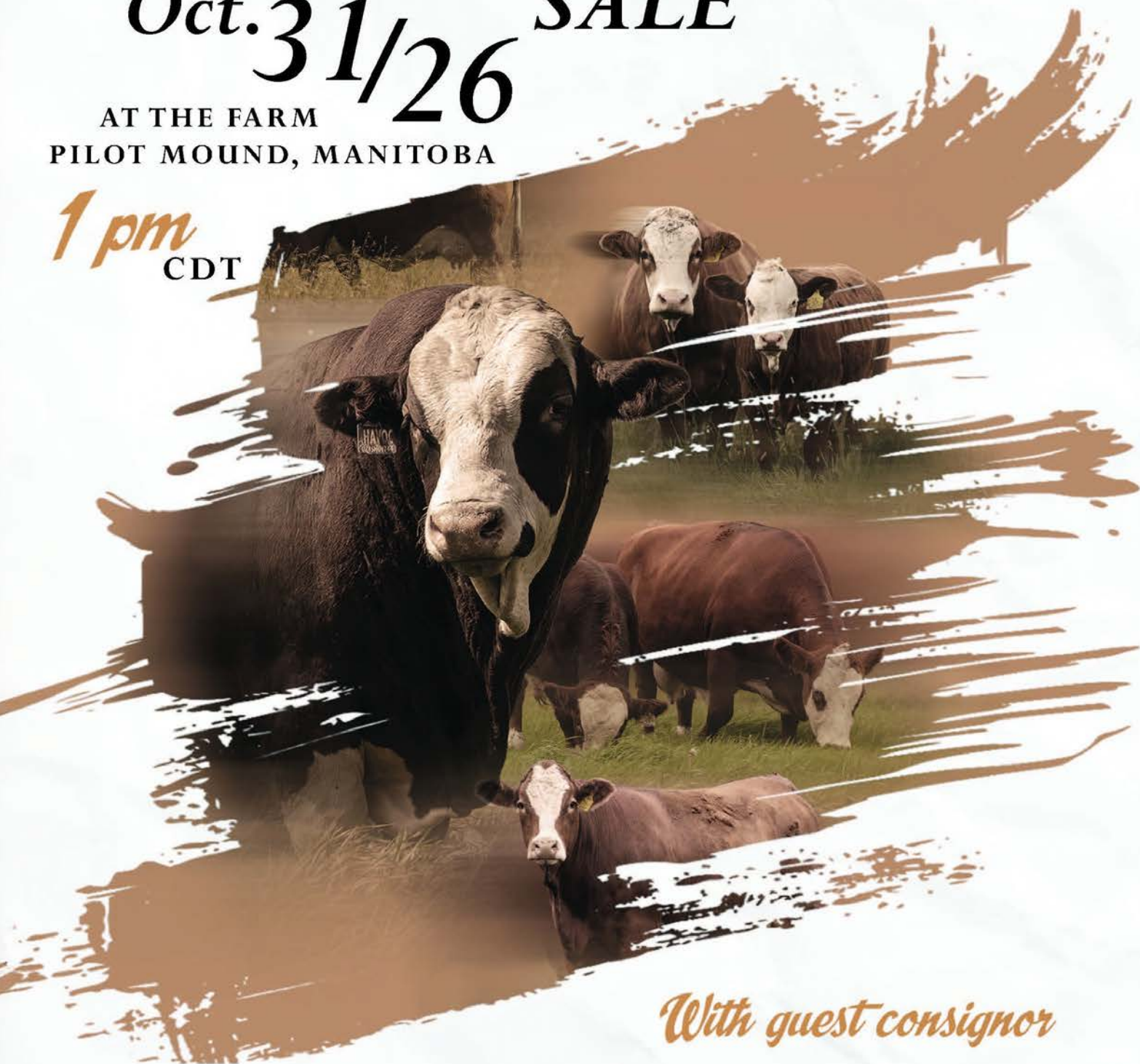


THE *Rich Mc* *Family Event*

Oct. 31/26 SALE

AT THE FARM
PILOT MOUND, MANITOBA

1 pm
CDT



With guest consignor

DOUBLE M LAND & CATTLE

Sale Day **INFORMATION**

SALE DAY SCHEDULE

LUNCH - 11:00 AM
HALLOWEEN COSTUME JUDGING - 12:45 PM
SALE BEGINS AT 1:00PM

RICH MC FARMS LTD.

JASON - (204) 825-7207
MYLIA - (204) 245-1203

SALE STAFF

DAN SKEELS - (403) 783-1217
GARREN SKEELS - (403) 704-5784
MARC BOISVERT - (819) 314-0367

BOHRSON MARKETING

DARRYL SNIDER - (780) 385-5561
MARTIN BOHRSON - (306) 220-7901



TRANSCON LIVESTOCK CORP.

JAY GOOD - (403) 556-5563
ROBERT LIND - (780) 542-7323



GUEST CONSIGNOR

DOUBLE M LAND AND CATTLE
AMANDA AND NICHOLAS MOREAU
(306) 430-7320 / (306) 840-7172



INSURANCE

KEYSTONE LIVESTOCK SERVICES
LOIS MCRAE - (204) 573-5192

SALE VIDEOS

VIDEOS OF LOTS AVAILABLE ON DLMS
CATTLEVIDS.CA

WATCH & BID ONLINE

WWW.DLMS.CA
MARK SHOLOGAN - (780) 699-5082



CATALOGUE DESIGN

TODAY'S PUBLISHING
(306) 933-4200 / INFO@TBARC.COM
WWW.TODAYSPUBLISHING.CA



PICTURES AND VIDEOS

SHOW CHAMPIONS - MAUREEN TUBMAN

*Maureen
@Browarny*

HOTEL ACCOMODATIONS

BLOCK OF ROOMS HELD TILL OCTOBER 16
UNDER RICH MC FAMILY EVENT SALE/JASON
MCLEAN

CALL-INN'S HOTEL - PILOT MOUND

5 MINUTES FROM FARM - (204) 825-2800
ASK FOR LACEY TO BOOK

BEST WESTERN PLUS - MORDEN

45 MINUTES FROM FARM (204) 822-6116

OFFERING 2 \$1000

Sale Credits

FOR THE BEST HALLOWEEN COSTUME!

1 FOR ADULTS & 1 FOR KIDS,



Welcome FROM RICH MC FARMS

Welcome to the 1st Annual Rich Mc Farms Event Sale! This is one of the most exciting chapters in the Rich Mc story – bringing sale day right to our own yard. Hosting our own sale has been a dream of ours, a chance to showcase the genetics we have dedicated almost 50-years to developing. As we prepare for sale day, we are reflecting on those 50-years and taking a stroll down memory lane.

Grandma (Shirley) and Grandpa (Laurie) started in the Simmental industry in the fall of 1978. Their tattoo was MDJR, each initial to represent the names of their children, M for Mylia, D for Dean, J for Jolene (Jodi), and R for the Richards family. Strong females have always been the foundation of our herd, dating back to Grandma and Grandpa's first purchases, three bred 7/8 females from Clarks Simmentals and John Draper. Soon, Fullbloods became their focus with the purchase of a Swiss imported cow, Alpenrosil, in the winter of 1978. From the start, Grandma and Grandpa recognized the benefit of using Full Fleckvieh AI bulls, or Fleckvieh influenced bulls, for improvement in carcass, do ability, muscling, and rate of gain. As their herd grew, they promoted the breed in Manitoba, becoming founding members of the Pembina Triangle Association. While Grandpa liked his cows, Grandma LOVED her cows. Dad also grew up in the cattle industry, with a Hereford and feedlot background right here in Pilot Mound.

When Dad (Jason) married Mom (Mylia), the Simmental cows were a package deal, oh and a horse named Merlin (much to dad's dismay). In 1997, Mom and Dad started to focus on Fullblood Fleckvieh genetics following their first Fleck Fest. Mom is still in awe of the atmosphere – the hospitality, breeders, and cattle they had only seen in the Country. When sale time rolled around, the intent was to purchase a bull, but everything happens for a reason, and Mom and Dad walked out with something more valuable, Richmond Miss Moses 77G and Richmond Miss Baltimore 75G. These two founding females are reflected in our herd and the pages of this catalogue. Dan Skeels entered the story at this point as a ring man. When Moses was selling, Dad said no to another bid, so Dan put the catalogue between Mom and Dad, and asked Mom to bid one more time. Well, Mom just could not say no! 1999 brought the next great cow, JB Jola from The Round-Up Sale, and the birth of me! In 2001, as a special gift for me, we purchased Gist Ms Royal Klondike 9L (Royal) at Fleckvieh Focus – this is a name to watch for as you flip through the catalogue. These early days made my parents fall in love with this industry – extraordinary hospitality, great cattle, uplifting mentorship, and unmatched comradery – something we hope you all feel on sale day.

From the beginning, we have strived to produce the best cattle with a horned body but with the polled genotype. In 2001 we produced just that with Rich Mc Ms Eisenhower 4L, a cow you can find as the starting point of the polled gene in FGAF Guerrero. In the late 2000s, we were fortunate to meet Glenna and Kent Dollars of Dollars Diamond D of Russellville, Arkansas at The Round Up. When BSE hit, Mr. Dollars approached us to house some of the Canadian females he hoped to purchase at Rich Mc until the border opened. Over the years, those few females grew into more for the Dollars, Dr. Moore, Indian Creek, and Dr. Marv Johnson. While the border was closed, we acted as a flushing and donor facility for those cows to export embryos to the USA and Brazil. With my mom being a veterinarian, and her colleague, Dr. David Hamilton, as the embryologist, we were able to stay afloat during those few hard years.

As I grew up, my parents did everything for me to chase my dreams. At the age of twelve I was identified as an elite swimmer, traveling 4+ hours daily for practice and spending weekends traveling North America for competitions. On the farm, we continued to focus on the maternal aspect of our herd. When grade 10 rolled around, I moved to Winnipeg to continue training, this was followed by my move to Arkansas to compete at the Division I level and study as a Donaghey Scholar. With more time on their hands, Mom and Dad invested that time back into the Simmental industry. In 2017, Dad and I attended the Fleckvieh Equation with the goal of bringing home a bull to propel us forward, and we did just that with Starwest Ember. Then came Havoc on top of the Ember females. Our females are the building blocks of our herd, now, with Drakkar, Kalahari, Toby Keith, IPU Barbarian, ADR Gustavo, and JNR Neptune, we continue to build upon that foundation, producing elite and consistent horned and polled animals. We are dedicated to producing the highest quality cattle, spending hours selecting genetics, for both ourselves and to put on offer.

I have chased my dreams, I graduated from Penn State Law, swore into the New York State (NYS) Bar, and currently serve as Associate Counsel for the NYS Assembly. Now, it is time for me to bring my talents home. My husband, Markquois, and I are excited to see you on sale day! As you go through the catalog, we have done our best to provide descriptions that will not only help you find the right look but also provide insight into the exciting genetics behind these beautiful cattle. Videos will be available prior to the sale, and we always welcome calls, texts, and visits to the farm to tour through our herd and to talk sale day selections.

Without further ado, we invite you to buckle up because the MAIN EVENT is about to begin!

Avery C. McLean-Perry

AVERY C. MCLEAN-PERRY



Rich
FARMS **MC** LTD
-RMC-
SIMMENTALS

Welcome from BOHRSON MARKETING

On behalf of the Bohrsen Marketing team, we are pleased to welcome you to the 1st Annual Rich Mc Farms "Family Event" Sale. It is exciting to be involved with the inaugural edition of an event that represents nearly 50 years of dedication to the Simmental breed and generations of thoughtful breeding decisions by the McLean family. Rich Mc Farms has built a respected program around strong cow families, functional Fullblood Fleckvieh genetics and a commitment to producing cattle that combine performance, maternal strength and longevity. Their early adoption and continued development of polled Fleckvieh genetics has also been an important part of their program, and that influence can be seen throughout the pedigrees represented in this catalogue.

For their first sale at the farm, the Rich Mc family has made a strong commitment to offering cattle from the heart of their program. Perhaps nothing demonstrates that more than Lot 1, the pick of their entire 2026 open heifer pen with no holdbacks. It is a rare opportunity to walk through 26 heifers and select from the very genetics Rich Mc Farms is building its own future around. The bred females that follow are equally representative of the program, backed by proven cow families and carrying services to an exciting group of herd sires. We are also pleased to welcome Amanda and Nicholas Moreau of Double M Land & Cattle as guest consignors. Their addition brings another quality set of genetics to an already impressive inaugural offering.

We encourage you to study the offering closely, view the videos and, most importantly, make plans to join us October 31 at the farm in Pilot Mound. The Rich Mc family has put considerable effort into making their first Family Event a memorable one, and we believe the combination of quality cattle, great hospitality and a unique Halloween sale-day atmosphere will make this a highlight of the fall sale season. Jason and Mylia themselves have traveled the world to sales far and wide and I can assure you they'll be ready to reciprocate the hospitality back when you join us come sale day. As always, if we can assist with your selections, provide additional information or represent you sale day, please feel free to contact any member of our team. We look forward to visiting with you at the inaugural Rich Mc Farms Family Event Sale.

Best regards,

The Bohrsen Marketing Team



Scott Bohrsen
403-370-3010



Taylor Richards
306-821-4169



Martin Bohrsen
306-220-7901



Robert Voice
306-270-6082



Jaxon Payne
306-830-0456



Nate Marin
306-869-7130



Cody Haney
403-845-8806



Darryl Snider
780-385-5561

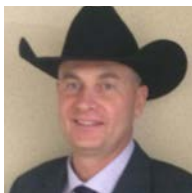


Riley Bohrsen
639-213-7777

Welcome from TRANSCON LIVESTOCK CORP.



Jay Good
403-556-5563



Robert Lind
780-542-7323

Being involved for the past year from the ground up in the discussions for the first Rich Mc Farms "Family Event" Simmental Sale has been detailed, meticulous and a lot of fun too! It's going to be a unique Halloween!

I had the chance to spend the better part of a day in mid-August with Jason and Mylia, tying up some loose ends and of course touring the herd, particularly the sale cattle. The efforts, not to my surprise, of the quality of the quality was "all there". This isn't an "overnight" attempt, but in fact, saying that Rich Mc Farms would be one of the original breeders of Polled Fleckvieh cattle on this continent would be a fact. The three decades of design is apparent. The tried-and-true formula of resident herdsires crossed with the ladies of proven cow families continues to justify its virtues.

The big, stout bull calves were very impressive, shadowing their mothers by their size! Added to this, their masculinity was kicking in nicely too, not only physically, being already well endowed, but also from the deep tones they bugled while viewing. There are lots of variables included in these; firstly, the opportunity to buy a son from the exclusive Rich Mc Herd Bull Battery, secondly, performance to calving ease designed individuals, thirdly, fourthly and so on, the decades of planned matings behind them genetically and more!

Frankly, to host their first annual sale, the bred heifer group has been exhausted, simply from a numbers perspective, but to also offer the public the best they can to launch the "Family Event"! It really is a "cream of the crop" situation, not to mention that many carry the service of a \$90k JNR bull!

The heifer calf field is simply "draw-dropping" and accentuates the genetics bred in even further and maybe as much as any category! Bad news is - only 1 is for sale, but the good news is - you get to pick any one of them!!! I think you'll have a lot of fun going through these, I know I did!

A solid addition to the day will be the four strong bred heifers coming from the great young family at Double M Land & Cattle! Again, they have also dug in, as they are still building and these four fine ladies would look great staying in the herd but this validates their commitment to being included in the "Family Event"! If you haven't met Amanda & Nick, I hope you do soon, they are great to visit with and have a lot of common sense to them.

On behalf of the Rich Mc Family, ourselves at Transcon Livestock Corp., would like to invite you to this inaugural event, the hospitality will be great, the decor will be worth the trip and of course the first standalone sale of a great breeding program will be a highlight of the fall sale season!

Happy Halloween

Jay Good

Lot 1

A RARE OPPORTUNITY

PICK OF THE 2026 RICH MC OPEN HEIFERS

For our 1st Annual Farm Sale, we felt the need to offer something very special. In the past, we have offered a couple of our top end open heifers, but this time, we give you the opportunity to walk the pen with us and pick your choice of ONE of our 2026 open heifers to add to your herd. We have a pen of 26 for you to choose from - no hold backs. Whether it is a homo polled, polled, or horned Full Fleckvieh open heifer you chose, there are some great cow families represented in this group, and all are sired by one of the bulls in our bull battery of Skywest Pol Havoc, Sibelle Pol Drakkar, Virginia Toby Keith, IPU 3H Barbarian 4M, or Anchor D ADR Gustavo 20M. This is an exciting and rare opportunity to select a possible future donor or a founding cow family from our herd.

TERMS: THE PICK MUST BE SELECTED PRIOR TO JANUARY 1, 2027.



A SAMPLE OF THE 26 HEIFERS
AVAILABLE FOR THE PICK OF THE
2026 RICH MC OPEN HEIFERS



RMC 19P



RMC 23P



RMC 30P



RMC 5P



RMC 50P



RMC 10P



RMC 25P



RMC 24P

Service SIREs

ANCHOR D ADR GUSTAVO 20M

100% FULL FLECKVIEH FULLBLOOD // POLLED // NON-DILUTOR

FGAF GUERRERO 810Y BLL CREED 950G

FGAF RADIOACTIVE 030E *x* ANCHOR D GARREN'S PHOEBE 20K

STARWEST ANGEL GARREN'S GISELE 28F

CE	BW	WW	YW	MM	MCE
13.7	3	74.5	103.2	33.1	3.9



JNR NEPTUNE

100% FULL FLECKVIEH FULLBLOOD // POLLED // NON-DILUTOR

JNR QUEST DORA LEE'S JACKSON FF75G

JNR QUANTUM *x* JNR POLLED VICKY

JNR GRACEFULL 61H DORA LEE'S VICKY FF4E

CE	BW	WW	YW	MM	MCE
16.9	1.4	66.3	82.9	35	6.7





Mony Mony, a polled, non-dilutor is the kind of female that gets you excited about the future. She is a beautiful, correct, well-pigmented female with plenty of body, a strong topline and a very complete, feminine look. Her dam was a high-selling first-calf heifer we purchased from Century Simmentals, and Mony Mony is sired by the exciting Rugged R Cavill, owned by 100X. She is carrying a very intriguing calf to Anchor D ADR Gustavo. The pedigree on that calf will read like a who's who of leading Full Fleckvieh genetics. On Mony Mony's side, you have Cavill and Electric Avenue up close, anchored by the donor cow BLL CeCe, a maternal sister to BLL Voltage and BLL Bourbon Street. Add Gustavo on the sire side, bringing in Radioactive, Creed and French Attack right up close. There is a tremendous amount of genetic strength wrapped up in this mating. Calving ease is built right in, and whether she has a bull or a heifer, this is one valuable coupon. This is the kind of female you buy for more than just one calf - she has the pedigree, phenotype and maternal foundation to keep paying you back - this girl will make you nothing but Money Money.

Lot
2

RICH MC POL MONY MONY 6N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

TTU CANYON FGAF ELECTRIC AVENUE 140E

RUGGED R CAVILL **CENT/BLL LEXI 308L**

RUGGED R MONA LYNN C199 BLL CECE 952G

CA-P1502611
RMC 6N
2/1/2025
Polled

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
12.8	-0.6	59.6	88.4	33.3	1.8	75 lbs.	748 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May 3/26. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Observed bred May 11/26 to Anchor D ADR Gustavo 20M. Preg checked pregnant to May 11 breeding to ADR Gustavo on June 5 and August 30/26.



SIRE



DAM



Honey I'm Home comes from a cow family that has simply never missed for us. She is a polled full sister to the \$105,000 Rich Mc Honey I'm Good, purchased by Knox Farms of Australia, and she carries that same depth, substance and maternal look that has made this family so dependable generation after generation. Through her dam, Honey 24H, her maternal grand dam Rich Mc Ms 3E, and maternal great grand dam Rich Mc Ms 6Y, this family has continued to knock the females right out of the park. In fact, I would call this our strongest and most consistently productive cow family. It all traces back to Gist Ms Royal Klondike 9L, purchased in 2001 for our daughter Avery when she was just two years old. More than two decades later, "Royal" still shows up - and for good reason. Honey I'm Home is thick, deep and soggy, with tremendous rib and capacity, yet she still maintains a very feminine, maternal look. She is the kind of female that looks built to raise her own powerhouse females. As if the cow family wasn't enough, she is carrying a calf to the \$77,500 JNR Neptune - now that is a coupon worth getting excited about!

Lot
3

RICH MC POL HONEY I'M HOME 8N

100% FULL FLECKVIEH FULLBLOOD

SIBELLE POL SYNERGY 18F STARWEST EMBER

SKYWEST POL HAVOC **RICH MC MS POL HONEY 24H**

SKYWEST BETTY RICH-MC MS 3E

CA-P1502615
RMC 8N
2/1/2025
Polled

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
4.5	4.6	84.8	120.6	40.4	1.4	95 lbs.	765 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May 3/26. Observed bred March 20 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to March 20 breeding to JNR Neptune on June 5 and August 30/26.



\$105,000 FULL SISTER - RMC 8M



MATERNAL SISTER - RMC 53L



Good Vibrations is a non-dilutor that comes from one of those cow families that simple keeps producing the right kind. Her maternal line has put a number of strong daughters into production here, and those females continue to raise the kind of offspring we want to build around. Add Havoc on the top side, and Good Vibrations brings plenty of performance and maternal strength together in one very impressive package. She has the look – well pigmented, deep bodied, soggy made, wide across her top and big through her hip. She is a power house and our kind of cow! When she follows in her mother's footsteps, she will undoubtedly produce the kind of daughters you keep and the kind of sons that are easy to sell. Good Vibrations is bred to JNR Neptune, adding another layer of value to an already powerful maternal package.

Lot
4

RICH MC GOOD VIBRATIONS 9N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SIBELLE POL SYNERGY 18F

BEE BATTLE CRY 282B

SKYWEST POL HAVOC MJB MISS ELMA 22E

SKYWEST BETTY

RICOCHEC CANDY 524C

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
5	4.5	83.3	123.8	42.1	1.3	95 lbs.	741 lbs.

CA-1502616
RMC 9N
2/1/2025
HORNED

Exposed to \$77,500 JNR Neptune (1512952) March 18-May 3/26. Observed bred April 4/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to April 4 breeding to JNR Neptune on June 5 and August 30/26.



SIRE



DAM



BIG, BOLD and BEAUTIFUL – that is exactly what you are getting with Girl Friend. This horned non-dilutor traces back to the JB Jola cow family through Rich Mc Ms 23E, another maternal line that has earned its place here through production, consistency, and longevity. Girl Friend is sired by Rich Mc Pol Kingston 43K, a Havoc son now walking the pastures of Double Bar D. Kingston has already proven he can produce elite progeny, with sons and daughters making their mark both in our herd as well as in herds across Canada and the U.S., including Prime Ridge Stock Farms (Interlake region), Blair Farms (Tennessee), Corley Land and Cattle, (Tennessee), Bendal Cattle (Alberta), and Maid Rite (Missouri). This female has the kind of brood cow look we love – deep bodied, powerful, with a strong hip, plenty of substance and enough femininity to tie it all together. Add in a JNR Neptune calf and there is plenty of future tied up in this pretty bow. Built with power, backed by a cow family that works – Girl Friend is ready to make her mark.

Lot
5

RICH MC GIRL FRIEND 10N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SKYWEST POL HAVOC

SBSF RANCH HAND 13G

RICH MCPOL KINGSTON 43K RICH MC MS JUNIPER

RICH-MC MS GALLOP 47G

RICH-MC MS 23E

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
1.5	6.4	75.9	110.7	32.2	-0.1	98 lbs.	698 lbs.

CA-1502618
RMC 10N
2/1/2025
HORNED

Exposed to \$77,500 JNR Neptune (1512952) March 18-May 3/26. Observed bred April 4/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the April 4 breeding to JNR Neptune on June 5 and August 30/26.



SIRE



DAM



Momma Mia!!! What more do I need to say? This well pigmented, feminine, homozygous polled, non-dilutor female has the look, the body and the maternal backing that demands that you stop and take notice. She is deep ribbed and wide topped, with plenty of capacity and substance, yet still carries that attractive, feminine presence we want in our replacement females. Momma Mia traces back to the Richmond Miss Moses cow that is firmly entrenched in our female lines. Her dam, 23D, has done an exceptional job for us, with two daughters in our herd that are consistently producing desirable bulls and females. Momma Mia's dam also has a homozygous polled son, Rock N Me 16P, selling in this very sale who is well worth finding – another testament to the strength and consistency of this cow family. And then comes the cherry on top, Momma Mia is carrying a polled calf sired by the \$77,500 walking herd sire JNR Neptune. Momma Mia, this might just be the one that has me asking, “why, why did I ever let you go”!

Lot
6

RICH MC POL MOMMA MIA PP 11N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SIBELLE POL SYNERGY 18F DOUBLE BAR D FOUNDER 253Y

SKYWEST POL HAVOC RICH MC MS 23D

SKYWEST BETTY RICH MC PERSEPHONE 5X

CA-P1503274
RMC 11N
3/1/2025
HOMO POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
2.3	4.8	78.6	109.4	37.6	0	95 lbs.	692 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May 3/26. Observed bred March 19/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the March 19 breeding to JNR Neptune on June 5 and August 30/26.

MATERNAL SISTER



DAM



I'm not sure why we are letting this polled, non-dilutor beauty leave the herd. How often do you find a polled female this strong, sired by the calving-ease specialist from days gone by, Bel Steward 2nd? To be honest, I'm not sure I can name another one quite like her. Pretty Woman is correct, deep bodied and wide topped, with the kind of presence that makes you think about what she could do in your breeding program. I can see Pretty Woman leading a program to the next level, and why not with outcross genetics on top from days gone by and anchored on the bottom with our herd bulls Drakkar and Ember with JB Jola cow family carrying it all into one exciting package. That combination of old-school outcross genetics and proven maternal strength gives her a pedigree that is both unique and very easy to work with. To top it all off, she is carrying a calf sired by the \$77500 walking herd sire JNR Neptune. Pretty Woman is more than a pretty face – she has the genetics and the goods to make a lasting impression in your program.

Lot
7

RICH MC POL PRETTY WOMAN 15N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

STEWART SIBELLE POL DRAKKAR 16J

BEL STEWARD 2ND RICH MC BROWNE EYED GIRL 43L

SJFB LIRA RICH MC MS POL JOLA 25J

CA-P1503282
RMC 15N
5/1/2025
POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
15.2	0.9	61.1	84.9	34.1	6.7	70 lbs.	745 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May 3/26. Observed bred March 29/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the March 29 breeding to JNR Neptune on June 5 and August 30/26.

MATERNAL GRANDSIRE



DAM & 15N AS A CALF





Marci is a horned, non-dilutor JNR Titanium daughter out of a first calf heifer, with calving ease built right into the package. This girl will go into your herd and will work hard with no fuss, no muss – she is simply a good, honest working cow that will raise a good one and get the job done year after year, just like her entire maternal line. Marci's great-granddam is still earning her keep in our herd with another outstanding heifer calf at her side this year. That kind of longevity and consistency is hard to ignore. A dependable cow family, calving ease built in, and regardless if a JNR Neptune calf or an Anchor D ADR Gustavo 20M calf is coming – Marci is ready to earn her keep.

Lot
8

CA-1503283
RMC 16N
5/1/2025
HORNED

RICH MC
MARCI 16N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

JNR STEELE 248Z SKYWEST POL HAVOC

JNR'S TITANIUM x RICH-MC POL DREAM WEAVER 39L

MFI LOLITA 8050 RICH-MC MS GIGI 16G

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
10.5	1	69	88.8	33.7	3.6	72 lbs.	737 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May3/26. Observed bred April 12/26 and May 1/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Observed bred to Gustavo on May 6/26. We will pay for the DNA cost on the resulting calf as the breeding dates of May 1 and May 6 were too close to determine which breeding date is correct when palpated on June 5 and August 30/26.



Fancy Like, a polled, non-dilutor had no trouble gathering a fan club at our Walk the Pastures Field Day in August, and it is easy to see why. She is a big, bold, deep-bodied female with plenty of hip, loads of capacity, with eye appeal and pigmentation to burn. The WJS Kalahari daughters have been remarkably consistent for us, and Fancy Like fits the mould and then some. On the maternal side, she traces back to the JB Jola cow family and stacks in some other industry leading females, including Shawacres Heidi, Sunny Valley Lady A 51A, FGAF Lady Siska, Toverberg Erika and Sim Roc Reeve. There is a lot of maternal strength packed into this pedigree, and Fancy Like has the look on top of it. I really love this female, and she would have been an easy keeper here if we were not so committed to showcasing our top females in this sale. And if Fancy Like wasn't already tempting enough, she is carrying a calf sired by the \$77,500 JNR Neptune, a mating that adds even more value to an already standout package. Fancy Like is the kind you admire in the sale ring and appreciate even more once she is working in your pasture.

Lot
9

CA-P1503286
RMC 19N
6/1/2025
POLLED

RICH MC POL
FANCY LIKE 19N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SHAWACRES JAHARI 50L STARWEST ESKIMO

WJS KALAHARI 39K x RICH-MC MS GENIE 42G

NGDB LADY GRACE 518C RICH MC MS PIONA 38U

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
1.5	8	79	109.5	34.1	-0.5	102 lbs.	754 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May3/26. Observed bred April 10/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the April 10 breeding to JNR Neptune on June 5 and August 30/26.



SIRE





Rachel is the kind of heifer that is easy to appreciate from any angle. She is clean and feminine through her front end, yet still carries plenty of body, rib and natural thickness. The icing on the cake, she is a polled non-dilutor – there is a lot of practicality built into this female. Rachel is out of a first-calf Havoc daughter and sired by Drakkar, a bull we can always count on to sire calves out of heifers that come easy and then turn on the performance. With a number of Drakkar daughters retained, he has earned his place in the mature cow herd, and his first calves out of mature cows have only strengthened our confidence in him and his progeny. Rachel also traces back to another long-standing cow family here at Rich Mc, giving her the maternal foundation to go out and work for you. To top off the deal, she is carrying a calf sired by the \$77,500 calving-ease sire JNR Neptune. Good cow families don't happen by accident; Rachel has the foundation to carry this one forward and a Neptune calf coming to get her started.

Lot
10

RICH MC POL RACHEL 23N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

DOUBLE BAR D POL MANCHESTER

SKYWEST POL HAVOC

SIBELLE POL DRAKKAR 16J

RICH MC POL FREYA 35L

SIBELLE DELTA 34C

RICH MC MS 18D

CA-P1503295
RMC 23N
8/1/2025
POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
6	3.3	63.1	90.6	38.4	3.7	85 lbs.	731 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May3/26. Observed bred April 4/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the April 4 breeding to JNR Neptune on June 5 and August 30/26.



PATERNAL GRANDSIRE



MATERNAL GRANDDAM



My Maria brings a little something different to the table. This polled Kingston daughter is backed by genetics with a real story. Her dam came from an embryo that spent 17 years in our tank before finally being put to work. That gives My Maria a unique connection to proven genetics from the past while still fitting neatly into a modern breeding program. Her dam has been a hard-working cow for us, with progeny now working at Knoke Ranch (Oklahoma) and Bendall Cattle (Alberta). This is a cow family built to go out and work, and we expect My Maria to do exactly that. And the story keeps getting better, My Maria is carrying a calf to the \$77,500 JNR Neptune, adding calving ease and plenty of promise to an already unique pedigree. Proven roots meet the next generation here.

Lot
11

RICH MC POL MY MARIA 24N

100% FULL FLECKVIEH FULLBLOOD

SKYWEST POL HAVOC

BHR DRACO SA 628N

RICH MCPOL KINGSTON 43K

RICH MC MS JASMINE 4J

RICH-MC MS GALLOP 47G

RICH MC EISENHERZ 9M

CA-P1504074
RMC 24N
8/1/2025
POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
1.8	5.2	75.8	105.1	35.8	2.5	95 lbs.	744 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May3/26. Observed bred April 12/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the April 12 breeding to JNR Neptune on June 5 and August 30/26.



DAM



SIRE



Rhythm and balance go hand in hand, and this female has both in spades. We absolutely love this homozygous polled, non-dilutor heifer! She is deep bodied, big ribbed and powerful through her hip, yet still puts everything together in a smooth, balanced package. This was a female we really did not want to let go, but being our first farm sale, we wanted to add some additional excitement and boy oh boy does Rhythm bring that! Her dam brings an outcross twist to much of today's genetics, and we truly feel that Rhythm has the kind of pedigree and phenotype you could build a program around. She has the versatility to go into any program and help move polled genetics forward. Rhythm sells carrying a polled calf to the \$77,500 walking herd sire JNR Neptune - that is a powerful head start for her new owner. Once you find the right Rhythm, you don't want to let it go.

Lot
12

RICH MC POL RHYTHM PP 25N

100% FLECKVIEH FULLBLOOD // NON-DILUTOR

SKYWEST POL HAVOC

BHR DRACO SA 628N

RICH MC POL KINGSTON 43K

RICH MC MS POL JEWEL 1J

RICH-MC MS GALLOP 47G

RICH MC EISENHERZ 9M

CA-P1504075
RMC 25N
9/1/2025
HOMO POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
0.5	7.4	79.1	109.6	36.1	-0.2	95 lbs.	721 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18- May 3/26. Observed bred April 5 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the April 5 breeding to JNR Neptune on June 5 and August 30/26.



DAM

MATERNAL SISTER - RMC 34L



Cracklin Rose, a non-dilutor, is another one of those big, soggy, wide-backed, big-hipped WJS Kalahari daughters that are so easy to appreciate. She is out of a Starwest Ember dam that is deep, thick and powerful herself, and she consistently raises the kind of heavy-weaning calves we all want more of. There is plenty of maternal strength and performance built into this female, and she has the body, capacity and cow power to carry it forward. Add in a mating to the \$77,500 JNR Neptune, and whether the resulting calf is a bull or a heifer, there is a lot of potential tied up in this cross. There is plenty of performance in her past and plenty of promise in her future - this is one rose worth picking.

Lot
13

RICH MC CRACKLIN ROSIE 26N

100% FLECKVIEH FULLBLOOD // NON-DILUTOR

SHAWACRES JAHARI 50L

STARWEST EMBER

WJS KALAHARI 39K

RICH MC MS POL HAVEN 11H

NGDB LADY GRACE 518C

RICH-MC MS 35E

CA-1504076
RMC 26N
10/1/2025
HORNED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
4	5.6	77.4	111.3	31.8	-0.7	95 lbs.	747 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May 3/26. Observed bred March 24/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the March 24 breeding to JNR Neptune on June 5 and August 30/26.



DAM

MATERNAL GRANDDAM





Barbi is one sweet package. This homozygous polled heifer is structurally correct, feminine, and beautifully balanced, with the kind of depth, body and natural shape that make her easy to appreciate. Her pedigree is one we have a lot of confidence in. I have always loved these Havoc on the top side and Ember on the bottom side females; they all seem to pass on the power of Havoc and the maternal greatness of Ember. These two bulls cross so well and are such an important part of our program – Barbi is a perfect example of just that. She is carrying a polled calf to the \$77,500 JNR Neptune, and that is a mating we are very keen to see. Barbi has the look, the breeding and the kind of future that makes her a real doll of a cow.

MATERNAL GRANDSIRE



Lot
14

CA-P1504081
RMC 31N
12/1/2025
HOMO POLLED

RICH MC POL
BARBI PP 31N

100% FULL FLECKVIEH FULLBLOOD

SKYWEST POL HAVOC

STARWEST EMBER

RICH MC POL KINGSTON 43K

RICH MC MS POL JOLA 25J

RICH-MC MS GALLOP 47G

RICH-MC POL FAYLA 11F

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
6.4	4.6	84	124.8	34.2	3.1	83 lbs.	736 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May3/26. Observed bred March 24/26, April 11/26 and May 1/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the May 1 breeding to JNR Neptune on June 5 and August 30/26.



Roxanne may already look familiar – she has appeared more than once in our ads and even in our sale logo as a calf pictured alongside her dam. She has been a favourite from day one, and with a cow like 3E in her maternal line, there is plenty of reason to believe in her. RMC 3E is the maternal granddam behind the \$105,000 Honey I'm Good, so we know this cow family can flat-out produce. Roxanne brings plenty of her own merit to the table as well. She is wide topped, deep bodied, soggy made and beautifully feminine, with the kind of capacity and presence that make her easy to find in the pasture. Add in that she is polled and a non-dilutor, and there is a lot of value built into this female. She is carrying a calf to the \$77,500 JNR Neptune, adding another appealing layer to an already proven maternal package. Roxanne has been catching eyes since she was a calf, and now she is ready to start making a name for herself in the lucky buyer's program.

SIRE



DAM



Lot
15

CA-P1504082
RMC 32N
13/1/2025
POLLED

RICH MC POL
ROXANNE 32N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SIBELLE POL SYNERGY 18F

BLCC MR JUGGERNAUT 334B

SKYWEST POL HAVOC

RICH-MC MS 3E

SKYWEST BETTY

RICH MC MS 6Y

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
1.7	4.9	71.5	100.1	38.2	-0.2	93 lbs.	704 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May3/26. Observed bred March 29/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the March 29 breeding to JNR Neptune on June 5 and August 30/26.



Hey Girl is a dark red, heavily pigmented, polled non-dilutor with plenty of presence. She is a little more moderate in her frame, but with that same power, thickness, and depth that runs through this cow family. Her dam is a maternal sister to Rich Mc Fancy Like 19N, also selling in this sale, so there is no guesswork here when it comes to maternal strength and promise. She is deep through her middle, stout through her quarter and very complete in her overall design – the kind of female that should be easy to put to work and easy to appreciate for years to come. She comes carrying a Neptune calf and whole lot of promise. Hey Girl is ready to turn that promise into production.

Lot
16

RICH MC POL HEY GIRL 34N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SKYWEST POL HAVOC

SBSF RANCH HAND 13G

RICH MCPOL KINGSTON 43K

RICH MC KALI 47K

RICH-MC MS GALLOP 47G

RICH-MC MS GENIE 42G

CA-P1504084
RMC 34N
15/1/2025
POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
4	6.9	76.9	109	36.5	1.3	85 lbs.	744 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May3/26. Observed bred April 5/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the April 5 breeding to JNR Neptune on June 5 and August 30/26.

MATERNAL GRANDSIRE



Sharona, a polled non-dilutor, is a beautiful, deep red, fully pigmented female with plenty of body, thickness and maternal appeal. She traces back to the Royal cow that started the 3E cow family, one of those lines that has continued to prove itself generation after generation. For another look at the power in this family, have a look at her maternal brother, Rich Mc Pol McArthur 9P – there is no shortage of substance and performance here. The Kingston daughters have consistently impressed us with their femininity, pigmentation and overall quality, and Sharona fits that bill to a T. Add in the strength of the 3E cow family and there is plenty of confidence built into this female before you even consider the service she is carrying. And that service is a good one – Sharona is carrying a calf to the \$77,500 JNR Neptune. Sharona brings generations of consistency together in one very appealing package.

Lot
17

RICH MC POL SHARONA 38N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SKYWEST POL HAVOC

SBSF RANCH HAND 13G

RICH MCPOL KINGSTON 43K

RICH MC MS JUNO 48J

RICH-MC MS GALLOP 47G

RICH MC MS 6Y

CA-P1504107
RMC 38N
16/1/2025
POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
4.6	3.7	66.9	91.8	33.6	2.2	90 lbs.	731 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May3/26. Observed bred March 31/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the March 31breeding to JNR Neptune on June 5 and August 30/26.

MATERNAL BROTHER - LOT 22





Rewind is a very powerful, polled, non-dilutor WJS Kalahari daughter with the kind of depth, body and soggy make that has become so consistent in this sire group. She is out of Virginia Danika, a female that has done a tremendous job for us and has daughters working successfully at Double M and Red Oak in Mississippi. That kind of maternal proof gives you plenty of confidence in Rewind. She has the capacity, substance, and cow look to go out and be a productive female. The Kalahari influence only adds more power to this package – these Kalahari's are all the same – just PLUM GOOD! The JNR Neptune service adds a whole new layer to Rewind's already proven maternal package. Circle her now, this is one you will want to rewind to on sale day.

Lot
18

RICH MC POLL REWIND 51N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SHAWACRES JAHARI 50L LONE STONE BARBOSA 91A

WJS KALAHARI 39K VIRGINIA DANIKA 7D

NGDB LADY GRACE 518C VIRGINIA BRIDGET 443B

CA-P1504124
RMC 51N
29/1/2025
POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
8.6	3.4	72.4	104.3	31.4	2.5	90 lbs.	759 lbs.

Exposed to \$77,500 JNR Neptune (1512952) March 18-May3/26. Observed bred April 3/26 to JNR Neptune. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the April 3 breeding to JNR Neptune on June 5 and August 30/26.



DAM



Eclipse is a homozygous polled, non-dilutor female with a pedigree that offers some interesting genetics on the maternal side. She is out of a first-calf heifer we purchased from Bogarts, and Drakkar has definitely left his stamp on Eclipse as her sire. Thick and deep, yet moderate and feminine, she carries extra length of body and is well pigmented from end to end. Add in her very sweet personality – she is always one of the first to come up for a visit – and she is pretty easy to adore. Have a look at her maternal brother, Play it Again PP 20P, also in this sale, a homozygous polled Toby Keith son, for another look at what this cow family can do. With JNR Neptune handling the service, there is plenty to look forward to with this resulting cross! With Neptune on board, the sun, moon, and stars all seem to be aligning for Eclipse.

Lot
19

RICH MC POL ECLIPSE PP 52N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

DOUBLE BARD POL MANCHESTER KLR MR GUERRERO 49G

SIBELLE POL DRAKKAR 16J BOGARTS POLLED LADYBUG 3L

SIBELLE DELTA 34C BOGARTS POLLED ZOE 43Z

CA-P1504125
RMC 52N
29/1/2025
HOMO POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
7.2	2.4	66.2	92.3	34.5	3.1	80 lbs.	704 lbs.

Exposed to \$77,500 JNR Neptune (1512952) Bred to JNR Neptune March 8/26. Exposed to \$77,500 JNR Neptune (1512952) March 18-May3/26. Exposed to Anchor D ADR Gustavo 20M (1472771) May 3-August 10/26. Preg checked pregnant to the March 8 breeding to JNR Neptune on June 5 and August 30/26.



SIRE



DAM AS A CALF



Thor, a polled non-dilutor, has calving ease built in the top and bottom, but make no mistake – this guy is all bull. Stout made, deep ribbed and masculine, he has plenty of dimension from end to end, along with that great length of spine and the body depth and muscling that his sire, Drakkar, throws. Drakkar will add consistency to Thor's crosses as well. On the maternal side, Thor offers a bit of a different pedigree twist, opening the door to some easy mating options. This maternal pedigree has already made its mark south of the border, with siblings at Knoke Ranches (Oklahoma) and Maid Rite Simmentals (Missouri). Thor gives you options on paper and plenty of bull in the pasture.

Lot
20

RICH MC POL THOR 1P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

DOUBLE BAR D POL MANCHESTER

JNR CASH

SIBELLE POL DRAKKAR 16J RICH MC VANESSA'S GIRL 52H

SIBELLE DELTA 34C

RICH MC VANESSA 13T

CA-P1548664
RMC 1P
1/1/2026
POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
10.8	2.7	60.7	90.3	32.7	7.3	72 lbs.	lbs.



The Hudson, a polled non-dilutor, is a well-muscled, deep bodied and good footed bull. He belongs to his sire's, Virginia Toby Keith, second calf crop and boy are we excited with both Toby Keith's sons and daughters. Hudson's paternal side represents the strategic matings, courtesy of Harry Satchwell of Virginia Ranches' lifelong mating expertise. Adding in Ember on the bottom side, through Hudson's picture-perfect dam Jessica, this bull's potential is undeniable. Have a look at the other Toby Keith sons in the sale, and you will understand our excitement, or better yet go for a wonder through the open heifer pen and see his maternal capabilities! A full brother is currently walking the pastures at Wheatridge Simmentals in Kansas and a maternal sister is at James Creek in North Dakota. The Hudson has the kind of pedigree and performance package that can move a program forward.

Lot
21

RICH MC POL THE HUDSON 4P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

DOUBLE BAR D MILSAP 271H

STARWEST EMBER

VIRGINIA TOBYKEITH 923L RICH MC MS POL JESSICA 50J

VIRGINIA CARNATION 923G

RICH MC MS 23D

CA-P1548676
RMC 4P
1/1/2026
POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
6.4	2.4	70.8	101.1	36.4	3.6	88 lbs.	lbs.





Oh, I love this polled bull! McArthur is the kind that makes you stop and take another look. So much masculinity, muscle expression, length, full hip, broad back, I could just keep going on. Just WOW! Havoc has certainly put the performance into McArthur – this is the type of bull that will go out and sire those big, heavy-weaning calves we are all chasing. There is plenty of strength on the maternal side as well, just take a look at his maternal sister Rich Mc Pol Sharona, for a glimpse of what this cow family can do. This is a polled bull with the look, the power and the pedigree to leave his mark. You are sure to be pleased if you have the winning bid.



Lot
22

CA-P1548690
RMC 9P
2/1/2026
POLLED

RICH MC POL MCARTHUR 9P

100% FULL FLECKVIEH FULLBLOOD

SIBELLE POL SYNERGY 18F

SBSF RANCH HAND 13G

SKYWEST POL HAVOC RICH MC MS JUNO 48J

SKYWEST BETTY

RICH MC MS 6Y

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
5.5	3.1	74.9	102.1	35.6	2.1	90 lbs.	lbs.



This guy's mamma is definitely a herd bull maker, with sons in a number of very notable herds here in Manitoba and her most recent son going to Maid Rite of Missouri. We have crossed his dam with Havoc a number of times, so we decided to switch it up and try Drakkar – and we sure like what we got. Rockin' is deep bodied and has that powerful, easy-doing look. Add in the fact that he is a non-dilutor and backed by a cow that has proven herself time and time again. You just cannot go wrong here. Consistency is here, folks – this cow family knows how to make her bulls.



Lot
23

CA-1548699
RMC 11P
2/1/2026
HORNED

RICH MC ROCKIN 11P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

DOUBLE BARD POL MANCHESTER

VIRGINIA TROOPER 174C

SIBELLE POL DRAKKAR 16J MI MISS EXRAY 50E

SIBELLE DELTA 34C

MI MISS BELLA 12B

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
4.1	5	71.2	105.3	35.2	2.3	104 lbs.	lbs.



The Stroke is a bull that brings a lot together in one package – performance, calving ease, pedigree, and eye appeal. Royally bred top and bottom, he has some of the breed's most influential names close up in his pedigree, including Milsap, Romano, Electric Avenue and BLL CeCe. He is smooth made, well pigmented, and carries excellent length of body with plenty of width over his back. Add in that he is polled and a non-dilutor, and there is a lot of practicality built into this one as well. His maternal sister, Rich Mc Pol Mony Mony 6N, is also in the sale and gives you another look at the strength of this cow family. Don't overlook these two; The Stroke and Mony Mony show just what this cow family can do.

Lot
24

RICH MC POL THE STROKE 12P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

DOUBLE BAR D MILSAP 271H FGAF ELECTRIC AVENUE 140E

VIRGINIA TOBYKEITH 923L **RICH MC POL 12P**

VIRGINIA CARNATION 923G BLL CECE 952G

CA-P1548701
RMC 12P
2/1/2026
POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
7.5	4.6	76.5	113.8	37.4	1.2	88 lbs.	lbs.



MAT. SISTER - LOT 2



DAM



This boy's mama is a pretty important female maker cow around here, being this is the first son she has ever produced; I think she will earn her mark in the bull department as well. Boys Round Here is a dark red non-dilutor with plenty of performance, body and natural thickness, and has that easy-doing look we like to see in a herd bull prospect. A proven female maker with a son like this? That gets our attention.

Lot
25

RICH MC BOYS ROUND HERE 15P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

DOUBLE BAR D MILSAP 271H BLCC MR JUGGERNAUT 334B

VIRGINIA TOBYKEITH 923L **RICH MC MS 3E**

VIRGINIA CARNATION 923G RICH MC MS 6Y

CA-1548709
RMC 15P
3/1/2026
HORNED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
5.4	5.3	73.9	103.1	36.6	2	100 lbs.	lbs.



SIRE



DAM & MATERNAL SISTER



Well, look at this guy! A homozygous polled, non-dilutor with the kind of versatility that could go and walk in any herd. Long as a freight train, smooth muscled, with depth and a full quarter describes him well. Being well pigmented is simply a bonus! The consistency behind him is just as impressive. His dam has always produced well regardless of who she is bred to, with two maternal sisters already making their mark in our herd, maternal brothers working in North Dakota and Saskatchewan, and an outstanding homozygous polled sister, Momma Mia PP 11N, also on offer in this sale. Rock N Me is ready to roll in whatever herd he walks.



MATERNAL SISTER - LOT 6



DAM

Lot
26

CA-P1548711
RMC 16P
4/1/2026
HOMO POLLED

RICH MC
ROCK N ME PP 16P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

DOUBLE BAR D MILSAP 271H

DOUBLE BAR D FOUNDER 253Y

VIRGINIA TOBYKEITH 923L RICH MC MS 23D

VIRGINIA CARNATION 923G

RICH MC PERSEPHONE 5X

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
3.7	4.8	73.2	104.8	36	1.6	95 lbs.	lbs.



Play It Again has been a favourite from day one, and it is easy to see why. This outstanding homozygous polled, non-dilutor is out of a second calver and brings together the Bogarts female and Toby Keith with some interesting twists in the dam's pedigree, making him an easy bull to work into any one's breeding pen. He is long, deep bodied and soft made, with a full quarter, plenty of substance and that deep red eye appeal that always gets your attention. He has the smooth, balanced build to go out and work. Have a look at his excellent homozygous polled sister in the bred heifer group, Eclipse 52N. Play It Again is one you'll want to hit play on again and again.



MATERNAL SISTER - LOT 19



DAM AS A CALF

Lot
27

CA-P1548717
RMC 20P
6/1/2026
HOMO POLLED

RICH MC
PLAY IT AGAIN PP 20P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

DOUBLE BAR D MILSAP 271H

KLR MR GUERRERO 49G

VIRGINIA TOBYKEITH 923L BOGARTS POLLED LADYBUG 3L

VIRGINIA CARNATION 923G

BOGARTS POLLED ZOE 43Z

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
3.2	3.6	71	94.9	34.9	1.8	90 lbs.	lbs.



This boy is absolutely plum full of red meat! Sired by Toby Keith and out of an Atlantis female we purchased from Sibelle out of Quebec, Meatloaf combines plenty of pedigree strength with a whole lot of muscle and substance. He is full quartered, thick made and powerful from end to end - I don't think you can pack any more meat into this fella. We expect him to stamp his calves with the same muscle, shape and eye appeal he carries himself. Meatloaf is simply living up to him name!



Lot
28

CA-1548718
RMC 21P
7/1/2026
HORNED

RICH MC
MEATLOAF 21P

100% FULL FLECKVIEH FULLBLOOD

DOUBLE BAR D MILSAP 271H

BMS POL ATLANTIS 40E

VIRGINIA TOBYKEITH 923L

SIBELLE TIFFANY 35L

VIRGINIA CARNATION 923G

SIBELLE STAR 43F

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
2.2	4	74.5	104.1	37.2	1.6	90 lbs.	lbs.



Center Field is a good, honest polled non-dilutor bull with the kind of performance and practicality to go out and get the job done. Being a Havoc son, there is no shortage of performance here, and the bottom side certainly doesn't give any up either. Maternally, Center Field brings together Juggernaut and Houston, then adds a different twist through Piona and Eldandi. No games, no gimmicks - Center Field is bred to step up to the plate and get the job done.

Lot
29

CA-P1548726
RMC 28P
11/1/2026
POLLED

RICH MC POL
CENTER FIELD 28P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SIBELLE POL SYNERGY 18F

BLCC MR JUGGERNAUT 145B

SKYWEST POL HAVOC

RICH-MC MS GALLOP 47G

SKYWEST BETTY

RICH MC VANESSA 13T

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
1.3	6.3	81.3	120.2	36.8	0.9	100 lbs.	lbs.





Good Time, a horned non-dilutor, comes out of IPU Barbarian's first calf crop, and we are very pleased with what we are seeing in both the heifer and bull calves. IPU Barbarian only saw a small group of females as a yearling, but if this first set is any indication, there is plenty to be excited about. Good Time is a deep-bodied, wide-topped, full-quartered, non-dilutor with the kind of power and performance to put pounds on the scale. Backed by a strong cow family that traces to JB Jola – we know we have consistency. Be sure to have a look at his maternal sister, Rich Mc Hey Girl 34N, in the bred heifer for another look at what this family can do. Good Time has the cow power behind him and the performance in front of you – now that's a combination worth betting on.



MATERNAL GRANDSIRE



SIRE

Lot
30

CA-1548787
RMC 37P
14/1/2026
HORNED

RICH MC GOOD TIME 37P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

JNR BARBARIAN SBSF RANCH HAND 13G

IPU 3H BARBARIAN 4M RICH MC KALI 47K

BAR PS HOMO POL LYNEA 3H RICH-MC MS GENIE 42G

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
2.7	6.3	78.8	106.5	34.6	1.6	100 lbs.	lbs.



Look here, folks – I'm very excited about La Grange! Sired by the high-selling Anchor D ADR Gustavo and out of a Hoover x Viper/CeCe first-calf heifer, this homozygous polled, non-dilutor is pretty special in my books. Add in a nicely balanced EPD profile with calving ease built in, and his future is bright! La Grange is balanced and smooth made, with plenty of natural muscle, a full hip and quarter, and a wide topline – he puts everything together in a very attractive package. This is one cool young bull, and I think he is only going to get better! La Grange has the makings of one of those bulls you wish you had bought when you had the chance.



SIRE



MATERNAL GRANDDAM

Lot
31

CA-P1548796
RMC 45P
18/1/2026
HOMO POLLED

RICH MC LA GRANGE PP 45P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

FGAF RADIOACTIVE 030E CENTURY HOOVER 5H

ANCHOR D ADR GUSTAVO 20M RICH MC SHE'S EVERYTHING PP 40M

ANCHOR D GARREN'S PHOEBE 20K CENT/BLL KEKE 10K

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
11.6	3.1	74.5	101.4	35.2	3.7	85 lbs.	lbs.



Rock N Roll is another high-selling Anchor D ADR Gustavo son that has us excited about where this sire group is headed. This horned, non-dilutor brings together performance, calving ease built in, and maternal strength in a very neat package. Out of a first-calf Havoc daughter and backed by 3E on the bottom side, Rock N Roll represents the next step in the direction we have been breeding toward – cattle that can perform without giving up calving ease or maternal value. Performance, calving ease, and maternal traits- both females and males will be desirable! Performance for the scale, calving ease for peace of mind, and maternal strength to keep – Rock N Roll is built for the whole program.



SIRE



MATERNAL GRANDDAM

Lot
32

CA-1548797
RMC 46P
18/1/2026
HORNED

RICH MC
ROCK N ROLL 46P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

FGAF RADIOACTIVE 030E

SKYWEST POL HAVOC

ANCHOR D ADR GUSTAVO 20M

RICH MC BLOWN AWAY 2M

ANCHOR D GARREN'S PHOEBE 20K

RICH-MC MS 3E

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
6.6	4.7	87.1	121.4	35.6	2.7	95 lbs.	lbs.



Journey is a polled Toby Keith son out of Honey 24H, the dam of the \$105,000 Rich Mc Honey I'm Good, a smooth-made, exceptional bull we have been very pleased with. There is plenty of consistency behind this pedigree, and Journey fits right in with what we have come to expect from the Toby Keith calves. Balanced, smooth made and attractively put together, Journey carries that deep red pigmentation that makes this sire group so easy to find in the pen. This Journey is one we think will take you a long way!



MATERNAL SISTER - LOT 3



DAM

Lot
33

CA-P1548799
RMC 48P
20/1/2026
POLLED

RICH MC POL
JOURNEY 48P

100% FULL FLECKVIEH FULLBLOOD

DOUBLE BAR D MILSAP 271H

STARWEST EMBER

VIRGINIA TOBYKEITH 923L

RICH MC MS POL HONEY 24H

VIRGINIA CARNATION 923G

RICH-MC MS 3E

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
6.4	4.2	72	97	38.8	2.6	92 lbs.	lbs.



Hold The Line is a moderate-framed Toby Keith son with a whole lot going for him – homozygous polled, non-dilutor and royally bred from top and bottom. With Milsap, Romano, Electric Avenue and BLL CeCe all close up in the pedigree, there is no shortage of proven genetics behind this fellow. He is a well pigmented, smooth made and long bodied, with plenty of width over his back and the kind of balanced, practical build that makes him easy to use in any herd. Put that pedigree, phenotype and added value of homozygous polled together and, really, what's not to like?



SIRE



DAM

Lot
34

CA-P1548809
RMC 56P
29/1/2026
HOMO POLLED

RICH MC HOLD THE LINE PP 56P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

DOUBLE BAR D MILSAP 271H

ANCHOR D VIPER 103W

VIRGINIA TOBYKEITH 923L *u* CENT/BLL KEKE 10K

VIRGINIA CARNATION 923G

BLL CECE 952G

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
6.2	3.8	67.1	98	36.2	1.3	95 lbs.	lbs.



Guy For That is the kind of homozygous polled, non-dilutor bull that is easy to appreciate, especially when you look at the consistency behind him. He is out of a solid-producing Ember daughter, and those Ember females just keep proving their worth by producing the good ones. He is stout made, deep through his middle and carries plenty of natural thickness, with a strong, balanced look from end to end. There is good length through his side, width over his top and enough shape through his quarter to give him that complete herd bull look. Need a bull that checks the practical boxes and still brings the goods? We've got a Guy For That.

Lot
35

CA-P1548810
RMC 57P
3/2/2026
HOMO POLLED

RICH MC GUY FOR THAT PP 57P

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SIBELLE POL SYNERGY 18F

STARWEST EMBER

SKYWEST POL HAVOC *u* RICH MC MS POL HOPE 6H

SKYWEST BETTY

RICH MC MS 18D

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
3.1	3.3	80	107.8	38	0.7	95 lbs.	lbs.



MAT. SISTER



MATERNAL GRANDDAM

Welcome

FROM DOUBLE M LAND & CATTLE

.....

Welcome to the 1st Annual Rich Mc Family Event Sale! We are honored to be a part of this special sale and excited to consign four bred heifers, all of which are half-siblings!

Located near Bellegarde, Saskatchewan, we operate a mixed commercial and Fullblood Simmental operation.

Our commercial herd is bred to Fullblood Simmental bulls, and over the years we have been particularly impressed with the milk, udder quality, and mothering ability of the replacement females we have retained.

These qualities helped shape our decision to begin building a Fullblood herd of our own.

In the fall of 2022, we inquired about purchasing a few Fullblood Simmentals and ultimately purchased six bred cows and a bull from Rich Mc Simmentals. From those first females, we have been steadily and selectively growing our Fullblood program.

Our breeding goals are simple: good udders, sound feet, and quiet dispositions. We believe these traits are essential to building functional, productive females that will work for us for years to come.

Disposition is especially important in our operation. With four children (ages 11, 9, 5, and 3), helping with chores, our cattle need to be quiet, easy to handle, and enjoyable to work with. We take pride in raising cattle that our entire family can work alongside.

We look forward to continuing to build our herd with females that are functional, maternal, sound, and quiet, while staying true to the qualities that have worked for us in our commercial program.

We are very excited about the future of these four bred females and look forward to seeing what they can accomplish.

If you have any questions, please don't hesitate to give us a call. We'd be happy to visit with you!
We hope to see you at the sale!

NICHOLAS, AMANDA, KEEGAN, SOPHIA, MIA & KIERA MOREAU





Off a first-calf heifer and backed by a cow family we have tremendous confidence in, this larger-framed, long-spined female traces directly to one of my favorite cows, who is still producing here for us today. She combines added frame and length with the maternal foundation of a proven, time-tested cow family.

Lot
36

DOUBLE M
NINA 4N

100% FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SKYWEST POL HAVOC

ULTRA BATTLE ROYALE 56J

RICH MC POL KING 42K *W* DOUBLE M LUNA 1L

RICH MC MS 10C

RICH MC MS POL HEIDI 22H

CA-1510550
DBM 4N
4/1/2025
HORNED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
8.3	5.4	74	109.6	35.3	3	78 lbs.	669 lbs.

AI March 19/26 to Rugged R Cavill. Exposed to Sinister Lektor 9L from April 1- August 5/26.
Preg checked pregnant to the March 19/26 AI date on May 1 and August 6/26.



MATERNAL GRANDSIRE



AI SERVICE SIRE



This is a female we genuinely struggled to part with, but when selecting a lead-off bred heifer, we felt she was the one. A truly exceptional female and one we are especially proud to offer. Dark pigmented, homozygous polled, and a standout from the moment she hit the ground, this heifer possesses the kind of presence, quality, and maternal potential that sets her apart. She is beginning to set down an outstanding, beautifully structured udder and continues to impress us with every stage of her development. A front-pasture kind of female with a bright future ahead of her and the potential to make a lasting impact in any program. Her mating to Cavill should result in an exciting calf.

Lot
37

DOUBLE M
NELLIE 7N

FULL FLECKVIEH FULLBLOOD // NON-DILUTOR

SKYWEST POL HAVOC

OAKVIEW HANK 50H

RICH MC POL KING 42K *W* OAKVIEW KATY 134K

RICH MC MS 10C

OAKVIEW HAZEL 32H

CA-P1510557
DBM 7N
13/1/2025
HOMO POLLED

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
9.2	2.8	76.3	111.8	33.5	3.4	70 lbs.	668 lbs.

AI March 19/26 to Rugged R Cavill. Exposed to Sinister Lektor 9L from April 1- August 5/26.
Preg checked pregnant to the March 19/26 AI date on May 1 and August 6/26.



SERVICE SIRE



PATERNAL GRANDSIRE



A powerful, deep-bodied female that combines tremendous volume, length of spine, natural thickness, and plenty of substance. She offers the kind of broody, maternal design we look for in females destined to become productive cows, with a strong top, powerful hindquarter, and sound, functional structure.



Lot
38

DOUBLE M
NICKI 8N

100% FULL FLECKVIEH FULLBLOOD // DILUTOR TEST PENDING

SKYWEST POL HAVOC

STARWEST EMBER

RICH MC POL KING 42K

RICH MC MS POL HEDDI48H

RICH MC MS 10C

RICH MC MS PIONA 38U

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
3.2	5.6	75.4	105	32.2	-0.2	87 lbs.	626 lbs.

AI March 19/26 to Rugged R Cavill. Exposed to Sinister Lektor 9L from April 1- August 5/26. Preg checked pregnant to the March 19/26 AI date on May 1 and August 6/26



She offers added length, brood cow power, and tremendous future potential. Her full sister sold last year at the Simmsational Sale in Moose Jaw. Bred to a homozygous Polled bull, this mating is especially exciting and should result in a calf with tremendous marketability and genetic value.



Lot
39

DOUBLE M
NIRVANA 10N

100% FULL FLECKVIEH FULLBLOOD // DILUTOR TEST PENDING

SKYWEST POL HAVOC

STARWEST EMBER

RICH MC POL KING 42K

RICH MC MS HATTI 49H

RICH MC MS 10C

RICH MC MS 14Z

CE	BW	WW	YW	MM	MCE	BW	ADJ WW
-2.1	8.1	82.1	115.5	31.4	-2.8	105 lbs.	652 lbs.

Exposed to Sinister Lektor 9L from March 19 – August 5/26. Preg checked 40 days pregnant on May 12/26. Confirmed pregnant on August 6/26.



Terms & Conditions

.....

TERMS The terms of the sale are cash, check or wire transfer payable in Canadian or USA funds immediately following the sale. For USA buyers the exchange rate will be announced the day of the sale. The exact exchange rate will be calculated the day of settlement. The right of ownership shall not pass until after settlement is made. All settlements must be made before any livestock will be released.

CERTIFICATE OF REGISTRATION After settlement has occurred, the buyer will be provided with the proper registration papers, duly transferred on record with the Canadian Simmental. For USA buyers we will apply for and transfer the animals American Simmental Association papers.

DELIVERY Delivery will be made to purchasers of Central Regions of Western Canada, at the convenience of Rich Mc Simmentals, and at the buyer's risk. Any animals going to other areas will be arranged by Rich Mc Simmentals.

FLECKVIEH STATUS Fleckvieh will be considered as Fullblood cattle tracing back to a minimum of 5 generations of German or Austrian heritage. It is recommended if further research is required to check with the Canadian Simmental Association and no assumption of Fleckvieh heritage will be guaranteed by either the consignor nor the CSA.

BREEDERS GUARANTEE Standard terms set forth by the Canadian Simmental Association, Exception to the guarantee - In cases where the animal is subjected to any hormonal or surgical reproductive techniques after the sale, the guarantee shall be null and void.

ACCIDENTS Although every precaution will be taken the safety and comfort of the buyers, neither sales staff, auctioneer or Rich Mc Farms or consignors assumes any responsibility in the matter and disclaims any liability, legal or otherwise in the event of an accident or loss of property.

BULLS At no cost to you, Rich Mc Farms will continue to develop these young bulls till the spring of 2027. We will have a bull semen evaluation done and the bull delivered to you on time for your breeding season at no cost to you. We will do our utmost to make sure no injury or loss occurs, but do recommend that you take out injury and death insurance on your bull while he is here. If you have any questions, please inquire.



RETURN UNDELIVERABLE
CANADIAN ADDRESSES TO:

Rich Mc Farms Ltd.
Box 420
Pilot Mound, MB
R0G 1P0



RETURN POSTAGE GUARANTEED
PORT DE RETOUR GARANTI

Thanks
FOR ATTENDING!

Today's
Publishing