 IPU RED SATIN 177M
 WHEATLAND RED HUMMER 608S
 GBV JNB RED WISH 19W

Calving Ease. A smoking hot calving ease bull on offer here. Just an 82 lb BW, CE EPD at the top 2% of the breed, BW EPD at the top 3% and actual Sept 7 weaning weight of 830 lbs. Since birth he has consistently ranked in the top half of the pen with both WW and YW performance. His overall EPD profile is very strong, with 8 out of 12 traits ranked in the top half of the breed. The cow family backing this bull is certainly the cherry on top. This cow family is known for their excellent udders with lots of milk, and it is one that has been in our program for a long time. The dam of 41H is a tanky, moderate framed, strong uddered cow that we showed as a calf, bred heifer and again as a two year old. She is a MRL 67X daughter, which is one of the best calving ease sires we have ever used and he left us some of the best red cows in our program. 3A is very fertile, never skipping a beat and always catching to her first service. Her production ability has been strong too, with her first calf being our top bull in 2015; he ended up walking the pastures for Kelly Wilson north of Neepawa. Her only other son born to date was sold through our 2019 sale. I have retained every one of 3A's daughters and they all have perfect udders that milk well. If you're looking for a bull that will work like a charm in the heifer pen, then look no further. If you're looking for a bull that will fix udders and leave you some excellent replacement females, then 41H needs to be circled in your catalogue. Short gestation of 282 days.



Dam: RAINBOWRIVER DREAM 3A



Udder: MATERNAL SISTER



Udder: MATERNAL SISTER



Typical Udder on Impact Daughters 31



Return to
BOHRSON
MARKETING SERVICES
RR 4 Site 7 Box 28
Olds, AB T4H 1T8



RETURN POSTAGE GUARANTEED
PORT DE RETOUR GARANTI

If you wish to stop receiving catalogues from
BMS, please email jodi@bohrson.com or call/text
403-519-3515 to be removed from the mailing list

Thank you
TO OUR 2020 BUYERS

