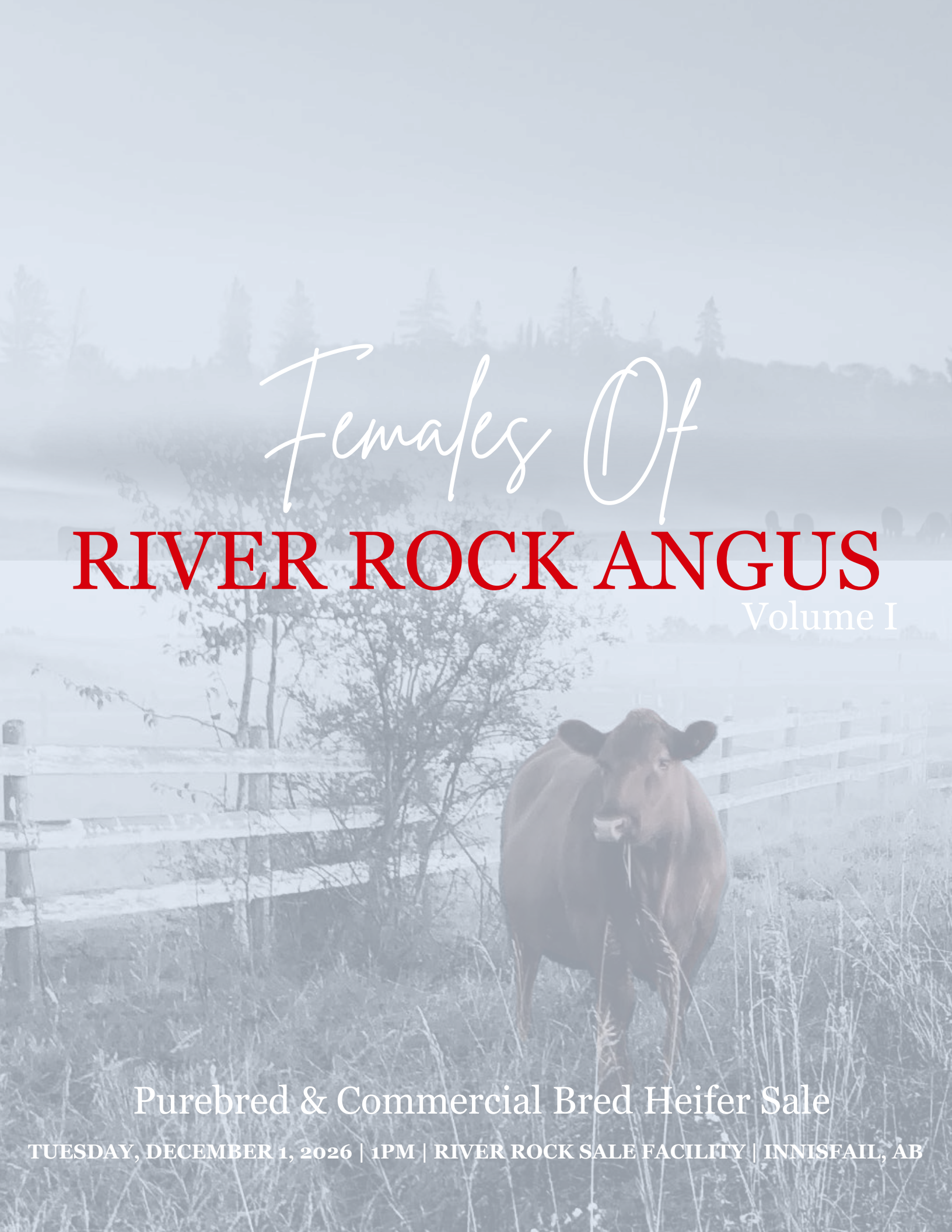


Females Of
RIVER ROCK ANGUS
Volume I

Purebred & Commercial Bred Heifer Sale

TUESDAY, DECEMBER 1, 2026 | 1PM | RIVER ROCK SALE FACILITY | INNISFAIL, AB



A sincere THANK YOU to Paytin Hagel of Lazy R Media for all your help with desiging the catalogue & entering the data.

Welcome From

River Rock Angus

It is with great excitement that we welcome you to the start of the next chapter at River Rock Angus. What began with just 30 cows has grown into a program where we now breed & calve 350 mama cows each year. It has been an incredible journey, built on years of hard work, dedication, and passion for raising quality cattle.

As our program continues to grow and evolve, we feel now is the right time to offer our entire bred heifer pen. This is a decision that certainly comes with mixed emotions, as these females represent years of breeding decisions and the future of our program. We are incredibly proud of the set we have put together and excited to give others the opportunity to be a part of what we have worked so hard to build.

We sincerely appreciate your interest in River Rock Angus and look forward to welcoming you on December 1st!

Sincerly, Dereck, Andrea & Family



& Molly





Sale Information

SALE DAY PHONES

Dereck Van Sickle 403-357-7571
Andrea Rutherford 403-358-6607
Adam Rutherford 403-304-9051

SALE STAFF

AUCTIONEER
Ryan Dorran 403-507-6483
RINGMEN
Jaxon Payne 306-830-0456
Craig Flewelling 403-556-0515

BOHRSON MARKETING SERVICES

Scott Bohrson.....403-370-3010
Jaxon Payne.....306-830-0456
Chase Bruynoughe.....306-860-9715

ONLINE BIDDING

www.DLMS.ca

INSURANCE

Stockman's Insurance 403-556-0515

LOCATION

River Rock Angus Sale Facility
35361 RR 275 - Red Deer County

DIRECTIONS

4 miles East of Innisfail on Highway 590 to Range Road 275.
Head South on Range Road 275 1/4 mile, the sale facility is on the East side of the road.

Schedule of Events

DECEMBER 1ST

Viewing Available All Day
Lunch 12 PM
Females of River Rock 1 PM

ACCOMODATIONS

Days Inn, Innisfail 403-227-4405

HERD HEALTH

Our entire herd is on a strict herd health program. The females are enrolled in the Zoetis Select Vac Gold + Program.

PREGNANCY

Dr. Waylon Wise, DVM, at CCHMS performed ultrasound pregnancy examinations on all heifers. A 283-day gestation table was used based off the natural service observation in combination with the dated ultrasound verfication.

TERMS & CONDITIONS

BIDDING Each lot will be sold to the highest bidder.
BIDDING DISPUTES The auctioneer will settle any disputes as to bids & his decision on such matter shall be final.
TERMS The terms of the sale are cash. The right property shal not pass until settlement is made. All settlements will be made with the clerks of the sale immediately following the conclusion of the sale before any cattle will be released from the sale facility.
PURCHASER'S RISK Each animal becomes the risk of the purchaser as soon as they are sold. Animals will be fed, watered, and cared for at the purchaser's risk for a reasonable time. If you leave heifers in our care we strongly encourage you as the new owner insure them.
INSURANCE A representative of a major insurance company will be present to take care of insuring cattle.
ANNOUNCEMENT Changes of information contained in this catalogue relating to the animals offered for sale will be announced from the auction block & such announcements take precedence.
LIABILITY Neither owners, sale mangers, clerks or anyone connected with the sale assumes any responsibility, legal or otherwise for damage of any kind.



67 PUREBRED BRED HEIFERS
60+ COMMERCIAL BRED HEIFERS
ON OFFER

Welcome From Bohrson Marketing Services

For years, the females retained at River Rock Angus have been the building blocks of an expanding cowherd. On December 1, that opportunity opens to fellow breeders as the family offers their entire bred heifer pen in the inaugural Females of River Rock Sale. Having kept females home for many years to build their program, this is a meaningful offering that gives buyers access to the breeding decisions, cow families and genetic progress behind River Rock.

We have a great deal of respect for this family and their dedication to the Angus industry. This is a true family program, and their three kids deserve plenty of credit for the role they play. They work hard with the show cattle and do an excellent job presenting them, but their contribution extends well beyond the show ring. They are actively involved on the farm every day, sharing the workload and learning the cattle business firsthand. It is rewarding to see a family enjoy working side by side, with everyone contributing to the operation's success and taking pride in the cattle they raise.

The family also brings a valuable perspective through their involvement in the entire production chain. From the cow/calf operation through to finishing cattle and marketing beef through their own retail business, The Angus Store, they understand how breeding decisions translate into results. They see the importance of productive cows, calves that grow and perform, and beef that keeps customers coming back. That experience gives real purpose to their breeding program and reinforces their commitment to functional, profitable Angus cattle.

The offering includes 67 purebred bred heifers and more than 60 commercial bred heifers, providing opportunities for both registered breeders and commercial cattlemen. Offering the entire pen gives buyers the chance to select females that would otherwise have contributed to the future of the River Rock herd. There are exciting prospects to establish new cow families, strengthen an existing program or assemble a valuable group of replacements. The depth of the offering, established maternal backgrounds and attention to herd health make this a sale well worth studying.

Please join us at the River Rock Sale Facility near Innisfail on Tuesday, December 1, at 1:00 p.m. Take the time to visit with the family, learn about the cowherd and find the females that fit your goals. Our BMS team would be pleased to discuss the offering and assist with your selections if you are unable to attend.

Best regards,
The Bohrson Marketing Team

Best Regards,
The Bohrson Marketing Team



Overview From
Cow/Calf Health & Managment Solutions

Cow/Calf Health and Management Solutions (CCHMS) collaborate with River Rock Angus to manage their entire purebred and commercial herds through an integrated and comprehensive health, and production management program. Detailed data is collected on each individual at key health and production points and kept in a secure web-enabled database (Telus Animal Record Management (Formerly called Herdtrax®). Together, we monitor and audit this data to improve the health, welfare, and efficiency of the entire operation. River Rock Angus continually strive to improve genetics through careful consideration of phenotype and data-driven outcomes. The breeding herd is raised traditionally with conservative feeding strategies and moderate selection pressure. Combined, these efforts ensure local genetics thrive in new, challenging environments while sustainably supporting a locally integrated meat shop.

Disease Prevention

River Rock Red Angus follows a detailed vaccination program:

Calves are vaccinated within the first 10 days of life:

• IBR/PI3/BRSV (MLV) – Inforce 3® (intransal)

Calves are vaccinated in the spring prior to pasture turnout with the following:

• IBR/PI3/BRSV (MLV) – Inforce 3® (intransal)

• BVD (MLV) and Mannhaemia hemolytica – One Shot® BVD

• 7 way Clostridial and HIstophilus Somnus – Ultrabac® 7/Somnubac®

Calves are vaccinated at weaning with the following:

• IBR/PI3/BRSV/BVD (MLV) and Mannhaemia – Bovi-Shield® GOLD One Shot®

• 7 way Clostridial and HIstophilus Somnus – Ultrabac® 7/Somnubac®

• Parasite Control – Ivermectin.

Replacement heifers are vaccinated pre-breeding:

• IBR/PI3/BRSV/BVD (MLV) – Bovi-Shield® GOLD FP®5 (Fetal Protection)

Cows, bred heifers, bulls are annually vaccinated post-breeding:

• IBR/PI3/BRSV/BVD (MLV) – Bovi-Shield® GOLD FP®5 (Fetal Protection)

Pregnancy Examinations

Pregnancies were verified on Aug 20, 2026 and by rectal ultrasound. Individual fetal age was determined, and heifers are due to calve January – March 2027.

CCHMS is proud to work with River Rock Angus and if there are any questions please contact me and I can always find the time to talk about cows, bulls and the ever-evolving cattle industry.

Dr. Waylon Wise BSc. Ag, DVM



zoetis

CHMS
Cow/Calf Health and Management Solutions

Purebred

Heifer Division



1 RED RIVER ROCK ROSELEE 5219N

ADV 5219N - MAR 02 2025 - 2425687

BW: 80 WW: 715 YW: 930
CE: -2 MCE: 5 BW: 2.5 WW: 46 YW: 85 M: 26

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

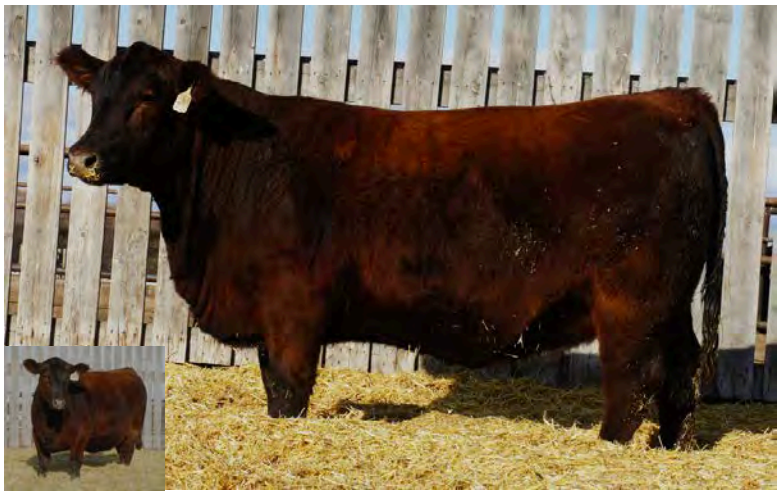
RED BAR-E-L PADELL 25X

RED DIAMOND T BIG ROCK 1106

RED RIVER ROCK ROSELEE 6204D

RED RIVER ROCK ROSELEE 100U

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Early February



After much consideration on who deserved the honor of being our Lot 1 female, we landed on Roselee 5219N! She is an own daughter of Jampacked 131G, a sire who has left us some of our top-producing, most beautiful females. Her dam is a Big Rock daughter who knocks it out of the park year after year, consistently producing easy-keeping, eye appealing females. This is one heifer you definitely don't want to miss! She boasts a dark red coat, a deep rib, and a very soft-sided look. We are excited about her future and can't wait to see what she will do for her new owners!

2 RED RIVER ROCK MADONNA 581N

ADV 581N - JAN 10 2025 - 2492301

BW: 80 WW: 630 YW: 805
CE: -1 MCE: 5 BW: 2 WW: 43 YW: 77 M: 26

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED BRYLOR TRAVERSE 56B

RED BAR 4A MADONNA 46E

RED FRASER MADONNA 390A

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Mid January



Another beautifully made Jampacked daughter! Her dam we acquired out of the Bar 4A dispersal. She has a nice Angus skull, a beautiful overall design, and is setting down a very desirable udder. A heifer with plenty of quality and a bright future ahead.

3 RED RIVER ROCK JEWEL 5277N

ADV 5277N - FEB 25 2025 - 2492323

BW: 76 WW: 580 YW: 800
CE: 0 MCE: 4 BW: 1.4 WW: 45 YW: 84 M: 29

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

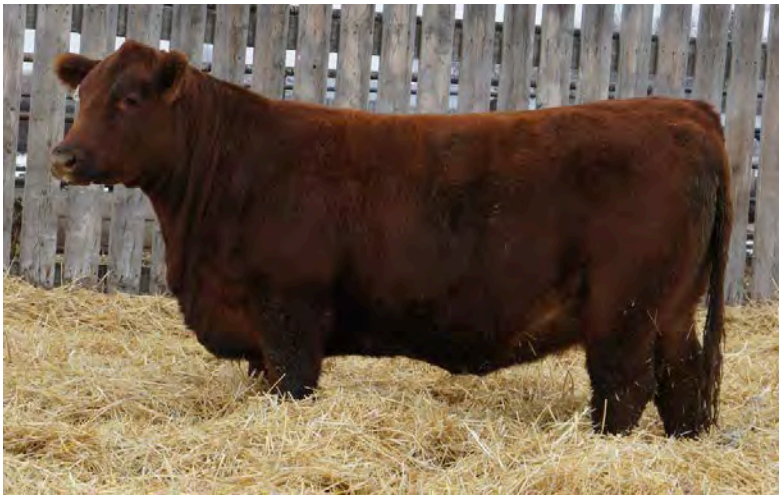
RED BAR-E-L PADELL 25X

RED U2 REWIND 374E

RED RIVER ROCK JEWEL 289K

RED BAR 4A JEWEL 187E

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Early February



A soggy- bodied, well balanced, smooth-fronted female that comes together in a complete package. Her dam is a very moderate-framed cow that has already proven herself as a top producer at a young age.



4 RED RIVER ROCK NEBRASKA 5195N

ADV 5195N - JAN 26 2025 - 2492315

BW: 82 WW: 690 YW: 910
CE: -2 MCE: 3 BW: 2.5 WW: 48 YW: 87 M: 26

RED ALLISON JAMPACKED 131G
RED RIVER ROCK JAMPACKED 1150J
RED BAR 4A SADONA 135E

RED ALLISON JAMPACKED 131G
RED RIVER ROCK NEBRASKA 183J
RED RIVER ROCK NEBRASKA 658D

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due early January

Here is a heifer that is sure to catch your eye! Our 1150J females are all very consistent in their makeup, being smooth shouldered, big ribbed, and deep quartered. They all have tidy udders with a small teat size, along with standing on a solid foot. We couldn't be happier with the kind of females 1150J is producing.



5 RED RIVER ROCK NEBRASKA 5223N

ADV 5223N - FEB 02 2025 - 2492318

BW: 76 WW: 680 YW: 865
CE: 5 MCE: 7 BW: -0.2 WW: 40 YW: 69 M: 22

RED JJL JSQUARES TRADEMARK 18E
RED JJL TRADEMARK 32H
RED JJL MISS DEAL 59F

RED U2 REWIND 374E
RED RIVER ROCK NEBRASKA 0176H
RED RIVER ROCK NEBRASKA 7139E

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Late January

A nice-made, balanced Trademark 32H daughter. With her calving ease potential, she's the type of female that will produce heifer bulls, or when bred to a power bull will keep the birthweight in check.



6 RED RIVER ROCK DIAMOND 5211N

ADV 5211N - JAN 26 2025 - PENDING

BW: 82 WW: 690 YW: 910
CE: -2 MCE: 3 BW: 2.5 WW: 48 YW: 86 M: 25

RED ALLISON JAMPACKED 131G
RED RIVER ROCK JAMPACKED 1150J
RED BAR 4A SADONA 135E

RED RIVER ROCK KING-PIN 445B
RED RIVER ROCK DIAMOND 194J
RED RIVER ROCK DIAMOND 904G

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due early January

A very angular & attractive female who exhibits the presence and style that is typical of her sire. She has bred early to Bounty 408M for an early January calf.

PUREBRED HEIFERS

7 RED RIVER ROCK MISS 5141N

ADV 5141N - JAN 17 2025 - 2492309

BW: 84 WW: 685 YW: 915

CE: -4 MCE: 3 BW: 2.6 WW: 47 YW: 82 M: 25

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED COMBEST TITAN 1615D

RED RIVER ROCK MISS 8172F

RED RIVER ROCK MISS YUKON 981W

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due early January

This is a female we have a tough time letting go of, but since we are offering our entire bred heifer pen, its your gain and our loss! The hair coats on these Jampacked daughters are absolutely desireable, and this girl is no exception. Her dam is an 8-year-old female that is as youthful as a second calver, with a great udder and a solid foot. This female has a bright future ahead of her!



8 RED RIVER ROCK PRINCESS 5138N

ADV 5138N - JAN 16 2025 - 2492308

BW: 82 WW: 580 YW: 885

CE: -3 MCE: 4 BW: 3.4 WW: 48 YW: 87 M: 20

RED ALLISON JAMPACKED 131G

RED RIVER ROCK JAMPACKED 1150J

RED BAR 4A SADONA 135E

RED DIAMOND T BIG ROCK 1106

RED RIVER ROCK PRINCESS 559C

RED RIVER ROCK PRINCESS 279Z

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Early February

If you're searching for a female with the genetic power, maternal strength, and structural quality to become an exceptional brood cow, look no further. She is a paternal sister to Ainsley's 2025 Canadian Red Angus Junior Show Female of the Year and a striking reflection of her influential dam. Explosive in her design, feminine through her front end, and developing a beautiful udder with desireable teat placement, she possesses the kind of maternal foundation and cow-making potential that will make her a valuable asset for years to come.



9 RED RIVER ROCK ROSELEE 5193N

SMV 5193N - JAN 26 2025 - 2492350

BW: 76 WW: 605 YW: 810

CE: 3.8 MCE: 7.6 BW: 0.4 WW: 37 YW: 65 M: 20

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED REDRICH GLOBAL NEWS 231G

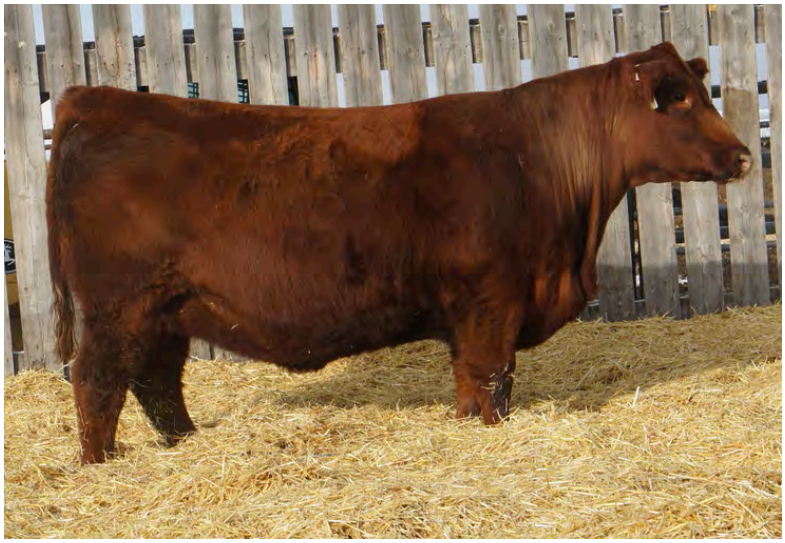
RED RIVER ROCK ROSELEE 319L

RED RIVER ROCK ROSELEE 980G

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Mid January

Just out of a first- calf heifer, this very moderate, well-made female is attractive from every angle. She is due mid-January to Bounty 408M. If you were to ask Sydney about this heifer, as she carries her tattoo, she would simpy call her "Michelle," Shes cherry red, hairy, and easy to appreciate, what's not to like about this female?





10 RED RIVER ROCK YUKON 5148N

ADV 5148N - JAN 19 2025 - 2492344

BW: 82 WW: 635 YW: 950

CE: -3 MCE: 2 BW: 3.1 WW: 44 YW: 79 M: 25

RED LWNBRG FIRESIDE 77G

RED JJL FIRESIDE 13L

RED JJL MISS DESIGN 54J

RED BLAIR'S IRON HIDE 120B

RED RIVER ROCK YUKON 0100H

RED RIVER ROCK MISS YUKON 221Z

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due late January

Our first set of Red JJL Fireside 13L daughters to sell, and we couldn't be more excited! Fireside himself is backed by a great Taylors Cowboy 2yr old with a picture perfect udder. This female is a big-time prospect with tremendous natural rib shape and plenty of power. We are excited about her future and believe she has all the pieces to be a front-pasture kind of female!



11 RED RIVER ROCK NEBRASKA 5187N

ADV 5187N - JAN 23 2025 - 2492314

BW: 87 WW: 600 YW: 855

CE: -6 MCE: 1 BW: 3.3 WW: 47 YW: 84 M: 27

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

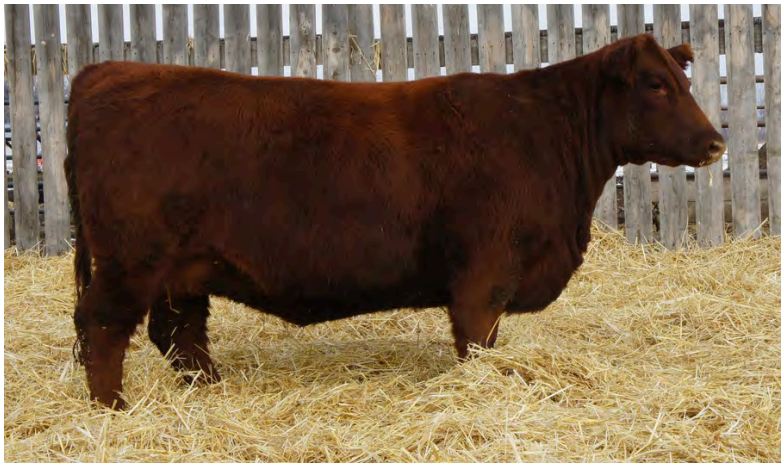
RED COMBEST TITAN 1615D

RED RIVER ROCK NEBRASKA 8191F

RED RIVER ROCK NEBRASKA 4107B

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due mid January

Another female that is true to the Jampacked kind! Her dam, a Titan 1615D daughter, adds valuable maternal strength, cow power, and the potential for a productive, harder-milking female. Combined with Jampacked, this female brings together the pieces to become an outstanding brood cow. She is exceptionally angular in her makeup, powerful in her design, and built with the structural integrity, capacity, and balance needed to thrive in production. With her maternal foundation and impressinve phenotype, she offers tremendous promise as a future donor and herd-building female.



12 RED RIVER ROCK SHAWNEE 5217N

ADV 5217N - MAR 03 2025 - 2492346

BW: 78 WW: 655 YW: 895

CE: 5 MCE: 7 BW: 0.1 WW: 44 YW: 75 M: 25

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED ALLISON JAMPACKED 131G

RED RIVER ROCK SHAWNEE 1187J

RED RIVER ROCK SHAWNEE 7100E

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due mid January

An attractive, exceptionally docile female that showcases the successful pairing of Trademark 32H with our Jampacked 131G daughters. Her dam has a picture-perfect udder with ideal shape and teat size, traits we expect her to carry forward. We believe in this female's future as a productive cow and valuble addition to any program.

13 RED RIVER ROCK DUCHESS 564N

ADV 564N - JAN 09 2025 - 2492339

BW: 72 WW: 590 YW: 805

CE: 5 MCE: 9 BW: 0.1 WW: 37 YW: 55 M: 21

RED ALLISON HIGH FALUTIN' 28G

RED ALLISON ARCHITECT 55J

RED BAR-E-L FRADO 154Z

RED U2 AUTHORITY 10E

RED RIVER ROCK DUCHESS 1193J

RED RIVER ROCK DUCHESS 8163F

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Early February

An Architect 55J daughter, 564N is an exceptionally attractive female with the pedigree, phenotype, and cow power to make a lasting impact. Her dam is one of our most productive and eye-catching U2 Authority 10E daughters, adding proven maternal strength to an already impressive genetic package. 564N offers added length of body, excellent neck extension, and the kind of balanced, functional design that should translate into valuable, productive progeny. She is bred to Milwaukee 3174L, our Red Box grandson, for and early February calf, creating an exciting mating with tremendous potential.



14 RED RIVER ROCK DUCHESS 5153N

ADV 5153N - JAN 20 2025 - 2492310

BW: 70 WW: 620 YW: 875

CE: 0 MCE: 5 BW: 1.2 WW: 44 YW: 72 M: 24

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED U2 RECON 569E

RED RIVER ROCK DUCHESS 0132H

RED RIVER ROCK DUCHESS 8163F

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due late January

If your looking to put a set of females together to start a herd or add performance and uniformity to an existing one, these Jampacked 131G daughters will get the job done! They are the kind of females that will develop into productive brood cows and set down the kind of udders that make calving season a breeze. 5153N brings a little extra length of body to the table. These are the kind of females you can build a program around!



15 RED RIVER ROCK NEBRASKA 5259N

ADV 5259N - FEB 16 2025 - 2492322

BW: 86 WW: 670 YW: 890

CE: -4 MCE: 3 BW: 2.8 WW: 50 YW: 86 M: 27

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

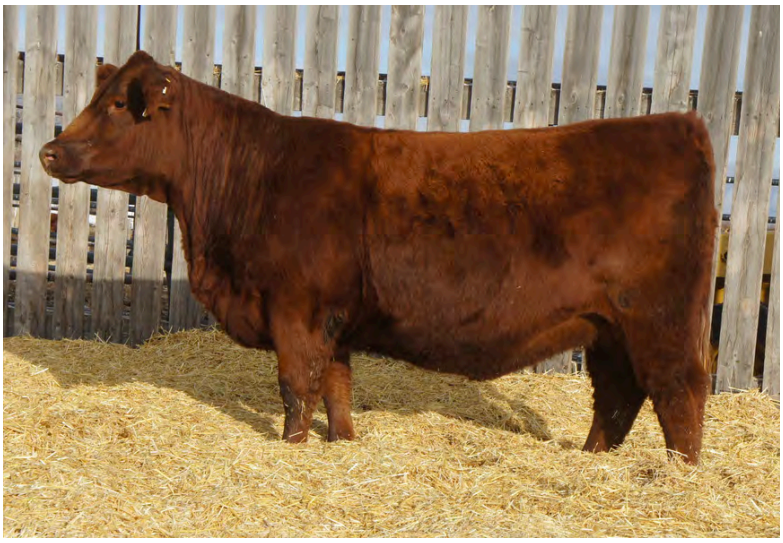
RED COMBEST TITAN 1615D

RED RIVER ROCK NEBRASKA 9132G

RED RIVER ROCK NEBRASKA 9116

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Late January

Here is a bigger-framed female that traces back to Andrea's foundation cow family "Nebraska." Our Jampacked daughters have consistently proven themselves as highly productive, dependable females – Keeping birth weights in check while delivering the milk, maternal power, and body condition needed to raise outstanding calves. 5259N offers the kind of longevity and brood cow value that keeps paying dividends, remaining productive and useful in the herd year after year.





16 RED RIVER ROCK SHAWNEE 7M

ADV 7M - OCT 6 2024 - PENDING

BW: 72 WW: YW:

CE: MCE: BW: WW: YW: M:

RED LAURON BLOCK BUSTER 78B

RED REDRICH GLOBAL NEWS 231G

RED LAURON GENIE 138U

RED BLAIR'S IRON HIDE 120B

RED RIVER ROCK SHAWNEE 7100E

RED RIVER ROCK SHAWNEE 533C

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Late January

What an exceptional, extra-age female to lead off the next six lots! She combines standout style and substance with the elite pedigree of Block Buster 78B, tracing back to an Iron Side daughter whose influence has produced truly outstanding, productive females here at River Rock. Backed by a proven, time-tested cow family and bred for lasting value, she offers the kind of pedigree, performance, and future potential that can make a major impact in any program.



17 RED RIVER ROCK SHAWNEE 11M

ADV 11M - OCT 14 2024 - PENDING

BW: 74 WW: YW:

CE: MCE: BW: WW: YW: M:

RED LAURON BLOCK BUSTER 78B

RED REDRICH GLOBAL NEWS 231G

RED LAURON GENIE 138U

RED BLAIR'S IRON HIDE 120B

RED RIVER ROCK SHAWNEE 7100E

RED RIVER ROCK SHAWNEE 533C

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Late January

With Lots 16 & 17 being flush sisters, you can expect two truly outstanding females! This extra-age female is loaded with power, substance, and brood cow presence. She combines a strong maternal look with the depth, capacity, and structural integrity needed to become a highly productive cow. This is one we are proud and excited to offer.



18 RED RIVER ROCK YUKON 5M

ADV 5M - SEPT 12 2024 - PENDING

BW: 78 WW: YW:

CE: MCE: BW: WW: YW: M:

RED LAURON BLOCK BUSTER 78B

RED REDRICH GLOBAL NEWS 231G

RED LAURON GENIE 138U

RED BLAIR'S IRON HIDE 120B

RED RIVER ROCK YUKON 875F

RED RIVER ROCK NS YUKON 648D

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Late January

Another extra-age female that is absolutely loaded with power! She stands on a strong, solid foot, sand needs it with all the size, width, and mass she brings to the table. She is the spitting image of her dam, and we sure love what that cow family has produced for us here at River Rock. These females are the kind that will be highly sought after come sale day!

19 RED RIVER ROCK MARTA 9M

ADV 9M - OCT 05 2024 - PENDING

BW: 82 WW: YW:

CE: MCE: BW: WW: YW: M:

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED COMBEST TITAN 1615D

RED RIVER ROCK MARTA 926G

RED MEM MARTA 22Y

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Late March





Marta 926G
Dam of Lot 19 & 20

These next two females are big, square, hairy-made females with all the makings of great brood cows. They have the kind of natural shape and capacity we love, are easy-keeping in their design, and should go on to develop beautiful, tidy udders. Two maternal females that are built to be productive for years to come!

20 RED RIVER ROCK MARTA 14M

ADV 14M - NOV 05 2024 - PENDING

BW: 88 WW: YW:

CE: MCE: BW: WW: YW: M:

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED COMBEST TITAN 1615D

RED RIVER ROCK MARTA 926G

RED MEM MARTA 22Y

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Mid February



21 RED RIVER ROCK GOLDIE 16M

ADV 16M - NOV 30 2024 - PENDING

BW: 64 WW: 575 YW: 970

CE: MCE: BW: WW: YW: M:

RED ML MAX 862U

RED FLYING K MAX 110C

RED FLYING K ANITA 782T

RED SOUTHLAND FOCUS 196T

RED RIVER ROCK GOLDIE 9131

RED RUTHE GOLDIE 629

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Early January

An own daughter of Flying K Max 110C – and how sweet she is! If you've ever had the opportunity to tour the cowherd at JJL Livestock in Melville, SK, you've seen firsthand just how influential Max 110C has been. He consistently stamps his daughters with tremendous correctness, quality udders, and keeps birth weights in check. His daughters are the kind that make great cows, and this female is a prime example. Don't miss out on her December 1st!





22 RED RIVER ROCK MELTE 534N

ADV 534N - JAN 17 2025 - 2425689

BW: 62 WW: 710 YW: 970

CE: 7 MCE: 12 BW: 0.2 WW: 40 YW: 62 M: 21

RED ALLISON HIGH FALUTIN' 28G

RED ALLISON ARCHITECT 55J

RED BAR-E-L FRADO 154Z

RED LWNBRG FLEX 79B

RED RIVER ROCK MELTE 8176F

RED RKY MTN MELTE 29Y

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Early January

Melte 534N has been a standout since weaning last fall. An Architect 55J daughter born at just 62 lbs, she has developed into a powerful, growth-orientated female, all while maintaining the balance and structural integrity that set her apart. Her dam is an exceptional LWNBRG Flex 79B daughter, adding depth and proven pedigree to an already impressive genetic package. Long-bodied, balanced, and exceptionally complete, 534N brings together the kind of quality that makes her a true sale feature. We could have confidently led our entire offering with her, and believe her future is excepionally bright.



23 RED RIVER ROCK MISS YUKON 505N

ADV 505N - JAN 02 2025 - 2441519

BW: 74 WW: 725 YW: 920

CE: 5 MCE: 10 BW: -0.2 WW: 34 YW: 51 M: 21

RED ALLISON HIGH FALUTIN' 28G

RED ALLISON ARCHITECT 55J

RED BAR-E-L FRADO 154Z

RED COMBEST TITAN 1615D

RED RIVER ROCK MISS YUKON 958G

RED RIVER ROCK MISS YUKON 221Z

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due mid January

The maternal strength represented in these Architect 55J daughters is exceptional. 505N is a deep cherry red female with excellent balance, a wide top, and an elegant, feminine design. She offers an attractive teat spread and is poised to develop into a female with an exceptional udder.



24 RED RIVER ROCK ROSELEE 554N

ADV 554N - JAN 08 2025 - 2492295

BW: 75 WW: 710 YW: 960

CE: 3 MCE: 9 BW: 0.7 WW: 37 YW: 57 M: 22

RED ALLISON HIGH FALUTIN' 28G

RED ALLISON ARCHITECT 55J

RED BAR-E-L FRADO 154Z

RED COMBEST TITAN 1615D

RED RIVER ROCK ROSELEE 980G

RED RIVER ROCK ROSELEE 100U

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due mid January

554N has a real honest, true look about her! She is extremely balanced in her makeup and genuine in her overall design. Her maternal backing is just as impressive, stemming from a quiet, productive Titan 1615D daughter that consistently raises and weans a solid calf year after year. We appreciate females that are built to work, and 554N brings that kind of dependable maternal foundation to the table.

25 RED RIVER ROCK PRINCESS 5161N

ADV 5161N - JAN 21 2025 - 2492312

BW: 88 WW: 605 YW: 845

CE: -5 MCE: 3 BW: 3.5 WW: 47 YW: 87 M:24

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED REDRICH GLOBAL NEWS 231G

RED RIVER ROCK PRINCESS 149J

RED RIVER ROCK PRINCESS 279Z

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Mid January



Here is a striking dark cherry-red female built with the kind of power and presence that commands attention. Her wedge-shaped body, strong top, and abundant capacity give her the substance and performance to make a lasting impact. Her dam is a moderate-framed, highly maternal female tracing back to Block Buster on the top side of her pedigree, providing a proven foundation of cow power and productivity. This female combines exceptional body, depth, and maternal strength with the kind of future value that makes her a standout investment.

26 RED RIVER ROCK THELMA 5278N

ADV 5278N - MAR 25 2025 - 2492324

BW: 80 WW: 580 YW: 875

CE: 0 MCE: 8 BW: 2.1 WW: 43 YW: 71 M: 19

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED SVR GANGSTER 14S

RED RIVER ROCK THELMA 538C

RED RIVER ROCK THELMA 915

Exposed April 10 - June 1 -- Red River Rock Bounty 408M , preg checked safe due late January



We believe this Trademark 32H daughter checks all the right boxes! She is elegant in her design, offers plenty of rib and capacity, and possesses the genuine look of a top show female. Her dam was a standout female we were reluctant to part with last fall as she advanced in age. This heifer was firmly on our keeper list before we made the decision to offer our entire bred heifer pen. She is truly a difficult one to let go of, and we are confident she has an exceptionally bright future ahead of her!

27 RED RIVER ROCK NEBRASKA 5248N

ADV 5248N - FEB 10 2025 - 2492347

BW: 80 WW: 605 YW: 855

CE: 2 MCE: 5 BW: 1.3 WW: 43 YW: 71 M: 23

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED U2 AUTHORITY 10E

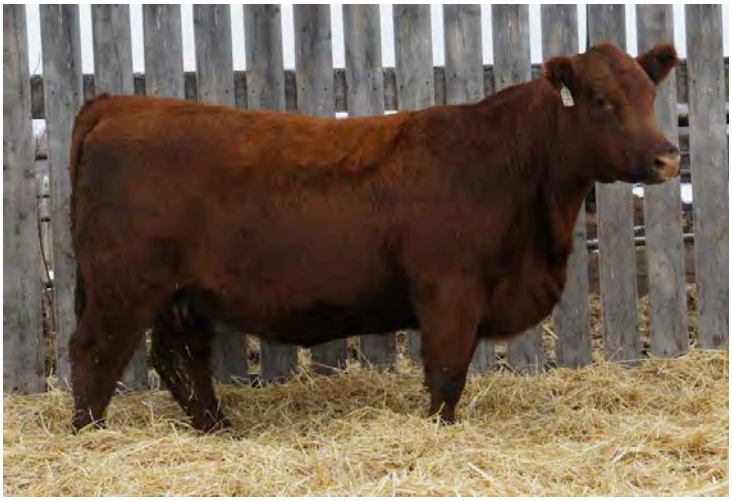
RED RIVER ROCK NEBRASKA 0136H

RED RIVER ROCK NEBRASKA 4107B

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Early January



5248N is a striking cherry-red female that commands attention from the moment you see her. She is feminine, soft-made, and exceptionally hairy, yet carries the depth, capacity, and substance needed to excel as a productive brood cow. True to the 32H legacy, she blends added style and femininity with the body and maternal strength that define valuble females. 5248N is a standout example of this combination, offering the look, brood cow power, and furture potential to make a lasting impact in any program.



28 RED RIVER ROCK NEBRASKA 523N

ADV 523N - JAN 06 2025 - PENDING

BW: 80 WW: 670 YW: 920

CE: MCE: BW: WW: YW: M:

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Mid February



29 RED RIVER ROCK NEBRASKA 555N

ADV 555N - JAN 08 2025 - 2501094

BW: 81 WW: 610 YW: 805

CE: -1.8 MCE: 5.8 BW: 2.1 WW: 44 YW: 80 M: 24

Exposed April 10 - June 1 -- Red River Rock Milwalkee 3174L, preg checked safe due Mid January



30 RED RIVER ROCK NEBRASKA 5111N

ADV 5111N - JAN 13 2025 - 2501096

BW: 94 WW: 630 YW: 855

CE: -1.8 MCE: 5.8 BW: 2.1 WW: 44 YW: 80 M: 24

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due mid January



31 RED RIVER ROCK NEBRASKA 587N

ADV 587N - JAN 10 2025 - 2501095

BW: 88 WW: 725 YW: 995

CE: -1.8 MCE: 5.8 BW: 2.1 WW: 44 YW: 80 M: 24

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due early January

Presented as a rare and highly valuable set, these four flush sisters are sired by NJC Comin in Hot 24E and backed by a top- producing Northline Rev granddaughter. Smooth-made, long-spined, and exceptionally balanced, they unite the elite look, functional design, and structural integrity demanded by the industry's most progressive programs. Built with longevity in mind and bred to deliver, this quartet offers uncommon consistency and the production potential to make a lasting, measurable impact on any breeding program.

Flush Mates

Sire

RRA AVIATOR 507

RED NCJ COMING IN HOT 24E

RED NCJ MINERVA 35C

Dam

RED NORTHLINE TORQUE 37Y

RED RIVER ROCK NEBRASKA 5125C

RED RUTHE NEBRASKA 125

PUREBRED HEIFERS

32 RED RIVER ROCK NEBRASKA 5135N

ADV 5135N - JAN 16 2025 - 2492342

BW: 86 WW: 705 YW: 910

CE: -2 MCE: 5 BW: 2.6 WW: 46 YW: 75 M: 23

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED COMBEST TITAN 1615D

RED RIVER ROCK NEBRASKA 0188H

RED RIVER ROCK NEBRASKA 2114Z

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Early March

5135N is going to be a power female! She has added bone, boldness, and plenty of substance throughout her design. Another impressive Trademark 32H daughter, she has all the pieces to develop into a top-producing brood cow. We believe she has a big future ahead of her and the potential to raise the kind of calves that will top the scales every fall. This is a female built to add performance and productivity to any program!



33 RED RIVER ROCK NEBRASKA 5273N

ADV 5273N - FED 20 2025 - PENDING

BW: 86 WW: 705 YW: 910

CE: -2 MCE: 5 BW: 2.6 WW: 46 YW: 75 M: 23

RED ALLISON JAMPACKED 131G

RED RIVER ROCK JAMPACKED 1150J

RED BAR 4A SADONA 135E

RED U2 REWIND 374E

RED RIVER ROCK NEBRASKA 136J

RED RIVER ROCK NEBRASKA 9100G

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Early March

Another big-capacity 1150J daughter that brings plenty of body, rib shape, and maternal appeal to the table. She is backed by an easy-keeping U2 Rewind 374E daughter, adding another layer of maternal strength and productivity to her pedigree.



34 RED RIVER ROCK BIRDY 5245N

ADV 5245N - FEB 09 2025 - PENDING

BW: 86 WW: 705 YW: 910

CE: MCE: BW: WW: YW: M:

RED ALLISON JAMPACKED 131G

RED RIVER ROCK JAMPACKED 1150J

RED BAR 4A SADONA 135E

RED NORTHLINE FAT TONY 605U

RED RIVER ROCK BIRDY 578C

RED RIVER ROCK RED BIRD 003X

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Early March

This females sire, 1150J is out of a Badlands Opportunity daughter that left us with 2 daughters and a son in our herd. One of those daughters is the dam of Karsen's show heifer this year, a female with more rib dimension that we have ever seen! The 1150J daughters are very consistent in their makeup, carrying the same impressive rib shape and capacity. If you're looking to add body, capacity, and easy fleshing ability to your herd, don't overlook females like these! They are built to be productive, easy-keeping cows that will work for years to come.





35 RED RIVER ROCK KIRSTEN 586N

ADV 586N - JAN 10 2025 - 2492340

BW: 82 WW: 640 YW: 865

CE: 1 MCE: 5 BW: 1.2 WW: 44 YW: 76 M: 27

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED U2 AUTHORITY 10E

RED RIVER ROCK KIRSTEN 117J

RED RIVER ROCK KIRSTEN 5191C

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due End January

These Jampacked daughters will package up nicely if you're looking to add just a few females to your herd! They calve in beautifully, make excellent mothers, and bring the kind of maternal qualities that make them easy to appreciate. They are dependable, productive females that will go out and do their job year after year.



36 RED RIVER ROCK YUKON 5251N

ADV 5251N - FEB 11 2025 - 2492320

BW: 70 WW: 585 YW: 790

CE: 7 MCE: 8 BW: -1 WW: 41 YW: 68 M: 24

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED RIVER ROCK KING-PIN 445B

RED RIVER ROCK NS YUKON 648D

RED RIVER ROCK MS YUKON 3187A

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Mid January

Here is a female backed by a 10-year-old cow that has certainly earned her top-quality badge around here! This is a very honest, well-made female with a proven maternal foundation behind her. We appreciate the kind of longevity and productivity her dam represents, and we expect this female to follow in her footsteps.



37 RED RIVER ROCK REBA 550N

ADV 550N - JAN 08 2025 - 2492292

BW: 82 WW: 640 YW: 865

CE: 2.9 MCE: 9.5 BW: 1 WW: 30 YW: 47 M: 16

RED ALLISON HIGH FALUTIN' 28G

RED ALLISON ARCHITECT 55J

RED BAR-E-L FRADO 154Z

RED SOUTHLAND EQUALIZER 262T

RED RIVER ROCK REBA 290Z

RED RIVER ROCK REBA 907

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due End January

An Architect 55J daughter that traces back to a Southland Equilizer 262T daughter. Equalizer was one of the very first bulls we purchased when River Rock Angus was just getting started, so you could certainly say there is some real longevity built into this female's pedigree! Her dam, Reba 290Z, has been one of the easiest-keeping, no-miss cows we ave ever owned. There is a lot of proven maternal strength and staying power behind this girl.

38 RED RIVER ROCK NEBRASKA 525N

ADV 525N - JAN 10 2025 - PENDING

BW: 73 WW: 675 YW: 915

CE: MCE: BW: WW: YW: M:

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED U2 AUTHORITY 10E

RED RIVER ROCK NEBRASKA 0101H

RED RIVER ROCK NEBRASKA 691D

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Late January

A beautifully made female backed by one of the most influential cow families at River Rock. She combines tremendous body length, elegant skull design, and the balance and attractiveness that immediately set her apart. With genuine maternal strength, exveptional style and presence, she is a standout female and one we are proud to put our name behind.



39 RED RIVER ROCK SONGI 584N

ADV 584N - JAN 10 2025 - 2492302

BW: 81 WW: 610 YW: 885

CE: 1 MCE: 7 BW: 1.8 WW: 37 YW: 58 M: 20

RED ALLISON HIGH FALUTIN' 28G

RED ALLISON ARCHITECT 55J

RED BAR-E-L FRADO 154Z

RED SOUTHLAND FOCUS 196T

RED RIVER ROCK SONGI 5143C

RED RIVER ROCK SONGI 167Y

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Late January

Our Architect 55J daughters have proven themselves to be highly fertile, productive females that cross well with a variety of sires. 584N is a good, honest female who is developing a great udder and has all the makings of a productive cow.



40 RED RIVER ROCK MADONNA 504N

ADV 504N - JAN 02 2025 - 2492284

BW: 82 WW: 690 YW: 865

CE: 2 MCE: 7 BW: 1.8 WW: 37 YW: 61 M: 21

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED BRYLOR ROUGHRIDER 214Y

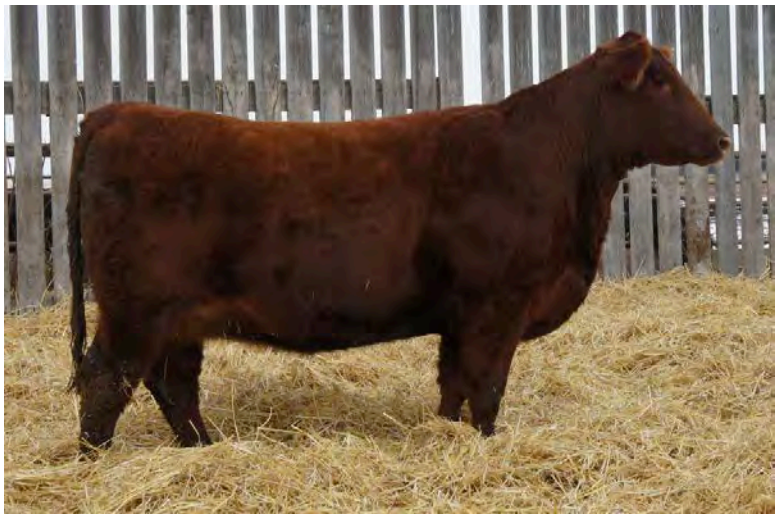
RED FRASER MADONNA 390A

RED FRASER MADONNA 903W

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Mid January

If you're looking for a big-bodied, smooth-made female, here she is! Out of a direct Brylor Roughrider 214Y daughter and sired by Trademark 32H, she brings together the kind of body capacity, shape, and maternal makeup that should make her a productive female for years to come.





41 RED RIVER ROCK DIAMOND 5154N

ADV 5154N - JAN 20 2025 - 2492311

BW: 80 WW: 705 YW: 900

CE: 3 MCE: 6 BW: 0.7 WW: 43 YW: 71 M: 21

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED RIVER ROCK KING-PIN 445B

RED RIVER ROCK DIAMOND 904G

RIVER ROCK DIAMOND 126Y

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Early February

A well-balanced, bold-bodied, complete female with plenty of natural capacity and the kind of overall makeup we appreciate in a good replacement female.



42 RED RIVER ROCK MADONNA 5215N

ADV 5215N - FEB 01 2025 - 2492317

BW: 63 WW: 560 YW: 860

CE: -1.9 MCE: 3.8 BW: 2.1 WW: 41 YW: 72 M: 23

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED COMBEST TITAN 1615D

RED RIVER ROCK MADONNA 919G

RED FRASER MADONNA 390A

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Late January

We really appreciate this female for her eye appeal and overall completeness. She is a well-balanced, attractive female that is setting down a beautiful udder. She has the kind of look and maternal makeup we like to see in a future brood cow.



43 RED RIVER ROCK FAYE 5279N

ATR 5279N - FEB 01 2025 - 2492317

BW: 63 WW: 560 YW: 860

CE: MCE: BW: WW: YW: M:

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED U2 AUTHORITY 10E

RED RIVER ROCK FAYE 097H

RED RIVER ROCK FAYE 558C

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Late January

Another good heifer here, due in late January. We were extremely pleased with how our heifers bred up this year, with less than 2% coming up open and over 70% conceiving on the first cycle. Those results speak volumes about the fertility and productivity we have built into our program.

44 RIVER ROCK ROSETTE 5186N

ADV 5186N - JAN 23 2025 - 2499508

BW: 89 WW: 670 YW: 885

CE: -5 MCE: 3 BW: 4.4 WW: 45 YW: 84 M: 21

CHALCO EL TIGRE 1C

RIVER ROCK TONY 2165K

RIVER ROCK BRIDE 119Y

RED REDRICH GLOBAL NEWS 231G

RED RIVER ROCK ROSETTE 333L

RED RIVER ROCK ROSETTE 916G

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Mid January

If we could go back in time, we're not sure we would have sold Tony 2165K to a customer in need after he finished breeding our heifer pen a few years ago! Coulda, Woulda, Shoulda, as they say, but we did! This girl is one of the only two direct daughters we have out of him, and wow, is she a good one. She is so well balanced, big middled, and extremely sound. A female we are awefully proud to have in this offering!



45 RIVER ROCK MISSY 592N

ADV 592N - JAN 11 2025 - 2499509

BW: 82 WW: 610 YW: 805

CE: -2 MCE: 2 BW: 2.8 WW: 46 YW: 85 M: 25

RED LWNBRG FIRESIDE 77G

RED JJL FIRESIDE 13L

RED JJL MISS DESIGN 54J

CHALCO EL TIGRE 1C

RIVER ROCK MISSY 2156K

JAYMARANDY ERICA JLMA 6021D

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Mid January

If you're looking for an easy keeping, big-capacity female, take a close look here. Her maternal grandmother, 6021D, is a direct daughter of Soo Line Motive 9016, adding proven maternal strength to an already impressive pedigree. She is preg-checked to calve Mid-January to a Prostar son selected at Hamilton's this spring. With abundant natural capacity, sound structure, and the practical makeup we value in a productive cow, she is the kind of female that can make a lasting contribution to any program.



46 RIVER ROCK DIAMOND 5174N

ADV 5174N - JAN 06 2025 - PENDING

BW: 74 WW: 650 YW: 880

CE: MCE: BW: WW: YW: M:

SCHIEFELBEIN SHOWMAN 338

HF ACE HIGH 142J

HF ROSEBUD 60D

GERRARD CAPTAIN MORGAN 814U

RIVER ROCK DIAMOND 126Y

RIVER ROCK DIAMOND 901W

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Late January

Our 142J daughters are productive, hard-working females. This heifer's dam has remained highly productive through 15 years of age, demonstraiting exceptional longetivity and sustained performance. Watch for her phenominal % Sim bull is slated to sell in our sale next spring - an exciting opportunity you won't want to miss. . And when it comes to udder quality, you won't beat the set of udders these 142J daughters will develop.





47 RED RIVER ROCK THELMA 5252N

ADV 5252N - MAR 30 2025 - 2492321

BW: 76 WW: 610 YW: 860

CE: -1 MCE: 5 BW: 2.2 WW: 46 YW: 82 M: 23

RED LWNBRG FIRESIDE 77G

RED JJL FIRESIDE 13L

RED JJL MISS DESIGN 54J

RED BLAIR'S IRON HIDE 120B

RED RIVER ROCK THELMA 768E

RED RIVER ROCK THELMA 538C

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Early March

A standout Fireside 13L daughter, this female brings together an exceptional pedigree, structural correctness, and genuine maternal value. Deep-bodied, sound, and beautifully made, she is backed by an Iron Hide son whose daughters have consistently impressed us with their quality and brood cow potential. With her combination of elite lineage, functional design, and future production value, she is a female that deserves serious attention and will be a great addition to any program.



48 RED RIVER ROCK CHIEFAYET 5114N

ATR 5114N - JAN 14 2025 - PENDING

BW: 76 WW: 610 YW: 860

CE: -1 MCE: 5 BW: 2.2 WW: 46 YW: 82 M: 23

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED SOUTHLAND EQUALIZER 262T

RED RIVER ROCK CHIEFAYET 2198Z

RED RUTHE CHIEFAYET 101

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Mid January

This heifer is about as close as you'll find genetically to being a ¾ sister to Ainsley's beautiful show heifer of 2025, sire by Jampacked and out of Chieffayet lines. She combines exceptional genetic value with a bold, powerful design, excellent structural soundness, and the kind of honest functional makeup that supports lasting productivity. She has all the ingredients to develop into a outstanding brood cow and a highly productive female for years to come.



49 RED RIVER ROCK NEBRASKA 5149N

ADV 5149N - JAN 20 2025 - 2501097

BW: 74 WW: 580 YW: 795

CE: 1 MCE: 7 BW: 1.3 WW: 44 YW: 74 M: 25

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED NORTHLINE TORQUE 37Y

RED RIVER ROCK NEBRASKA 5125C

RED RUTHE NEBRASKA 125

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Late January

Here is a deep-bodied, well-balanced female with plenty of natural capacity. She is smooth through her front end, carries a nice level top, an has the kind of practical, functional makeup we appreciate in a good replacement female. A very complete female with plenty of potential to go on and make a productive cow.

50 RED RIVER ROCK JUANITA 5247N

ADV 5247N - FEB 10 2025 - 2492319

BW: 80 WW: 625 YW: 895

CE: 1 MCE: 7 BW: 2 WW: 41 YW: 68 M: 23

RED ALLISON HIGH FAULTIN' 28G

RED ALLISON ARCHITECT 55J

RED BAR-E-L FRADO 154Z

RED BRYLOR OTB MARIOTA 90B

RED BAR 4A JUANITA 108E

RED BRYLOR JUANITA 96X

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Mid January

A very pretty, well-balanced heifer with a feminine look and an attractive overall design. She is a complete, easy-to-appreciate female, due to calve in Mid-January.



51 RED RIVER ROCK DUCHESS 5288N

ADV 5288N - MAR 07 2025 - 2492325

BW: 74 WW: 630 YW: 855

CE: 5 MCE: 9 BW: 0.3 WW: 40 YW: 72 M: 24

RED ALLISON HIGH FAULTIN' 28G

RED ALLISON ARCHITECT 55J

RED BAR-E-L FRADO 154Z

RED NORTHLINE FAT TONY 605U

RED RIVER ROCK DUCHESS 557C

RED RIVER ROCK DUCHESS 954

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Mid January

A maternal sister to a heifer we proudly sold in Texas for $35 000. She offers the same elegant design and attractive look, with abundant femininity and style. This beautiful female is easy to appreciate and one we believe deserves serious consideration in this year's offering.



52 RED RIVER ROCK ROSETTE 5181N

ADV 5181N - JAN 23 2025 - 2492313

BW: 80 WW: 625 YW: 895

CE: 0 MCE: 4 BW: 1.9 WW: 44 YW: 77 M: 23

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED U2 REWIND 374E

RED RIVER ROCK ROSETTE 916G

RED RIVER ROCK ROSETTE 6164D

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Mid January

A sweet-fronted, feminine female out of a moderate - framed U2 Rewind daughter. She offers a nice combination of femininity, balance, and practical cow-making qualities.





53 RED RIVER ROCK HEATHER 5130N

ADV 5130N - JAN 15 2025 - 2492307

BW: 60 WW: 570 YW: 805

CE: 9 MCE: 11 BW: -1.8 WW: 37 YW: 60 M: 22

RED ALLISON HIGH FAULTIN' 28G

RED ALLISON ARCHITECT 55J

RED BAR-E-L FRADO 154Z

RED ALLISON JAMPACKED 131G

RED RIVER ROCK HEATHER 2103K

RED CINDER HEATHER 301E

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Mid January

A long-bodied, practical female with plenty of functional qualities. She is setting down a nice udder and has the kind of useful, no-nosense makeup we appreciatie in a productive cow.



54 RED RIVER ROCK GOLDIE 5118N

ADV 5118N - JAN 14 2025 - 2492305

BW: 76 WW: 595 YW: 800

CE: 3 MCE: 7 BW: 1.1 WW: 39 YW: 68 M: 24

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED NORTHLINE TORQUE 37Y

RED RIVER ROCK GOLDIE 583C

RED RUTHE GOLDIE 647S

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Mid January

An exceptionally honest, sound female with a practical, functional build and the structural integrity to remain productive for years to come. She is due to calve in Mid-January.



55 RED RIVER ROCK BELLE 590N

ATR 590N - OCT 6 2024 - PENDING

BW: 74 WW: 630 YW: 855

CE: MCE: BW: WW: YW: M:

RED ALLISON HIGH FAULTIN' 28G

RED ALLISON ARCHITECT 55J

RED BAR-E-L FRADO 154Z

RED COMBEST TITAN 1615D

RED RIVER ROCK BELLE 017H

RED RIVER ROCK BELLE 529C

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Late January

A larger-framed female with plenty of size and growth, while still maintaining a nice feminine look. She is setting down a nice udder and has the making of a productive, functional cow.

56 RED RIVER ROCK SHAWNEE 553N

ADV 553N - JAN 08 2025 - 2492293

BW: 73 WW: 685 YW: 825

CE: 7 MCE: 9 BW: -0.5 WW: 38 YW: 65 M: 23

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED RIVER ROCK KING-PIN 445B

RED RIVER ROCK SHAWNEE 8130F

RED RIVER ROCK SHAWNEE 472B

Exposed April 10 - June 1 -- Red River Rock Bounty 408M, preg checked safe due Early January

A heifer out of a King-pin daughter that seems to outproduce herself every year! This female is very angular and pretty in her makeup, with plenty of femininity and an attractive overall design. Backed by a cow family that continues to get the job done, she is due to calve in early January.



57 RED RIVER ROCK NEBRASKA 544N

ADV 544N - JAN 09 2025 - 2492291

BW: 90 WW: 700 YW: 960

CE: -3 MCE: 3 BW: 3.2 WW: 48 YW: 85 M: 26

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

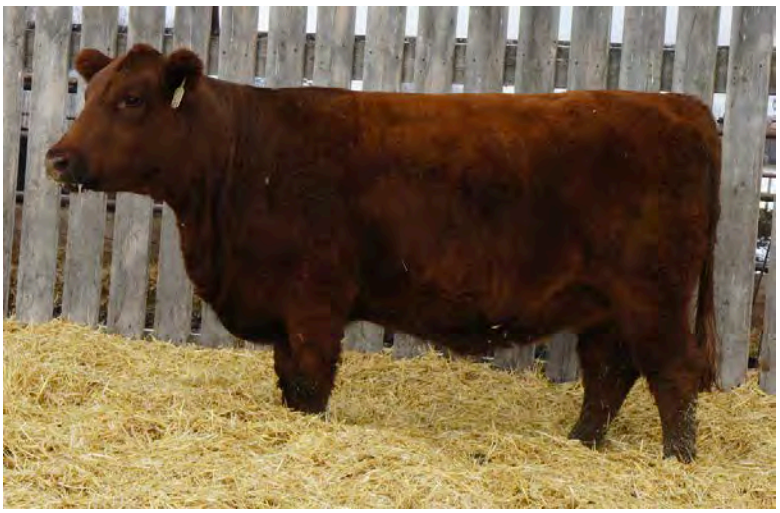
RED BLAIR'S IRON HIDE 120B

RED RIVER ROCK NEBRASKA 812F

RED RIVER ROCK NEBRASKA 678D

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Early February

When you don't pose well for the camera and the picture just doesn't do you justice! That's exactly what happened with this heifer. Don't let the picture fool you; she is a clean-made, big, broody female with plenty of natural capacity and the kind of maternal makeup we appreciate in a good cow.



58 RED RIVER ROCK THELMA 5213N

ADV 5213N - JAN 31 2025 - 2492316

BW: 90 WW: 680 YW: 885

CE: -6 MCE: 0 BW: 3.3 WW: 40 YW: 72 M: 24

RED BAR-E-L AB MAGIC MIKE 189Z

RED ALLISON JAMPACKED 131G

RED BAR-E-L PADELL 25X

RED RIVER ROCK STOUT 147Y

RED RIVER ROCK THELMA 307A

RED RUTHE THELMA 303

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Early January



59 RED RIVER ROCK KIRSTEN 5301N

ADV 5301N - MAR 29 2025 - 2492326

BW: 90 WW: 680 YW: 885

CE: 5 MCE: 7.4 BW: 0.2 WW: 33 YW: 57 M: 20

RED JJL JSQUARES TRADEMARK 18E

RED JJL TRADEMARK 32H

RED JJL MISS DEAL 59F

RED NORTHLINE FAT TONY 605U

RED RIVER ROCK KIRSTEN 5191C

RED RUTHE KIRSTEN 129

Exposed April 10 - April 26 -- Red River News 1M, April 26- June 1 Red River Rock Tradewind 575N, preg checked safe due Early January





60 RIVER ROCK ERROLLINE 535N

ADV 535N - JAN 07 2025 - 2492290

BW: 78 WW: 710 YW: 950
CE: 2 MCE: 1 BW: 1.9 WW: 48 YW: 87 M: 25

SCHIEFELBEIN SHOWMAN 338
HF ACE HIGH 142J
HF ROSEBUD 60D

RIVER ROCK PIONEER 297Z
RIVER ROCK ERROLLINE 7218E
RIVER ROCK ERROLLINE 090X

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Late January

The Errolline cow family is renowned for producing big-bodied, beautifully constructed females, and this outstanding female is a true example of the family's strengths. She is deep-ribbed, long-bodied, and exceptionally capacious, with the structual soundmess, natural fleshing ability, and productive design to develop into a highly fuctional brood cow. Her combination of volume, balance, and maternal potential makes her a valuble breeding prospect.



61 RIVER ROCK DUCHESS 527N

ADV 527N - JAN 06 2025 - 2492289

BW: 74 WW: 650 YW: 880
CE: 3 MCE: 4 BW: 1.3 WW: 48 YW: 86 M: 21

SCHIEFELBEIN SHOWMAN 338
HF ACE HIGH 142J
HF ROSEBUD 60D

RED JJL TADEMARK 32H
RIVER ROCK DUCHESS 278K
RIVER ROCK DUCHESS 9N

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Early January

A standout Showman 338 granddaughter, she combines an attractive look with the balance and potential to make her mark. This well-balanced female offers plenty of promise, and we are excited to see how she develops and what her future holds.



62 RIVER ROCK CHIFFAYET 5294N

ADV 5294N - MAR 10 2025 - PENDING

BW: 76 WW: 585 YW: 790
CE: MCE: BW: WW: YW: M:

SCHIEFELBEIN SHOWMAN 338
HF ACE HIGH 142J
HF ROSEBUD 60D

RIVER ROCK BABE RUTH 305A
RIVER ROCK CHIFFAYET 6200D
RED RUTHE CHIEFFAYET 657S

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Early January

The most moderate-framed heifer in our purebred offering, she is a very pretty, bold-ribbed feminine female with excellent balance and plenty of eye appeal. She offers a little different kind of package while still bringing the quality we look for in a productive female.

63 RIVER ROCK DIAMOND 5268N

ADV 5268N - FEB 18 2025 - 2492348

BW: 84 WW: 605 YW: 820

CE: -1 MCE: 2 BW: 2.8 WW: 50 YW: 94 M: 22

SCHIEFELBEIN SHOWMAN 338

HF ACE HIGH 142J

HF ROSEBUD 60D

CHALCO EL TIGRE 1C

RIVER ROCK DIAMOND 1110J

RIVER ROCK DIAMOND 236Z

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Early January



There's just something about these 142J females that makes you love them! They are so consistant in their design and balance, truly peas in a pod. This is without a doubt the most uniform set of black heifers we have offered to date, and couldn't be more pleased with the group.

64 RIVER ROCK REBA 519N

ADV 519N - JAN 05 2025 - 2492286

BW: 75 WW: 640 YW: 840

CE: 3 MCE: 3 BW: 0.9 WW: 44 YW: 84 M: 24

SCHIEFELBEIN SHOWMAN 338

HF ACE HIGH 142J

HF ROSEBUD 60D

RIVER ROCK PIONEER 297Z

RIVER ROCK REBA 8213F

RED RIVER ROCK REBA 353A

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Mid January

65 RIVER ROCK BARONESS 573N

ADV 537N - JAN 10 2025 - 2492298

BW: 88 WW: 655 YW: 860

CE: -1 MCE: 3 BW: 3.2 WW: 51 YW: 95 M: 23

SCHIEFELBEIN SHOWMAN 338

HF ACE HIGH 142J

HF ROSEBUD 60D

CHALCO EL TIGRE 1C

RIVER ROCK BARONESS 080H

RIVER ROCK BARONESS 117Y

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Early January

66 RIVER ROCK BLACKBIRD 582N

ADV 582N - JAN 10 2025 - PENDING

BW: 91 WW: 670 YW: 895

CE: MCE: BW: WW: YW: M:

SCHIEFELBEIN SHOWMAN 338

HF ACE HIGH 142J

HF ROSEBUD 60D

NORTHLINE DR. DOOM 710B

RIVER ROCK BLACKBIRD 742E

RIVER ROCK BLACKBIRD 262Z

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Early January

67 RIVER ROCK NORTHSTAR 598N

ADV 598N - JAN 12 2025 - PENDING

BW: 78 WW: 580 YW: 805

CE: MCE: BW: WW: YW: M:

SCHIEFELBEIN SHOWMAN 338

HF ACE HIGH 142J

HF ROSEBUD 60D

CHALCO EL TIGRE 1C

RIVER ROCK NORTHSTAR 1165J

RED RIVER ROCK NORTHSTAR 1130Y

Exposed April 10 - June 1 -- HF Prostar 98N , preg checked safe due Early February



Commercial

Heifer Division



SELLING 60+ COMMERCIAL HEIFERS

Angus & Sim/Angus Home Raised Heifers bred to Calving Ease Angus Bulls



Selling In Pairs

All commercial heifers will be sold in pairs, sorted by type, conformation, color, and anticipated calving dates to ensure uniformity and consistency.

Commercial Heifers

RED RIVER ROCK MILWAUKEE 3174L

RED RIVER ROCK RED BOX 103J X RED RIVER ROCK NEBRASKA 0102H

CE: -2 MCE: 4 BW: 3.4 WW: 51 YW: 87 M: 25



RED RIVER ROCK BOUNTY 408M

RED RIVER ROCK CITY 2158K X RED RIVER ROCK ROSELEE 2116K

CE: 0 MCE: 6 BW: 2.6 WW: 41 YW: 76 M: 25



Dam 2116K

RED RIVER ROCK NEWS 1M

RED REDRICH GLOBAL NEWS 231G X RED RIVER ROCK YUKON 875F



RED RIVER ROCK TRADEWIND 575N

RED JJL TRADEMARK 32H X RED RIVE ROCK ROSELEE 0275H





HF PROSTAR 98N

HF PROSTAR 97L X HF MISS BLACKCAP 261E

CE: 10 MCE: 9 BW: 0 WW: 49 YW: 92 M: 23



SERVICE SIRES

RED JJL TRADEMARK 32H

RED JJL JSQUARES TRADEMARK 18 X RED JJL MISS DEAL 59F



CAA: 2173305
CE: 4 MCE: 8 BW: 0.7 WW: 47 YW: 78 M: 22

RED ALLISON JAMPACKED 131G

RED BAR-E-L AB MAGIC MIKE 189Z X RED BAR-E-L PADELL 25X



CAA: 2112652
CE: -3 MCE: 2 BW: 2.1 WW: 53 YW: 97 M: 30

RED ALLISON ARCHITECT 55J

RED ALLISON HIGH FALUTIN' 28G X RED BAR-E-L FRADO 154Z



CAA: 2202352
CE: 6 MCE: 12 BW: 0 WW: 36 YW: 51 M: 21

RED RIVER ROCK JAMPACKED 1150J

RED ALLISON JAMPACKED 131G X RED BAR 4A SADONA 135E



CAA: 2313737
CE: 3 MCE: 4 BW: 1.2 WW: 50 YW: 89 M: 25

RED JJL FIRESIDE 13L

RED LWNBRG FIRESIDE 77G X RED JJL MISS DESIGN 54J



CAA: 2327306
CE: -4 MCE: -1 BW: 2.4 WW: 45 YW: 89 M: 26

HF ACE HIGH 142J

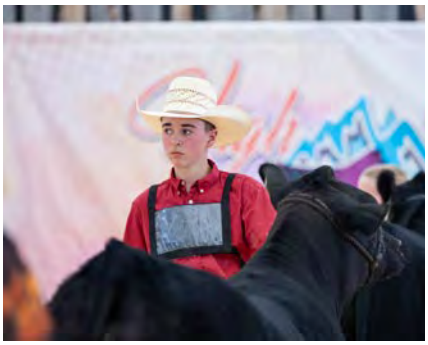
SCHIEFELBEIN SHOWMAN 338 X HF ROSEBUD 60D



CAA: 2207985
CE: 3 MCE: 2 BW: 1.6 WW: 54 YW: 110 M: 24

Reference Sires





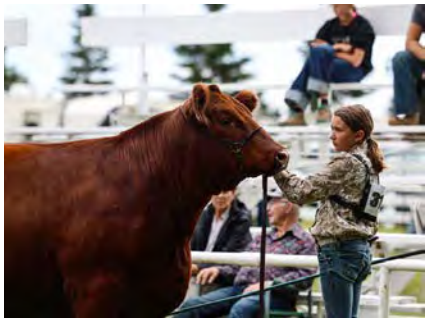






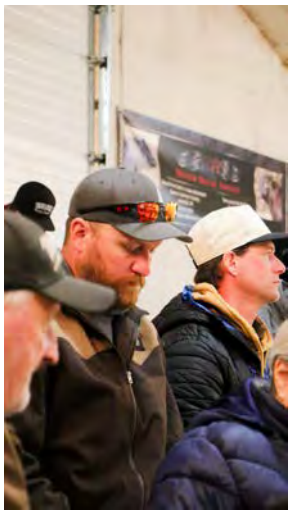






2026 Show Season

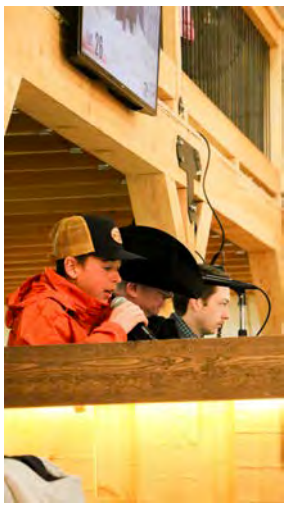














Thank You To Our 2026 Bull Sale Buyers

River Rock Angus
20-28035 Hwy 590
Red Deer County, AB
T4G 0E5



River Rock ANGUS Bull Sale

Thursday, April 15, 2027