

FLAT VALLEY CATTLE COMPANY

presents

Simple as Black & White
BULL SALE

COMMERCIALLY DRIVEN CATTLE

with industry leading purebred genetics



Monday **MARCH 17, 2025 | 1:00 PM**

MEDICINE HAT FEEDING COMPANY, MEDICINE HAT, ALBERTA

With Guest Consignors

SNAKE VALLEY FARM LTD. | QUARTER HORSE COULEE FARMS

Black Angus and Charolais yearling and two-year old bulls

Welcome from By Livestock

This is the 6th Annual sale featuring White and Black bulls and the quality needs to be seen to be appreciated again this year. All three of these operations are multi-generational that have been producing bulls for the cattle industry for decades. The yearling Charolais bulls from Flat Valley are very consistent with soundness and shape. These bulls combine maternal strength with some great terminal characteristics from front line genetics, you will find what you are looking for here. Snake Valley Farms have some big, solid coming two-year old Charolais bulls and this year have some that are definite calving ease from their first calf heifers. This is Quarter Horse Coulee's 2nd year in the sale and wow, what a set of black bulls. From bulls that can be used on heifers to growth, power bulls with lots of performance and the kids have done a great job out scratching most of them in the pen.

With the maternal and carcass characteristics bred into an Angus cow base and the hybrid vigour and performance of the Charolais, it makes a great combination that is in strong demand in the marketplace. The silver calves do combine the best of both breeds and are profitable for the cow/calf producer, the feeders and the packers.

These consignors welcome you to their farms anytime to view the bulls and their operations. The bulls will be available for viewing the day before at the auction mart if it works better for you. If you can't make it sale day you can bid online through DLMS, or someone can have you on the phone if that works better. We look forward to seeing you on sale day.

If Candace or I can be of any assistance before the sale, or on sale day, please don't hesitate to give us a call. We would be happy to find you bulls that are right for your program.

Sincerely,
Helge & Candace By



By
LIVESTOCK

Helge By 306-536-4261

Candace By 306-536-3374
124 Shannon Rd., Regina, SK S4S 5B1
charolaisbanner@gmail.com

By Livestock

Welcome to the Annual Simple as Black & White Bull Sale

What an exciting time to be in the cattle business. With the market reaching new all time records it becomes of the utmost importance to move your program forward to new heights as well. With prices over \$4 a pound and projections of the years to come to be upwards from there, every pound counts and inventory is key.

First and foremost I would like to thank all the past customers and bidders that have joined us in previous years and shown confidence in all our programs. We look forward to meeting and doing business with new clientele and earning the reputation that this sale has come to be.

For years we have been pushing to "brand name" our product for the SIMPLE AS BLACK & WHITE BULL SALE. A brand that is the most honest. A brand that works. A brand name that has no frills, fine print or gimmicks. Companies that stand behind their seed stock. Again, I am confident in saying that this year's offering is just that. Bulls that will go out and do the job as trouble free as possible. Bulls that are responsibly developed to breed and last.

I would like to introduce this year's consigners: Snake Valley Farm Ltd. and Quarter Horse Coulee Farms. It has been a pleasure working alongside the Vaages, and Darcy & Brandy Brown and family for the past couple years and we look forward to years to come. It's always rewarding to take a step back and admire multigenerational operations all striving and moving towards the next generation, God willing. Thank you for continuing to be a part of the sale.

As always, if you are in need of assistance in selecting your next herdsire, or have any questions at all, please contact any of us consigners, or our trusted sale team. We welcome anyone to come visit the bull pens prior to the sale at our ranches. Bulls will be on display at the MHFC Sunday, March 16 in a relaxed pen atmosphere. We look forward to seeing, meeting and greeting you at the sale or prior. If you are unable to make it sale day, it will be broadcast on DLMS, or you also able to leave your orders with any of our trusted team. Your order will be dealt with in a professional and confidential manner.

We look forward to seeing you at the SIMPLE AS BLACK AND WHITE BULL SALE.
Jamie

FLAT VALLEY
CATTLE COMPANY

Jamie & Amy Ehret & family
Box 2, Hilda, AB T0J 1R0
403-504-6265
 Flat Valley Cattle Co Ltd



**SNAKE VALLEY
FARM LTD**

Snake Valley Farm Ltd. The Vaages
Box 369, Champion, AB T0L 0R0
403-423-0157

Snake Valley Farm Ltd.



Darcy & Brandy Brown
Acadia Valley, AB
C 403-928-0447

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Simple as Black & White **BULL SALE**

FLAT VALLEY CATTLE COMPANY • SNAKE VALLEY FARM LTD. • QUARTER HORSE COULEE FARMS

Sale Day Phones

Jamie Ehret, Flat Valley Cattle Co. 403-504-6265
 Justin Vaage, Snake Valley Farm. 403-423-0157
 Darcy Brown, Quarter Horse Coulee Farms 403-928-0447
 Helge By, By Livestock. 306-536-4261
 Candace By, By Livestock. 306-536-3374
 Danny Skeels, Auctioneer 403-783-1217
 Andrew Releeder, Ringman. 403-848-1260
 Medicine Hat Feeding Company. 403-526-3129
 Bob Toner, Angus Field Rep 306-716-5272

Viewing the Bulls

All of the bulls will be available for viewing at the sale site the day before the sale, or at the farms anytime prior to the sale.

Insurance

Larry Toner 306-834-7652 (talk or text), with Stockmans Insurance will be at the sale offering insurance for purchases.

Lunch

Please join us for coffee and bull viewing at 10:00 a.m. sale day, followed by lunch before the sale.

Buyer's Draw

Thank you to our Buyer's Draw Sponsor, Cargill Animal Nutrition, Shane Pender.

Hospitality Sponsors

Thank you to Western Tractor.



Delivery

We will deliver your bulls free of charge within 200 km. Beyond the 200 km, we will work with you on delivery to centrally located points. Leave delivery instructions and contact information at time of settlement.

Wintering of Bulls

We will winter your bulls. We ask that two-year olds are delivered by April 1st. Yearling bulls to be delivered by May 1st. Anything not delivered/picked up by deadline will be charged a board fee on a daily basis unless prior arrangements have been made. All bulls being wintered must be insured.

Sight Unseen Purchase Program

If you are unable to attend on sale day but are interested in any of the bulls offered in the sale, give any one of the consignors a call. We will go over the bulls and your program, and recommend the bull that would best suit your needs. Then we will put you in touch with a member of the sale staff to assist you in a professional manner. You

Internet Bidding Available



have the option of leaving an order or bidding over the phone. DLMS will also broadcast the sale online for your viewing and bidding convenience.

Credit Card Purchases

Visa and Mastercard may be used for payment of purchases. A 4% surcharge will be applied.

Terms & Conditions

The sale will be conducted under the terms of the Canadian Charolais Association and the Canadian Angus Association. Copies will be available sale day.

Semen Rights

Flat Valley Cattle Company, Snake Valley Farm Ltd. and Quarter Horse Coulee Farms retain the right to draw semen for in-herd use on any bull in the offering.

Charolais Breed Averages

CE 4.8 BW .4 WW 59.5 YW 109.6 M 22.3 MCE 5.7 TM 52 TSI 256.3

Black Angus Breed Averages

CE 3.5 BW 2 WW 56 YW 98 M 23 MCE 6.8



Simple as Black and White Bull Sale



We are pleased to invite you to the 6th annual Simple as Black & White Bull Sale.

We are excited to present to you this year's bull pen. These bulls have been selected from a calf crop of 75 purebreds born in 2024. This year's offering is solid from top to bottom. The last few years considering circumstances we have been culling hard in the herd. In the footnotes, there aren't many mentions of feet and udders because of our strict culling program. I assure they are all up to and above most cattlemen's standards. We are confident that they will be able to go out, hold condition, do their job and be around for many years to come.

This year we introduce some new genetics to keep things fresh and up to date. The Bold Move calves have exceeded our expectations. An outcross pedigree that we have used on the majority of our heifers provides pedigree profiles that can be used in just about any herd. The Holy Water sire group is as good as ever; hairy, deep, easy doing, great disposition and consistent throughout. Along with some tried, tested and true, there is a bull to suit your needs.

The whole offering is up to date with our whole herd health program. They have had a booster of VISION 8 and BOVISHIELD ONE SHOT at weaning on Oct. 4. As always, we rely on the professionals in our industry to assist in the development, health, BSE and are confident that these bulls will be as problematic as possible.

We invite you to come view these bulls any time at our yard, or the Sunday prior to the sale at MHFC. Please contact us with any questions or inquiries. There is nothing else I'd rather be doing in a day than talking cattle.

Thanks for taking a look and hope to see you soon.

Jamie, Amy, Luella, Grayson & Joni





Wright

SIRE PCC BOURDON 118J

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
99	788	1240	6.6	-0.5	60	105	25	5.4	54	246.28

An exceptional bull! He has stood out since a calf and has developed into an outstanding bull. You have to admire his presence; starting with great feet and legs, lots of hair, rib shape, optimum structure, and a great skull. The way he comes out of his smooth shoulders with great and attractive neck extension. He flows from front to back and is the complete package with lots of shape. His sire has made a mark in the herd as an easy calving bull that has plenty of growth. His dam is doing the same, with 10 registered progeny already, all boasting numbers for easy calving and lots of grow. Make him your next herd sire!

lot **1** 3RD GEN PLD FVC 35M PEMC892606 18-JAN-24

FVC Marker's Mark 35M

PCC BOURBON 118J CCC WC REDEMPTION 7143 PLD ET
BRCHE BERKLY ANN 8507 PLD ET

STEPLER MISS 52G PRO-CHAR WINCHESTER 6D
STEPLER MISS 238E



GRANDDAM ROSSO 111B

lot **2** 4TH GEN PLD FVC 10M PMC892510 2-JAN-24

FVC Moovin On Up 10M

WCR BOLD MOVE 168 P WC PLATINUM 8558 P
WCR MS REMIX 9250 P

FVC KATY 31K PCC KENTUCKY RAIN 836F
ROSSO MS ANGORAGAL 111B

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
82	906	1360	7.1	-1.3	67	124	19	8.7	53	266.29

One of the first Bold Move calves born here at Flat Valley Cattle and boy were we excited. They were coming early, born easy, with lots of vigour and hair, and enough calf there that we knew they would turn out to be something. Backed by the 111B cow family, we suspect this bull will have enough jam and sire calves with a bit more size when maturing. Born with a 275 day gestation and a WW of 906, you'll be "Moovin On Up" a weight class next time you sell your calves investing in this herdsire.



lot **3** 3RD GEN PLD FVC 15M PMC892523 6-JAN-24

FVC Maverick 15M

WCR BOLD MOVE 168 P WC PLATINUM 8558 P
WCR MS REMIX 9250 P

FVC MISS CINDY RAIN 12K PCC KENTUCKY RAIN 836F
HC CINDY 206Z

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
93	762	1300	4.7	-1.1	66	117	20	6.7	53	254.37

Maverick is a deep quartered, hairy, eye appealing bull. His dam is one of our top picks from the 2023 year flush mates. An EPD profile that is above average in BW, WW, and YW. Come take a look for yourself! Exact same pedigree as Lot 10.



lot 4 **HOMO PLD** **FVC 16M** **PEMC892609** **6-JAN-24**
FVC Mr Cindy's Move 16M
WCR BOLD MOVE 168 P **WC PLATINUM 8558 P**
WCR MS REMIX 9250 P
HC CINDY 206Z **JWX SILVER BULLET 524W**
HC WINTER LADY 916W

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
85	816	1330	13.5	-2	73	124	16	12.8	54	273.63

Coming from the battery herself, HC 206Z. The strongest cow family here at Flat Valley without a doubt. I can not say enough about the impact Cindy has had on our herd. She sires "the right kind". Cattle that are not extreme in any dimension. Moderate in their make, over achieving individuals, that are structurally correct, easy doing, and easy to get along with. The pairing with Bold Move has added a bit more mature size along with a fairly impressive EPD profile. His full sisters are stand out females in the replacement pen.



lot 5 **4TH GEN PLD TWIN** **FVC 17M** **PMC892524** **6-JAN-24**
FVC Moonlight Moves 17M
WCR BOLD MOVE 168 P **WC PLATINUM 8558 P**
WCR MS REMIX 9250 P
FVC KENDAL 21K **PCC KENTUCKY RAIN 836F**
LAEBROOKE 440B

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
59	700	1185	12.3	-4.6	68	121	15	9.2	49	269.26

A smooth made bull that we feel could work on heifers. With great lines and a nice small head, paired with his impressive EPDs, he will calve. The Kentucky Rain x Bold Move mating will most likely result in a smaller framed bull that will be easy on the females for years to come. Paternal brother to lot 19.



SIRE HRJ CROWD FAVOURITE 515C
lot 6 **HOMO PLD** **FVC 19M** **PEMC892617** **8-JAN-24**
FVC Money Maker 19M
HRJ CROWD FAVOURITE 515C **SPARROWS KINGSTON 139Y**
HRJ MISS PARIS 7S
FVC EXCELLING LADY 15E **MXV COUGARHILL HANK 720G**
P-3 LADU PERFECT 5-157E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
104	806	1280	-5.7	3.5	64	113	25	1.4	57	260.75

Thick is what comes to mind when describing this bull. The width across his back along with plenty of muscle shape, he will be a red meat maker. In this industry, the way I see it, that is a 'Money Maker'



lot 7 **3RD GEN PLD** **FVC 24M** **PMC892601** **11-JAN-24**
FVC Moose 24M
WCR BOLD MOVE 168 P **WC PLATINUM 8558 P**
WCR MS REMIX 9250 P
CEDARLEA RAZZLE 157K **CEDARLEA THE COUNT 175F**
CEDARLEA RAZZLE 165G

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
98	774	1260	-0.8	1.1	74	134	20	1.3	57	267.77

Power bull! He has a little bit of a different pedigree on the bottom side to his pen mates. We had bought his dam from the reputable Cedarlea operation as a heifer calf. She is easy to get along with, good footed, great udder and deep bodied. Moose ranks in the top 10% for weaning and yearling weight EPDs.



DAM FVC 42K



SIRE SOS RAGE 128C

lot **8** 4TH GEN PLD FVC 28M PMC892529 13-JAN-24

FVC *Marv Walus* 28M

SOS RAGE 128C CIRCLE CEE LEGEND 307A
ALT SIERRA 80Y

FVC MISS CINDYS FAVORITE 42K HRJ CROWD FAVOURITE 515C
FVC MISS CINDY 8E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
92	816	1240	3.2	1.5	62	114	25	5.7	57	258.29

Here's a bull with performance packed into a streamline attractive meat making machine. The Rage sired calves are always easy doing with a ton of rib shape and great disposition. The mating with Crowd Favourite on the bottom side is sure to pack a punch and add pounds. If you ask me, that's 'Marv-walus'



SIRE HOPEWELL STRADA 48H



lot **9** 4TH GEN PLD FVC 29M PMC897191 13-JAN-24

FVC *Mogarzea* 29M

HOPEWELL STRADA 48H JSR ESTRADA 52E
MAIN LANZA VERMILLION 647D

G.BROS GYPSY RGCG 41G LAE CLYDE 527C
GBROS QUITE-A-GAL 721D

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
85	986	1550	6.4	-1	65	130	18	2.6	51	

The heaviest weaning bull in the pen and he hasn't looked back. He has a different pedigree from the rest, coming out of a cow purchased from the Gilliland dispersal last fall. If you're looking for some size, look no further. He's a full frame size bigger than the rest of the pen and when he steps on the scale it shows. This day and age conversion is where the money is made, and Mogarzea's numbers say he's got it!



lot **10** 3RD GEN PLD FVC 33M PMC892661 15-JAN-24

FVC *Midnight Magic* 33M

WCR BOLD MOVE 168 P WC PLATINUM 8558 P
WCR MS REMIX 9250 P

FVC MISS CINDY RAIN 27K PCC KENTUCKY RAIN 836F
HC CINDY 206Z

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
72	724	1180	13.6	-4.8	61	112	19	10.7	49	268.94

HEIFER BULL! This bull is made right. Smooth from front to back. You have to appreciate his front third all the way up to his poll. Light actual birthweight with an EPD in the top 3rd percentile. Let this athletic feller out, sleep easy and let the Midnight Magic happen.



DAM FVC 2G

lot **11** HORNED FVC 38M MC892535 20-JAN-24
FVC Maximus 38M

HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
 JWX DANDY 70D

FVC GEM 2G FVC DUKE 14D
 JIL JEWEL 140U

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
97	840	1345	6	0.4	58	106	21	7.2	50	258.86

Maximus is a brute. Soggy made, soft in his lines, fluid in his movement. He made plenty of friends in town for the Medicine Hat Stampede Exhibition Pen Show. His dam is one of our top producers with 2 progeny working hard here in the herd and a brother selected to work at Vale Land and Cattle. Coming from the 140U cow family his progeny will come early and easy.



DAM FVC 17G

lot **12** 4TH GEN PLD FVC 40M PMC892536 22-JAN-24
FVC Myles 40M

PCC KENTUCKY RAIN 836F TR PZC MR TURTON 0794 ET
 MISS PRAIRIE COVE 407B

FVC GRACIE 17G CIRCLE CEE LEGEND 307A
 FVC MISS CINDY 8E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
116	858	1375	-1.6	2.3	58	107	24	1.5	53	242.8

A Cattleman's dream! This bull is what every cattleman is after. Just like his name, he is miles long, has a big stride, plenty of growth to cover a lot of pasture and get your cows bred. His added length will add pounds without sacrificing calvability.



DAM FVC 30F

lot **13** 3RD GEN PLD FVC 52M PMC892546 1-FEB-24
FVC Marques 52M

HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
 JWX DANDY 70D

FVC MS PERFECT 30F LHD MR PERFECT Y416
 HC CINDY 206Z

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
95	780	1220	7.2	-0.3	48	100	24	9.4	48	246.25

Marques screams herdbull. Early maturing, thick hairy coat, well balanced, heavy muscled, big testicles and streamline from tail to poll. Same pedigree as Lot 15.

lot **14** HORNED TWIN FVC 54M MC892550 2-FEB-24
FVC Mithras 54M

HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
 JWX DANDY 70D

FVC JUST RIGHT 18J PCC KENTUCKY RAIN 836F
 FVC MS PERFECT 30F

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
69	680	1175	8.3	-0.9	53	105	23	9.4	50	250.6

A slender made bull with a great hair coat. He started out small but hasn't looked back and caught up to his pen mates. Three quarter bother to Lot 13 & 15



lot **15** 3RD GEN PLD FVC 57M PMC892552 2-FEB-24
FVC Morpheus 57M

HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
 JWX DANDY 70D

FVC MS PERFECT 32F LHD MR PERFECT Y416
 HC CINDY 206Z

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
96	792	1215	7.1	0.2	52	101	22	7.3	48	248.59

This bull's dam has been a pasture favourite for many. Morpheus is much like his dam, sharp fronted with a look at me shape about him. He has great neck extension out of the top of his shoulders with an attractive skull structure. Same pedigree as Lot 13



lot **16** DBL PLD FVC 59M PENDING 5-FEB-24
FVC Medicine Man 59M

TR DSUL 100 PROOF B24 ET TR MR FIREWATER 5792 RET
 KR MISS EASY PRO 8063

PRAIRIE COVE MISS 309A HTA VEGAS 134Y
 PRAIRIECOVE MISS 911W

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
102	714	1125	2.4	1.7	49	89	30	4.6	55	244.11

New Genetics! Medicine Man is the result of an embryo purchased from our good friends at PCC. He's a bull that has plenty of shape, with a heavy quarter and very balanced. The 309A cow is leaving quite a legacy in the herd book and his sire has been used around the world. Buy with confidence knowing these genetics work!



DAM PCC 309A





lot **17** 3RD GEN PLD FVC 60M PMC892555 5-FEB-24
FVC Moonshine So Fine 60M

HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
 JWX DANDY 70D

FVC MS PERFECT 21H LHD MR PERFECT Y416
 HC CINDY 206Z

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
81	734	1265	10.9	-1.4	53	103	23	11.9	49	256.14

Just like moonshine this bull is one of a kind. We feel that he would be versatile enough to be able to cover your heifers or cows. He is streamline and finer made but has enough style and performance to be able to give you an end product that will be more than marketable.



lot **18** 3RD GEN PLD FVC 64M PMC892559 9-FEB-24
FVC Mayhem 64M

HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
 JWX DANDY 70D

FVC CINDY'S RAIN 43J PCC KENTUCKY RAIN 836F
 FVC MISS CINDY 20C

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
92	744	1300	3.4	1.8	65	123	20	7	52	254.16

Mayhem is one of the youngest bulls in our offering. He has grown into what will be a crucial breeding piece for any operation. His dam is a very honest, balanced, attractive cow that comes from the most influential cow family here at Flat Valley. Mayhem could be the sleeper of the whole sale. Don't pull up short.



SIRE PCC KENTUCKY RAIN 836F

lot **19** 4TH GEN PLD FVC 68M PMC892613 17-FEB-24
FVC Millstream 68M

PCC KENTUCKY RAIN 836F TR PZC MR TURTON 0794 ET
 MISS PRAIRIE COVE 407B

LAE BROOKE 440B MERIT ROUNDUP 9508W
 LAE CHIPPY 112Y

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
99	784	1270	0.9	0.2	66	118	11	1.6	44	245.91

Millstream is the youngest bull in the offering that weaned at the top of the pen and hasn't looked back. He will mature into a bigger framed bull with lots of shape. Having both Roundup and Kentucky Rain in his pedigree his calves are sure to be hairy with lots of vigour.

Flat Valley Cattle Company Reference Sires



PMC802027 DBL PLD HRJ 55H 27-JAN-20

HRJ *Holy Water* 55H



CE	BW	WW	YW	M	MCE	TM	TSI
8.1	.6	56	112	21	10.4	49	250.46



PMC802027 HOMO PLD HRJ 55H 27-JAN-20

WCR *Bold Move* 168P



CE	BW	WW	YW	M	MCE	TM	TSI
14.7	-4.8	81	139	18	12.6	59	288.18



Simple as Black and White Bull Sale

**On behalf of all of us here
at Snake Valley Farm, we would like to
welcome you to the 6th annual
Simple as Black & White bull sale.**

Thank you to all previous buyers and bidders for your confidence and support in our SVC program. The Charolais bull has played an integral role in the commercial cow herd for us here at the farm and our goal is to be able to share genetics that will be dependable, profitable and an asset to any breed or type of cow.

Bulls are weaned mothers at 6-7 months and are then fed a balanced, high roughage ration for optimal growth and longevity at the forefront. At 12-13 months, the bulls are scanned to retrieve ultrasound data and will then summer on grass and get plenty of exercise from early June until October. They will return home to the yard, where they are assessed and will be wintered and fed at a pace we feel will provide customers with a bull that is in sound breeding condition and also achieving their true genetic potential. Bulls will come with up to date vaccinations, including Fusogard for footrot prevention.

As always, I encourage and invite you to stop by to view the bulls at the farm anytime prior to the sale. We would love to answer any questions you may have about the bulls as individuals and what bull might fit your breeding needs. If you are unable to attend, the knowledgeable sale team and staff at By Livestock can be of assistance and the fine folks from DLMS will have online bidding available with a live broadcast.

Thank you for taking the time to view our offering and we look forward to seeing you on March 17th!

Snake Valley Farm Ltd.





lot **20** DBL PLD SVC 1L PMC865236 10-FEB-23
SVC Guinness 1L

JWX GUINNESS 787G CEDARLEA EPIC 14E
 JWX WYNNEMAKER 87E

SPARROWS HOMBRE 655J HIGH BLUFF GUINNESS 162G
 SPARROWS HOMBRE 655E

BW	ADJ WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
88	703	1500	6.8	0.6	75	142	28	5	65	280.17

Guinness was used as a yearling bull on 25 cows from June 30 to August 30. Proven breeder. Will sell with Trich test completed. All Yearling Weights listed are actual weights taken May 20/24

ULTRASOUND DATA:
 Marb 4.50
 Backfat mm 2.86
 REA in² 16.40
 Adj REA in²/100 lb 1.14
 LMY% 69.16



lot **21** DBL PLD SVC 2L PMC866008 1-MAR-23
SVC Jaguar 2L

ELDER'S JAGUAR 181J CML RAINDANCE 996G
 ELDER'S DALYCE RAY 34D

WOOD RIVER ECTASY 109E SPARROWS LATIGO 436B
 WOOD RIVER ECTASY 142Z

BW	ADJ WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
102	678	1530	-1.7	3	61	112	19	4.5	50	242.29

ULTRASOUND DATA:
 Marb 3.70
 Backfat mm 4.33
 REA in² 15.97
 Adj REA in²/100 lb 1.09
 LMY% 67.30



lot **22** 3RD GEN PLD SVC 3L PMC898093 25-MAR-23
 SVC **Mack** 3L

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
89	595	1342	0.6	2.9	71	138	13	2.9	48	274.04

SCX JEHU 233E SCR TRIUMPH 2135
 SCX MISS MAGNUM 109X

ULTRASOUND DATA:
 Marb 4.00
 Backfat mm 3.33
 REA in² 12.84
 Adj REA in²/100 lb 1.00
 LMY% 65.77

SNAKE VALLEY MISS IGGY 925G SKW PARDNER 78Y
 SVC MISS 621D



lot **23** 3RD GEN PLD SVC 7L PMC865595 27-MAR-23
 SVC **Conn** 7L

SVC STRUT 13J SPARROWS RIGG 851F
 SVC MISS 616D

SNAKE VALLEY MISS WESTON 120J SPARROWS RIGG 851F
 STEPLER MISS WESTON 237A

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
80	541	1150	5.7	1.5	54	104	21	4.5	48	253.35

ULTRASOUND DATA:
 Marb 4.40
 Backfat mm 3.81
 REA in² 13.14
 Adj REA in²/100 lb 1.19
 LMY% 65.53



lot **24** POLLED SVC 8L PMC865602 28-MAR-23
 SVC **Kosmos** 8L

SCX JEHU 233E SCR TRIUMPH 2135
 SCX MISS MAGNUM 109X

SVC MISS 505C ABC ZAVIER Z264
 SNAKE VALLEY 95K 402P

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
104	526	1335	-3.9	5	50	120	13	3.1	37	251.33

ULTRASOUND DATA:
 Marb 3.60
 Backfat mm 3.33
 REA in² 15.60
 Adj REA in²/100 lb 1.22
 LMY% 68.02

lot 4TH GEN PLD SVC 9L PMC876747 29-MAR-23

25

SVC *Ozark* 9L

SCX JEHU 233E SCR TRIUMPH 2135
SCX MISS MAGNUM 109X

SNAKE VALLEY MISS 1H SPARROWS RIGG 851F
SVC MISS 625D

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
86	576	1340	6.4	0.3	63	128	14	6	46	276.67

ULTRASOUND DATA:

Marb 4.20
Backfat mm 4.33
REA in² 15.97
Adj REA in²/100 lb 1.24
LMY% 67.30



lot 4TH GEN PLD SVC 12L PMC859143 6-APR-23

26

SVC *Everest* 12L

SCX JEHU 233E SCR TRIUMPH 2135
SCX MISS MAGNUM 109X

SNAKE VALLEY MISS SAM 905G SOS COUNTRY ROADS 95D
STEPPLER MISS 150A

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
102	610	1350	-3.7	3.9	79	153	17	2.5	57	276.73

ULTRASOUND DATA:

Marb 3.90
Backfat mm 4.29
REA in² 14.36
Adj REA in²/100 lb 1.11
LMY% 66.04



lot 4TH GEN PLD SVC 15L PMC865745 7-APR-23

27

SVC *Alwerstone* 15L

SPARROWS RIGG 851F WINN MANS LANZA 610S
WINN MANS MERIT 780T

SNAKE VALLEY MISS 919G SKW PARDNER 78Y
SVC MISS 625D

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
99	690	1560	4.6	1.9	66	120	25	4.7	58	261.2

ULTRASOUND DATA:

Marb 3.80
Backfat mm 3.33
REA in² 15.28
Adj REA in²/100 lb 1.02
LMY% 67.76





lot **28** 4TH GEN PLD SVC 16L PMC865808 10-APR-23
SVC Oslo 16L

SCX JEHU 233E SCR TRIUMPH 213S
 SCX MISS MAGNUM 109X

SNAKE VALLEY MISS FRAN 906G SKW PARDNER 78Y
 SNAKE VALLEY RUBIO 304A

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
106	645	1400	0.2	3.2	74	145	15	2.1	52	274.91

Cattlemen's Choice Yearling Bull
 at Medicine Hat Beef Pen Show

ULTRASOUND DATA:
 Marb 3.80
 Backfat mm 5.24
 REA in² 15.34
 Adj REA in²/100 lb 1.18
 LMY% 65.86



lot **29** 4TH GEN PLD SVC 19L PMC865809 12-APR-23
SVC Sakie 19L

SCX JEHU 233E SCR TRIUMPH 213S
 SCX MISS MAGNUM 109X

SNAKE VALLEY MISS MERNA 921G SKW PARDNER 78Y
 SVC MISS 512C

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
99	595	1300	2.5	2.1	65	132	11	4.6	43	270.46

ULTRASOUND DATA:
 Marb 4.20
 Backfat mm 3.86
 REA in² 15.30
 Adj REA in²/100 lb 1.23
 LMY% 67.24



lot **30** 3RD GEN PLD SVC 22L PMC865851 13-APR-23
SVC Denver 22L

SPARROWS RIGG 851F WINN MANS LANZA 610S
 WINN MANS MERIT 780T

SNAKE VALLEY MISS NELLY 45H SPARROWS MARCUS 870F
 SVC MISS 608D

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
95	540	1290	5.2	1.6	60	110	27	2.3	57	256.68

ULTRASOUND DATA:
 Marb 3.60
 Backfat mm 2.92
 REA in² 14.41
 Adj REA in²/100 lb 1.21
 LMY% 67.48



lot **31** 3RD GEN PLD SVC 21L PMC865746 13-APR-23
 SVC *Grizz* 21L

SCR TRIUMPH 2135 SCR TUFFY 0119
 SCR MS BABY DOLL 7140

SNAKE VALLEY MISS ABBY 814F SKW PARDNER 78Y
 SNAKE VALLEY RUBIO 30

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
103	625	1355	1.1	2.9	68	131	20	2.6	54	264.77

ULTRASOUND DATA:
 Marb 4.10
 Backfat mm 4.29
 REA in² 15.47
 Adj REA in²/100 lb 1.19
 LMY% 66.94



lot **32** 3RD GEN PLD SVC 24L PMC865853 14-APR-23
 SVC *Nomad* 24L

SVC STRUT 13J SPARROWS RIGG 851F
 SVC MISS 616D

SNAKE VALLEY MISS 112J SKW PARDNER 78Y
 SNAKE VALLEY MISS BETH 809F

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
92	505	1215	5.1	2.2	56	111	21	6.3	49	254.24

ULTRASOUND DATA:
 Marb 3.50
 Backfat mm 3.81
 REA in² 13.62
 Adj REA in²/100 lb 1.17
 LMY% 65.92



lot **33** POLLED SVC 27L PMC876836 18-APR-23
 SVC *Callahan* 27L

SCX JEHU 233E SCR TRIUMPH 2135
 SCX MISS MAGNUM 109X

SVC MISS 711E SKW PARDNER 78Y
 SNAKE VALLEY 34P 708T

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
104	645	1355	0.3	2.8	72	135	13	4	49	268.18

ULTRASOUND DATA:
 Marb 4.60
 Backfat mm 4.29
 REA in² 13.10
 Adj REA in²/100 lb 1.01
 LMY% 65.01

lot **34** 3RD GEN PLD SVC 28L PMC859144 20-APR-23

SVC28L

SCX JEHU 233E SCR TRIUMPH 2135
SCX MISS MAGNUM 109X

SVC MISS 512C ABC ZAVIER Z264
SNAKE VALLEY 50U 107Y

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
102	605	1355	-1.2	3	70	141	9	3.7	44	279.6

ULTRASOUND DATA:

Marb 4.10
Backfat mm 2.86
REA in² 17.46
Adj REA in²/100 lb 1.29
LMY% 70.02



lot **35** 3RD GEN PLD SVC 30L PMC898092 23-APR-23

SVC *Otto* 30L

SPARROWS RIGG 851F WINN MANS LANZA 610S
WINN MANS MERIT 780T

SNAKE VALLEY MISS 16 SPARROWS MARCUS 870F
SNAKE VALLEY ZAVIER 20Z 401B

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
91	617	1313	3	2.4	53	110	24	1.4	50	247.42

ULTRASOUND DATA:

Marb 3.80
Backfat mm 3.81
REA in² 13.35
Adj REA in²/100 lb 1.07
LMY% 65.70



lot **36** DBL PLD SVC 36L PMC876843 8-MAY-23

SVC *Recon* 36L

SPARROWS RIGG 851F WINN MANS LANZA 610S
WINN MANS MERIT 780T

SNAKE VALLEY MISS VERA 52H SPARROWS MARCUS 870F
SVC MISS 711E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
106	533	1300	2.6	2.7	60	113	26	1.3	56	248.43

ULTRASOUND DATA:

Marb 3.60
Backfat mm 3.33
REA in² 13.36
Adj REA in²/100 lb 1.06
LMY% 66.19



Snake Valley Reference Sires



PMC756713 3RD GEN PLD SB 851F 4-FEB-18

SPARROWS *Rigg* 851F



CE	BW	WW	YW	M	MCE	TM	TSI
2.1	3	61	123	24	2.9	55	252.60



PPMC757683 HOMO PLD SCX 233E 24 APR 2017

SCX *Jehu* 233E



CE	BW	WW	YW	M	MCE	TM	TSI
-2.3	3.4	81	168	6	3	46	290.12



Simple as Black and White Bull Sale



On behalf of Quarter Horse Coulee Farms, we welcome you and thank you for joining us for the 6th annual Simple as Black and White Bull Sale!



We are honoured to once again be part of the Simple as Black and White sale alongside Flat Valley Cattle Company and Snake Valley Farm and sincerely appreciate the opportunity to showcase our program with theirs.

To our previous and repeat buyers and bidders, we cannot express enough gratitude for your continued support. Your confidence in our cattle is deeply appreciated, and we're proud to work with such exceptional cattlemen.

As time flies by and the cattle market continues to thrive, we have been more committed than ever to finding and implementing the best genetics to improve the quality and performance of our program. Our focus remains on raising top-quality, sound, and productive bulls that not only excel in structure and movement but also add pounds to your calf crop and profit to your bottom line. To build top quality bulls, we believe one of the most essential traits is maternal fundamentals: fertility, longevity, structure, and soundness. Our cows calve on grass and are far from being pampered. They're tough, hardworking, and consistently prove their ability to produce exceptional progeny without needing extra care. We maintain a strong vaccination program for our herd to promote their well-being.

This year, we are showcasing what we believe to be our strongest and most consistent bull pen yet! We would like to extend a special thank-you to our eldest son, Skylar, for stepping up and playing a vital role in getting these bulls to where they are today. You'll notice the exceptional docility of these bulls reflects the many hours our three kids dedicate to working and helping in the bull pens. Every bull will be semen tested, fully up to date on vaccinations, treated with Fusogard prior to the sale, and ready to cover ground for you.

We welcome you to visit the ranch and take a closer look at the bulls in person. As Always, we're happy to provide honest evaluations and answer any questions to help you select the right bull for your needs. If you have any further questions, please feel free to contact the sales team at By Livestock or DMLS.

Thank you for your time taken to evaluate our bulls we greatly appreciated it and look forward to the chance to earn your business.

*Darcy, Brandy, Skylar, Braxton,
and Sierra Brown*



SIRE 37 & 50 :
BASIN SAFE
DEPOSIT 9324



lot **37** LBS 912L 14-MAR-23 2348052
COULEE *Safe Deposit* 912L

BASIN SAFE DEPOSIT 9324 BASIN DEPOSIT 6249
BASIN JOY 2006

BOSS LAKE MS DIXIE ERICA 912G KR CASINO 6243 M1F
COLEMAN DIXIE ERICA 3372

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
70	669	1129	-1.6	61	107	28	14	15

Darcy's standout pick from weaning, this bull is the complete package and exemplifies everything we strive to produce in our program. Backed by a powerhouse genetic foundation, he blends outstanding phenotypical and maternal traits with ease. His sheer presence in the pen makes him impossible to overlook. He's exceptionally long-bodied with impressive rib shape. His ideal front end, wide muscular shoulder, and excellent feet adds to his commanding profile. His herd sire potential is undeniable, as he embodies the traits needed to leave a lasting mark on a breeding program – power, and the genetic consistency to produce outstanding progeny.



lot **38** LBS 3L 17-APR-23 2342002
COULEE *Good Yohann* 3L

ACADIA MR GOOD 008H HF YOHANN 265B
ACADIA MISS GOOD JANE 403B

COULEE RANCHERS CHOICE 3Y SASKALTA TRIPLE THREAT 2275
ANH LASS 1L

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
9	738	1170	5	53	83	21	-5	-3

Backed by a proven dam who showcases incredible longevity, excellent feet, perfect udder, and an easy keeping nature. He's smooth, long bodied, has tons of hair and stands out for his note worthy docility. His performance was outstanding making top five for weaning and yearling weights.



lot **39** LBS 026L 09-APR-23 2342003
COULEE *United* 026L

STF UNITED 6232 VISION UNANIMOUS 1418
STF CHARLOTTE KEEPSAKE 232

COULEE KARAMA 26Z EBON HILL 153 AMBUSH 140'07
COULEE OF IDEAL 8U

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
92	673	1155	3.6	48	83	16	0	7

This cow bull is sure to add depth and middle to your calves, with well-defined muscling and extra rib shape. He most definitely is an eye catcher when you walk into the pen. His sire has consistently proven himself by producing well-structured, high-quality bulls, passing that same depth and dimension to his calves.

lot **40** LBS 26L 13-APR-23 2342001
COULEE *Good Johann* 26L

ACADIA MR GOOD 008H HF YOHANN 265B
 ACADIA MISS GOOD JANE 403B

COULEE COUNTESS 26X EBON HILL 153 AMBUSH 140'07
 COULEE COUNTESS 6T

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
88	630	1001	3.4	42	65	17	-2	1

This bull combines smooth movement with a solid genetic foundation. His dam displays remarkable longevity and traces back to the Coulee Countess line, known for producing some of our top-performing cows. He's long bodied, has a nice head and carries plenty out front.



lot **41** LBS 35L 19-APR-23 2348172
COULEE *United* 35L

STF UNITED 6232 VISION UNANIMOUS 1418
 STF CHARLOTTE KEEPSAKE 232

COULEE DUCHESS 35Y SASKALTA TRIPLE THREAT 227S
 COULEE DUCHESS 14U

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
83	671	1081	1.7	40	67	20	5	5

This bull checks all the boxes – thick muscling, depth, and exceptional structural soundness. His dam was a standout in our program with a great udder, perfect feet, longevity and consistency to produce stylish, high-quality bulls year after year. With a pedigree like this, he's built to bring performance style and consistency to your herd.



lot **42** LBS 47L 19-APR-23 2342006
COULEE *United* 47L

STF UNITED 6232 VISION UNANIMOUS 1418
 STF CHARLOTTE KEEPSAKE 232

K LAZY T PRIDE 47'16 SAMTIA BOTTOMLINE 20Y
 MERIT PRIDE 307S

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
85	762	1144	2.4	55	86	23	3	8

This bull has a strong frame, ample body, great structure, and an attractive front end. He shows excellent performance recording the second-highest weaning weight and the top 205-day index at 3.30.





lot **43** LBS 58L 12-APR-23 2342017
COULEE Roundtable 58L

BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
 PM ROSEBUD 77'15
COULEE MISS INA 58G STF UNITED 6232
 COULEE MISS INA 37W

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
74	728	1174	1.9	56	97	20	5	9

This heifer bull is a true standout with smooth shoulders and a deep body, accompanied by a strong hip and an attractive front end. He boasts excellent performance, ranking in the top 5 for highest yearling weight, ensuring that his calves will exhibit impressive growth. Additionally, his exceptional temperament makes him an invaluable addition to any herd.



lot **44** LBS 57L 14-APR-23 2342016
COULEE Roundtable 57L

BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
 PM ROSEBUD 77'15
COULEE INA 57G BOSS RESOURCE 4105
 COULEE INA 34W

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
96	650	1110	4.2	51	91	21	1	4

A cow bull that will really travel and cover a lot of pasture. He's long spined and has a good foot under him.



lot **45** LBS 60L 23-APR-23 2342018
COULEE United 60L

COULEE RANCHERS CHOICE 60G STF UNITED 6232 VISION UNANIMOUS 1418
 STF CHARLOTTE KEEPSAKE 232
 BOSS RESOURCE 4105
 COULEE RANCHERS CHOICE 3Y

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
82	752	1143	1.9	53	86	21	5	8

A standout choice, this bull combines a moderate birthweight with smooth shoulders and a narrow head, making him ideal for heifers. He boasts substantial front-end development and ranks in the top 5 for weaning weight, ensuring that his calves will have impressive early growth.



lot **46** LBS 62L 11-APR-23 2342027
 COULEE *United* 62L

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
76	744	1168	-0.3	52	86	21	10	10

A top-performing calving ease heifer bull, he is soft made with exceptional length, performance, and a well-defined head. Ranking in the top 5 for both weaning and yearling weights, he's a pound maker for sure.

STF UNITED 6232 VISION UNANIMOUS 1418
 STF CHARLOTTE KEEPSAKE 232

COULEE LAVENDER LADY 62G BOSS RESOURCE 4105
 COULEE LAVENDER LADY 27Y



lot **47** LBS 63L 11-APR-23 2342008
 COULEE *United* 63L

STF UNITED 6232 VISION UNANIMOUS 1418
 STF CHARLOTTE KEEPSAKE 232

EASTONDALE COUNTESS 63'17 SANKEYS LARAMIE 114
 EASTONDALE COUNTESS 45'06

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
95	770	1058	3.2	53	78	21	-2	4

From the time he was a calf, this cow bull showed that robust, soggy appearance that contributed to him achieving the highest weaning weight in the pen. He's got tons of body, an abundance of rib, and an eye-catching sogginess. His dam has stamped every calf she's raised for us with that same depth and capacity, and there's no doubt that this bull will pass those traits on to his progeny.



lot **48** LBS 66L 17-MAY-23 2348166
 COULEE *United* 66L

STF UNITED 6232 VISION UNANIMOUS 1418
 STF CHARLOTTE KEEPSAKE 232

COULEE COUNTESS 66G BOSS RESOURCE 4105
 COULEE COUNTESS 2Z

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
88	738	1130	1.9	53	86	19	5	9

This bull combines the best traits of his sire, dam, and influential granddam, who was a foundational female in our program. He's built with a good foot, deep body, strong overall structure, square hind quarter, plenty of hair, and moves out with long, smooth strides. Topping the charts in the top 5 for weaning weights, he demonstrates ample performance. He is clean fronted and smooth shouldered built for calving ease.

lot **49** LBS 70L 19-MAR-23 2348160
COULEE Stellar 70L

SITZ STELLAR 726D MOHNEN SUBSTANTIAL 272
 SITZ PRIDE 200B OSF

COULEE LASS 70G BOSS RESOURCE 4105
 COULEE LASS 25Z

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
9	652	1104	3.5	55	101	16	-2	-1

This bull stands out with the appealing look and style of his sire. He possesses significant length, a thick top, an attractive head, and exhibits good scrotal growth. Furthermore, he has outstanding feet and a calm temperament making him an excellent addition to any herd.



lot **50** LBS 74L 18-MAR-23 2348159
COULEE Safe Deposit 74L

BASIN SAFE DEPOSIT 9324 BASIN DEPOSIT 6249
 BASIN JOY 2006

COULEE INA 74G BOSS RESOURCE 4105
 COULEE INA 43Z

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
90	630	1069	2	50	89	28	6	10

A real powerful genetic foundation under this bull. His dam is a beautifully made Coulee Ina daughter who we admire for her eye catching ability, perfect udder, milk quality, and excellent foot structure. Mix her with Safe Deposit and you're left with a bull that makes a statement in the pen with added length, a heavy front end, great structure, and exceptional feet.



lot **51** LBS 81L 22-MAR-23 2342089
COULEE Roundtable 81L

BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
 PM ROSEBUD 77'15

COULEE TRIPLE THREAT UNITED 81H STF UNITED 6232
 COULEE TRIPLE THREAT 34Z

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
70	665	1147	0.2	56	96	20	10	12

This low birthweight heifer bull puts a lot of good things in a smooth package. He has excellent body capacity, showcases a lot of rib, and well-defined structure.





lot **52** LBS 100L 14-MAR-23 2348031
COULEE Crossbow 100L

SPRING COVE CROSSBOW KM BROKEN BOW 002
 SPRING COVE PRETTY 205
COULEE BARBARA 100J BOSS LAKE ROUNDTABLE 979G
 COULEE BARBARA 16X

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
50	631	1067	-3.6	43	78	23	17	13

Don't let birth weight fool you on this bull he outdid himself in performance. This guy belongs on your list, being off a first-time heifer he is a machine. Heavy muscled, thick bodied, and as square as they get. A real stout powerhouse. He has a good scrotal growth and is sound at the ground.



SIRE OF LOTS 53 & 59 : COULEE CROSSBOW

lot **53** LBS 95L 09-APR-23 2348035
COULEE Crossbow 95L

COULEE CROSSBOW 55J SPRING COVE CROSSBOW
 COULEE OF IDEAL 55G
COULEE CROSSBOW 95J SPRING COVE CROSSBOW D
 COULEE LAVENDER LADY 64G

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
94	662	1079	5.2	53	98	19	-1	3

It's hard not to appreciate when a bull like this comes along. His dam really outdid herself in raising her first calf. Altogether just a well-rounded bull with maternal backing, good hip, plenty of length, square hind quarters, and a good foot.



lot **54** LBS 105L 09-MAR-23 2348010
COULEE Stellar 105L

SITZ STELLAR 726D MOHLEN SUBSTANTIAL 272
 SITZ PRIDE 200B OSF
COULEE TRIPLE THREAT 105J STF UNITED 6232
 COULEE TRIPLE THREAT 34Z

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
74	619	1074	1	53	97	14	5	9

Skylar's standout choice from weaning, this low birthweight bull is truly exceptional. Off a first-time heifer that impressed us beyond measure. Showcasing tremendous structure, a level top, deep sides, and abundant muscle. He is the perfect addition to elevate your herd, combining maternal excellence with outstanding performance traits.



SIRE 48, 54,
55, 59, 60 & 61
SITZ STELLAR 726D

lot **55** LBS 107L 22-MAR-23 2348009
COULEE *Stellar* 107L

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
73	705	1120	0.9	61	105	17	4	7

SITZ STELLAR 726D MOHNEN SUBSTANTIAL 272 F
SITZ PRIDE 200B
COULEE ELBA UNITED 107J STF UNITED 6232
U2 ELBA 414E

This outstanding heifer bull is destined to be a cornerstone of any herd. From a first-time calver who has already demonstrated her superior breeding potential, he features an impressive hip, smooth shoulders, and well-rounded hindquarters. His excellent scrotal development and sound foot structure make him stand out as a superior choice for those looking to enhance their breeding program.



lot **56** LBS 55L 18-MAR-23 2348170
SIRE : SYDGEN ENHANCE
COULEE *Enhance* 55L



lot **57** LBS 72L 10-APR-23 2342031
COULEE *United* 72L

SYDGEN ENHANCE SYDGEN EXCEED 3223
SYDGEN RITA 2618
COULEE OF IDEAL 55G STF UNITED 6232
COULEE OF IDEAL 8U

STF UNITED 6232 VISION UNANIMOUS 1418
STF CHARLOTTE KEEPSAKE 232
COULEE PRIDE LADY 72G BOSS RESOURCE 4105
COULEE PRIDE LADY 33Z

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
86	692	960	2.3	52	84	23	2	5

This moderate birthweight bull has remarkable genetics boasting a strong resemblance to his sire, Sydgen Enhance. His dam is a powerhouse in our operation producing both exceptional heifers and bulls.

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
73	592	1116	1	45	85	17	8	9

Low birthweight bull that combines power and performance into a smooth and stylish package with an undoubtedly nice bull head. He has a lot of shape, deep gutted with a good solid structure. He has a real smooth frame built for calving ease but showcases a real dominant bull head. He had tremendous performance topping in at the biggest 365-day index of 3.28.



lot **58** LBS 108L 13-MAR-23 2348006
COULEE Stellar 108L

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
78	728	1221	1.8	68	119	19	3	6

Brandy selected this bull during weaning, and he has exceeded all expectations ever since. He's the kind of bull that immediately catches your eye in the pen standing out with his solid build, powerful hip, extra rib depth, and sound feet. Out of a first-calf heifer who impressed us by raising a bull that checks all the boxes. He traces back to our Coulee Countess line known for their longevity and some of our top producing cows. Sired by Sitz Stellar he's sure to pack a punch and presses the scale down hard.

SITZ STELLAR 726D MOHNEN SUBSTANTIAL 272
 SITZ PRIDE 200B

COULEE COUNTESS ROUND 108J BOSS LAKE ROUNDTABLE 979G
 COULEE COUNTESS 26X



lot **59** LBS 106L 07-APR-23 2347995
COULEE Crossbow 106L

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
79	656	1108	2	46	81	18	5	7

A superior bull with a prestigious pedigree that traces back to Coulee Ina and Crossbow genetics. This bull, coming from a first-time dam, embodies excellence in every trait. He has a solid frame, impressive hip structure, and ample body mass. His structural integrity and admirable foot make him a standout choice for any herd.

COULEE CROSSBOW 55J SPRING COVE CROSSBOW
 COULEE OF IDEAL 55G

COULEE INA UNITED 106J STF UNITED 6232
 COULEE INA 45Y



lot **60** LBS 113L 12-MAR-23 2348053
COULEE Stellar 113L

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
78	700	1138	1.6	59	106	17	3	6

High performing, moderate birthweight bull off a first-calf heifer. His dam has proven herself to be a strong producer. She's delivered a bull with impressive presence and structure. His standout profile exhibits added length of body, deep rib, an ideal front end, attractive hip, smooth shoulders, and exceptional feet.

SITZ STELLAR 726D MOHNEN SUBSTANTIAL 272
 SITZ PRIDE 200B

COULEE LASS 113J JPM RERIDE 75F
 ANCHOR R LASS 39B

lot **LBS 114L** 14-MAR-23 2347996
61 COULEE *Stellar* 114L

SITZ STELLAR 726D MOHNEN SUBSTANTIAL 272
 SITZ PRIDE 200B OSF

COULEE LAVENDER LADY 114J STF UNITED 6232
 COULEE LAVENDER LADY 37Y

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
69	587	1014	0.4	48	86	16	6	8

You can't help but take pride in a first-calf heifer that raises a powerhouse like this. This heifer bull is extremely easy to find in the pen, he's the full package. Being structurally sound from the ground up, with great feet, big hip, lots of stretch, thickness, great hair coat, and that smoothness for calving ease.



lot **LBS 869L** 09-APR-23 2342015
62 COULEE *Roundtable* 869L

BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
 PM ROSEBUD 77'15

BOSS LAKE MS PRIDE 869F EXAR BLUE CHIP 1877B
 BOSS MISS LEGACY 3119

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
98	677	1028	4.6	53	86	20	-1	6

This cow bull is built to cover large pastures with ease. He boasts impressive length, excellent scrotal development, and the athleticism needed for extensive travel. He combines durability, mobility, and performance.



lot **LBS 916L** 05-APR-23 2342013
63 COULEE *Roundtable* 916L

BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
 PM ROSEBUD 77'15

U2 LADY TIPTOP 342F JL SIGNATURE 4106
 LLB LADY TIPTOP 816U

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
85	690	1097	3.5	60	98	22	1	3

This moderate birthweight bull offers a balanced combination of traits. Featuring a strong hip, ample spine length, and a solid frame built on an exceptional foot. He moves effortlessly and is sure to impress in the pen and out in the pasture when he stretches out.



Quarter Horse Coulee Farms Reference Sires



lot **64** LBS 931L 05-APR-23 2342014
COULEE *Mr Good* 931L
ACADIA MR GOOD 008H HF YOHANN 265B
 ACADIA MISS GOOD JANE 403B
LLB FAVORITE CHLOE LASS 506F U-2 PRIME 77D
 LLB CHLOE LASS 434D

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
102	716	1189	5.8	59	102	17	-7	-2

This cow bull will be a well-balanced breeder that will pass down his performance to his progeny. Topping in at our biggest yearling weight and pushing down the scale today, he will be sure to get a lot of attention his way in the pen. Displaying a long stretch in body length, a real good hip, exceptional feet, and good scrotal development.



lot **65** LBS 5005L 18-MAY-23 2348165
COULEE *Tour* 5005L
SUNDERLAND TEN TRILLION 243E S A V TEN TRILLION 3112
 HF ROSE 188A
MERIT SOCIALITE 5005C RB TOUR OF DUTY 177
 MERIT SOCIALITE 3076

BW	ADJ 205	ADJ 365	BW	WW	YW	M	CE	MCE
98	713	1099	2.5	42	71	27	2	6

This bull is made right. He has a smooth shoulder, good stretch down his spine, and great feet. Despite being the last one born in the group, he had strong consistent growth. His genetics are backed by the proven Merit Socialite, and his dam has consistently produced strong, well-structured calves for us.



STF ***United* 6232**
 2020146 IMP 6232D 6 APRIL 2016

CE	BW	WW	YW	M	MCE
6	1.1	56	90	16	10



BOSSLAKE ***Roundtable* 979G**
 2133257 BOSS 979G 7 APRIL 2019

CE	BW	WW	YW	M	MCE
6	2.7	68	112	26	10



ACADIA ***Mr Good* 901G**
 2110559 GOOD 901G 28 APRIL 2019

CE	BW	WW	YW	M	MCE
-6	4.9	54	84	31	3





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Index

Charolais Yearling Bulls

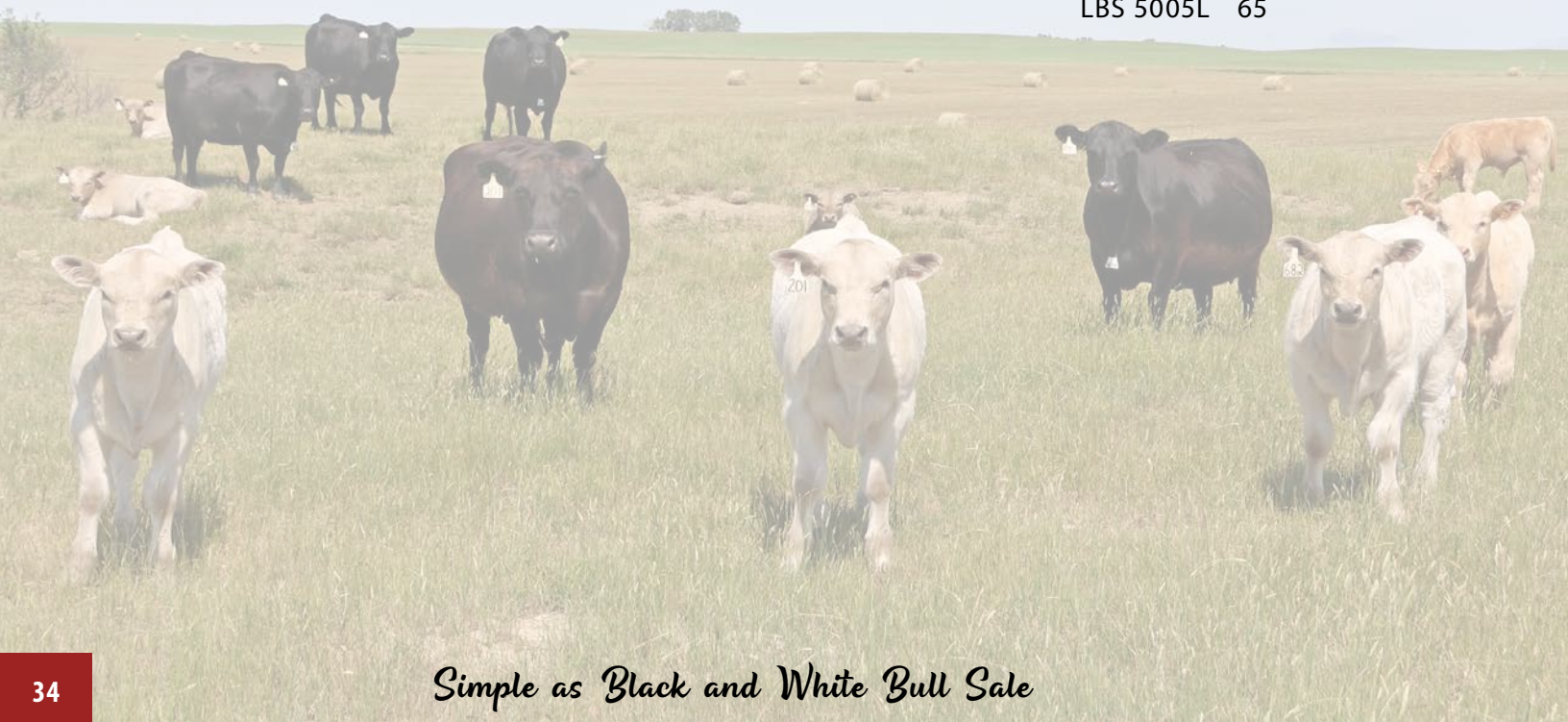
TATOO	LOT #
FVC 10M	2
FVC 15M	3
FVC 16M	4
FVC 17M	5
FVC 19M	6
FVC 24M	7
FVC 28M	8
FVC 29M	9
FVC 33M	10
FVC 35M	1
FVC 38M	11
FVC 40M	12
FVC 52M	13
FVC 54M	14
FVC 57M	15
FVC 59M	16
FVC 60M	17
FVC 64M	18
FVC 68M	19

Charolais Two-Year Old Bulls

TATOO	LOT #
SVC 1L	20
SVC 2L	21
SVC 3L	22
SVC 7L	23
SVC 8L	24
SVC 9L	25
SVC 12L	26
SVC 15L	27
SVC 16L	28
SVC 19L	29
SVC 21L	31
SVC 22L	30
SVC 24L	32
SVC 27L	33
SVC 28L	34
SVC 30L	35
SVC 36L	36

Black Angus Two-Year Old Bulls

TATOO	LOT #
LBS 3L	38
LBS 026L	39
LBS 26L	40
LBS 35L	41
LBS 47L	42
LBS 55L	56
LBS 58L	43
LBS 57L	44
LBS 60L	45
LBS 62L	46
LBS 63L	47
LBS 66L	48
LBS 70L	49
LBS 72L	57
LBS 74L	50
LBS 81L	51
LBS 95L	53
LBS 100L	52
LBS 105L	54
LBS 106L	59
LBS 107L	55
LBS 108L	58
LBS 113L	60
LBS 114L	60
LBS 869L	62
LBS 912L	37
LBS 916L	63
LBS 931L	64
LBS 5005L	65



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