



CHAD, STACEY & PAIGE MEUNIER

CRM Simmentals

Welcome to the 14th annual On Target Bull Sale. It is our pleasure to be able to work with the group again this year and offer a set of bulls that we are proud of.

It is once again an exciting time to be in the beef industry. There is tremendous optimism in the industry right now, we are excited for the year ahead!

This past spring we sold a few pair from the front end of our herd to SIBL Simmental. We have been very pleased to see the results Barclay has had with these calves as he has taken them out. We appreciate working with SIBL and how this relationship is making both of our herds stronger.

We invite you to view the bulls at the farm anytime. Chad would be happy to help you find a bull that suits your program. We stand behind our bulls, you can purchase with confidence as these are genetics that we use ourselves in our own commercial program.

Thank you to everyone who has supported us in the past and we look forward to taking with many of you in the weeks to come.

Chad, Stacey & Paige Meunier

Home: (780) 674-2299 • Cell: (780) 674-7713



SNIDER'S XXL 1Y

BLACK POLLED PUREBRED
DEB 1Y 747123 FEBRUARY 10 2011
BW: 97 LBS ADJ 205: 880 LBS

NICHOLS BLK DESTINY D12
WHEATLAND BULL 131L
WHEATLAND LADY 908J
S: WHEATLAND BULL 680S
HART JACKPOT J310
WHEATLAND LADY 351N
WHEATLAND MISS 917J
STF MONTANA BLACK KF25
STF STARQUEST N114
STF LEONA L260
D: BBN MISS STAR 38S
WHF RED ROOKIE 160E
MCC STACY 103H
ER RED FOUNDATION 3C

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
0.4	5.8	65.1	100.4	6.9	53.3	20.7

XXL is a bull we bought out of the Checkers sale in 2011 from Daryl Snider. I liked the bull for its ease of flesh and muscle mass. He is sired by the 680S bull which has been widely successful in programs throughout western Canada. He has sired a group of calves this year that we are really happy about. He adds muscle shape and style and sires progeny with that extra performance that we were looking for. The bull calved easy and the calves grew rapidly. XXL was used heavily last year in our program and will be used for some time to come. So far this year his calves are showing potential to be at the front end of this sale again next year.

R PLUS 149X

BLACK POLLED PUREBRED
LRPS 149X 736681 FEBRUARY 16 2010
BW: 80 LBS ADJ 205D: 721 LBS ADJ 365D: 1379 LBS

SRS FRANCHISE F601
GGL 230K
GGL N442G
S: NAC MASTER 24M
CHARLES PRIDE
HAAS RANCH D52
MISS ARNOLD U9251
LAZY S BLACK 29N
R PLUS BLACKEDGE
SUN STAR MISS DRIVE
D: MISS R PLUS 7026T
SAS SMOKIN JOE
MISS R PLUS 5121R
MCC MISS PREMINITION 67H

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
6.0	4.6	71.2	109.4	13.3	58.5	22.9

Rob Holowaychuk found and bought this herd bull for us from R Plus Simmentals. He is a maternal brother to King Of The Yukon that sold the year before for \$45,000. 149X has produced a very useful set of progeny. Many heifers have been kept the last two years with the first daughters calving this winter. They are those real soggy soft made females that are easy doing and will be long lasting. They have small teats and tight udders that will stand the test of time. The set of bulls out of 149X should really be considered for that balance of both performance and maternal traits.



CRMS 365A

RED POLLED PUREBRED

CRMS 365A 794988 FEBRUARY 5 2013

BW: 102 LBS ADJ 205D: 722 LBS ADJ 365D: 1344 LBS



A red blaze face bull that is developing into a real powerhouse. This bull has the widest top in the bull pen but the ease of flesh and softness that make him flat good. Sired by the 149X bull and whose dam is out of the 514R bull who sired many bulls that sold through this sale for a lot of years. A bull that keeps getting better every day and should be the lead off bull to start our pen of bulls.

GGL 230K
NAC MASTER 24M
HAAS RANCH D52
S: R PLUS 149X
R PLUS BLACKEDGE
MISS R PLUS 7026T
MISS R PLUS 5121R

LAZY S BLACK STETSON 129L
LAZY S BLACK 514R
MS LAZY S BLACK P 206K
D: CRMS 322W
IPU RED VINTAGE 4J
CRMS 48S
CRMS JEWEL 15J

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
9.8	2.4	68.2	100.34	13.4	53.0	18.9



CRMS 401A

RED POLLED PUREBRED

CRMS 401A 794984 FEBRUARY 18 2013

BW: 108 LBS ADJ 205D: 786 LBS ADJ 365D: 1434 LBS



Another son of 149X. They don't come with any more depth and muscle shape then this guy. A very soggy made solid red bull that will be popular in this year's offering.

GGL 230K
NAC MASTER 24M
HAAS RANCH D52
S: R PLUS 149X
R PLUS BLACKEDGE
MISS R PLUS 7026T
MISS R PLUS 5121R

LFE MR LEWIS 514N
LFE RS LEWIS 344T
LFE CALYNA 44P
D: DDM 241W
IPU RED VINTAGE 4J
DDM 206P
DDM LORI 140L

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
4.5	5.6	65.9	102.0	12.5	55.3	22.4



CRMS 301A

RED POLLED PUREBRED

CRMS 301A 794986 FEBRUARY 25 2013

BW: 102 LBS ADJ 205D: 752 LBS ADJ 365D: 1323 LBS

R PLUS BLACK EDGE
R PLUS REDGE 8018U
MISS R PLUS 3158N
S: R PLUS 20X
KJLI NO MERCY 380P
MISS R PLUS 6082S
MISS R PLUS 920J

LFE VINTAGE RED 359F
PU RED VINATGE 4J
IPU RED MS AMERICA 13F
D: CRMS 66P
SGCC ACCLAIM 35E
CRMS KENDRA 35K
PATT POL FARRAH 48F

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
6.2	3.7	61.8	81.6	13.1	52.5	21.6

An end of February born bull also sired by the 20X. A bull that might get lost in the bull pen but should be considered as well. The older dam to this young sire has made a huge positive impact on our herd and the genetics are well complemented by the 20X sire. Don't let his age hold him back.



CRMS 280A

RED POLLED PUREBRED

CRMS 280A 794987 JANUARY 15 2013

BW: 105 LBS ADJ 205D: 732 LBS ADJ 365D: 1340 LBS

R PLUS BLACK EDGE
R PLUS REDGE 8018U
MISS R PLUS 3158N
S: R PLUS 20X
KJLI NO MERCY 380P
MISS R PLUS 6082S
MISS R PLUS 920J

LFE VINTAGE RED 359F
IPU RED VINATGE 4J
IPU RED MS AMERICA 13F
D: DDM 158T
4-S MR 35F
DDM HASANA 135H
DDM EVA 28E

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
7.0	4.4	62.0	84.2	13.5	52.1	21.1

A 20X sired bull that is a true stamp of what the 20X bulls have been the last couple of years. A bull backed by the farm favourite cow family and has a strong presence in the bull pen. A wide topped, deep ribbed bull with a kind personality that can easily make friends. Take a good look at this bull as there is many happy customers with bulls working at home out of this cow family.



CRMS 264A

RED POLLED PUREBRED

CRMS 264A 794989 FEBRUARY 12 2013

BW: 100 LBS ADJ 205D: 736 LBS ADJ 365D: 1258 LBS

R PLUS BLACK EDGE
R PLUS REDGE 8018U
MISS R PLUS 3158N
S: R PLUS 20X
KJLI NO MERCY 380P
MISS R PLUS 6082S
MISS R PLUS 920J

LCHMN BODYBUILDER 7303F
CRMS KNIGHT NELSON 34N
LORR POL FRED A 105F
D: DDM 216S
ER BIG SKY 545B
DDM 107M
PINE HILL 198C

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
7.6	3.8	56.5	75.8	16.6	53.1	24.9

Another 20X going back to the 107 cow family. A very well bred functional bull that would complement any kind of breeding program. If you want to retain some replacement heifers and take advantage of this upswing in the cattle market then strongly consider taking this bull home.





CRMS 413A

RED POLLED PUREBRED

CRMS 413A APPLIED FOR FEBRUARY 17 2013

BW: 94 LBS ADJ 205D: 715 LBS ADJ 365D: 1277 LBS

R PLUS BLACKEDGE
LFE BS LEWIS 322U
LFE BS MS ARNOLD 135S

S: BLI YUKON 108Y

LFE DREAMING RED 503S
LFE RS MISS ARNOLD 609U
MISS ARNOLD L2539

ER BLACK MACK 568Y
ER BIG SKY 545B
JKE 38W

D: CRMS 299Y

LFE RS LEWIS 344T
DDM 246W
DDM 195P

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
14.5	-0.4	54.3	72.0	13.6	50.9	23.7

The only bull in the offering sired by our heifer bull we acquired from SIBL Simmental in 2012. He is mothered by the same cow as the high selling Addition bull in last year's sale. His sire is no other than the great Stubby bull that has been very widely used in Simmental programs all over the country. 413 is a bull you will like for being super loose made with that extra muscle shape. His Sire worked well in the heifer pen and he has left me with many heifers in the replacement pen that we are super excited about, but only left me with two bulls. The other bull we will be using in our commercial program at home.



SNIDER'S XXL 1Y - SIRE OF LOTS 78,79,85,86

CRMS 368A

BLACK POLLED PUREBRED

CRMS 368A 794983 JANUARY 28 2013

BW: 97 LBS ADJ 205D: 669 LBS ADJ 365D: 1208 LBS

WHEATLAND BULL 131L
WHEATLAND BULL 680S
WHEATLAND LADY 351N

S: SNIDER'S XXL 1Y

STF STARQUEST N114
BBN MISS STAR 38S
MCC STACY 103H

LAZY S BLACK STETSON 129L
LAZY S BLACK 514R
MS LAZY S BLACK P 206K

D: CRMS 325X

KENCO/MF POWERLINE 204L
CRMS 76T
LFE MS FORTUNE 657L

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
5.7	4.2	68.2	100.0	8.8	54.1	20.0

A Black bull sired by XXL. The depth of quality in these XXL calves is very evident. Only two black bulls offer this year but with many more to come in years following. A bull that has caught my eye since birth and is backed by a super 514R daughter. This bull is cut from the same cloth as his sire and I am pleased to be offering him for sale.



CRMS 249A

BLACK POLLED PUREBRED

CRMS 249A 794994 FEBRUARY 24 2013

BW: 98 LBS ADJ 205D: 746 LBS ADJ 365D: 1330 LBS

WHEATLAND BULL 131L
WHEATLAND BULL 680S
WHEATLAND LADY 351N

S: SNIDER'S XXL 1Y

STF STARQUEST N114
BBN MISS STAR 38S
MCC STACY 103H

LFE VINTAGE RED 359F
IPU RED VINATGE 4J
IPU RED MS AMERICA 13F

D: DDM MISS 207R

LFE HANDSOME-IN-RED 462J
DDM LORELEI 141L
DDM FORTUNE TOLD 7F

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
2.6	4.5	60.5	89.8	9.5	52.6	22.3

Born at the end of February but given the time 249 will develop into a powerful herd bull. His cow family has raised more bulls on our farm than any other. A bull that is long spined and travels like a cat. Take him home and in time this bull will service many cows.





CRMS 384A

BLACK POLLED PUREBRED

CRMS 384A 794994 MARCH 2 2013

BW: 97 LBS ADJ 205D: 640 LBS ADJ 365D: 1195 LBS

GGL 230K
NAC MASTER 24M
HAAS RANCH D52
S: R PLUS 149X
R PLUS BLACKEDGE
MISS R PLUS 7026T
MISS R PLUS 5121R

TNT DYNAMITE BLACK L137
DDM MR. 198S
DDM LUCKY LOU 169L
D: CRMS 348X
LFE BIG DEAL 350R
CRMS 65U
PVFS POL JACINTA 34J

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
7.9	3.9	68.0	99.8	13.5	59.2	25.2

The youngest bull in my offering and yet the 384 bull is one you will like. A bull that is super thick and soft made. A bull with a lot of quality and potential. This bull is a perfect choice for making those moderate framed easy doing females that this breed is known for. This bull is one of my favourites in this year's offering.



CRMS 215A

BLACK POLLED PUREBRED

CRMS 215A 794993 FEBRUARY 14 2013

BW: 106 LBS ADJ 205D: 710 LBS ADJ 365D: 1291 LBS

GGL 230K
NAC MASTER 24M
HAAS RANCH D52
S: R PLUS 149X
R PLUS BLACKEDGE
MISS R PLUS 7026T
MISS R PLUS 5121R

DR PEPPER 320E
LFE HANDSOME-IN-RED 462J
LFE DESTINY 143F
D: DDM 103M
BIRCH GROVE TURBO
PINE HILL 11C
PINEHILL 84A

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
5.0	5.4	68.9	98.2	9.2	61.2	26.8

Easily the best 149X black son in the sale. His dam is a true matron that has stood the test of time and has raised a lot of progeny over the years. A very thick made bull with the ruggedness and structure to sire those heavy calves.



CRMS 258A

BLACK POLLED PUREBRED

CRMS 258A 794996 FEBRUARY 9 2013

BW: 85 LBS ADJ 205D: 661 LBS ADJ 365D: 1186 LBS

GGL 230K
NAC MASTER 24M
HAAS RANCH D52
S: R PLUS 149X
R PLUS BLACKEDGE
MISS R PLUS 7026T
MISS R PLUS 5121R

RW BOMBER 8H
TNT DYNAMITE BLACK L137
OPPS WIS GM2
D: DDM 228S
ER BIG SKY 545B
DDM 168N
DDM JANET 133J

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
8.7	3.3	72.4	107.1	14.2	62.9	26.7

149X and the old Dynamite Black himself. 258 is rich with pedigree and full of potential. A very structurally correct bull with mass and style. A bull that could be used in any program.





CRMS 87A

BLACK POLLED PUREBRED

CRMS 87A APPLIED FOR JANUARY 26 2013

BW: 89 LBS ADJ 205D: 661 LBS ADJ 365D: 1281 LBS

GGL 230K
NAC MASTER 24M
HAAS RANCH D52
S: R PLUS 149X
R PLUS BLACKEDGE
MISS R PLUS 7026T
MISS R PLUS 5121R

REMINGTON RED LABEL HR
IPU BLACK LABEL 156S
IPU MS BEEF 77M
D: IPU MS. BLACK LABEL 87U
LBR NEWTREND
LBR MISS H-851
LBR MISS F-623

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
-	-	-	-	-	-	-

A full brother last year sold to Joe Olson and was one of my favourite bulls in the pen last year. This year's model is every bit as good and should get noticed in his pen.



CRMS 98A

BLACK POLLED PUREBRED

CRMS 98A 794995 JANUARY 28 2013

BW: 102 LBS ADJ 205D: 711 LBS ADJ 365D: 1292 LBS

NICHOLS BLK DESTINY G151
ELLINGSON LEGACY M229
ELLINGSON MS PSTOCK K58
S: MR NLC SUPERIOR S6018
PVF-BF BF26 BLACK JOKER
EBS JOKERS CAREN
PVF BEEFCAKES 07173K

LFE VINTAGE RED 359F
IPU RED VINATGE 4J
IPU RED MS AMERICA 13F
D: CRMS NARA 65N
PMR TAKAR LAD 2D
CRMS KELSI 16K
HILLVIEW MS ERIN 24E

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
2.1	3.5	65.7	98.6	13.6	62.4	29.5

I used Superior in my AI program quite heavily and was very pleased with the results. 98 is a strong power kind of bull that has the extra frame and length to add a lot of weight to the calves he will sire. Superior is known for siring cattle with that extra muscle shape and performance and this is very true in the 98 bull.



SIBL Simmentals



We are extremely proud and excited to be part once again of the 14th annual sale. The beef industry is very exciting to be in right now and has a great future. The quality of genetics improves year after year and the tremendous research ongoing in the beef industry is testament to the dedication of all the producers who are involved. We have a top set of bulls on offer with a variety of genetics and types for various applications from heifer bulls to high power cow bulls. We acquired a small group of cows from CRM Simmentals last spring and two of those bull calves are features for us and are herd bull material. We encourage you to call and inquire about our offering and if possible attend the sale and meet an excellent group of breeders who are dedicated to providing top quality genetics and service to the beef industry. Thank you to all of the other consignors for being great friends and partners we look forward to seeing all of you March 18th.

Barclay, Michelle, Cassie, Bailey & Cooper Smith
Ivan & Linda Smith

Home (780) 785-2045 • Cell (780) 305-6716

R PLUS 20X

RED POLLED PUREBRED

LRPS 20X 736558 JANUARY 28 2010

BW: 94LBS. ADJ. 205D: 865LBS. ADJ 365D: 1220LBS.

LAZY S BLACK 29N
R PLUS BLACKEDGE
SUN STAR MISS DRIVE

S: R PLUS REDGE 8018U
DARREL YANK 1G
MISS R PLUS 3158N
MISS R PLUS 198L

LFE RED ENTICER 364M
KJLI NO MERCY 380P
LFE AMBER 27H
D: MISS R PLUS 6082S
LFE VINTAGE RED 359F
MISS R PLUS 920J
MISS R PLUS 6123F

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
7.3	4.8	66.1	83.4	13.2	48.7	15.6

Another awesome set of sons from 20X. In his first calf crop he sired the \$15,750 Red Addition bull that was the high selling bull here last year and has done a great job once again. His sons are highlights this year and his daughters attracted a great deal of interest last fall selling with an average of \$6575. 20X also sired the Reserve Jr. Division heifer calf at the National Simmental show last fall in Edmonton.



KUNTZ WHISTLER 11W

HORNED FULLBLOOD KNTZ 11W 119S JANUARY 15 2009 #714596

BW: 106LBS. ADJ 205 DAY WT: 826 LBS. ADJ 365 DAY WT: 1426 LBS.

SALUS
SALAMON
MINKA
S: MFI WHISTLER 47L
SOLWAY ADONIS
MFL ZAILA 8Z
MFL PETRA 95P

METRO
ANCHOR "T" METRO 4E
GISELA
D: KUNTZ SIENNA 602S
GREAT GUNS MOSES 50D
RICHMOND MISS MOSES 71J
J ANCHOR 13D

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
4.9	6.4	71.6	105.4	3.1	73.0	37.2

A smaller sire group on offer this year but strong in quality. We have now calved more daughters from 11W and they are outstanding females. Our feature bull sired by 11W was selected at Farm Fair by Bert Smith in the Alberta Simmental Association draft and fetched \$10,000. The Whistler progeny get better with age and will last a long time. Whistler is now working for Donnyll Simmentals.



CRMS/BLI ROAR 361A

HOMOZYGOUS POLLED / NON-DILUTOR

CRMS 361A 785859 JANUARY 27 2013

BW: 104 LBS ADJ 205D: 1032 LBS FEB 1 WT: 1480LBS



WHEATLAND BULL 131L
WHEATLAND BULL 680S
WHEATLAND LADY 351N

LFE BOMBSHELL 508N
LFE BIG DEAL 350R
LFE PEARL 118N

S: SNIDER'S XXL 1Y

STF STARQUEST N114
BBN MISS STAR 38S
MCC STACY 103H

D: CRMS 312W

3C FULL FIGURES C288 BLK
CRMS 16P
HILLVIEW MS ERIN 24E

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
3.5	4.9	63.7	92.2	9.1	58.1	26.2

BIG TIME HERD BULL. What a way to start our offering for 2014. ROAR is an awesome specimen and gets better with age. ROAR offers a unique twist in pedigree being a red 680S grandson and out of a black Big Deal daughter. Big Deal has done more as a herdsire for CRM than any other bull used in their program. The Big Deal daughters are flat good and Chad has sold numerous sons through the bull sale as well as many more walking in his commercial herd. Big Deal continues to breed cows for Chad and is turning 9 years old. We all agree that a herd bull needs to have a good mother and 312W fits the bill with an awesome udder, strong foot structure and a wide top. 312W is long bodied, with plenty of rib depth and has another top bull calf at her side already this year. ROAR was our feature show bull last summer and fall and was very competitive. He stood 2nd in the Legends of the Fall and was 2nd in his class at Farm Fair as well as numerous wins last summer. ROAR won his class at Camrose bull congress in the Rancher's choice show as well. ROAR in his own right is tremendously big topped and wide hipped, has awesome hair and moves off a well-structured leg with excellent foot shape. You will love the rib shape he offers and his attractiveness through his front end. ROAR is owned jointly with CRM and we are offering him in his entirety. ROAR is a big time herd bull prospect.



CRMS/BLI ARSON 295A

MULTI POLLED / NON-DILUTOR

CRMS 295A 785860 FEBRUARY 7 2013

BW: 100 LBS ADJ 205D: 971 LBS ADJ 365D: 1336 LBS



WHEATLAND BULL 131L
WHEATLAND BULL 680S
WHEATLAND LADY 351N

LFE RED IMPACT 326J
CRMS RUSTY-RAY 77R
CZAR MS JANIE 202M

S: SNIDER'S XXL 1Y

STF STARQUEST N114
BBN MISS STAR 38S
MCC STACY 103H

D: DDM 265U

TNT DYNAMITE BLACK L137
DDM 225S
DDM 132N

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
5.2	4.1	58.4	85.8	9.9	55.0	25.8

Arson is our second feature from the females purchased from CRM and is also sired by XXL. Arson is lighter boned and smaller framed than ROAR, but is still big sided, soft made with a strong top. Arson's dam is a sweet made, moderate framed female with an awesome udder. We thought enough of Arson's dam that we halter broke her this past summer and campaigned her at a number of summer shows with him at her side and then Arson was part of our string at the National show in Edmonton. Arson offers a twist in genetics and his black parents make him a non-dilutor.

BLI ANTI UP 333A

MULTI POLLED / MULTI RED

BLI 333A 795470 JANUARY 31 2013

BW: 112 LBS ADJ 205D: 932 LBS ADJ 365D: 1290 LBS



Anti up is our lead off 20X son this year. This super soft made, big ribbed, heavy haired bull is one of our favourites. I believe strongly that 333A has a great future not only is he a paternal brother to Addiction our high selling bull in 2013 but he also has a top quality dam and a strong pedigree. 333A's full sister is set to calve any day and is dropping a gorgeous udder and looks like she will be one of our premier females in coming years. Make sure you Anti up on this great herd bull prospect.

R PLUS BLACK EDGE
R PLUS REDGE 8018U
MISS R PLUS 3158N

S: R PLUS 20X

KJLI NO MERCY 380P
MISS R PLUS 6082S
MISS R PLUS 920J

TNT DYNAMITE BLACK L137
KIMLAKE SHOWCASE 65S
LFE DUTCHESS 2M

D: KIMLAKE MARIE 227U

ELLINGSON BLACK PERFECTOR
KIMLAKE MARIE 222M
KIMLAKE MARIE 127K

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
6.1	5.4	68.7	96.2	12.5	51.6	17.2



BLI ARROW 323A

MULTI POLLED / MULTI RED

BLI 323A 795474 JANUARY 25 2013

BW: 75 LBS ADJ 205D: 788 LBS ADJ 365D: 1364 LBS



Arrow is another feature 20X son we are proud to offer. 323A is a light birth weight, high indexing herd sire prospect. Mothered by an awesome uddered KOPP bred female who is a paternal sister to the great Crosby. This bull has continued to impress us month by month and I am sure that he will be easy to find sale day. Arrow is a big topped, big muscled herd bull prospect. You will appreciate his attractive front end but yet he still carries plenty of character. If you want calves that start small and then go on and perform you need to own this great bull. Maternal sister in herd.

R PLUS BLACK EDGE
R PLUS REDGE 8018U
ISS R PLUS 3158N

S: R PLUS 20X

KJLI NO MERCY 380P
MISS R PLUS 6082S
MISS R PLUS 920J

KENCO/MF POWERLINE 204L
MUIRHEAD LIVE WIRE 95R
GFP MISS BEARCLAW 100M

D: KOP MS LIVEWIRE 214X

R PLUS KODIAK 4200P
KOP MS KODIAK 173T
KOP MS BENGIE 81R

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
6.3	5.5	73.6	101.3	12.1	59.1	22.3



BLI AMIGO 339A

MULTI POLLED / DOUBLE RED

BLI 339A 795469 FEBRUARY 3 2013

BW: 94 LBS ADJ 205D: 799 LBS ADJ 365D: 1221 LBS

R PLUS BLACK EDGE
R PLUS REDGE 8018U
MISS R PLUS 3158N
S: R PLUS 20X
KJLI NO MERCY 380P
MISS R PLUS 6082S
MISS R PLUS 920J

LAZY S BLACK 29N
R PLUS 7167T
MISS R PLUS 4042P
D: BLI XPERIENCE 1042X
DOUBLE BAR D EVEREST 4R
KIMLAKE EMMA 804U
KIMLAKE EMMA 601S

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
7.1	5.2	67.7	88.6	9.6	52.4	18.5

Amigo is another moderate framed very stout made 20X son. Amigo patterns very similar to our high selling bull last year with a big hip, lots of muscle shape, deep sided and very complete. I really like this bull and feel he has a lot to offer. With his moderate birth weight and the way he is designed he may work for calving ease. Amigo's dam is a good uddered, smaller framed female who did a good job raising him. He won't be the biggest bull in the pen, but he will be easy to find with his excellent muscle pattern and his kind.



BLI AMPLIFIED 324A

MULTI POLLED / MULTI RED

BLI 324A 795473 JANUARY 25 2013

BW: 97 LBS ADJ 205D: 954 LBS ADJ 365D: 1306 LBS

R PLUS BLACK EDGE
R PLUS REDGE 8018U
MISS R PLUS 3158N
S: R PLUS 20X
KJLI NO MERCY 380P
MISS R PLUS 6082S
MISS R PLUS 920J

BBS ZIMA D55
MARKS MR 409T
MISS DN ZIMA 185J
D: MOBO ANGEL 838X
R PLUS 6180S
MOBO ANGEL 554U
BAR 40 MS 439P

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
3.6	5.4	68.8	90.1	10.0	49.6	15.2

This big powerful baldy faced 20X son is the powerhouse of the 20X bulls in our offering. The length, wide hip and rib shape that 324A displays is truly impressive. This is the 2nd high quality individual that 838X has put through the sale with her son last year being very popular and selling to Koberstein Farms. We all know how much the cattle buyers appreciate some white faces on the calves through the ring and Amplified will help put that chrome on those fancy calves. Amplified will add some stretch, hair and that white face to his calves. 324A is a top herd bull prospect.



BLI AFTER EIGHT 332A

MULTI POLLED / MULTI RED/BLACK

BLI 332A 795473 JANUARY 31 2013

BW: 104 LBS ADJ 205D: 860 LBS ADJ 365D: 1346 LBS

R PLUS BLACK EDGE
R PLUS REDGE 8018U
MISS R PLUS 3158N
S: R PLUS 20X
KJLI NO MERCY 380P
MISS R PLUS 6082S
MISS R PLUS 920J

BF L113 HERO
IPU BLACK HEAVYWEIGHT 64S
PSR MISS PELTON M213
D: YR BLACK ALEXIS 920W
JB BLK SAUGAHATCHEE 5K
YR BLK ALEXIS 66P
NUH MS PREM 18G

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
2.9	5.3	71.4	95.3	12.0	53.5	17.8

Our only black 20X son in the sale and he is a good one. He is true to the 20X type with plenty of muscle, length and rib. 332A has lots of top and is very well structured. 332A is mothered by a gorgeous uddered Yellow Rose bred female that we purchased out of the National Trust sale. Her first son was a feature through this sale and sold to the Hittingers and After Eight is very similar in type to that bull. Look to 332A to add body length and pay weight to his progeny.





BLI CHROME 313A

MULTI POLLED / MULTI BLACK
BLI 313A 795475 JANUARY 15 2013
BW: 92 LBS ADJ 205D: 900 LBS FEB 1 WT: 1240LBS



Y6
DCR MR BLACK JACK A229
DCR MISS SIR ARN 809
S: TNT BLACKOUT D99
LANDRIDGE JET BLACK
MISS TNT JET BLACK T516
MISS JVT R358

RW BOMBER 8H
TNT DYNAMITE BLACK L137
OPPS WIS GM2
D: KIMLAKE SHEILA ANN 855U
DOY CLARENCE 21M
KIMLAKE SHEILA ANN 541R
KIMLAKE SHEILA ANN 225M

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
12.6	2.4	65.2	92.4	16.5	59.6	27.0

Here is something a little different for our offering. We went back a few years when we bred this Dynamite female to good ol' Blackout. Blackout was an easy calving, maternal bull that left some chrome on his progeny. This cross worked well with a light birth, good performing, and heavy haired individual in 313A. This awesome tempered bull was shown this past summer by my 6 year old daughter and he is extremely quiet. Chrome is a good honest bull that will produce quality offspring of both sexes.



BLI AVALANCHE 304A

POLLED / DOUBLE RED
CLAY 304A APPLIED FOR JANUARY 10 2013
BW: 86LBS SEPT 29 WT: 1060LBS FEB 1 WT: 1330LBS



R PLUS BLACKEDGE
LFE BS LEWIS 322U
LFE BS MS ARNOLD 135S
S: BLI YUKON 108Y
LFE DREAMING RED 503S
LFE BS MS ARNOLD 609U
MISS ARNOLD L2539

LAZY S BLACK 29N
R PLUS 7167T
MISS R PLUS 4042P
D: CLAY 131Y
MRLN PALMER
FIN-LOLA 71L
FINN-HAXEN'S EMERALD 68E

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
-	-	-	-	-	-	-

Another different sire for us is the Yukon 108Y bull. Yukon was sold to CRM Simmentals but we used him on a handful of heifers before he left and what a great job he did. Yukon is a maternal brother to the \$15,750 Red Addition and is sired by the great Stubby. Yukon's mother has averaged \$9000 on her first 3 calves and has another ripper at her side this year. Avalanche in his own right is similar in his pattern to his sire and had a light birth weight and excellent performance. Avalanche was raised by an excellent 7167T daughter as they continue to show their value to our breeding program. Avalanche offers a very nice blend of calving ease and maternal, don't miss out.



BLI AXEL 331A

POLLED / SCURRED / FULL FLECKVIEH
BLI 331A 795472 JANUARY 31 2013
BW: 110 LBS ADJ 205D: 878 LBS ADJ 365D: 1358 LBS



SALAMON
MFI WHISTLER 47L
MFL ZAILA 8Z
S: KUNTZ WHISTLER 11W
ANCHOR "T" METRO 4E
KUNTZ SIENNA 602S
RICHMOND MISS MOSES 71J

EISENHERZ
EXODUS
ROBE
D: GIST POL WINNIE
DAYTON'S POL NEUMANN
GIST MS SASSY GAL 47S
ANCHOR "T" GISI 5K

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
0.9	6.5	65.4	92.5	2.6	66.2	33.5

Axel is our feature Whistler son this year and we are pleased to offer him. Axel is a heavy muscled, long bodied bull with lots of top. We sold a full sister through the National Trust sale and she has been put into an embryo transplant program for export. Axel's dam has done an excellent job for us and has a great udder and has been trouble free. Axel will add muscle and pounds to his calves and his females will be the kind you can't have enough of.

BLI ARGON 342A

HORNED FULLBLOOD

BLI 342A 795468 FEBRUARY 7 2013

BW: 109 LBS ADJ 205D: 740 LBS ADJ 365D: 1246 LBS



ALAMON
MFI WHISTLER 47L
MFL ZAILA 8Z

S: KUNTZ WHISTLER 11W

ANCHOR "T" METRO 4E
KUNTZ SIENNA 602S
RICHMOND MISS MOSES 71J

MCC MOSES 52L
BLI SHARP SHOOTER 34S
MS NORTHFOLK 13J

D: BLI UNBELIEVABLE 175U

PMR TAKAR LAD 2D
BLI JEWEL
M-RIDGE CAITLIN 175C

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
2.9	5.2	61.8	83.9	4.3	63.7	32.8

Argon is our final Whistler son in the sale this year. Argon is a moderate framed, smooth made 11W son that has a lot to offer. Argon's dam is from one of our oldest and most productive cow families and to top it off she is a Sharp Shooter daughter and he left an awesome set of females in our herd. Argon would work well on a set of British cows with his traditional Simmental look and make those desirable crossbred calves that are in such a high demand. Argon's daughters will be fantastic with the maternal pedigree that he offers. We have a full sister in our herd that is very attractive. This will be one of the very last Whistler sons we ever offer with only a very small number of calves on the ground this year as we sold him to Donnyll Simmentals last year. Don't miss him.



**BLI ANCHOR 318A - KUNTZ WHISTLER 11W SON THAT WAS
SELECTED BY BERT SMITH AT THE ALBERTA SIMMENTAL DRAFT
AT FARM FAIR 2013 FOR \$10,000.**

BLI AMBASSADOR 316A

POLLED / SCURRED / FULL FLECKVIEH

BLI 316A APPLIED FOR JANUARY 18 2013

BW: 104LBS SEPT 29 WT: 1075LBS FEB 1 WT: 1390LBS



EMSIG
EMPEROR
351

S: BLI WARLORD 915W

SHAWACRES JAHARI 50L
WYVERN RHEOLA FF
WYVERN RUTH

SH ROMULUS F53R
DDD BROADWAY G534
KLONDIKE KIM GNM 402B

D: ROLLING ACRES PICTURE

ELDORADO
D&B EVELYN 213J
D&B ELOISE 144G

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
-	-	-	-	-	-	-

Ambassador is an exciting individual with a unique pedigree for us. 316A is an embryo transplant calf that is sired by the \$15,000 Warlord bull we sold to Prospect Hill in the fall of 2009. Warlord's first daughters were offered this past fall and 3 sold to average just shy of \$16,000. Ambassador's mother is one of the premier donor cows in the great Prospect Hill herd and is a total outcross to any of our pedigrees. Ambassador's full sister is quite possibly the best female we have ever raised and we look forward to her entering our transplant program in the future. In his own right Ambassador is a big framed, long bodied, power bull that will sire those fast gaining calves that the buyers and feedlots love. 316A would be an excellent cross on set of smaller framed cows and will leave a great set of steers and replacement females that will produce for years.



BLI ARCHER 307A

HORNED FULLBLOOD

BLI 307A 795476 JANUARY 11 2013

BW: 108 LBS ADJ 205D: 840 LBS ADJ 365D: 1243 LBS



KNIGHT JUMBO 211N
KNIGHT MAJESTY 247S
MISS KNIGHT 117P

S: CASEY'S MAJESTY 1Y

MOSES
CHERRY'S HEIDI
WINDORA

BEL SIR ARNOLD 2ND
ANCHOR "T" SUPREME 39H
ANCHOR "T" EDEL 45B

D: BLI UNBELIEVABLE 628U

MCC MOSES 52L
BLI SHAQUITA
BLI MARIA

Canadian Simmental Association Spring 2014

CE	BW	WW	YWT	MCE	MW	MILK
5.6	2.3	54.0	70.0	11.2	58.3	31.3

Archer is another throw back to some old quality genetics. Being sired by Casey's Majesty who did such an awesome job for so many years in a number of different programs Archer has a lot to offer. Archer's dam has raised 3 top quality bulls in a row the first one selling to the great herd of the Huppertz family and the 2nd to the great Degner Farms operation and the 3rd is on offer here. Archer's dam is a fault free female that just never misses. Archer would work great on a set of British cows and will add that Simmental look.



Notes

Top quality beef starts with top herd performance....
...and performance comes from top quality feed.

For all your feed & farm supplies!

- Complete Livestock Feeds
- Premixes & Minerals
- Supplements
- Handling Equipment
- Animal Health & Vet Supplies
- Creep / Bunk / Bale Feeders
- Grain Bins
- Hay & Silage Supplies
- Grass & Forage Seeds
- Power Pak™ Protein Blocks



CHAMPION
Feed Services Ltd.



Barrhead, AB	Westlock, AB
780-674-2910	780-349-5886
800-375-3381	800-661-3924

www.championfeeds.com

2014 BUYER'S DRAW

This year's buyer's draw is for a
Jubilations Dinner Theatre
pack for two and a one night stay at the
Fantasyland Hotel.
Courtesy of the On Target Group.

BUYERS DRAWS AND EQUIPMENT USE



Sponsored by:
Deerline Sales
Champion Feeds, Barrhead
TD Canada Trust, Barrhead
Swan Hills Home Hardware
Masterfeeds



One 2.5 Litre of Dectomax
Sponsored by Pfizer Animal
Health

**WE WOULD LIKE TO THANK THE LOCAL BUSINESSES WE DEAL WITH FOR THEIR GENEROSITY.
YOUR SUPPORT IS GREATLY APPRECIATED.**

Each Office
Independently
Owned and Operated

James Hambling
Associate Broker

bus: 780.967.0079
fax: 780.967.5134
pager: 780.460.8558
110, 5 Giroux Road
St. Albert, AB T8N 6J8
james@landandproperty4sale.com
www.LandandProperty4Sale.com

Kaila Skogstad
Associate Relationship Officer

Barrhead Branch
Box 4538, 4929 - 50 Avenue
Barrhead, AB T7N 1A4
kaila.skogstad@servus.ca

t: 780.674.3348 ext 61305
f: 780.674.6287
SERVUS.CA

IAN CLAYTON
bus: 780.785.2347
cell: 780.305.4138
fax: 780.785.2295
web: cosmocatsservices.com
P.O. Box 321
Sangudo, Alberta T0E 2A0

3D Livestock Hauling

Albert Porter

Phone: 780-674-0295

Email: perfhorsesd3@hotmail.com

Trevor KALMBACH
Trucking Ltd.

RR #3
Barrhead, AB
T7N 1N4

CERTIFIED LIVESTOCK TRANSPORTATION

toll free 1 866 788 4076
cell 780 674 0499
tktrucking@gmail.com

Trevor Kalmbach
Owner & Dispatcher

Jason McElroy, B.Comm
Senior Relationship Manager
jason.mcelroy@fcc.ca
www.fcc.ca

5019 50th Street, P.O. Box 4680
Barrhead AB T7N 1A5
T: 780-674-8790
F: 780-674-3610
C: 780-305-4270
Toll free: 1-800-387-3232
Extended hours: 1-888-332-3301



BARRHEAD TRANSIT MIX LTD.

Don E. Meunier
General Manager

Box 4410
Barrhead, Alberta
T7N 1A3

Barrhead: 674-3388
Swan Hills: 333-4494
Fax: 674 6398



RESIDENTIAL - COMMERCIAL
INDUSTRIAL



Barr Construction (1978) Ltd.

Box 4217

BARRHEAD, ALBERTA T7N 1A2

BUS: (403) 674-2194
RES: (403) 674-2912
FAX: (403) 674-6966

Jim Gottschalk

BUS.: (780) 674-6199
RES.: (780) 674-4361

FAX: (780) 674-2917



BARRHEAD

PETROLEUM & LUBES
CARDLOCK & RETAIL PUMPS

C/O ROD & LORRAINE JOHNSON

BOX 4515
6102 - 48 ST.

BARRHEAD, ALBERTA
T7N 1A6

PARSONS AUCTIONS LTD



780-674-5999

Charles
Parsons



Jeffrey
Parsons

SUNNYSIDE REALTY LTD



www.freson.com

Aaron Coutts
Managing Partner

PH: 780-674-2011
FAX: 780-674-3556

5020 - 49 STREET
BARRHEAD, AB T7N 1G4

WELCOME TO FRESON BROS.
WELCOME HOME.

KWI KESLL WELDING INC. & INSPECTION SERVICES

Cell: (780) 914-1479 Res: (780) 922-5403 Fax: (780) 922-5413

51120 Range Road 224 Ken Emery
Sherwood Park, AB
T8C 1H1

ksemery@connect.ab.ca



JARED STRANAGHAN
Manager/Owner

P.O. Box 4552
5811 - 49 Street
Barrhead, AB T7N 1A5
Phone 780.674.6151
Fax 780.674.2800
Cell 780-305-4946
jared.stranaghan@fountaintire.com
www.fountaintire.com



GOODYEAR



Derek Dewsnap
Facility Manager
Northern Alberta

6201 46 Street
Barrhead, AB
Canada T7N 1A4

Office: 780-674-3511
Cell: 780-307-4146
Fax: 780-674-4435
Email: Derek.Dewsnap@cpsagu.ca

RAYDAD FARMS

Custom Silaging

Ph: (780) 674-4556 Ph: (780) 674-5653

Cell: (780) 307-4097

RAYMOND MARQUETTE

R.R. 1, Westlock, Alberta T7P 2N9



SPREADING
PILING
LOADING

FLOATATION
TIRES
TRACK
LOADER
SPREADER
TRUCKS

CORRAL CLEANING
Div. of Sprucemere Farm Ltd.

Tyler Spargo

Box 103
Busby AB, T0G 0H0

780-975-3278

tspargo@cruzinternet.com

Livestock Solutions

FEEDLOT & HERD MANAGEMENT

Nutrition Consulting Through to Market Strategies

AL HERSBERGER

Consultant

403-556-0063

Let My Experience Be Your Advantage

MASTERFEEDS

Doug Roxburgh

Beef Nutrition Service Rep.

Phone: (403) 896-52223

Fax: (403) 343-3911

RELIANCE AUTOMOTIVE

(BARRHEAD) LTD.

"COMPLETE AUTOMOTIVE REPAIRS"

Tim Vanderwekken
Technician, Manager

Phone : 674-8984
Fax: 674-8983

5706 - 49 Street, Barrhead, Alberta

WETASKIWIN CO-OP



David Gibson

Western Canadian Dealer Rep.

4707 - 40 Avenue
Wetaskiwin, AB T9A 2B8
dgibson@wetaskiwincoop.com

Phone 780-352-9155
Fax 780-352-9114
Cell. 403-357-7185

www.wetaskiwincoop.com

It's All About THE SEED

You wouldn't consider using
untested pedigree when
multiplying your herd, so why
would you use common seed as
the foundation for your crop?



ANDERSON SEED GROWERS

Pedigreed growers of
Barley & Oats

R.R.1., Barrhead, AB
T7N 1N2

Ken & Ev Anderson
Phone: (403) 674-5670
Fax: (403) 674-6612

CropMaxx

Innovative Ag Solutions

Phone 780.349.2201 • www.cropmaxx.ca

GRIZZLY TRAIL MOTORS

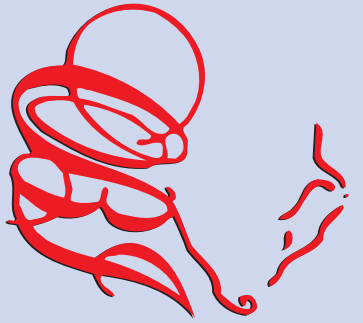
6201 - 49 St, Barrhead, AB T7N 1A4

Ph: 780-674-2236

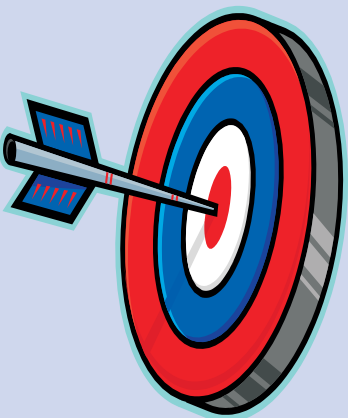
1-877-674-2236 • Fax: 780-674-4657
www.grizzlytrail.com

WE WOULD LIKE TO THANK THE LOCAL BUSINESSES WE DEAL WITH FOR THEIR GENEROSITY.
YOUR SUPPORT IS GREATLY APPRECIATED.

The On Target Group would also like to thank all the bidders and buyers over the past 14 years. Your commitment to our programs is greatly appreciated.



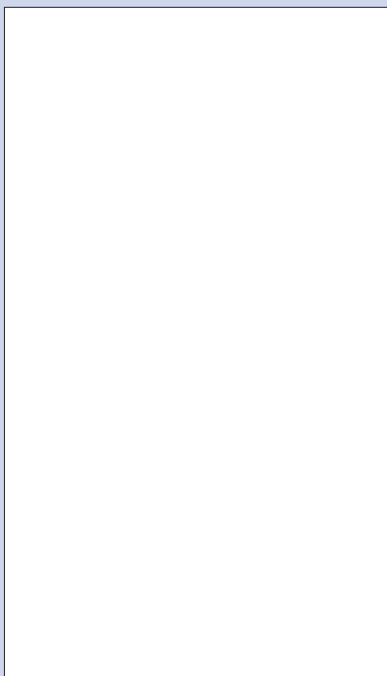
OPTIMAL BOVINES INC.
#407, 4808 Ross St.
Red Deer, AB
T4N 1X5



*Targeting the
Needs of
Our
Customers*

ON TARGET CONSIGNORS:

CINDER ANGUS
JONES LAND & CATTLE
DWAJO ANGUS
CRM SIMMENTALS
SIBL SIMMENTALS



CANADA	POSTES
POST	CANADA
Postage paid	Port payé
Addressed	Médiaposte
Admail	avec adresse
0 2 7 1 6 9 3 3	