



HEREFORD GENES
BEST OF THE
West bull sale

Saturday, November 2, 2024

4:30 pm - Westerner Park, Red Deer, Alberta

Alberta Hereford
— showcase —



Welcome to the **2ND ANNUAL BEST OF THE WEST SALE**

Welcome to the Alberta Hereford Showcase Genes Event.

The Genes event has become a popular meeting place for commercial cattlemen and Hereford enthusiasts to check out the latest Hereford genetics; and offers a chance to visit with old friends and an opportunity to meet some new friends.

The Genes event is a venue for progressive breeders to proudly showcase their genetics and the 2024 offering of bulls will be one of the most impressive groups to date.

Last years sale was a great success, Hereford enthusiasts from all over bid briskly on the offering and why not , the group were top shelf bulls brought to you by breeders that feel you deserve the best.

DLMS will video the bulls first thing Saturday Nov 2 and upload them to their site. The bulls will be on display at 1pm Saturday prior to the Genes event.

This year we will be offering 3 \$2000 bull sale credits to registered bidders that attend the sale. In addition to that there will be another \$2000 credit issued to registered buyers that sign up on DLMS.

Attendees will receive a ballot to vote for the People's Choice Award and will be entered in a random draw. These sale credits will be deducted from the price you pay.

This year the People's Choice winner will receive a banner sponsored by SNS Herefords and a buckle sponsored by the Northern Alberta Hereford Club. In addition to that, Alta Genetics has donated a \$500 semen collection voucher.

Get a head start on your bull buying, the consignors are willing to work with you to ensure the timing of delivery works for you.

If your bull is to be wintered with the consignor we encourage you to purchase mortality insurance before you leave.

ALTA CEDAR FARMS
Peter & Christine Boake
Stettler, AB
403-862-6993

AYREY HEREFORD FARMS
Bill Ayrey
Evesham, SK
306-753-2500

CHURCH RANCH
Neal Church
Calgary, AB
403-618-8824

CIRCLE S RANCH
Jennifer Busmann
Fort Macleod, AB
250-408-8546

FENTON HEREFORD RANCH
Conrad Fenton
Irma, AB
780-209-3600

FINSETH HEREFORDS
Doug Finseth
Beaver County, AB
403-852-3865

FLEWELLING CATTLE CO.
Craig Flewelling
Bowden, AB
403-556-0515

GARRETT RANCH LTD.
Wes & Dustin Garrett
Landis, SK
306-951-0034

HIRSCHE HEREFORDS
Grant Hirsche
Del Bonita, AB
403-652-8254

LANG HEREFORDS
Clay Lang
Killam, AB
780-385-5860

LILYBROOK HEREFORDS INC.
Andy Schuepbach
Claresholm, AB
403-625-4693

LITTLE FORT HEREFORDS
Kym & Pam Jim
Little Fort, BC
250-674-1516
Chris Jim, Herdsman 250-674-1661

RAFTER DOUBLE U RANCH
Wes Van Sickle
Red Deer County, AB
403-224-3825

REMITALL WEST HEREFORDS
Bryan Latimer
Olds, AB
403-556-0301

TERMS & Conditions

TERMS The terms of the sale are cash or cheque, payable at par at sale location. The right of property shall not pass until after settlement has been made; no invoicing on buyers in attendance unless previous arrangements have been made. Every animal sells to the highest bidder and in cases of disputes, the auctioneer's decision will be final. Announcements from the auction block will take precedence over the printed matter in the catalogue. Current exchange rates will be announced sale day. All monies are in Canadian funds.

CERTIFICATE OF REGISTRATION Each animal will carry papers issued by the Canadian Hereford Association. A certificate of registry duly transferred will be furnished to the buyer for each animal after payment has been made. **HEALTH** All animals in the sale have met all necessary health requirements.

HEALTH All animals in the sale have met all necessary health requirements.

GUARANTEE Each animal becomes the purchaser's risk immediately after the animal is sold. All animals in this sale will be sold under terms and guarantees set forth by the Canadian Hereford Association with regards to health, freedom from genetic conditions and from both reproductive and specific genetic unsoundness.

LIABILITIES All persons attend the sale at their own risk. The seller, facility owner and sale manager assume no liability, legal or otherwise, for any accidents that occur. The buyer must look to the seller for fulfillment of all guarantees and representations made hereunder.

MORTALITY INSURANCE If your bull will be overwintered with the consignor, we encourage you to purchase mortality insurance.

PHONE, MAIL, WIRE BIDS Bidders unable to attend the sale may phone, wire or mail their bids and instructions to the, auctioneer or special representatives. Bids must be received in sufficient time prior to the sale.

CATTLE INSURANCE Craig Flewelling: 403-556-0515

EPDS & HEALTH RECORDS:

EPDs and any health records are current at the time of printing

SALES STAFF

Auctioneers:
Bob Balog 403-382-5727

Ring Service: Kevin Murnin
American Hereford Association
1-406-853-4638

Ring Service: Craig Flewelling
403-556-0515

Ring Service: Louis Balog
403-320-1980



Internet Bidding Available

DLMS
www.dlms.ca
Direct Livestock Marketing Systems

For more information call:
Mark Shologan 780-699-5082 or Purebred Team 780-991-3025



CONSIDERED BY CHURCH RANCH

When we lost Cash is King to injury a week into the 2022 breeding season, our good friends at Little Poplar Grove Herefords graciously allowed us to lease their Fireball herd sire. Lead Off is one of the resulting calves and a great one at that. Almost a May bull yet still stands at the top of the pen. 73L is red-necked, red eyed and short marked with extra length of body and muscle across his top. He's good footed, very structurally sound and moves like a cat. The Fireball x Yellowstone cross has worked very well at LPG, producing their lead off and high selling bull in 2023.

NGC 39F *Lead Off* 73L

BW: 102 lbs. WW: 676 lbs. YW: 1256 lbs.

101

CE	BW	WW	YW	Milk	TM	MCE
-5.6	+8.2	+61.6	+94.7	+20.7	+51.5	-3.8

Yearling Bull NGC 73L #C03115973 April 24, 2023 Horned

SIRE: WA 406W COCOA 76C
LPG FIREBALL LAD 39F
 LPG SENSATION PIERAN LASS 24B

DAM: CGC 99R YELLOWSTONE 17Y
NGC 17Y MISS STANMORE 61E
 LBH 14S MISS STANMORE 73U

Schedule

Thursday, October 31

12:00 pm Cattle must be in the barns
 6:00 pm Exhibitor Meeting

Friday, November 1

9:00 am Horned and Polled Hereford, Hereford Plus Show
 4:00 pm NEW Choice Cut Competition Carcass Showdown
 Sponsored by Little Fort Herefords and Windy Ridge Ultrasound
 Keynote Speaker/ Presentation
 7:00 pm NEW Next Generation Programming (18-35)
 Networking presentations/ Social

Saturday, November 2

10:00 am NEW Queen of Hearts: Youth Herd Builder
 Queen of Hearts Heifer Lottery
 Youth Presentation: Ultrasound with Grant Hirsche
 Hereford Genes Bull Event – Attendee Registration
 12:00 pm Genes Event Showcase Alley
 1:30 pm Bidder Registration Opens – Bull & Female Sale
 3:00 pm Announcement of People's Choice
 3:30 pm Sale Credit Winners
 Best of the West Bull Sale
 4:30 pm Genes of the Future Female Sale
 5:30 pm Banquet doors open
 6:30 pm Keynote Speaker – Douglas Olsen of Olsen Ranch.
 Youth – Fun & Games in hall

Sunday November 3rd

9:00 am Bow Valley Genetics Female Futurity
 12:00 pm Open Junior Show Program – All Breeds
 NEW Juniors – Seedstock Sellers Challenge





CONSIGED BY CIRCLE S RANCH

Linebred twice to GH Statesman 241S. This sound, thick, muscled bull is out of one of our Bar Pipe cows.

These bulls are meat machines and will leave replacement females with good milking ability adding pounds to your calves.

This bull has a BW of 78lbs and a YW of 1205lbs, calving ease and performance part of our program.

CSR 16F C *Jack* 53L

BW: 75 lbs. WW: 705 lbs. YW: 1205 lbs.

102

CE	BW	WW	YW	Milk	TM	MCE
+0.3	+3.9	+52.6	+91.1	+19.9	+46.2	+0.1

Yearling Bull DSB 53L #C03117073 February 26, 2023 Polled

SIRE CSR STOUT 241S L1 7D
CSR 222D BRAXTON 16F
CSR MAEZY 20B

DAM JDH TS 20W CRACKER JACK 23A ET
BP 23A MISS CRACKER JACK 99D
BP 24Y RIBSTONE LADY 67A



CONSIGED BY CIRCLE S RANCH

Linebred GH Statesman 241S four times. Thick, solid muscled bull, good feet, disposition and an awesome mom with lots of milk and a perfect udder.

BW 75lbs and a YW of 1145lbs, this bull will bring results to your program.

CSR 16F 10Y *Wiz Image* 17L

BW: 83 lbs. WW: 640 lbs. YW: 1145 lbs.

103

CE	BW	WW	YW	Milk	TM	MCE
-	-	-	-	-	-	-

Yearling Bull DSB 17L #C03117076 February 24, 2023 Polled

SIRE CSR STOUT 241S L1 7D
CSR 222D BRAXTON 16F
CSR MAEZY 20B

DAM CSR STOUT 241S L1 7D
CSR 7D WILMA 15H
CSR 54B WILMA 18E





CONSIGNED BY ALTA CEDAR FARMS

Here is a calf that puts it all together, muscle, pigment, smooth shouldered, bold ribbed, big hiped, great structure, easy fleshing, with a great temperament. Low birth weight, yet exceptional growth. His dam's pedigree is stacked with some of the breeds' best. His sire has been used at Brost's and Chestermere Farms. The Forward 7G sired bull calves that sold in Brost's Production sale in January averaged \$12,062 with a high of \$23,750. 1M is a calf that is poised to meet the demands of today's beef industry.



DAM BONITA 3F

SIRE FORWARD 7G

104

ALTA-CEDAR JJ *Frankie* JJ 1M

BW: 80 lbs. WW: 810 lbs.

CE	BW	WW	YW	Milk	TM	MCE
+1.6	+3.9	+69.2	+118.2	+33.3	+67.9	-2.4

Bull Calf PJB 1M #C03116176 January 10, 2024 Polled

SIRE BAR-RZ 37C EVEREST 32E
CHSF 32E FORWARD 7G
 CHSF 100W BRITTANY 20C

DAM CRR 719 CATAPULT 109
CCR 109 BONITA 3F
 CCR 10Y BONITA ET 30C



CONSIGNED BY AYREY HEREFORD FARMS

This bull is from the top of our pen! He is well marked and muscled. He is the first son to sell off our YV bull! He has a top pedigree that will breed for natural thickness, pigment and well uddered daughters. We believe he is the type of bull that anyone could seamlessly add to their herd! Be sure to watch for his video if you can't make it to the sale!



DAM SHENAYE 46G

SIRE STAR CREDIT 89H

105

WA 89H *Larry* 117L

BW: 98 lbs. ADJ WW: 682 lbs. ADJ YW: 1114 lbs.

CE	BW	WW	YW	Milk	TM	MCE
+1.9	+4.0	+49.4	+79.0	+21.9	+46.6	-0.5

Yearling Bull PCU 117L #C03111348 April 09, 2023 Horned

SIRE AGA 18Z ZOOM STAN CREDITOR 77C
YV 77C STAR CREDIT 89H
 YV 15Z NOVA GIRL 10E

DAM MW PRAIRIE RIB 54D
WA 54D SHENAYE 46G
 WA 3T SHENAYE 124Z





CONSIGNED BY GARRETT RANCH

A long, well muscled, light birth weight Powerful Bull from a 1st calf heifer and our Blair Fenton Bull. The 54E daughters are doing a great job for us.

106

GR 260G *Amigo Lad* 133L

BW: 76 lbs.

CE	BW	WW	YW	Milk	TM	MCE
-	-	-	-	-	-	-

Yearling Bull VWG 133L #C03112257 April 03, 2023 Horned

SIRE SGC 324U SILVER AMIGO 33A
FE 33A SILVER AMIGO 260G
 FE 114T RANCH STANDARD 4B

NGC 142X SILVER RIBSTONE 54E
GR 54E SILVER LASS 133J
 GR 217W STD LASS 303Z

DAM



CONSIGNED BY HIRSCHÉ HEREFORDS

This is a good one for phenotype, pedigree and EPDs especially in the carcass department. All 4 traits in the top 45% with REA top 13% and Marbling top 19%. Lots of times these high carcass bulls are high maternal and this guy fits that bill. Milk top 30% and total maternal top 20%. Really nice birth weight of 76lbs and EPD of 3.6. We used him on our heifers. His sire is the high carcass bull Skyvirtue purchased from Richardsons and then lost. Really a bad break as he's breeding well. Our second high selling calf last year "Marvel 44L" to Dallas is another of his sons. This guy's dam is a Perfecto daughter with great udder and pigmentation. 72L has great feet and good testicles. He's deep, long and really thick. Great Herd bull prospect.

107

GH JUSTICE 4J *Lad* 72L

BW: 76 lbs. ACT WW: 730 lbs. ACT YW: 1200 lbs.

CE	BW	WW	YW	Milk	TM	MCE	REA	MARB
+1.3	+3.6	+67.3	+104.7	+30.3	+64.0	-3.7	+0.69	+0.24

Yearling Bull GAH 72L #C03107623 February 14, 2023 Horned

SIRE BEHM 100W CUDA 504C
TLELL 504C JUSTICE 4J
 TLELL X51 GORGEOUS ET 21G

LCX PERFECTO 11B ET
GH 11B FAIR LADY PERFECTO 296J
 GH MVP FAIR LADY 200F

DAM





CONSIGNED BY LANG HEREFORDS

Lester 27L's sire Rut 62Z Red Lad 37D was purchased from Rutledge Herefords as a two-year-old. He was supposed to be in Ken's Calgary pen but we were lucky enough to purchase him beforehand. Big Rut has always had great calves throughout the years with lots of size and depth in his calves.

27L has always been a favorite around the farm ever since he was a calf. Lester's Dam Barb 329G who we bought from Norm Parrent is a moderate framed cow, with a near perfect udder that produces a top-notch calf every year.

Lester won grand champion bull calf at the Hardisty Field Day last year. His quiet demeanor has made him quite easy to handle. Lester is a long-ribbed bull with lots of thickness. He will fit in anyone's herd quite easily and produce easy calving calves that will have high growth.

CLH 37D *Lester Red Lad* 27L

108

CE	BW	WW	YW	Milk	TM	MCE
+2.8	+4.4	+50.0	+80.7	+14.9	+39.9	+5.1

Yearling Bull CLH 27L #C03107411 March 07, 2023 Horned

SIRE SGC 42W SUPER RED LAD 62Z
RUT 62Z RED LAD 37D
K 41K SANDSTONE LADY 42S

BW: 101 lbs.

DAM ZB 78A RED K LAD 95D
JNHR BARB 329G
JNHR BEAUTY 851B



CONSIGNED BY LANG HEREFORDS

Lewey Red Lad 8L is a long deep bodied bull that has really grown this past year. 8L's sire is our big Rutledge bull who always delivers good footed cattle that have tremendous growth and length. This fella will throw lots of length and pounds to calves.

8L's dam is a cow that we bought from Ayrey's as a heifer calf. She is a moderate framed cow with good thickness and length, our 52G cow has been producing well balanced calves ever since she was a bred heifer.

CLH 37D *Lewey Red Lad* 8L

109

CE	BW	WW	YW	Milk	TM	MCE
+3.8	+3.6	+42.3	+73.3	+23.7	+44.9	+3.8

Yearling Bull CLH 8L #C03116458 February 28, 2023 Horned

SIRE SGC 42W SUPER RED LAD 62Z
RUT 62Z RED LAD 37D
K 41K SANDSTONE LADY 42S

BW: 99 lbs.

DAM FA 31A BRITISHER 88D
WA 88D SHENAYE 52G
WA 59N SHENAYE 25T





**CONSIGNED BY
LILYBROOK HEREFORDS**

LBH 230L is a medium framed bull with great muscle shape, he was one of the top end in marbling bulls and has a good rib eye size one of the Better Your Beef kind.

LBH 204F *Advance* 230L

BW: 96 lbs. ADJ WW: 602 lbs. ADJ YW: 1089 lbs.

110

CE	BW	WW	YW	Milk	TM	MCE
+2.3	+4.2	+54.7	+100.3	+33.2	+60.6	+5.7

Yearling Bull LBH 230L #C03106099 February 10, 2023 Horned

SIRE H5 3114 ADVANCE 6103
LBH 6103 ADVANCE 204F
 LBH 38T MISS STANDARD DOM 159C

DAM LJS MARK DOMINO 1321
LBH 1321 MISS MARK DOMINO 150F
 LBH 157K MISS RIBSTONE ET 97Z



**CONSIGNED BY
LILYBROOK HEREFORDS**

LBH 218L is a bit bigger bull with phenomenal length and performance, he had a 114 weaning and a 110 yearling index. One of the better bulls both in Feed Efficiency and Carcass Quality, the kind that will make money in the feedlot.

LBH 463F *Standard* 218L

BW: 90 lbs. ADJ WW: 663 lbs. ADJ YW: 1100 lbs.

111

CE	BW	WW	YW	Milk	TM	MCE
+2.9	+6.0	+61.5	+104.3	+27.5	+58.3	+1.3

Yearling Bull LBH 218L #C03106080 February 09, 2023 Horned

SIRE LBH 268P STANDARD 106T
LBH 106T STANDARD 463F
 LBH 438Z MISS STANDARD 69C

DAM LBH 157K RIBSTONE 40W
LBH 40W MISS RIBSTONE 110F
 LBH 2042 MISS SENSATION 255C





GH SUPER ZAM FAYTHE ET 132F - DAM



HL STIMULUS 2108 ET - SIRE

BGR 265M - March 5, 2024
BGR 269M - March 7, 2024

PEDIGREE FOR 265M & 269M

NJW 79Z 2311 ENDURE 173D
HL STIMULUS 2108 ET
H 15S KELLY 6719 ET

YV 15Z SUPER ZAM 22C
GH SUPER ZAM FAYTHE ET 132F
MLL 42S RESOLUTION 315Y

112

PICK OF THE LITTLE FORT *Flushmates* BGR 265M & 269M

We are really pleased to offer the pick of these 2 exciting young Herd sire prospects. They will be 2 of the first Stimulus calves to sell out of the great donor cow GH 132F. She is a direct daughter of the famous 315Y cow, dam of herd bulls Eclipse, Blockbuster and 777. 132F has been jointly flushed by Little Fort and Hirsche Herefords and is truly one of the great power cows in the industry. Regardless of the mating, her calves rise to the top rather quickly. These are indeed 2 of the best with class style, thickness and both March calves. Not sure which is the best. Both have 100% pigmentation and good hair, 265M is darker in color while 269M has a yellowish coat. 265M has a 97 lbs birth weight and 269M was 96 lbs. Their sire, Stimulus, is one of the hottest bulls in the US. He's been very successful as a show bull named champion at Reno and Spring Polled Bull Champion at 2022 Cattlemen's Congress, but most important is a truly a breeding bull with great EPDs, especially in the carcass department. Check out the numbers for BGR 265M and BGR 269M. They are pretty impressive.

CONSIGNED BY LITTLE FORT HEREFORDS



BGR 265M



CONSIGNED BY
FENTON HEREFORD RANCH

This calf has been a standout since birth. 114L shows a deep flank and a broad top with a leg under every corner. If you like a soft made bull with extra middle and pigment have a look here. Dam 308D milks heavy and has a soggy heifer calf at side this year.

113

FE 136H *Dandy Amigo* 114L

BW: 94 lbs. ADJ WW: 681 lbs. ADJ YW: 1195 lbs.

CE	BW	WW	YW	Milk	TM	MCE
-2.9	+6.7	+51.4	+86.4	+6.1	+31.8	-0.9

Yearling Bull CF 114L #C03107508 April 21, 2023 Horned

ZZB 78A RED K LAD 95D
FE 95D DANDY AMIGO 136H
FE 200B STANDARD RIBSTONE 176E

FE 43T EMPEROR 232Z
FE 232Z EMPRESS 308D
SGC 201U STANDARD LASS 124Z





CONSIGNED BY FINSETH HEREFORDS

39L has always caught our eye. He is a complete package with plenty of performance, muscle shape, length, and structural correctness. Combine that with full eye pigment, short markings and large scrotal circumference and he was an easy choice for our consignment to the Best of the West Bull Sale. His sire Grenade 37G has had a tremendous impact on our breeding program with sons working in purebred and commercial herds and with daughters that have made some of our very best young cows. 61C his dam is a cow that never misses, an attractive female with lots of udder quality. 39L is right off the top of this year's bull pen so buy with confidence.



DAM KOOTENAY 61C

FIN 37G *Grenade* 39L

114

CE	BW	WW	YW	Milk	TM	MCE
-3.9	+5.2	+60.0	+103.9	+28.9	+58.9	-6.0

Yearling Bull FIN 39L #C03109766 May 01, 2023 Polled

SIRE: BAR-RZ 6964 EARL 50E
BAR-RZ 50E GRENADE 37G
 BAR-RZ 56X CINDY 74C

BW: 102 lbs.

DCR 713 KOOTENAY 247
BP 247 MISS KOOTENAY 61C
 BP 24Y RIBSTONE LADY 123A

DAM



CONSIGNED BY FLEWELLING CATTLE CO.

Landmark is a free moving, deep bodied bull with excellent testicle development, and full pigmentation everywhere you want it. The maternal power built into Landmark's pedigree is simply awesome. His dam, Betty 24H, is a front pasture female who raised the high seller at the 2022 Alberta Hereford Showcase selling to Medonte Highlands. Combining Benchmark with our Betty cow family is truly exciting. This bull will add milk and improve udders. With his 70 lb. BW, we think Landmark is a great option for heifers, or anyone looking to add maternal value to their herd. He carries an awesome EPD profile ranking top 5% in the breed for BW and Marbling. Landmark is Homo polled.



DAM BETTY 24H



SIRE BENCHMARK 632G

FCC 632G *Landmark* 7L

115

CE	BW	WW	YW	Milk	TM	MCE
+7.2	+0.0	+58.8	+89.2	+33.4	+62.8	+5.5

Yearling Bull GCFH 7L #C03103795 January 17, 2023 Polled

SIRE: TH 506B 358C BENCHMARK 531E ET
TH 61A 531E BENCHMARK 632G
 TH 13Y 9050 BETH 61A

BW: 70 lbs. ADJ WW: 739 lbs.

LEVELDALE EXPEDITION 101B 707E
FCC 707E BETTY 24H
 FCC 13B BETTY 12D

DAM





**CONSIGNED BY
RAFTER DOUBLE U RANCH**

Replacement female builder!
Generations of udder quality and proven cows backing this bull. He is also sure to put pounds in your calf crop. Exceptional hind quarter, big wide top and that undeniable 9530 length!

UU 9530 *Domino Lad* 101L

BW: 90 lbs. ADJ WW: 685 lbs. ADJ YW: 1189 lbs.

116

CE	BW	WW	YW	Milk	TM	MCE
-2.5	+6.1	+63.1	+117.1	+24.8	+56.4	+2.5
Yearling Bull WVS 101L #C03109462 March 17, 2023 Horned						

SIRE CL 1 DOMINO 7131E 1ET
H DOMINO 9530 ET
 OO MS MARK DON X1396

DAM YV 15Z ZAMS ELITE ET 24E
UU 24E ZAM LADY 97H
 UU 30S COWTOWN LADY 6Z



**CONSIGNED BY
RAFTER DOUBLE U RANCH**

One of our top 2023 bulls!
He has had that herd bull look from day one, So thick and deep bodied with extra length and rugged bone. He combines all of that with proven maternal strength, udder quality, calving ease and loads of pigment. We believe in him and used him this summer. Check his numbers!

UU 69H *Red Lad* 6L

BW: 87 lbs. ADJ WW: 693 lbs. ADJ YW: 1104 lbs.

117

CE	BW	WW	YW	Milk	TM	MCE
+7.6	+3.1	+60.6	+98.6	+34.5	+64.8	+2.5
Yearling Bull WVS 6L #C03107371 January 20, 2023 Horned						

SIRE YV 15Z ZAMS ELITE ET 24E
UU 24E ZAM LAD 69H
 LCI BD SENSATION MISS 371B

DAM UU 70B MR REDMAN 13D
UU 13D RED LADY 4G
 UU 5C REDMARK LADY 18E





CONSIGNED BY REMITALL WEST HEREFORDS

Here is an exciting opportunity to acquire a young herd sire from the esteemed Marvel 166E cow, she is one of the top donor females in the Remitall west program. Zeus 182L combines a moderate birth weight of 85 pounds with a 205-day weight of 711lbs indexing a stellar 106, along with a +30 milk his EPDs are solid across the board. His sire Tarantino 5J was a two-time Reserve champion bull at the Hereford showcase. Zeus 182L is red eyed and very sound footed with extra scrotal making him the complete breeding package. Selling full interest and full possession.



DAM MARVEL 166E

REMITALL-W *Zeus* 182L

BW: 85 lbs. ADJ WW: 711 lbs. ADJ YW: 1110 lbs.

118

CE	BW	WW	YW	Milk	TM	MCE
-1.4	+3.7	+55.2	+87.7	+30.4	+58.0	+0.0

Yearling Bull REM 182L #C03103532 May 01, 2023 Polled

SIRE REMITALL-W RAINMAKER ET 14E
REMITALL-W TARANTINO 5J
REMITALL-W MARVEL 207F

DAM REMITALL-W BNC HOT PURSUIT 47C
REMITALL-W BNC MARVEL 166E
REMITALL-WEST MARVEL ET 76Y



CONSIGNED BY HIRSCHE HEREFORDS

This guy would be a feature in any sale. He's surely the best Insight son to sell so far and could be used on heifers with an 80 lbs birth weight, 0.6 Birth EPD and tons of performance. Probably our heaviest calf with perfect markings and big testicles. He's got a really good set of feet and legs to go with his mass and performance. He's like all our Insight calves, and has a great disposition and really easy to halter break. His dam is one of our easiest fleshing cows with great milk and udder. She was a feature at the Haroldson sale as a bred heifer where we found her. She's also got tons of performance and maybe our deepest cow. The kind that will raise a herd bull. 3M's EPD profile is pretty impressive as well, especially in the marbling department with a .56 which ranks him top 1%. Hard to find one any better and combines that with teat size EPD of 1.5 and udder 1.4 as well as SC 1.4, all 3 rank top 15% of our breed. Birth EPD and Calving ease top 8% and top 11% and combine that with a 205 day weight of close to 900 lbs. His sire, SHF Insight, is truly one of the best breeding bulls we've used for years. He marks them red to the ground with lot of eye pigment. They have tons of carcass and lots of performance. This fall his sons will be our feature sire group at our annual sale Dec. 6. Max 3M checks all the boxes.

GH *Insight Max* 3M (DLF HYF MSUDF DBC)

BW: 80 lbs.

119

CE	BW	WW	YW	Milk	TM	MCE	REA	MARB
+9.5	+0.6	+48.9	+81.4	+26.0	+50.5	-0.4	+0.36	+0.56

Bull Calf GAH 3M #C03113682 January 15, 2024 Polled

SIRE SHF FORESIGHT B413 F158
SHF INSIGHT F158 J354 ET
SHF OKSANA 001A D03 ET

DAM HAROLDSON'S INSIGHT ET 201D
HAROLDSON'S JVJ ROBYN 201D 2H
HAROLDSON'S ROBYN 15W 38F





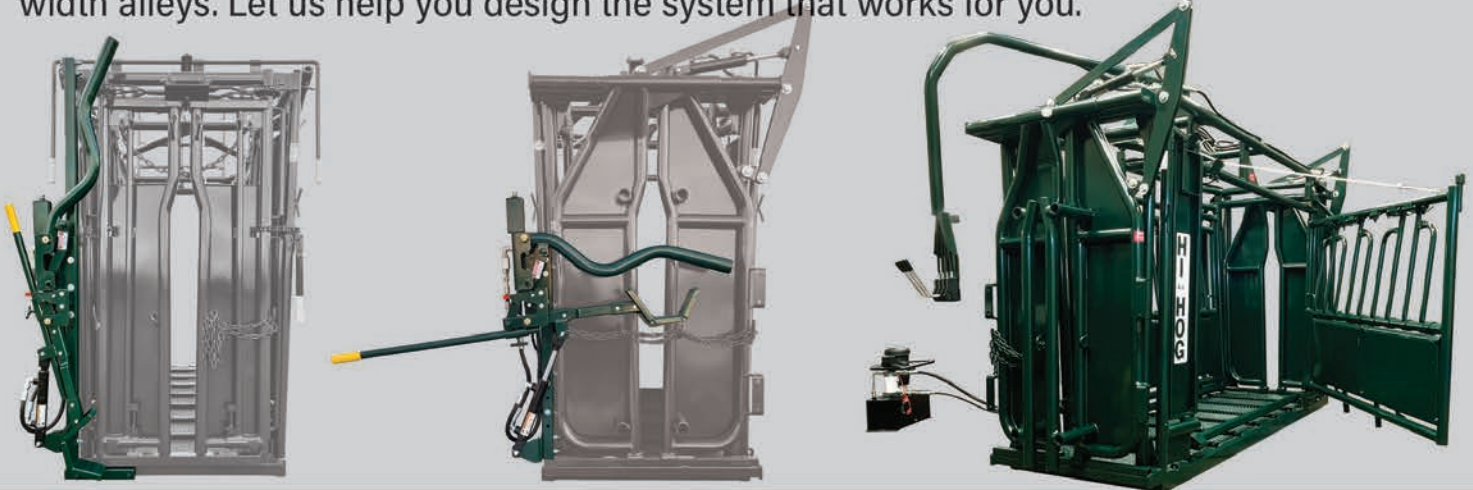
Heavy Duty Portable Loading Chutes with Two Section Ramp

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for the Best of the West Bull Sale

• \$8,000 in total will be handed out

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Credits will be announced before the Bull Sale

Be sure to get your ballot in for the People's Choice Awards to be entered in the draw

Selling First in the Sale will be the People's Choice Bull followed by the Reserve People's Choice, the rest of the bulls will sell in catalogue order.



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Join us for coffee and a visit at the Hereford booth at this popular January event held annually in Camrose

Get in Touch |

President :
Phone :

Tanner Seutter
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**Alberta Hereford
Association**

PO Box 50078, Cornerstone Plaza RPO
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Alberta Hereford
SHOWCASE