SHADES OF FALL

Simmental Female Sale

FULLBLOOD, RED & BLACK
BRED HEIFERS & GENETIC LOTS

SATURDAY - 1 PM MST

OCTOBER 10 - 2026

BEECHINOR LAND AND LIVESTOCK SALE BARN, BENTLEY, AB

TOTAL SALE GROSS: $839,000.00
Sale Gross on Live Animals: $789,500.00
46 Live Animals Averaged $17,163.00
Sale Gross on Semen Lots: $49,500.00

HIGH SELLERS

LOT 05	FULLBLOOD	$47,000.00	CROSSROAD FARMS, SHELL LAKE, SK
LOT 17	RED PUREBRED	$40,000.00	ANDREW CATTLE CO, REGINA, SK
LOT 37	FULLBLOOD	$36,000.00	KNOX FARMS, CROOKWELL, NSW, AUSTRALIA
LOT 18	BLK PUREBRED	$31,000.00	POLAR FARMS, PEACE RIVER REGIONAL DISTRICT, BC
LOT 28	FULLBLOOD	$26,000.00	OAKVIEW SIMMENTALS, DARLINGFORD, MB
LOT 10	FULLBLOOD	$25,000.00	WAGNER'S CATTLE COMPANY, LESLIEVILLE, AB
LOT 26	BLK PUREBRED	$25,000.00	BERT'S NR SIMMENTALS & SILVER LAKE FARMS, HAYWOOD, MB
LOT 36	FULLBLOOD	$25,000.00	BEECHINOR BROS SIMMENTALS & KB CATTLE CO, BENTLEY, AB
LOT 38	FULLBLOOD	$25,000.00	BARNEY BEECHINOR, BENTLEY, AB
LOT 19	RED PUREBRED	$24,000.00	SHADY NOOK SIMMENTALS, CLIVE, AB
LOT 25	BLK PUREBRED	$24,000.00	COSSETTE SIMMENTALS, ST-NARCISSE, PQ
LOT 01	FULLBLOOD	$22,000.00	DUNMAC FARMS, DUNVEGAN, ON
LOT 04	FULLBLOOD	$21,000.00	SILVER LAKE FARMS, CARTWRIGHT, MB
LOT 41	FULLBLOOD	$20,000.00	VIIRGINIA RANCH, CREMONA, AB

ATLAS ON ORDER

17 LOTS TOTALLING $389,500.00

VOLUME BUYER

03 LOTS	$50,000.00	SHADY NOOK SIMMENTALS, CLIVE, AB
03 LOTS	$40,500.00	BIG ROCK SIMMENTALS, CRESTON, BC

ATLAS
LIVESTOCK MARKETING
EST 2026

FROM THE SHADES OF FALL FEMALE SALE GROUP

shades of fall female sale

On behalf of the entire sale group we would like to welcome you to the 3rd edition of Shades of Fall. As in previous sales, there is a diverse offering of Full Feckvieh, Red and Black purebreds. Simmentals in every shade. We at Beechinor Land & Livestock are once again excited to be joined by our friends at Applecross, Century and Red Top. We have had personal and business relationships with each of these programs for many years and are so grateful for the chance to partner with each of them for this event.

The numbers in the sale continue to build without sacrificing the quality of the offering. Each sale partner has dug deep into their respective heifer groups to bring an impressive set of bred females. You will see some truly impressive features in each set of heifers that cause some pain to sell out of the consigners program. We thank them for their commitment and vision to grow this great event. Each program has similar mindsets and goals on developing and strengthening their individual cow herds based on maternally functional cattle through a focus on strong cow families. Heifers are carrying services to proven calving ease bulls, including some very exciting new herd bulls that will give the new owners a quick return on investment.

This time last year, I wrote in amazement about record prices being paid for cattle and in the last 12 months the value has only seemed to go up every month. Just last night commercial bred heifers topped at $10000 in a central Alberta sale. Wow! Just imagine if in another year we reminisce about thinking things couldn't get any better than this market is right now? Exciting times to say the least. Optimism remains high and the cow/calf industry remains resilient. Cattle inventories remain at historic lows and consumers continue to demand the quality product we produce. I truly believe the future remains bright for primary producers and investment in quality females will pay huge dividends going forward.

This year we have Atlas Livestock Marketing helping with the sale. This new company is led by Cody Coupland, who has been instrumental in assisting us, developing the vision into the successful and enjoyable event it has grown into. This change will provide consistency through a similar crew with an exciting new look and ideas. The sale will be broadcast online through DLMS for those that are not able to attend in person.

We strongly encourage everyone to come take in the three exciting Simmental sales on this weekend. Thursday evening at Black Gold, Friday evening at Anchor D and Saturday afternoon at Beechinor Land & Livestock. It is a weekend full of great cattle and great people. Back by popular demand, join us for lunch prior to the sale prepared by our friends, the Repka's, from JNR Farms. We look forward to visiting with you sale day!

Sincerely,
The Shades of the Fall Sale Group

LOTS 1-18

lots 1–18

Stefon, Rebecca,
Tyce & Kennedy Beechinor
RR 1, Bentley, AB, T0C 0J0
Tel: 403.597.4001
E: beechinorlivestock@gmail.com

LOTS 19-26

lots 19–26

Ben & Kassandra Farrant
RR 2, Lousana, AB, TOM 1K0
Cell: 403.896.4331
E: redtopagventures@gmail.com

LOTS 27-33

lots 27–33

Applecross Cattle
Dennis & Jeanne Small
36571 Range Road 21,
Red Deer County, AB,T4G 0M9
Phone: 403-728-3528
Cell: 587-876-7120
E: applecrosscattle@gmail.com
www.applecrosscattle.com

LOTS 34-47

lots 34–47

Century Simmentals
Jesse & Kirsten Pukalo
52104 Range Road 272
Spruce Grove, AB, T7X 3R7
Phone: 780-242-7442
E: jdpukalo@gmail.com

SALE INFO

SALE DAY PHONES:

Cody Coupland	403-877-0799
Glenn Norton	780-542-0634
Darren Paget	403-323-3985
Jayden Warren	403-307-4330

SALE DAY STAFF:

Auctioneer: Danny Skeels	403-783-1217
Ring Service: Darren Paget	403-323-3985
Ring Service: Robert Lind	780-542-0123

CANADA FARM INSURANCE:
Kolton Kasur - 780-447-3276
or 780-387-8376 (cell)

VIEW SALE VIDEOS ONLINE @:
www.atlaslivestockmarketing.com

ONLINE VIEWING AND BIDDING:
DLMS.ca
Mark Shologan - 780-699-5082

SALE LOCATION:
Google Maps: Beechinor Land and Livestock

Plan to Join

THANKSGIVING WEEKEND SCHEDULE OF EVENTS

OCTOBER 8th - 7 PM
THE EVOLUTION VOL VI

OCTOBER 9th - 1 PM
SHADES OF FALL CATTLE VIEWING

OCTOBER 9th - 6 PM
ANCHOR D "PASTURE TREASURES" FEMALE SALE

OCTOBER 10th - 1 PM
SHADES OF FALL FEMALE SALE
LUNCH AT NOON

FROM THE ATLAS TEAM

Atlas Marekting Team

Welcome to the Third Annual Shades of Fall Simmental Female Sale, held just southwest of Bentley, Alberta at the Beechinor Land & Livestock Sale Facility.

The third annual sale may come with a fresh, revamped look as we move forward with Atlas Livestock Marketing, but the foundation of what has made Shades of Fall successful remains the same. We are excited to be back for year three alongside this exceptional group of reputable seed stock breeders.

Shades of Fall started as a vision to become one of the elite Simmental female sales of the fall, and I would say that in just three short years, this sale has certainly earned that status.

Beechinor Land & Livestock, Red Top Livestock, Applecross Cattle and Century Simmentals have once again come together to assemble an incredibly deep set of bred females. Four breeders with like-minded visions for success have once again held nothing back. Since year one, they have been committed to offering their very best to this sale, and this year is no different.

As you study this year's offering, you'll find big, powerful future herd matrons backed by years of progressive genetic matings and cow families built for longevity, productivity and profitability. These are females that offer the kind of quality and genetic potential that can make a lasting impact in any program.

There is a great deal of depth consistency throughout the sale, with cattle selected for their overall quality, genetic ptoential, soundness and the ability to contribute to a program for years to come. Whether you are looking to add a new foundation female, build around a proven cow family, find your next donor prospect or simply add some quality females to the pasture, there are numerous lots that deserve serious consideration.

Thanksgiving is quickly becoming one of the most exciting Simmental weekends of the fall, make sure Shades of Fall is on your calendar.

Please join us **October 10 at 1:00 pm** just southwest of Bentley at the Beechinor Land & Livestock Sale Facility.

If you are unable to attend in person, please don't hesitate to reach out to any member of the Atlas Livestock Marketing team. We would be happy to discuss the offering, answer questions and assist you to find the females that best fit your program

We look forward to seeing you!

Cody Coupland

ATLAS LIVESTOCK MARKETING

Atlas Office: 403-638-7741

Cody Coupland
Tel: 403-877-0799

Glenn Norton
Tel: 780-542-0634

Darren Paget
Tel: 403-323-3985

Jayden Warren
Tel: 403-307-4330

1 BLL PRIMA DONNA 486M

Polled Fullblood · P1531819 · BLL 486M · Oct. 18, 2024 · BW: 94 lbs | CE: 7.6 BW: 6.2 WW: 80.6 YW: 108.0 M: 37.5 MCE: 4.5 MW: 77.9

BLL Diva 224K - Dam of Lot 1

JNR Quantum - Service Sire to Lot 1

Sibelle Sugar Ray 25F - Maternal Grand Sire of Lot 1

NAC BATTLE CRY 4F
BEE BATTLE CRY 282B X MI MS DALLAS 39D

X

BLL DIVA 224K
SIBELLE SUGAR RAY 25F X BEE COUTURE 663D

- Prima Donna blends power and substance with calving ease and feminity, a versatile female with lots of breeding options.
- Her dam is a full sibling to BLL Rumble and is broody young cow whose production record is getting noticed.
- Her Bourbon Street bull calf is easy to pick out in one of our strongest groups of bull calves.
- Carrying an exciting exclusive early service to JNR Quantum, whose first bulls averaged over $26000 at JNR this past spring.

NON DILUTOR. AI'D 3/22/2026 TO JNR QUANTUM (SAFE)
EXPOSED KEET'S NUCLEAR 33N 4/6/2026-5/15/2026

the maternal powerhouse
COUTURE 663D
foundation female

BEE COUTURE 663D- Maternal Grand Dam of Lot 1 & Dam of Herd Bull Crimson Tide

2 BLL MARTHA MAY 506M

Polled Fullblood · P1531585 · BLL 506M · Dec. 28, 2024 · BW: 80 lbs | CE: 11.6 BW: 4.1 WW: 74.1 YW: 94.4 M: 36.6 MCE: 6.1 MW: 73.7

MI MS DALLAS 39D - Paternal Grand Dam of Lot 2

Electric Avenue 140E - Maternal Grand Sire of Lot 2

Crossroad Pilot - Service Sire to Lot 2

NAC BATTLE CRY 4F
BEE BATTLE CRY 282B X MI MS DALLAS 39D

X

BLL CINDY-LOU WHO 300K
FGAF ELECTRIC AVENUE 140E X BLL SUGARBOO 06H

BLL Sugarboo 06H - Maternal Grand Dam of Lot 2

- We originally planned on keeping one of these polled Battle Cry daughters for ourselves but we relented and are offering both feature females.
- Martha May has attractive build with a wide top, big hip consistent with her top cow family.
- Great granddam Blair has calved first cycle for 11 consecutive years and registered each calf.
- Martha May's dam is a tidy uddered young cow that has a personal favourite Crimson Tide heifer at side.
- Her early season calf by the homo polled Pilot, should be intriguing.

NON DILUTOR. AI'D 3/22/2026 TO CROSSROAD PILOT (SAFE),
EXPOSED KEET'S NUCLEAR 33N 4/6/2026-5/15/2026

3 BLL SIREN 516N

Fullblood · 1531604 · BLL 516N · Jan. 5, 2025 · BW: 71 lbs | CE: 10.5 BW: 2.3 WW: 71.8 YW: 96.3 M: 38.3 MCE: 7.2 MW: 74.2

NAC Battle Cry 4F - Sire of Lot 3

JNR Quantum - Service Sire to Lot 3

FGAF Magnum 901Z-Maternal Grand Sire to Lot 3

NAC BATTLE CRY 4F X **BEE SHE DEVIL 332L**

BEE BATTLE CRY 282B X MI MS DALLAS 39D

FGAF MAGNUM 901Z X BEECH BRO SHE DEVIL 12S

- We purchased Sirens dam from Beechinor Bros as a Western Harvest high seller a few years back.
- She was a heifer calf I spotted at Johns as a young calf and jumped at the opportunity to add a Magnum daughter out of our old matron She Devil.
- Siren is a docile heifer with heavy pigment and refined structure.
- We had our first set of calves out of the homo polled Quantum this spring and we are excited with his calving ability and quality of both bulls and heifers.

NON DILUTOR. AI'D 3/23/2026 TO JNR QUANTUM (SAFE)
EXPOSED KEET'S NUCLEAR 33N 4/6/2026-5/15/2026

BEE She Devil 332L - Dam of Lot 3

Beech Bros She Devil 12S - Grand Dam of Lot 3

4 BLL VIPERESS 508M

Fullblood · 1531588 · BLL 508M · Dec. 29, 2024 · BW: 81 lbs | CE: 3.6 BW: 5.0 WW: 74.7 YW: 101.7 M: 33.9 MCE: 2.2 MW: 71.3

Anchor D Viper 103W - Sire of Lot 4

FGAF Magnum 901Z-Maternal Grand Sire to Lot 4

Keet's Nuclear 33N - Service Sire to Lot 4

BEE Crocus 564C - Maternal Grand Dam of Lot 4

ANCHOR D VIPER 103W — DOUBLE BAR D MAESTRO 100S X PRL LOPEZ 147L

X

BLL LEXUS 277K — FGAF MAGNUM 901Z X BEE CROCUS 564C

- A high quality Viper daughter that is short marked with strong muscling and big barrel contributing to a robust build.
- These first 4 heifers are all mothered by first calvers, building our excitement for the future.
- A great opportunity to add a female with a proven pedigree while own daughters of Viper and Magnum still exist.
- Both Viper and Magnum have been producing productive daughters for years.
- Viperess dam is a dark red heavily pigmented female backed by a proven maternal line with good longevity.
- Bred to our new homo polled calving ease bull Nuclear

NON DILUTOR. AI'D 3/22/2026 TO CROSSROAD PILOT, EXPOSED KEET'S NUCLEAR 33N 4/6/2026-5/15/2026. OBSERVED BRED 4/29/2026. (SAFE)

5 BLL BLOOM 504M

Fullblood · T1531812 · BLL 504M · Dec. 22, 2024 · BW: 106 lbs | CE: 1.2 BW: 5.7 WW: 77.9 YW: 110.4 M: 32.7 MCE: -0.6 MW: 71.7

FGAF Magnum 901Z - Sire of Lot 5

JNR Quantum - Service Sire to Lot 5

CENTURY Matador 453M - Maternal Sibling to Lot 5

FGAF MAGNUM 901Z
ALLM COLOSSAL 25U X VIRGINIAS UPTOWNGAL

X

GIBBONS BLUME
SHAWACRES JAHARI 50L X GIBBONS BELLE

- A rare direct daughter of Magnum that is loaded with potential.
- Powerful, dark red, heavy haired, long bodied, wide topped, big butted and a docile demeanor.
- Blume was purchased with Stout Brothers as a mature cow a couple years ago but wasted no time making an impact with exciting embryo calves.
- Both Stouts and I have purchased daughters of Blume, which I believe is a true testament to our belief in her.
- We've only shared embryos with 2 fellow breeders and both retained sons for their own use from the resulting calves.
- Bloom 504M's Quantum pregnancy is a blend of power and calving ease with dark red and lots of hair.

NON DILUTOR. AI'D 3/22/2026 TO JNR QUANTUM (SAFE),
EXPOSED KEET'S NUCLEAR 33N 4/6/2026-5/15/2026

Gibbons Blume - Dam of Lot 5

6 BLL DESIRE 555N

Fullblood · 1531710 · BLL 555N · Jan 26, 2025 · BW: 96 lbs | CE: 1.8 BW: 5.6 WW: 75.3 YW: 104.8 M: 27.2 MCE: -0.3 MW: 64.9

Double Bar D Malone 39K - Sire of Lot 6

Starwest Pol Hope - Dam of Lot 6

- A correct made Malone daughter that should mature into an attractive well muscled brood cow.
- Her dam is a perfect uddered, pretty Kalibre daughter that passes on good growth.
- Same cow family as Starwest Pol Bessie, dam of Voltage, Bourbon Street and Cece.
- We are really impressed with the development of her service sire Keet's Nuclear.
- He is excellent footed, dark dark red, homo polled, docile, good muscle shape and from a super cow that's a proven producer of calving ease bulls.

NON DILUTOR. AI'D 3/22/2026 TO CROSSROAD PILOT, EXPOSED KEET'S NUCLEAR 33N 4/6/2026-5/15/2026. OBSERVED BRED 4/11/2026. (SAFE)

DOUBLE BAR D MALONE 39K
ANCHOR D MOTOWN 865E X ANCHOR D DHARMA 404D

X

STARWEST POL HOPE
BLL KALIBRE 762E X STARWEST POL DOUBLE D

7 BLL NILLIE 558N

Fullblood · 1531712 · BLL 558N · Feb. 01, 2025 · BW: 96 lbs | CE: 0.1 BW: 6.1 WW: 80.0 YW: 103.7 M: 36.7 MCE: -1.1 MW: 76.7

Double Bar D Malone 39K - Sire of Lot 7

BLL Emile 937G - Dam of Lot 7

- Nillie has depth, thickness and is likely one of the biggest soggiest females in our group.
- She comes by it naturally, her big bodied dam keeps cranking this type out.
- A maternal sister was a personal favourite for similar reasons last year selling to Bendall Cattle, other maternal siblings have sold to MT Ranch, NM Ranching and Sigurdson's.
- The son she has this year will be our heavyweight weaning bull and catches every visitors' eye.

NON DILUTOR. BRED TO KEET'S NUCLEAR 33N 3/19/2026 (SAFE). EXPOSED SAME 4/6/2026-5/15/2026.

DOUBLE BAR D MALONE 39K
ANCHOR D MOTOWN 865E X ANCHOR D DHARMA 404D

X

BLL EMILE 937G
DOUBLE BAR D CONFIDENCE 179D X APPLECROSS EMMA 16A

8 BLL OPAL 559N

Polled Fullblood · P1531716 · BLL 559N · Feb 4, 2025 · BW: 96 lbs | CE: 1.8 BW: 5.6 WW: 75.3 YW: 104.8 M: 27.2 MCE: -0.3 MW: 64

- Feminine polled female that is smooth made and elegant.
- Built similar to her dam, who shows a square udder and productive progeny list.
- A sister was a high seller in last years Shades of Fall purchased by East Point Cattle, and other daughters have sold to JNR and Richlan.
- A son BLL Big Energy has been doing a great job at Rosefield Simmentals.
- Early service to the dark red Nuclear and gives a nice probability of a homo polled calf.

NON DILUTOR.
BRED TO KEET'S NUCLEAR 33N 3/24/2026 (SAFE).
EXPOSED SAME 4/6/2026-5/15/2026.

Double Bar D Malone 39K - Sire of Lot 8

DOUBLE BAR D MALONE 39K
ANCHOR D MOTOWN 865E X ANCHOR D DHARMA 404D

X

BEE RUBYETTE 837F
SIBELLE VICKING 35B X BEE RUBYETTE 237Z

9 BLL MARLIE 535N

Polled Fullblood · P1531651 · BLL 535N · Jan 10, 2025 · BW: 85 lbs | CE: 5.9 BW: 4.6 WW: 88.6 YW: 122.4 M: 35.1 MCE: 1.7 MW: 79.4

- A long spined, thick bodied fleck female that is a result of an inaugural Shades of Fall sale heifer purchase from our friends at Century Simmentals.
- Blending power and calving ease with an epd profile showing above average growth.
- Grand dam Miss Top 46C has been a cornerstone donor for Century for years and can be found in pedigree of past herdsire for Virginia Ranch Hoover and dam of a feature in Jesse's string this year.
- Expect a heavily pigmented calf out of Quantum that has an opportunity to be homo polled and if a bull calf, an intriguing heifer bull prospect.

NON DILUTOR. AI'D 3/21/2026 TO JNR QUANTUM (SAFE),
EXPOSED KEET'S NUCLEAR 33N 4/6/2026-5/15/2026

Fairview Philosophy 99E - Sire of Lot 9

CENTURY Karlie 236K - Dam of Lot 9

FAIRVIEW PHILOSOPHY 99E
BEE PHANTOM 79B X STARWEST POL ARIEL

X

CENTURY KARLIE 236K
FGAF ELECTRIC AVENUE 140E X SOUTH SEVEN MISS TOP 46C

10 BLL MARBLE 550N

Fullblood · 1531671 · BLL 550N · Jan 20, 2025 · BW: 90 lbs | CE: 3.9 BW: 5.6 WW: 79.7 YW: 112.2 M: 32.3 MCE: 0.0 MW: 72.2

MTV Barb 5H - Dam of Lot 10

BLL Creed 950G - Paternal Grand Sire to Lot 10

Keet's Nuclear 33N - Service Sire to Lot 10

BLL CRIMSON TIDE 335L
BLL CREED 950G X BEE COUTURE 663D

X

MTV BARB 5H
BEE NORSE 46D X MTV NOREEN

BLL Crimson Tide 335L - Sire of Lot 10

- Rounding out our fleck offering is this feature female that will be the first Crimson Tide to sell.
- Crimson Tide was lead off at the World Sale a couple years back with interest selling to Johnson Ranching.
- With him being slow to collect quality semen at the start of his stud stay and then sale prep, we only had a couple calves last year.
- We have an exciting selection on the ground this year and they look full of potential with lots of consistency.
- Marble is correctly made and was a fun one to picture as she just seems to know how to show off.
- Her dam has similar eye appeal and knows how to get people's attention with her huge barrel and correct udder.
- We bought MTV Barb a couple years ago when Nickels were dispersing their fleck cows and jumped at the opportunity to add a mature female of this quality.
- Enough good things can't be said about her service sire Nuclear and we think he has a ton of potential to raise the right type of sons and daughters

NON DILUTOR. AI'D 3/21/2026 TO JNR QUANTUM, EXPOSED KEET'S NUCLEAR 33N 4/6/2026-5/15/2026. OBSERVED BRED 9/4/2026 (SAFE)

11 BLL CRIMSON TIDE 335L

Polled Fullblood · 1437660 · BLL 335L · Jan 19, 2023 · BW: 105 lbs · AWW: 866 lbs | CE: 5.7 BW: 4.9 WW: 81.6 YW: 112.1 M: 31.2 MCE: 1.7 MW: 72.0

Double Bar D Confidence 179D
Paternal Grand Sire of Lot 11

FGAF Magnum 901Z
Maternal Grand Sire of Lot 11

BLL CREED 950G
DOUBLE BAR D CONFIDENCE 179D X BEE SUZETTE 478B

X

BEE COUTURE 663D
FGAF MAGNUM 901Z X EAGLE-RIDGE ULTRA 26U

- BLL Crimson Tide is a polled herd bull with a smooth design, easy fleshing ability, good depth of rib, docile demeanor with lots of pigmentation deep purple colour.
- A weaning/yearling performance leader in his 120 bull contemporary group.
- A portion of semen rights were lead off and a high selling lot at the prestigious World Sale in 2024 to Johnson Ranching.
- He combines a potent genetic package with generations of the most impactful and dominant bloodlines on both sides of his pedigree.
- We have an exciting selection of progeny on the ground this year and they look full of potential with lots of consistency.
- Only semen available for this year's breeding in Canada.

OWNED WITH JOHNSON RANCHING
OFFERING 3 LOTS X 5 STRAW INCREMENTS (CAN, US, AUS QUALIFIED - STORED AT ALTA GENETICS)
11A) 5 STRAWS 11B) 5 STRAWS 11C) 5 STRAWS

BEE Couture 663D - Dam of Lot 11

12 BLL/RTL CLEOPATRA 572N

Purebred · PG1531722 · BLL 572N · Feb 21, 2025 · BW: 85 lbs | CE: 10.6 BW: 1.4 WW: 80.3 YW: 109.0 M: 28.3 MCE: 5.2 MW: 68.5

MCR Hot Shot 11J - Sire of Lots 12 and 13

KEET's Nuclear 33N - Service Sire to Lot 12 and 13

- Robustly built young female with big barrel, wide top and thick quarter.
- Strong epd profile to go along with this striking animal.
- A maternally based pedigree with many generations of top producers.
- First of 3 heifers that trace back to our old IPU Pocahontas 61C donor we owned with Red Top.
- Bred to the nearly solid red Keet's Nuclear 33N which will provide a twist on pedigree but maintain homo polled status.
- Owned with Red Top Livestock

HOMO POLLED. NON DILUTOR. AI'D 3/21/2026 TO DMJ WAR ZONE
EXPOSED KEET'S NUCLEAR 33N 4/6/2026-5/15/2026.
OBSERVED BRED 8/4/2026 (SAFE)

MCR HOT SHOT 11J
SVS TYCOON 841F X MAR MAC SUNBEAM 17B

X

BLL CLEO 03H
PWK CLIFFHANGER 18C X BLL/RTL CLEOPATRA 1821F

13 BLL/RTL POCAHONTAS 565N

Purebred · PG1531718 · BLL 565N · Feb. 15, 2025 · BW: 100 lbs | CE: 3.9 BW: 6.8 WW: 94.9 YW: 132.6 M: 26.5 MCE: 2.7 MW: 74.0

IPU 197X Pocahontas 61C - Maternal Grand Dam of Lot 13 and 14

- Pocohantas 656N is a dark red blaze heifer that is correct and round muscled.
- Her dam powerful brood cow with a great udder and reminiscent of our old donor 61C.
- Sire Hot Shot is a dark red blaze herd bull that has been a great bull at adding calving ease while maintaining growth.
- His daughters are attractive cows with square udders and have proven to raise big calves.
- Carrying a service to Nuclear, a homo polled, excellent footed, dark dark red, docile, good muscle shape and from a super cow that's a proven producer of calving ease bulls.
- Owned with Red Top Livestock

HOMO POLLED. NON DILUTOR. AI'D 3/21/2026 TO ULTRA TOKYO ROSE,
EXPOSED KEET'S NUCLEAR 33N 4/6/2026-5/15/2026.
OBSERVED BRED 21/4/2026 (SAFE)

MCR HOT SHOT 11J
SVS TYCOON 841F X MAR MAC SUNBEAM 17B

X

BLL POCAHONTAS 125J
KWA ROOSEVELT 63F X IPU 197X POCAHONTAS 61C

14 BLL/RTL CLEO 542N

Purebred · PG1531661 · BLL 542N · Jan 13, 2025 · BW: 84 lbs | CE: 9.0 BW: 2.2 WW: 77.4 YW: 107.4 M: 25.9 MCE: 0.1 MW: 64.6

- Sysco left a strong legacy in many programs with thick made sons and productive daughters.
- I expect no less from Cleo with her maternal lineage of Revolution and the infamous Pocahontas cow family.
- Dam Cleopatra is prolific with a history of producing fancy daughters.
- One previous daughter is at Destiny Simmentals and 2 others are retained in our herd with another keeper at side this year.
- Ai'd to the proven dark red calving ease sire Black Gold Approval 71E for a early January calf.

MRL Sysco 14D - Sire of Lot 14

HOMO POLLED. NON DILUTOR.
AI'D 3/21/2026 TO BLACK GOLD APPROVAL 71E (SAFE), EXPOSED TO KEET'S NUCLEAR 33N 4/6/2026-5/15/2026.

MRL SYSCO 14D
MRL CAPONE 130B X MRL MISS 76U

X

IPU REVOLUTION 172U
BLL/RTL CLEOPATRA 1821F X IPU 197X POCAHONTAS 61C

SPECIAL THANKS TO OUR 2026 BUYERS

AG-LAND FARMS LTD
BACK IN BLACK SIMMENTALS
BEECHINOR BROS. SIMMENTALS
BENDALL CATTLE CO
BLUE ZONE LIVESTOCK
BOISVERT SIMMENTALS & FERME FORBELLE S.E.N.C
BOVEY FAMILY FARMS
CENTRAL KENTUCKY SIMMENTAL
CLINTON DUKEWICH
CIRCLE E FARM
CIRCLE G SIMMENTALS
CROCUS COULEE CATTLE CO
DJ FARMS
DOUBLE E FLECKVIEH
EAST POINT CATTLE CORP
FERME FREDERIC LEPAGE INC
FERME SIBELLE FLECK & BOISVERT SIMMENTALS
HARVIE CREST CATTLE CO.
J BAR SIMMENTALS
JEM SIMMENTALS
JOE MRYGLOD
KUNTZ SIMMENTAL FARM
LABATTE SIMMENTALS
MADGE FARMS LTD
NEIL CARSON
NEWTON CREEK SIMMENTALS
POLAR FARMS LTD
RAYMOND CHITTICK
RED IRON SIMMENTALS
RICH-MC SIMMENTALS
RUSZKOWSKI FARMS
STOUT BROS SIMMENTALS
TANNER MADGE & COLIN GREEN
WAGNER'S LIVESTOCK

15 BLL MARA 481M

Purebred · 1531798 · BLL 481M · Oct 11, 2024 · BW: 56 lbs | CE: 2.0 BW: 5.8 WW: 96.2 YW: 147.3 M: 22.3 MCE: -0.4 MW: 70.4

- Twin sisters that started out small but quickly bloomed into a pair of eye catching powerful cow prospects.
- There dam was a feature of the Rust Mountain reduction sale that we teamed up with Ferme Gagnon and Beechinor Bros on.
- The original Yara cow has a special place for us as a lead off and high selling lot at the inaugural FNL sale.
- Yara stamps a perfect udder on her progeny and unsurprisingly both Mara and Marla are dropping great ones.
- Mara 481M is carrying a early service to Perks Red Wolf, the blaze faced easy calving sire of BEE Alpha 915J.
- Marla 842M is bred to our exciting homo polled fleck Keet's Nuclear that we eagerly wait to see what he does on red females.
- Owned with Ferme Gagnon and Beechinor Bros.

481M-HOMO POLLED. NON DILUTOR. AI'D 3/26/2026 TO PERKS RED WOLF (SAFE), EXPOSED TO KEET'S NUCLEAR 33N 4/6/2026-5/15/2026.

482M-HOMO POLLED. NON DILUTOR. AI'D 3/21/2026 TO ULTRA TOKYO ROSE, EXPOSED TO KEET'S NUCLEAR 33N 4/6/2026-5/15/2026. OBSERVED BRED 1/5/2026 (SAFE)

KWA ROOSEVELT 63F X **RUST MS YARA 9308G**

CDI AUTHORITY 77X X KWA MS ROCK 138Z | WFL WESTCOTT 24C X BEECH BROS YARA 122Y

RUST Ms Yara 9308G - Dam of Lots 15 and 16

KWA Roosevelt 63F - Sire of Lot 15 and 16

KEET's Nuclear 33N - Service Sire to Lot 16

16 BLL MARLA 482M

Purebred · 1531800 · BLL 482M · Oct 11, 2024 · BW: 58 lbs | CE: -0.8 BW: 6.0 WW: 96.8 YW: 150.9 M: 22.3 MCE: -1.0 MW: 70.7

KWA ROOSEVELT 63F X **RUST MS YARA 9308G**

CDI AUTHORITY 77X X KWA MS ROCK 138Z | WFL WESTCOTT 24C X BEECH BROS YARA 122Y

17 BLL MERCEDES 474M

Purebred · PTG1531761 · BLL 474M · Oct. 02, 2024 · BW: 98 lbs | CE: 6.7 BW: 4.2 WW: 95.5 YW: 138.7 M: 27.2 MCE: 5.0 MW: 75.0

SVS Tycoon 841F - Sire of Lot 17

ULTRA Tokyo Rose - Service Sire to Lot 17

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

X

MISS R PLUS 0300H
R PLUS VENOM 4006B X MISS R PLUS 5327C

- A huge bodied Tycoon daughter out of the $135000 high seller of the prestigious R plus dispersal.
- Mercedes shows many of the same traits that made her dam so popular.
- Long bodied, heavily muscled, soft sided, extremely easy fleshing and a solid set of epds.
- Tycoon is a personal favourite of ours and is time tested to produce the type of females and bulls that continue to be in demand.
- AI'd to one of the hottest calving ease bulls on the market, Ultra Toyko Rose.
- Was some confusion the morning she was coming into heat and was briefly exposed to our walking bull but we are pretty confident he did not breed her

HOMO POLLED. NON DILUTOR. AI'D 4/12/2026 TO ULTRA TOKYO ROSE, EXPOSED TO KEET'S NUCLEAR 33N 4/12/2026-5/15/2026.

BIG BODIED & BIG TOPPED
Big bodied & big topped

MISS R Plus 0300H - Dam of Lot 17 and 18

18 BLL FLIRT 515N

Purebred · BPTG1531728 · BLL 515N · Jan 2, 2025 · BW: 94 lbs | CE: 2.2 BW: 4.1 WW: 101.3 YW: 157.8 M: 20.6 MCE: 2.7 MW: 71.3

ULTRA Tokyo Rose - Service Sire to Lot 18

RF Caliber 014G - Sire of Lot 18

RF CALIBER 014G
NGDB STRUCTURE 34D X RF NOT JUST A FLIRT 404B

X

MISS R PLUS 0300H
R PLUS VENOM 4006B X MISS R PLUS 5327C

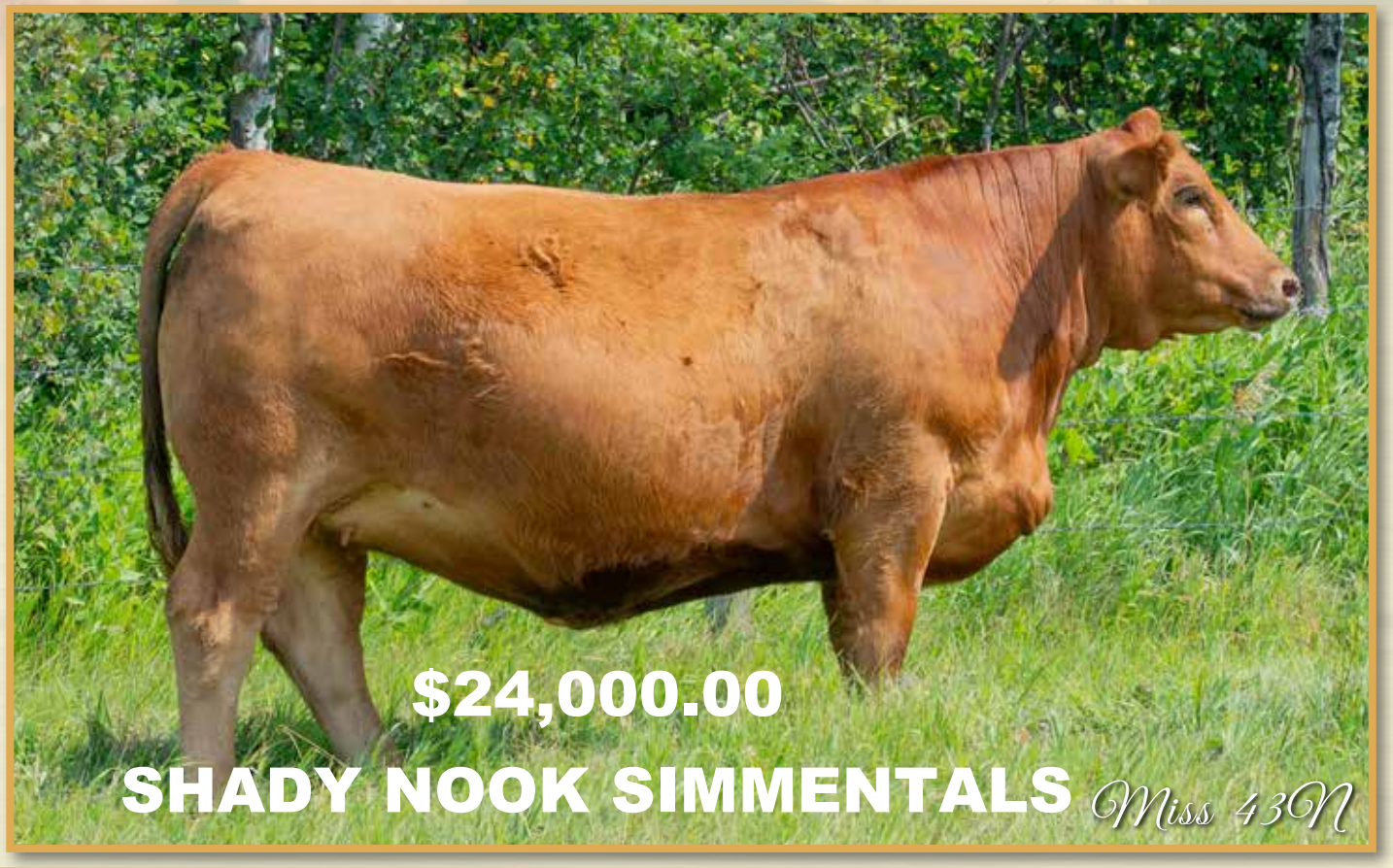
- Royally bred from the prominent RF Caliber and our R Plus 0300H donor.
- Built much like her maternal sister, Lot 17, she shows tremendous body and ease of fleshing.
- One sales consultant nicknamed 0300H as Land Whale, she is producing the type that is right for the times when big carcasses and high growth are in demand.
- Flirt 515N naturally carried shape and substance right from a baby calf.
- Consistent flush with siblings all showing great attributes.
- Pretty excited about the service to Ultra Tokyo Rose, whose first calf reports show him calving easy and developing explosive growth.

HOMO POLLED. HETERO BLACK. AI'D 3/22/2026 TO ULTRA TOKYO ROSE (SAFE), EXPOSED TO KEET'S NUCLEAR 33N 4/6/2026-5/15/2026.

Internet Bidding Available
DLMS
www.dlms.ca
For more information call DLMS:
Mark Shologan 780.699.5082 or
DLMS Purebred Team 780.991.3025

19 RED TOP MISS 43N

Purebred · PG1528872 · RTL 43N · Jan 13, 2025 · BW: 90 lbs ACT WW: 920 lbs | CE: 3.0 BW: 5.5 WW: 97.8 YW: 152.8 M: 24.2 MCE: 2.5 MW: 73.1



KWA Roosevelt 63F - Sire of Lot 19

BEE Alpha 915J - Service Sire to Lot 19

KWA ROOSEVELT 63F
CDI AUTHORITY 77X X KWA MS ROCK 138Z

X

RED TOP GRACE 36G
SKORS BOOTLEGGER 102D X KOP MS BLACK BARON 221Z

- HOMO POLLED
- A tank of a heifer that is easy to find in the group and if you don't find her she will find you being the pet of the bunch. For both reasons we really should be keeping this female so take advantage of a weak moment on our part
- Backed by the KOP 221Z cow who has put more bulls through the bull sale than any other female and her dam is a female we wish we had a 100 of.

AI'D TO BEE ALPHA 915J ON MARCH 19TH (ULTRASOUNDED SAFE) THEN EXPOSED TO SAS RED LEGEND M131 FROM APRIL 15TH TO MAY 31ST

join us sale day for a
COMPLIMENTARY LUNCH
complimentary lunch

20 RED TOP MISS 38N

Purebred · PG1528870 · RTL 38N · Jan 12, 2025 · BW: 94 lbs ACT WW: 930 lbs | CE: 1.8 BW: 6.6 WW: 99.4 YW: 154.4 M: 21.5 MCE: 2.2 MW: 71.2

KWA Roosevelt 63F - Sire of Lot 20

MCINTOSH/STR Jazzy 100J - Dam of Lot 20

- HOMO POLLED
- A direct Roosevelt daughter and we can't say enough about what they have done for our program
- Coming with some added stretch and dimension she will mature into a female that will add the pounds desired in her calves.

AI'D TO BEE ALPHA 915J ON MARCH 19TH (SAFE) THEN EXPOSED TO SAS RED LEGEND M131 FROM APRIL 15TH TO MAY 31ST

KWA ROOSEVELT 63F
CDI AUTHORITY 77X X KWA MS ROCK 138Z

X

MCINTOSH/STR JAZZY 100J
R PLUS COPPERHEAD 7135 X MCINTOSH SASSY 31F

21 RED TOP MISS 87N

Purebred · PG1528870 · RTL 87N · Jan 23, 2025 · BW: 94 lbs ACT WW: 930 lbs | CE: 1.8 BW: 6.6 WW: 99.4 YW: 154.4 M: 21.5 MCE: 2.2 MW: 71.2

SKORS Red Fortune 176Y
Paternal Grand Dam of Lot 21

SAS Red Legend M131 - Service Sire to Lot 21

HOMO POLLED

- A dark red blaze 108L daughter that always catches you attention with eye appeal and femininity
- Her dam 94K is raising a big bodied Red Legend heifer calf this year so the service is bound to click and pay off for you

EXPOSED TO SAS RED LEGEND M131 FROM APRIL 15TH TO MAY 31ST
OBSERVED BRED APRIL 21ST (ULTRASOUNDED SAFE)

RED TOP 108L
BEE ALPHA 915J X SKORS RED FORTUNE 176Y

X

RED TOP GOSSIP GIRL 94K
KWA ROOSEVELT 63F X MADER GOSSIP GIRL 60C

22 RED TOP MISS 46N

Purebred · PG1528873 · RTL 46N · Jan 14, 2025 · BW: 94 lbs ACT WW: 905 lbs | CE: 7.3 BW: 4.3 WW: 93.0 YW: 126.4 M: 25.1 MCE: 6.1 MW: 71.6

POLLED

- A female you that stands out in terms of mass and volume and has the brood cow stamp
- Backed by the PWK 26C female that has put many bulls through the bull sale and we feel that 46N will follow in her footsteps as she looks like a bull maker

AI'D TO LAZY S HARVESTOR 315L ON APRIL 10TH (ULTRASOUNDED SAFE) THEN EXPOSED TO SAS RED LEGEND M131 FROM APRIL 15TH TO MAY 31ST

LAZY S Harvestor 315L - Service Sire to Lot 22

SKORS Red Fortune 176Y
Paternal Grand Dam of Lot 22

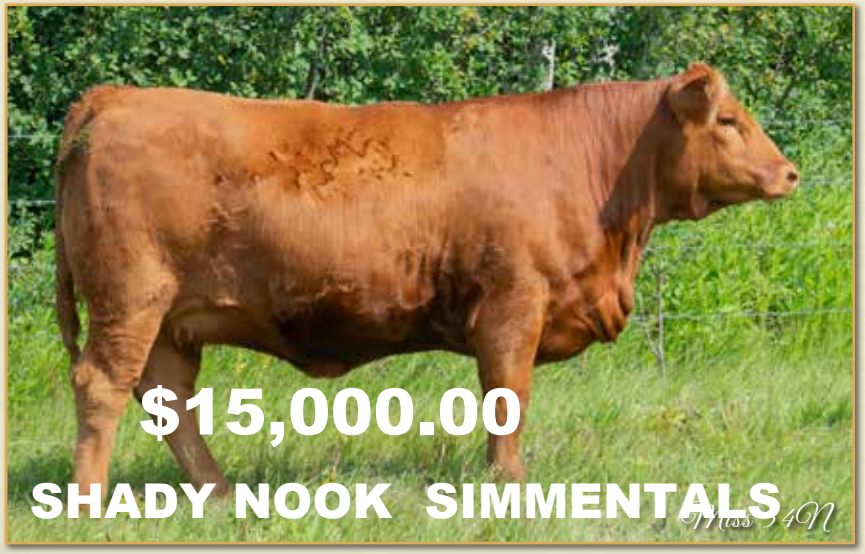
RED TOP 108L
BEE ALPHA 915J X SKORS RED FORTUNE 176Y

X

PWK MS DESTINY 61Z 26C
MRL 91Y X PWK MS WISE GUY 318W 61Z

23 RED TOP MISS 54N

Purebred · PG1528879 · RTL 54N · Jan 16, 2025 · BW: 80 lbs ACT WW: 900 lbs | CE: 4.9 BW: 3.2 WW: 91.1 YW: 138.0 M: 18.5 MCE: 4.1 MW: 64.1



HOMO POLLED

- A daughter of RTL 108L who was selected by Labatte Simmentals. Anytime we can add 176Y into a pedigree it always adds predictability
- An easy fleshing heifer in a bit more of a moderate package that is out of one of the females selected from the RPlus dispersal

AI'D TO RPLUS 2064K ON MARCH 19TH (ULTRA-SOUNDED SAFE) THEN EXPOSED TO SAS RED LEGEND M131 FROM APRIL 15TH TO MAY 31ST

RPLUS 2064K - Service Sire to Lot 23

MISS R PLUS 1232J - Dam of Lot 23

RED TOP 108L
BEE ALPHA 915J X SKORS RED FORTUNE 176Y

X

MISS R PLUS 1232J
IPU LIEUTENANT 24E X MISS R PLUS 7072E

24 RED TOP MISS 1N

Purebred · PG1528866 · RTL 1N · Jan 01, 2025 · BW: 70 lbs ACTWW: 830 lbs | CE: 9.7 BW: 1.2 WW: 78.6 YW: 113.5 M: 23.0 MCE: 4.3 MW: 62.3

BEE Alpha 915J - Sire of Lot 24

PERKS's Red Wolf 44G - Paternal Grand Sire of Lot 24

LAZY S Harvestor 315L - Service Sire to Lot 24

BEE ALPHA 915J
PERKS RED WOLF 44G X BEE MS MAXY 915G

X

RED TOP MISS 141L
KWA ROOSEVELT 63F X MADER GOSSIP GIRL 60C

HOMO POLLED

- A moderate direct BEE Alpha daughter with a little money stripe on her face. With having Alpha daughters in production they have added calving ease with still giving you a marketable calf in the fall.
- Carrying an exciting service to Lazy S Harvestor 315L who has been held exclusive and you will hear lots more about him in the coming years

AI'D TO LAZY S HARVESTOR 315L ON MARCH 21ST (ULTRASOUNDED SAFE) THEN EXPOSED TO SAS RED LEGEND M131 FROM APRIL 15TH TO MAY 31ST

25 RED TOP MISS 60N

Purebred · BPTG1528881 · RTL 60N · Jan 17, 2025 · BW: 90 lbs ACT WW: 960 lbs | CE: 3.0 BW: 4.9 WW: 104.7 YW: 163.7 M: 20.7 MCE: 3.7 MW: 73.1

HOMO POLLED

- An ET daughter that is big middled and has had a strong presence in the heifer group from a young age
- Out of 300H what was our pick of the RPlus dispersal and we will continue to build around her in our ET program

AI'D TO DMJ WAR ZONE 13H ON MARCH 23RD (ULTRASOUNDED SAFE) THEN EXPOSED TO SAS RED LEGEND M131 FROM APRIL 15TH TO MAY 31ST

MISS RPLUS 0300H - Dam of Lot 25

RF Caliber 014G - Sire of Lot 25

RF CALIBER 014G
NGDB STRUCTURE 34D X RF NOT JUST A FLIRT 404B

X

MISS R PLUS 0300H
R PLUS VENOM 4006B X MISS R PLUS 5327C

26 RED TOP MISS 101N

Purebred · BPG1528888 · RTL 101N · Jan 28, 2025 · BW: 80 lbs ACT WW: 850 lbs | CE: 7.0 BW: 4.5 WW: 98.0 YW: 144.5 M: 25.5 MCE: 7.0 MW: 74.5

HOMO POLLED

- A rare opportunity to get a direct daughter off Sochi which are highly productive genetics and she wouldn't be leaving if she was in a red package
- The first calf out of a featured female from Labatte Simmentals who is raising a very attractive bull calf this year
- Very well balanced hfr and hard to fault her in any way

AI'D TO DMJ WAR ZONE 13H ON MARCH 28TH (ULTRASOUNDED SAFE) THEN EXPOSED TO SAS RED LEGEND M131 FROM APRIL 15TH TO MAY 31ST

IPU 130H Chisel 15L - Dam of Lot 26

DMJ War Zone 13H - Service Sire to Lot 25 and 26

CMS SOCHI 307A
DRAKE POKER FACE 2X X YR BLK PRIMADONNA 930W

X

IPU 130H CHISEL 15L
RWR CHISEL 41J X IPU 132A'S MS BENI 130H

27 APPLECROSS WYNONNA 52M

Fullblood · P1521593 · APLX 52M · Dec 29, 2024 · BW: 101 lbs ACTWW: 856 lbs | CE: 6.0 BW: 4.9 WW: 90.7 YW: 127.1 M: 41.7 MCE: 4.9 MW: 87.1

BLACK GOLD Battleborn 44H - Sire of Lot 27

DOUBLE BAR D Confidence 179D
Maternal Grand Sire of Lot 27

FSMB Millenium 13M - Service Sire to Lot 27

BLACK GOLD BATTLEBORN 44H X **APPLECROSS WILLOW 25J**

NAC BATTLE CRY 4F X BLACK GOLD MS POL ENVOY 98F | DOUBLE BAR D CONFIDENCE 179D X VIRGINIA MS ZILLOW

HETEROZYGOUS POLLED. DILUTOR CARRIER. FULL FLECKVIEH.

Wynonna already moves through our pastures like the big barreled, broody cow that herds are built on. Her grand dam, Virginia Ms Zillow was selected from the Satchwell's as the high selling fullblood at the 2013 Cow-A-Rama sale. Her most prominent daughter is Applecross Willow, who is just hitting her stride at age 5 with a really cool set of twin heifers at side this year. Willow gave us Applecross Whitney as a first calf heifer - and we were so impressed we AI'd Willow back the same way for 'Wynonna'. Whitney has quickly become one of our top young cows. As a first calf heifer, Whitney just produced our high selling bull at Red Deer 2026 in APLX Junior/Juror that was selected by Semex Canada and topped the sale. Jeanne also vetoed, Whitney's 2026 heifer calf, so with plenty of cow family to work from, we thought we could offer up Wynonna. She is the definition of Fleckvieh - with capacity and mass, backed by a proven cow family. Opportunity awaits at Shades 2026. Wynonna. Why not me.

EXPOSED TO FSMB MILLENIUM 13M MARCH 17 - JUNE 13 .
OBSERVED BRED APRIL 4TH. VETS OPINION SAFE TO OBSERVED DATE.

28 APPLECROSS DAZZLE 26N

Fullblood · P1521600 · APLX 26N · Jan 16, 2025 · BW: 98 lbs ACT WW: 702 lbs | CE: 6.4 BW: 4.4 WW: 72.7 YW: 96.0 M: 36.1 MCE: 3.0 MW: 72.1

HETEROZYGOUS POLLED. DILUTOR FREE. FULL FLECKVIEH

The aptly named Dazzle is a dark red, large capacity beauty that consistently turns lots of heads! As the full sister to 'Diva' who was selected by Bovey Farms in Ontario at Shades 2025, Dazzle is broody, thick and consistent to her genetic lines. Her dam, Applecross Destiny, is a full sibling to Applecross Daphne who produced two elite daughters of her own in Dana (Shades 2024) and Deirdre (Equation 2023), that were both selected for export by Jeff Knox, Queensland, Australia. Representing seven generations of females that have walked here at Applecross, Dazzle exemplifies what our program is all about. We are confident that Dazzle will mature into a front pasture female with endless breeding options!

EXPOSED TO FSMB MILLENIUM 13M MARCH 17 - JUNE 13 .
OBSERVED BRED APRIL 4TH.
VETS OPINION SAFE TO OBSERVED DATE

APPLECROSS Destiny 50H with Dazzle 26N at side

BLL Tombstone 223K - Sire of Lot 28

FSMB Millenium 13M - Service Sire to Lots 28, 29, 30 and 31

BLL TOMBSTONE 223K X **APPLECROSS DESTINY 50H**

GREAT GUNS WYATT 12W X BEE HENDIE 736E | ANCHOR "T" IMPACT 2H X APPLECROSS DIANA 57E

29 APPLECROSS LILA 44N

Fullblood · P1521561 · APLX 44N · Mar 14, 2025 · BW: 94 lbs ACT WW: 612 lbs | CE: 4.6 BW: 5.0 WW: 76.2 YW: 103.5 M: 39.6 MCE: 1.4 MW: 77.7

HETEROZYGOUS POLLED. DILUTOR FREE. FULL FLECKVIEH.

Lila is a very long bodied heifer with a little lighter colour. If you are looking for top performing consistency in a cow family; Lila has it. Her dam, Applecross Frauline 4D has produced seven straight heifers for us, 2 of which we have retained, and 5 we have now offered at auction. Lone Stone, Alliance Simmentals, DJ Farms and Maxwell Simmentals have all acquired daughters. They say the sign of a good cow is that she produces awesome progeny no matter the sire, and that has held true with Frauline. Two hallmarks of this cow family are massive volume and tidy udders that age very well - both traits that step from Lila's grand dam, DLD Lady Western 48R. With a little different genetic combination in just a March bred heifer that will calve out early, Lila combines a proven cow family and very little guess work.

EXPOSED TO FSMB MILLENIUM 13M MARCH 17 - JUNE 13 OBSERVED BRED MARCH 29TH. VETS OPINION SAFE TO OBSERVED DATE OR ONE CYCLE BEHIND

BLL TOMBSTONE 223K X **APPLECROSS FRAULINE 4D**

GREAT GUNS WYATT 12W X BEE HENDIE 736E | FGAF WOWEFFECT 016A X DLD LADY WESTERN FF48R

30 APPLECROSS AUDREY 27N

Fullblood · P1521586 · APLX 27N · Jan 18, 2025 · BW: 95 lbs ACT WW: 734 lbs | CE: 7.2 BW: 3.6 WW: 73.9 YW: 98.4 M: 33.7 MCE: 2.7 MW: 70.7

HOMOZYGOUS POLLED. DILUTOR FREE. FULL FLECKVIEH.

Audrey is another great example of the consistency of type that her sire, BLL Tombstone 223K is producing in his progeny. Tombstone has developed into exactly the bull we envisioned when we first noticed him during a summer pasture tour at Beechinor's, when he immediately caught our eye from across the field. Even as a young calf, he exhibited outstanding presence and eye appeal, combined in a smooth muscular package. We selected Audrey's dam Keet's Princess Grace at the 2020 Equation sale, and she has developed into an excellent producer for us, with five daughters in five years; three of which we retained plus Applecross Abigail, who sold at Equation 2023 to Steve Jensen of Kansas, and now 'Audrey' at Shades 2026. Audrey brings a little more frame and capacity, while being very feminine. Carrying a little different pedigree, Audrey presents endless breeding opportunities.

BLL Tombstone 223K - Sire of Lot 30

EXPOSED TO FSMB MILLENIUM 13M MARCH 17 - JUNE 13 .
OBSERVED BRED MARCH 28TH. VETS OPINION SAFE TO OBSERVED DATE.

BLL TOMBSTONE 223K — GREAT GUNS WYATT 12W X BEE HENDIE 736E
X
KEET'S PRINCESS GRACE 15G — BEE VORTEX 12A X KINDRED SPIRITQUEEN 90Z

31 APPLECROSS SIERRA 53M

Fullblood · P1521599 · APLX 53M · Dec 30, 2024 · BW: 82 lbs ACT WW: 692 lbs | CE: 12.0 BW: 1.8 WW: 64.1 YW: 83.8 M: 35.5 MCE: 5.2 MW: 67.6

HOMOZYGOUS POLLED. DILUTOR FREE. FULL FLECKVIEH.

Sierra offers up a stunning package in a moderate frame. She represents a somewhat outcross polled pedigree, in Great Guns Wyatt and JB CDN Hennessy, who is known as a female maker and was a highly maternal heifer bull. Sierra is the 5th generation of our Dora Lee Jewel cow family to walk here, and descends from our popular Applecross Sapphire cow. Sapphire's capacity and barrel was admired by all who saw her, and not only produced APLX Coach 37J that was our high seller at our 2022 Bull sale, but also has four daughters working here. Liver red, heavily pigmented, with a very nice udder starting to form, look for Sierra's unique combination of eye-appeal and balanced genetic potential to translate into a unique stylish female.

BLL Tombstone 223K - Sire of Lot 31

EXPOSED TO FSMB MILLENIUM 13M MARCH 17 - JUNE 13 . VETS OPINION BRED FIRST CYCLE FOR A JANUARY CALF. EXPOSED TO FSMB MILLENIUM 13M MARCH 17 - JUNE 13 . VETS OPINION BRED FIRST CYCLE FOR A JANUARY CALF.

BLL TOMBSTONE 223K — GREAT GUNS WYATT 12W X BEE HENDIE 736E
X
APPLECROSS STELLA 14J — JB CDN HENNESSY 5005 X APPLECROSS SOPHIA 32G

32 APPLECROSS FAYDRA 38N

Fullblood · P1521589 · APLX 38N · Feb 9, 2025 · BW: 84 lbs ACT WW: 596 lbs | CE: 11.3 BW: 1.4 WW: 62.8 YW: 87.5 M: 32.3 MCE: 4.7 MW: 63.7

HETEROZYGOUS POLLED. DILUTOR CARRIER. FULL FLECKVIEH.

Faydra is the first of our two Journey daughters to be offered at Shades 2026. We selected Virginia Journey, as the high seller at Bull Spectrum 2023 for $30,000. We were intrigued by the Synergy-Radison cross, and had followed the Willow's Jade cow family for many, many years. His progeny have been very impressive, however we unfortunately lost him after three breeding seasons (with no frozen in reserve), so we don't expect to offer many more daughters next year. Faydra is the 4th generation of our Anchor D Fergus cow family - who all combined performance and capacity in nice feminine packages. Opportunity knocks with this broody heifer from a strong cow family, and proven genetic lines.

EXPOSED TO FSMB MILLENIUM 13M MARCH 17 - JUNE 13 . OBSERVED BRED APRIL 17TH. VETS OPINION SAFE TO OBSERVED DATE.

VIRGINIA Journey 509K - Sire of Lot 32 and 33

VIRGINIA JOURNEY 509K X **APPLECROSS FAITH 53G**

SIBELLE POL SYNERGY 18F X VIRGINIA CHRISTA 509C | FGAF GUERRERO 810Y X APPLECROSS FERGUS 15F

FSMB Millenium 13M - Service Sire to Lots 32 and 33

33 APPLECROSS BEYONCE 28N

Fullblood · P1521556 · APLX 28N · Jan21, 2025 · BW: 99 lbs ACT WW: 692 lbs | CE: 4.7 BW: 3.8 WW: 62.6 YW: 84.6 M: 34.1 MCE: 1.8 MW: 65.4

HETEROZYGOUS POLLED. DILUTOR FREE. FULL FLECKVIEH.

The second of our two Journey daughters on offer is Beyonce, a tidy heifer that should develop into a no-nonsense type cow. Journey's progeny often tend to arrive similarly stamped 'Simmental brown', while also carrying capacity, broodiness, and nicely developing udders that also represent the breed! On the maternal side, Beyonce is out of Applecross Bianca, a dark red, star-headed cow who was Dennis's favourite as an open heifer. She produced very well for us; including a daughter, Brienne (offered at Equation 2019) and herd bulls Denzel (Red Deer 2021) and Casino (Red Deer 2023). Proven Old-school Fleckvieh genetics dominate the dam side of the pedigree, including Seldom, C&B Western, King Arthur and Broadway. An intriguing blend of old and new, Beyonce is a well put-together female, with lots of pigment, that will be a great addition to any herd.

EXPOSED TO FSMB MILLENIUM 13M MARCH 17 - JUNE 13 .
OBSERVED BRED MARCH 18TH. VETS OPINION SAFE TO OBSERVED DATE.

VIRGINIA JOURNEY 509K X **APPLECROSS BIANCA 22C**

SIBELLE POL SYNERGY 18F X VIRGINIA CHRISTA 509C | APLX SAMSON 10Y X APPLECROSS BELLA 2Z

34 CENTURY MOLLY 442M

Fullblood · 1483176 · CENT 442M · Sept 9, 2024 · BW: 79 lbs | CE: -2.2 BW: 6.6 WW: 79.9 YW: 105.9 M: 41.8 MCE: -3.1 MW: 81.8

SOUTH SEVEN Miss Top 46C - Dam of Lot 34

NAC Panther 133J - Service Sire to Lot 34

- I had made up my mind before this calf was born if it was a heifer she wouldn't leave the farm, what a surprise when we were blessed with twin Magnum heifers. Here's an rare opportunity to purchase a heifer that would otherwise be on the untouchable list
- STU 46C has an impressive record with heifers selling to Beechinor Land and Livestock and Polar farms, as well as daughters retained and 2 sons (Hammer and Kingpin), who has 2 daughters selling in this sale
- Mating of 46C to Magnum stacks power and production
- Magnum has stood the test of time, seems to be aging like a fine wine as his daughters are some of the top cows in the breed

AI'D TO NAC PANTHER 133J MARCH 18/2025(SAFE) NO EXPOSURE

FGAF MAGNUM 901Z
ALLM COLOSSAL 25U X VIRGINIAS UPTOWNGAL

X

SOUTH SEVEN MISS TOP 46C
SOUTH SEVEN TOPNOTCH 29T X SOUTH SEVEN TEARDROP 27T

ESTES Top Gun J42E - Service Sire to Lot 35

35 CENTURY MANGO 449M

Fullblood · 1514393 · CENT 449M · Dec 10, 2024 · BW: 105 lb | CE: -2.9 BW: 7.2 WW: 80.2 YW: 100.2 M: 38.4 MCE: -2.3 MW: 78.5

- A heifer that's very well put together with a good foot and nice udder development
- Sire Century Kingpin an Electric Ave son out of STU 46C, maternal brother to 442M
- Full sister to Kingpin, Century Karlie 236K has a daughter selling in the BLL heifer group
- Kingpin was dark cherry red in color, exceptional length of spine and power
- Dam is maternal sibling to Anchor D Macs Ego 132B, Grandam Angelica has been outstanding for Mackenzie Skeels

AI'D TO ESTES TOP GUN J42E MARCH 23/2025(SAFE) NO EXPOSURE

CENTURY KINGPIN 247K
FGAF ELECTRIC AVENUE 140E X SOUTH SEVEN MISS TOP 46C

X

ANCHOR D MACS ANGEL 532H
BLACK GOLD FORT KNOX 12F X ANCHOR D ANGELICA 132Z

36 BLL/CENT NEVADA 511N

Fullblood · P1515173 · CENT 511N · Jan 8, 2025 · BW: 89 lbs ACT WW: 802 lbs | CE: 10.5 BW: 1.7 WW: 60.9 YW: 85.5 M: 35.5 MCE: 4.2 MW: 66.0

CITYVIEW Gold Trigger 76H - Sire of Lot 36

NAC Panther 133J - Service Sire to Lot 36

CITYVIEW GOLD TRIGGER 76H
ANCHOR D VIPER 103W X ANCHOR D / CD KALISTA 263F

X

BLL CECE 952G
DOUBLE BAR D CONFIDENCE 179D X STARWEST POL BESSIE

457N AND 511N ARE POLLED

- Two of our favourites that are absolute standout heifers out of our and BLL's donor Cece 952G
- 457M sired by Malone and 511N by Gold Trigger
- Cece's maternal and paternal brothers Voltage, Bourbon Street and Creed seem to be gaining popularity every year, with high selling calves and semen sales
- Dam Cece needs no introduction as she's had 4 daughters make the sale ring the last three years, these two daughters I feel are her strongest yet
- I kept going back and forth all summer on which of these two I'd choose, two different style heifers but equally impressive
- Maternal brother was the talk of our bull pen this spring, a homo polled powerhouse who was our high seller going to Stone Simmentals
- With 457M carrying service to Independence and 511N to Panther both are incredibly intriguing matings

457M AI'D TO RAFTER 4T INDEPENDENCE 58M MARCH 24/2026(SAFE) NO EXPOSURE
511N AI'D TO NAC PANTHER 133J MARCH 18/2026(SAFE) NO EXPOSURE

37 BLL/CENT MOANA 457M

Fullblood · PT1516100 · CENT 457M · Dec 10, 2024 · BW: 90 lbs ACT WW: 824 lbs | CE: 3.8 BW: 4.4 WW: 74.0 YW: 107.8 M: 37.1 MCE: 0.8 MW: 74.1

Absolute Standouts

CECE 952G

foundation females

DAUGHTERS

DOUBLE BAR D Malone 39K - Sire of Lot 37

BLL CECE 952G - Dam of Lot 36 and 37

DOUBLE BAR D MALONE 39K
ANCHOR D MOTOWN 865E X ANCHOR D DHARMA 404D

X

BLL CECE 952G
DOUBLE BAR D CONFIDENCE 179D X STARWEST POL BESSIE

CENT 466M - Maternal Sibling to Lot 36 and 37

CENT 10K - Maternal Sister to Lot 36 and 37

38 CENTURY MAE 443M

Fullblood · 1514387 · CENT 443M · Sept 9, 2024 · BW: 86 lbs | CE: 7.8 BW: 1.9 WW: 73.9 YW: 104.8 M: 31.9 MCE: 0.6 MW: 68.9

SIBELLE DIRTY HARRY 25Z
VIRGINIA WALKER 97W X SIBELLE GOLDA

X

ANCHOR D MACS PEARL 439G
FGAF RADIOACTIVE 030E X ANCHOR D MACS MARILYN 500E

- A powerful female that is large statured, long spined, heavy muscled wrapped in a beautiful hair coat
- When touring she was one of Glenn Norton's picks, noting her impressive stature and stunning wavy hair
- Her dam keeps cranking out heifers, a maternal sister 337L was one of our high sellers to Newton Creek, sister also working at
  Wagner's cattle both sired by Hoover
- Typical Dirty Harry calf that exemplifies heavy muscle expression with tremendous growth and depth
- Potential for huge ROI (bred to Century Hoover) as sister 337L sold for $20,000, imagine the polled calf you'll get on her first go

BRED TO CENTURY HOOVER 5H MARCH 18/2025 (SAFE)

CENTURY Hoover 5H - Service Sire to Lot 38

39 CENTURY NYX 515N

Purebred · PG1515156 · CENT 515N · Jan 13, 2025 · BW: 99 lbs ACT WW: 780 lbs | CE: 5.4 BW: 4.4 WW: 76.5 YW: 112.6 M: 18.2 MCE: 0.9 MW: 56.5

LFE Red Wood 840H - Sire of Lot 39

SKORS Red Fortune 176Y
Maternal Grand Dam of Lot 39

LFE RED WOOD 840H X **BLL MOONSHINE MARY 60H**

LFE STRATTON 3094F X IPU 10D POCAHONTAS 117F | TNT BOOTLEGGER Z268 X SKORS RED FORTUNE 176Y

POLLED

- Here's a heifer that's as dark as you can make them
- Redwood stamps his calves with that sought after almost purple red
- Dam BLL 60H a daughter of the illustrious 176Y cow who has been an impressive donor for BLL and RTL
- ¾ sisters out of ETZ 176Y sold for 20,000 last year in Shades for RTL/BLL
- Maternal sister selling in last years shades to Chittick Family Farms
- Bred to our exciting new heifer bull Oakview Nirvana 0136N. It was an easy decision to purchase Nirvana with his small head, narrow shoulder and square foot and backed by an impressive dam. We eagerly await his first calves

Exposed to Oakview Nirvana 0136N March 22-May 20
Observed bred April 8th(ultrasound confirmed pregnant to that cycle in vet's opinion)

40 CENTURY NIGELLA 516N

Fullblood · P1515153 · CENT 516N · Jan 13, 2025 · BW: 97 lbs ACT WW: 762 lbs | CE: 6.1 BW: 6.0 WW: 88.0 YW: 123.0 M: 31.5 MCE: 0.8 MW: 75.5

FGAF ELECTRIC AVENUE 140E X **SANMAR ANTEBELLUM 202K**

FGAF FRENCH ATTACK 010C X GIBBONS DORALEE | FSS MAXIMUS X JB CDN ANTEBELLUM 1437

POLLED

- A cherry red Electric Ave daughter backed by the Antebellum cow family
- Electric Ave noted for his incredible feet, has put many impressive offspring through the ring for BLL, semen being limited chances to buy daughters will be more and more rare
- Granddaughter of the illustrious JB Antebellum cow, regarded as one of the top cows in the JB program
- 516N has a impressive maternal sister sired by Champs Bravo who is maintaining excellent condition with her first calf0at foot who is equally impressive
- Exciting service to the homo polled Rafter 4T independence who has an impressive first calf crop

FGAF Electric Avenue 140E -Sire of Lot 40

AI'D RAFTER 4T INDEPENDENCE 58M APRIL 3/2026(SAFE) NO EXPOSURE

41 CENTURY NOELLA 520N

Fullblood · P1515139 · CENT 520N · Jan 21, 2025 · BW: 75 lb ACTWW: 744 lbs | CE: 11.6 BW: 0.8 WW: 76.8 YW: 108.3 M: 33.5 MCE: 3.5 MW: 71.9*

- 520N showcases what the shades of fall females can do as her mother 327L was purchased in the first shades of fall sale
- Dam 327L pedigree is about as loaded and potent as they come sired by Rumble and maternal sister to Creed
- She's setting up a beautiful udder, I expect it's going to be just like her mothers which might be the best uddered cow I've seen
- Carrying an intriguing early mating to NAC Panther should result in a very marketable calf

AI'D TO NAC PANTHER 133J APRIL 3/2026(SAFE) NO EXPOSURE

RUGGED R Cavill - Sire of Lot 41

NAC Panther 133J - Service Sire to Lot 41

RUGGED R CAVILL
TTU CANYON X RUGGED R MONA LYNN C199

X

BLL SUZY 327L
BLL RUMBLE 62H X BEE SUZETTE 478B

42 CENTURY NANCY 522N

Fullblood · P1515163 · CENT 522N · Jan 22, 2025 · BW: 76 lbs ACT WW: 700 lbs | CE: 13.7 BW: 1.5 WW: 64.2 YW: 82.8 M: 32.0 MCE: 4.0 MW: 64.1

HOMO POLLED

- Homo polled with a docile temperament, she did not enjoy picture day and sometimes plays shy but this is the pen pet
- Sired by Century Kingston a Blueprint son who has impeccable feet, 2 Kingston daughters were in the sale last year that were well received going to Beechinor Bros and Central Kentucky Simmental
- CENT 40J a maternal sister to sire Kingston, has a extremely impressive homo polled Kingpin daughter that is in the replacement pen
- Dam is a attractive dark red Viper daughter
- Calving ease on both sides with Viper, Gudas and Blueprint, 522N could be carrying your heifer bull

AI'D FGAF GUERRERO 810Y APRIL 23/2026(SAFE)
NO EXPOSURE

CENTURY KINGSTON 6K
STARWEST POL BLUEPRINT X JB CDN GIOVANNA 5025

X

CENTURY KANSAS 11K
ANCHOR D VIPER 103W X VIRGINIA HELENA 05H

43 CENTURY NINA 523N

Fullblood · P1515147 · CENT 523N · Jan 23, 2025 · BW: 93 lbs ACT WW: 672 lbs | CE: 4.1 BW: 4.3 WW: 72.8 YW: 98.0 M: 32.6 MCE: -1.6 MW: 69.0

CENTURY Hoover 5H - Service Sire to Lot 43

NORTHRIVER LITHIUM — JNR'S TITANIUM X WELDEHAVEN MS HENNY FF 9A

X

BISCH NORTHRIVER LUNA — PHS BANK ROLL 345B X BISCH NORTHRIVER DIXIE

POLLED

- Larger framed polled heifer with tremendous length and depth
- Homo polled dam Luna 1L was purchased in Eastern Harvest from Whiskey Jack Livestock, 2026 will mark the 3rd year in a row full sisters selling for Whiskey Jack, this mating really works
- Sired by Northriver Lithium a JNR Titanium son
- Throughout the summer this heifer caught my eye more and more, just gets better with age

BRED CENTURY HOOVER 5H MARCH 25/2026(SAFE)

44 CENTURY NUTMEG 524N

Purebred · PG1516097 · CENT 524N · Jan 24, 2025 · BW: 88 lbs ACT WW: 868 lbs | CE: 5.9 BW: 5.2 WW: 93.4 YW: 144.9 M: 21.9 MCE: 3.5 MW: 68.6

OAKVIEW Nirvana 0136N - Service Sire to Lot 44

KWA ROOSEVELT 63F — CDI AUTHORITY 77X X KWA MS ROCK 138Z

X

SOUTHSEVEN MISS WESTCOTT 41E — WFL WESTCOTT 24C X SOUTH SEVEN MISS RED 5Z

- Large framed Roosevelt daughter with massive depth of rib and setting up a beautiful udder just like her mother
- Dam 41E stands out with square hip, sweeping rib, beautiful udder and sound feet and flawless production record
- Remarkable consistency as dam STU 41E and granddam 5Z have had every calf retained in herd or sold as breeding stock
- Exceptional foot and udder in this cow family
- Maternal brother Century Gunner 3G worked as a heifer bull for a couple years, before being sold to Dercam Farms where he been the AI sire on 80 commercial heifers every year

EXPOSED TO OAKVIEW NIRVANA 0136N MARCH 22-MAY 20.
OBSERVED BRED APRIL 2ND(CONFIRMED PREGNANT TO THAT CYCLE IN VET'S OPINION)

45 CENTURY NIKE 527N

Fullblood · P1515143 · CENT 527N · Jan 27, 2025 · BW: 91 lb ACTWW: 704 lbs | CE: 6.5 BW: 4.3 WW: 75.5 YW: 106.6 M: 36.1 MCE: 5.4 MW: 73.9

POLLED

- Dark Cherry red heifer that has the same eye appeal as her mother
- Dam was purchased from Rich MC, this was the resulting calf she was carrying
- Sire Battle Royal a polled son out of the highly popular Battle Cry
- Carrying service to Hoover could result in a dark red homo polled calf

BRED TO CENTURY HOOVER 5H APRIL 19/2026(SAFE)

NAC Battle Cry 4F - Paternal Grand Sire of Lot 45

CENTURY Hoover 5H - Service Sire to Lot 45

ULTRA BATTLE ROYALE 56J X **RICH MC POL JORD 34L**

NAC BATTLE CRY 4F X WJS ELIZA 749E | SIBELLE POL DRAKKAR 16J X RICH MC MS POL JEWEL 1J

46 CENTURY NANTUCKIT 501N

Fullblood · P1515161 · CENT 501N · Jan 1, 2025 · BW: 88 lbs ACT WW: 792 lbs | CE: 8.6 BW: 1.9 WW: 72.8 YW: 106.4 M: 34.7 MCE: 3.4 MW: 71.1

POLLED

- An attractive polled heifer with muscle, length and shape
- Sired by Century Hoover who was the resident heifer bull at Virginia Ranch before moving north to Riverdale Simmentals
- Hoover adds muscle to his calves while also knocking off the horns
- Dam is a maternal sister to our high selling heifer Lulu 339L purchased by Circle E
- Another maternal sister had a bull sell to Katonas this spring and has another impressive son out of BLL Bourbon Street

AI'D ESTES TOP GUN J42E APRIL 2/2026(SAFE)
NO EXPOSURE

ESTES Top Gun J42E - Service Sire to Lot 46

CENTURY HOOVER 5H X **CENTURY JUNI 38J**

CHAMPS BRAVO X CENTURY MISS ELLE 1E | DIAMOND T 391F 179D X VIRGINIA HATTIE 08H

RUGGED R Cavill - Service Sire to Lot 47

47 CENTURY NIA 537N

Fullblood · P1515160 · CENT 537N · Mar 12, 2025 · BW: 94 lbs ACT WW: 608 lbs | CE: 6.0 BW: 4.9 WW: 77.2 YW: 106.7 M: 34.0 MCE: -1.6 MW: 72.8

POLLED

- Moderate feminine heifer with that sought after double goggle and dark red pigment
- Youngest heifer in the offering born March 12, having a late start she's catching up to her penmates
- Dam was the result of embryos purchased out of the Lolita 229Z donor sired by Radioactive
- Maternal brother sold to BK Simmental
- We're excited to calve out these Kingpin daughters, as we are retaining some impressive daughters of his
- Early service to the calving ease specialist Rugged R Cavill

AI'D RUGGED R CAVILL MARCH 24/2025(SAFE) NO EXPOSURE

CENTURY KINGPIN 247K
FGAF ELECTRIC AVENUE 140E X SOUTH SEVEN MISS TOP 46C

X

CENTURY KALEA 1K
FGAF RADIOACTIVE 030E X DOUBLE BAR D 229Z

TERMS & CONDITIONS

TERMS - The terms of the sale are cash, cheque, e-transfer, or wire and are due at the time of sale, unless other arrangements have been made between buyer and seller prior to the sale. Atlas Livestock Marketing reserves the right to charge interest at a rate of 2% per month on overdue accounts. The right of property shall not pass until after settlement is made. Atlas Livestock Marketing. reserves the right to require a certified cheque as settlement before releasing any sale cattle. Should any purchaser fail to settle for their purchase Atlas Livestock Marketing. reserves full power to resell the animal to the best advantage either publicly or privately, without further notice. Any loss arising from such resale together with keep and all other expenses shall be payable by the defaulter. All settlements must be made with the clerks of the sale before any cattle will be released. Atlas Livestock Marketing and/or the Auctioneer shall have the right to refuse bids from anyone who has a previous record of default in payment or who has not made proper credit clearance prior to the sale with the owner or Sale Managers.

BID - No private sales will be allowed except as otherwise provided for in the terms and conditions. No by-bidding will be permitted.

SALES TAXES – Applicable sales taxes will be charged on semen,
embryos, and trucking fees (if listed), respective to the home province of the buyer, not the seller.

DISPUTES - In cases of disputes, bidding will be reopened between the parties involved. If no further bid is made the buyer will be the person from whom the auctioneer accepted the last bid. The auctioneer's decision in such matters will be final.

PURCHASER'S RISK - Each animal becomes the risk of the purchaser as soon as sold. Animals will be cared for at the purchaser's risk for a reasonable length of time.

INSURANCE – Each animal becomes the risk of the purchaser at the time of sale and should be insured. Animals returning to the seller's farm must be insured.

US BUYERS – There is an additional charge (approximately $300.00 US dollars) that will be applied to each animal purchased. This covers documentation, vet inspections/testing required to export. This cost does not include transportation or brokerage which is the responsibility of the buyer.

CATTLE PICTURES AND INFORMATION PROVIDED - The images in this catalogue are believed to be accurate representations of the individual animals and the information contained in this catalogue is provided by the seller and believed to be true and accurate. Atlas Livestock Marketing. and catalogue designers/ producers assume no responsibility if the images and/or information as received have been altered or is inaccurate.

ANNOUNCEMENTS – All announcements from the auction block will take precedence over the printed matter in the catalogue. Buyers are therefore cautioned to pay attention to any such announcements.

CERTIFICATE OF REGISTRY - A registration/recordation certificate issued by the applicable breed association and duly transferred will be furnished to the buyer of each animal after settlement has been made. It is the responsibility of the buyer to determine the acceptance of this certificate in any other association.

SHIPPING - Assistance will be given in making shipment after the sale but no risk is assumed by the Sales Management or Seller. Expenses incurred are the responsibility of the purchaser. Purchasers are requested to furnish shipping instructions when making settlement.

BREEDERS GUARANTEE - As per applicable Canadian Breed Association Breeding Guarantee guidelines. Copies are available at the sale settlement desk to be picked up by the buyer at any time. In no event shall the seller be responsible for reimbursing more than the purchase price.
EXCEPTION TO GUARANTEE - In cases where the animal is subjected to any hormonal or surgical reproduction techniques after the sale, the guarantee shall be null and void.

HEALTH - It is the buyer's responsibility to determine health requirements for importing any animal into his province or state. Atlas Livestock Marketing. assumes no responsibility for the health status of any animal in the sale.

EMBRYO & SEMEN – Full settlement must be made before release is done and shipping arrangements should be done within 30 days of the sale unless arrangements made between buyer and seller prior to the sale. Shipping arrangements and costs are the expense of the purchaser once release has been given.

ACCIDENTS - Although every precaution will be taken to protect the safety and comfort of buyers, neither the Sales Management, auctioneer, consignors, or Association assumes any responsibility in this matter and disclaims any liability legal or otherwise in the event of accident or loss of property.

RIGHTS AND OBLIGATIONS - The above terms and conditions of the sale shall constitute a contract between the buyer and the seller and be equally binding to both. Resale of animals following purchase in this sale shall constitute a separate transaction and the rights and obligations of the two parties connected thereto are not covered by the terms and conditions of this sale.

Atlas Livestock Marketing. IS AGENT ONLY - It is to be clearly understood that Atlas Livestock Marketing. is only acting as a medium between buyer and seller and is not in any way responsible for any failure on the part of either party to live up to his obligations. Neither does Atlas Livestock Marketing. assume any financial obligations to collect or enforce collection of any monies between parties. Any legal action that may be taken, in exceptional cases, must be between buyer and seller.

RETURN:
ATLAS LIVESTOCK MARKETING
BOX 153, BENTLEY, AB., TOC 0JO

CANADA POST POSTES CANADA
Personalized Mail
Courrier personnalisé
1294009

ATLAS LIVESTOCK MARKETING

RETURN POSTAGE GUARANTEED
PORT DE RETOUR GARANTI

ATLAS
LIVESTOCK MARKETING
EST 2026