

A large, stylized, gold-colored logo consisting of the letters 'S' and 'P' joined together. The letters have a 3D effect with a metallic sheen and a slight shadow. The background is a warm, golden-yellow bokeh pattern of out-of-focus light circles.

SP

SIMPPOWER
BRED HEIFER SALE

A grayscale photograph of a herd of cows in a grassy field. Two cows are prominently featured in the foreground, facing the camera. Other cows are visible in the background, some grazing and some looking towards the camera. The field is covered in tall grass.

Friday, December 5, 2025 :: 1 pm :: Olds Cow Palace, Alberta



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Welcome..

Welcome to SimPower 2025. This edition is a special one as we greet you in the heat of what has been an incredible 6 months in the beef industry. Cattle producers should be extremely proud for sticking through all the highs and lows that can come with raising livestock. Right now we are living in the highest of highs and there is truly no better time to invest in better genetics and stronger cattle to surround yourself with. We feel we have that here maybe as good or better than before as we invite you to Olds, AB as we showcase some of the very best Simmental bred heifers to sell this fall from 11 very progressive operations.

The Simmental breed is indeed a breed that is just intoxicating as an outsider looking in and one that we annually see new people investing into. As you study the cow families and pedigrees laid out in the 40 some pages that will follow, many are recognizable and are synonymous with success both in production and in some cases show ring settings. The Simmental breeds exemplify exactly what the breed has passionately become known for. Females with centre body shape and capacity, maternal characteristics and eye appeal. Beautiful, fault free udders, strong feet and easy to be around dispositions. These females in the Black, Red or Fullblood sections all have something to offer and carry some of the very best services you can source in 2025. It's safe to say the likely hood of the calves already way along in term inside of these tanky breeds very well could be the most expensive calves you will ever sell at this point in your lifetime. The optimism in this industry is contagious and we certainly think there is an incredible set of bred females gathered up to select upon.

Please make plans to join us Friday December 5th, 2025 at the Cow Palace in Olds, AB for some fellowship and a great set of sale cattle. The evening before is always a great time to come in for a first look and mingle with other breeders and the consignors. If your busy fall schedule keeps you away from sale time and you have some questions or interest on the cattle on offer, please do not hesitate to contact anyone listed from BMS as we would be happy to talk cattle with you and represent your absentee bidding and buying needs. We encourage you to reach out to the consignors offering cattle to quiz them about their stock and their operations and which animal may best suit your own program. We hope to see you in Olds!

The Bohrson Marketing Team



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TERMS & CONDITIONS

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

CATALOGUE DESIGN BY BOHRSON MARKETING

The information printed has been supplied by the seller and believe to be accurate. Updated sheets and announcements from the block will take precedence over any incorrect printed material.

ONLINE VIEWING & BIDDING

Available for viewing through DLMS. If you need assistance with getting registered, contact Mark at 780-699-5082.



Lot 1a

Consignor:
Deeg Simmentals



Dam- WFL Sage 506C



Sire - RFS Heavy Hitter H45

DEEG MS SAGE 11M

bw-85 :: Homo Polled Purebred :: BPTG1462445 :: RDD 11M :: 3 January 2024

Sire LCDR IMPACT 134F
RFS HEAVY HITTER H45
BCLR MISS BALDY E704

Dam R PLUS RELOAD 2006Z
WFL RED SAGE 506C
WFL RED SAGE 1003Y

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
9.9	3.5	99	148.3	7.7	72.6	23.1	44.1	1.21	-0.097	-0.11	121.1	83.88

Breeding Information

Exposed to W2 Southside 2K from March 25 to May 25. Observed Bred April 11th

Preg Checked Safe on July 10th to observed date

Sage 11M has been a standout from a very young age and we couldn't be happier with the way she has matured. Exhibiting her dams finest attributes she adds extra femininity and angularity in a black package. Expansive in her rib shape, tremendous udder going to drop with a different pedigree. Heavy Hitter only adds to the maternal strength of this female with predictable and proven pedigrees behind him. Sage 11M's full brothers were well received in last year's bull sale and we look forward to seeing what her sisters can do here as well as what Sage 11M can add to your program. Southside has bred very well for us and his daughters entering production in the new year have us excited. The Southside progeny combine calving ease with the right shot of performance in a moderate frame that's easy keeping and attractive in their type. Homo Polled; Hetero Black

Lot 18

Consignor:
Deeg Simmentals



3/4 Sib - Deeg Recoil 90K



Full Sib - Deeg Desperado 36M

DEEG MS SAGE 43M

bw-97 :: Homo Polled Purebred :: PTG1463018 :: RDD 43M :: 6 January 2024

Sire SVS TYCOON 841F
DEEG EL DORADO 81K
WLB 18D SOFIE 497F

Dam SPRINGCREEK LINER 56U
DEEG MS SAGE 105G
WFL RED SAGE 506C

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
1.9	6.3	95.1	146.3	2.8	72.9	25.4	41	1.16	-0.077	-0.19	107.06	74.85

Breeding Information

Exposed to KWA Element 129L from March 25 to May 25. Observed Bred April 24th

Preg Checked Safe on July 10th to observed date

The first daughter to sell off of our Sage 105G donor that has been an outstanding bull producer for us. She has averaged over \$25,000 in her first eight sons to sell and has a stunning daughter in herd with a couple more setting up to calve this year. Sage 43M has a ton of volume and hair and gets out effortlessly on a big square hoof. Sage 43M is also the first El Dorado female we have sold. The uniformity, power and tremendous hoof quality in the El Dorado progeny is impressive. With the Sage cow family behind 43M on the bottom side and the added in performance of El Dorado and his powerhouse dam Sofie 497F on the top side the potential in this female is limitless. The KWA Element progeny have surpassed any expectations we had. They are uniform in their type with performance and calving ease, we look forward to watching them develop further.

Sage Cow Family

Lot **2a**

Consignor:
Westbrook Ventures



Dam - Westbrook Brooke 9H



Service Sire - KWA Slider 196H

WBC BROOKE 16M

bw-86 :: Homo Polled Purebred :: BPTG1469337 :: WBC 16M :: 6 January 2024

Sire **R PLUS YUMA 9087G**
NUG JACKPOT 51J
SPRINGCREEK BROOKE 68Z

Dam **SVS BETTS 808F**
WESTBROOK BROOKE 9H
JR BROOKE

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
6.3	2.6	70.4	113.6	4.5	63.3	28.1	24.1	0.48	-0.07	-0.17	97.16	65.35

Breeding Information

AI bred to KWA Slider 196H Mar. 27. Safe to AI
Exposed Apr.22- May 31 to Rust Good Times

In a time when pounds pay more than ever, females like 16M can not be more valuable. 16M carries an attractive presence that leads with a smooth made shoulder. She is long bodied, square hipped and deep quartered. Her dam, 9H comes out of the Brooke 16B cow family that always makes them with style and look. The power in this female comes from both Betts and her sire Jackpot. Jackpot was the lead off black bull from Maxwell's in their 2022 bull sale. With proven genetics behind her and bred early to Slider the success story is well on its way. Homo Polled; Homo Black

Lot **26**

Consignor:
Westbrook Ventures



Dam - Westbrook Brooke 2K



Service Sire - Rust Good Times 2034

WBC BROOKE 5M

bw-72 :: Homo Polled Purebred :: PG1469339 :: WBC 5M :: 2 January 2024

Sire CDI VEGAS 26X
KWA SLIDER 196H
CROWE GOLDIE 3F

Dam RF CAPACITY 742E
WESTBROOK BROOKE 2K
JR BROOKE

ce	bw	ww	vw	mce	mww	milk	cw	reg	fat	mrb	api	ti
14.1	-0.3	81.8	123.6	8.1	64	23.1	33.9	0.93	-0.049	-0.01	126.39	80.4

Breeding Information

Exposed to Rust Good Times 2034 March 18 - May 31, Observe bred March 20

Safe to Mar.20th breeding

Since day one 5M was one you didn't miss walking through the calves. A Brooke 16B granddaughter that checks all the boxes. Feminine built throughout her front end, soft made with a huge swooping rib and a text book udder coming in. 5M's dam, 2K, is a young Capacity daughter who is quickly becoming one of the favourite red cows in the herd and with the maternal pedigree behind her it is no surprise. Not only is the bottom side of this pedigree stacked with cow families but with Slider on the top we know this female will move on to leave a mark in any herd!

Brooke Cow Family

Lot 3a

Consignor:
Czech-Mate Livestock



Service Sire - KWA Shamrock



Granddam - CMS Lady Morgan 508C

CMS GAGA 424M

bw-68 :: Homo Polled Purebred :: PG1476538 :: CMS 424M :: 12 February 2024

Sire TNT BOOTJACK D477
ADAIR RANCH BOOTJACK 335F
ADAIR RANCH ELYSE 335A

Dam DKC CYPRESS 48E
CMS GAGA 033H
CMS LADY MORGAN 508C

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
14.3	-0.6	66.8	101.4	9.2	53.7	20.3	35.4	0.84	-0.081	-0.19	117.47	67.1

Breeding Information

AI Bred to KWA Shamrock on March 24

No Exposure

CMS GaGa 424M is a dark cherry red female with tons of middle and grow together with a great set of CE and BW EPD's; top 5% in both. She started at an easy 68 lbs birthweight and performed very well on her solid dam that goes back to the Lady cow family that really put us on the map. Backed by sires like Bootlegger, Identity and Captain Morgan in her pedigree this female is one that should raise calves that will be easy to sell. An early service to the KWA Shamrock bull is one we are very excited about as his daughters and sons have performed very well for producers around the country.

Lot 36

Consignor:
Czech-Mate Livestock



Service Sire - Springcreek Maverick 48H



Granddam - CMS Lady GaGa 21X

CMS LADY GAGA 480M

bw-86 :: Homo Polled Purebred :: PG1475965 :: CMS 480M :: 20 January 2024

Sire MRL STATEMENT 3F
KWA SHAMROCK 151H
KWA MS ROCK 14X

Dam STF CRIMSON TIDE DZ87
CMS/BMD LADY GAGA 2027H
CMS LADY GAGA 21X

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
13.1	0.3	76.4	119	7.5	63.9	25.7	34.6	0.86	-0.083	0.1	140.85	79.7

Breeding Information

AI Bred to Springcreek Maverick 48H on March 24

No Exposure

GaGa 480M is a heifer bred for easy calving, sired by Shamrock and bred early to Maverick. We expect her to calve early and easily. She is a dark red, deep sided young beauty who looks to be setting up a good udder. Her dam is a full sister to the Radio GaGa heifer that Outlaw sold at FNL in 2019 for \$20,000 to Canadian Donors. 480M is a really nice heifer with a very good, and somewhat unique, pedigree that we trust a lot and believe she will produce very good progeny for you!

Lady Gaga Cow Family

Lot **4a**

Consignor:
W Sunrise



W SUNRISE FLIRT 40M

bw-80 :: Polled Purebred :: BPTG1519284 :: TMP 40M :: 7 March 2024

Sire **SIBELLE SUGAR RAY 25F**
BLL RUMBLE 62H
BEE COUTURE 663D

Dam **SVS TYCOON 841F**
KT FLIRT 2423
RF NOT JUST A FLIRT 404B

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
1.9	7	94.3	139.8	0.3	81.9	34.8	48.1	1.2	-0.112	-0.05	103.54	77.92

Breeding Information

AI bred to Ultra Tokyo Rose 17M on April 27

Exposed to Coleman Pina 4403 from May 10 - June 1 (Safe - Due mid-February 2026)

LOTS 4a, 4b, 4c

When Beauty & The Beast collide in this mating we couldn't be more excited about the outcome of this trio of full sibs. Firstly, The Beast reference is a true compliment to one of the great power breeding bulls in the industry as Rumble, the \$255,000 phenom is siring the right kind for the industry today and with his semen commanding upwards to \$5K/dose, he doesn't disappoint. Secondly, The Beauty is exactly that as their dam 2423 is a maternally driven donor that is so elegant in her type yet extremely powerful with frame, power, strong udder, excellent feet and overall Simmental quality. This donor dam is so ideal and we are excited to have invested in this package of embryos as it worked past our highest expectations. Two blacks and a red to sort through here as we are pumped to see what this trio can do for the industry.

Lot 46

Consignor:
W Sunrise



W SUNRISE FLIRT 49M

bw-90 :: Polled Purebred :: BPTGI519298 :: TMP 49M :: 13 March 2024

Sire SIBELLE SUGAR RAY 25F
BLL RUMBLE 62H
BEE COUTURE 663D

Dam SVS TYCOON 841F
KT FLIRT 2423
RF NOT JUST A FLIRT 404B

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
1.9	7	94.3	139.8	0.3	81.9	34.8	48.1	1.2	-0.112	-0.05	103.54	77.92

Breeding Information

AI bred to Ultra Tokyo Rose 17M on April 27

Exposed to Coleman Pina 4403 from May 10 - June 1 (Safe - Due mid-February 2026)



Donor dam of Lots 4a-c - KT Flirt 2423

Flirt Cow Family

Lot **4c**

Consignor:
W Sunrise



Sire - BLL Rumble 62H



Maternal Granddam - RF Not Just A Flirt 404B

W SUNRISE FLIRT 34M

bw-93 :: Polled Purebred :: PTG1519282 :: TMP 34M :: 4 March 2024

Sire SIBELLE SUGAR RAY 25F
BLL RUMBLE 62H
BEE COUTURE 663D

Dam SVS TYCOON 841F
KT FLIRT 2423
RF NOT JUST A FLIRT 404B

ce	bw	ww	vw	mce	mww	milk	cw	reg	fat	mrp	api	ti
1.9	7	94.3	139.8	0.3	81.9	34.8	48.1	1.2	-0.112	-0.05	103.54	77.92

Breeding Information

AI Bred to WBC Ease 6L on April 27 (Safe)
Exposed to WVR Checotah 4170 from May 10 - June 1

Lot 5

Consignor:
KD's Simmentals



Service Sire - WLB Top Tier

KAL EPIC LADY 14M

bw-87 :: adj ww-610 :: Homo Polled Purebred :: PG1461566 :: LIBY 14M :: 15 January 2024

Sire AEDJ EPIC 6H
JJJS EPIC 137K
JJJS MS BOOTLEGGER 191D

Dam AEDJ BLK SINGLETARY 103D
KAL SINGLE LADY 10F
SVS MONTANA 611D

ce	bw	ww	vw	mce	mww	milk	cw	reg	fat	mrb	api	ti
6.9	4.3	84.5	126.2	4.3	63.4	21.1	31.3	0.95	-0.106	-0.01	110.16	75.86

Breeding Information

AI Bred to WLB Top Tier on March 26. Safe

Exposed to Lazy MC Watchout 414L April 10 - May 31.

14M is a maternally bred highly functional female with a ton of future. This dark red, awesome footed, big ribbed female is loaded with quality. Sired by JJJS Epic, our main herd sire that has done a great job for us and out of a lifelong productive female with a pedigree that is filled with some maternal giants. 14M is again, a female we are very proud of and believe has a lot to offer a variety of breeding programs. Bred early to the proven Top Tier offers a quick ROI.

Red Bred

Lot 6

Consignor:
Deeg Simmentals



Full Sib - Deeg El Dorado 81K



Dam - WLB 18D Sofie 497F

DEEG MS SOFIE 33M

bw-90 :: Homo Polled Purebred :: PTG1462690 :: RDD 33M :: 5 January 2024

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

Dam SFM STOUGHTON 18D
WLB 18D SOFIE 497F
WLB 52Z TARA 4164D

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
2.5	5.8	96.7	140.6	2.1	76.8	28.4	32.3	1.09	-0.103	-0.29	97.44	74.08

Breeding Information

Exposed to KWA Element 129L from March 25 to May 25. Observed Bred April 9th
Preg Checked Safe on July 10th to observed date

Deeg Ms Sofie 33M is a full sister to the breeding phenom El Dorado. A full sister to 33M is in her second year of production here and is a gorgeous female from all angles. We have only sold one other female off of Sofie 497F and that was through this very sale to Circle Z Simmentals. Much like El Dorado, 33M has an ideal hoof structure, natural presence and very fluid on the move. Sofie 497F never has an off day and has a huge square hoof under her. Her mating to KWA Element 129L should be electric! The first calves of his are very good with many sons developing well in the bull pen and daughters retained in the replacement pen.

Lot 7

Consignor:
Deeg Simmentals



Maternal Sib - Deeg Mr Top Tier 98L



Full Sib to Dam - Deeg Hitch 85H

DEEG MS SASH 122M

bw-69 :: adj ww-593 :: Homo Polled Purebred :: PG1494152 :: RDD 122M :: 18 January 2024

Sire WS BEEF KING W107
NUG LANDMARK 310G
MISS CAMDEN 53E

Dam SVS TYCOON 841F
DEEG MS 76J
DEEG MS 81B

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
9.6	2.5	80.8	113	7.1	64.5	24.1	33.8	0.93	-0.087	-0.03	117.3	75.2

Breeding Information

Exposed to KWA Element 129L from March 25 to May 25. Observed Bred April 20th

Preg Checked Safe on July 10th to observed date

The Landmark x Tycoon cross is one of the most dynamic we have found for creating an ideal female. Their production records are are young yet but grow with merrit every year here as gorgeous young females make their mark. We love this female, she is hard to pick a hole in from top to bottom. The females behind Sash 122M are model females from the ground up. Like Sash 122M they are massive in volume with structural integrity, perfect hoof shape and impeccable udder quality. KWA Element progeny are hitting their stride in growth now and we eagerly watch their maturity.

Red Bred

Lot 8

Consignor:
W Sunrise



Service Sire - WBC Ease 6L



Sire - RF Boomer 262K

W SUNRISE FINESSE 9M

bw- 90 :: Polled Purebred :: PGI519288 :: TMP 9M :: 9 February 2024

Sire RK SHAKEDOWN 074H
RF BOOMER 262K
RF FLIRT 850F

Dam LFE STYLE 363B
SNIDER'S FINESSE
SNIDER'S LIBERTY

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
5.0	5.4	95	140.9	1.6	68.8	21.3	47.3	0.99	-0.057	0.05	113.49	81.17

Breeding Information

AI bred to WBC Ease 6L on April 27 (Safe)

Exposed to WVR Checotah 4170 from May 10 - June 1

Our favourite Simmental female ever born at W Sunrise is this special female that was selected to highlight our first females to sell. It is a big statement as she has tough competition around her to come into SimPower but we truly like this one a lot. 9M brings it all together with a great phenotype, stacked pedigree and powerful set of EPD's that combines a package that screams big time bred production female in the making. 9M was originally selected to sell at FNL which is interesting as Scott mentioned years ago he pressured Snides into selling her dam in FNL and he shut him down but we decided to offer all our best in the highly established SimPower Sale. This one is so correct in her build and we feel the mating she carries will elevate the ROI in rapid speed as these Ease cattle are extreme high quality.

Lot 9

Consignor:
W Sunrise



Maternal Granddam - Deeg Ms Seanna 34F



Great Granddam - MAF Seanna 48C

W SUNRISE SEANNA 1M

bw-81 :: Polled Purebred :: PG1525391 :: TMP 1M :: 22 January 2024

Sire CIRCLE G EXPORT 51E
KWA FUTURE 3G
KWA MS MOUNTAIN 254E

Dam MCINTOSH CLASSIC 44G
LFE RS MS SEANNA 50K
DEEG MS SEANNA 34F

ce	bw	ww	yw	mce	mww	milk	cw	rea	fat	mrb	api	ti
10.7	1.9	86	120.2	7.2	64.6	21.6	40.8	1.09	-0.075	0.05		

Breeding Information

AI bred to WBC Ease 6L on April 27

Exposed to WVR Checotah 4170 from May 10 - June 1 (Safe - Due mid-February 2026)

Blood red, hairy, balanced, ideal teat spread, easy keeping and one that is built with true Simmental character of quality. Back to the great Seanna cow family that has been so productive and this female will be no exception. Her dam was purchased from Lewis Farms which is a program that we think a lot of and will continue to invest in to their cattle when they turn out as good as the cow behind 1M. On top of all her quality is a strong EPD profile that is double digit CE to triple digit YW that lands also lands her in the top 25% for BW, CE, WW and top 40% for YW while impressively also being in the top 15% for MCE, CW, REA & Fat. She is bred up early with a service that we know will flat out work with the Checotah bull being an exciting calving ease sire.

Red Bred

Lot **10**

Consignor:
JR Cattle



Dam- Springcreek Jaycee 167K pictured as yearling



JRCC Jaycee's Ori 444M

JRCC JAYCEE'S ORI 444M

bw-68 :: adj ww-618 :: Homo Polled Purebred :: PG1524918 :: YRJ 444M :: 20 January 2024

Sire **RUST REST EASY 516G**
DOUBLE BAR D REST EASY 455K
DOUBLE BAR D DOLL 460H

Dam **MRK CAPITALIST 35H**
SPRINGCREEK JAYCEE 167K
SPRINGCREEK JAYCEE 1G

ce	bw	ww	yw	mce	mww	milk	cw	rea	fat	mrb	api	ti
8.5	3	85	126.2	2.4	65.3	22.8	37.4	0.81	-0.082	-0.17		

Breeding Information

AI Bred to WLB Top Tier Mar 17 Ultrasound safe to AI

No Exposure

From my little herd I am proud to present to you my only female for sale this year; Ori. Ori is the complete package. She exhibits the angularity and rib shape of a power matron, with a bunch of calving ease. Ori comes from the legendary Jaycee cow family from the Springcreek program. The dam of this heifer I purchased during the Springcreek dispersal and she made quite the name for herself on the show road. From Champion Yearling to Cow Calf and Grand Champion at Lakedell Beef Club with Ori at foot. Even with her smaller start she has risen to one of the top in our pen. Her sire is our Double Bar D Rest Easy heifer bull who has the ability to let the calves slide right out while still weaning high. If you are wanting to add that pop into your herd I would take a good look at Ori.

Lot 11

Consignor:
Hampton Simmentals



Paternal Grandsire - LFE Stratton 3094F

HPR MISS GUNNIE 421M

bw-84 :: adj ww-625 :: Homo Polled Purebred :: PG1524917 :: HPR 421M :: 13 January 2024

Sire LFE STRATTON 3094F
R PLUS 2115K
MISS R PLUS 4167B

Dam CDP MILHOUSE 128Y
HPR MISS GUNNIE 912G
BDS MISS BLK FORCE 3X

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
7.3	3.9	70.1	100	1.9	59.6	24.6	25.9	0.74	-0.081	0.01	na	na

Breeding Information

AI Bred to WBC Ease 6L on Mar 28 Ultrasound safe to AI on June 16.

Exposed to Double Bar D Rest Easy April 12-June 1

Gunnie as dark as they come. Sired by our R Plus bull (Gibs as we call him) that was noted for producing dark red, sound, soft made both bulls and females. These Milhouse daughters are making an impact here with beautiful udders and production like no others. With the strong maternal lines all the way through this girls lineage will surely work for your herd. If you're looking for the girl to produce you the top end bulls and females take serious note on Gunnie.

Red Bred

Lot 12

Consignor:
Czech-Mate Livestock



Service Sire - R Plus Estevan



Granddam - CMS Jewel 961W

CMS JEWEL 410M

bw-88 :: Homo Polled Purebred :: PG1475854 :: CMS 410M :: 7 January 2024

Sire MRL STATEMENT 3F
KWA SHAMROCK 151H
KWA MS ROCK 14X

Dam WHEATLAND NEXT CENTURY 43H
CMS JEWEL 283K
CMS JEWEL 961W

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
9	14	78.9	109.7	2	68.7	29.2	324	0.87	-0.091	-0.03	122.19	75.78

Breeding Information

AI Bred to R Plus Estevan on March 29

No Exposure

A long sided, deep ribbed beauty that is exceptionally clean fronted and fancy made; Jewel 410M is a female that has really come on to become one of our favourites in the pen. Going back to one of our most storied cow families and out of the calving ease powerhouse KWA Shamrock she is a female we feel will easily become a favourite at her new home as well. Bred early to the RPlus Estevan bull we expect her to calve easy and to produce an exceptional calf male or female.

Lot 14

Consignor:
Czech-Mate Livestock



Sire - WHL Red Heat 1734E



Service Sire - KWA Shamrock 151H

CMS ROSEMARY 462M

bw-70 :: Homo Polled Purebred :: PG1475856 :: CMS 462M :: 3 January 2024

Sire HOOKS SHEAR FORCE 38K
WHL RED HEAT 1734E
CMS SODA POP 422B

Dam DEEG WALLSTREET 70H
JRCC ROSEMARY 225K
YRJR CAMILLIA 603D

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
16.8	-2.6	66.3	89.1	9.3	56.3	23.1	13.3	0.86	-0.099	-0.09	128.35	72.13

Breeding Information

AI Bred to KWA Shamrock 151H on April 28

No Exposure

Rosemary is a big ribbed, well made heifer bred for easy calving. She is a dark red daughter of the calving ease sire WHL Red Heat, whose dam was one of the original Soda Pops. 422B was one of the two Soda Pops purchased by Windy Hill that Mike had such great success with. With CE & BWT EPD's in the top 1% of the breed and bred to Shamrock who we have used for the last couple years with no concerns. Rosemary's dam is a good young cow we purchased from JR Good in 2023 who has done a great job raising this beauty! JR told us the grand dam to 462M is one of his best. Due early February to Shamrock, we feel will be a great combination.

Red Bred

Lot 15

Consignor:
Czech-Mate Livestock



Sire - Mader Walk the Line 92J



CMS Heirloom 112Y (cow family)

CMS RADISSON 477M

bw-91 :: Polled Purebred :: PG1475956 :: CMS 477M :: 16 January 2024

Sire MADER WALK THIS WAY 224B
MADER WALK THE LINE 92J
IRCC DARLIN' 613D

Dam EDN WATSON 159W
CMS RADISSON 930G
CMS FANTASY 712E

ce	bw	ww	yw	mce	mww	milk	cw	rea	fat	mrh	api	ti
6.8	34	99.3	147.8	3.3	74.3	24.6	38.1	1.01	-0.093	-0.1	117.39	83.68

Breeding Information

AI Bred to Springcreek Maverick 48H on March 20

No Exposure

Radison 477M is a performance bred female with WWT & YWT EPD's in the top 3% of the breed. Her dam is a big bodied, strong footed, good uddered cow with quite a different pedigree. Sired by EDN Watson, a bull I saw on pasture at Cole Weis's in Maple Creek, Sk – he was 10 years old with outstanding feet and tremendous muscle. Our Walk the Line females are some of our best young cows with tremendous udder quality, style and length! Radison is a female we believe has a tremendous future and her early service to Springcreek Maverick, will make for an exciting calf in 2026. The Radison cow family has been a mainstay in our herd – notably CMS Heirloom who is closing in on \$300,000 in progeny sold and has many daughters retained in herd. Udder quality is tremendous! Homo Polled test pending.

Lot 16

Consignor:
KD's Simmentals



Sire - Mader Walk The Line 92J



Service Sire - KKH Hay City 844M

KAL JUNE 10M

bw-94 :: adj ww-614 :: Polled Purebred :: PG1461559 :: LIBY 10M :: 9 January 2024

Sire MADER WALK THIS WAY 224B
MADER WALK THE LINE 92J
IRCC DARLIN' 613D

Dam JS SCORE 5X
MISS R PLUS 5275C
MISS R PLUS 6169S

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
6.4	4.4	97.5	143.2	4.2	69.4	20.6	45.3	1.08	-0.099	-0.12	108.98	80.29

Breeding Information

AI Bred to KKH Hay City 844M on March 26. Safe
Exposed to Lazy MC Watchout 414L April 10 - May 31.

The lead off female and perhaps the most elite female offered from the KD herd. 10M is boldly sprung, big footed, attractive and exemplifies our pursuit of quality. 10M's dam was purchased out of the historic R Plus dispersal sale and has quickly begun to make her mark in our program. We cannot say enough about the job that WTL has done in our program with the last 2 years siring our high averaging group of bulls and a tremendous group of females that are good uddered and high performing. Bred early to the new and exciting Hay City only adds to value of this package.

Red Bred

Lot 17

Consignor:
Deeg Simmentals



Sire - RF Shakedown 074H



Service Sire - W2 Southside 2K

DEEG MS TORRIE 73M

bw-94 :: Homo Polled Purebred :: BPG1463047 :: RDD 73M :: 10 January 2024

Sire NGDB STRUCTURE 34D
RF SHAKEDOWN 074H
IPU MS. COWBOY CUT 135D

Dam TKCC CARVER 65C
DEEG MS 83G
DEEG MS 82E

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
4.7	5.2	103.6	143.7	2	67.1	15.3	34.2	0.84	-0.073	0.11	124.48	86.8

Breeding Information

Exposed to W2 Southside 2K from March 25 to May 25. Observed Bred April 10th

Preg Checked Safe on July 10th to observed date

Here's a female that hits you for how well she moves with the sheer volume she carries. She shares the same dimension and shape as her dam that has been a solid producer for us, sending two well received sons through the bull sale. Longevity is built in to this cow family as Torrie 73M's twelve year old granddam is still in production. Shakedown has hit the mark in his progeny as sons have been easily marketed and daughters are easy keeping, correct and attractive. Southsides progeny out of females like Torrie 73M are just flat good, the right mix of power and calving ease.

Homo Polled; Homo Black

Lot 18

Consignor:
Deeg Simmentals



Dam - Deeg Ms 8G



Service Sire - W2 Southside 2K

DEEG MS SADI 135M

bw-96 :: adj ww-660 :: Polled Purebred :: BPG1494163 :: RDD 135M :: 21 January 2024

Sire SKORS HIGH ROLLER 34C
IPU HARDLINE 72J
IPU 317Z MS PASHMENIA 33G

Dam MUIRHEADS TACTIC 67D
DEEG MS 8G
DEEG MS 158B

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
5.2	4.2	79.1	113.5	2.1	65.9	26.3	24.2	0.82	-0.079	-0.01	112.53	72.23

Breeding Information

Exposed to W2 Southside 2K from March 25 to May 25. Observed Bred April 7th

Preg Checked Safe on July 10th to observed date

When touring through our cows it's not hard to find Deeg Ms 8G. She is stunning to analyze from every angle and has an absolute perfect udder. Another cow family here that has longevity built in and strong production record to follow. As her first daughter we should be retaining Sadi 135M but a sale like SimPower calls for the best and we don't hold anything back at selection time. Females are the strong point of IPU Hardline and Sadi is a prime example of this as she is feminine, smooth through her lines, deep in her middle and moves with ease. Sadi's mating to Southside excites us as they should complement each other nicely.

Black Bred

Lot 19

Consignor:
Czech-Mate Livestock



Dam - Springcreek Linnette 149C



Sire - CMS Strutter 126G

CMS LINETTE 423M

bw-85 :: Homo Polled Purebred :: BPTGI475186 :: CMS 423M :: 2 February 2024

Sire MADER WALK THIS WAY 224B
CMS STRUTTER 126J
CMS SODA POP 519C

Dam SPRINGCREEK OLYMPIAN 66A
SPRINGCREEK LINNETTE 149C
BLACKSAND LINNETTE 952W

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
8.5	1.7	75	108.1	7	61.5	24	22	0.94	-0.084	-0.15	116.59	69.87

Breeding Information

AI Bred to W2 Southside on April 7

No Exposure

CMS Linette 423M is truly an outstanding female; an exceptional hair coat, spring of rib and a beautiful front end that make her a real standout. Even more impressive than she herself is the who's who of black Simmentals in her pedigree; including Cobra, Poker Face, Olympian and Liner along with the Soda Pop and Linette cow families. Being bred to the W2 Southside bull with sexed female semen should produce an calf that will be sure to impress.

Lot 20

Consignor:
Westbrook Ventures



Dam - C-D Linda 1474



Sire - KWA Slider 196H

WBC LINDA 17M

bw-71 :: Homo Polled Purebred :: BPG1471441 :: WBC 17M :: 6 January 2024

Sire CDI VEGAS 26X
KWA SLIDER 196H
CROWE GOLDIE 3F

Dam WLE COPACETIC E02
C-D LINDA 1474
RUST LINDA 9563G

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
14.9	-0.8	86.5	128.8	9.2	58.9	15.6	33	0.87	-0.062	0.18	140.24	87.82

Breeding Information

Exposed to Rust Good Times 2034 March 18 - May 31, observed bred March 20.

Safe to March 20th breeding

An eye catching black bred in the pen that you don't walk by without noticing. She is long spined, deep bodied and free and easy moving. The Linda cow family has made a mark in the Canadian Donors program. When we purchased 17M's dam, we knew the ROI was going to be easily achievable. 17M was her first kick at the can and she has a big Boomer bull in the Bull Sale pen for 2026. We're big fans of Slider and calving out our first Slider daughters last winter really brought it full circle. Good Times works very well on the Slider daughters, ROI should come quick with 17M as well!

Black Bred

Lot **22**

Consignor:
Hampton Simmentals



Sire - LFE McDavid 413C

HPR CALICO'S BEYONCE 404M

bw-74 :: Oct 1/24 ww- 785 :: Polled Purebred :: BPG1524915 :: HPR 404M :: 1 January 2024

Sire LFE GOTHAM 819Y
LFE MCDAVID 413C
LFE HEAVEN SENT 30X

Dam MJ TELLURIDE 18B
HPR CALICO 725E
BDS MISS BLK FIGURES 19X

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
8.8	2.6	74.3	106.9	5.1	58.9	21.8	29	0.95	-0.084	-0.04		

Breeding Information

AI Bred to WBC Ease 6L on March 25. Ultrasound Safe to AI June 16/25

Exposed the Double Bar D Rest Easy Apr 10-June 1

404M WOW!!! Beyonce is one of the most powerful yet classy heifers I have ever raised. The sheer volume and hip this girl has will surely impress. Yes she is a twin and her full sister that was retained in herd is just as impressive. Her Telluride dam is a moderate tank that just keeps producing the keepers either heifers or bulls. Beyoncé will be that heifer that will impress when seen. Sired by LFE McDavid a bull that is truly producing the biggest ribbed, and deepest offspring I have seen in years. Watch online for videos to be posted.

Lot **23**

Consignor:
SIBL Simmentals



Sire - BLI Red Addition 224Z



Service Sire - W/C Night Watch 84E

BLI BLACK PEAR 2403M

bw-74 :: Homo Polled Purebred :: BPG1524820 :: BLI 403M :: 4 January 2024

Sire **R PLUS 20X**
BLI RED ADDICTION 224Z
LFE RS MISS ARNOLD 609U

Dam **MOES GOT GAME 12G**
BLI BLAZING PEAR 2220K
BLI BLAZING PEAR 536C

ce	bw	ww	yw	mce	mww	milk	cw	rea	fat	mrp	api	ti
10.1	0.7	56.9	84.6	4.2	46.2	17.8	25.2	0.93	-0.082	0.04		

Breeding Information

AI Bred to W/C Nightwatch 84E on March 26th. Safe
Exposed to BLI Let's Go 2333L May 1st - May 21st

Over the years we always prided ourselves on being different and offering genetics you may not find at a lot of other operations. 403M is a great example of that. Sired by the time tested BLI Red Addition 224Z and out of a MOE daughter. If you follow the pedigree back further you see the Call of Duty bull, he is a maternal brother to Lock N Load and he left an amazing set of females here. 403M in her own right is long spined, attractive fronted female with a big hip and great foot quality. 403M also goes back to the very first black female in our program 133L, who walked our pastures for 10 years after we purchased her out of cow a rama. Bred early to the calving ease Nightwatch who we have had great success with. Homo Polled; Hetero Black

Black Bred

Lot 24

Consignor:
W Sunrise



Maternal Sib - W Sunrise Stratton 311L



Maternal Sib - Ter-Ron Limitless 128J

W SUNRISE PAIGE 33M

bw-70 :: Polled Purebred :: BPG1519292 :: TMP 33M :: 3 March 2024

Sire SVS RANCHER 42H
SVS JUSTIFIED 62K
CMS SODA POP 410B

Dam SKORS VISION 138C
TER-RON PAIGE 770E
TER-RON PAIGE 470B

ce	bw	ww	yw	mce	mww	milk	cw	rea	fat	mrb	api	ti
10.3	2.4	81.5	121.2	4.7	63.5	22.7	27.5	0.95	-0.097	0	115.43	77.17

Breeding Information

AI bred to Ultra Tokyo Rose 17M on April 27 (Safe)

Exposed to Coleman Pina 4403 from May 10 - June 1

We feel that Justified walks on water and is a truly incredible bull that checks off every box of being one of the great breeding bulls in the breed and we are so honoured to say he walks the pastures at W Sunrise. He sired a set of bulls for us this spring that were perfect footed, extremely sound, so well built and ideal in so many ways that our customers fought over them at sale time. With that, it's wild to think the daughter might even be better and 33M is a prime example of that as she is as good as we can make them with her pretty head, attractive front end, ideal body type, strong foot and ideal teat placement as she's just flat out our kind and we love this type. Her dam is one of our very best (if not the best) cows on our place that has had many high selling progeny annually including a herd sire to LA Ranch and another high seller last year in our sale. She's one that we hold in the highest regard and would recommend her for anyone and our original plan was to hide her on Scott but we knew we had to only sell our very best and he had full reigns to select any 8 for SimPower and obviously 33M came to the top with ease.

Lot 25

Consignor:
W Sunrise



Maternal Sib - Snider's Meat N Greet



Maternal Sib - Snider's Regulator

W SUNRISE LADY 15M

bw-100 :: Poilled Purebred :: BPG1519285 :: TMP 15M :: 17 February 2024

Sire RF SHAKEDOWN 074H
RF BOOMER 262K
RF FLIRT 850F

Dam MRL SUMMIT 65Z
SVS BLACK LADY 654D
WFL LEONARD LADY 301A

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
3.6	5.7	92.3	135.4	0.2	65.2	19	40.2	1.04	-0.064	-0.04	108	76.51

Breeding Information

AI bred to Ultra Tokyo Rose 17M on April 27 (Safe)

Exposed to Coleman Pina 4403 from May 10 - June 1

This is many breeders' pick of our pen and I fully support that decision as she is what made us get into the Simmental breed to compliment our established Angus program. Her Simmental power, correctness, structural quality and still having the ability to combine that with maternal characteristics is what we strive to produce. Boomer has left us a set of bulls and females that will encourage us to continue to use him heavy through AI in the future. 15M dam, 654D was a part of the group of cows we purchased from Snides and she rises to the top for her power and production value. This power oriented female is still elegant in her design and we are committed to selling our best so here is one of the top females we've made and know her future is nothing short of promising.

Black Bred

Lot 27

Consignor:
W Sunrise



Dam - Blair's Scream 800K



Granddam - Red Blair's Scream 530E

W SUNRISE SCREAM 5M

bw-89 :: Homo Polled 3/4 Blood :: BPRS1519309 :: TMP 5M :: 27 January 2024

Sire ES RIGHT TIME FA110-4
RUST GOOD TIMES 2034
MISS WERNING KP 8543U

Dam COLEMAN BRAVO 6313
BLAIR'S SCREAM 800K
RED BLAIR'S SCREAM 530E

ce	bw	ww	yw	mce	mww	milk	cw	rea	fat	mrp	api	ti
15.6	-0.4	70.5	107.2	8.1	59.9	24.6	33.4	0.61	-0.023	0.14	119.04	72.24

Breeding Information

AI bred to Ultra Tokyo Rose 17M on April 27

Exposed to Coleman Pina 4403 from May 10 - June 1 (Safe - Due mid-February 2026)

We are into this one for so many reasons as she emulates the type we are proud of breeding with true quality in her appearance and also her pedigree. Her dam was our pick of the breds in the Family Matters Sale and what a beautiful, young and productive cow she has turned into which is of no surprise as she is from the famous Scream cow family with multiple donors backing her. On the top side, you get one of the most famous cows on the south side of the border with 8543U represented through Good Times - his popularity continues to increase after every progeny that gets eyes laid on them, they are flat good. Extra look and quality in this heifer as she has been exceptional since the day she was born, we feel she is the type to build around and proud she carries the W Sunrise prefix.

Lot **28**

Consignor:
Gale Cattle Company



Service Sire - WBC Ease 6L



Sire - WFL Mr. Westway 95J

GALE MISS HIGHWAY 26M

bw-84 :: Homo Polled Purebred :: BPG1500467 :: GCC 26M :: 7 March 2024

Sire WLB TOP TIER 456G
WFL MR. WESTWAY 95J
WFL 8068 MS BLACK FLASH 914G

Dam MADER BOILING POINT 45C
DAINES BOILING POINT 13H
DAINES MISSPOWERLINE 37X

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
9.1	2.2	72	98.3	3.8	56.2	20.2	22.7	0.86	-0.07	-0.02	114.44	69.76

Breeding Information

AI Bred to WBC Ease 6L on April 7. Due January 15th

Exposed April 14th - May 31st to Circle G Henchman 15H. Preg checked safe to AI

Here's a feature female that's hard to part with. Gale Miss Highway 26M is a black brockle-faced bred heifer that combines the maternal depth and easy-keeping design we strive for. Sired by our powerful herd sire WFL Mr. Westway 95J, a son of WLB Top Tier 456G, she's backed by one of our most productive and time-tested cow families. With her body capacity, hair, and balance, she's built to make a front-pasture cow and a lasting investment for any program.

Black Bred

Lot 29

Consignor:
Gale Cattle Company



Service Sire - WBC Ease 6L



Sire - WFL Mr Westway 95J

GALE MISS HIGHWAY 12M

bw-82 :: Hetero Polled Purebred :: BPG1500457 :: GCC 12M :: 23 February 2024

Sire WLB TOP TIER 456G
WFL MR. WESTWAY 95J
WFL 8068 MS BLACK FLASH 914G

Dam DAINES ALLEGIANCE 43E
DAINES ALLEGIANCE 20G
DAINES RESOLUTION 69C

ce	bw	ww	vw	mce	mww	milk	cw	reg	fat	mrb	api	ti
10.3	1.9	76.3	103.2	3.9	61.1	22.9	27.3	1.05	-0.085	-0.04	117.47	72.93

Breeding Information

AI Bred to WBC Ease 6L on April 7. Due January 15

Exposed April 14th - May 31st to Circle G Henchman 15H. Preg checked safe to AI

We're proud to be back for our second year in this great sale, bringing a pair of bred heifers that represent the kind we're building our herd around — sound, functional, and bred to work in any operation. Eye appeal meets cow-making potential in Gale Miss Highway 12M. This black white-faced bred heifer is sired by WFL Mr. Westway 95J, a WLB Top Tier 456G son that continues to stamp his calves with consistency and quality. 12M is feminine through her front, carries herself with style, and has that quiet, easy-doing nature we value. She's the kind that will raise the right kind—balanced, functional, and built to last.

Lot 30

Consignor:
Starwest Farms Ltd.



Dam - Rich MC Ms Pol Jenesis 2J



Service Sire - Black Gold Kraken 6K

STARWEST POL LAINEY 343L

bw-97 :: Polled Fullblood :: P1476867 :: CKCW 343L :: 10 November 2023

Sire FGAF FRENCH ATTACK 010C
ANCHOR D SHAZAM 318E
ANCHOR D BETTANNA 318A

Dam STARWEST EMBER
RICH MC MS POL JENESIS 2J
RICH MC POL 1D

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
4.2	4.4	87.9	123.6	-2.3	77.1	33.1	38.4	1.29	-0.133	-0.06	120.53	77.21

Breeding Information

Exposed to Black Gold Kraken 6K March 10th- May 2nd. Observed bred March 16th; confirmed

Starwest Pol Lainey is deep-bodied and dark-colored, showing impressive capacity and the definition of perfect conformation. She's built like a tank yet remains feminine fronted, combining performance with elegance. Her dam was purchased specifically due to her genetics with her sire being out of our all-time favourite cow family. After her second calf, RMC 2J went straight into the flush program- that's how confident we are in her. Starwest Pol Lainey has been a standout since she was a calf and we believe is destined for the donor pen. To top it off, she has a pretty nice full brother currently developing in the bull pen, further proving the consistency of this cow family.

Fullblood Bred

Lot 31

Consignor:
Starwest Farms Ltd.



Service Sire - Black Gold Kraken 6K



Dam- Anchor D Spanish Angel

STARWEST POL LIPSTICK 349L

bw-110 :: adj ww-727 :: Polled Fullblood :: P1476883 :: CKCW 349L :: 27 November 2023

Sire FGAF FRENCH ATTACK 010C
ANCHOR D SHAZAM 318E
ANCHOR D BETTANNA 318A

Dam PRL HOUSTON 005H
ANCHOR D SPANISH ANGEL
JERICO'S DOROTHY JANE 1D

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
0.6	7.5	83.9	125.2	-2.8	72.1	30.1	36.1	1.08	-0.14	-0.1	104.98	69.44

Breeding Information

Exposed to Black Gold Kraken 6K March 10th- May 2nd. Observed bred March 31st; confirmed

Starwest Pol Lipstick is the longer-spined and slightly more moderate version of 343L, showcasing an incredible udder—arguably the nicest among all our bred females. She's been a favorite of many, standing out for her balance and style. It's tough to pick a favorite between the two Shazam daughters, as both display tremendous quality. Although Shazam was lost far too early, his calves continue to impress with their performance, docility and depth of body. Starwest Pol Lipstick traces back to the renowned Dorothy Jane cow family, known for its strong influence at Anchor D. Adding to Lipstick's pedigree strength, a maternal sister is working at DJ Farms in Ontario. We love this cow family so much, we bought that maternal sister's first daughter back and she's proving to be just as dependable as her grand dam. With her beautiful, attractive head and overall conformation, Starwest Pol Lipstick is destined to be a front pasture female.

Lot 32

Consignor:
Starwest Farms Ltd.



Dam- Elm Tree Genie 67G



Sire - JB CDN Sarcee 2102

STARWEST POL LILO 351L

bw-95 :: adj ww-684 :: Polled Fullblood :: P1476884 :: CKCW 351L :: 2 December 2023

Sire **DOUBLE BAR D SPITFIRE 20X**
JB CDN SARCEE 2102
JB CDN ANTEBELLUM 1437

Dam **VIRGINIA MACGYVER 9D**
ELM TREE GENIE 67G
ELM TREE MS IMPACT 12D

ce	bw	ww	yw	mce	mww	milk	cw	rea	fat	mrb	api	ti
6.9	4.6	73.6	105.6	3.2	71	34.2	22.3	0.87	-0.105	-0.06	103.15	68.66

Breeding Information

Exposed to Black Gold Kraken 6K March - May 2nd. Observed bred March 21st; confirmed

Starwest Pol Lilo is the very first Sarcee daughters to be offered for sale. As each calf crop from Sarcee continues to outdo the last, we continue to admire his ability to produce outstanding females. We're only parting with this one Sarcee daughter to help build our maternal foundation, similar to what we did with the Spitfire daughters. Like her siblings, Starwest Pol Lilo displays length of spine, a desirable pear-shaped body, and beautiful udder development, paired with strong rear-quarter muscling. Her dam has matured into a larger-framed female with plenty of milk and a nice solid foot under her, ensuring structural soundness and productivity. With the combined pigmentation from Sarcee and 67G, this heifer also boasts quite the eye-catching paint job!

Fullblood Bred

Lot 33

Consignor:
Starwest Farms Ltd.



Sire - Anchor D Cartel 459K

STARWEST POL LIMONCETTA 357L

bw-112 :: Polled Fullblood :: P1476903 :: CKCW 357L :: 9 December 2023

Sire **BLL CREED 950G**
ANCHOR D CARTEL 459K
ANCHOR DARLA 459D

Dam **NGDB LOADED GUN 14D**
STARWEST GINGER ROSE
BEE FILEEN 768E

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
4.9	7	91.5	124.7	2.1	80.4	34.6	31.4	1.05	-0.118	-0.1	100.34	74.99

Breeding Information

Exposed to Black Gold Kraken 6K March 10th- May 2nd. Observed bred April 19th; confirmed

Starwest Pol Limoncetta is a true brood cow prospect, displaying all the qualities needed to become a foundation female. All the Cartel females showcase feminine skulls, extra length and excellent udder formation with this heifer being no exception. She also displays a beautiful hindquarter with well-rounded muscle definition. Her dam is an honest, hardworking cow with a beautiful udder and produces calves with dimension. Length is something we talk about quite often, but it's a highly desirable characteristic we truly strive for in our program, as it contributes to both performance and style. This heifer covers round with ease and travels smoothly, demonstrating structural correctness; a trait all the Cartel progeny exhibit.

Lot 34

Consignor:
Starwest Farms Ltd.



Sire - LFE Inscription 570E



Service Sire - Black Gold Kraken 6K

STARWEST LA BAMBA 362L

bw-118 :: Horned Fullblood :: 1476919 :: CKCW 362L :: 18 December 2023

Sire ANCHOR "T" LEGEND 7H
LFE INSCRIPTION 570E
SUNNY VALLEY RHEA 54C

Dam SIBELLE AEGON 26C
STARWEST GLORY 532G
ANCHOR D ALLEGRA 331C

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
-0.2	9.1	79.9	105	0.1	72.9	32.9	19.5	0.75	-0.109	-0.17	84.18	61.95

Breeding Information

Exposed to Black Gold Kraken 6K March 10th- May 2nd. Observed bred March 17th; confirmed

Starwest Pol La Bamba is a moderate framed female who's deep-middled and nicely balanced. The Aegon cattle have typically been more rugged in type, and Inscription has proven to refine them beautifully, adding softness and femininity. All the Inscription females in our herd display fabulous udders and are soft made, with tons of hair. Inscription earned his reliable reputation for his strong heifer-making abilities and for producing cattle with calving ease. Starwest Pol La Bamba has a quiet, easy-going temperament that makes her an absolute sweetheart to be around. To top it all off, she sports what might be the best set of fuzzy Simmental ears in our pen—adding even more charm!

Fullblood Bred

Lot 35

Consignor:
Starwest Farms Ltd.



Sire SBV Rambo 708G



Service Sire - Black Gold Kraken 6K

STARWEST LATTE 363L

bw-101 :: adj ww-743 :: Horned Fullblood :: 1476922 :: CKCW 363L :: 20 December 2023

Sire LFE BREAKING CURFEW 511E
SBV RAMBO 708G
SBV MERLOT 641Z

Dam CHAMPS BRAVO
V5 EXPRESSO
V5 CINNAMON

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrh	api	ti
7.1	4.6	87.5	118.5	5.6	83.8	40	35.2	1.12	-0.106	-0.24	94.28	72.75

Breeding Information

Exposed to Black Gold Kraken 6K March 10th- May 2nd. Observed bred March 21st; confirmed

Starwest Latte is the largest heifer in our offering and the only Rambo daughter to sell as we've retained all her paternal sisters. The Rambo females are proving to be tremendous bull producers as they start their herd matron careers. They're all big-boned, large-footed, and square-hipped with loads of hair and a soft-made look. Starwest Latte's pedigree strikes a desirable balance between calving ease and growth potential. We were so impressed with the Rambo progeny that we retained a home raised son as a new herdsire. Starwest Latte has consistently caught everyone's attention for her size, structure, and sheer power.

Lot 36

Consignor:
Starwest Farms Ltd.



Sire - Anchor D Cartel 459K



Dam - JFD Destiny 93D

STARWEST POL LAVENDER 364L

bw-104 :: adj ww-768 :: Polled Fullblood :: P1476923 :: CKCW 364L :: 21 December 2023

Sire **BLL CREED 950G**
ANCHOR D CARTEL 459K
ANCHOR DARLA 459D

Dam **ANCHOR "T" LEGEND 7H**
JFD DESTINY 93D
FGAF DUCHESS 038C

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
5.2	6.2	97.3	132.8	2.3	83.9	35.2	38.6	1.07	-0.108	-0.06	108.06	80.2

Breeding Information

Exposed to Black Gold Kraken 6K March 10th- May 2nd. Observed bred March 20th; confirmed

Starwest Pol Lavender is an absolute freight train and the true definition of balance. She has that desirable pear shape, is smooth through her design, and still carries impressive muscle dimension. Coming from Addie's proven cow family, she's backed by maternal strength and consistency, with two sisters already proving their worth in our herd. Her dam, JFD 93D, is like all 'Legend' daughters: stout made and powerful—traits that were clearly passed down to Starwest Pol Lavender. True to the Cartel lineage, this heifer combines exaggerated width, mass, and length into a refined, striking package. Exceptionally docile, she's the kind of female that checks every box and will be a quick ROI.

Fullblood Bred

Lot 37

Consignor:
Hampton Simmentals



Dam - HPR Gabbi's Trinity 223K



Sire - Starwest Pol Blueprint

HPR GABI'S TRINITY 407M

bw-80 :: Oct 1/24 ww- 760 :: Homo Polled Full Fleck :: P1526327 :: HPR 407M :: 2 January 2024

Sire **ANCHOR "T" RUSTY 59G**
STARWEST POL BLUEPRINT
PHS HOMOZYGOUS XCEPTIONAL

Dam **ANCHOR D RAPTOR 392C**
HPR GABBI'S TRINITY 223K
YRJR GABI'S TRINITY 739E

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrb	api	ti
13.8	2.6	82.6	118.4	6.3	75.7	34.5	36.5	0.83	-0.115	-0.16	n/a	n/a

Breeding Information

AI Bred to Anchor D Hefner Mar 26. Ultrasound Safe June 16/25 to AI
Exposed to Double Bar D Rest Easy Apr 10-June 1

Truly one of my favorites ever raised here. One of the most common statements in footnotes is "she should not be leaving" is the honest truth here. Trinity not only is one of the sweetest dispositioned heifers but she is soft made, sound but packs a punch. As you analyze her pedigree you will see she goes back to the great JB herd and with every line in her genes she gets more unique and exciting. The Raptor sibs that are working here are doing stellar jobs and just like fine wine get better with time. The Blueprint offsprings not only are very saleable but are flat out good. The BIG added bonus with Trinity is she's Homo Polled and Full Fleck. Do not miss this opportunity to add a TOP MATRON to your herd.

Lot **38**

Consignor:
Yellow Rose Cattle



Sire - Anchor D Arsenal



Granddam - SAIM Myra 149M

YR MITZI 410M

bw-82 :: adj ww-633 :: Horned Fullblood :: 1524919 :: BGF 410M :: 12 January 2024

Sire ANCHOR D SHAZAM 318E
ANCHOR D ARSENAL 328H
ANCHOR D GJENNA 328Y

Dam FSS MAXIMUS
YR FB MITZI 923G
SIAM MYRA 149M

ce	bw	ww	yw	mce	mww	milk	cw	reg	fat	mrp	api	ti
8.5	4.2	82.4	121.7	2.9	72.2	31	29.4	0.88	-0.114	-0.07		

Breeding Information

AI Bred to Crossroads Radium March 27. Ultrasound safe to AI on June 16/25

Exposed to Double Bar D Rest Easy Apr 10-June 1

My Mitzi cow family is known for producing calving ease, easy fleshing, longevity all in a “moderate” “scale pusher”. Now that may sound like a contradiction but those that have the privilege of seeing 149N aka “Hippo” (inset pic 15 yrs old) would understand. Mitzi 410M is the spitting image of her granddam at this age. The few Maximus daughters we have are great producers and 410’s maternal brother was our high seller in our 2020 Triple Threat Bull sale to Rolling JN for \$20,000. When you purchase a Mitzi you get the full package; legendary pedigree, longevity and the type of cattle that stand the test of time.

Fullblood Bred

THANK YOU TO ALL OF THE SIMPOWER BUYERS

777 CATTLE CO :: 2023
 ADDISON WEINKAUF :: 2019
 AG-LAND FARMS LTD :: 2021
 ANCHOR D SIMMENTALS :: 2016/17/20/21/23
 ANDREW CATTLE CO :: 2023
 APPLE CROS CATTLE :: 2022
 ASHWORTH FARM & RANCH :: 2019
 BALAMORE FARMS :: 2023
 BAR A SIMMENTALS :: 2019/21
 BAR 17 LITTLE VALLEY SIMMENTAL :: 2022
 BEECHINOR BROS :: 2016/21/23
 BEECHINOR LAND & LIVESTOCK :: 2021
 BITZ SIMMENTALS :: 2023
 BLACK GOLD SIMMENTALS :: 2018/21
 BLAIR WILLIAMS :: 2019
 BLAZIN J :: 2020/21/22
 BOBBY WATSON :: 2017
 BOHNET RANCH :: 2022
 BOVEY FAMILY FARMS :: 2021/24
 BRAD THOMPSON :: 2019
 BRIAN MILLER :: 2017
 BRISTOL VIEW FARMS :: 2019
 BROOKSLAND FARMS :: 2018
 CANADIAN DONORS :: 2019/23/24
 CEDAR CREEK/ MAPLE LEAF :: 2018/19
 CHANCE PEARSON :: 2020/22
 CHESTERMERE STOCK FARM :: 2018/20
 CIRCLE 7 FARMS :: 2016/19
 CIRCLE G SIMMENTALS :: 2016/17/18/19/23
 CIRCLE Z SIMMENTALS :: 2022
 CLAYTON DAVIES :: 2022
 COCKBURN SIMMENTALS :: 2019
 COLE WISE :: 2019
 CORY CAMPBELL :: 2017
 COULEE CROSSING :: 2019
 CRISIS CATTLE CO :: 2017/21
 CROCUS SIMMENTALS :: 2016/23
 CROSSBAR ANCHOR RANCH :: 2019
 CROSSROAD FARMS :: 2020/22/23
 CROWE BROTHER :: 2018/19/20/21/22
 CRYSTAL BROOK FARM :: 2019/20
 CZECH-MATE SIMMENTALS :: 2017/22/24
 D.A.M. LIVESTOCK LTD :: 2022
 DAMIEN MOORE :: 2020/21/22
 DAVIES FARM :: 2023
 DEEG SIMMENTALS :: 2019/21/22/23/24
 DIAMOND FOUR SIMMENTALS :: 2017

DIAMOND J RANCH :: 2024
 DIAMOND K :: 2018
 DJ FARMS :: 2020/21/24
 DOBBIE SIMMENTALS :: 2020
 DOUBLE BAR D RANCH :: 2018/20/21/23
 DOUBLE Q :: 2018
 DOWNHILL SIMMENTALS :: 2017/21/22/23
 DWAYNN SIMMENTALS :: 2020
 EAGLE-RIDGE SIMMENTALS :: 2022
 ELITE CATTLE CO :: 2017
 ERIXON SIMMENTALS :: 2019
 FERME GAGNON :: 2016/19/23
 GARDNER LIVESTOCK :: 2022
 GARTH & SUE HOGG :: 2016
 GREENVALLEY RANCH :: 2018/19/21
 HAMPTON SIMMENTALS :: 2020/21/22/23
 HANFORD SIMMENTALS :: 2016
 HARVIE CREST :: 2018/22/23
 HAY VALLEY RANCH :: 2019/20
 HIDDEN STONE FARM :: 2017/22
 HIGH COUNTRY CATTLE SERVICES :: 2024
 HILLCREST FARMS :: 2021
 HOEGL LIVESTOCK :: 2018
 HOFFUS STOCK FARMS :: 2020
 IH SIMMENTALS :: 2016/17
 INDIAN RIVER CATTLE CO :: 2016/18/20/21
 J STAR LIVESTOCK :: 2024
 JAYSHAW :: 2023
 JAMES CREEK SIMMENTAL :: 2022
 JEAN FRANCOIS LEBLOND :: 2018
 JETSTREAM LIVESTOCK :: 2018
 JNR FARMS :: 2022
 JOHNSON RANCHING :: 2024
 JORDON UNDERHILL :: 2019
 JR SIMMENTALS :: 2023
 JS SIMMENTALS :: 2019
 KAMLAH FARMS :: 2024
 KCH CHAROLAIS :: 2017/18/21
 KD'S SIMMENTALS :: 2019/24
 KEATO MEADOWS :: 2020/21
 KENT SMITH :: 2024
 KT RANCHES :: 2016/17/18/22
 KUNTZ SIMMENTALS :: 2016/17/23
 KZ SIMMENTALS :: 2022
 LA RANCH :: 2019/20
 L & J/BAR CL :: 2018/20/22/23
 LABATTE SIMMENTALS :: 2016/17/18/19/20/21/22

LANKIRK FARMS :: 2016
 LASER CATTLE CO :: 2020
 LEEWOOD RANCH :: 2021
 LEVI BARKEY :: 2020
 LEWIS FARMS :: 2016/22
 LONE STONE FARMS :: 2020
 LYSENG LAND & CATTLE :: 2017
 MAC OBERLE :: 2024
 MAPLE FALLS SIMMENTALS :: 2020
 MAPLE LAKE STOCK FARMS :: 2020
 MARK LAND & CATTLE CORP :: 2021/23
 MARTIN BROUSSEAU :: 2019
 MAVV FARMS :: 2019/22/23
 M&R CATTLE :: 2018/22
 MADER RANCHES :: 2017/22
 MAXWELL SIMMENTALS :: 2017/21/24
 MCINTOSH LIVESTOCK :: 2022
 MCMILLEN RANCHING LTD :: 2021
 MEADOW ACRES :: 2017
 MUD BUTTE SIMMENTALS :: 2016
 NA BAR LAND & CATTLE :: 2024
 NEWTON CREEK SIMMENTALS :: 2022
 NICKEL FARMS :: 2016/17/18/21/22
 NORTH HILL & DALLAS SCHRAM :: 2017/18/19/21/22
 NORTHERN LIGHTS SIMMENTALS :: 2022/24
 OBERLE CIRCLE 7 :: 2018
 OCKERMAN SIMMENTALS :: 2023
 OUTLAW CATTLE CO :: 2019
 PARKHILL RANCHES :: 2018
 PEARSON FARMS :: 2016/17
 PERCY VIEW SIMMENTALS :: 2016/19/23
 PERKIN LAND & CATTLE :: 2020/24
 PIESCHEL FARMS :: 2019/20/24
 POLAR FARMS :: 2024
 PRAIRIE SKY :: 2018
 R 3 CATTLE :: 2018/22
 RAINY CREEK :: 2020
 RANCIER FARMS :: 2017/19/20/21/22
 RAND-MAR MANAGEMENT & FARM LTD :: 2022
 RDG SIMMENTAL :: 2023
 RED TOP LIVESTOCK :: 2016/24
 RED WILLOW RANCH :: 2021
 REMINGTON LAND & CATTLE :: 2019
 RICH MC :: 2020
 RIDGEVIEW CATTLE CO :: 2016/17
 RIVERDALE SIMMENTALS :: 2024
 RIVER POINT CATTLE CO :: 2016

ROBB FARMS LTD :: 2021
 ROCKIES R RANCH :: 2019
 ROSEVIEW SIMMENTALS :: 2024
 RUSYLVA CATTLE CO :: 2019
 S4 RANCH :: 2019
 SAJ SIMMENTALS :: 2021
 SCISSORS CREEK :: 2024
 SECTION 17 LIVESTOCK
 SIBL SIMMENTALS :: 2017/24
 SILVERSMITH CATTLE :: 2022
 SILVER TOP SIMMENTALS :: 2016
 SINISTER SIMMENTALS :: 2020
 SKYWEST SIMMENTALS :: 2023
 STOUT BROTHERS :: 2019
 SUNNYSLOPE SIMMENTALS :: 2021
 SUNNY VALLEY SIMMENTALS :: 2017/19/20/23
 SUZANNE BOVEY :: 2020
 SWANTEWITT SIMMENTALS :: 2021
 T-F SIMMENTAL :: 2016
 TANDEM T FARMS LTD :: 2022/23
 TOAD HALL FARMS :: 2021/22/23
 TRAVIS RATHGEBER :: 2018
 TERRY KUEPER :: 2017
 TRIANGLE STOCK FARM :: 2017
 TRIPLE R SIMMENTALS :: 2017/18
 TROY WENKOPF :: 2017
 TWIN SPRINGS FARM LTD :: 2021
 ULTRA LIVESTOCK :: 2017
 VIRGINIA RANCH - 2021
 W2 LAND & CATTLE :: 2017/18/23
 W5M SIMMENTAL :: 2024
 WAGNERS LIVESTOCK :: 2022
 WALLGREN FARMS :: 2016/17
 WALTON CATTLE CO :: 2023/24
 WALTON LAND & CATTLE :: 2024
 WESTBROOK VENTURES :: 2022/24
 WEST COUNTRY FARMS :: 2023/24
 WEST HILL RANCH :: 2016/18/20
 WESTWAY FARMS :: 2017/21
 WILLERTON SIMMENTALS :: 2016/17
 WILSON STOCK FARMS :: 2016/20
 WINDY HILL LIVESTOCK :: 2016/17
 WOLFE FARMS :: 2022/23
 WJ SIMMENTALS :: 2016/19/20
 X-T SIMMENTALS :: 2024
 YELLOW ROSE SIMMENTALS :: 2022/23

Notes..



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