



THE 50<sup>TH</sup> AGRIBITION  
SIMMENTAL  
SALE

Agribition on Wednesday November 24, 2021 at 7pm

JOHN DEERE SALE ARENA, REGINA, SK



**50 YEARS** *of Simmental*



# Sale Information

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## SALE DAY PHONES

Scott Bohrson	403 370 3010
Taylor Richards	306 821 4169
Martin Bohrson	306 220 7901
Rob Voice	306 270 6082
Cody Haney	403 845 8806

## AUCTIONEER

Col. Ryan Dorran	403 507 6483
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## RINGMEN

Mark Stock	403 357 8104
Rod McLeod	403 540 7986
Craig Flewelling	403 556 0515
Taylor Richards	306 821 4169

## SPECIAL REPRESENTATION

Bruce Holmquist	CSA General Manager
Sue Giles	CSA Member Rep
Marlin LeBlanc	CSA President
Kyle Ashworth	SSA President
Carolyn McCormack	SSA Secretary
Barclay Smith	ASA President
Melissa McRae	MSA President
Scott Dykstra	OSA President
Pat Sullivan	QSA President
Kerwin Delong	MSA President
Lorne Webster	BCSA President

## TERMS & CONDITIONS

Cattle & frozen genetics will sell under the standard terms & conditions put forward from the breed association and Bohrson Marketing Services. These are available upon request.

## U.S. EXCHANGE

U.S. Money will be accepted at the current rate of exchange sale day and will be announced prior to the sale.

## CATALOGUE

Design by Bohrson Marketing Services. The information has been supplied by the seller and we believe it to be accurate. Updated supplement sheets and announcements from the block will take precedence over any incorrect printed material.

## ONLINE VIEWING & BIDDING

Direct Livestock Marketing Services  
**Mark Shologan - 780 699 5082**



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## 2021 Simmental Sweepstakes

Hosted by the Saskatchewan Simmental Association

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### HOW ITWORKS

Buy a \$100 Simmental Sweepstakes ticket from the Saskatchewan Simmental office & you have a chance to win from \$35,000+ in prizes! The dollars generated go to a great cause and assist projects funded by the Saskatchewan Simmental Association. Purchase a ticket and we will put you in the draw for any of the below prizes.

**\*TICKETS ARE ONLY \$100 EACH. GET YOURS EARLY AT THE SASKATCHEWAN SIMMENTAL OFFICE.**

### PLATINUM PRIZES

- 1) \$7,500 sale credit to the 2021 Agribition Simmental Sale
- 2) \$5,000 sale credit to the 2021 Agribition Simmental Sale
- 3) \$2,500 sale credit to the 2021 Agribition Simmental Sale
- 4) \$2,180 advertising credit to the Cattleman's Magazine
- 5) \$2,115 advertising credit to the Alberta Beef/Beef Illustrated magazines

## OVER \$35,000 IN PRIZES TO BE AWARDED

# Sales Management

50 Years is quite an accomplishment and we welcome you to join us at Agribition to celebrate this accomplishment. The Simmental breed has seen many changes of showing cattle here over the past 5 decades and they all were made to progress this powerful breed to where it sits today. Simmental cattle are in as high demand as ever and we applaud all the breeders that have promoted and showed Simmental cattle successfully throughout the years to prove their value in the industry.

The Agribition Simmental Sale throughout the years has been one of the very best events to attend to acquire top end genetics and this year it is extra special. We have an awesome set of live cattle on offer with an incredible herd bull, a trio of big time bred heifers and a set of open heifer calves as strong as we have ever seen for this sale. On top of the impressive set of live cattle, we have added some special pick lots from leading breeders that tie it all together as one of the best sets of sale opportunities we will have the honour of marketing all year long.

Agribition is a world-renowned mainstay marketing venue that is one of the most enjoyable shows and sales in the land. We encourage you to join us for the Simmental Show and Sale on Wednesday plus throughout the week for many events that are hosted in Regina. If you can't attend, feel free to join us on DLMS for the show and visit with any of our staff on the sale cattle. We look forward to visiting with you all at the 50th Celebration at Agribition for what is sure to be a memorable and must attend event.

Best regards,

**BOHRSON MARKETING SERVICES LTD.**

RR4 Site 7 Box 28 • Olds, AB • T4H 1T8 | [jodi@bohrson.com](mailto:jodi@bohrson.com) | [www.bohrson.com](http://www.bohrson.com)



**BOHRSON  
MARKETING SERVICES**



## President's Message

SASKATCHEWAN SIMMENTAL ASSOCIATION | [WWW.SASKSIMMENTAL.COM](http://WWW.SASKSIMMENTAL.COM)

It is with great honour that the Saskatchewan Simmental Association welcomes you to the 2021 Edition of the Agribition Simmental sale. After a year absence we look forward to meeting again at the 50th anniversary of Canadian Western Agribition. This year's sale will mark the return of the Simmental Sweepstakes as well as the SSA Scholarship heifer fundraiser. This year's scholarship heifer has been generously donated by Flying W Stock Farm, the Wolkowski family. New for 2021 we welcome the addition of registered percentage cattle to both the Simmental sale and show. In addition to this year's National Show, will be a **CSA Party in the Barn** sponsored by the **Canadian Simmental Association and the Simmental Country.**

In typical fashion the crew at Bohrson Marketing has put together a strong set of sale cattle and genetics. These cattle come to you by both past and first time consignors and well represent the breeds wide ranging abilities and quality. In the past the Agribition Simmental Sale has been a "can't miss" event and this year's event will continue that tradition. We commend those who choose to join us in Regina for what will be a great event to celebrate Simmental cattle and to move forward together as a breed in these uncertain times.

SSA President  
Kyle Ashworth

*Join Us*

**TUESDAY NOV. 23**

**4:00PM - 7:00PM**

**CSA PARTY IN THE BARN**  
Simmental Barns

**WEDNESDAY NOV. 24**

**9:00AM**

**CANADIAN NATIONAL  
SIMMENTAL SHOW**  
Chevrolet GMC Arena

**7:00PM**

**50TH ANNIVERSARY  
SIMMENTAL SALE**  
John Deere Sale Arena

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Mark Shologan 780.699.5082 | Jill Renton 780.603.1636  
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Stacy Young 780.718.0622 | Melissa McRae 204.573.9903

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John Brogan 403-470-1974  
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#### THANK YOU

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- 2015 - DOUBLE BAR D FARMS
- 2014 - ASHWORTH FARM & RANCH
- 2013 - SWAN LAKE FARMS
- 2012 - STOUGHTON FARMS
- 2011 - KULYK SIMMENTALS
- 2010 - CROSSROAD FARMS
- 2009 - SUNNY VALLEY SIMMENTALS
- 2008 - SPRUCE GROVE CATTLE CO.
- 2007 - FIRST TIME SIMMENTALS
- 2006 - 3D SIMMENTALS
- 2005 - WINDMILL SIMMENTALS
- 2004 - X-T SIMMENTALS
- 2003 - SPRING CREEK SIMMENTALS
- 2002 - FORDEN FAIRVIEW FARM
- 2001 - BOGGY CREEK SIMMENTALS
- 2000 - DOUBLE KL RANCHES
- 1999 - STOREBO FARMS

- R PLUS VENOM 4006B
- S: MRL BOA 204F
- MRL MISS 5318C
- IPU PITTSBURGH 17Y
- D: MRL MISS 5318C
- HWY 5 MISS LAKOTA 64Z

Flying W Stock Farm // Colby & Carmen Wolkowski and Family 306-563-7567



lot  
Donation

#### FLYING W *Miss Rose 13J*

			ce	bw	ww	yw	milk	mce	api	ti
Polled	Red	1362947 / FWSF 13J / Jan 13, 2021 / bw-83 / ww-675	5.9	3.3	76.6	115.6	22.2	2.1	112.91	69.24

When we were asked to donate the scholarship Heifer we had said yes and and thought it would be a great opportunity to get our New family Farm name out to those who don't know that we have split from our old Simmental business to Flying W Stockfarm. I have been in the Simmental industry for 25 years. I myself have sat on the Saskatchewan Simmental board in the past and know what it means to donate to this great cause and support our youth and up and coming young simmental breeders of the future. Thank You Colby Wolkowski and family.



**OUTSET MKEY** *Budweiser* 106J

Homo Polled	Red	1357332 / OSCC 106J / Jan 6, 2021 / bw-83 / ww-970	ce	bw	ww	yw	milk	mce	api	ti
			9.4	2.4	75.8	111.8	21	4.2	118	73.42

Sire: STF CRIMSON TIDE DZ87  
**S: OUTLAW TIDAL WAVE 954G**  
 CROSSROAD BOBARINA 633B

Dam: GF SNIPER 302E  
**D: MAPLE KEY CAROLINE**  
 MAPLE KEY MY GIRL

Budweiser has caught the attention of cattle enthusiasts across all breeds from coast to coast. This is without a doubt the most exciting bull calf we have had the opportunity to work with and are extremely proud to be able to offer him for sale. He is stout as they come, thick topped, big nuted and clean fronted all in an attractive dark red package. Budweiser's sire Tidal Wave, the high selling bull from the 2019 Friday Night Lights Sale, has put out an extraordinary set of calves for us. We were fortunate enough to partner with Stan on Budweiser's dam, who is stacked with pedigree with both "Jenna" and "Flirt". She made a lot of friends at Ontario's one and only show in 2019 "Fall Finale" where she was Grand Champion Female. She is undefeated as a 2 yr old this year with Budweiser alongside with several shows across Ontario and Quebec under their belt. GF Sniper has made waves in the breed, with progeny of his full sister selling for \$15,000 for 1/2 interest in last year's Fallsview sale. We are beyond excited to see what this bull is going to do for the breed in the future.



**Stan Conquergood 519-353-8810 // Brian Robertson 519-373-6578**



Sire - Outlaw Tidal Wave 954G



Dam - Maple Key Caroline



Budweiser and Dam in August



MBJ 51C



JVB 15C



MBJ 1E



MBJ 65C



MBJ 71E



MBJ 73D



MBJ 24C



IPU 25E



MBJ 78C



MBJ 3D



MBJ 20F



MBJ 127C

lot  
2

## PICK OF SPRINGCREEK SIMMENTALS 2021 BORN HEIFER CALVES

Selection to be made by March 1, 2022.

Spring Creek Simmentals is proud to offer the pick of our Simmental heifer calves that were born in 2021. I have been to every Agribition since its inception, so I feel it is only fitting that I offer a special lot for the 50th Agribition celebration. The twelve dams above, pictured in pasture condition, all had heifer calves in 2021. Sires represented include Springcreek Ironsides 53G, Springcreek Ladies Man 90E, Springcreek Denali 21E, LFE McDavid 413C, NGDB Structure 34D and CMS Fireball 813F, SBSF Eastwood 22E and more. No calves have been selected from this pen for any other reason. Bidders will have access to some of the most proven genetics in the Simmental breed. Bulls from the Spring Creek herd always make up one of the top bull sales in Canada. For further information, please contact Brian at (306) 435-7527.



BLCC 22G



BLCC 32G



BLCC 258G



BLCC 92G



BLCC 144G



BLCC 206G



BLCC 249G



BLCC 89G



BLCC 337G



NAC Battle Cry 4F



WS Epic E152



NGDB Structure 34D

lot  
3

### PICK OF BONCHUK 2021 BORN HEIFER CALVES

Selection to be made by March 15, 2022.

We were excited to be asked to be a part of this 50th Anniversary Sale by the Bohrson group. We strive to raise very functional cattle for the purebred or commercial operators. The winning bidder will have to make his selection from ALL of the 2021 heifers. Black, red, Fullblood, Full Fleckvieh and polled Fullblood... the choice is yours!

Would a black heifer sired by R-Plus 5015C or a Wheatland Man O War 907G or Wheatland Revenue 677D fit into your plans?

Our newest polled Fleck Herdsire – Twin Brae Western Frontier 8F has left us a tremendous set of polled heifers. The NAC Battle Cry 4F and Silver Lake Dealer calves would great picks.

Skors Braveheart 289G – Wheatland Affinity 8196F and PWK Gibsons Finest 52E all have exceptional red daughters to select from. There are many other bloodlines also available... your choice! Selection to be made by March 15, 2022. Could be bred to one of our herdsires if purchaser elects to.



SUN RISE BLACK 11F - Spark Plug x 79Y



SUN RISE RED 26E - Spark Plug x 78U



SUN RISE BLACK 38D - 56U x 1A



SUN RISE BLACK 38G - Captain Morgan x 45R



SUN RISE RED 17D - Captain Morgan x 88Z



SUN RISE RED 26H - Driver x Brooke 68Z



SPRINGCREEK TARA 7P - cornerstone cow



SPRINGCREEK BROOKE 68Z - cornerstone cow



SUN RISE BLACK 45R - cornerstone cow



SVS Captain Morgan 11Z  
Important Sire



Springcreek Liner 56U - Maternal legend  
behind Sunrise program



RF Caliber 014G - Sexed female semen  
available if buyer chooses

lot  
4

### PICK OF SUNRISE COW HERD FLUSH

Selection to be made by April 1, 2022 // Flushing would be completed at Swan River Veterinary Clinic at the buyers expense

The Sunrise Simmentals program is one of the very elite cowherds in the industry with Evan & Linda Cuss pouring their dedication into this breed for countless decades. Their first Simmentals were bred in the early 70's and Evan has passionately bred and promoted Simmental cattle throughout the years and has had very large successes within the breed. He's not just motivated because it's a job but because it's a passion and a lifestyle that he loves. Showing cattle was a high priority for Evan until the mid 80's and one of his highlights was winning Reserve Champion Female with Miss Cando Signal 5P in 1983 at Canadian Western Agribition. He has since concentrated on building a maternally stacked cowherd with performance and the momma cow in mind which has lead him to much success in the past years topping sales he is involved in. The Sunrise cows are impressive and here is a great opportunity to access the heart of their program by flushing any cow on the farm - big things will surely result from this opportunity. **Guarantee of 6 embryos with no cap.**



TSN 55W | 64 registered progeny



MRL 836W | 50 registered progeny



MRL 493U | 50 registered progeny



MRL 677Y | 45 registered progeny



MRL 7403E



MRL 477U | 39 registered progeny



MRL Red Whiskey 101B | 50,000 sons of 677Y



MRL 8475F | \$34,000 daughter of 477Y



MRL Certified 223E | \$30,000 son of 477Y



MRL Missile 138C | \$100,00 grandson of 677Y



MRL Capone | \$100,000 son of 836W



MRL ElTigre 52Z | \$52,000 son of 836W

lot  
5

### PICK OF MCMILLEN RANCHING LTD EMBRYO TANK

Embryos stored at Bow Valley - More donors are being flushed this fall - Contact MRL or BMS for updated inventory on sale day

#### Lot 5 - 5 embryos of the buyers choice of any embryos from McMillen Ranching

For this very special 50th Anniversary edition of Agribition, MRL will offer something they have never done before and open the vault of the entire embryo inventory. Over the past 50 years in the business despite many requests MRL has sold almost no embryos with the mindset of keeping those elite cow families exclusive to their program. Embryos available on these legendary dams pictured and now all deceased as well as a handful of exciting new donors in production and listed are just a very small sample as dozens of daughters carry on the legacy at MRL.



Embryos are located at Bow Valley // Guarantee of 2 pregnancies if implanted by a certified technician

**PICK OF EMBRYOS FROM IPU 52N MS POCAHONTAS 2Y** (CDN, USA & AUS Qualified)

**Lot 6A - 4 embryos by your choice of bull (Captain Scream, Tycoon, Betts, Yuma or Potent)**

**Lot 6B - 4 embryos by your choice of bull (Captain Scream, Tycoon, Betts, Yuma or Potent)**

**Lot 6C - 4 embryos by your choice of bull (Captain Scream, Tycoon, Betts, Yuma or Potent)**

- Note, there are only 4 embryos available per bull - the buyer of the B or C lot, aren't able to take the same bull selection as the A lot

Here is a very special offering of IPU 52N Ms Pocahontas 2Y embryos sired by 5 of the very best bulls in the breed. Pocahontas 2Y has been admired by many cattlemen and most of them said she is one of the best red cows they have ever seen. She is Barry's cornerstone donor he continues to build around and is one of the best red donors in the entire breed. Her track record is impressive and whether you pick Captain Scream, Tycoon, Betts, Yuma or Potent, we are sure these genetics will lead to future greatness.

**Canadian Donors // Scott & Rebecca Bohrsen 403-370-3010**



Embryos are located at Davis Rairdan // Guarantee of 2 pregnancies if implanted by a certified technician

**EMBRYOS BY MRL MISS 8465F** (CDN, USA & AUS Qualified)

**Lot 7A - 5 embryos by MRL Miss 8465F x RF Caliber 014G**

**Lot 7B - 5 embryos by MRL Miss 8465F x R Plus Reddington 0143H**

**Lot 7C - 5 embryos by MRL Miss 8465F x SRH Hannibal 5H**

**Lot 7D - 5 embryos by MRL Miss 8465F x SVS Rancher 42H**

Our pick of MRL Sale 2 falls ago was 8465 and she is everything you can ask for in a young donor female. Her first bull calf brought \$10,500 and we rank 8465F feet as near perfect, she is strong udder and extremely fertile. In the MRL catalog, Lee McMillen said that 8465F was "the most admired heifer in the pen" and "phenotypically we have never sold one much better". We guarantee we are just seeing the tip of the iceberg on what she will produce and the mating to these exclusive sires will be an ideal cross with strong ROI.



R PLUSYUMA 9087G



SVS BETTS 808F



SVSTYCOON 841F



PERKS POTENT 309H



RF CALIBER 014G



R PLUS REDDINGTON 0143H



SRH HANNIBAL 5H - CELL PIC



SVS RANCHER 42H



Grandam - Pocahontas 87C

lot  
8

WFLWESTCOTT 24C  
**S: PHEASANTDALE FANTASTIC 98F**  
 MAF POCAHONTAS 87C  
 MRL CAPONE 130B  
**D: HWY 5 MISS MAE 32D**  
 HWY 5 CHLOE 92Z

FWSF <i>Miss Macie</i> 31H			ce	bw	ww	yw	milk	mce	api	ti
Polled	Black	1310252 / FWSF 31H / Jan 8, 2020 / bw-89 / ww-765	5.3	4.8	83	123.8	27.1	2	113.28	72.77

**AI Bred to HART STATE OF WAR 056C on Mar.29/21. PE to McIntosh Bullet Proof 3C Apr.26 - Jun.1/21**

FWSF Macie 31H is a stylish made female who's pedigree is stacked full of proven genetics with great females top and bottom stemming back to the first black cow we purchased HCI MS EDGE 33L who has left us with a long line of top producing Cows over the years. As you can see in our offering of these two bred females, they are 3/4 sisters, Macie is a deep sided fleshy heifer who reminds me a lot of her dam 32d who is a excellent uddered young top producing cow here at Flying W.



Sire - Fantastic 98F



Dam - Valentina 200D

lot  
9

WFLWESTCOTT 24C  
**S: PHEASANTDALE FANTASTIC 98F**  
 MAF POCAHONTAS 87C  
 MRL CAPONE 130B  
**D: HWY 5 VALENTINA 200D**  
 HWY 5 MISS BRAVADO 8X

FWSF <i>Hazel</i> 20H			ce	bw	ww	yw	milk	mce	api	ti
Polled	Red	1310325 / FWSF 20H / Feb 3, 2020 / bw-95 / ww-770	6.7	4.7	86.4	129.2	27.1	3.5	110.91	73.61

**AI Bred to WS EPIC E152 on Apr. 16/21. PE to McIntosh Bullet Proof 3C Apr. 26 - June 1/21.**

FWSF Hazel 20H is a stout made, very easy fleshing deep sided female who has great eye appeal. Which can be said for all of the Heifers I retained from their sire Pheasantdale 98F a Westcott Son. Her moderate framed Capone Dam 200D has yet another stout made red heifer this year who will not be leaving the farm! Bred to Epic will be sure to be a good one.





Dam - Ms Rock 14X



Full Sib - KWA Shamrock 151H

R PLUS VENOM 4006B  
**S: MRL STATEMENT 3F**  
 MRL MISS 6600D  
 KWA RED ROCK 5T  
**D: KWA MS ROCK 14X**  
 KWA MS BARON 9U



lot  
**10**

**KWA Ms Statement 110H**

ce	bw	ww	yw	milk	mce	api	ti
11.6	0.7	78.4	119.1	35.5	7.8	134.7	77.66

Homo Polled Red 1364773 / KWA 110H / Jan 23, 2020 / bw-71 / ww-

**AI Bred on April 16 to KWA Future 3G (SAFE). PE to LFE Venture 353G from Apr. 24 - June 7, 2021.** To mark the return of Agribition and the annual Simmental sale we are offering up the best we have in KWA Ms Statement 110H. Her pedigree may look familiar as she is a flush mate to our two highselling bulls from last spring, KWA Canam 123H selling to Bouchard/ Samuelson and KWA Shamrock 151H selling to Spring Creek Simmentals. The bottom side of 110H's pedigree features the matron of our herd KWA Ms Rock 14X who's breeding accomplishments would nearly take up a page on their own. In the flesh 110H is similar in makeup to her exceptional dam in her phenotype, colour and great disposition. 110H is moderate in her frame size but carries a deep sweeping middle built on a wide square base. When it comes to EPDs 110H is stacked from top to bottom, combine that with being homo polled and two milestones to breeding the next great sire or donor are out of the way. Bred early and preg checked safe in August to another past highseller from our 2020 bull sale KWA Future 3G. Bid with confidence here these 14X daughters have stolen the spotlight from their dam in our herd and here is a great chance to add one of the best to yours.

**Millington Ranch // Dean and Gina Sentes 306-725-7268**



Dam - Miss Red Rock 148B



Mat. Sib - Millington Lady 2D

TNT BOOTLEGGER Z268  
**S: MRL RED WHISKEY 101B**  
 MRL MISS 677Y  
 KWA RED ROCK 5T  
**D: BLCC MISS RED ROCK 148B**  
 BLCC MISS 124R 353U



lot  
**11**

**MILLINGTON Whiskey Girl 2102J**

ce	bw	ww	yw	milk	mce	api	ti
10	2.3	87.5	126.1	25.3	9.1	126.55	81.92

Hetero Polled Red 1343041 / DGS 2J / Jan 2, 2021 / bw-76 / ww-810

If you are looking for a heifer that has the combination of being super well balanced, with an attractive phenotype and loaded with broodiness this is the one you have been looking for! When you get her out walking you really have to appreciate how easy she moves and how free she is in her joints for the power she possesses. To go along with her outstanding physical attributes her EPD profile is second to none. Her dam is one of our top producing females in the herd with calves working at Meadow Acres, Gormlea Farms, and W2 Farms.



Mat. Sib - HFL Honour 028H



Full Sib - HFL ENDGAME 911G

COME AS U R RED ROCKET  
**S: MRL MISSILE 138C**  
 MRL MISS 2423Z  
 SVS CAPTAIN MORGAN 11Z  
**D: JACKSON ROSE 23D**  
 SPRINGCREEK LINNE 33R

<b>HFL <i>Rose</i> 1016J</b>		ce	bw	ww	yw	milk	mce	api	ti		
Polled	Black	1360716 / HFL 1016J / Jan 9, 2021 / bw-86 / ww-764		6.7	4.6	91.7	134	22.7	2.1	102.02	71.66
<b>SELLING CHOICE ON LOTS 12A OR 12B</b>											



1035J - Little Lady Champion at Man AgEx



Dam - Agribition Champion

COME AS U R RED ROCKET  
**S: MRL MISSILE 138C**  
 MRL MISS 2423Z  
 SVS CAPTAIN MORGAN 11Z  
**D: JACKSON ROSE 23D**  
 SPRINGCREEK LINNE 33R

<b>HFL <i>Rose</i> 1035J</b>		ce	bw	ww	yw	milk	mce	api	ti		
Polled	Black	1360725 / HFL 1035J / Jan 17, 2021 / bw-97 / ww-768		6.7	4.6	91.7	134	22.7	2.1	102.02	71.66

**Horner Cattle Co would like the right to 1 successful flush with a minimum of 6 embryos on the selected female.**

We wanted to make a statement and while my heart will be heavy, opportunity awaits for someone else. 2 of the best we have ever raised. Only one sells, the best part; the choice is yours. The only direct daughter of Jackson Rose 23D that we will ever sell, full siblings to All breeds Champion and CWA Division Reserve HFL ENDGAME 911G who's first calf crop is stirring up excitement here, and 2019 Reserve Little Lady Champion HFL Rose 920G, maternal siblings to HFL Honour 028H who we were so pumped about that we retained and used heavily in our program, among other stand out material siblings that we will feature in our new upcoming bull sale. These 2 full sisters have demanded the attention of all who have visited since day 1. Both are very complete, well balanced females with a blend of power, elegance and structural integrity that is rarely achieved. Their differences lie in subtleties. After being selected as Junior Champion Heifer Calf, Rose herself sold through this very sale as a choice lot with her sisters, the next year she was selected as Reserve Junior National Champion at Agribition. Since then Rose has been building her legacy here. With 34 registered progeny and females kept exclusively in our herd, consider this your opportunity to build the Rose legacy in your herd. 1035J was champion heifer calf, 1016J was reserve heifer calf. 1035J Was reserve overall Simmental Female at Ag Ex.



Sire - Launch 110E



Dam - Red Annie 423B

SPRINGCREEK LINER 56U  
**S: SPRINGCREEK LAUNCH 110E**  
 SPRINGCREEK BROOKE 68Z  
 KWA FLYF RED MOUNTAIN 16Z  
**D: SVS RED ANNIE 423B**  
 3D MISS RED NOREMAC 211U



lot  
14

**CMS *Sweet Annie* 116J**

		ce	bw	ww	yw	milk	mce	api	ti	
Homo Polled	Red	1353295 / CMS 116J / Jan 30, 2021 / bw-104 / ww-620	3.1	6.8	81.8	123.1	38.3	0.9	118.62	71

We are very excited to be consigning to the 50th Anniversary Agribition Simmental Sale, and we wanted to bring a special one to town for it. CMS Sweet Annie 116J is a female that ticks a lot of boxes. She is an extremely stylish female, with a beautiful hair coat and fancy front end that makes her a stand out. But she also doesn't give up any performance, depth, or functionality. Her dam, SVS Red Annie 423B, is a female bought out of the 2015 Friday Night Lights sale from Sunny Valley; and she is a cow who catches your eye for all the right reasons in the field. Sweet Annie should follow in her mothers footsteps and set down a beautiful udder, with great feet and raise her new owners many successful calves down the road. We have also really liked the calves out of the Springcreek Launch bull, with the females highlighting our sale and replacement pens and bulls that are sought after for their performance and style. Sweet Annie 116J will be a female that will be a standout in any pasture for years to come.



Sire - Blockbuster 3011C



Dam - Red Carpet 501C

LFEISS BLACKADVANCE 426U  
**S: LFE BLOCKBUSTER 3011C**  
 LFE RS SHELBY 2120X  
 CMS/BMD PAPARAZZI 205Z  
**D: CMS RED CARPET 501C**  
 YR BLK PRIMADONNA 930W



lot  
15

**CMS *Red Carpet* 164J**

		ce	bw	ww	yw	milk	mce	api	ti	
Homo Polled	Red	1352989 / CMS 164J / Jan 9, 2021 / bw-85 / ww-644	2.1	5.9	82.6	120.2	29.3	2	107.11	68.62

A very stylish, dark red heifer who has the substance and genetics to make a great impact on your herd! She is as dark red as they come and has the udder and foot quality we come to expect from her dam. Out of our Paparazzi donor female 501C, she will go on to be a reliable frontend cow in the future. Sired by the very popular LFE Blockbuster bull, whose progeny and himself were highlights in the tremendous WLB dispersal sale last fall, 164J has inherited all of the great qualities Blockbuster portrays. Her dam 501C is an elite female here for us and has put every daughter into a purebred herd and her sons have been well accepted by commercial cattlemen in our bull sales. We think 164J's pedigree makes her extremely desirable and highly predictable!



Dam as calf - Buttons 5G



Grandam - LRX Button 25C

W/C LOADED UP 1119Y  
**S: ULTRA KERSHAW 83F**  
 TRIPLE ROSE CYPRESS  
 WAGR DRIVER 706T  
**D: CROWE BUTTON 5G**  
 LRX BUTTON 25C

**CROWE** *Button 17J*

		ce	bw	ww	yw	milk	mce	api	ti	
Homo Polled	Hetero Black	1358253 / CROW 17J / Jan 19, 2021 / bw-87 / ww-	10.7	2.4	73.8	105.4	23.5	7.6	119.61	70.97

Here is an eye-catching, blaze faced beauty sired by Ultra Kershaw 83F. Kershaw stamps his progeny with an excellent foot, ample bone, and extra substance, and Button 17J is no different. Her granddam, LRX Button 25C, is one of our favourite donors and is very impressive in the flesh. Her daughters have always been sale highlights. 17J's dam was offered on choice at Shades a few years back as Hay Valley and Ultra selected her full sister and she had a beauty of a calf for them as well. Button 17J is not only fancy, with her pedigree and cow power behind her, she will go on to produce with the best of them.

**Pheasantdale Cattle Company** // Lee 306-335-7553 or CoraLee 306-861-8596



Grandam - Blacksand Fearless 5A



Sire - Blue Chip 9D

SPRINGCREEK LINER 56U  
**S: SPRINGCREEK BLUE CHIP 9D**  
 SPRINGCREEK TARA 111R  
 WFL MR WESTWAY 79Z  
**D: PHEASANTDALE MS WRANGLER 210D**  
 BLACKSAND FEARLESS 5A

**PHEASANTDALE** *Lady Blue 78J*

		ce	bw	ww	yw	milk	mce	api	ti	
Polled	Red	1347997 / PTS 78J / Jan 9, 2021 / bw-88 / ww-736	7.6	3.7	91	135.3	34.3	7.7	128.75	78.22

Lady Blue is an absolute sweetheart of a female that we are having a hard time parting with as she is everything we strive to breed here at Pheasantdale Cattle Co. This female comes to you a little lighter in color with a fancy white face, wide topline, and excellent depth of body. She strides perfectly when on the move and you can't help but notice how fancy she is in her makeup and kind. Lady Blue is a female we believe is genetically stacked on both sides of the fence with the great Springcreek Liner 56U on the top side and Springcreek Lotto 52Y on the bottom. She is a female that will bring style and class to her progeny. Her grand dam Blacksand Fearless 5A has been one of top producing females here at Pheasantdale Cattle Co to date as her daughters have been retained in herd with the exception of Pheasantdale Elsie 234E being purchased by KT Ranches and Pheasantdale Elizabeth 232E purchased by Wilson Stock Farms. Fearless 5A's Westcott son Pheasantdale Freedom 92F was here at Canadian Western Agribition as a yearling bull and his first calf crop of sons were sale favourites at our 17th Annual Bull Sale this past spring.



Dam - CityView Sunny 4E



Sire - SVS Tycoon 841F

SVS BROOKS 669D  
**S: SVSTYCOON 841F**  
 SVS RED ANNIE 411B  
 BLACKGOLD MIND GAME 129C  
**D: CITYVIEW SUNNY 4E**  
 SUNNYSIDE 641B



lot  
18

**CITYVIEW** *Jemma14J*

		ce	bw	ww	yw	milk	mce	api	ti	
Homo Polled	Red	1353704 / CVBB 14J / Jan 6, 2021 / bw-88 / ww-714	8.2	3.4	89.7	134.4	31.4	4.5	115.56	76.2

A female chosen right off the top of the pen, Here is your opportunity to purchase a larger framed, long bodied, deep, momma cow in the making. CITY VIEW JEMMA 14J is sired by the great TYCOON going back to a solid red picture perfect uddered BLACKGOLD MIND GAMES female. She is a homo polled, eye appealing, black hoofed female with a great disposition. JEMMA is a perfect prospect to become a lead off female.



Pat.Sib - RLC 718E



Dam - 505C

WHEATLAND CIRCUIT BREAKER  
**S: WHEATLAND KILL SWITCH**  
 HR/RR MS CANDACET73  
 RF STRUT 106Y  
**D: RLC COOKIES N CREAM 505C**  
 RLC MISS SALLY 2Z



lot  
19

**RLC** *Cookies N Cream 110J*

		ce	bw	ww	yw	milk	mce	api	ti	
Homo Polled	Hetero Black	1363273 / RLC 110J / Jan 17, 2021 / bw-62 / ww-665	9.1	3.4	77.1	114.2	24.6	6.6	101.26	69.46

"Princess" is sired by Wheatland KillSwitch who needs no introduction to the industry. KillSwitch has been a large part of our AI program over the last 5 years; we love our KillSwitch daughters and granddaughters as they have beautiful balanced, milky udders with great teat placement and size. Princess' full sister "Huggle" has a tremendous red bull in our bull pen this year. Princess is explosive hipped with tons of dimension, stout made, and free moving. Coming from the 4S cow family, Princess is a female we believe is a true sale feature. Homo Polled by parentage and Hetero Black.



Sire - Night Hawk 3013D

lot  
20

LFE TRIUMPH 816A  
**S: LFE NIGHT HAWK 3013D**  
 LFE RRS CIARA 2158Z  
 CCR COWBOY CUT 5048Z  
**D: TCW GYPSY 29G**  
 TCW PHOENIX 58E

**TCW *Joy* 33J**

Homo	Polled	Red	1357865 / TCW 33J / Jan 12, 2021 / bw-73 / ww-760	ce	bw	ww	yw	milk	mce	api	ti
				13.8	1	84.6	121.7	23.3	8	136.18	80.99

Joy has been a pasture favourite all summer with her dam TCW Gypsy. Joy is a super quiet, deep sided long bodies heifer with lots of eye appeal. TCW Gypsy has also been a favourite since she was a calf and we showed her successfully herself as a calf at many shows including Agribition. Joy is also backed by a great cow family going back to Deeg Ms Hollywood which has produced some great females for us. Watch for Joy this fall as she will be in our show string and can also be seen on the farm. Joy will make a great addition to any herd but would be a great show heifer for any junior or 4-H member.

**Rafter 4T Farms // Darrell, Denton, Derek Tatarin 780-603-1617**



Dam - Mader Polly 102G



Sire - The National 43E

lot  
21

LFE THE RIDDLER 323B  
**S: MADER THE NATIONAL 43E**  
 LFE BS VIOLET 641A  
 MADER FREESTYLE 92B  
**D: MADER POLLY 102G**  
 POLLY 11D

**RAFTER 4T *Ms Molly* 102J**

Homo	Polled	Hetero	Black	3/4 Simmental / 1361410 / RAFT 102J / Jan 7, 2021 / bw-84	ce	bw	ww	yw	milk	mce	api	ti
					10.5	2.5	85.2	135.4	22.9	6.8	124.63	79.25

Registered as 3/4 but is actually a 7/8 that has been a standout all summer long. Molly's dam, Polly, is already becoming a front pasture type female for us and we actually planned on showing the two as a pair until we settled on just showing a couple calves this year. We purchased Polly out of Mader's Ladies Night Sale last year and she has developed into a super stout, soft, beautifully uttered female. It is evident in her first calf she has an exciting future ahead of her. Ms. Molly is following in her mothers' footsteps being a well-balanced, strong footed female with plenty of capacity, muscle and overall attractiveness. Being sired by the National bull who has produced many high selling and top-quality bulls/females creates an exciting genetic profile. We believe Molly will be a very strong piece to build a successful and productive cow family around. When mated to a purebred simmental bull her 7/8 purebred heifer calves will be an exciting prospect.



Sire - Mr Westway 6F



Dam - GFD High Hopes 3F

WINC LIVE AMMO 420B  
**S: WFL MR WESTWAY 6F**  
 WFL HINSDALE RUBY 670D  
 KWA FLYF RED MOUNTAIN 16Z  
**D: GFD HIGH HOPES 3F**  
 KWA MS BIG TIME 39D



lot  
22

**GFD Fortune 12J**

Homo Polled	Red	1363090 / GFD 12J / Jan 5, 2021 / bw-90 / ww-715	ce	bw	ww	yw	milk	mce	api	ti
			7.1	3.3	81.2	123.4	26.8	3	117.38	74.97

Here's a heifer whose been the standout since she hit the ground! GFD Fortune 12J! A long spined, deep bodied, power female, who demands your attention when you walk into the pen! With that ever sought after dark red hair and baldy face, this is one you can either take on the show road or have her as your front pasture cow! Fortune has the EPDS and the genetic profile to stand behind her. Her KWA FLYF Red Mountain 16Z dam is a no miss cow that always raises the top calf in the pen. Her sire, WFL 6F, brings a new twist to the game, adding style and calving ease. We are excited to be offering this female, as we feel she can be a foundation female for her next owners. Come check her out sale day!

**Tonette Farms // Andrea Stillman 705-957-7890**



Sire - Mr HOC Broker



Dam - Rose 230Z

SVF STEEL FORCE S701  
**S: MR HOC BROKER**  
 JM BF H25  
 RF DOUBLE UP 37W  
**D: RF CHOCOLATE ROSE 230Z**  
 RF CHOCOLATE ROSE 7R



lot  
23

**TONETTE Jellybean**

Polled	Black	1363501 / TJA 2J / Jan 6, 2021 / bw-89 / ww-	ce	bw	ww	yw	milk	mce	api	ti
			5.9	4.7	72	102.2	17.6	4.5	93.94	63.49

We are so excited to be offering our first entry into the Agribition Simmental Sale. We feel that this heifer represents the quality our small, handpicked herd has to offer. The embryo came from Dylan Foley's herd. His program has added some great ones to our program and Jellybean is no exception. She's out of the RF Chocolate Rose female who has produced some beautiful performing heifers for Dylan. Her sire is none other than Broker. This cross was phenomenal. We've had some fun with Jelly this summer with a few class wins and a banner. She was shown by juniors so she's ready for the junior programs next year. We have selected one of our best to add to your herd.



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