

Charmark Ranches

6th Annual Bull Sale

Selling 47 Two-Year Old French & French Influenced Charolais Bulls

Wednesday

March 25, 2026

1:00 PM | At the Ranch, Gem, AB



Welcome

Welcome to the 6th Annual Charmark Charolais Two-Year-Old Bull Sale!

On behalf of the Marquess family—Leigh, Sarah, Scott, Andrew, and Lynne—thank you for your interest in this year’s offering. We take immense pride in our program and are grateful for the trust our customers place in us year after year.

At Charmark, our mission is simple: stay true to the hallmarks of the Charolais breed—performance and muscle. By strategically blending Full French genetics for carcass quality and hoof integrity with Purebred genetics for calving ease and maternal volume, we produce bulls that are built to work.

We develop our bulls on a forage-based diet with minimal grain to ensure longevity and structural soundness. Our goal is for these bulls to remain productive in your battery for years to come. As the industry shifts toward heavier carcass weights and yield-based premiums, Charolais-influenced calves are more profitable than ever. Through our use of Q-Select DNA testing, we are identifying the most efficient, high-intake genetics to help you maximize your herd’s energy metabolism and growth.

We invite you to visit the ranch to view the bulls or call us anytime to talk shop. We look forward to seeing you at the sale!

Leigh Marquess

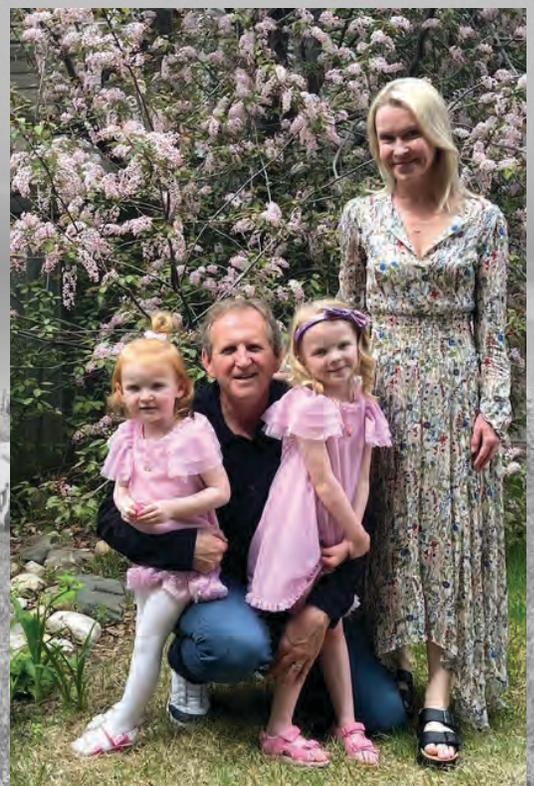
Ph: (306)716-4594

Charmark Ranches

The Marquess Family

Gem, AB

www.charmarkranches.com



Charmark Ranches 6th Annual Bull Sale

Wednesday, March 25th, 2025 | 1:00 P.M. MST

At the Ranch, Gem, AB

47 Charolais French Influence Registered Two-Year Old Bulls

Join us for lunch at 11:30 a.m

Sale Day Phones:

Leigh Marquess (306)716-4594

Sale Management:

Wright Livestock Marketing
Jon Wright (306)807-8424



Auctioneer:

Ryan Konynenbelt (403)892-6534

Ring Service:

Justin Keeley (403)627-6534

Internet Bidding:

Sale will be available for online bidding and viewing at www.dlms.ca
Mark Shologan (780)699-5082



Accommodations

Canalta Hotel, Brooks (403)363-0080
Ramada, Brooks (403)362-6440
Heritage Inn, Brooks (403)362-6666

Directions to the Ranch:

From Gem, Alberta
Head west on Twp Rd 232 for one mile.
Turn right onto Range Road 165 and head north.
It is the 3rd yard on the left-hand side, look for the blue sign and the Charmark Ranches sign at the end of lane.
Blue sign # 233003 Rge Rd 165

Charmark Ranches



Range Rd 165

TWP Rd 232

Gem

Guarantee

All bulls are offered in the sale are guaranteed to pass a semen test and are guaranteed breeders.

Viewing of the Sale Offering

The bulls are available for viewing at the ranch up until sale time on March 25th. Please contact Leigh to come and tour the bull pen.

Sight Unseen Purchase Program

We know that as producers, you may be busy and unable to attend on sale day or tour the bull pen. We can assist you with finding the right bull(s) to meet the needs of your program. Please feel free to contact Leigh, sale management or any of the sale staff listed in the catalogue, who would be happy to assist you with finding the right bull(s) for your program requirements.

Wintering & Board

We are willing to winter the bulls and feed them until May 1st. After May 1st, a yardage charge of \$5/day will be charged to cover the cost of feed. We ask that all bulls that are remaining for wintering to be insured. All bulls remaining at Charmark Ranches do so at the **Buyer's Risk**.

Insurance

Insurance will be available for purchase on sale day. The animals become the buyer's responsibility as soon as the animal is sold. We recommend obtaining insurance on your purchase(s).

Delivery

Delivery is offered, \$75 for distances up to 300 km. In excess of 300 km, delivery to be charged at cost.

Semen Rights

Charmark Ranches retains in-herd semen interest on all bulls sold in the sale, at the seller's expense and buyer's convenience, to be drawn at a future date.

Exchange Rate

For our American friends, the exchange rate will be announced on sale day at the commencement of the sale.

Terms & Conditions

Sale is conducted under the Canadian Charolais Association's Code of Ethics.

Canadian Charolais Association Breed Averages - Feb 2026

CE	BW	WW	YW	M	TM
5.5	0.2	61.2	112.7	23	53.6

March 25th 2026 | 1:00 PM

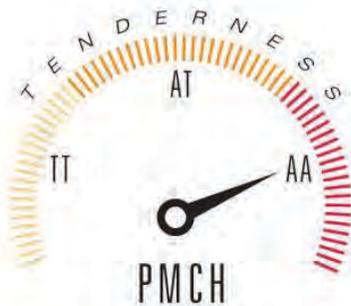
Get The Performance You Want



A LEPTIN TT genotype animal has an increased rate of fat accumulation as compared to a LEPTIN CC animal.

OTHER BENEFITS include:

- increased weaning weight
- increased cow productive life
- increased milk production
- increased 12th rib backfat
- impacts marbling & yield grade



A PMCH AA genotype animal has increased fat deposition compared to a PMCH TT animal.

OTHER BENEFITS include:

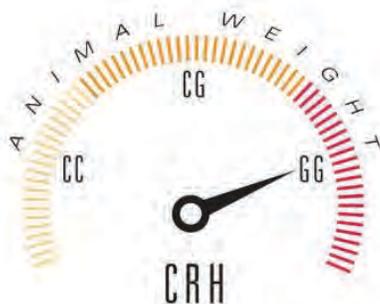
- increased tenderness
- increased marbling fat
- increased 12th rib backfat



An IGF2 CC genotype animal has increased lean growth compared to an IGF2 TT animal.

OTHER BENEFITS include:

- larger rib eye



A CRH GG genotype animal has increased weight compared to a CRH CC animal.

OTHER BENEFITS include:

- increased hot carcass weight
- increased rib eye area

Trait Heritability

Q-select is 100% heritable. Knowing the genotypes associated with desired traits means you can choose mating pairs to introduce desired genotypes into your herd and continue to pass on essential genetics.

Q·select

a powerful
selection tool
for your herd



Select the traits you want in your herd

Q-select focuses on beef production traits that are economically important. Choose the traits that are important to you and identify which animals carry the essential genetics to promote those traits in your herd. Pair Q-select genotypes with other physical attributes to select the best bulls and replacement heifers.

Each genetic marker has undergone extensive peer reviewed research studies, and the economic traits that have been associated with each genetic marker have been proven through rigorous large scale testing.

Welcome from Wright Livestock Marketing

Welcome to the 6th Annual Charmark Ranches Bull Sale, where you will find one of Canada's largest offerings of French Influenced Two-Year Old Bulls. If you are looking for bulls that will add muscle shape, pounds and performance to your calf crop, here is a sale offering that you shouldn't overlook if those are the qualities in a bull that you are shopping for.

Charmark Ranches have been breeders in the Charolais breed for over 50 years, so this program is no stranger to the developments this breed has seen over time. They have stayed true to their course, utilizing French Charolais genetics to capitalize on the traits that the breed brings to the table – muscle, performance, shape, power all while standing on a big strong foot. You will find French influence throughout most of the bulls offered in the sale, and they have gone through and broke down how much French Influence exists in each of the bulls' pedigrees. In a market that gets paid by the pound, French influenced Charolais bulls can definitely help with siring those calves that will push down the scale, allowing you to maximize on your earning potential.

A very unique selling feature in this sale, and one of the only sales across all breeds that offers it, is that the genomic testing is completed on all the bulls featured in the sale, and published in the catalogue to aid you in making an informative purchase decision. Charmark has done the testing for Polled genes, Leptin, PMCH, IGF2, CRH and the Q-Select DNA score has been completed. If you could optimize and capitalize on the production of your herd and calf crop, why wouldn't you? Charmark has given you the tools by completing the testing. If you are unsure of what the tests are looking for, that information about what the tests are and what the results mean are featured on a summary on pages 3 & 4, or Leigh would love to discuss them with you as he is extremely knowledgeable on the subject.

If you are looking for that ranch raised bull to add to your bull battery that have been developed with the rancher in mind, then please consider a Charmark bull. The French Influence these Charolais bulls bring is an added benefit when it comes to shipping those calves in the fall, when the pay weight matters. The sale will be held at the ranch again, for the second year in a row. Lunch will be served at 11:30 a.m., where you can enjoy visiting with fellow cattlemen and the hospitality extended by the Marquess family. The bulls will be penned right outside the sale barn to allow ease of access and easy viewing of the offering.

If we can be of any assistance and answer any questions you may have about the offering or the sale, please don't hesitate to give us a call. DLMS will be providing the online broadcast services on sale day, so if you are unable to make it out to the ranch at Gem, you can participate online.

We hope to see you sale day!

Jon & Sarah Wright

Ph: (306)807-8424

www.wrightlivestockmarketing.com



SALE ORDER

1M	125M
14M	22M
4M	100M
6M	214M
88M	181M
124M	75M
43M	59M
212M	153M
93M	216M
34M	242M
39M	235M
54M	146M
234M	176M
178M	195M
101M	141M
67M	218M
209M	243M
201M	175M
44M	211M
26M	173M
32M	254M
52M	135M
140M	255M
25M	



FLM MR CHARMARK 1M

MC918098 | FLM 1M | 3/10/2024 | Hetero Polled

FLM 1M

KEYS STREETSMART 74C
KEYS GET SMART 8E
MISS KEY HEATHER 66Y

FLM MR CHARMARK 20A
FLM MISS CHARMARK 20E
FLM MISS CHARMARK 99A

Act BW	CE	BW	WW	YW	M
92	6.5	0.6	58	100	13

Leptin: TT | PMCH: AT | IGF2: CC | CRH: CC | Q-Select: 5/8

- This is probably the most attractive, well put together, well balanced, well-muscled bull in the sale.
- This is a herd sire, for sure.
- Sire is KEYS GET SMART 8E — who has had a very impressive impact for docility, and structural soundness.
- Lots of muscle, lots of round, smooth shouldered, tons of volume.
- Look at his eye appeal!
- He's a no miss.
- 3/16 FRENCH



KEYS GET SMART 8E sire



- Another performance bull, his top has tons of muscle over his back, where the expense of cuts of meat are, lots of quarter, lots of testicle, nice feet and legs and a nice overall package.
- Another 8E son — they are no miss bulls that check every box.
- 1/4 FRENCH

FLM MR CHARMARK 34M

MC917234 | FLM 34M | 4/17/2024 | Hetero Polled

FLM
34M

KEYS STREETSMART 74C
KEYS GET SMART 8E
MISS KEY HEATHER 66Y

FLM MR CHARMARK 46C
FLM MISS CHARMARK 176F
FLM MISS CHARMARK 70X

Act BW	CE	BW	WW	YW	M
98	3.6	0.7	58	103	11

Leptin: TT | PMCH: AA | IGF2: CC | CRH: GG | Q-Select: 8/8

FLM MR CHARMARK 39M

MC919317 | FLM 39M | 4/20/2024 | Hetero Polled

FLM
39M

KEYS STREETSMART 74C
KEYS GET SMART 8E
MISS KEY HEATHER 66Y

FLM MR CHARMARK 108B
FLM MISS CHARMARK 76E
FLM MISS CHARMARK 23A

Act BW	CE	BW	WW	YW	M
92	5.6	0.6	56	99	14

Leptin: CT | PMCH: AA | IGF2: CC | CRH: CC | Q-Select: 5/8



- This is a very smooth, long bodied bull, excellent bone and feet and excellent testicles.
- Very well put together, good hip and jump muscle.
- Well proportioned.
- Highly attractive bull.
- 3/16 FRENCH



FLM MR CHARMARK 54M

MC917261 | FLM 54M | 4/23/2024 | Dehorned

**FLM
54M**

KEYS STREETSMART 74C
KEYS GET SMART 8E
MISS KEY HEATHER 66Y

FLM MR CHARMARK 46C
FLM MISS HCARMARK 14G
FLM MISS CHARMARK 143B

- This bull has lots of eye appeal, good feet, and has an extra shot of frame and muscle. Look at his jump muscle when he walks.
- 1/4 FRENCH

Act BW	CE	BW	WW	YW	M
102	4.4	1	63	110	13

Leptin: TT | PMGH: AA | IGF2: CC | CRH: CC | Q-Select: 6/8

Thank You

To those who have expressed interest in our program, toured the bull pen and purchased from our 2025 Bull Sale. We appreciate your confidence and support of our program!

Special Thanks to the Buyers:

Douglass Cattle Co.
Douglass Agro
Bogi Ranch
Ghost Rider Cattle Co.
GW Murray Ranches
Takeda Feeding Co.
Lazy H5 Ranch
Martin Cattle Co.

Lomond #3 Grazing
Sheldon Skretting
Trevor Purdie
J & E Farms
Sam McKinnon
Effertz Key Ranch, USA
Cardinal Charolais, USA



FLM MR CHARMARK 4M

MC916998 | FLM 4M | 3/26/2024 | Hetero Polled

FLM 4M

KEYS BALLYHOO 77D
KEYS BILLYBAROO 240H
MISS KEY GIRL 117A

FLM MR CHARMARK 1A
FLM MS CHARMARK 9E
FLM MISS CHARMARK 57A

Act BW 100	CE 3.5	BW 2.1	WW 58	YW 109	M 16
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Leptin: TT | PMCH: AA | IGF2: CC | CRH: CC | Q-Select: 6/8

- This bull may have the most muscle and round in sale, with an exceptional top. Lots of French in his background and pedigree, polled, smooth shouldered to boot, sure to be a favourite.
- His sire is Keys Billybaroo, who is an exceptionally easy calving Charolais bull.
- His dam has the French sires Super Cadet 502R, Pure Power, and Icare in her pedigree, making her ½ FRENCH.
- 1/4 FRENCH



KEYS BILLYBAROO 240H sire

- This may be a sleeper in the sale, lots and lots of performance. His dam is a Pure Power daughter. You can see the muscle in him when you get behind him. His jump muscle pops when he walks. Lots of testicle, really well balanced, smooth shouldered, lots of muscle. His sire is Keys Billybaroo, who is an exceptionally easy calving Charolais bull.
- 1/4 FRENCH



FLM MR CHARMARK 43M **FLM 43M**
 MC917260 | FLM 43M | 4/21/2024 | Hetero Polled

KEYS BALLYHOO 77D ANJOU PURE POWER 184Y
 KEYS BILLYBAROO 240H FLM MISS CHARMARK 7G
 MISS KEY GIRL 117A FLM MISS CHARMARK'S 101A

Act BW	CE	BW	WW	YW	M
93	4.7	0.6	55	102	19

Leptin: CT | PMCH: AT | IGf2: CC | CRH: CC | Q-Select: 4/8

FLM MR CHARMARK 44M **FLM 44M**
 MC919318 | FLM 44M | 4/21/2024 | Hetero Polled

KEYS BALLYHOO 77D ANJOU PURE POWER 184Y
 KEYS BILLYBAROO 240H FLM MISS CHARMARK 29B
 MISS KEY GIRL 117A FLM MISS CHARMARK 9Y

Act BW	CE	BW	WW	YW	M
89	7	0.4	55	104	20

Leptin: TT | PMCH: AA | IGf2: CC | CRH: CG | Q-Select: 7/8

- This is a very well balanced and patterned bull. Lots of size and scale to him with moderate bone. Excellent fronted and with calving ease in his pedigree. His calves will be sure to grow.
- 1/4 FRENCH





- This is a very young bull with excellent testicles, lots of middle, lots of patterns, and as stylish as they come. His sire is Keys Billybaroo, who is an exceptionally easy calving Charolais bull; and his dam is an own daughter of Pure Power.
- 3/8 FRENCH

FLM MR CHARMARK 234M

FLM
234M

MC919321 | FLM 234M | 6/9/2024 | Hetero Polled

KEYS BALLYHOO 77D

ANJOU PURE POWER 184Y

KEYS BILLYBAROO 240H
MISS KEY GIRL 117A

FLM MISS CHARMARK 135E
FLM MISS CHARMARK ET 62A

Act BW	CE	BW	WW	YW	M
90	4	0.9	56	105	20

Leptin: TT | PMCH: AA | IGF2: CT | CRH: CC | Q-Select: 5/8

FLM MR CHARMARK 235M

FLM
235M

MC917396 | FLM 235M | 6/3/2024 | Hetero Polled

KEYS BALLYHOO 77D

FLM MR CHARMARK 4B

KEYS BILLYBAROO 240H
MISS KEY GIRL 117A

FLM MISS CHARMARK 52E
FLM MISS CHARMARK 106X

Act BW	CE	BW	WW	YW	M
88	6.2	0.8	49	94	14

Leptin: TT | PMCH: AA | IGF2: CC | CRH: GG | Q-Select: ~8/8



- This a very young bull with lots of eye appeal and overall smoothness. Calving ease is built into this bull.
- 1/8 FRENCH

- This bull has a smaller frame with an excellent hip, and has lots of middle and is deep bodied. Notice his stylish pattern as well.
- 1/4 FRENCH



KEYS MAINSTREET 195H sire



88M

FLM MR CHARMARK 88M

MC917321 | FLM 88M | 5/1/2024 | Dehorned

**FLM
88M**

KAYR MAINSTREET 910A

KEYS MAINSTREET 195H
MISS KEY DEE 30B

FLM MR CHARMARK 150B

FLM MISS CHARMARK 333H
FLM MISS FOLEY 31Z

Act BW	CE	BW	WW	YW	M
96	-0.5	3	59	105	20

Leptin: TT | PMCH: AA | IGF2: CC | CRH: GG | Q-Select: ~8/8

FLM MR CHARMARK 93M

MC917270 | FLM 93M | 5/1/2024 | Hetero Polled

**FLM
93M**

KAYR MAINSTREET 910A

KEYS MAINSTREET 195H
MISS KEY DEE 30B

FLM MR CHARMARK 46C

FLM MISS CHARMARK 7H
FLM MISS CHARMARK 193D

Act BW	CE	BW	WW	YW	M
99	1	2.1	64	113	20

Leptin: TT | PMCH: AT | IGF2: CC | CRH: GG | Q-Select: 7/8

- This bull has an exceptional hair coat. He is long bodied with lots of muscle, and very moderate and well balanced. Tons of eye appeal.
- 1/8 FRENCH



93M



- This is one of the highest performance bulls in the sale. He has an extra frame, but still has lots of middle, and is really smooth fronted with a good hip, good feet and legs. He is sure to add pounds.
- 1/2 FRENCH

FLM MR CHARMARK 67M

MC917182 | FLM 67M | 4/26/2024 | Hetero Polled

**FLM
67M**

KEYS GET SMART 8E

FLM MR CHARMARK 46C

FLM MR CHARMARK 61K
FLM MISS CHARMARK 2A

FLM MISS CHARMARK 9F
FLM MISS CHARMARK 19B

Act BW	CE	BW	WW	YW	M
92	2.2	0.6	58	102	20

Leptin: TT | PMCH: TT | IGF2: CC | CRH: GG | Q-Select: 6/8

FLM MR CHARMARK 101M

MC916999 | FLM 101M | 5/3/2024 | Hetero Polled

**FLM
101M**

KEYS GET SMART 8E

FLM MR CHARMARK 46C

FLM MR CHARMARK 61K
FLM MISS CHARMARK 2A

FLM MISS CHARMARK10E
FLM MISS CHARMARK 159B

Act BW	CE	BW	WW	YW	M
98	3.3	0.7	59	102	20

Leptin: TT | PMCH: AT | IGF2: CC | CRH: CC | Q-Select: 5/8



- Another bull in a nice package, with lots of eye appeal, good testicles, and good top line. Look at the width over his top.
- 7/8 FRENCH

- This is one of the highest performance bulls in the sale. Big testicles, lots of length, lots of pattern and good feet.
- Dam is 7/8 French with ANJOU PURE POWER, JR SUPET CADET, AND HARNOIS lining up the top side of the pedigree.
- 9/16 FRENCH



178M

FLM MR CHARMARK 178M

MC917232 | FLM 178M | 5/16/2024 | Hetero Polled

**FML
178M**

KEYS GET SMART 8E

ANJOU PURE POWER 184Y

FLM MR CHARMARK 61K
FLM MISS CHARMARK 2A

FLM MISS CHARMARK 142F
AMG MISS MARQUESS 105X

Act BW	CE	BW	WW	YW	M
96	2.4	0.9	56	98	23

Leptin: TT | PMCH: AA | IGF2: CC | CRH: CG | Q-Select: 7/8

FLM MR CHARMARK 195M

MC917416 | FLM 195M | 5/22/2024 | Hetero Polled

**FML
195M**

KEYS GET SMART 8E

FLM MR CHARMARK 19G

FLM MR CHARMARK 61K
FLM MISS CHARMARK 2A

FLM MISS CHARMARK 252J
FLM MISS CHARMARK 50A

Act BW	CE	BW	WW	YW	M
96	1.1	1.3	57	101	22

Leptin: TT | PMCH: AT | IGF2: CC | CRH: CG | Q-Select: 6/8

- This bull is very smooth with lots of middle. He has a very nice quarter. He is moderate with calving ease built in to his pedigree.
- 15/32 FRENCH



195M



- This is one of the most attractive bulls in the whole sale. He has loads of eye appeal and pattern and don't miss his hair coat! Calving ease and smoothness is built into him.
- 5/8 FRENCH

FLM MR CHARMARK 201M **FLM 201M**
 MC917372 | FLM 201M | 5/26/2024 | Homo Polled

KEYS GET SMART 8E CHARMARK'S POWER 12D
 FLM MR CHARMARK 61K FLM MISS CHARMARK 125J
 FLM MISS CHARMARK 2A FLM MISS CHARMARK 247F

Act BW	CE	BW	WW	YW	M
91	3.7	0.1	58	100	18

Leptin: TT | PMCH: AT | IGF2: CC | CRH: CC | Q-Select: 5/8

FLM MR CHARMARK 218M **FLM 218M**
 MC916965 | FLM 218M | 5/31/2024 | Hetero Polled

KEYS GET SMART 8E ANJOU PURE POWER 184Y
 FLM MR CHARMARK 61K FLM MISS CHARMARK 6B
 FLM MISS CHARMARK 2A FLM MISS MARQUESS 22W

Act BW	CE	BW	WW	YW	M
93	3.1	0.6	60	104	26

Leptin: TT | PMCH: AT | IGF2: CC | CRH: GG | Q-Select: 7/8



- This bull has lots of muscle and easy doing to him. He has an excellent hair coat and good testicles. Just an overall very well-balanced bull.
- 9/16 FRENCH

- This is a very nice moderate bull. He has excellent pattern and is very smooth.
- 1/4 FRENCH



FLM MR CHARMARK 176M

MC919320 | FLM 176M | 5/4/2024 | Homo Polled

FLM
176M

KEYS BALLYHOO 77D

ANJOU PURE POWER 184Y

KEYS HOOPER 24H
MISS KEY NORA 94Z

FLM MISS CHARMARK 1D
FLM MISS CHARMARK 12U

Act BW	CE	BW	WW	YW	M
90	5.9	0.7	55	110	18

Leptin: TT | PMCH: AT | IGF2: CC | CRH: CG | Q-Select: 7/8

FLM MR CHARMARK 146M

MC916985 | FLM 146M | 5/9/2024 | Hetero Polled

FLM
146M

KEYS BALLYHOO 77D

ANJOU PURE POWER 184Y

KEYS HOOPER 24H
MISS KEY NORA 94Z

FLM MISS CHARMARK 5D
FLM MISS MARQUESS 22W

Act BW	CE	BW	WW	YW	M
91	4.2	0.2	56	111	20

Leptin: TT | PMCH: AT | IGF2: CT | CRH: CG | Q-Select: 5/8

- Here's a bull with lots of power, easy calving, well balanced. Perfect volume to muscle proportion. Long bodied, overall nice bull. His sire is from an easy doing KEYS bloodline (KEYS HOOPER 24H) with lots of volume and easy fleshing.
- 3/8 FRENCH



KEYS HOOPER 24H sire



- This is one of the younger bulls in the sale with lots of eye appeal and performance. Look at his middle and how smooth his fronted he is! He is sure to mature into a very attractive well-muscled sire.
- 5/16 FRENCH

FLM MR CHARMARK 212M

MC916995 | FLM 212M | 5/29/2024 | Hetero Polled

FLM
212M

KEYS BALLYHOO 77D

FLM MR CHARMARK ET 45A

KEYS HOOPER 24H
MISS KEY NORA 94Z

FLM MISS CHARMARK 193D
FLM MISS CHARMARK 91A

Act BW	CE	BW	WW	YW	M
94	2.8	1.2	56	109	20

Leptin: TT | PMCH: AA | IGF2: CC | CRH: CG | Q-Select: 6/8

FLM MR CHARMARK 242M

MC917277 | FLM 242M | 6/16/2024 | Hetero Polled

FLM
242M

KEYS BALLYHOO 77D

FLM MR CHARMARK 16E

KEYS HOOPER 24H
MISS KEY NORA 94Z

FLM MISS CHARMARK 103H
FLM MISS MARQUESS 58B

Act BW	CE	BW	WW	YW	M
88	6	-1	50	102	18

Leptin: TT | PMCH: AT | IGF2: CC | CRH: CC | Q-Select: 5/8



- Look at his birth date — June 16th. This is one of the younger bulls in the sale. Excellent feet and legs, with lots of middle and lots of performance in the pedigree. Very smooth shouldered, from an easy calving sire who is from an easy doing KEYS bloodline with lots of volume and easy fleshing.
- 17/64 FRENCH

- An actual son of Pure Power and the dam is double bred to the own son of Cadet-Roussel, Super Cadet 502R. Look at the length of this bull, excellent top, muscle over the top and feet and legs. Well proportioned, he will sire the right kind of calves.
- 3/4 FRENCH



26M



ANJOU PURE POWER 184Y sire

FLM MR CHARMARK 26M

MC916964 | FLM 26M | 4/13/2024 | Dehorned

**FLM
26M**

NAV NAPOLEON 25N

ANJOU PURE POWER 184Y
ANJOU ROCHELLE 528R

FLM MR CHARMARK 38Y

FLM MISS CHARMARK 91B
FLM MISS MARQUESS 1W

Act BW	CE	BW	WW	YW	M
97	-3.3	2.1	52	97	25

Leptin: TT | PMCH: TT | IGF2: CC | CRH: CG | Q-Select: 5/8

FLM MR CHARMARK 32M

MC917274 | FLM 32M | 4/15/2024 | Dehorned

**FLM
32M**

NAV NAPOLEON 25N

ANJOU PURE POWER 184Y
ANJOU ROCHELLE 528R

FLM MR CHARMARK ET 101E

FLM MISS CHARMARK 19H
FLM MISS CHARMARK 99A

Act BW	CE	BW	WW	YW	M
100	-3.5	2.3	52	97	27

Leptin: TT | PMCH: AT | IGF2: CC | CRH: CC | Q-Select: 5/8

- This is an own son of Pure Power. Look at his hair coat. Just excellent middle. The muscle is rippling over the top. He has a deep stomach, with lots of muscle, and big testicles.
- 3/8 FRENCH



32M



124M

- This bull has an exceptional hair coat with a huge top. He is moderate framed and very well balanced, right where the industry is demanding for, he is right for the times.
- 3/8 FRENCH



FLM MR CHARMARK 16E sire

FLM MR CHARMARK 124M

MC917349 | FLM 124M | 5/2/2024 | Dehorned

FLM 124M

FLM MR CHARMARK 46C

KEYS GET SMART 8E

FLM MR CHARMARK 16E
FLM MISS CHARMARK 2A

FLM MISS CHARMARK 181J
FLM MISS CHARMARK 114C

Act BW	CE	BW	WW	YW	M
92	4.3	-0.9	48	93	16

Leptin: TT | PMCH: AA | IGF2: CC | CRH: CG | Q-Select: 7/8

FLM MR CHARMARK 153M

MC917339 | FLM 153M | 5/10/2024 | Dehorned

FLM 153M

FLM MR CHARMARK 46C

KEYS GET SMART 8E

FLM MR CHARMARK 16E
FLM MISS CHARMARK 2A

FLM MISS CHARMARK 164J
FLM MISS CHARMARK 146B

Act BW	CE	BW	WW	YW	M
90	4.6	-0.9	49	93	17

Leptin: TT | PMCH: AT | IGF2: CC | CRH: CG | Q-Select: 6/8



153M

- Very attractive, well powered, well-balanced bull that is smooth shouldered with lots of hip and excellent feet and legs. Excellent top line. ANJOU PURE POWER is lined up twice in the pedigree.
- 13/32 FRENCH

- This is a younger bull who is smaller framed, moderate, and has an excellent hair coat.
- 9/16 FRENCH



216M

FLM MR CHARMARK 216M

MC916948 | FLM 216M | 5/24/2024 | Hetero Polled

**FLM
216M**

FLM MR CHARMARK 46C ANJOU PURE POWER 184Y
 FLM MR CHARMARK 16E FLM MISS CHARMARK ET
 FLM MISS CHARMARK 2A 52A
 FLM MISS MARQUESS 51I

Act BW	CE	BW	WW	YW	M
91	1.2	-0.4	46	90	23

Leptin: TT | PMCH: TT | IGF2: CC | CRH: GG | Q-Select: 6/8

FLM MR CHARMARK 6M

MC916957 | FLM 6M | 3/30/2024 | Hetero Polled

**FLM
6M**

CEDARDALE ZANDER 136Z ANJOU PURE POWER 184Y
 KEYS ZANDER 15G FLM MISS CHARMARK 45B
 MISS KEY HI GAL 85C AMG MISS MARQUESS 25Y

Act BW	CE	BW	WW	YW	M
93	4.1	0.9	60	113	23

Leptin: TT | PMCH: TT | IGF2: CC | CRH: GG | Q-Select: 6/8

- This bull has lots of performance built in his pedigree. He has ample middle, with a deep quarter. Look how his quarter goes all the way down into the hock. A sure pound maker.
- 5/16 FRENCH



6M



KEYS ZANDER 15G sire



- Here's a top bull — with herdsire written all over him. He is perfect for his Q-Select DNA profile. This bull has excellent eye appeal and style. Look at how smooth he is and he has two shots of Pure Power in his dam's pedigree.
- 3/16 FRENCH

FLM MR CHARMARK 14M

MC917314 | FLM 14M | 4/4/2024 | Hetero Polled

**FLM
14M**

CEDARDALE ZANDER 136Z
KEYS ZANDER 15G
MISS KEY HI GAL 85C

FLM MR CHARMARK ET 101E
FLM MISS CHARMARK
164H

FLM MISS CHARMARK 109D

Act BW	CE	BW	WW	YW	M
103	-1.2	3.1	55	106	20

Leptin: TT | PMCH: AA | IGF2: CC | CRH: GG | Q-Select: ~8/8

FLM MR CHARMARK 59M

MC916956 | FLM 59M | 4/24/2024 | Dehorned

**FLM
59M**

FLM MR CHARMARK 46C
FLM MR CHARMARK 19G
FLM MISS CHARMARK 91A

ANJOU PURE POWER 184Y
FLM MISS CHARMARK 39B
FLM MISS CHARMARK 3U

Act BW	CE	BW	WW	YW	M
96	1.5	0.7	47	91	20

Leptin: CT | PMCH: AT | IGF2: CC | CRH: CG | Q-Select: 5/8



- This bull has ample middle, is very smooth built, and has an excellent quarter. Look at his jump muscle pop as he walks! He is out of an own daughter of Pure Power.
- 9/16 FRENCH



FLM MR CHARMARK 19G sire

- This is a well-balanced moderate bull, with a very nice hip and he is smooth and long bodied.
- 11/16 FRENCH



FLM MR CHARMARK 75M

MC917253 | FLM 75M | 4/30/2024 | Dehorned

**FLM
75M**

FLM MR CHARMARK 46C

ANJOU PURE POWER 184Y

FLM MR CHARMARK 19G

FLM MISS CHARMARK E 42F

FLM MISS CHARMARK 91A

FLM MISSCHARMARK ET 48A

Act BW	CE	BW	WW	YW	M
94	-0.7	-0.1	48	91	20

Leptin: TT | PMCH: AT | IGF2: CC | CRH: CC | Q-Select: 6/8

FLM MR CHARMARK 181M

MC917258 | FLM 181M | 5/17/2024 | Hetero Polled

**FLM
181M**

FLM MR CHARMARK 46C

FLM MR CHARMARK 46C

FLM MR CHARMARK 19G

FLM MISS CHARMARK E 72F

FLM MISS CHARMARK 91A

FLM MISS CHARMARK ET 53A

Act BW	CE	BW	WW	YW	M
93	-2.6	0.5	56	103	12

Leptin: TT | PMCH: AA | IGF2: CC | CRH: CG | Q-Select: 7/8

- This bull has lots of hair and is smooth fronted, with performance and pattern.
- 9/16 FRENCH





- This is a Younger Bull with a good quarter and lots of pattern. Just a smooth bull.
- 9/16 FRENCH

FLM MR CHARMARK 214M

MC917181 | FLM 214M | 5/29/2024 | Dehorned

**FLM
214M**

FLM MR CHARMARK 46C

ANJOU PURE POWER 184Y

FLM MR CHARMARK 19G

FLM MISS CHARMARK 207E

FLM MISS CHARMARK 91A

FLM MISS CHARMARK 47Z

Act BW	CE	BW	WW	YW	M
89	1.6	0.7	49	94	19

Leptin: TT | PMCH: AA | IGF2: CC | CRH: CG | Q-Select: 7/8

FLM MR CHARMARK 100M

MC919319 | FLM 100M | 5/3/2024 | Dehorned

**FLM
100M**

KEYS ZANDER 15G

FLM 16X

FLM MR CHARMARK 54K

FLM MISS CHARMARK 35Z

FLM MISS CHARMARK 6B

AMG MISS CHARMARK 26W

Act BW	CE	BW	WW	YW	M
92	4.1	0	52	98	21

Leptin: CT | PMCH: AA | IGF2: CC | CRH: | Q-Select: 5/8



- This bull has nice eye appeal, a strong top, a strong quarter, and overall, a very eye appealing bull.
- 3/4 FRENCH

- This is a very smooth made bull with lots of hip but is also very good fronted. He has lots of bone and excellent feet.
- 1/4 FRENCH



FLM MR CHARMARK 52M

MC917262 | FLM 52M | 4/23/2024 | Dehorned

FLM
53M

KEYS GET SMART 8E

FLM MR CHARMARK 46C

FLM MR CHARMARK 3K

FLM MISS CHARMARK 51G

FLM MISS CHARMARK 10F

FLM MISS CHARMARK 36B

Act BW	CE	BW	WW	YW	M
98	1.4	0.9	60	111	18

Leptin: TT | PMCH: AA | IGF2: CC | CRH: GG | Q-Select: `8/8





- This bull comes from a great cow family (29E). He has lots of performance, eye appeal, and calving ease built into his pedigree. Look at his quarter and hip, and his overall frame size! He will add lbs for sure.
- 1/4 FRENCH

FLM MR CHARMARK 209M **FLM 209M**
 MC917001 | FLM 209M | 5/27/2024 | Dehorned

KEYS GET SMART 8E
 FLM MR CHARMARK 3K
 FLM MISS CHARMARK 10F

FLM MR CHARMARK 4B
 FLM CHARMARK'S MISS 29E
 FLM MISS CHARMARK 7A

Act BW	CE	BW	WW	YW	M
90	3.1	1.7	58	107	18

Leptin: CT | PMCH: AA | IGF2: CC | CRH: GG | Q-Select: 7/8

FLM MR CHARMARK 140M **FLM 140M**
 MC916992 | FLM 140M | 5/8/2024 | Hetero Polled

KEYS GET SMART 8E
 FLM MR CHARMARK 3K
 FLM MISS CHARMARK 10F

FLM MR CHARMARK ET 24Z
 FLM MISS CHARMARK ET 127D
 FLM MISS CHARMARK 15Y

Act BW	CE	BW	WW	YW	M
94	2.5	1.1	52	98	15

Leptin: TT | PMCH: AA | IGF2: CT | CRH: GG | Q-Select: 7/8



- This bull has tons of middle, lots of quarter and excellent bone. He is sure to add lots of performance to his calves.
- 3/16 FRENCH

- Look at his birth date — June 18th! One of the youngest bulls in the sale. In the top of the sale for performance & feet and legs. His mother has tons of volume and is deep bodied. Lots of easy calving in the pedigree. He will do well anywhere.
- 3/8 FRENCH



254M



FLM MR CHARMARK 57E sire

FLM MR CHARMARK 254M

MC916984 | FLM 254M | 6/18/2024 | Dehorned

FLM 254M

FLM MR CHARMARK 4B

FLM FOLEY 69X

FLM MR CHARMARK 57E
FLM MISS CHARMARK 6B

FLM MISS CHARMARK ET 139C
AMG MISS MARQUESS 899U

Act BW	CE	BW	WW	YW	M
90	-4	2.8	39	74	19

Leptin: TT | PMCH: AT | IGF2: CC | CRH: GG | Q-Select: 7/8

FLM MR CHARMARK 25M

MC917159 | FLM 25M | 4/9/2024 | Hetero Polled

FLM 25M

KEYS GET SMART 8E

FLM MR CHARMARK 1A

FLM MR CHARMARK 25H
FLM MISS CHARMARK 146B

FLM MISS CHARMARK ET 32E
FLM MISS CHARMARK 8A

Act BW	CE	BW	WW	YW	M
99	1.6	2.1	51	93	16

Leptin: CT | PMCH: AT | IGF2: CC | CRH: CC | Q-Select: 4/8

- Look at the hair coat on this bull! He has lots of testicles, lots of middle, and just lots of overall performance.
- 3/8 FRENCH



25M



- Another bull with a great the hair coat. He has very good testicles. Excellent bone with performance built in with excellent calving ease in his pedigree. Look at his birth weight.
- 13/32 FRENCH

FLM MR CHARMARK 125M

MC919547 | FLM 125M | 5/3/2024 | Hetero Polled

FLM
125M

FLM MR CHARMARK 16E
FLM MR CHARMARK 23K
FLM MISS CHARMARK 42G

FLM MR CHARMARK 340F
FLM MISS CHARMARK 11K
FLM MISS CHARMARK 2Y

Act BW	CE	BW	WW	YW	M
92	0.8	-0.2	44	92	16

Leptin: TT | PMCH: AA | IGF2: CC | CRH: CC | Q-Select: 6/8

FLM MR CHARMARK 22M

Pending | FLM 22M | 4/9/2024 | Hetero Polled

FLM
22M

KEYS GET SMART 8E
FLM MR CHARMARK 34H
MISS KEY HEATHER 66Y

FLM MR CHARMARK 2Z
FLM MISS CHARMARK 127C
FLM MISS CHARMARK 3T 46A

Act BW	CE	BW	WW	YW	M
94	2.8	1.1	50	88	27

Leptin: TT | PMCH: AA | IGF2: CC | CRH: GG | Q-Select: 8/8



- This is yet another well put together, well balanced, excellent top, mid framed bull. He is perfect for where the industry is today. Easy doing, easy fleshing, lots around in them.
- 1/4 FRENCH

FLM MR CHARMARK 141M**FLM
141M**

MC921642 | FLM 141M | 5/8/2024 | Homo Polled

KAYR MAINSTREET 910A

FLM MR CHARMARK 4B

KEYS MAINSTREET 195H
MISS KEY DEE 30BFLM MISS CHARMARK 147E
FLM MISS CHARMARK 57B

Act BW	CE	BW	WW	YW	M
98	4.3	3.3	62	109	17

Leptin: TT | PMCH: AA | IGF2: CC | CRH: GG | Q-Select:

- This bull has lots of frame with excellent bone, feet and legs. He is definitely going to add some size and scale to his offspring.
- No French influence

FLM MR CHARMARK 175M**FLM
175M**

MC917271 | FLM 175M | 5/15/2024 | Dehorned

FLM MR CHARMARK 46C

FLM MR CHARMARK 46C

FLM MR CHARMARK 19G
FLM MISS CHARMARK 91AFLM MISS CHARMARK 13H
FLM MISS CHARMARK 8A

Act BW	CE	BW	WW	YW	M
93	-1.2	0.1	47	93	16

Leptin: TT | PMCH: AA | IGF2: CC | CRH: CG | Q-Select: 7/8

- This is a very moderate smooth bull. Very acceptable for where the industry is.
- 9/16 FRENCH

FLM MR CHARMARK 173M**FLM
173M**

MC917241 | FLM 173M | 5/15/2024 | Dehorned

FLM MR CHARMARK 4B

FLM MR CHARMARK 46C

FLM MR CHARMARK 57E
FLM MISS CHARMARK 6BFLM MISS CHARMARK 245F
FLM MISS CHARMARK 1C

Act BW	CE	BW	WW	YW	M
92	-2.9	1.9	47	86	23

Leptin: TT | PMCH: TT | IGF2: CC | CRH: GG | Q-Select: 6/8

- This is a bull on the younger side and is going to have expressive round muscle as he matures. He has an excellent hoof. Mid muscled, easy calving bull.
- 3/8 FRENCH

FLM MR CHARMARK 135M**FLM
135M**

MC916990 | FLM 135M | 5/8/2024 | Hetero Polled

KEYS HOOPER 24H

FLM MR CHARMARK 150B

FLM MR CHARMARK 48K
FLM MISS CHARMARK 8EFLM MISS CHARMARK 109D
FLM MISS CHARMARK 5T

Act BW	CE	BW	WW	YW	M
90	-1.2	2.4	48	88	10

Leptin: TT | PMCH: AT | IGF2: CC | CRH: CG | Q-Select: 6/8

- He is a very athletic bull, very smooth, with easy calving built into the top and bottom side of his pedigree.
- 3/16 FRENCH

FLM MR CHARMARK 243M**FLM
243M**

MC916959 | FLM 243M | 6/18/2024 | Hetero Polled

KEYS BALLYHOO 77D

ANJOU PURE POWER 184Y

KEYS HOOPER 24H
MISS KEY NORA 94ZFLM MISS CHARMARK 52B
FLM MISS CHARMARK 46W

Act BW	CE	BW	WW	YW	M
91	2.7	1.1	56	111	20

Leptin: CT | PMCH: AA | IGF2: CC | CRH: CG | Q-Select: 6/8

- Dam is 3/4 French, stemming from ANJOU PURE POWER and JR SUPET CADET. Lots of middle and easy doing. Sire is from an easy doing KEYS bloodline (KEYS HOOPER 24H) with lots of volume and easy fleshing, and very easy calving. Attractive, and one of the younger bulls in the sale. Look at his birth date – June 18th!
- 3/8 FRENCH

FLM MR CHARMARK 211M**FLM
211M**

MC916969 | FLM 211M | 5/29/2024 | Dehorned

FLM MR CHARMARK 46C

ANJOU PURE POWER 184Y

FLM MR CHARMARK 19G
FLM MISS CHARMARK 91AFLM MISS CHARMARK 111B
TARGET PLD NEON 17N

Act BW	CE	BW	WW	YW	M
94	-1.6	1.3	49	92	19

Leptin: TT | PMCH: AA | IGF2: CC | CRH: CG | Q-Select: 7/8

- Here's just a well-balanced, mid muscle, easy calving bull.
- 7/12 FRENCH

FLM MR CHARMARK 255M**FLM
255M**

MC917263 | FLM 255M | 6/29/2024 | Dehorned

FLM MR CHARMARK 4B

FLM MR CHARMARK 46C

FLM MR CHARMARK 57E
FLM MISS CHARMARK 6BFLM MISS CHARMARK 299G
FLM MISS CHARMARK 128B

Act BW	CE	BW	WW	YW	M
88	-3.4	1.8	48	87	23

Leptin: TT | PMCH: AT | IGF2: CC | CRH: GG | Q-Select: 7/8

- Look at this bull's birth date – June 29th. He is very athletic and will mature into a very well-balanced bull with moderate muscle.
- 1/2 FRENCH

What is French Influence?

“French Influence” in Charolais cattle indicates that a purebred animal has a pedigree which tracks back in part to original French genetics.

Key aspects of Full French Charolais include:

- ♦ **Registration Designation:** In Canada and the US, Full French animals are often identified by specific registration prefixes: FMC (French Male Charolais) for bulls and FFC (French Female Charolais) for females.
- ♦ **Physical Characteristics:** These animals are generally characterized by a stronger over-the-top muscle structure, higher carcass cutability, and a greater percentage of muscle retention on the carcass. They are described as often featuring a heavier hair coat and a larger, squarer foot.
- ♦ **Carcass Superiority:** French Influence bulls are used to sire efficient, high-yielding carcasses, making them highly sought after by feedlots and packers for their lean meat and low fat.
- ♦ **Genetic Integrity:** To be considered Full French, the animal must have maintained its genetic lines directly from original French cattle. If a pedigree lacks an FMC or FFC within three or four generations, it indicates that the specific French characteristics have likely been diluted.

French influence bulls have Full French in their pedigree, and are more true to the attributes of French Charolais. Their over muscle structure and carcass cutability is higher, and more of the animal is muscle and will be retained on the carcass. Because of this, the French Influence bulls will sire the right kind of carcasses that are efficient and have overall more yield. These attributes are highly sought after by packers and feedlots. Have a look at the bulls in your bull battery – do they have a FMC or FFC within three or four generations?? If not, those hallmark attributes are a lot of generations back, and have been diluted.



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BIDDING: Each animal will sell to the highest bidder. Bidders unable to attend the sale may phone their bids and instructions to the sale manager, auctioneer, or special representatives. Bids must be received prior to the sale, in a sufficient time frame.

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