



*Alberta Hereford*  
SHOWCASE

GENES OF THE  
*Future* FEMALE SALE

*Westerner Park, Red Deer, Alberta*



**SATURDAY**  
November 2, 2024  
5:30 PM

# Alberta Hereford

## SHOWCASE

OCTOBER 31 to NOVEMBER 3, 2024  
Westerner Park, Red Deer, Alberta



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

**REMITALL WEST HEREFORDS**  
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Bryan Latimer  
403-556-0301

**SKELTON CATTLE COMPANY**  
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**WYATT FARMS**  
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403-485-8289

**XTC RANCHES**  
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306-295-7246

# Welcome to the 4TH ANNUAL GENES OF THE FUTURE SALE

There is a lot of excitement and optimism in the Hereford industry, cattle prices have never been higher and the quality improves more every year.

We urge you to take a close look at this sale offering. Canada's top breeding programs have entered a select group of females from the heart of their herds, giving you an opportunity to purchase a female that fits the direction you are heading with your program.

Our breeders have faith in the longevity of these heifer calves. Many are entered in the Female futurity providing you an opportunity to participate this year and bring them back next year as a bred. The bred heifers on offer are an exceptional group that represent the very best these breeders have to offer.

We would like to thank Bullseye Feeds for their generous donation of a pallet of bull ration to be auctioned off with the proceeds helping out the junior program.

Last year we started a new chapter in the sale, a semen donation program, where a few breeders donated semen from some of the industry's leading bulls to help support our Alberta Hereford Showcase. Their efforts to help us promote the Hereford breed are truly humbling and are a huge contribution to our success.

This year the Arlo group Big Gully Farms, MJT Cattle Co, Copper Creek Farms and Little Fort Herefords have donated semen out of their exclusive purchase the Denver and Fort Worth Champion Arlo to also assist with junior expenses and opportunities. Sky Virtu Ranch has donated semen from Thomas County, a bull that needs no introduction to the industry. The Amsterdam Group. Axa Herefords, McLellan Creek Herefords and Golden Oak Livestock have once again donated some semen to us. Remitall West and the consortium of leading breeders have contributed some Firestorm semen to help further our case. Buy with confidence and take advantage of this unprecedented opportunity.

The format for the sale is that DLMS will video the heifers and upload the video on their website November 1st.

Special donation lots will sell first then the top 3 females that are chosen by ballot by the consignors will start the sale then the rest will be by catalog order.

We look forward to seeing you at the Showcase.

If you have any questions please reach out to the consignors, auction staff or to Ken Rutledge (780-888-7178) or Dave Dennis (403-815-3161)

## 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  
Genes Event *Showcase Alley*  
3:00 pm Bidder Registration Opens – Bull & Female Sale  
3:30 pm Announcement of People's Choice  
Sale Credit Winners  
4:30 pm Best of the West Bull Sale  
5:30 pm Genes of the Future Female Sale  
6:30 pm Banquet doors open  
Keynote Speaker – Douglas Olsen of Olsen Ranch Inc.  
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

# Schedule

# TERMS & Conditions

## TERMS

The terms of the sale are cash or cheque, payable at par at the 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.

## 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.

## PREGNANCY INFORMATION

All serviceable age females have been pregnancy examined by an accredited veterinarian.

## 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.

## 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

**SHOWCASE SOCIAL & BANQUET TICKETS: \$35**  
to purchase contact [albertaherefords@gmail.com](mailto:albertaherefords@gmail.com)

## SALES STAFF

Auctioneers:  
Bob Balog 403-382-5727

Ring Service: Craig Flewelling  
403-556-0515

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

Ring Service: Louis Balog  
403-320-1980



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Mark Shologan 780-699-5082 or Purebred Team 780-991-3025

# *semen donation* **THANK YOU**

We would like to thank SkyVirtu Ranch Inc, ARLO Syndicate, Golden Oak Livestock and Remittal West for their contribution of the following semen donation lots. It is with this type of passion, dedication and selfless sacrifice from our breeders that an event like the showcase is possible. All proceeds will be going to sponsorship of the Alberta Hereford Showcase. Semen stored at Alta Genetics.

## **ALBERTA HEREFORD SHOWCASE** 2024 HOTEL SUMMARY

***Motel 6 Red Deer*** - 5001 19 St #900, Red Deer, AB  
(403) 340-1749

Call into the hotel with the event name Alberta Hereford Showcase

***Holiday Inn Express Red Deer*** - 2803 50 Ave, Red Deer, AB  
(403) 343-2112

Call into the hotel with booking code Alberta Hereford Showcase Open Block

***Sandman Hotel Red Deer*** - 2818 Gaetz Ave, Red Deer, AB  
(403) 343-7400

Call into the hotel with booking code Alberta Hereford Showcase

***Comfort Inn & Suites Red Deer*** - 6846 66 St, Red Deer, AB  
(403) 348-0025

Call into the hotel with the event name Hereford Showcase

*Questions? Please email us at [albertaherefords@gmail.com](mailto:albertaherefords@gmail.com)*



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LOT 1

14% *Bull Ration* FROM BULLSEYE FEEDS

Bullseye Feeds is pleased to offer 1 TON OF 14% BULL RATION as Lot 1 in the sale. The proceeds from the auction of Lot 1 will be donated to the Junior program at the Alberta Hereford Showcase. Bullseye Feeds is committed to supporting the development of youth in the cattle industry and their support of this event is greatly appreciated.



**BULLSEYE**

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# semen lot

## C ARLO 2135 ET



Katie Colyer

CONSIGNED BY ARLO SYNDICATE

### LOT 2 C Arlo 2135 ET

Male #C03111842 January 16, 2022 Polled

SIRE	NJW 79Z Z311 ENDURE 173D ET	BW 91H 100W RITA 79Z ET	DAM	NJW 98S R117 RIBEYE 88X ET	SHF RIB EYE M326 R117
	<b>LOEWEN GENESIS G16 ET</b>	MSU TCF REVOLUTION 4R		<b>C 88X NOTICE ME 1311 ET</b>	NJW 9126J DEW DOMINO 98S
	LOEWEN 77 48 MISS 344N 4RB42ET	PCR JACKLYN NIKOLE 344N		C NOTICE ME ET	C-S PURE GOLD 98170
					HH MISS ADVANCE 104A

CE	BW	WW	YW	Milk	TM	MCE
-0.3	+5.7	+71.2	+112.6	+35.3	+70.9	+2.1

We are ecstatic that the Arlo group have donated 2 lots of 2 straws of semen on the 2024 NWSS and FWSS grand champion polled bull. Arlo is a son of the popular Loewen Genesis and the \$195,000US top selling female C 88X Notice Me 1311 ET. A true legend in the breed. Arlo was a part of the 2023 Denver Champion pen of 3 where he caught the eye of the now Arlo Syndicate, Big Gully Farms, MJT Cattle Company, Little Fort Hereford and Copper Creek Farms. The Syndicate has the exclusive Canadian semen rights on Arlo, their donation of 4 straws is a rare opportunity to obtain genetics on this great herdsire.

**A: 2 straws B: 2 straws**

All shipping will be the cost of the buyer. Semen is stored at Alta Genetics.



# semen lot

## REMITALL-W FIRE STORM ET 138L



CONSIGNED BY REMITALL WEST

### LOT 3 REMITALL-W *Fire Storm* ET 138L

Male #C03106032 March 07, 2023 Polled

SIRE	R LEADER 6964	HYALITE ON TARGET 936	TH 71U 719T MR HEREFORD 11X
	<b>CHURCHILL RED BARON 8300F ET</b>	R MISS REVOLUTION 1009	KCL 29R MARY ANNE 23G 5R ET
	CHURCHILL LADY 500C ET	CHURCHILL RED BULL 200Z	REMITALL-WEST GAME DAY ET 74Y
		HVH OKSANA 4L 33N	REMITALL BELLE 132U
DAM		KCL WPF THE PROFESSOR 7110ET	
		<b>REMITALL-W BELLE ET 45F</b>	
		REMITALL-WEST BELLE 36B	

CE	BW	WW	YW	Milk	TM	MCE
+6.7	+1.4	+61.8	+95.6	+32.6	+63.5	+2.4

Fire Storm 138L is without a doubt one of the most exciting young herd sires we have produced. His exceptional length of body, muscle shape, performance, birth wt., structural soundness, eye appeal, EPD make up, superior dam, eye pigmentation, color, homo polled, all combine to make him truly a one of a kind breeding tool.

#### A: 5 straws

All shipping will be the cost of the buyer. Semen is stored at Alta Genetics.

# semen lot

## H WMS THOMAS COUNTY 1443 ET



CONSIGNED BY SKYVIRTU RANCH INC.

### LOT 4 H WMS *Thomas County* 1443 ET

Male #C03102004 January 27, 2021 Polled

SIRE	KCF BENNETT REVOLUTION X51	MSU TCF REVOLUTION 4R	NJW 73S M326 TRUST 100W ET
	<b>EFBEEF RESOLUTE CEO</b>	KCF MISS PROFICIENT U201	BEHM R294 JASMAN102Y
DAM	R&R PRIME CUT 6378 ET	<b>H MS EXCEL 7945 ET</b>	NJW 73S W18 HOMETOWN 10Y ET
	EFBEEF 6378 KATE W484	EFBEEF G825 KATE R428	H MS 824 EXCEL 4146 ET
			H LADY EXCELL 824 ET

CE	BW	WW	YW	Milk	TM	MCE
+3.4	+3.1	+78.2	+126.5	+35.6	+74.7	-2.9

Thomas County was the talk of the 2022 Hoffman Ranch Bull Sale. When the dust settled, he sold to Stellpflug Cattle Co. LCC for US \$150,000. His flush mate full brother also sold for US \$60,000.

SkyVirtu Ranch Inc quickly purchased the Canadian semen rights on this unique herd sire.

Not only is 1443 a heavy muscled, very correct bull with amazing genetics but he is the first true carcass bull that could compete in Denver, where he was reserved Grand Champion bull. Then he went to Fort Worth and was named Grand Champion bull. The reports on his calves so far have been stellar.

**A: 5 straws B: 5 straws**

All shipping will be the cost of the buyer.

# semen lot

## CHURCHILL AMSTERDAM 247K ET



CONSIGNED BY GOLDEN OAK LIVESTOCK

### LOT 5 CHURCHILL *Amsterdam* 247K ET

Male #C03104316 January 12, 2022 Polled

SIRE	SHF YORK 19H Y02	MSU MF HUDSON 19H	DAM	CHURCHILL PILGRIM 632D ET	NJW 73S W18 HOMETOWN 10Y ET
	<b>CHURCHILL BROADWAY 858F</b>	LOEWEN MISS P20 10W		<b>H FHF ZOEY 8418 ET</b>	CHURCHILL LADY 002X ET
	CHURCHILL LADY 640D	KCF BENNETT ENCORE Z311 ET		WLL ZOEY 3Z	TH 122 711 VICTOR 719T
		CHURCHILL LADY 4164B			WLL VENUS 19X

CE	BW	WW	YW	Milk	TM	MCE
+2.6	+3.4	+67.6	+112.8	+27.7	+61.5	+4.8

Amsterdam 247K is an exciting new herdsire we purchased from Churchill's. He's dark red, long bodied, deep in his quarter with an excellent foot under him. We can't wait for his calves to hit the ground.

#### A: 5 straws

All shipping will be the cost of the buyer. Semen is stored at Alta Genetics.

CONSIGNED BY CHURCH RANCH



This one is hard to part with. 76M's mother is an own daughter of our 9U foundation cow and a full sister to the 2021 Western National Champion Heifer Calf and high selling heifer calf in Canada. There are generations of outstanding cows on both sides of this calf's pedigree. Buy with confidence here - these genetics are as predictable as we can breed them.



DAM: CGC 140C Silver Brit 61G

LOT 6

CGC 0250 *Silver Brit* 76M

Heifer Calf OVM 76M #applied for April 24, 2024 Horned

SIRE H5 6128 DOMINO 8193 1ET CL 1 DOMINO 6128D 1ET BR 9279 EXTRA DEEP 15Z  
**H5 8193 DOMINO 0250 1ET** H5 MS 408 DOMET 0210 H5 9131 DOMINO 2185 DBHR 159M STANDARD 182U  
 H5 MS 2185 DOMET 4351 H5 MS 3027 DOMET 190 **DAM CGC 140C SILVER BRIT 61G** CH 82H NASDAQ 101N  
 CGC 101N SILVER BRIT 9U MISS 63E SILVER BRIT 48M

BW	PE CE	PE BW	PE WW	PE YW	PE Milk	PE TM	PE MCE
85 lbs.	-0.6	+5.9	+59.1	+93.8	+28.2	+57.8	+0.4

CONSIGNED BY DGB FARMS



We are really excited about this heifer as a show prospect and we are getting her out to multiple shows before she is sold. With the blessing of the buyer, we would also like to take her to Agribition, we think she's that good! She has all the Hereford breed character, but compromises nothing in her style. What stands out most for us on this animal is her depth of body and her overall correctness. The longer I have her the more I'd like to keep her! We've had nothing but good calves from her sire Copperstone 11K, but she's a standout in that bunch. Her dam has a fantastic udder and calved on her own as a heifer out on pasture. Overall, she's going to make a great foundational female for future breeding. Heifer lottery eligible.

LOT 7

DGB *Moonstone Miss* 3M (DLF HYF IEF MSUDF DBF)

Heifer Calf DGB 3M #C03113093 January 24, 2024 Polled

SIRE C 4212 BLACK HAWK 7057 ET C BLACK HAWK DOWN ET GH 377X ECLIPSE 27E  
**GH 7057 COPPERSTONE ET 11K** C 95T LADY TRUST 4212 ET GH 65X SANDY 171Z  
 CCR 4R DONNA 23B MSU TCF REVOLUTION 4R **DAM GH 324G LADY LUNA 72K** UPS SENSATION 3786 ET  
 CCR 28M DONNA ET 901Z GH 3786 FANCY LADY 194F FA 104P BRITISHER LADY 5T

BW	CE	BW	WW	YW	Milk	TM	MCE
71 lbs.	+0.2	+4.5	+60.0	+90.1	+21.9	+51.9	-1.9

CONSIGNED BY GARRETT RANCH LTD



*breeding*

Exposed to GR 184E STD LAD 915J from June 19 to August 10, 2024. Due beginning of April 2025.

LOT 8

GR 79F STD *Lass* 332L

Bred Heifer VWG 332L #C03112340 April 10, 2023 Horned

SIRE RUT 204X RED CLASSIC LAD 66C  
**GR 66C STD LAD 79F**  
 C 127Y YES LADY 79C

RUT 97T RED LAD 204X  
 RUT 30U CLASSIC LADY 18Y  
 C 326N YES I CAN 127Y  
 PAHL 5T WINTER 17Y

DAM GR 45U ROBIN LAD 44Y  
**GR 44Y STD LASS 832F**  
 GR 217W STD LASS 303Z

NGC 99R UPSIDE 45U  
 GR 47H GEN STAR 44U  
 BBSF 46P WENZEL 217W  
 GR 18K LADY 301R

BW	CE	BW	WW	YW	Milk	TM	MCE
N/A	-	-	-	-	-	-	-

CONSIGNED BY GARRETT RANCH LTD



*breeding*

Exposed to GR 184E STD LAD 915J from June 19 to August 10, 2024. Due end of March 2025.

LOT 9

GR 54E *Silver Lass* 334L

Bred Heifer VWG 334L #C03112308 April 1, 2023 Horned

SIRE LBH 52N SILVER PRIDE 142X  
**NGC 142X SILVER RIBSTONE 54E**  
 NGC 39U FANCY RIBSTONE 28Y

LBH 38E SILVER PRIDE 52N  
 LBH 192N MISS GENERAL 285S  
 LBH 157K RIBSTONE 39U  
 WABASH FANCY 58N

DAM NGC 99R APACHE 13A  
**GR 13A STD LASS 834F**  
 GR 543S STD LADY 34W

SFL 86M ROBIN 99R  
 CFH 91N PSQ LASS 604S  
 JNHR RED STANDARD 543S  
 BP 604 LADY 33J

BW	CE	BW	WW	YW	Milk	TM	MCE
N/A	-	-	-	-	-	-	-

CONSIGNED BY HIRSCHHE HEREFORDS



This is truly one of the exceptional young females to ever sell. She is Annette's favourite and very much her pet. She will come for a scratch from Annette even in a 400 acre field. She is special. She has been our grandkids show yearling all summer, standing in the top of her class at the Alberta Junior show and Reserve Yearling in Armstrong. We'd love to see some young junior take her home and build a program around her. She's really hard to us to part with as we are putting a huge emphasis in 2 major traits, maternal and carcass and she has both. She's top 5% of the breed in marbling and top 11% for Rib-eye. It's difficult to find herefords that excel in both marbling and REA and she does. Then look at her teat and udder score. They are both in the top 20% of the breed. Her dam is surely one of our top producing females. She's raised 3 sale feature females in a row and purchased and being shown by DGB Farms, Kim, Paul and Parker Davis. Both females have near perfect udders and tons of milk. Her dam has another top female this year that we're keep to ensure her bloodlines continue to be a huge part of our program. 133L's sire, Insight, is truly amazing. Stacie will be one of his first females to sell. He has maternal and unbelievable carcass as well. One of the best females I've seen in this breed is a sister and is now owned by Skyvirtu. Honestly one of a kind female, but it's not surprising as her dam is one of Upstream's most successful flush cows. The Insight bull in our December sale are positively one of a kind, but his females are what we're planning on moving our program to the next level in carcass and maternal. Stacie 133L in one of a kind and one of a select few Insight females for sale.

LOT 10 **GH Insight Stacie** 133L {DLF HYF IEF MSUDF DBF}

Bred Heifer GAH 133L #C03107518 April 02, 2023 Polled

SIRE SHF FORESIGHT B413 F158 EFBEF BR VALIDATED B413  
**SHF INSIGHT F158 J354 ET** SHF GERBER R117 Y200  
 SHF OKSANA 001A D03 ET GERBER ANODYNE 001A  
 SHF OKSANA 33TY59

DAM GH 8052 MVP 67Y UPS KNIGHT 8052  
**GH MVP LADY SMASH 302C** GH ADAMS 796S DOMAN MISS 253W  
 GH 7101 LADY SMASH 90Z UPS JT NEON 7101 1ET  
 GH ADAMS MS SMASH NN 343W

BW	CE	BW	WW	YW	Milk	TM	MCE	REA	MARB
84 lbs.	+1.2	+3.8	+60	+99.3	+16.5	+47	-5.6	+0.69	+0.38

*breeding*  
 AI April 11, 2024 to Marvel 44L (last year's second high seller and carcass specialist in his own right, owned with Dallas Farms.)

CONSIGNED BY L-O HEREFORDS



43M heifer calf is sired by FHR 49H, a super good sire. Her dam is a top cow.



Lot 11: LO 49M STD Lass 43M

LOT 11 **LO 49M STD Lass** 43M

Heifer Calf PWM 43M #C03117502 April 15, 2024 Horned

SIRE FE 77B TURIN SUNRISE 142E C 81Y MISTY LAD 77B MN 17P BRITISHER VALLEY 516Y  
**FE 142E TURIN SUNRISE 49H** FE 63W STANDARD DOM 261B MN 24R ASTER LADY 931X  
 FE 199Y FRONTLINE 375C FE 152S FRONTLINE 199Y FE 29S ASTER LAD 166W  
 FE 28T SILVER PRINCE 94W FE 101J SUPER LADY 17R

DAM **LO 931A STD LASS 7D** LO 166W STD LASS 11Z

BW	CE	BW	WW	YW	Milk	TM	MCE
82 lbs.	-0.8	+5.4	+52.4	+89.8	+16.1	+42.3	-0.6

CONSIGNED BY L-O HEREFORDS



Lot 12: LO 88F STD Lass 53L

This bred heifer is sired by the Calgary Reserve Grand Champion SGC 88F. His daughters are the kind to build a herd on.

*breeding*

Exposed to MVF 635F Aster Rib STD Lad 12J from June 25 to August 8, 2024.

**LOT 12** LO 88F STD *Lass* 53L

Bred Heifer PWM 53L #C03110092 April 24, 2023 Horned

SIRE SGC 814Y RED DIAMOND 27C SGC 27C RED DIAMOND 88F SGC RANCLAND LASS 9B  
 JNHR 414B DOMINO 814Y SGC 42W SUPER RED LASS 69Z LPG RANCLAND LAD 1Y SGC 152S STANMORE LASS 84U  
 DAM JNHR 63W RIBSTONE 89Z JNHR SWEETY 219D JNHR NANCY 854Z  
 BP 101T STANDARD DOM LAD 63W JNHR BRIT LASS 776W JNHR NAVAJO JOE 537T JNHR RED LASS 739U

BW 88 lbs.	CE	BW	WW	YW	Milk	TM	MCE
	-2.5	+5.6	+57.3	+88.4	+21.6	+50.3	-0.5

CONSIGNED BY L-O HEREFORDS



Lot 13: LO 88F STD Lass 11L

This bred heifer is sired by the Calgary Reserve Grand Champion SGC 88F. His daughters are the kind to build a herd on.

*breeding*

Exposed to MVF 635F Aster Rib STD Lad 12J from June 25 to August 8, 2024.

**LOT 13** LO 88F STD *Lass* 11L

Bred Heifer PWM 11L #C03110098 April 04, 2023 Horned

SIRE SGC 814Y RED DIAMOND 27C SGC 27C RED DIAMOND 88F SGC RANCLAND LASS 9B  
 JNHR 414B DOMINO 814Y SGC 42W SUPER RED LASS 69Z LPG RANCLAND LAD 1Y SGC 152S STANMORE LASS 84U  
 DAM ZZB 74Z RED DANDY 84C LO 84C STD LASS 31F LO 166W STD LASS 11Z  
 BANNERLANE 108U STD 74Z ZZB 270U LADY DI 26Y FE 29S ASTER LAD 166W AJD 101J SUPER LADY 17R

BW 91 lbs.	CE	BW	WW	YW	Milk	TM	MCE
	-1.9	+6.1	+57.8	+92.8	+17.7	+46.6	-0.7

CONSIGNED BY LILYBROOK HEREFORDS



*breeding*

Exposed to LBH 6103 ADVANCE 18F from April 29th to August 7th. Pregnancy tested to calve Early February 2025

**LOT 14** LBH 237B *Miss Billy* 95L

Bred Heifer LBH 95L #C03105546 February 03, 2023 Horned

SIRE	DONORAH 20X DOMINO LAD 42Z	YV 81N SILVER STANDARD 20X	LBH 268P STANDARD 438Z	LBH 73L STANDARD 268P
	<b>BBSF 42Z BILLY 237B</b>	DONORAH 24P SUPER LASS 12W	<b>LBH 438Z MISS STANDARD 324C</b>	LBH 157K MISS RIBSTONE 359T
	BBSF 46P ROBIN 405W	PAHL 38J PAPILLON 46P	LBH 72M MISS SUNSHINE 39S	XTC 38J SUNSHINE LAD 72M
		BBSF 114L L ROBIN 289R		LBH 111K MISS BRITISHER 76M

BW 78 lbs.	CE	BW	WW	YW	Milk	TM	MCE
	+0.0	+5.8	+57.6	+82.9	+20.1	+48.9	+2.0

CONSIGNED BY LILYBROOK HEREFORDS



*breeding*

Exposed to LBH 237B BILLY LAD 27F from April 29th to August 7th. Pregnancy tested to calve Early February 2025.

**LOT 15** LBH 463F *Miss Standard* 94L

Bred Heifer LBH 94L #C03105547 February 03, 2023 Horned

SIRE	LBH 268P STANDARD 106T	LBH 73L STANDARD 268P	LBH 157K RIBSTONE 40W	K 64H RIBSTONE LAD 157K
	<b>LBH 106T STANDARD 463F</b>	LBH 20J MISS STANMORE 142R	<b>LBH 40W MISS RIBSTONE 35A</b>	LBH 87M MISS DIAMOND 20S
	LBH 438Z MISS STANDARD 69C	LBH 268P STANDARD 438Z	LBH 119R MISS SUNSHINE 152T	LBH 72M SUNSHINE LAD 119R
		LBH 40W MISS RIBSTONE 174Y		LBH 4K MISS STANMORE 144M

BW 70 lbs.	CE	BW	WW	YW	Milk	TM	MCE
	+5.4	+4.4	+55.4	+97.0	+23.4	+51.1	+4.2



CONSIGNED BY LITTLE FORT HEREFORDS



As a sale committee, we're really excited that Little Fort Herefords are giving us the pick of their 2024 heifer calves as a special offering in the Genes of the Future Female sale. It's been many, many years since they've sold any females, especially their best. She was really easy to find. The last few years, LFH have done as much embryo transplanting as any and have been active in using some of the best outcross genetics available. By so doing, they are offering this outstanding Guardian heifer out of their top 40E donor cow. The 40E cow is truly one of the premier cows in the breed. She is big, deep with a great udder, and tons of milk with good foundation cattle in the background like LCI 9K, and HR 114A, a Hanson a donor cow with lots of power. 40E has several females in production. One of her daughters, 42J has another outstanding heifer calf that could also be a sale feature. Another daughter 23L is their very best bred heifer. 39M is well marked with good eye pigment and red to the ground. She's big, deep and ultra feminine, with outstanding head and neck extension. She's the kind that is really hard to find. Her show career will be outstanding, but then when that's done, she's the kind that will fit into any donor cow program. Maybe her greatest strength is her EPD profile. Can't find one alot better with 3.2 birth, with top 2% of the breed in both weaning and yearling growth. 34 milk, 68 TM and superior carcass numbers 0.73 REA, 0.36 marbling and 0.92 Carcass Wt., with all 4 traits in the top 9% of the breed with marbling in the top 5%. *LFH will offer to buy 1/2 back in this outstanding female or will be retaining a flush at buyer's convenience and seller's expense.*

SIRE: Guardian 1015

**LOT 16** LFH 1015 *Maven* ET 39M {DLFHYFIEFMSUDF}

Heifer Calf BGR 39M #C03117527 February 27, 2023 Polled

SIRE LOEWEN GENESIS G16 ET NJW 79Z Z311 ENDURE 173D ET CL 1 DOMINO 9126J 1ET  
**C GKB GUARDIAN 1015 ET** LOEWEN 77 48 MISS 344N 4RB42ET MH 9126J DOMINO 382 1ET  
 C CJC BELLE AIR LASS 8037 ET BR BELLE AIR 6011 **LFH EXPRESSION 382 ET 40E** MH DAKOTA LADY 7218 1ET  
 C CJC 89T MISS MILES 4264 ET LFH EXPRESSION 22T LFH EXPRESSION 64K 33P

BW	CE	BW	WW	YW	Milk	TM	MCE	REA	MARB
94 lbs.	+3.3	+3.2	+68.7	+118.3	+33.8	+68.2	+1.3	+0.74	+0.36

CONSIGNED BY FENTON HEREFORD RANCH



A heifer right off the top sired by the high selling Rutledge bull in Calgary RUT Red Classic Lad 85G. A full sister was shown at the Showcase in Red Deer last year. Another maternal sister raised a class winner at the Hardisty Field Day this year. The disposition from all the progeny of dam 218D is what we are after. This is a high maternal line. Dam 218D presently has a bull calf at side that will feature in 2025.

*breeding*

Observed bred June 3 to FE 207F Rest Easy 95K.

**LOT 17** FE 85G *Royal Classic* 23L

Bred Heifer FHR 23L #C03107513 March 17, 2023 Horned

SIRE RUT 204X RED CLASSIC LAD 66C RUT 97T RED LAD 204X FE 114T RANCH STANDARD 268X  
**RUT 66C RED CLASSIC LAD 85G** RUT 30U CLASSIC LADY 18Y FE 152S FRONTLINE 79Y  
 RUT 97T ROYAL LADY 46Z SGC 76P ROYAL HAWK 97T SNS 5S STANMORE LAD 60X  
 K 41K SANDSTONE LADY 42S **FE 89A RANCH STD 218D** FE 60X STANMORE LASS 176B FE 7R RED RIBSTONE 230U

BW	CE	BW	WW	YW	Milk	TM	MCE
90 lbs.	-2.2	+7.0	+60.1	+93.1	+23.3	+53.4	+3.8

CONSIGNED BY 4D LIVESTOCK



This Feb 8th heifer is one you won't walk by. With a 76lb birth weight, excellent EPDs, and amazing phenotype; she is truly one to mark in your catalogue. Her maternal sister was the high selling heifer calf at \$9,750, sold to Twelve Oaks Farms in last year's sale. Not only does this flashy heifer have a sweet personality but she has a proven pedigree sired by the two-time Showcase Champion, Dominate 1404 and a no miss dam with amazing EPDs. Misty's dam is a flush mate to Thomas County's popular dam. Misty has been Genomic tested and we are awaiting the results. As a junior project or a top replacement heifer, Misty will compliment anyone's program.

**LOT 18** 4D 1404 *Misty* 403M {DLF HYF IEF MSUDF}

Heifer Calf DV 403M #C03111281 February 08, 2024 Horned

SIRE SR DOMINATE 308F ET  
**H DOMINATE 1404 ET**  
K&B BELLA 219Z 1ET

BCC DOMINATOR 619D  
CHURCHILL LADY 1162Y ET  
K&B BANDIDO 8227U ET  
K&B SWEET SALLY 5037

DAM NJW LONG HAUL 36E ET  
**H FN MS EXCEL 1422 ET**  
H MS EXCEL 7935 ET

CHURCHILL SENSATION 028X  
NJW 79Z 10W RITA 11B  
BEHM 100W CUDA 504C  
H MS 824 EXCEL 4146 ET

BW	CE	BW	WW	YW	Milk	TM	MCE
76 lbs.	+1.2	+4.1	+69.8	+110.2	+39.4	+74.3	+2.3

CONSIGNED BY REMITALL WEST



This very special heifer is what all cattlemen strive to attain in a female, combining super performance and maternal prowess. Her performance stats speak volumes with a 205-day weight of 703lbs to index 103, as well as a 365-day weight of 1032lbs to also index 103. Her easy doing ability, perfect teat placement and being part of the Blackcap cow family one of the most renowned in the angus breed, gives her the edge when it comes to maternal traits. Her sire We the North 83G was the 2020 Agribition Grand Champion Hereford Bull & the 2020 Agribition Supreme Champion Bull.

*breeding*  
Bred May 10th 2024 to Remitall-W Cannon 31L.  
Pasture exposed May 27th 2024 - July 5th 2024 to  
Remitall-W Fire storm ET 138L.

**LOT 19** REMITALL-W *Blackcap* 118L

Bred Heifer REM 118L #PLUS10169 February 20, 2023 Polled

SIRE REMITALL-W RAINMAKER ET 14E  
**REMITALL-W WE THE NORTH ET 83G**  
REMITALL-WEST BELLE 36B

KCL WPF THE PROFESSOR 7110ET  
REMITALL-WEST MARVEL ET 76Y  
REMITALL-WEST GAME DAY ET 74Y  
REMITALL BELLE 132U

DAM REMITALL W BANDIT 12Y  
**REMITALL WEST BLACKCAP 134B**  
REMITALL W BLACKCAP 102W

CROWFOOT 9025W  
CCL MISSIE 49W  
REMITALL TWENTY X 910T  
REMITALL BLACKCAP 273N

BW	CE	BW	WW	YW	Milk	TM	MCE
90 lbs.	-1.8	+5.4	+41.3	+72.0	+17.0	+37.7	-0.3

CONSIGNED BY WYATT FARMS



16M and 18M are both sired by H Dominate 1404 ET who is an Alberta Hereford Showcase 2 time Champion and an Agribition 2 time Champion. These heifers are goggled eyed with 1404's thickness and muscle expression, and have very similar EPD's. Talk about consistency in breeding! The 1404 daughters are peas in a pod.

16M's mother has both Kaptain Krunch and Dakota breeding. She is in the Jr. Heifer lottery program.

**LOT 20** MW *Miss Dominate* 18M

Heifer Calf M 18M #C03115066 February 07, 2024 Horned

**SIRE** SR DOMINATE 308F ET  
**H DOMINATE 1404 ET**  
K&B BELLA 219Z 1ET

BCC DOMINATOR 619D  
CHURCHILL LADY 1162Y ET  
K&B BANDIDO 8227U ET  
K&B SWEET SALLY 5037

**DAM** TRIPLE-A 47R STAN 8Z  
**MW MISS STANMORE 49C**  
MW SUPER LASS 74A

PDHR 20J STANMORE 47R  
TRIPLE-A TURBO LASS 16X  
LBH 102T SUPER RIB 335X  
MW DAKOTA LADY 95Y

BW	CE	BW	WW	YW	Milk	TM	MCE
96 lbs.	+0.9	+5.2	+60.8	+99.3	+31.0	+61.4	+3.3

CONSIGNED BY WYATT FARMS



16M and 18M are both sired by H Dominate 1404 ET who is an Alberta Hereford Showcase 2 time Champion and an Agribition 2 time Champion. These heifers are goggled eyed with 1404's thickness and muscle expression, and have very similar EPD's. Talk about consistency in breeding! The 1404 daughters are peas in a pod.

18M has easy calving bred in her mother with Maternal calving ease of 3.6 and milk EPD of 31.1. She is also in the Jr. Hereford lottery program.

**LOT 21** MW *Miss Dominate* 16M

Heifer Calf M 16M #C03115064 February 06, 2024 Horned

**SIRE** SR DOMINATE 308F ET  
**H DOMINATE 1404 ET**  
K&B BELLA 219Z 1ET

BCC DOMINATOR 619D  
CHURCHILL LADY 1162Y ET  
K&B BANDIDO 8227U ET  
K&B SWEET SALLY 5037

**DAM** MW MISTER RIB 24B  
**MW DAKOTA RIB 67D**  
MW DAKOTA LADY 38A

LBH 102T SUPER RIB 335X  
MW KRISPIE KRUNCH 26T  
MH DAKOTA LAD 6238 1ET  
MW MISS PRAIRIE POWER 79W

BW	CE	BW	WW	YW	Milk	TM	MCE
101 lbs.	-3.7	+5.8	+64.3	+97.0	+31.8	+64.0	-0.1

CONSIGNED BY XTC RANCHES



## LOT 22 PICK OF THE 2024 BORN REPLACEMENT FEMALES AT XTC Ranches

We are excited to be a part of the Genes of the Future Female Sale. This will be the first time since 2018 that we have offered a pick of our herd and first time since 2020 that we will be offering any females off the top end of our purebred program. XTC has been producing purebred Hereford cattle since 1964 and this year we will host our 43rd annual bull sale here at the ranch in February, marketing 50-60 bulls annually. We pride ourselves on true ranch raised cattle. Easy fleshing, good footed cattle that will breed for many years for the commercial cattleman.

*Pick will need to be made by February 15th, 2025.*

CONSIGNED BY SKELTON CATTLE COMPANY



Red neck, red hooves, red spectacles and red hot, Thumper 7L is showing all the promise and potential of her mother Bunny 9B, who at 10 years of age, is carrying yet another calf and shows no indication of retiring any time soon. If longevity, durability and productivity all wrapped up in a fancy feminine package are must haves for you, Thumper is your girl!

*breeding*

Bred A.I to Boyd 31Z Blueprint 6153 May 3, 2024.  
Exposed to SKELTON GLACIER 3K from May 22 to June 23, 2024. Observed bred May 22, 2024

## LOT 23 SKELTON *Thumper* 7L [MDP DBP]

Bred Heifer LKL 7L #C03117095 March 12, 2023 Polled

SIRE	K-COW RED HOT 79F	K-COW PIRATE 90D	DAM	K-COW WIDELoad 87W	DXB 35M TORQUE 26T
	<b>K-COW JEEP 36J</b>	K-COW FOXY 79C		<b>SKELTON BUNNY 9B</b>	DUNROBIN SALSA 87S
	K-COW CHANTELLE 36A	TLELL 80P ALL-IN ET 25Y		K-COW JAKE 291U	K-COW JAKE 291U
		K-COW CHANTELLE 78X		SKELTON KCJ GOLD BLOSSOM 4X	SKELTON GOLD JIGGS 4J

BW	CE	BW	WW	YW	Milk	TM	MCE
90 lbs.	-0.4	+3.9	+57.9	+90.6	+24.1	+53.1	-1.6



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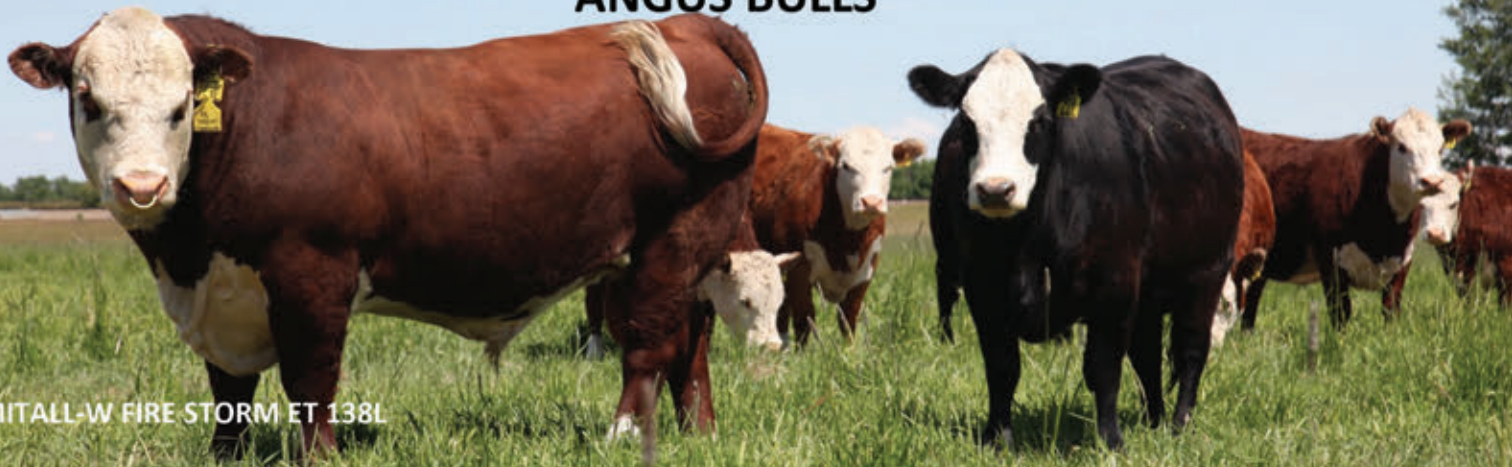
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# Alberta Hereford

## SHOWCASE

NOVEMBER 1, 2024

### CHOICE CUT COMPETITION

### CARCASS SHOWDOWN

*Generously sponsored by: Little Fort Herefords*

All 2023 born Hereford bulls will be ultrasound at the chute during weigh-in on October 31, 2024.

Rob Wendorff of Windy Ridge Ultrasound will analyze the data and determine the following:

- Best Ribeye per 100lbs Bull
- Best Marbling Bull
- Best Lean Mean Yield Bull
- Best Overall Carcass Bull (combining all the carcass traits)

### PRIZES

- Champion Ribeye per 100lbs Bull - \$2,500
- Champion Marbling Bull - \$2,500
- Champion Lean Mean Yield Bull - \$2,500
- Supreme Carcass Champion - \$3,000 & Buckle

The Choice Cut Competition will take place directly following the group classes at the Open Show on Friday, November 1st.





## ALL NEW

### *Queen of Hearts* YOUTH HERD BUILDER

Calling **ALL** youth, ages 9-18, in the Canadian Beef Industry!

This is your opportunity to win a 2024 born F1 Hereford Cross or Purebred heifer calf to add to or start your herd!

Join us on Saturday, November 2nd as (14) F1 and (2) Purebred heifer calves will be given away to our Queen of Hearts participants.

All youth wishing to participate in the Queens of Hearts event **MUST**:

- Register in advance on AssistExpo,
- Check-in on the day of the event to be entered into the lotteries,
- Be present when the heifers are drawn.

Register online for the Queen of Hearts Youth Program at [www.assistexpo.ca/alberta-hereford-showcase](http://www.assistexpo.ca/alberta-hereford-showcase)

**REGISTRATION DEADLINE: TUESDAY, OCTOBER 15TH**

### QUEEN OF HEARTS ITINERARY

10:00 a.m.	Youth Check-in Welcome – Ringside
11:00 a.m.	Youth Presentation: Ultrasound with Grant Hirsche; The importance of carcass data
12:00 p.m.	Heifer Youth Lottery, Heifer Auction & Ear Tag Draw
1:30 p.m.	Youth Pizza Party & Social



### SUPPORTING YOUTH IN THE CANADIAN BEEF INDUSTRY

The Queen of Hearts is an initiative to mentor youth interested in the beef industry by supporting their young and up and coming breeding programs with Hereford Influence females. This will give the youth the opportunity to learn the value of the Hereford breed in the beef industry and assist them in starting or continuing on with their core foundation herd.

Three of our donated heifer calves will be auctioned off live where the first successful bidder will not reveal their choice until all three lots are sold. The first successful bidder will then choose their heifer followed by the second-place bidder and third.



*Black Angus x Hereford Heifer Calf  
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BJL Betts 70J

9 sons sell in 2025



Sire: Macs Dandy Decore

8 Foals on offer in Nov



SWC 0772H

8 sons sell in 2025

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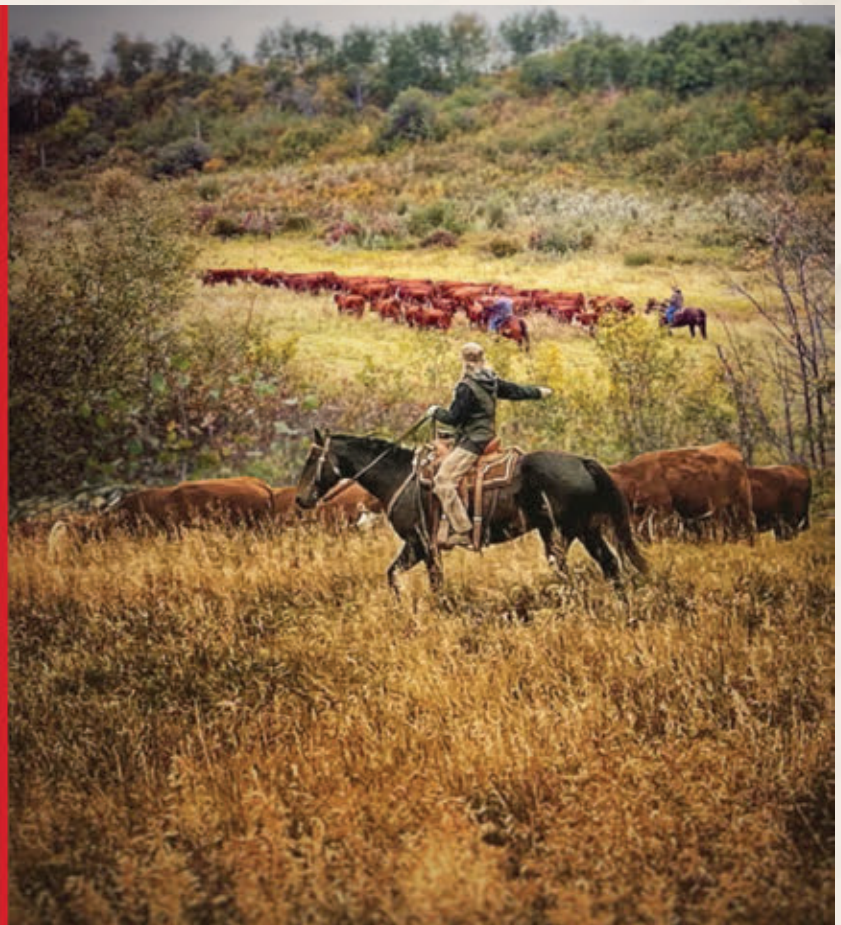
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**CARLRAMS RANCHING**

Carlrams Ranching Ltd. has their annual bull sale on February 13, 2025, north of Cut Knife, SK.

They love helping youth in Agriculture and wish all of the Juniors luck in the Queen of Hearts!



Fenton Hereford Ranch originated in 1946 and they currently breed 500 registered females. This coming year will be their 60th annual Bull Sale at the Ranch on February 7th, 2025.

New this year will be females & registered Quarter Horses selling on November 21st, 2024. There will be 80 Registered bred heifers along with 40 Commercial bred heifers. In the horse sale, which includes Guest Consignor Bennett Ranch, over 30 foals and riding horses sell.

Fenton Hereford Ranch is proud to be a sponsor of the inaugural Queen of Hearts youth event!



Thank You!  
Queen of Hearts Sponsor:  
**FENTON HEREFORD RANCH**



## HIRSCHE HEREFORDS



### "LILY" Angus x Hereford Heifer

**Birthdate: Feb. 17, 2024**

We are pleased to be part of this exciting new project. We believe in the youth of this great industry and will continue to do what we can to help and support them. We also believe that the Black/White face cow is one of the best females in the industry. We've been breeding and promoting these cows for many years. Lily is our best BWF heifer of the year. Her sire 777 is truly one of our superior herd bulls and is one of the feature sires in our 2024 annual production sale in December. Kevin and Peggy Hirsche own probably his best 2024 horned heifer calf and will show her at the Hereford Showcase in Red Deer. She is a great example of his maternal strength. He is a direct son of our famous 315Y donor cow. We look forward to following "Lily" and will do whatever we can for the lucky person that receives her. Good luck and we believe this heifer will be a foundation part of your herd in the future.

**FALL SALE DATE:  
DECEMBER 6, 2024**

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# CRONE HEREFORDS



*pictured* SGC 27C RED DIAMOND 88F

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M Bar N Land & Cattle is a family-operated ranch owned by Austin and Meg Nixdorff, with Marvin and Chelsey Nixdorff. They work alongside their parents, Clark and Cindy Nixdorff of MN Herefords, located east of Airdrie.

Austin and Marvin started by purchasing commercial herds and have since expanded into purebred Herefords, aiming to enhance their cattle's genetics.

Recently, they took a significant step by acquiring cows from Eureka Hereford Farms, owned by Tom Bassnett.

At M Bar N, the focus is on breeding cattle with traits that contribute to the beef industry's future. They prioritize practicality and longevity by running purebreds alongside the commercial herd and maintaining a strict culling program to ensure quality.



*Thank You!*  
**Queen of Hearts Sponsor:**



Brad, Veronica, Jordy and Branson Doenz operate LCI Doenz Ranches at Warner, AB.

The LCI prefix has come through the generations starting with Leo the original founder, then Nelson and now to Brad.

They raise purebred horned and polled Herefords and black Angus cattle.

They will be having our 51st annual production sale on December 5, 2024 on the Ranch at Warner.

They offer coming 2YO horned and polled Hereford bulls and black Angus bull calves along with home raised purebred bred heifers (black Angus, horned and polled Herefords), and a few groups of home raised commercial bred heifers (Herefords, black Angus, and black Baldy females).

# Thank You!

## Queen of Hearts Sponsor: LCI DOENZ RANCHES



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[ 31<sup>ST</sup> BACK TO THE BASICS ]  
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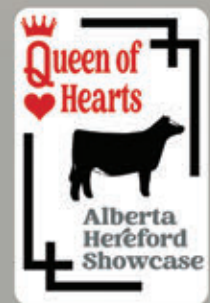
CSR 7D Wilma 15H  
Dam of Wiz Image 17L



Lot 103 CSR 16F 10Y Wiz Image 17L  
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**The Basics:** calving ease, fertility, longevity, soundness  
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NOVEMBER 14, 2024

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Canada's largest bull calf futurity held annually on the third Thursday in August at the Hardisty Rodeo Grounds



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### Calgary Bull Sale

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**Get in Touch** |

**President :**  
**Phone :**

Tanner Seutter  
780-387-0781



join us for the  
**SHOWCASE SOCIAL & BANQUET**

SATURDAY, NOVEMBER 2

4:30 pm Best of the West Bull Sale  
5:30 pm Genes of the Future Female Sale  
6:30 pm Banquet Doors open  
Keynote Speaker  
• Douglas Olsen of Olsen Ranch Inc.



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## ALBERTA HEREFORD SHOWCASE

2024 HOTEL SUMMARY

**Motel 6 Red Deer** - 5001 19 St #900, Red Deer, AB  
(403) 340-1749

Call into the hotel with the event name Alberta Hereford Showcase

**Holiday Inn Express Red Deer** - 2803 50 Ave, Red Deer, AB  
(403) 343-2112

Call into the hotel with booking code Alberta Hereford Showcase Open Block

**Sandman Hotel Red Deer** - 2818 Gaetz Ave, Red Deer, AB  
(403) 343-7400

Call into the hotel with booking code Alberta Hereford Showcase

**Comfort Inn & Suites Red Deer** - 6846 66 St, Red Deer, AB  
(403) 348-0025

Call into the hotel with the event name Hereford Showcase

*Questions? Please email us at [albertaherefords@gmail.com](mailto:albertaherefords@gmail.com)*

# HEREFORD

## BULL EVENT

Come to the 2024 **HEREFORD GENES BULL EVENT** and enter to **WIN BULL SALE CREDITS**  
*for the Best of the West Bull Sale*

- \$8,000 in total will be handed out

### **ONSITE DRAW**

- 3 - \$2,000 Bull Sale Credits
- 1 - \$2,000 Bull Sale Credit to a registered buyer on DLMS

*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.*

**Alberta Hereford  
Association**  
PO Box 50078, Cornerstone Plaza RPO  
Okotoks, Alberta  
T1S 0C4



# Alberta Hereford

SHOWCASE