48th Keystone Konnection SIMMENTAL SALE

TUESDAY DECEMBER 1st 2026

1 PM CDT

KEYSTONE CENTRE, BRANDON, MANITOBA

FULLBLOODS RED & BLACK SIMMENTALS

BROKEN C SIMMENTALS
CREST VIEW LAND & CATTLE CO.
CREST VIEW RANCH
JR SIMMENTALS
MAPLE LAKE STOCK FARMS
MCRUER SIMMENTALS
MCCOLL SIMMENTALS
MORE BROS SIMMENTALS
REIGN CATTLE CO.
ROOKE FARMS
SCHWEITZER SIMMENTALS
STRIKER CATTLE CO.
TRIPLE T DIAMOND SIMMENTALS



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Cameron & Myrna Schweitzer
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President's Message

On behalf of the Keystone Simmental Association, and our Keystone Konnection Sale group, I am pleased to Welcome you to this years sale! The cattle futures are still as exciting as ever and we are looking forward to sharing another strong class of bred and open heifers with you.

With a year that has been nothing short of difficult on the grain industry and so many families striving to get to the finish line, I would like to share my sincere support to you. But tough times as we all know, brings out the strengths and gratification for so many things we are thankful for. And with that, I am proud to be a member of an industry that truly values and understands what it means to believe in each other while whole heartedly appreciating a great neighbour.

This years sale offering may be a little smaller than years past, but not a shortage of quality defined Simmental females that will continue to reflect the Keystone Konnection Sale for the foundational purpose it was created on.

I would like to wish previous consignors well in their endeavours, as well wish great milestone sales the best of success.

We are very excited to have the entire team at "Atlas Livestock Marketing" manage our sale! A group of veterans in the industry who know the entire Keystone Konnection group well.

If you have any questions about this sale offering, please reach out to any of the Atlas team!

Final note, we are thrilled to announce our 2026 Commercial Producer of The Year. Congratulations to "CRH Farms" of Harding MB. The Hunter family has supported the Simmental breed for many years and has been recognized for it.

Thank you to all of our past bidders and buyers. We look forward to hearing from you and seeing you very soon.

Brodie McColl

Join Us for Lunch Sale Day!



Sale Day Information

Sale Day Phones
Cody Coupland.....403-877-0799
Glenn Norton.....780-542-0634
Darren Paget.....403-323-3985
Jayden Warren 403-307-1217

Auctioneer/Ringside
Auctionneer.....Danny Skeels
Ringside .....Darren Paget/Robert Lind

Online Viewing & Bidding:
Melissa McRae.....204-573-9903
Mark Shologan.....780-699-5082

Insurance
Keystone Livestock Services
Lois McRae.....204-728-3058

Special Representatives
Norbert de Rocquigny, President, Manitoba Simmental Association
Sandra Brigden, Secretary, Manitoba Simmental Association
Joanne Best, Simmental Focus
Amanda Woychyshyn, Secretary, Keystone Simmental Association

Sale Accomodations
Days Inn, Brandon..... 204-727-3600

Delivery
$100 per head within 400km to a maximum of $300 per farm. Other destinations at buyer's expense. USA purchases delivered to the border with buyer responsible for export costs. Delivery to be arranged through sale management.

TUESDAY DECEMBER 1st 2026
1 PM CDT
KEYSTONE CENTRE, BRANDON, MANITOBA

RED, BLACK & FULLBLOOD BRED HEIFERS - HEIFER CALVES

Atlas Livestock Marketing Welcomes You!

This is one of the longest running consignment sales and as we approach 50 years, Atlas livestock marketing is very grateful and excited to be a part of it. The commitment from the long-time breeding establishments as well as the new members is what makes a sale like this work. This is a great mix of livestock breeders and an exceptional set of cattle on offer.

The powerful set of bred heifers are second and none. Females that are a great representation of the Simmental breed. Females that could very well be herd builders and foundation genetics in the industry. The select group of open heifers is equally as powerful and will definitely have their place in the industry as they mature in the mama cows.

So, whether it's a bred heifer or a fancy open heifer, you are searching for the 48th Annual Keystone Konnection has it. The quality runs high and is second to none. These cattle are right for the times and right for the industry.

On behalf of the team at Atlas Livestock Marketing and the group of consigners we invite you to Brandon, Manitoba on Tuesday, December 1. In the event, you are unable to attend but would like to purchase cattle give one of us a call on the Atlas team, and we will go over the cattle with you and answer any questions you might have. You can purchase through our highly trusted and confidential order buying service.

See ya sale day!!
Darren

ATLAS LIVESTOCK MARKETING


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Schweitzer Simmentals

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Cam & Myrna Schweitzer
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RR 5, Box 37
Brandon, Man.
Cam's Cell: 204-365-6092



Brodie, Stacey, Kolbie and Sierra McColl

We're excited to present three breds and four open heifers in this year's event.

Our Red females are sired by our herd bull IPU Betts 30J—a sire we consider one of the most successful and productive to ever walk our pastures. All of our Black consignments are sired by NAC Monument 61L.

Our Open females are picture-perfect, showcasing style, depth and excellent disposition. They are naturally eye-catching and refined-ready for the show ring. The four open heifers have been well prepped for the show halter-ideal for anyone seeking prospects for 4-H or the junior show circuit.

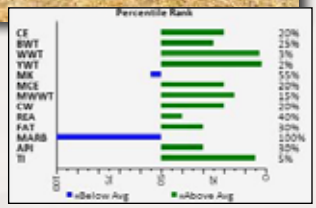
All heifers are up to date with their vaccinations and Ivomec.

We welcome you to visit our yard ahead of the sale to view the heifers in person, and we're happy to answer any questions you may have. As always, thank you to everyone who has shown interest in our program over the years. Your ongoing support means the world to us!

Brodie amd Stacey







Erixon Tommy Gunn 166N - Service Sire to Lot 1



IPU 190A Betts 30J - Sire of Lot 1, 4 and 6

1 SBSF CHICLETT 17N

Polled Red Purebred · PG1515011 · SBSF 17N · Jan 9, 2025

IPU 190A BETTS 30J
SVS BETTS 808F
IPU 68M MS. CROSBY 190A

BGS/BM CAPTAIN SCREAM 63D
WFL RED SAGE 506C
KOP CROSBY 137W
IPU RED POCAHONTAS 68M

SBSF KIKI 37K
NAC WESTCOTT 83F
TWIN BRAE MISS ZIRA 712 Z

WFL WESTCOTT 24C
NAC 82Z
TWIN BRAE TOMAHAWK
TWIN BRAE TIFFANY 715T

Perf	BW	AWW
	99	808

EPD's	CE	BW	WW	YW	M	MCE	MW
	0.7	7.2	90.5	129.8	27.6	2.0	72.9

- 17N is a polled, red, Powerhouse "Betts x Westcott" heifer that is long, wide topped and big barreled.
- Her full sister sells with the opens as SBSF Pepsi 27P. Another impressive female.
- "Betts" has done a tremendous job for us over the years. He has added lots of performance, style, milk & good maternal traits to his offspring. We sold Betts to a good Purebred/Commercial producer last year so take advantage of some of his last offspring to be offered for sale.
- "Chiclett" is away above breed avg's in Weaning & Yearling Wts., Milk, MWWT, CW & Rea. She had a 99 lb. BWT and a impressive 808 lb. WWT. 17N ranked 1 out of a group of 21
- Being bred to our New, "Ultra/Hval Tommy Gunn 32L x SVS Tucoon 841F" bull ; Erixon Tommy Gunn 166N should result in an exciting calf for her new owner!

Service to Erixon Tommy Gunn 166N, Reg. # PG1504377 on April 10th, 2026. Exposed to same til May 24th. Preg checked safe to April 10th date.



- Black Magic is a polled, "Monument x Double Bar D Rambler" daughter that displays lots of length, a wide top, is deep ribbed and big framed. Nac Monument was our pick of the bulls at Northern Lights bull sale. Being out of their show cow NAC Sunset 36D was a bonus. He has proven to calve easy & add length and pounds to his offspring.
- 28N's dam, 104F has been a constant producer backed by the Mar Mac Southern Belle cow that has done so well for us. We have sold & retained many females off her in our herd. She was the pick of the barn by the Keystone Consignors and the high selling bred for $10,000.00
- A good, black, polled "Blaze On" son off 104F sold in the Premium Beef bull sale in 2024 to Kevin Griffith, Oak Lake, MB.
- This heifer has great Weaning & Yearling EPD numbers, Milk & MWWT, cw & rea above breed averages. She had a moderate 94lb. Bwt., Weaned off at 775lbs and ranked 3 out of a group of 21.

AI'd to CMS Strutter 126J, Reg.#BPG1353739 on March 29th, 2026. Then exposed to Perks Timber Wolf 44K April 22nd til June 8th, 2026.
Preg checked safe to CMS Strutter 126J on March 29th

CMS Strutter 126J
Service Sire to Lot 2



NAC MONUMENT 61L
Sire of Lot 2,3,5 and 7

2 SBSF BLACK MAGIC 28N

Polled Black Purebred · BPG1515024 · SBSF 28N · Jan 16, 2025

	WHEATLAND MONUMENT 28H	WS EPIC E152
NAC MONUMENT 61L		WHEATLAND LADY 7002E
	NAC SUNSET 36D	ACS ADVANTAGE 349A
		NAC 95Z
	DOUBLE BAR D RAMBLER 400D	STF ROYAL AFFAIR Z44M
SBSF CUTIE PIE 104F		DOUBLE BAR D GINA 400B
	MAR MAC SOUTHERN BELLE	SWAN LAKE TOMBSTONE 40Y
		MAR MAC SORORITY GIRL112W

Perf	BW	AWW
	94	775

EPD's	CE	BW	WW	YW	M	MCE	MW
	4.6	4.6	92.5	150.1	23.0	3.0	69.3

3 SBSF COUNTRY GIRL 36N

Polled Black Purebred · BPG1515037 · SBSF 36N · Jan 25, 2025

	WHEATLAND MONUMENT 28H	WS EPIC E152
NAC MONUMENT 61L		WHEATLAND LADY 7002E
	NAC SUNSET 36D	ACS ADVANTAGE 349A
		NAC 95Z
	CMS SOCHI 307A	DRAKE POKER FACE 2X
SBSF BLACK EBONY 34E		YR BLK PRIMADONNA 930W
	WINDMILL MS DYNAMITE 96W	BLCC MR DYNAMITE 2S
		WINDMILL MS ROOINIK 137M

Perf	BW	AWW
	90	678

EPD's	CE	BW	WW	YW	M	MCE	MW
	4.6	3.9	84.6	133.2	25.2	4.2	67.5

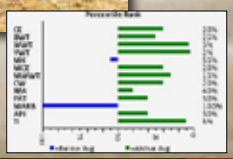


- This black, polled, "Monument x Sochi" bred heifer is smooth, moderate in size, wide topped and deep ribbed
- 36N is a broody heifer that displays great bone structure. She will be the easy doing type. She had a modert 90lb. BWT, 678lb. WWT and a impressive 958lb. YWT
- "Country Girl" is sired by our Monument bull that has proven to calve well, add length and performance. She is also backed by our "Sochi" bull that was a calving ease specialist, produced beautiful uddered, moderate framed females that were well sought after.
- This heifer has a real good set of EPD's and should do real well for her new owner.
- Being bred to our new Tommy Gunn bull and quite possibly having a bull calf for her new owner is exciting!

Service to Erixon Tommy Gunn 166N, Reg. #PG1504377 on April 7th, 2026. Exposed to Tommy Gunn March 28 to May 24th.
Preg checked safe to April 7th date.



Erixon Tommy Gunn 166N
Service Sire to Lot 3







- Here is a red, polled, “Betts x Westcott” heifer that is moderate in frame, flashy & smooth fronted. A good 4-H project candidate.
- “Bodacious” weaned off her dam on Sept.20th at 738lbs.
- A full sister and our high selling bred heifer “SBSF Lucious 22L” sold to Perking Land & Cattle in the 2024 Keystone Konnection sale.
- Her dam, 21J has been a good, constant producer with a beautiful udder.
- Another good “Betts x Westcott” bull sold off her in the 2025 Premium Beef Bull Sale to Robert Glover from Ontario



IPU 190A Betts 30J - Sire of Lot 1, 4 and 6

4 SBSF BODACIOUS 10P

Polled Red Purebred · PG1555770 · SBSF 10P · Jan 3, 2026

SVS BETTS 808F	BGS/BM CAPTAIN SCREAM 63D
IPU 190A BETTS 30J	WFL RED SAGE 506C
IPU 68M MS. CROSBY 190A	KOP CROSBY 137W
	IPU RED POCAHONTAS 68M
NAC WESTCOTT 83F	WFL WESTCOTT 24C
SBSF RED TEQUILLA 21J	NAC 82Z
SBSF MS ACCELERATOR 52Y	IPU ACCELERATOR 53U
	SBSF NORMA 29N

Perf	BW	AWW
	92	738

EPD's	CE	BW	WW	YW	M	MCE	MW
	2.9	5.9	78.7	111.1	22.8	3.5	62.2

5 SBSF PRECIOUS 24P

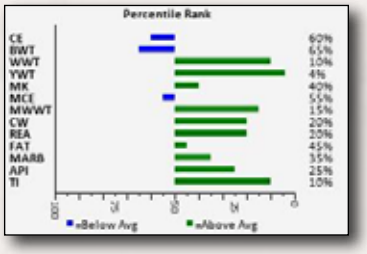
Polled Black Purebred · BPG1555784 · SBSF 24P · Jan 31, 2026

WHEATLAND MONUMENT 28H	WS EPIC E152
NAC MONUMENT 61L	WHEATLAND LADY 7002E
NAC SUNSET 36D	ACS ADVANTAGE 349A
	NAC 95Z
BOUNDARY WYATT EARP 89D	NCB COBRA 47Y
NAC GEORGIA 24G	BOUNDARY ABRICOT 5B
NAC SHEILA 49D	ACS ADVANTAGE 349A
	NAC GUMMY BEAR 146Y

Perf	BW	AWW
	90	830

EPD's	CE	BW	WW	YW	M	MCE	MW
	6.4	3.9	90.4	144.4	27.1	3.9	72.3





- Precious is a polled, black “Monument x Boundary Wyatt” heifer out of a top notch producing cow 24G. 24G produced our $14,000.00 bull that sold in our 2026 Premium Beef Bull sale.
- 24P has a WONDERFUL TEMPERMENT! A long, flashy, deep, wide topped heifer with a large frame & big barrel.
- She had a nice 90lb. BWT and weaned off her dam at 830lbs. on Sept.25th. A heifer with above breed averages in all but 2 areas, and they are just slightly below.
- Help yourself here guys…. she too would make a great 4-H heifer being so docile & having the halter breaking already done.



- Another dark cherry red, polled "Betts x Westcott" heifer that is deep, long and wide
- "Pepsi 27P" is a full sister to our bred heifer "SBSF Chiclett 17N" in this sale that sells as Lot 1.
- This heifer came easy with a 87lb. BWT and continues to develop well.
- 27P's percentile rankings are above breed avg.'s in WWT, YWT, Milk, MCE, MWWT, CW &Rea
- Her dam, 37K is following in her dam, 712Z footsteps, who has proven to be very fertile, is a long time producer, calves extremely easy and produces calves that grow really well. A cow with a nice tight udder & small teats.



IPU 190A Betts 30J - Sire of Lot 1, 4 and 6

6 SBSF PEPSI 27P

Polled Red Purebred · P1502612 · SBSF 27P · Jan 19, 2026

SVS BETTS 808F	BGS/BM CAPTAIN SCREAM 63D
IPU 190A BETTS 30J	WFL RED SAGE 506C
IPU 68M MS. CROSBY 190A	KOP CROSBY 137W
	IPU RED POCAHONTAS 68M
NAC WESTCOTT 83F	WFL WESTCOTT 24C
SBSF KIKI 37K	NAC 82Z
TWIN BRAE MISS ZIRA 712 Z	TWIN BRAE TOMAHAWK
	TWIN BRAE TIFFANY 715T

Perf	BW	AWW
	87	768

EPD's	CE	BW	WW	YW	M	MCE	MW
	4.6	5.3	81.3	116.3	27.6	4.2	68.3

7 SBSF HONEY 41P

Polled Black Purebred · BPG1555802 · SBSF 41P · Feb 1, 2026

WHEATLAND MONUMENT 28H	WS EPIC E152
NAC MONUMENT 61L	WHEATLAND LADY 7002E
NAC SUNSET 36D	ACS ADVANTAGE 349A
	NAC 95Z
IPU ROMANO 90X	CHAMPS ROMANO
SBSF HEART 25H	IPU MS LEGEND 42P
SBSF RIA 61Z	WINCHESTER HR P8315
	LRSF MS ACCELERATOR 1X

Perf	BW	AWW
	84	826

EPD's	CE	BW	WW	YW	M	MCE	MW
	7.4	3.7	82.5	131.5	20.3	3.9	61.6



- 41P is a polled, black "Monument x Romano" female that is eye appealing, long, flashy, smooth and well muscled.
- A different pedigree here with her dam being sired by our good producing Romano bull.
- "Honey" had a 84lb. Bwt. And an impressive 826lb. weaning wt. on Sept.25. She ranked 1 out of a group of 7
- She should be a easy doing female. Her Weaning & Yearling weights are impressive.
- If you're looking for a showy, fancy 4-H heifer, Honey might be just the one!



McRuer Simmentals

Jeff, Erin McRuer and Family
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Email: mcruer_simmentals@hotmail.com
Directions: 7 Miles south of Boissevain, MB to PR 341,
4 ¼ Miles East on the south side of the road.



Jeff & Erin McRuer and Family

Fall sales runs are back among us for another year and we are happy to be back at the Keystone with a great group of consigners and a new marketing team with familiar faces. We are pleased to be back for the third year with some bred heifers to showcase. Big thanks to all those that showed interest, bid and bought our heifers last year! What a year 2026 has proven to be — bull sales were hot in the spring seeing record highs and then the weather decided to send everyone for a loop. We started off very dry in the spring to be overtaken with a very wet June and hot July - this pattern seemed to carry out into harvest dropping plenty of rain on the farmers while trying to get the grain in the bin. We are thankful its over and the crops are off but our corrals are sure soggy! This summer we got to celebrate the wedding of our daughter right here on the farm and we couldn't be prouder. Please have a look at the heifers we have on offer for you and if you have any questions don't hesitate to get a hold of Jeff or myself or even better come for a tour of them right here at home before sale day.

Jeff and Erin



8



KWA Statement 6K - Sire of Lot 8

8 MCR MS. NILBERT 64K 144N

Polled Red Purebred · PG1539365 · MCR 144N · Feb 5, 2025

MRL STATEMENT 3F
KWA STATEMENT 6K
KWA MS ROCK 14X

R PLUS VENOM 4006B
MRL MISS 6600D
KWA RED ROCK 5T
KWA MS BARON 9U

BEE CHET 111H
MCR MS KAI 64K 17D
PWK MS WHISKEY 76X 17D

BLACK GOLD APPROVAL 71E
C-K ARIEL 1A
MRL RED WHISKEY 101B
PWK MS GUNNER 66R 76X

Perf	BW	WW	YW
	89	742	1041

EPD's	CE	BW	WW	YW	M	MCE	MW
	8.3	2.3	81.5	128.2	28.0	3.2	68.8

HOMO-POLLED
This heifer caught the eyes of both Darren and Cody on the pasture tours this summer — so she's making the trip to town. She is a well balanced heifer developing a tidy square udder. Jayce showed her dam through our 4H program and her grand-dam was the pick of the bred heifers at the workman dispersal, so the cow families behind this heifer are top notch. She is bred to our new calving ease heifer bull we purchased from Westway Farms last year - check out his EPDs ! Homo-Polled

AI'd April 22 to WFL40N (due Jan 29), exposed to WFL40N April 25- May 29 WFL 40N Preg checked safe to AI.

9 MCR MS. NYSA 95K 118N

Polled Red Purebred · PG1539349 · MCR 118N · Jan 27, 2025

SVS TYCOON 841F
MCR MR.HERCULES 66D 134H
MCR DEMI 66D

SVS BROOKS 669D
SVS RED ANNIE 411B
PWK MOUNTAIN GUY 129Y 37B
MCR BALI 98B

BEE CHET 111H
MCR MS KERRIE 138F 95K
MCR MISS FATIMA 960Z 138F

BLACK GOLD APPROVAL 71E
C-K ARIEL 1A
PWK CHAMP 326X 16C
MCR MISS ZAHARA 960Z

Perf	BW	WW	YW
	89	750	896

EPD's	CE	BW	WW	YW	M	MCE	MW
	6.8	3.1	75.6	109.0	30.2	4.3	68.0

HOMO-POLLED
This heifer is sure a dark blood red and has a great coat of hair on her. She is sired by our high selling Tycoon son that went to work at Beechinor Brothers. Her maternal sib sold to Downhill Simmentals as an open out of our 2025 bull sale. She was the first to be bred to our new heifer bull from Westway Farms when he arrived home.

Natural Service April 2 to WFL 40N (Due Jan 9), exposed to WFL 40N April 25-May 29
Preg checked safe to AI.





MCR Mr. Hercules 66D 134H
Sire of Lot 9

10 MCR MS. NANDI 119H 149N

Polled Red Purebred · PG1539367 · MCR 149N · Feb 7, 2025

MRL WESTERN FORCE 251B
DMJ MR 10G
MRL MISS 677Y

MRL 67X
MRL MISS 2543Z
KOP CROSBY 137W
MRL MISS 355T

SVS TYCOON 841F
MCR MS. HUNTER 33E 119H
MCR ERIN 33E

SVS BROOKS 669D
SVS RED ANNIE 411B
PWK MAX FACTOR 137Y 17B
MCR BECKY 83B

Perf	BW	WW	YW
	84	920	1121

EPD's	CE	BW	WW	YW	M	MCE	MW
	5.8	4.1	96.3	140.8	30.0	4.1	78.2

HOMO-POLLED
Here's a real powerful heifer with a bit of extra frame and a tonne of hair. She is a maternal sib to MCR 27L which sold to Eastrise Cattle through this sale in 2024. She is bred to a proven red calving ease bull that was home raised and went through our bull sale but we retained semen on. We have calved his daughters and are very happy with them.

AI'd March 29 to MCR 24J, exposed to WFL 40N April 25 - May 29 ; Preg checked safe to AI



11 MCR MS. NEDDIE 63C 28N

Polled Black Purebred · BPG1539033 · MCR 28N · Jan 8, 2025

SKORS HIGH ROLLER 34C
MCR JACKPOT 139J
PWK MS TANKY 25X 104A

HSF HIGH ROLLER 12T
SKORS JEWEL 226A
MORE'S TANK 108Y
PWK MS KOSMO 19T 25X

BOUNDARY ODIN 103Z
MCR CHARLIE 63C
PWK MS BUGZ 65X 44A

OLF ODIN U5
BOUNDARY STORM 70X
WHEATLAND BULL 15X
PWK MS KOSMO 82T 65X

Perf	BW	WW	YW
	90	830	975

EPD's	CE	BW	WW	YW	M	MCE	MW
	9.4	2.5	65.6	105.0	31.3	5.6	64.1

HOMO-POLLED. HOMO BLACK
A very feminine Jackpot daughter coming from a bullet proof dam. 63C has been a consistent cow on our farm that has caught AI every year - we have a full sib still on the farm so Jeff let this girl go to town. She is bred to an exciting homo-polled, homo-black calving ease sire from Circle G Simmentals.

AI'd KKH Hay City 844M April 13 (due Jan 20), exposed to CRF 83L April 20 - May 29
Preg checked safe to AI





MCR Jackpot 139J
Sire of Lot 11

Maple Lake Stock Farms

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Email: glbertholet@hotmail.com



Gerry and Linda Bertholet

Maple Lake Stock farms Welcomes you to the Keystone Konnection 2026 sale.
Our line up females are from very strong pedigrees. Three of the four offered go back to our foundation sire Wheatland 786T. Looking forward to seeing everyone in Brandon Dec 1, and Dec 2nd at our Annual Female Sale at the Farm, selling 80 Bred Heifers
Gerry a call if any questions 204-741-0340

Gerry and Linda



12 MAPLE LAKE MS JENNER 6018

Polled Fullblood · P1543789 · ML 6018P · Jan 6, 2026

SIBELLE POL DARWIN 21F	SIBELLE SPARTACUS 8A
SILVER LAKE JENNER 9J	SIBELLE POL MOLLY 7B
MCM MISS FARRAH FF 10F	ANCHOR D HIGH NOON 247B
	BAR 5 BERTA DA ZURITA
BLACK GOLD TAQA 124D	STARWEST BRYCK
ANTRIM HALO 18H	MS BGS POLL HILLORY 24W
ANTRIM MISS JAMAL 9A	CHERRY CREEK JAMAL 18U
	ANTRIM MS POL 42Y

Perf	BW
	99

EPD's	CE	BW	WW	YW	M	MCE	MW
	1.5	6.4	71.2	97.4	31.8	0.8	67.4

HORNED NON-DILUTOR
This open heifer's maternal sister sold at the Keystone last year as a bred, to Silver Lake Simmentals. ML 6018P is a typical Jenner daughter. She is a deep bodied, lots of muscle, and an easy keeper. She is setting up a good udder. We have kept many Jenner daughters in our herd. The dam APS 18H has a great disposition. Her success sired to Jenner has destined her for the donor program and will be bred to Silver Lake Jenner 9J.

Silver Lake Jenner Progeny



Maternal Sister to Lot 12
Sold to Sliver Lake Simmentals in last year's sale



Jenner Daughter Udders



Jenner son



Silver Lake Jenner 9J - Sire of Lot 12

13 MAPLE LAKE MS TYCOON 6042

Polled Red Purebred · PTG1555242 · ML 6042P · Jan 1, 2026

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

MRL RED WHISKEY 101B
SVS RED SARA 92X
ACS EVERREADY 970W
3D MISS RED NOREMAC 211U

MAPLE LAKE WILMA 2266
WHEATLAND BULL 786T
ACS MS WILMA 265W

WHEATLAND BULL 131L
WHEATLAND LADY 351N
TNT TOP GUN R244
HAAS RANCH G217

Perf	BW
	92

EPD's	CE	BW	WW	YW	M	MCE	MW
	9.7	3.0	91.5	130.7	25.5	6.6	71.3





SVS Tycoon 841F - Sire of Lot 13



Maple Lake Wilma 2266 - Dam of Lot 13

POLLED
This female is very long bodied, clean fronted and feminine like Tycoon. She has a quiet disposition and was showed this summer and at AG X. Her dam is our donor dam, a direct daughter of Wheatland 786T. Her progeny always rises to the top. Her pedigree has three generations of donor dams. She has given us 200 embryos, sired by 9 elite sires. 2026 we had 22 calves born from these flushes. She is a 2012 model that is still top producing and sound. She has six sons in this years bull line up.

14 MAPLE LAKE MS OZARK 6117

Polled Black Purebred · BPG1543768 · ML 6117P · Jan 2, 2026

ZSL OZARK 97K
SVS BETTS 808F
ZSL 100C

BGS/BM CAPTAIN SCREAM 63D
WFL RED SAGE 506C
ZSL RED ODYSSEY 43Z
ZSL MISS PRECISION 33W

MAPLE LAKE 56U - 0117
SPRINGCREEK LINER 56U
MAPLE LAKE MS BOMBER 1108

RCC/TCF LINE DRIVE M181
NEVAS L93
WHEATLAND BULL 786T
ANGUS/ANGUS

Perf	BW
	92

EPD's	CE	BW	WW	YW	M	MCE	MW
	4.9	4.3	81.8	121.7	20.4	2.9	61.3





ZSL Ozark 97K - Sire of Lot 14 and 15



Maple Lake Ms Bomber 1108 - Grand Dam Lot 14 & 15

Proven pedigree in these Full Sisters. They are moderate frame size, deep bodied,

Thick, and big hipped. These girls Dam is sired by Spring Creek 56U, and grand dam is a foundation donor dam at Maple Lake, a 786T daughter, ML 1108Y. A stacked proven pedigree on the dams side. The sire is ZSL Ozark 97K, SVS Betts from Captain Scream 63D . NO guess work here a pedigree to be appreciated.

Maple Lake Ozark 5117 is bred May 11 to CVSF MR DEW TIME 34M # 145040

15 MAPLE LAKE OZARK 5117

Polled Black Purebred · BPG1499713 · ML 5117N · Jan 1, 2025

ZSL OZARK 97K
SVS BETTS 808F
ZSL 100C

BGS/BM CAPTAIN SCREAM 63D
WFL RED SAGE 506C
ZSL RED ODYSSEY 43Z
ZSL MISS PRECISION 33W

MAPLE LAKE 56U - 0117
SPRINGCREEK LINER 56U
MAPLE LAKE MS BOMBER 1108

RCC/TCF LINE DRIVE M181
NEVAS L93
WHEATLAND BULL 786T
ANGUS/ANGUS

Perf	BW
	97

EPD's	CE	BW	WW	YW	M	MCE	MW
	3.9	4.7	82.8	123.4	20.4	2.4	61.8



Crest View Land & Cattle Co. Ltd.
Crest View Ranch

Crest View Land & Cattle Co. Ltd.
Terry Woychyshyn & Family
Box 301 Erickson, MB R0J 0P0
H. 204-865-2213
C. 204-867-7139
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Crest View Ranch
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We would like to welcome you to the 48 th Annual Keystone Konnection Sale; a fun group of progressive producers to work alongside that always commit their best. Also this year we are looking forward to working with the boys of Atlas Livestock. We are once again very excited to bring to town a group of heifers we think highly of; the Keystone sale is always where we skim off the top of our heifers to bring town for your appraisal.

With cattle prices holding in there we are looking forward to a good run ahead for producers. All the heifers were pulled in off pasture on the 27 th of September and have been on a 14% pellet as well as free choice hay. The heifers are on the entire Phizer Gold herd health program along with regular ivomec treatments. The breds will have their first shot of scourguard prior to sale time.

Don't hesitate to stop by the ranch ahead of sale time to view the girls or call if you have any questions about the offering. Looking forward to seeing you all December 1 st at the Keystone!

Greg



Here's a beauty of a heifer that really should be staying home. She is a nice mix of calving ease and performance with the likes of Redhill Burley, Centerfire and; tracing back to the legendary Bodybuilder on the Grand Dam's side. This girl has been a shining star since day one as a calf; you won't find them any longer or easy keeping with a blaze on her face to boot. If you are looking for longevity to add to your cow herd; we just retired her Grand Dam at 11 years old this year. Udder structure, length and performance are all key factors on the maternal side here. Bred for a mid February baby to the Circle G Merit 139L bull this should make for exciting results.

A.I bred to Circle G Merit 139L #1485763 on May 6/2026
Ultrasound safe to A.I on August 11/2026.
Preg tested October 27, 2026 – safe
Exposed to CSV 63N #1547783 - May 18 - July 17/2026
Consigned by: Crest View Land & Cattle Co..



Redhill Burley 99J - Sire of Lot 16

16 CREST'S VIEW MISS BURLEY 19N

Polled Red Purebred · PG1566784 · CSV 19N · Feb 3, 2025

CDI SECRET AGENT 407C
REDHILL BURLEY 99J
REDHILL W107 153X 257B

CDI VERDICT 220Y
CDI MS BEEF KING 43A
WS BEEF MAKER R13
REDHILL 701T 219K 153X

OAKVIEW CENTERFIRE 139C
CREST'S VIEW MISS FIRE 79K
CREST'S VIEW 30C

KUNTZ SUPER DUTY 4Y
KOP MS BENGIE 6P
LCHMN BODYBUILDER 7303F
CREST'S VIEW 40U

Perf	BW
	108

EPD's	CE	BW	WW	YW	M	MCE	MW
	-2.2	7.1	95.9	145.6	29.6	-1.9	77.6



Circle G Merit 139L - AI Service Sire to Lot 16 and 18



KBHR Charger K102 - AI Service Sire to Lot 17

Here is a tanky, dark cherry red daughter off the Liner bull. These will be the first daughters to sell off of him; he stamps them very consistently as far as length, dark red colouring and makes them quite angular and tidy up front. She is out of one of our consistent producers the 13H cow who is a big, deep female with lots of volume and a picture perfect udder. The Grand Dam our matron KASK 340A cow was just retired this fall at the young age of 13 years; her udder was as nice as a two year old heifer yet. Longevity, productivity and udder quality run deep in this cow family.
A.I bred for an end of January calf to the KBHR Charger K102 bull who we have been happy with on the calving ease end but yet the calves are very growth.

A.I bred to KBHR Charger K102 #1520433 on April 13/2026
Preg tested safe October 27, 2026
Exposed to CVC Nixer 2N #1539398 , April 28 - August 1/2026
Consigned by: Crest View Ranch



17 CRESTS NEVA 35N

Polled Red Purebred · PG1565218 · CVC 35N · Feb 28, 2025

WHEATLAND NEXT CENTURY 43H	CSC RED LINER 58L	MAF CF TARA 188D
		WHEATLAND RIVAL 8125F
		WHEATLAND LADY 123Y
		LFE THE RIDDLER 323B
		MAF 47X TARA 152X 18Z
DMJ MR 19F	CRESTS HOLLY 13H	ACS MS PIONEER 340A
		NCB COBRA 47Y
		DHS SILVERLAKE DAPHNEE
		WHEATLAND BULL 60X
		ACS SAVANNAH 137Y

Perf	BW
	94

EPD's	CE	BW	WW	YW	M	MCE	MW
	2.7	4.8	81.4	116.0	19.7	0.7	60.4

18 CREST'S VIEW MS RED LINER 34N

Polled Red Purebred · PG1566772 · CSV 34N · Feb 18, 2025

WHEATLAND NEXT CENTURY 43H	CSC RED LINER 58L	MAF CF TARA 188D
		WHEATLAND RIVAL 8125F
		WHEATLAND LADY 123Y
		LFE THE RIDDLER 323B
		MAF 47X TARA 152X 18Z
OAKVIEW CENTERFIRE 139C	CREST'S VIEW 42G	CREST'S VIEW 12Z
		KUNTZ SUPER DUTY 4Y
		KOP MS BENGIE 6P
		BCLR AMMO W513-1
		CREST'S VIEW 60W

Perf	BW
	102

EPD's	CE	BW	WW	YW	M	MCE	MW
	1.6	6.1	92.1	140.5	19.3	0.9	65.4



MAF CF Tara 188D - Dam of CSC Red Liner 58L

Another Red Liner daughter; I think if you analyze the two half sisters you will find the consistency he puts into them. Again, another heifer with a great amount of length, volume and a nice tidy front end. Maternal and udder quality runs deep here with the likes of the flush cow MAF Tara 188D on the top side and the dam CSV 42G. The Dam of this heifer has annually produced something for the bull sale or given us a good one to retain in the replacement female pen, hence why we have decided to let this one go. Both Grand Dam and great Grand Dam stayed in production with the herd until 13/14 years old. Bred again to the Circle G Merit bull for February, this should be a good combination.

A.I bred to Circle G Merit 139L #1485763 on May 13/2026
Ultrasound safe to A.I on August 11/2026
Preg tested October 27/2026 – safe
Exposed to CSV 63N #1547783 – May 18 – July 17/2026
Consigned by: Crest View Land & Cattle Co. Ltd.



CSC Red Liner 58L - Sire of Lot 17 and 18



19

This heifer is just like her mother when it comes to volume and depth; lots of it. Her genetic make up is solid with the likes of Cobra and Mountain. The Grand Dam of this heifer was purchased right out of this same sale a number of years ago! The decision on her coming to town was not an easy one, but her mother has given us another heifer to retain this year so that opened the option to put this one up for sale. A.I bred to the KBHR Charger K102 for end of January, you can sleep easy with the calving ease built into this pedigree.

Preg tested safe October 27/2026
A.I bred to KBHR Charger #1520433 on April 13/2026
Exposed to CVC Nixer 2N #1539398, April 28 August 1/2026
Consigned by Crest View Ranch



KBHR Charger K102
AI Service Sire to Lot 19



CVC Nixer 2N
Exposure Service Sire to Lots 17 and 19

19 CRESTS NIKKI 32N

Polled Red Purebred · PG1565215 · CVC 32N · Feb 27, 2025

DMJ MR 19F	NCB COBRA 47Y	LFE VIPER 455U
		NCB MISS DREAM 22T
	DHS SILVERLAKE DAPHNEE	LRX WALLY 39A
		ERIXON LADY 63A
CRESTS FRIZZY 102F	TSN MR RED MOUNTAIN 37C	KWA FLYF RED MOUNTAIN 16Z
		KWA MS 56Y 367A
	FOXY FANCY FACE 35Z	LFE BRING DOWN THE HOUSE
		FOXY FANCY FACE 35G

Perf	BW
	92

EPD's	CE	BW	WW	YW	M	MCE	MW
	3.3	4.0	67.4	92.8	17.5	0.8	51.2

20 CREST'S VIEW MISS COBRA 40N

Polled Black Purebred · BPG1566763 · CSV 40N · Feb 25, 2025

DMJ MR 19F	NCB COBRA 47Y	LFE VIPER 455U
		NCB MISS DREAM 22T
	DHS SILVERLAKE DAPHNEE	LRX WALLY 39A
		ERIXON LADY 63A
CREST'S VIEW 75A	CHAMPS BRAVO	CHAMPS ROMANO
		VIRGINIA POLL BARBI SUE
	CREST'S VIEW 60W	PCS TOBLERONE 210T
		MILESTONE CW SADIE 20P

Perf	BW
	94

EPD's	CE	BW	WW	YW	M	MCE	MW
	4.3	3.7	56.9	76.5	17.6	2.6	46.1



20

We brought you another DMJ Cobra daughter to evaluate in the black version this time. A nice tidy, angular heifer here sporting the badly money stripe on her head; a very mellow type of a heifer when it comes to temperament. She looks to be setting up a nice udder. Her Dam; a Champs Bravo cow we just parted with last year at the age of 12.
A.I bred to the black calving ease bull KBHR Bold Ruler H152 for a February 1st born, should be exciting results; quite possibly a baldy calf!

A.I bred to KBHR Bold Ruler H152 #1463277 on April 22/2026
Ultrasound safe to A.I on August 11/2026
Preg tested October 27/2026 – safe
Exposed to CSV 63N #1547783 – May 18 – July 17/2026
Consigned by: Crest View Land & Cattle Co. Ltd.



KBHR Bold Ruler H152
AI Service Sire to Lot 20



4H and Junior members look here, if you want an exciting flashy heifer to hit the show road with this summer. Again another difficult decision to let this one go, but we have a full sister from the year prior in the full black version calving this coming year; opening her up to be on offer. This Prairie Girl is out of one of our tankiest, most productive no miss cows that we have on the place. Her Dam has a beautiful udder with milk for days, and always rebreeds back at the top of the herd yearly AI. Any of the offspring in this cow family have been great; this one out of the RJY Merit bull has matron cow written all over her future! Lots of power and performance here. Don't pass this one by; a big growth, fancy heifer. Her half sister, a baldy bred out of this cow sold to the Kostenchuk's through this sale in 2022.

Preg tested open – October 27/2026



CVC 73J - Maternal Sister to Lot 21

21 CRESTS PRAIRIE GIRL 77P

Polled Black Purebred · BPG1569452 · CVC 77P · Jan 23, 2026

KOP SPARTAN 113A	RJY MERIT 54J	MRL HIGH VOLTAGE 155X
		KOP MS CROSBY 43Y
RJY DREAMDATE 31E		LFE THE RIDDLER 323B
		RJY DREAM DOUBLEDATE 15X
CRESTS EASTON 13E	CRESTS GRETA 171G	MSBC BORON 7A
		CRESTS MISS FORCE 37A
CRESTS MISS ELVIRA 29E		TSN MR RED MOUNTAIN 37C
		BDS MISS GUNNER 21Z

Perf	BW
	101

EPD's	CE	BW	WW	YW	M	MCE	MW
	5.5	4.1	85.4	129.1	30.3	3.2	73.0



RYJ Merit 54J- Sire to Lot 21

From all of the Keystone Consignors we would like to extend a thank you to all of our buyers and bidders!

We greatly appreciate the support you have shown in our programs!



Thanks to our sponsor Trouw Nutrition for providing the coffee.

Broken C Simmentals

Cade Cruickshanks
1044 Russell Street
Brandon, MB. R7A 5J6
Cell: 204-573-1896

Broken C Simmentals is excited to be first time consignors to the Keystone Konnection sale this year, we are joining some of the very best Manitoba breeders to host the 48th Annual sale. Broken C Simmentals raises Simmental and Sim/Angus genetics with the commercial breeders in mind, focus on sound and productive females at our base. This year we feel we are bringing one that represents what we are trying to accomplish. We have been building up our female base for the past several years and haven't marketed any females until now.

We farm 5 minutes southeast of Brandon where we have both commercial and registered cattle. We would be more than happy to show you our young program and answer any questions you may have.

Cade





22 BROKEN C BLACK PEARL 2P

Polled Black Purebred · BPG1561628 · BCSI 2P · Jan 11, 2026

MADER WALK THIS WAY 224B	NCB COBRA 47Y
MADER WALK THE LINE 92J	MADER P IRON SUGAR 7X
IRCC DARLIN' 613D	MR HOC BROKER
	DESTINY ODIN SHEA
VFD FIREPROOF 3F	WHEATLAND CURRENT AFFAIR
BROKEN C BLACK PEARL 1J	OAKVIEW DENISE 70D
VFD 68M BLACK GYPSY 41G	SUNRISE CAPTAIN BLAZE 5C
	VFD DARK DEMI 12D

Perf	BW
	82

EPD's	CE	BW	WW	YW	M	MCE	MW
	6.7	2.7	99.3	150.0	18.8	4.3	68.5

HOMO POLLED BY PARENTAGE

Here is a heifer that just flat out works it, a free-flowing animal that catches your eye from all the angles. She is long spined, structurally correct and great temperament coming from a strong cow family. Stemming from an extremely sound cow family that is known around the farm for its extreme fleshing ability and by the looks that has continued with this heifer. The dam is a moderate framed and tidy uddered female that has been very productive, including a heifer that has been retained and a bull selling to Massinon Farms last spring. Crossed with the popular Walk the Line has resulted in added frame, performance and extension.



Mader Walk the Line 92J - Sire of Lot 22

Striker Cattle Co.

Tyler and Kim Warburton
77 Falcon Cres. Brandon, MB R7B 3Z9
Tyler: 204-761-6124 Kim: 204-724-2354
Email: warburton0657@gmail.com



Tyler Warburton and Kim Warburton

To start, we'd like to thank the people that have supported and showed interest in our program for the past 3 years. We also look forward to spending time with our fellow consignors, a great group of people.

The open heifers we have on offer this year are both off daughters from our flush program. Some of the same genetics that made our bull offering so successful at the Mac Mac bull sale in March.

Look forward to seeing everyone at the 2026 Keystone Konnection Sale.

Tyler and Kim

23 STRIKER LILA 45P

Polled Black Purebred · BPG1549364 · TKW 45P · Jan 3, 2026

KOP SPARTAN 113A
RJY MERIT 54J
RJY DREAMDATE 31E

MRL HIGH VOLTAGE 155X
KOP MS CROSBY 43Y
LFE THE RIDDLER 323B
RJY DREAM DOUBLEDATE 15X

LFE GAME FACE 338F
STRIKER LILY 501L
WLB 323B RITA 445E

LFE CASH 386D
LFE BS AMBER 60D
LFE THE RIDDLER 323B
WLB 223W GWEN 402Y

Perf	BW	AWW
	77	830

EPD's	CE	BW	WW	YW	M	MCE	MW
	8.0	3.3	83.0	126.1	28.1	5.8	69.6

HOMO POLLED
A very eye-appealing blaze faced Merit daughter that's got some size and substance. Lila's mother is a Game Face flush daughter out of our WLB Rita cow (dam of Midnight Joker). Lots of structural correctness and grow in this pedigree.



RJY Marit 54J - Sire of Lot 23



24 STRIKER PEARL 98P

Polled Red Purebred · PG1549415 · TKW 98P · Jan 22, 2026

MRL WALTER 47H
NUG DARK HORSE 131L
SKORS LADY FREDA 27G

MRL BENDER 25F
FLYF PEGS POCAHONTAS 720E
SKORS BLACK ENTICER 4W
SKORS LADY FREDA 55B

R PLUS MANDATE 1044J
STRIKER MS HEIDI 503M
WLB 34C HEIDI 498G

R PLUS YUMA 9087G
MISS R PLUS 4193B
SKORS HIGH ROLLER 34C
WLB 52Z TARA 4161E

Perf	BW	AWW
	84	695

EPD's	CE	BW	WW	YW	M	MCE	MW
	5.6	4.1	84.5	127.3	21.0	3.5	63.3

HOMO POLLED
A red daughter sired by Horner's well known herd sire, Dark Horse. Pearl's dam is a first calf Mandate daughter from the same flush as WLB's herdsire – STRIKER MR 703M. Not a big heifer, but structurally correct with lots of depth.



NUG Dark Horse 131L - Sire of Lot 24



More Bros. Simmentals

Everett More and Irene Vanin
Box 1754 Virden, MB R0M 2C0
204-851-1737 Email: Emsim1946@gmail.com

Welcome to the Keystone Konnection Sale. We look forward to having Atlas Livestock Marketing managing the sale this year!

Our cow herd is on a comprehensive herd health program and has tested negative for Johnes. Our consignments have received both their initial and booster Scourbos vaccinations. They are both bred to Select Sire's bulls that combine breed leading calving ease with above average progeny performance.

Everett and Irene



Everett More and Irene Vanin

25 MORE'S MS NASTASIA 517N

Polled Red Purebred · PG1520721 · MEM 517N · Feb 2, 2025

MRL STATEMENT 3F
KWA SHAMROCK 151H
KWA MS ROCK 14X

R PLUS VENOM 4006B
MRL MISS 6600D
KWA RED ROCK 5T
KWA MS BARON 9U

WHEATLAND NEXT CENTURY 43H
MORE'S MS LAYLA 320L
MORE'S MS EMBER 709E

WHEATLAND RIVAL 8125F
WHEATLAND LADY 123Y
KWA LAW MAKER 59C
BIG HILLS LADY WHEAT 160T

Perf	BW
	74

EPD's	CE	BW	WW	YW	M	MCE	MW
	7.8	2.2	83.5	124.7	29.1	2.6	70.9

HOMO POLLED BY PARENTAGE, RED PUREBRED
A moderate framed, deep red female out a first calf heifer. 517N's dam was the Reserve Champion Futurity Bred Heifer at the 2024 "Black Gold Classic". A maternal brother to 517N is arguably the thickest bull calf in our group headed to next spring's "83 South Simmental Bull Sale". 517N has a good set of EPDs with birth, performance, and milk all being above breed average. The service sire EPDs are top 1% for birth, and top 25% for performance and milk.

Bred AI April 12, safe, to RFS Electrify L46
Due Jan 23





More's Ms Layla 320L
Dam of Lot 25

26 MORE'S MS NAISHA 519N

Polled Black Purebred · BPG1520426 · MEM 519N · Feb 9, 2025

KBHR HIGH ROAD E283
MR SR HIGHLIFE G1609
MISS SR D1609

HOOK`S BEACON 56B
WS MISS SUGAR C4
JBS BIG CASINO 336Y
MISS SR Y1102

WHEATLAND TERMINATOR 202Z
MORE'S MS FARRAH 803F
MORE'S MS ZOEY 218Z

WHEATLAND PREDATOR 922W
WHEATLAND LADY 763T
LFE BOMBSHELL 508N
MORE'S MS XABRINA 1X

Perf	BW
	73

EPD's	CE	BW	WW	YW	M	MCE	MW
	12.8	0.9	83.2	131.0	23.0	6.8	64.6

POLLED, BLACK BLAZE FACED PUREBRED
A correct, easy keeping heifer with birth and performance EPDs well above breed average, and who comes from a cow family that consistently produces. We sold a maternal sister through this sale a couple of years ago, have one in our cow herd, and another in this year's heifer calf pen. We have also sold two maternal brothers through the "83 South Simmental Bull Sale". The service sire's EPDs are in the top 1% for birth ,30% for performance, and25% for milk.

Bred AI April 16, safe, to WS Enhancement 25H - due Jan 27





More's Ms Farrah 803F
Dam of Lot 26

Triple T Diamond Simmentals

Wade & Angela Bjorn & Emma Thorgilsson
Box 224 Lundar, MB R0C 1Y0
Wade 204 739 3225
Bjorn 431 772 1181



Wade, Angela, Bjorn & Emma Thorgilsson

Welcome to the 48th Annual Keystone Konnection Sale!
We are pleased to be part of this historic sale once again alongside a great group of fellow breeders and cattle producers. This year, we are offering two open females from our maternal-focused program, featuring cow families built to raise the next generation year after year. Both females are backed by easy-keeping, low-maintenance cow families that have proven themselves to be dependable, consistent producers in our herd.

Please feel free to contact us with any questions. We look forward to seeing everyone on sale day!

The Thorgilsson's

27 TRIPLE T PANDORA 5P

Polled Black Purebred · BPG1569217 · TTTD 5P · Feb 22, 2026

CMS STRUTTER 126J
BERTS MATTEO 13M
BERTS MS HAYWOOD 2H

MADER WALK THIS WAY 224B
CMS SODA POP 519C
CCLT ALLIANCE 91C
BERTS MS ELECTRIC 14E

MSBC CALLAWAY 7C
TTTD GEMMA 24G
MISS BDDL 200Y

SPRINGCREEK DRIVER 135Z
ELLINGSON PAYTON Z220
MSC TRAILBLAZER
MSC TRACEY LYNN 20T

Perf	BW
	94

EPD's	CE	BW	WW	YW	M	MCE	MW
	3.8	5.2	94.3	142.2	23.3	3.2	70.4

POLLED
Goes back to our Twin Brea 200Y cow family. Grand dam 200y was a no miss cow who could really throw the frame on her calves just the same as 5P's Dam 24G. Pandora comes out of our new walking bull, Bert's NR Matteo 13M who has just given us a very consistent first calf crop with some half sisters just like 5p staying on the farm. With her 142.2 yearling indexing weight she will make a big cow if she's anything like her mother.





Bert's Matteo 13M - Sire of Lot 27

28 TRIPLE T GWEN 6P

Polled Fullblood · P1569219 · TTTD 6P · Feb 23, 2026

BLL RUMBLE 62H
SKYWEST POL RICCO 461M
SBV KANANASKIS 461G

SIBELLE SUGAR RAY 25F
BEE COUTURE 663D
SOUTHSEVEN MR ADONIS 96Z
FGAF KANANASKIS 947Z

KEET'S FORTIFIED 12F
TRIPLE T GWEN 105J
TRIPLE T GWENETH 50C

ROSEMEAD ON DEMAND 4X
KEET'S YESENIA 40Y
BIG SKY EDGAR
DOUBLE BAR D GWEN 115U

Perf	BW
	99

EPD's	CE	BW	WW	YW	M	MCE	MW
	2.4	6.4	78.1	113.6	34.3	0.3	73.3

POLLED FULL FLECK
Out of Triple T Gwen 105J, who goes back to Double Bar D 115U, a cow we purchased back in 2008 who has truly left her stamp on our program. With 4 daughters retained out of 115U so far, so safe to say that 6P is not something we would usually consider selling.





Skywest Pol Ricco 461M
Sire of Lot 28

JR Simmentals

Jim Ranson
Box 418 Carberry, MB R0K 0H0
Cell: 204-476-0100
Email: jrsimmentals@gmail.com



Welcome to our sale. This year I have 2 heifer calves, and they are full sibs to two of my heifers in last years sale, once again Brock and Rhett Sighurdson have done a great job of getting them ready for the sale – Thank you guys. To everyone: Hope you had a good year and see you at the sale.

Jim

29 JFRS PAM 1P

Polled Black Purebred · BPG1567399 · JFRS 1P · Jan 15, 2026

SVS RANCHER 42H
SVS JUSTIFIED 62K
CMS SODA POP 410B

SVS TYCOON 841F
HLTS SAMMIE
DRAKE POKER FACE 2X
HPF CREAM SODA Y010

SVS BETTS 808F
JFRS JASMINE 43J
ASCS MS SOCIETY 53B

BGS/BM CAPTAIN SCREAM 63D
WFL RED SAGE 506C
ERIXON HIGH SOCIETY 101Z
JFRS TESS 8T

Perf	BW
	91

EPD's	CE	BW	WW	YW	M	MCE	MW
	4.3	4.7	80.0	115.5	22.6	3.3	62.6

This heifer is a full sib to JFRS 5N last year's high selling open purebred selling to Hollywood Simmentals and Van de Velde Cattle. This attractive blaze face heifer is 43J's third calf to sell in our sale in the last 4 years.





JFRS 5N Full Sibing to Lot 29

30 JFRS PATRICIA 2P

Polled Black Purebred · BPG1567403 · JFRS 2P · Jan 16, 2026

SVS RANCHER 42H
SVS JUSTIFIED 62K
CMS SODA POP 410B

SVS TYCOON 841F
HLTS SAMMIE
DRAKE POKER FACE 2X
HPF CREAM SODA Y010

SVS BETTS 808F
ERIXON LADY 27H
ERIXON LADY 37Z

BGS/BM CAPTAIN SCREAM 63D
WFL RED SAGE 506C
KNK/CRSR RED BULL 53T
ERIXON LADY 2P

Perf	BW
	101

EPD's	CE	BW	WW	YW	M	MCE	MW
	5.6	3.9	78.2	112.8	19.7	3.9	58.8

A sweet black heifer whose full sib, JFRS 1N, sold in last year's sale to Kade Coupland and Red Top Livestock. Another Justified 62k x Betts. Across that has certainly worked for me. My Bets cows are sound, easy keeping, hardworking females. Homo polled by parentage.





SVS Justified 62K - Sire of Lots 29 and 30

Internet Bidding Available
DLMS
www.dlms.ca
Direct Livestock Marketing Systems
For more information call:
Mark Shologan 780-699-5082 or Purebred Team 780-991-3025

Rooke Farms

Daniel, Penny, George and Alice Rooke
Box 68, Alexander, MB R0K 0A0
Alice: 204-573-7484 Email: alice@rookefarms.ca www.rookefarms.ca


George and Daniel


Penny and Alice

We are thrilled to be returning to the Keystone Konnection Sale and are grateful for the opportunity to showcase another selection of females from our growing Simmental program. Our focus remains on breeding traditional fullblood Simmentals that combine maternal strength, structural soundness and performance, with the commercial cattleman always in mind. This year's offering is particularly exciting for us, as both heifer calves represent the very first calf crops from two of our young walking herd sires, Cherry Creek Asher 7M and Silver Lake Creed 981L. Both females are polled, and we couldn't be more impressed with the quality and consistency these young bulls are bringing to our program. As our breeding decisions begin to come to fruition, it's rewarding to see our vision taking shape. We believe in building cattle that are not only attractive to look at but, more importantly, functional, productive and built to last. We would like to extend a sincere thank you to the Atlas sales management team for their hard work and dedication in putting together this event. It is an honour to present cattle alongside such a respected group of breeders, and we are grateful to be part of it. We look forward to seeing you in December to evaluate this great set of cattle!

31 ROOKE PRISCILLA

Polled Fullblood · P1568341 · RRCC 42P · Jan 8, 2026

VIRGINIA RADISON 5Z
CHERRY CREEK ASHER 7M
CHERRY CREEK PETAL 21H

CROSSROAD RADIUM 789U
SS LEGACY 5U FF
SUNNY VALLEY DAKOTA 9Z
CHERRY CREEK RUBY 12Z

CHERRY CREEK MAGNUS 3C
ROOKE FRANCINE 24K
NAC FRANCINE 134G

FGAF MAGNUM 901Z
FGAF CORONITA 817Y
SUNVILLE COPPER
SBSF TEQUILA 23Z

Perf	BW
	68

EPD's	CE	BW	WW	YW	M	MCE	MW
	5.6	3.5	61.9	84.6	33.9	1.4	64.9

POLLED

This dark cherry-red female is one we're particularly excited to offer! She's got tremendous length of spine, an attractive, feminine look and the kind of presence that catches your eye. Sired by our walking herd bull, Cherry Creek Asher 7M, a Virginia Radison 5Z son, she is a standout from his very first calf crop. We couldn't be more impressed with what Asher has produced in his first year, consistently stamping his calves with that rich, dark cherry-red colour and exceptional length. To top it off, this heifer is halter-broke and has been a pleasure to work with. Whether you're looking to add her to the show string or develop her into a productive, functional brood cow, we believe she's got a bright future ahead of her!



32 ROOKE PEACHES 43P

Polled Fullblood · P1568342 · RRCC 43P · Jan 5, 2026

BLL CREED 950G
SILVER LAKE CREED 981L
ANCHOR D ADLEY 175C

DOUBLE BAR D CONFIDENCE 179D
BEE SUZETTE 478B
DOUBLE BAR D INTUITION
HEMR SONYA 25S

NAC FUGITIVE 95J
MAPLE LAKE MS FUGITIVE 3121
MAPLE LAKE CHARLEE 1122

SKYWEST FUGITIVE
SWANTEWITT ESPANITA 32E
RENDEZVOUS 591G
MMWK DIVA 132D

Perf	BW
	85

EPD's	CE	BW	WW	YW	M	MCE	MW
	6.5	5.4	81.5	111.2	33.5	3.1	74.3

POLLED

I've had a soft spot for this heifer right from day one! Affectionately known around here as "Peaches," she's the kind of female that's always been good, just peachy! Her dam was purchased as a bred heifer from Maple Lake at the 2024 Keystone Konnection Sale and has quickly proven herself to be an exceptionally maternal female, fast becoming a keepsake in our herd. On the sire side, Silver Lake Creed 981L is an absolute powerhouse of a bull. We purchased him with performance in mind, and he's delivering right on cue! Peaches brings together that maternal strength and performance in an attractive, well-balanced package. Halter-broke, polled, and ready to go to work, we think this girl has all the makings of a tremendous brood cow. Check out this peachy combination!




Silver Lake Creed 981L - Sire of Lot 32


Maple Lake Ms Fugitive 3121 - Dam of Lot 32

Reign Cattle Co.

Sydney De Koning
Box 43 Eden, MB R0J 0M0
Cell: 204-212-0867 Email: sydneydekoning3@gmail.com



Apparently wanting to keep every fluffy eared heifer we raise isn't a sustainable business model. Kinda rude and unfair, but here we are. We're headed into the big city to the 48th Annual Keystone Konnection with two girls from the heart of the program. Around here, I like my Simmis with the presence of a Victoria's Secret model, a little extra chrome, and a back end eloquently described by a certain Queen song. These two are no exception. Two fancy females, one tough decision to sell them, and absolutely no buyer's remorse.

Sydney

33 SYD PROSECCO 34P

Polled Black Purebred · BPG1563076 · SYD 34P · Jan 28, 2026

IPU BENTLEY 81F
SYD LINCOLN 500L
MAF SABRINA 170C

WHEATLAND BENTLEY 630D
CLAYHILL FANCY LUCA 39A
FBF1 COMBUSTIBLE
LRX BLACK SABRINA 90R

SVS BETTS 808F
SYD SHEZ RED HOT 100L
SYD SHEZ RED HOT 100H

BGS/BM CAPTAIN SCREAM 63D
WFL RED SAGE 506C
NCB COBRA 47Y
MISS RUSYLVIA 58F

Perf	BW
	84

EPD's	CE	BW	WW	YW	M	MCE	MW
	5.7	4.1	83.9	118.7	20.3	3.4	62.3



Prosecco might be named after the bubbly, but she's got the build of the whole damn bottle. There's so much to love about this heifer, she's deep, soft sided, and powerfully built, yet remarkably athletic in her stride. She covers ground with ease and moves every bit as well as she's made. Prosecco is the genetic combination of my 2 powerhouse families at Reign, the Sabrinas and the Red Hots. Another member of the Red Hot family has graced the Keystone Sale ring, selling to Crocus Simmentals. There's a reason we're so attached to this cow family, and females like Prosecco make it awfully hard to let another one leave the yard.



34 SYD PRADA 439P

Polled Black Purebred · BPG1563080 · SYD 439P · Jan 6, 2026

IPU BENTLEY 81F
SYD LINCOLN 500L
MAF SABRINA 170C

WHEATLAND BENTLEY 630D
CLAYHILL FANCY LUCA 39A
FBF1 COMBUSTIBLE
LRX BLACK SABRINA 90R

NCB COBRA 47Y
CSCC GUCCI 432G
SFM MISS DESIGN 117Y

LFE VIPER 455U
NCB MISS DREAM 22T
JT NEW DESIGN 24W
SFM 6N

Perf	BW
	95

EPD's	CE	BW	WW	YW	M	MCE	MW
	5.3	4.4	84.7	121.1	22.6	3.7	65.0



They say money can't buy happiness, but it can buy Prada, and that's pretty close. Prada is every bit as stylish as her namesake. Ultra-feminine, extended through her front end, with an elegant stretchy look and wears it effortlessly. This kind of length and style passed into progeny is the sort of genetic investment that never goes out of fashion. Or tell your wife you bought her a Prada for Christmas. She gets designer, you get a farm write off.



Terms and 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 Marketring 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.

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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.

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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.

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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.

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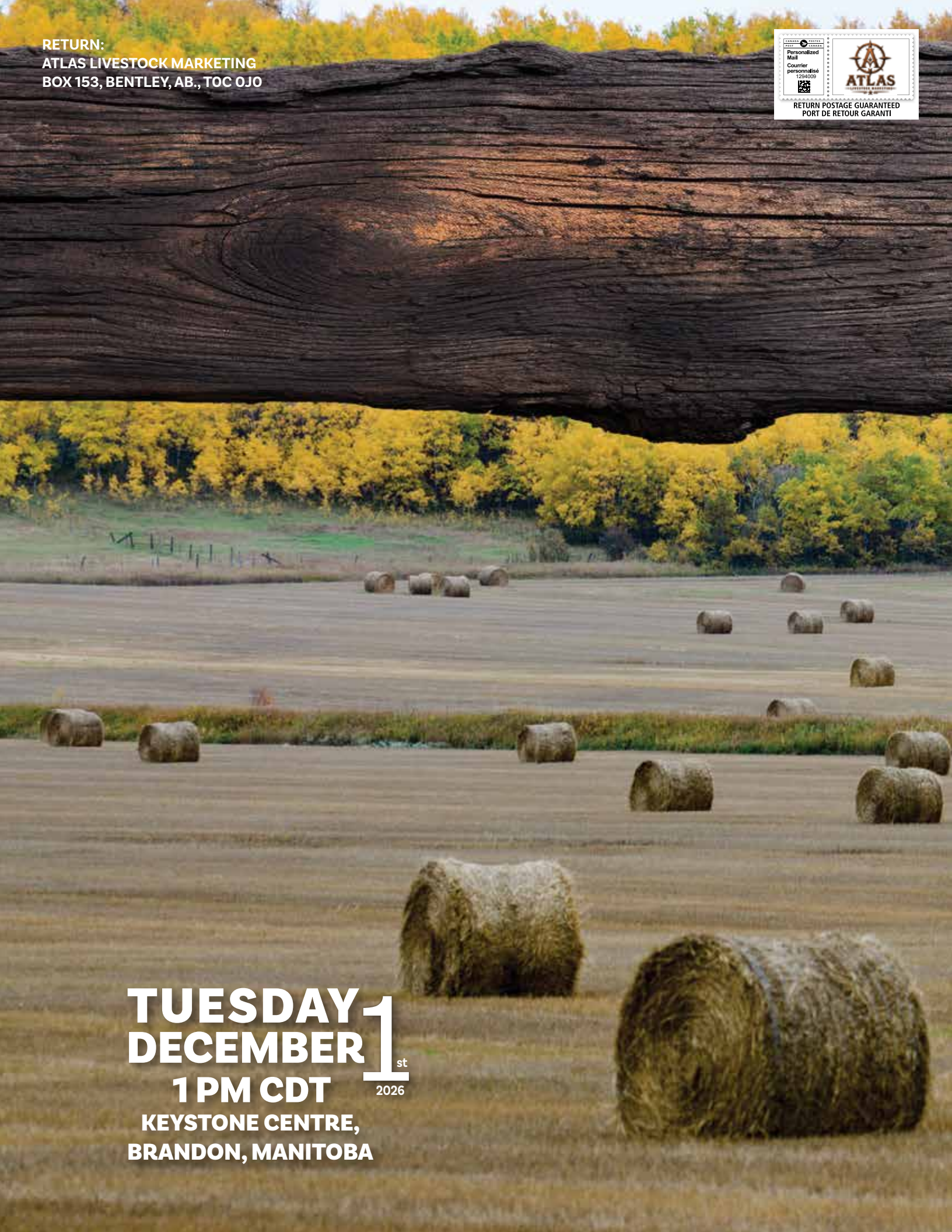
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