



RIVERFRONT

Angus Ranch



8th ANNUAL BULL SALE
MARCH 28 2025
At the Ranch • Medicine Hat, AB • 1 pm

WELCOME

from *Riverfront Angus Ranch*

On Behalf of our family, Rachele and I would like to invite and welcome everyone to our 8th Annual Bull Sale. It is once again located at the ranch, 5 miles west of Medicine Hat, AB. We look forward to seeing and visiting with everyone on sale day, but as always encourage people to come out and look at the cattle beforehand. We appreciate people taking the time to come out and see what things all are about. We would be proud to show you around and answer any questions you may have. There is a no better industry that we would want to be a part of, and lots of that has to do with the people that are involved. Not only do we feel we have the best customers, we are fortunate to have a great sale staff as well. The Bohrson Marketing team is as professional and knowledgeable as it gets and we are excited to once again have them back. If you are unable to make the sale or have questions about the cattle, feel free to contact anyone of them as well. The sale will once again be broadcasted on DLMS for those interested in that route.

We are excited about the bulls on offer and what they can provide for our customers. They have performed well to weaning and again up to sale time. There of course are bulls that are going to work in the heifer pen and offer calving ease, however the majority of the bulls will have a performance focus to them. We feel like these bulls will perform with any, and as always believe pounds pay. Our philosophy has remained, ensuring each bull in the sale is backed by a cow you would be proud to own. There is a focus on feet and udders, with the cows being deep bodied, and thick made. Phenotype is very important and we like the cows to be angular and have added look to them. The Emerald sire group has once again really impressed us, with it being our largest sire group. These bulls are impressive to look at with shape and mass. We have now calved the first daughters and they are as impressive as any heifers we have had. Emerald will continue to play a large part in our operation. This year will be the first of the HF Gravity sons to sell. We have been thoroughly pleased with these sons. They come easy and grow maybe better than any bull we have ever walked here. They are younger bulls but have as much performance and masculinity as any. We are excited to now move Gravity to the Cows and expect many more sons in the years to come. The Triumph an Stellar sons add calving ease with nice performance. Milestone continues to produce functional cattle that add calving ease, great feet, and consistency.

It is obviously an exciting and unrepresented time in the cattle industry. With record prices and continued shortage of cattle numbers, it looks like we are in for good years ahead. It is exciting people are being rewarded for their hardwork. It was quite a good year with good rain fall in June and the fall, leading to good grazing deep into the fall. A big change from the past few years. Lets hope and pray that pattern continues and producers are really able to capitalize on these current times.

We encourage everyone to come out anytime between now and sale to have a look at the bulls and their dams. We are located just 5 miles west of Medicine Hat and are easy to get to you. We would love to have a visit. The videos will be posted on DLMS before the sale and encourage people to view them. We will do everything in our power to make it a good experience for you and will stand behind these bulls 100%. We would like to thank all of past customers and friends that have helped us get to this point. It is truly rewarding to get to work with some of the best people in the industry and have so many repeat customers return each year.

Any questions, please feel free to reach out.

Ashton and Rachele



WELCOME

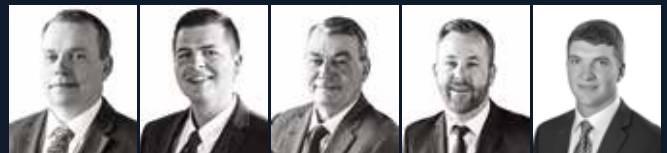
from *Bohrson Marketing*

Welcome friends and fellow livestock producers to the 2025 Riverfront Angus Ranch Bull & Commercial heifer sale. The Robertson family is full of some of the really great people in the business and their Angus operation is truly top notch. The combination of high quality cattle and people truly go hand in hand here and its so evident by the large group of people that annually attend the sale to help out and do business sourcing their next herd bulls. We are very excited to invite you on behalf of Riverfront and our BMS team to their 8th annual sale.

The time is now to surround yourself with the best quality bulls you can source and if your reading this you have certainly come to the right place. You cannot afford to breed your cows to average bulls these days and the Riverfront Angus Bulls are anything but that. The large and impressive sire group by the breed leading Brooking Emerald 9179 has done wonders for all that have used him and this is a great chance to sort through one of his largest sets of sons in the spring of 2025. These cattle will crush the scales at weaning and will leave you absolutely incredible replacements. The Triumph and Stellar sire groups offer you calving ease without sacrificing growth, performance and big time maternal qualities. These bulls are sleep easy calving bulls suitable for heifers. As always, powerful walking sires for Riverfront are well represented with Gravity, Milestone, Impulse and Executive Law with sons that offer calving ease and power. The 3 pens of open commercial heifers are some of the very best we see each year and are truly an exciting opportunity.

We can't endorse the Riverfront program and the Robertson family enough. They are exactly the type of people and outfit you want to do business with. Make plans to tour the sale bulls anytime prior to the sale and be back with us on March 28th at the Ranch near Medicine Hat, AB. If we at BMS can be a set of eyes for you or assist in your absentee bidding and buying, we would be happy to do so in a confidential and respectful manner. We do hope to see you sale day and look forward to talking Angus cattle!

**Best Regards,
The Bohrson Marketing Team**



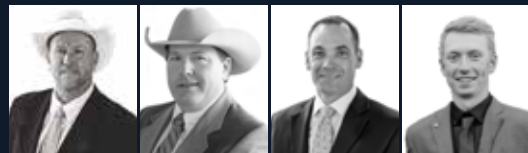
Scott Bohrson

Taylor Richards

Martin Bohrson

Rob Voice

Jaxon Payne



Cody Haney

Darryl Snider

Nate Marin

Riley Bohrson



SALE

Information

SALE DAY CONTACTS

Ashton Robertson 403.878.0101
Rachele Robertson 403.581.7244
Randal Pederzoli 403.580.7124

BOHRSON MARKETING SERVICES

Scott Bohrson 403.370.3010
Taylor Richards 306.821.4169
Rob Voice 306.270.6082

AUCTIONEER

Ryan Dorran 403.507.6483

RING SERVICE

Jay Syverson 403.548.1883
Taylor Richards 306.821.4169

CANADIAN FARM INSURANCE

Melissa Stenger 403.664.1148

ONLINE

www.DLMS.ca



LUNCH

Lunch is provided before the sale at 1pm.

OWNERSHIP

Riverfront Angus Ranch will reserve the right to 1/3 semen interest in all bulls selling. Buyer has full possession and salvage value.

CATTLE INSPECTION

All bulls will carry an identity tag, tattoo and required CCIA button. Bulls will be available for inspection prior to the sale.

BREEDING GUARANTEE

All cattle are sold as sound and right and sell with a responsible breeders guarantee of satisfaction. In the unlikely event of a dispute, the regular Breeders Guarantee, standard with Canadian Angus Association, shall apply.

SIGHT UNSEEN GUARANTEE

In the event you are not able to make it to the sale, feel confident with a 100% satisfaction guarantee. If you are not happy, you don't own him.

INSURANCE

Ownership risk to purchaser commences when the Auctioneers hammer falls. Livestock Insurance is recommended, Riverfront assumes no responsibility for bulls returning to the ranch following the sale.

DELIVERY

Free delivery of bulls in western Canada. Bulls will be delivered in a reasonable time frame following the sale.

TERMS OF SALE

Terms are cash or cheque. No sale entries will be released until satisfaction settlement has been made. Registration papers will be supplied upon sale completion.

LIABILITY

All person who attend this sale do so at their own risk, and the owners and sale staff assume no liability, legal, or otherwise for property loss or for any accidents that may occur.

ANNOUNCEMENTS

Errors discovered in the catalogue will be corrected from the auction block at the beginning of the sale and such corrections will take precedence over printed material in this catalogue.



SALE LOCATION

5 miles west of Medicine Hat on HWY 523 (Holsom Road). Turn North on RR71 and head 1/2 mile. Sale Barn is located on west side of the road.



Top BULLS

Weaning Dates

WEANING WEIGHT DATE October 6 2024
YEARLING WEIGHT DATE December 28 2024

CED				Breed Avg 3.4				BW EPD				Breed Avg 2.0			
LOT 24	RIVERFRONT MILESTONE 404M	8	15%	LOT 16	RIVERFRONT TRIUMPH 420M	0.2	15%								
LOT 20	RIVERFRONT GRAVITY 466M	7	25%	LOT 18	RIVERFRONT STELLAR 416M	1	30%								
LOT 16	RIVERFRONT TRIUMPH 420M	7	25%	LOT 19	RIVERFRONT STELLAR 412M	1.2	35%								
LOT 21	RIVERFRONT GRAVITY 478M	6	30%	LOT 24	RIVERFRONT MILESTONE 404M	1.4	35%								
LOT 23	RIVERFRONT GRAVITY 475M	5	35%	LOT 17	RIVERFRONT TRIUMPH 406M	1.7	45%								

WW EPD				Breed Avg 55				YW EPD				Breed Avg 98			
LOT 2	RIVERFRONT EMERALD 426M	80	3%	LOT 2	RIVERFRONT EMERALD 426M	149	1%								
LOT 8	RIVERFRONT EMERALD 427M	78	4%	LOT 8	RIVERFRONT EMERALD 427M	145	2%								
LOT 23	RIVERFRONT GRAVITY 475M	74	6%	LOT 1	RIVERFRONT EMERALD 430M	139	3%								
LOT 7	RIVERFRONT EMERALD 415M	73	8%	LOT 23	RIVERFRONT GRAVITY 475M	131	7%								
LOT 21	RIVERFRONT GRAVITY 478M	72	9%	LOT 21	RIVERFRONT GRAVITY 478M	130	7%								
LOT 22	RIVERFRONT GRAVITY 452M	71	10%	LOT 7	RIVERFRONT EMERALD 415M	125	10%								
LOT 1	RIVERFRONT EMERALD 430M	70	15%	LOT 11	RIVERFRONT EMERALD 429M	123	15%								

WW EPD				Breed Avg 23				ADG WW-YW			
LOT 1	RIVERFRONT EMERALD 430M	27	20%	LOT 3	RIVERFRONT EMERALD 449M	5.0	LBS				
LOT 2	RIVERFRONT EMERALD 426M	26	25%	LOT 9	RIVERFRONT EMERALD 445M	5.0	LBS				
LOT 31	RIVERFRONT EXECUTIVE LAW 435M	25	35%	LOT 1	RIVERFRONT EMERALD 430M	5.0	LBS				
LOT 20	RIVERFRONT GRAVITY 466M	25	35%	LOT 8	RIVERFRONT EMERALD 426M	4.9	LBS				
LOT 11	RIVERFRONT EMERALD 429M	24	40%	LOT 11	RIVERFRONT EMERALD 429M	4.8	LBS				
LOT 16	RIVERFRONT TRIUMPH 420M	23	50%	LOT 2	RIVERFRONT EMERALD 426M	4.7	LBS				
LOT 17	RIVERFRONT TRIUMPH 406M	23	50%	LOT 12	RIVERFRONT EMERALD 431M	4.7	LBS				

205 DAY ADJ WEIGHT				365 DAY ADJ WEIGHT			
LOT 20	RIVERFRONT GRAVITY 466M	788	LBS	LOT 8	RIVERFRONT EMERALD 426M	1550	LBS
LOT 2	RIVERFRONT EMERALD 426M	779	LBS	LOT 2	RIVERFRONT EMERALD 427M	1529	LBS
LOT 23	RIVERFRONT GRAVITY 475M	769	LBS	LOT 1	RIVERFRONT EMERALD 430M	1523	LBS
LOT 21	RIVERFRONT GRAVITY 478M	767	LBS	LOT 20	RIVERFRONT GRAVITY 466M	1482	LBS
LOT 16	RIVERFRONT TRIUMPH 420M	751	LBS	LOT 7	RIVERFRONT EMERALD 415M	1462	LBS
LOT 8	RIVERFRONT EMERALD 427M	749	LBS	LOT 31	RIVERFRONT EXECUTIVE LAW 435M	1445	LBS
LOT 7	RIVERFRONT EMERALD 415M	748	LBS	LOT 16	RIVERFRONT TRIUMPH 420M	1436	LBS

*ET CALVES NOT INCLUDED



Reference
SIRES



BROOKING EMERALD 9179



COLEMAN TRIUMPH 9145



WILBAR MILESTONE 48J



HF GRAVITY 313K



SITZ STELLAR 726D



U2 IMPULSE 453G





lot **1** *Riverfront* **EMERALD 430M**
 2348742 | RFA 430M | JANUARY 15 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
94	845	1265	-5.0	+5.2	+70	+139	+27	+1.0

S A V RENOVATION 6822 | BAR-E-L NATURAL LAW 52Y
BROOKING EMERALD 9179 | **PM BLOSSOM 90'21**
 BROOKING BEAUTY 6051 | PM BLOSSOM 124'13

We once again start this years catalog off with the Brooking Emerald sire group. His progeny are in high demand and sons and daughters continue to top sale results. We are now calving out the first Emerald daughters and they have fantastic udder quality and mothering ability. Emerald will continue to play a large part in our program and we are excited for what the future holds. 430M is a bull that is maybe the most intriguing from both a phenotypic and pedigree standpoint. We purchased the dam from the exciting Poplar Meadows Dispersal. She is a direct daughter of the breed legend Bar-E-L Natural law and also would be a full sib to the popular sire PM Executive Decision. On his own right, 430 has been a favourite all summer long and has picked up another gear since weaning. He is extremely balanced and well put together. He is big crested, big hipped, and stands up with above average heel.



FULL SIB TO DAM
 EXECUTIVE DECISION



DAM
 PM BLOSSOM 90'21



lot **2** *Riverfront* **EMERALD 426M**
 2348602 | RFA 426M | JANUARY 12 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
92	990	1390	-3.0	+4.7	+80	+149	+26	+4.0

S A V RENOVATION 6822 | SITZ UPWARD 307R
BROOKING EMERALD 9179 | **AP CLASSY LADY 602D**
 BROOKING BEAUTY 6051 | SOO LINE CLASSY LADY 1091

Coming in at Lot 2 would be the powerhouse bull from this year's calf crop. He is overpowering with as much rib, depth, and thickness as you can put into one. 426 was the #1 weaning weight bull we had and continued that right through to his yearling weight. We have calved a full sibling this year, and she as well is a tank of a heifer yet possesses an udder you would draw up. The dam 602 is 9 years old and has once again calved early. She is a big bodied female, with solid feet and a nice udder. She is backed by breed giants such as Sitz Upward 307R and HF Kodiak 5R.



SIRE
 BROOKING EMERALD 9179



MATERNAL GRANDSIRE
 SITZ UPWARD 307R



3

lot 3 *Riverfront* **EMERALD 449M**
PENDING | RFA 449M | FEBRUARY 9 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
94 ET	938	1370	-2.5	+4.1	+76	+142	+30	+5.0

lot 4 *Riverfront* **EMERALD 459M**
PENDING | RFA 459M | FEBRUARY 13 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
94 ET	816	1170	-2.5	+4.1	+76	+142	+30	+5.0

lot 5 *Riverfront* **EMERALD 458M**
PENDING | RFA 458M | FEBRUARY 13 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
92 ET	828	1220	-2.5	+4.1	+76	+142	+30	+5.0

lot 6 *Riverfront* **EMERALD 448M**
PENDING | RFA 448M | FEBRUARY 18 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
93 ET	836	1210	-2.5	+4.1	+76	+142	+30	+5.0

LOTS 3-6 An exciting group of flush brothers by one of our favourites Riverfront Annie K 808F. We felt this cross would work really well combining the power and mass of the cow and the look and phenotype of Emerald. The Annie K cow family is one of our favourites and seems to always raise the good ones. 808 would be the Grandam to last years lead off and high selling bull Riverfront Oakland 330L to W Sunrise and S4 Ranch. These 4 brothers all pack a punch and performed at the top of the pen even being a month younger than most. They all have great hair, are good footed and have a neat look about them. The lot 3 bull was a standout all summer and rose to the top considering his look and paperwork. He displays extra extension in his front 1/3, as well as depth and length of body. These bulls will add pounds but will also sire a great set of females.

S A V RENOVATION 6822 | SITZ UPWARD 307R
BROOKING EMERALD 9179 | **RIVERFRONT ANNIE K 808F**
 BROOKING BEAUTY 6051 | SIX MILE ANNIE K 144Z



4



GRANDSON OF DAM TO LOTS 3-6
RIVERFRONT OAKLAND 330L



MATERNAL SISTER TO LOTS 3-6
RIVERFRONT ANNIE K 119J



5



PATERNAL GRANDDAM
BROOKING BEAUTY 6051



6



SIRE
BROOKING EMERLAD 9179





DAM BANDURA MISS
MAYFLOWER 11E



MATERNAL GRANDSIRE
VISION UNANIMOUS 1418

lot 7 *Riverfront* **EMERALD 415M**
2348569 | RFA 415M | JANUARY 08 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
86	965	1335	+0.0	+3.5	+73	+125	+22	+8.0

S A V RENOVATION 6822 | VISION UNANIMOUS 1418
BROOKING EMERALD 9179 | **BANDURA MISS MAYFLOWER 11E**
 BROOKING BEAUTY 6051 | CARRUTHERS MAYFLOWER 43N

Lot 7 would be described as the truck of the pen. He is super stout made and packs the pounds. He was the 2nd highest weaning weight bull and owns a real nice 86 lb birthweight. The cow was my favourite @ the Bandura Dispersal. She is a direct daughter of the donor Carruthers Mayflower 43N and is a heavy made cow with a great udder. It is clear where 415 gets his look from. He was early maturing and maybe the biggest boned calf of the year.

lot 8 *Riverfront* **EMERALD 427M**
2348628 | RFA 427M | JANUARY 14 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
89	945	1350	+0.0	+3.6	+78	+145	+21	+5.0

S A V RENOVATION 6822 | OSU FINAL EXAM 3139
BROOKING EMERALD 9179 | **BLAIR'S MAYFLOWER 568D**
 BROOKING BEAUTY 6051 | BLAIR'S MAYFLOWER 348B

427 will catch some attention come sale day. A bull with as much shape and look as any on offer. He would be a little more moderate framed than some of the other Emeralds. He holds his head like he should and has a great presence. His dam hails from the same Mayflower as the lot 7 bull and came home as one of the heavy weights. A maternal brother sold in last years sale to O+ Ranching.



MATERNAL GREAT
GRANDSIRE HF KODIAK



MATERNAL GREAT
GRANDDAM CNC 43N





lot 9 *Riverfront* **EMERALD 445M**
 PENDING | RFA 445M | FEBRUARY 7 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
91 ET	830	1265	-20	+4.0	+68	+125	+25	+4.5



DAM
 BROOKING ROYAL LASS 313



MATERNAL SISTER TO LOTS 9 & 10
 RIVERFRONT ROYAL LASS 505C

lot 10 *Riverfront* **EMERALD 446M**
 PENDING | RFA 446M | FEBRUARY 7 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
90 ET	856	1205	-20	+4.0	+68	+125	+25	+4.5

S A V RENOVATION 6822 MCATL REFLECTION 120-577
BROOKING EMERALD 9179 **BROOKING ROYAL LASS 313**
 BROOKING BEAUTY 6051 WERNER ROYAL LASS 4218

A couple neat flush brothers from the Brooking Royal Lass 313 Donor. We purchased 313 as a heifer calf and she did nothing but produce at our place. She stuck around for 10 years and was designated premier by the Canadian Angus Association. She was a female making machine with a handful of daughters retained in herd, 2 feature females sold in the Brooking Invitational, and a son to Waldners in Swift Current. The Royal Lass cow family is well known for their femininity, outstanding udder quality, and fertility. Of course when we decided to flush 313 one last time we were hoping to get more females, although that didn't happen the 2 sons have a lot going for them. They are pounds heavy and will easily be found in the pen.





MATERNAL GRANDSIRE
MUSGRAVE 316 STUNNER



MATERNAL BROTHER
RFA 320L

lot **11** *Riverfront* **EMERALD 429M**
2348741 | RFA 429M | JANUARY 14 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
83	760	1155	+2.0	+2.5	+62	+123	+24	+5.0

S A V RENOVATION 6822 | MUSGRAVE 316 STUNNER
BROOKING EMERALD 9179 | **RIVERFRONT BEAUTY 910G**
 BROOKING BEAUTY 6051 | RIVERFRONT PRIME BEAUTY 612D

lot **12** *Riverfront* **EMERALD 431M**
2351002 | RFA 431M | JANUARY 16 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
96	755	1145	-8.0	+5.9	+63	+121	+23	+2.0

S A V RENOVATION 6822 | BROOKING FIREBRAND 6068
BROOKING EMERALD 9179 | **RIVERFRONT BEAUTY 123J**
 BROOKING BEAUTY 6051 | EBON HILL BEAUTY 71'14

The lot 11 bull and his dam always seem to get the comment, "who's that". He's a moderate framed bull with an abundance of thickness, shape and hair. He's adds calving ease, with an actual birthweight of 83 lb. The dam has done a great job, putting her first 3 calves through the sale with 429 being her fourth. She is moderate and always puts her high-end phenotype into her progeny. She is very attractive, easy fleshing, and always seems to look good. The dam and grandam were both very good cows originating in the Ebon Hill Angus herd.

These Emerald sons are consistent in the fact that they have a great look to them, are all great haired, and have extra body put into them. 431's Firebrand dam is as gentle as they come and was actually Greeley's first show heifer. She is a heavy milking young cow that is deep ribbed and square made. Her first calf sold in last years sale to the Wilsons at New Brigden.



MATERNAL GRANDSIRE
BROOKING FIREBRAND 6068





lot **13** *Riverfront* **EMERALD 424M**
2348577 | RFA 424M | JANUARY 12 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
87	805	1140	-4.0	+4.1	+59	+106	+22	+5.0

S A V RENOVATION 6822 CONNEALY EARNAN 076E
BROOKING EMERALD 9179 **AP JANE 682D**
 BROOKING BEAUTY 6051 STRYKER JANE 345X

Another Emerald son with a desirable birth and weaning weight. Our Earnan cows have been some of my favourites and have had the most longevity of any. The 682 cow calved early again this year at the age of 9, and looked good doing it. She is still very nice uddered and sports a great set of feet and legs. She has done a great job providing bulls for this sale and this year she finally had her first heifer calf.



lot **14** *Riverfront* **EMERALD 421M**
2348574 | RFA 421M | JANUARY 11 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
77	800	1145	+1.0	+2.8	+64	+117	+23	+5.0

S A V RENOVATION 6822 S A V PRESIDENT 6847
BROOKING EMERALD 9179 **BANDURA MISS BLACK LADY 129J**
 BROOKING BEAUTY 6051 BANDURA MISS 35M BLACK LADY 28

Lot 14 would be the calving ease option out of the Emerald sire group. He still has enough top and depth to him catch your eye. His SAV President dam was an extremely feminine made cow with an extremely good udder. Unfortunately, we lost her this fall before her career could take off.



lot **15** *Riverfront* **EMERALD 434M**
2349949 | RFA 434M | JANUARY 21 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
91	700	1055	-2.0	+3.8	+52	+98	+22	+3.0

S A V RENOVATION 6822 SOO LINE MOTIVE 9016
BROOKING EMERALD 9179 **BROOKING PRIMROSE 4020**
 BROOKING BEAUTY 6051 FLAG PRIMROSE 10540

434 will round out the Emerald calves but shouldn't be overlooked. He is the natural calf of our former donor Brooking Primrose 4020. Unfortunately, 4020 was getting some age on here and sustained an injury and 434's performance suffered. He has really come on since weaning and will be valuable in the breeding field. 4020 produced very functional cattle with great feet, udders and temperament. Her first calf sold for \$26000 to KCH Cattle and went on to be a very good cow as well.



SIRE
COLEMAN TRIUMPH 9145



MATERNAL GRANDSIRE
BROOKING FIREBRAND

lot **16** *Riverfront* **TRIUMPH 420M**
2348573 | RFA 420M | JANUARY 10 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
74	945	1300	+7.0	+0.2	+68	+111	+23	+8.0

COLEMAN BRAVO 6313 | BROOKING FIREBRAND 6068
COLEMAN TRIUMPH 9145 | **RIVERFRONT ATALANTA 010H**
 LAWSONS CHLOE C815 | RANCHERS CHOICE ATLANTA 303Z

lot **17** *Riverfront* **TRIUMPH 406M**
2403527 | GRR 406M | JANUARY 03 2024 | TWIN

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
72	830	1175	+3.3	+1.7	+61	+106	+23	+4.8

COLEMAN BRAVO 6313 | BROOKING MERCURY 9057
COLEMAN TRIUMPH 9145 | **BROOKING BLACKCAP 2216**
 LAWSONS CHLOE C815 | SCHAFF BLACKCAP 955

Maybe the most rugged bull in the pen, and one that really pounds down the scale. 420 would be one of the bigger spread bulls with just a 74 lb birthweight and one of the heavier bulls come weaning. He is big boned, hairy and long sided. The Triumph bull has crossed well with our cattle and sired the lead off and high selling bull in last years sale, and has a daughter that would be one our favourite bred heifers. His Firebrand dam has retained her first 2 daughters in the herd and would be the grandam to the good lot 19.

The only other Triumph son we have this year. Chris Chris Baby, as Greeley calls him. This would be Greeley's first bull to sell and he has a good one. The dam is a real broody, deep bodied Mercury daughter with extra bone and foot size. Greeley showed her extensively and had a pretty good run including wins at Medicine Hat, Taber, and Swift Current. If your looking for a calving ease option with nice performance and a gentle demeanor have a look at lot 17.



DAM BROOKING
BLACKCAP 2216



MATERNAL GRANDSIRE
BROOKING MERCURY



MATERNAL GRANDSIRE
BROOKING FUTURES 8055



MATERNAL SIB TO DAM
RIVERFRONT ANNIE K 119J

lot 18 *Riverfront* **STELLAR 416M**
2348570 | RFA 416M | JANUARY 08 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
70	785	1105	+4.0	+1.0	+68	+116	+20	+8.0

MOHNEN SUBSTANTIAL 272
SITZ STELLAR 726D
SITZ PRIDE 200B

BROOKING FUTURES 8055
RIVERFRONT ANNIE K 265K
RIVERFRONT ANNIE K 808F

We sampled the popular sire Sitz Stellar on our heifers and ended up with a couple real quality calving ease bulls. The Stellar sons have been widely accepted in the industry and provide functional type of cattle. 416 would be considered ideal for the heifer pen with a 68 lb birthweight, and then continued to grow on his real nice 2 year old dam. 265 hails from the Annie K cow family and would be a maternal sister to the flush that sits at Lot 3-6. She is a feminine made daughter of Brooking Futures with a real tidy udder and awesome disposition.

lot 19 *Riverfront* **STELLAR 412M**
2348566 | RFA 412M | JANUARY 07 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
78	790	1155	+5.0	+1.2	+66	+115	+18	+9.0

MOHNEN SUBSTANTIAL 272
SITZ STELLAR 726D
SITZ PRIDE 200B

FF BLACK GOLD JF C19
RIVERFRONT ATALANTA 203K
RIVERFRONT ATALANTA 010H

A double bred calving ease son with a Sitz Stellar X FF Black gold combination. 412 has a cool look to him, with a big crest, thick top, and great feet. He is sure to get some attention as he doesn't come across as your average heifer safe option. The dam 203 has a little twist on her pedigree with the Black gold bull. We used him on our heifers a few years back, they came very easy and light and had explosive growth.



SIRE
SITZ STELLER 726D



MATERNAL GRANDSIRE
FF BLACK GOLD JF C19







Lot **20** *Riverfront* **GRAVITY 466M**
 2353950 | RFA 466M | FEBRUARY 20 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
89	870	1230	+7.0	+1.8	+70	+122	+25	+8.0

SCHIEFELBEIN SHOWMAN 338 SITZ UPWARD 307R
HF GRAVITY 313K **RIVERFRONT BEAUTY 712E**
 HF ROSEBUD 161F RIVERFRONT BEAUTY 414B

Lot 20 leads off a new sire group for us this year, and probably represents our HF Gravity 313K the best. Gravity was our pick from the 2023 Hamilton Farms bull sale. He quickly grabbed our attention and we felt fortunate to get him. He was the youngest bull in the sale and was penned with the big boys. His sons are the same here. They are born later, but are above pen averages for performance. Gravity is great footed and has a great look about him. 466 is certainly a pen favourite, he has an awesome head and skull, is deep ribbed and big hipped. He is high performing and should not be overlooked. It comes as no surprise on the female side. 712 hails from the beauty cow family and her dam would be a full sib to the infamous Brooking Beauty 333. She raises a top quality calf year in and year out and lot 20 is no different.



SIRE
 HF GRAVITY 313K



FULL SIB TO GRANDDAM
 BROOKING BEAUTY 333



lot **21** *Riverfront* **GRAVITY 478M**
2354283 | RFA 478M | MARCH 08 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
90	790	1170	+6.0	+2.8	+72	+130	+23	+9.0

SCHIEFELBEIN SHOWMAN 338 MUSGRAVE BIG SKY
HF GRAVITY 313K **RIVERFRONT PRIME BEAUTY 612D**
 HF ROSEBUD 161F EBON HILL BEAUTY 472'13

The youngest bull in the sale, and like his sire doesn't lack performance considering his age. 478 was very interesting to watch all summer, and was one that stood out right from birth. He has so much depth and body for a young calf, it was hard not to notice. His dam 612 has been very solid for us. She would be the granddam to lot 11. She has a real good daughter retained and has put 2 other feature bulls through the sale to Code Ranches and Hays Grazing.



lot **22** *Riverfront* **GRAVITY 452M**
2353953 | RFA 452M | FEBRUARY 10 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
87	800	1135	+1.0	+3.8	+71	+122	+22	+3.0

SCHIEFELBEIN SHOWMAN 338 S A V RENOVATION 6822
HF GRAVITY 313K **BROOKING BLACK BETTY 2042**
 HF ROSEBUD 161F MICH BLACK BETTY 1308

Another solid Gravity out of real pretty SAV Renovation 2 year old. We used Gravity on our heifers with good success. 2042 has an awesome udder and has added some look to her first son. 452 is nice headed, wide based, and solid footed. We are really pleased when calves show up at weaning at side of their first calf dams looking like this.



lot **23** *Riverfront* **GRAVITY 475M**
2354287 | RFA 475M | MARCH 05 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
74	725	1110	+5.0	+2.0	+74	+131	+18	+8.0

SCHIEFELBEIN SHOWMAN 338 BROOKING BANK NOTE 4040
HF GRAVITY 313K **RIVERFRONT ERICA 204K**
 HF ROSEBUD 161F U2 ERICA 272F

Another young calf that's just a March born. 475 has a little more calving ease with a 74lb birthweight. Another result of a first calver who did a great job. 204 is a typical Bank Note daughter being nice uddered, good footed, and hairy. She was at the top of our replacement pen. For as much calving ease as 475 offers, he is still quite stout and offers an attractive package.



lot **24** *Riverfront* **MILESTONE 404M**
 2348560 | RFA 404M | JANUARY 03 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
77	800	1155	+8.0	+1.4	+59	+100	+23	+9.0

BAR-E-L CUSTOM MADE 53G | BROOKING RENOVATION 8099
WILBAR MILESTONE 48J | **RIVERFRONT JANE 231K**
 WILBAR OAKLEAF 781C | AP JANE 901G

In 2022, we were fortunate to find a neat and unique calving ease bull at Wilbar Cattle Co. We partnered with our friends at Westway Farms, and the bull has bred very well at both places. He is sure-fire on heifers. He is very good footed, has a ton of extension in his front 1/3, and his length of body is second to none. His dam is beautiful cow and one you would want a son of. 404 offers the same calving ease but yet performance maybe not expected out of his 2 year old dam. He is very balanced, wide topped, and sound. This bull has really come on lately and continues to get better and better. Definitely one of the better calving ease options offered.



SIRE
WILBAR MILESTONE 48J



MATERNAL GRANDSIRE
BROOKING RENOVATION 8099



lot **25** *WFL Riverfront* **MILESTONE 4589M**
 2388032 | WFL 4589M | FEBRUARY 19 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
90	700	1180	+1.0	+3.5	+68	+117	+21	+3.0

BAR-E-L CUSTOM MADE 53G BROOKING BANK NOTE 8055
WILBAR MILESTONE 48J **WFL 1638 QUEEN MOTHER 2172H**
 WILBAR OAKLEAF 781C WFL QUEEN MOTHER 1638D

Here is a Milestone with a little extra frame and scope to him. He is extremely long bodied like his sire. Straight topped and great haired also describe this bull. 4589 has some great cattle lined up close in his pedigree. His dams sire 8055, was probably the most impressive bull to ever walk the pastures here. Mix in the maternal of Déjà vu and Milestone this bull should leave a real nice set of daughters.



lot **26** *WFL Riverfront* **MILESTONE 4558M**
 2386907 | WFL 4558M | FEBRUARY 09 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
89	630	1090	-1.0	+4.7	+65	+114	+19	+2.5

BAR-E-L CUSTOM MADE 53G S A V RENOVATION 6822
WILBAR MILESTONE 48J **WFL QUEEN MOTHER 27K**
 WILBAR OAKLEAF 781C WFL 1638 QUEEN MOTHER 2172H

Another Milestone that is solid like you would expect. These are the type of cattle that are fault free. Calving ease, structurally sound, with good hair and performance. Out of the maternal combination Renovation X Futures look for cattle to bring in heavy steers and great looking daughters.



lot **27** *WFL Riverfront* **MILESTONE 4503M**
 2381178 | WFL 4503M | JANUARY 12 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
57	600	1010	+14.0	-2.3	+47	+80	+18	+12.0

BAR-E-L CUSTOM MADE 53G S A V RENOVATION 6822
WILBAR MILESTONE 48J **WFL BLACK RUBY 12K**
 WILBAR OAKLEAF 781C WFL BLACK RUBY 2006H

Here is a real good heifer safe option by Milestone. Milestone has been tried and tested the last few years with a large amount of heifers ai'd and exposed to with great success. 4503 is a moderate made bull with a cool look. He is expressive in his shape and has that calving ease head. Renovation and Firebrand on the bottom side will add some look.



lot **28** *Riverfront* **IMPULSE 443M**
 2351065 | RFA 443M | FEBRUARY 06 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
85	755	1115	+5.0	+1.9	+50	+96	+21	+7.0

U2 TEMPTATION 180E | BAR-H CROSSFIRE 63A
U2 IMPULSE 453G | **HF RUBY 255F**
 U-2 BLACKBIRD 106B | HF RUBY 194C

The Impulse sire group has been around the last few years and has always been well accepted. We purchased Impulse for his phenomenal foot and calving ease. At 6 years old his feet are still perfect, he is a moderate made bull with a huge crest and expressive muscle shape. 443 is probably most like his sire. He is solid on the ground, extremely docile, and big boned. He is backed by one of our favourite cows on the place. 255F is big bodied, easy fleshing with outstanding udder quality. We have 1 daughter retained and sold feature bulls to WB Cattle Co and Erwin Schlenker Farms.



SIRE
 U2 IMPULSE 453G



MATERNAL BROTHER
 RFA 366L



MATERNAL GRANDSIRE
MUSGRAVE AVIATOR

lot **29** *Riverfront* **IMPULSE 439M**
2351064 | RFA 439M | JANUARY 29 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
92	725	1065	+0.0	+2.4	+41	+77	+22	+7.0

U2 TEMPTATION 180E | MUSGRAVE AVIATOR
U2 IMPULSE 453G | **BANDURA MISS BLACKCAP 20C**
 U-2 BLACKBIRD 106B | ELLIOTT BLACKCAP 4T

Lot 29 is a very typical Impulse son. They have a distinct look about them. He is moderate made, good boned, and structurally sound. His dam, 20c is an impressive looking Aviator daughter. She is big volumed, great footed and has a level udder.

lot **30** *Riverfront* **IMPULSE 460M**
2353951 | RFA 460M | FEBRUARY 14 2024

BW	ActWW	ActYW	CE	BW	WW	YW	Milk	MCE
82	755	1150	+4.0	+2.1	+52	+100	+21	+7.0

U2 TEMPTATION 180E | HA PRIME CUT 4493
U2 IMPULSE 453G | **U2 ERICA 272F**
 U-2 BLACKBIRD 106B | U-2 ERICA 305A

The last Impulse son and a bull with a little more punch and frame than his brothers. Interesting enough he was a little lighter at birth with an 82 lb birthweight. He is a long sided calving ease option. There is a little twist in the pedigree on the dams side with Prime Cut being there, providing functional cattle.



MATERNAL GRANDSIRE
HA PRIME CUT 4493



lot **31** *Riverfront* **EXECUTIVE LAW 435M**
 2365769 | RFA 435M | JANUARY 22 2024

BW	Act WW	Act YW	CE	BW	WW	YW	Milk	MCE
78	880	1250	+4.0	+2.1	+68	+120	+25	+8.0

W SUNRISE EXECUTIVE LAW 507H | S A V HESSTON 2217
W SUNRISE EXECUTIVE LAW 737K | **RIVERFRONT CLASSY LADY 002H**
 BROOKING ANNIE K 6133 | AP CLASSY LADY 702E

A big cool looking Executive law son, out of a moderate made heavy milking Heston daughter. This guys performance numbers are real special with a 78 lb BW and big weaning and yearling numbers. He certainly has a presence to him and offers a little something different in terms of pedigree for our customers. The Executive Law bull is another no nonsense type, and will be what guys are looking for.



SIRE
 W SUNRISE EXECUTIVE LAW 737K



MATERNAL GRANDSIRE
 S A V HESSTON 2217



lot
32

A
B
C

PEN OF 3 **BLACK COMMERCIAL HEIFERS**
 PEN OF 3 **BLACK COMMERCIAL HEIFERS**
 PEN OF 3 **BLACK COMMERCIAL HEIFERS**





THANK YOU

to our *2024 Buyers*

- BATTRUM CATTLE CO
- BRANDL CATTLE CO
- * BRIGDEN RANCHING
- * BUSTER AND CALEB KLASSEN
- * CODE RANCHES (2)
- DORRAN CATTLE CO
- * ERWIN SCHLENKER FARMS (2)
- * GW FARMS
- * HARDPAN RANCHING
- HARGRAVE RANCHING
- * HAYS STOCK GRAZING (2)
- * LAWRENCE & LINDA WILSON
- * LINDA SMITH (2)
- * MURRAY HERRMANN
- * O+ RANCHING CO

- * SLORSTAD RANCHING
- * SOUNDING CREEK GRAZING
- * SPRING COULEE CATTLE CO
- * STUBER RANCHING
- TRI S ANGUS
- * TY HERRMANN
- W SUNRISE & S4 RANCH
- WATER VALLEY RANCH
- * WB CATTLE CO (2)
- * WEISS RANCHING
- * WEVER FARMS LTD (3)
- * WINNIFRED COLONY
- * YESTER YEARS RANCH

* INDICATES REPEAT BUYER

RIVERFRONT

Angus Ranch

KENTON HACHBLE, PAULEY BRYDEN, HINEZLEY ROBERTSON
MANAGING PARTNER

RETURN UNDELIVERABLE MAIL TO



BOHRSON
MARKETING SERVICES

28336 TWP RD 320 :: MOUNTAIN VIEW COUNTY, AB :: T4H 4M7

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



RETURN POSTAGE GUARANTEED
PORT DE RETOUR GARANTI

RIVERFRONT
Angus Ranch

