



*Feel the
Beat
Simmental
Bull Sale!*

ONLINE OPENS 10 AM - SUNDAY, FEBRUARY 15, 2026



CLOSES 8 PM - MONDAY, FEBRUARY 16, 2026



OPEN
HOUSE
Feb. 8/26
11 am MST

FULLBLOOD | RED and BLACK BULLS

Welcome from Madge Simmentals

Dear Friends and Fellow Simmental Enthusiasts,

Welcome to the First Annual Madge Simmentals - Feel The Beat Bull Sale! It is hard to believe that 2026 marks our 10-year milestone in the Simmental breed. Time has truly flown by, and as I sit down to write these opening remarks, I find it quite a challenge to put into words what this journey has meant not just for me personally, but for everyone who has been a part of it.

First and foremost, I want to extend a huge thank you to all the incredible people who have helped us reach this point. From the very beginning, Madge Simmentals owes so much to those who believed in us and invested in our vision. Our foundation was laid with the purchase of our first registered Fleckvieh cows from Diamond B Simmentals. Without those three cows, Madge Simmentals simply wouldn't be what it is today. Later, we began incorporating genetics from Virginia Ranch. For those of you who know me well, you know how much I admire a good Virginia Ranch cow. Harry and Michelle Satchwell have played a huge role in advising and mentoring me; their friendship, wisdom, and support have been invaluable. To raise quality cattle, you truly need to know quality cattle.

We've also had the pleasure of acquiring many bulls and females from Dan and Karen Skeels at Anchor D Simmentals. They are, quite honestly, one of the kindest and most welcoming families I've ever met. Their herd is industry-leading, admired around the world, and reflects an incredible work ethic I deeply respect.

One of our largest purchases came from the JB Livestock family when we bought Jeff Bruketa's portion of the JB Herd. Jeff's brother, Jason is hands down one of the most cow-family oriented breeders I know. The conversations I've shared at the JB household about cattle and genetics have been some of the most enriching. There is almost a picture of each and every animal that has ever walked their pastures. Such pride and dedication are truly inspiring.

I'd like to share one of the most special memories I have from my very first year in the breed. I have always been fascinated by embryos and artificial insemination. Early on, I was eager to experiment with embryos and straws of semen but lacked the resources. I posted on Facebook looking for help and found myself on a wonderful journey of connection with breeders I had not yet met. Bill and Donna McMurtry graciously invited me out to their farm to pick up straws from bulls BEL C&B WESTERN 4TH, HAMILTON, and 3R'S TRISTAN all given to me free of charge. On the embryo front, Lyle and Pam Langer were fantastic too. After chatting about cattle and admiring the embryo matings Pam sent me, we arranged to meet near the Innisfail Auction Market where they generously dropped off embryos for me to implant, with no cost. Their kindness to a fifteen-year-old trying to make a go of it meant the world to me, and those memories I'll carry forever. I strive to pay that generosity forward each and every chance I have.

I could go on endlessly about all the wonderful people in this Simmental family, the countless operations I've been fortunate to connect with, purchase genetics from, and now call friends. The generosity and friendliness across this community are truly remarkable, and I am beyond honored to have genetics from your herds thriving here in the Special Areas.

The year, 2025, brought one of the strongest cattle markets many of us have ever seen, and I firmly believe this momentum will continue for a few more years. The hardworking women and men in agriculture deserve every bit of this reward! People say you don't work a day in your life if you love what you do. That is absolutely true, but it is no secret this lifestyle brings its share of stress and nonstop hustle. We all know firsthand the highs and lows, but there are moments that make it worthwhile, the birth of a calf, watching cattle roam a green pasture, and teaching the next generation to love agriculture are things that keep us going. So, enjoy the highs, keep your head up during the lows, and be there for others.

Now, since this is a bull catalogue, let's talk about the bulls. This offering is by far the best we've ever put together, and to say we are excited would be an understatement. We have polled and horned bulls across multiple sire groups, truly something for every program. I've always wanted the bull pen to look consistent across the board, but after a decade of selling bulls, I've learned variety is a good thing. Often, my favorite bull isn't the one that sells first, and that is okay. Variety helps people meet their herd goals whether that is bigger birth weights, calving ease, polled, horned you name it. We encourage you to come tour the bull pen or give us a call to chat. We'd be honored to have a Madge Simmentals bull working in your herd.

With all that said, I warmly welcome you to the First Annual Feel The Beat Bull Sale. Thank you for your support, your friendship, and for being part of this journey.

Warm regards,

Tanner Madge

Box 8 Site 4
Hanna, AB T0J 1P0
403-854-1011
tanner.madge@gmail.com



4 Lone Stone Cannon 210H calves from our April embryo program

Transcon Welcomes You!

Welcome to the 1st Annual Madge Simmentals Feel the Beat Bull Sale. While this marks Tanner and Colin's first bull sale, they are certainly no strangers to the cattle business or the agricultural industry. In 2026, the Madge family celebrates 10 years in the Simmental breed, building a program founded on hard work, practicality, and proven results.

Madge Simmentals operates a large commercial cow-calf and grain operation just east of Hanna, alongside a steadily growing registered herd. With over 800 cows bred and calved annually, the Madge family has a deep understanding of the type and kind of cattle that thrive in their environment—particularly on the tough native grasslands of east-central Alberta.

For years, Tanner has carefully sourced some of the most proven maternal genetics in the industry, allowing buyers to bid with absolute confidence. The guesswork has been removed—these bulls are the final product, ready to go to work in your operation. They have been developed responsibly, with structural correctness, soundness, and longevity as top priorities.

The sale will be conducted entirely online through DLMS FarmGate. Bidding will open on February 15 and close on February 16. For any conflict-free absentee bidding requests, please contact any member of the Transcon Team.



Cody Coupland



Jay Good
25+ years Transcon Team



Glenn Norton
16-years Transcon Team



Darren Paget
15-years Transcon Team



Cody Coupland
5 years Transcon Team

SALE DAY PHONES

Jay Good.....	403-556-5563
Glenn Norton.....	780-542-0634
Darren Paget.....	403-323-3985
Cody Coupland.....	403-877-0799
Tanner Madge.....	403-854-1011

HOW TO PARTICIPATE IN THE DLMS FARM GATE TIMED AUCTION WITH EXTENDED BIDDING:

1. Visit dlms.ca and follow the link to the DLMS Farm Gate timed auction site www.farmgatetimed auctions.ca, click the LOGIN/REGISTRATION button. First time users will select the REGISTER button from this page. Fill out the registration form to signup for a free user account and it allows you to select a username and password for use on all Farm Gate Timed auctions. This program will send you text and email messages whenever there is activity on your favorite lots, or someone challenges your proxy bid and this is why you will be asked for both your current email and cell phone number. If you are a past participant in the Farm Gate Timed auctions simply enter your username and password to continue. This takes you to a list of both current and upcoming Farm Gate Auctions.
2. You can choose your favourite lots in this sale at this time and the program will allow you to open either all sale lots or just your favorite lots on your screen. Any time there is active bidding on a lot you have identified on your favorite list you will get a text and/or an email noting this activity.
3. The program allows you to place a proxy bid on any sale lot. This in fact protects your interest in any lot of interest for you to a specified dollar value you set, when you may not be able to give 100% attention to the sale. If the lot has a \$2000 bid on it and you place a proxy bid of \$3500 into the system, the computer will bid \$2100 for you but if some one else bids \$2200, the computer will again bid for you, this time at \$2300. The system will look after your interest to a maximum of \$3500. If another bidder is on at \$3600, your proxy will no longer be effective and you will no longer have the winning bid on this lot without once again logging in and bidding again or moving your attention to a second lot of interest.
4. At closing time of the sale the entire sale will extend bidding if a bid is placed on any lot in the sale. Any bid received after close time will extend the sale by the time listed on each sale. In most cases the time gets shorter the longer in to extended bidding the sale is. When no bidding occurs for the extended time the computer will declare the sale finished.
5. Following the sale the Consignor or Sale Manager will invoice all buyers in the sale, please contact the seller with questions or to arrange delivery, pick up or shipping of your purchases.
For more info and assistance with bidding contact any of the sale contacts listed on the DLMS Website;
DLMS Farm Gate Timed Auctions ~ Mark Shologan Ph: 780-699-5082

FAQ:

WHAT IS RACEHORSE STYLE SALE CLOSE? Racehorse style sale close is when the entire sale stays open in extended bidding. This type of sale allows you as the bidder to change to a different lot within the same sale if the bidding has gone in to extended bidding.

HOW WILL EXTENDED BIDDING WORK? When we get to the close out end time the clock for close extends with any bid placed with less than 5 min on the clock. This type of extended bidding turns the end time to more of a soft time. Extended bidding allows bidders to compete in lots like a real auction and give all bidders the same time to make a decision. Always follow the clock to see how much time remains in the sale you are interested in.



PAYMENT TERMS AND INVOICING
Accepted methods for payment are cash, cheque, e-transfer or wire. Invoices will be mailed and a copy mailed. Please advise if not received within 3 days of the sale.

TRANSCON'S ABSENTEE BUYER REPRESENTATION

The Transcon Team is available to anyone that cannot personally attend to confidentially appraise, bid and buy on your behalf. This service is conflict-free as we are not paid any buying incentive fees by the sellers and we are not active Simmental breeders. This service is also provided free of charge to all prospective buyers. Please call our cell phones for any assistance you may require.

Please join us at our
OPEN HOUSE
or lunch and some true
western Alberta Hospitality
Sunday, Feb 8, 2026, 11am
at Madge Farms

Search Madge Farms Ltd on
Google Maps

Reference Sires



Lone Stone Cannon 210H

P1310874 | LNK 210H | Jan 09, 2020 | Polled Fullblood

Sire of Lots 1, 2, 10



Anchor D Zam 487H

P1324203 | ZDS 487H | Jan 10, 2020 | Polled Fullblood

Sire of Lot 5



Virginia Skynyrd 734K

P1387395 | LNK 210H | Feb 27, 2022 | Polled Fullblood

Sire of Lots 6, 7, 9, 13, 14



LFE BS Lewis 3200J

BPG1402939 | LFE 3200J | May 21, 2021 | BLK PLD Purebred

Sire of Lot 18



Virginia Warsmoke 24J

1346281 | VRS 24J | Jan 02, 2021 | Fullblood

Sire of Lots 3, 4



Elm Tree Knox 73K

1437180 | ETF 73K | Dec 18, 2022 | Fullblood

Sire of Lots 8, 17



Virginia Viking 213L

BPG1419881 | VIRS 1045L | Jan 07, 2023 | BLK PLD Purebred

Sire of Lots 19, 20



Virginia Rush 010K

1382536 | VIRS 010K | Jan 01, 2022 | Fullblood

Sire of Lots 15, 16



JB CDN Ayatollah 2279

1398142 | JB 79K | Mar 22, 2022 | Fullblood

Sire of Lots 11, 12

A heartfelt Thank You to all of our bidders and buyers from the past years.

We appreciate the support you have shown in our program and look forward to many more years of supplying you with quality bulls to support your needs.

Please join us at our
OPEN HOUSE

for lunch and some true
Southern Alberta Hospitality
Sunday, Feb 8, 2026, 11 am
at Madge Farms

Search Madge Farms Ltd
on Google Maps



1

Madge Mr No Brainer 19N

P1509198 | TANN 19N | Jan 8, 2025 | Polled Fullblood

JNR CASHMERE

LONE STONE CANNON 210H

DOUBLE BAR D DONITA 111C

APLX CLANCY 6B

VIRGINIA DAKOTA 63D

WILD-WEST MS ROCKY

PERFORMANCE (LBS)

BW	WW	AWW	YW	AYW
110	882	752	1225	1238

JNR'S CONCEPT

JNR SHELAIN

ANCHOR D IMAX 250Y

DOUBLE BAR D ADONIS 535S

TTU CANYON

VIRGINIA MS ZILLOW

VIRGINIA'S MANIA 960M

LAKE ISLE MISS 30B

EPD's

CE	BW	WW	YW	M	MCE	MWWT
3.0	5.5	75.3	104.9	33.1	3.3	70.8

Hetero Polled - 100% Full Fleck - Diluter Free

19N is a son to our Virginia Dakota cow, she has been one of the top cows in our herd for many years, and once again, she produced our lead-off bull and the pet off the pen. Here's a quick look at her incredible track record:

- 2018: Top bull calf sold to our friends Cody and Kindra Mashon; that bull just got shipped in 2025
- 2019: Top bull calf, used as a show bull, Sold to Kent and Dawn Bowden
- 2020: Top bull calf, still out breeding cows for Steve and Helen Madge
- 2021: Heifer calf retained in the herd
- 2022: Full-sib open heifer calf sold to Anchor D Simmentals for \$7,500
- 2023: Full-sib open heifer calf sold to JNR Farms for \$12,500
- 2024: Top bull calf, retained as a new herd sire for our herd

Just like his name, this son of 63D and Cannon is really a no-brainer.



MADGE MR MOONWALK 59M - Future Herd Sire at Madge Simmentals



Full Sister - Sold to JNR Farms

2

Madge Mr Nailed It 31N

P1509204 | TANN 31N | Jan 11, 2025 | Polled Fullblood

JNR CASHMERE
LONE STONE CANNON 210H
 DOUBLE BAR D DONITA 111C

BLACK GOLD EPIC 14Z
ANCHOR D MACS BRITTANY 342E
 MACKENZIE'S KISSES 368Z

JNR'S CONCEPT
 JNR SHELAIN
 ANCHOR D IMAX 250Y
 DOUBLE BAR D ADONIS 535S

ALLM COLOSSAL 25U
 CROSSROAD WHISPER 930W
 FGAF BARBOSSA 707X
 ANCHOR D CANDY 122W

PERFORMANCE (LBS)					EPD's						
BW	WW	AWW	YW	AYW	CE	BW	WW	YW	M	MCE	MWWT
98	890	758	1185	1176	5.0	4.6	75.4	105.7	34.0	3.1	72.2

Hetero Polled - 100 % Full Fleck - Diluter Free

31N is another son off of our late Lone Stone Cannon 210H bull and off the cow MACS 342E. We've done this mating a few times and it's really simple, it just works amazing every time!

- Wide topped
- Moderate framed
- Deep bodied

Nailed It is the real deal and a bull we are quite excited to see the future of. If you like ones that grow fast and weigh up in the fall, then consider Lot 2. Full sister sold in 2022 to Virginia Ranch.



Full Sibling - Sold to Logan Brothers



3

Madge Mr Marley 101M

1531228 | TANN 101M | May 25, 2024 | Fullblood

MJB WAR CRY 8G

VIRGINIA WARSMOKE 24J

SKYWEST GWEN

ANCHOR D ZAM 487H

MADGE MS SCARLETTE 32K

BEE SCARLETTE 892F

BEE BATTLE CRY 282B
MJB MISS ELAINE 25E
KUNTZ DURAMAX 12D
VIRGINIA MS ZALIKAANCHOR D SHAZAM 318E
ANCHOR D DEVYN 487D
ROLLING ACRES TORQUE
BMS SCARLETTE 10B

PERFORMANCE (LBS)				
BW	WW	AWW	YW	AYW
90	575	746	1035	1141

EPD's						
CE	BW	WW	YW	M	MCE	MWWT
3.7	4.7	73.2	106.5	35.5	-0.6	72.1

Horned - 100% Full Fleck - Diluter Free

We are hoping this is the start to an extra age/2-year-old division for our bull sale. 101M is a bull I think really highly on, off of a beautiful Anchor D Zam daughter with a picture-perfect udder. Marley has a very strong pedigree to go with his standout presence; this guy is equivalent to a human body builder. There's so much I could say about this bull, but I think I'll let his sale picture/sale video do the talking. Power, power, power!! One we would love to keep in our herd.



MADGE MS SCARLETTE 32K - Dam of Lot 3



4

Madge Mr Mars 102M

1531230 | TANN 102M | May 28, 2024 | Fullblood

MJB WAR CRY 8G

VIRGINIA WARSMOKE 24J

SKYWEST GWEN

MAVVA ALAMO 84G

JB CDN DAGMAR 2284

JB CDN DAISY 15107

BEE BATTLE CRY 282B
MJB MISS ELAINE 25E
KUNTZ DURAMAX 12D
VIRGINIA MS ZALIKABEE BATTLE CRY 282B
MI MISS BESSEY 75B
JB CDN WIND WALKER 1102
JB MALAYSIA 99M

PERFORMANCE (LBS)				
BW	WW	AWW	YW	AYW
88	560	738	1055	1164

EPD's						
CE	BW	WW	YW	M	MCE	MWWT
5.3	3.9	69.5	93.6	37.6	-0.1	72.4

Horned - Full Fleck - Diluter Free

This is our second and last extra age bull for this year's sale and he's another bull that we are super proud of. Mars is the only calf off the 2284 cow. We lost her this past year to a bad weed on pasture; this cow was going to have a beautiful future as she was stunning. She was one that anyone would be happy to have a 100 of in their pasture. 102M is very free in his movement, showcasing an incredible length of spine, shoulder and structure. If you're looking for something that'll breed a few extra cows this year, then look no further.



The Madge Family

**5**

Madge Mr No Mans Land 9N

P1508276 | TANN 9N | Jan 03, 2025 | Polled Fullblood

ANCHOR D SHAZAM 318E

ANCHOR D ZAM 487H

ANCHOR D DEVYN 487D

NGDB NITRO 16H

KSL LADY AMOURA 26K

ANCHOR D GAMBINI 651G

FGAF FRENCH ATTACK 010C

ANCHOR D BETTANNA 318A

ANCHOR D ENTOURAGE 235X

ANCHOR D PIPER 209Y

SUNNY VALLEY CANON 86E

SUNNY VALLEY LADY A 51A

BLACK GOLD EPIC 14Z

ANCHOR D BECKY 82B

PERFORMANCE (LBS)

BW	WW	AWW	YW	AYW
107	938	810	1190	1167

EPD's

CE	BW	WW	YW	M	MCE	MWWT
-0.2	7.6	92.5	136.1	32.4	-0.9	78.7

Hetero Polled - Full Fleck - Diluter Free

NO MANS LAND is quite a cool bull. 9N has been a standout since the day he was born and we couldn't be any more pleased with how he's matured since then. Coming from our KSL Lady Amoura 26K cow who is in my eyes one that'll make a big name for herself in a few short years. When we mated Lady to Zam we knew we'd be happy with the results, and I really think it worked as perfectly as it could've. If you're looking for an easy maintaining, heifer making, steer/bull making breeding machine then No Mans Land is a good fit for you.



KSL LADY AMOURA 26K - Dam of Lot 5





6 Madge Mr Network 47N

Pending | TANN 47N | Jan 17, 2025 | Fullblood

SIBELLE POL SYNERGY 18F

VIRGINIA SKNYRD 734K

VIRGINIA CABERNET 734E

BLACK GOLD EPIC 14Z

ANCHOR D FELESHA 395F

ANCHOR D REBA 353Z

SIBELLE SPARTACUS 8A
SIBELLE POL CROCUS 20D
DOUBLE BAR D NOTORIOUS
VIRGINIA MS BARBI 46Y

ALLM COLOSSAL 25U
CROSSROAD WHISPER 930W
ROGANT
ANCHOR D RACHEL 123R

PERFORMANCE (LBS)				
BW	WW	AWW	YW	AYW
103	888	773	1145	1136

EPD's						
CE	BW	WW	YW	M	MCE	MWWT
2.7	5.6	78.0	112.2	38.0	1.9	77.0

Horned - 100% Full Fleck - Diluter Free

Network is the maternal brother to the lead off bull from our catalogue last year. The few years I've owned the dam to 47N, I've noticed she's one you can mate to just about anything. 47N was a popular stop on our summer tours, his build and dark colour really made him stand out amongst the rest. His dam is also one that's very hard to miss amongst the herd.

- Power
- Growth
- Heavily Pigmented
- Wide Hipped



ANCHOR D FELESHA 395F - Dam of Lot 6



MADGE MR MEGATRON 52M - Maternal Brother of Lot 6



7 Madge Mr Nando 26N

Pending | TANN 26N | Jan 10, 2025 | Polled Fullblood

SIBELLE POL SYNERGY 18F

VIRGINIA SKNYRD 734K

VIRGINIA CABERNET 734E

DFM RANCHLAND 37A

JB CDN FERNANDA 1672

JB CDN FRANZiska 1201

SIBELLE SPARTACUS 8A
SIBELLE POL CROCUS 20D
DOUBLE BAR D NOTORIOUS
VIRGINIA MS BARBI 46Y

DDD BROADWAY G534
BROCK'S MEESHA
SS THOR 21T FF
JB CDN FASHIONISTA 9024

PERFORMANCE (LBS)				
BW	WW	AWW	YW	AYW
101	880	753	1155	1142

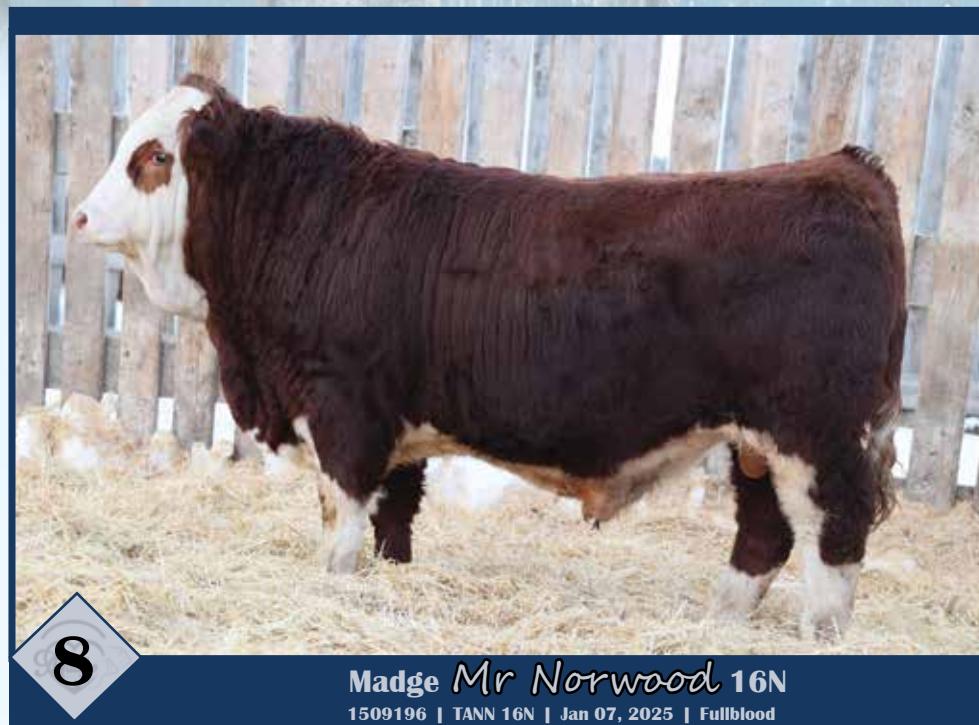
EPD's						
CE	BW	WW	YW	M	MCE	MWWT
2.3	5.5	73.6	102.6	37.5	1.5	74.3

Hetero Polled - 100% Full Fleck - Diluter

26N is a Skynyrd son that we really think could benefit any herd. His dam Fernanda is a favourite from our Bruketa purchase 3 years ago. 9 coming 10 years of age the old girl looks like she'll continue to be producing some good ones for many years to come. Nando is a big hipped, curly haired, quiet bull that will produce some hellish good calves in his time. His tan colour is hard to find today in the fullblood market and I think he'd compliment a variety of cows. If you like the good ones then take a look here.



JB CDN FERNANDA 1672 - Dam of Lot 7



8

Madge Mr Norwood 16N

1509196 | TANN 16N | Jan 07, 2025 | Fullblood

ANCHOR D OUTLOOK
ELM TREE KNOX 73K
 ELM TREE RHONDA 58H

MAVV ALAMO 84G
JB CDN TASHA 2325
 JB CDN TEA LIGHT 1796

VIRGINIA PRECISION 16C
 ANCHOR D KAEL 255C
 SOUTHSEVEN MR ADONIS 96Z
 SBV RHONDA 59C

BEE BATTLE CRY 282B
 MI MISS BESSEY 75B
 DFM RANCHLAND 37A
 JB CDN TULIP 1470

PERFORMANCE (LBS)					
BW	WW	AWW	YW	AYW	
87	822	758	1135	1201	

EPD's						
CE	BW	WW	YW	M	MCE	MWWT
10.7	2.7	65.1	84.7	38.0	5.6	70.6

Horned - Full Fleck - Diluter Free

Norwood, AKA Batman is a bull that was Colin and I's favourite to watch mature over the summer months. Off a very promising young cow who we think did a bang-up good job on her first calf. Batman is all meat and no potatoes.

- Long spined
- Dark red
- Loose hided
- Lots of grow

His calving ease numbers say heifer bull, but we'd recommend this bull for second calvers and up.



Rosie, Madge Simmentals favourite blaze face



9

Madge Mr No Joke 65N

Pending | TANN 65N | Jan 27, 2025 | Polled Fullblood

SIBELLE POL SYNERGY 18F
VIRGINIA SKYNYRD 734K
 VIRGINIA CABERNET 734E

VIRGINIA PRECISION 16C
ANCHOR D KESABELLA 288K
 ANCHOR D ESABELLA 827E

SIBELLE SPARTACUS 8A
 SIBELLE POL CROCUS 20D
 DOUBLE BAR D NOTORIOUS
 VIRGINIA MS BARBI 46Y

VIRGINIA RADISON 5Z
 BROCK YODA
 DOUBLE BAR D INTUITION
 FGAF SHEWOLF 064A

PERFORMANCE (LBS)					
BW	WW	AWW	YW	AYW	
103	800	757	1130	1224	

EPD's						
CE	BW	WW	YW	M	MCE	MWWT
3.7	5.0	72.5	104.7	35.1	1.3	71.4

Hetero Polled - 100 % Full Fleck - Diluter Free

If I'm being completely honest, in summer tours 65N was one that really stayed under the radar. The longer time goes on the more this bull really comes into his own. The overall capacity of this calf is insane; he's got nuts and guts and is really special in his build. If you have a herd of solid-coloured cows and wanna add some blazes to your calf crop, it's really No Joke that this bull will do all that. Wide topped, big hipped, great foot and shoulder to carry him to any part of the province. This guy checks a lot of boxes.



Our trip to Sicamous to visit Colin's parents



10

Madge Mr No Problem 80N

P1509516 | TANN 80N | Feb 12, 2025 | Polled Fullblood

JNR CASHMERE
LONE STONE CANNON 210H
 DOUBLE BAR D DONITA 111C

DFM RANCHLAND 37A
JB CDN EDDA 1809
 JB CDN EDEN 1281

JNR'S CONCEPT
 JNR SHELAIN
 ANCHOR D IMAX 250Y
 DOUBLE BAR D ADONIS 535S

DDD BROADWAY G534
 BROCK'S MEESHA
 SS THOR 21T FF
 JB CDN ERIKA 5024

PERFORMANCE (LBS)				
BW	WW	AWW	YW	AYW
112	842	811	1195	1310

EPD's							
CE	BW	WW	YW	M	MCE	MWWT	
0.0	6.7	78.3	107.8	32.2	0.8	71.4	

Hetero Polled - 100% Full Fleck - Diluter Free

Big time power bull right here, being born almost in the middle of February a person wouldn't be able to tell. 80N is going to be a big bull one day and with his growth this guy has dollar signs all over him. If you sell your calves by the pound and are looking to gain even more in this great cattle market, then No Problem is the bull for you. Probably the biggest framed Cannon son we've ever had, and for a polled bull he doesn't give up on any performance. 1809 the dam to this bull is a larger framed cow with a very level tidy udder, strong foot and the building blocks to create a great bull like this. We welcome you to tour the cow herd, if you'd like to see the dams to these bulls.



JB CDN EDDA 1809 - Dam of Lot 10



11

Madge Mr Napoleon 18N

Pending | TANN 18N | Jan 07, 2025 | Fullblood

MAVV ALAMO 84G

JB CDN AYATOLLAH 2279

JB CDN FIESTA 1491

BLACK GOLD FORT KNOX 12F

ANCHOR D KALISTA 290K

ANCHOR D JOCASTA 256F

BEE BATTLE CRY 282B

MI MISS BESSEY 75B

JB CDN VINDICATOR 1215

JB CDN FREYSIA 4079

PERFORMANCE (LBS)

BW	WW	AWW	YW	AYW
86	762	672	1045	1072

EPD's						
CE	BW	WW	YW	M	MCE	MWW
8.9	2.9	63.0	83.5	35.2	4.5	66.7

STARWEST BRYCK

MS BGS FLORA 81Z

SIBELLE AEGON 26C

ANCHOR D JOCASTA 360Y

Horned - Full Fleck - Diluter Free

18N is the first of two for the Ayatollah sons we have on offer for this bull sale. Napoleon isn't short or a mastermind in war strategy but he is one heck of a good bull. His dam is a female that came to us from Anchor D Simmentals as a calf at foot of her dam. 290K the dam has probably the smallest udder I've seen on a 3rd calver in my life, but always brings in a good calf. Small udder, rich milk, the ones that last a lifetime.

- Easy calving
- Eye appealing
- Cow maker

The only chance of two to get a bull off of Ayatollah, his life was short here and we sure wish we would've collected semen off him, a bull that we were sad to see go.



ANCHOR D KALISTA 290K - Dam of Lot 11



12

Madge Mr New Wave 44N

Pending | TANN 44N | Jan 16, 2025 | Fullblood

MAVV ALAMO 84G

JB CDN AYATOLLAH 2279

JB CDN FIESTA 1491

VIRGINIA MARQUEE 423D

VIRGINIA FREIDA 832F

R-FIVE CLAIR 15C

BEE BATTLE CRY 282B

MI MISS BESSEY 75B

JB CDN VINDICATOR 1215

JB CDN FREYSIA 4079

PERFORMANCE (LBS)

BW	WW	AWW	YW	AYW
100	842	731	1150	1168

EPD's						
CE	BW	WW	YW	M	MCE	MWW
8.1	3.1	66.4	89.6	36.3	3.5	69.5

VIRGINIA RADISON 5Z

VIRGINIA BRANDY 423B

BDJL FF ZORRO

R-FIVE AINSLEY 17A



Maternal Sister of Lot 12 - Sold to Lone Stone Farms



Maternal Sister of Lot 12 - Sold to Beechinor Bros Simmentals



VIRGINIA FREIDA 832F
Udder - Dam of Lot 12

Horned - 100% Full Fleck - Diluter Free

New Wave is our second bull on offer off of JB Cdn Ayatollah, and off a cow that has done nothing but good for our operation. Freida, the mother of New Wave has produced two of our sale heifers in recent years that have gone to the well-respected herds of Beechinor Bros. and Lone Stone Farms. Also having many progeny in our embryo program in 2025. If you are wanting to try Fleckvieh and are scared of lots of white, 44N is dialed back on the chrome and ready to go to work. If

12 you like hairy cattle, maternal traits and good udders then consider this guy for your 2026 breeding season. He may just be the sleeper of the sale.



13

Madge Mr Nacho 25N

Pending | TANN 25N | Jan 09, 2025 | Polled Fullblood

PERFORMANCE (LBS)					EPD's						
BW	WW	AWW	YW	AYW	CE	BW	WW	YW	M	MCE	MWWT
90	812	719	1090	1113	7.4	3.4	71.8	103.5	36.2	3.2	72.1

SIBELLE POL SYNERGY 18F
VIRGINIA SKYNYRD 734K

VIRGINIA CABERNET 734E

KUNTZ DURAMAX 12D
BEE FAITH 212K
RICOCHET FAITH 920F

SIBELLE SPARTACUS 8A
SIBELLE POL CROCUS 20D
DOUBLE BAR D NOTORIOUS
VIRGINIA MS BARBI 46Y

SOUTHSEVEN MR ADONIS 96Z
KUNTZ MISS MOSES 03X
JNR'S WARRIOR
RICOCHET YONITA 148Y

Hetero Polled - Full Fleck - Diluter Free

25N comes from a cow that we purchased a few years back from Beechinor Bros, she was our top pick from their offering and a female that goes back to Ricochet Yonita 148Y who we used to own. When we mated 212K to

Skynyrd, I really hoped that the calf would come out without a pair of nuts but my loss is your gain. Nacho will sire an exceptional group of big fleck cross calves that'll top the market and females that'll have the herd looking top notch. Buy with confidence, this guy has herd bull written all over him. This bull is goggled on his other eye.



BEE FAITH 212K - Dam of Lot 13



14

Madge Mr News At Five ON

Pending | TANN ON | Jan 01, 2025 | Polled Fullblood

PERFORMANCE (LBS)					EPD's						
BW	WW	AWW	YW	AYW	CE	BW	WW	YW	M	MCE	MWWT
97	818	708	1040	1022	5.8	3.7	67.3	93.8	38.6	3.9	72.3

SIBELLE POL SYNERGY 18F
VIRGINIA SKYNYRD 734K

VIRGINIA CABERNET 734E

SBV REPUTATION 707F
BLACK GOLD MS BOMBSHELL 61K
BLACK GOLD MS BOMBSHELL 78H

SIBELLE SPARTACUS 8A
SIBELLE POL CROCUS 20D
DOUBLE BAR D NOTORIOUS
VIRGINIA MS BARBI 46Y

CHERRY CREEK GLITZ 4D
SUNNY VALLEY RHEA 54C
NAC BATTLE CRY 4F
BLACK GOLD MS BOMBSHELL 36F

Homo Polled - Full Fleck - Diluter Free

News at 5 is a maternal brother to the bred heifer we sold this past year in the Western Harvest for \$22,000 to Springside Cattle Co. The dam to this calf is very moderate in her make, with lots of depth of body with an amazing udder. Sired by our Virginia Skynyrd bull, we feel ON could really go in any direction whether that's back on registered cows or a wide variety of commercial cattle. One that'll continue to get better with time, and leave a lasting mark on your herd.



BLACK GOLD MS BOMBSHELL 61K
Dam of Lot 14

MADGE MS BOMBSHELL 51M
Maternal Sister of Lot 14
Sold to Springside Cattle Co.



15

Madge Mr Nia 24N

1531218 | TANN 24N | Jan 09, 2025 | Fullblood

PERFORMANCE (LBS)					EPD's						
BW	WW	AWW	YW	AYW	CE	BW	WW	YW	M	MCE	MWWT
94	802	746	1065	1119	8.2	2.6	72.4	101.9	38.6	2.0	74.8

SIBELLE POL SYNERGY 18F
VIRGINIA RUSH 010K

VIRGINIA HAWLEY 010H

MJB WAR CRY 8G
VIRGINIA LOREENA 362L
BMS SIBELLE LOREENA 17D

SIBELLE SPARTACUS 8A
SIBELLE POL CROCUS 20D
DOUBLE BAR D NOTORIOUS
VIRGINIA MS BARBI 46Y

SIBELLE POL SYNERGY 18F
KUNTZ DURAMAX 12D
JNR'S WARRIOR
RICOCHET YONITA 148Y

Horned - 100 % Full Fleck - Diluter Free

The first Virginia Rush son of two and one with a bit more power than his paternal brother in the sale. Nia is off of another stunning Virginia Ranch cow that follows suit to the rest, strong footed, good uddered, functional and hard working. 24N is going to be a big boy when he's done growing. One that I think a person should really take a look at.



VIRGINIA LOREENA 362L - Dam of Lot 15



16

Madge Mr No No 12N
1531219 | TANN 12N | Jan 04, 2025 | Fullblood

PERFORMANCE (LBS)					EPD's						
BW	WW	AWW	YW	AYW	CE	BW	WW	YW	M	MCE	MWWT
88	752	693	1035	1093	11.3	1.7	68.0	95.7	36.1	2.8	70.1

Lots 16-18 - All three are calving ease/heifer friendly bulls.

MJB WAR CRY 8G

VIRGINIA RUSH 010K

VIRGINIA HAWLEY 010H

VIRGINIA MARQUEE 423D

VIRGINIA LAUREL 318L

WOLFE HERRA FF 116H

BEE BATTLE CRY 282B

MJB MISS ELAINE 25E

FGAF GUERRERO 810Y

BLL EMBER 1827F

VIRGINIA RADISON 5Z

VIRGINIA BRANDY 423B

BLACK GOLD ELEVATION 20E

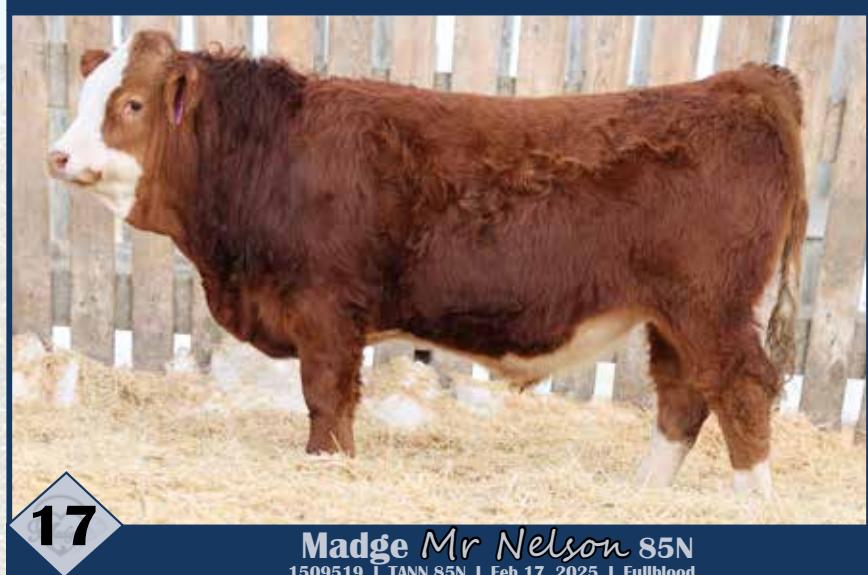
WOLFE DONATELLA FF 967D

Horned - Full Fleck - Diluter Free

12N is a calf off of one of our purchases from Virginia Ranch in the 2024 Western Harvest Female Sale. This Virginia Rush Son is something a little bit more different than the rest with his unusual face markings and light red colour. The potential to use this guy on some big powerful heifers or second calvers is definitely an option. A few generations of proven heifer bulls in this guy's pedigree on both sides.



VIRGINIA LAUREL 318L - Dam of Lot 16



17

Madge Mr Nelson 85N
1509519 | TANN 85N | Feb 17, 2025 | Fullblood

PERFORMANCE (LBS)					EPD's						
BW	WW	AWW	YW	AYW	CE	BW	WW	YW	M	MCE	MWWT
79	704	760	958	1120	9.1	2.6	59.8	75.4	33.1	3.4	63.0

ANCHOR D OUTLOOK
ELM TREE KNOX 73K

ELM TREE RHONDA 58H

VIRGINIA PRECISION 16C
ANCHOR D KAEI 255C
SOUTHSEVEN MR ADONIS 96Z
SBV RHONDA 59C

JB CDN STAG'S LEAP 2064
JB CDN GOLDA MAE 2373
JB CDN GALIANA 1654

JB CDN STAG'S HOLLOW 1741
JB CDN BELLA DONNA 1713
DFM RANCHLAND 37A
JB CDN GABRIELLA 1144

Horned - Full Fleck - Diluter Free

Nelson is another heifer bull candidate in my eyes. We have zero complaints about how his sire Knox worked in the heifer pen in 2025, easy calving and fast growing. The sisters to this bull might just be our strongest sire group. Smooth shouldered, long and tidy headed I really think 85N will have a successful career in any heifer pen.



18

Madge Mr National 63N

BPG1509505 | TANN 63N | Jan 26, 2025 | Polled Black Purebred

PERFORMANCE (LBS)					EPD's						
BW	WW	AWW	YW	AYW	CE	BW	WW	YW	M	MCE	MWWT
85	724	721	1025	1147	12.1	1.1	58.1	90.7	22.6	7.2	51.7

LFE DIRECT DRIVE 810F
LFE BS LEWIS 3200J
LFE BS SIGNAL 2039A

LFE BEAST MODE 305D
LFE BS CROCUS 623C
LFE BELLAGIO 529X
LFE RS SIGNAL 127U

MRL STERLING BLACK 138Z
OUTBACK RAPTURE 861L
OUTBACK RED RAPTURE 11B

LCHMN BRIGHT LIGHT L122L
MRL MISS 403X
D BAR C VISIONARY 238X
RED RAPTURE OBCC 47S

Homo Polled - Diluter Free

63N is 28/32 Simmental with the rest being Angus. His dam is a very feminine, tidy uddered, and a more angus looking female. We had great success using our Lewis 3200J bull in the heifer pen, he calves easily and they grow like weeds. This is a bull I would really consider putting in with your heifers; long spined, clean fronted, and built to calve easy. I always hesitate saying heifer bull, but I'm confident this calf will show some great results on those first calf heifers.



19

Madge Mr Nascar 68N
PG1509509 | TANN 68N | Jan 31, 2025 | Polled Red Purebred

PERFORMANCE (LBS)				
BW	WW	AWW	YW	AYW
102	768	718	1050	1118

EPD's						
CE	BW	WW	YW	M	MCE	MWWT
3.6	5.0	79.7	118.4	20.4	3.9	60.3



20

Madge Mr New Moon 43N
BPG1509210 | TANN 43N | Jan 16, 2025 | Polled Black Purebred

PERFORMANCE (LBS)				
BW	WW	AWW	YW	AYW
92	870	754	1135	1130

EPD's						
CE	BW	WW	YW	M	MCE	MWWT
8.8	2.8	79.1	115.6	22.1	7.1	61.7

TERMS & CONDITIONS **TERMS** - The terms of the sale are cash, cheque, e-transfer, or wire and are due at the time of sale, unless other arrangements have been made between buyer and seller prior to the sale. Transcon reserves the right to charge interest at a rate of 2% per month on overdue accounts. The right of property shall not pass until after settlement is made. Transcon Livestock Corp. reserves the right to require a certified cheque as settlement before releasing any sale cattle. Should any purchaser fail to settle for their purchase Transcon Livestock Corp. reserves full power to resell the animal to the best advantage either publicly or privately, without further notice. Any loss arising from such resale together with keep and all other expenses shall be payable by the defaulter. Settlement must be made before any cattle will be released. Transcon Livestock Corp and/or the Auctioneer shall have the right to refuse bids from anyone who has a previous record of default in payment or who has not made proper credit clearance prior to the sale with the owner or Sale Managers.

BID - No private sales will be allowed except as otherwise provided for in the terms and conditions. No by-bidding will be permitted.

SALES TAXES - Applicable sales taxes will be charged on semen, embryos, and trucking fees (if listed), respective to the home province of the buyer, not the seller.

PURCHASER'S RISK - Each animal becomes the risk of the purchaser as soon as sold. Animals will be cared for at the purchaser's risk for a reasonable length of time.

INSURANCE - Each animal becomes the risk of the purchaser at the time of sale and should be insured. Animals returning to the seller's farm must be insured.

US BUYERS - There is an additional charge (approximately \$300.00 US dollars) that will be applied to each animal purchased. This covers documentation, vet inspections/testing required to export. This cost does not include transportation or brokerage which is the responsibility of the buyer.

CATTLE PICTURES AND INFORMATION PROVIDED - The images in this catalogue are believed to be accurate representations of the individual animals and the information contained in this catalogue is provided by the seller and believed to be true and accurate. Transcon Livestock Corp. and catalogue designers/producers assume no responsibility if the images and/or information as received have been altered or is inaccurate.

CERTIFICATE OF REGISTRY - A registration/recording certificate issued by the applicable breed association and duly transferred will be furnished to the buyer of each animal after settlement has been made. It is the responsibility of the buyer to determine the acceptance of this certificate in any other association.

SUNNY VALLEY STRUT 30J

VIRGINIA VIKING 213L

NUG MISS 213B

ANCHOR D MATADOR 527E

ANCHOR D JEWEL 442J

ANCHOR D MS OLYMPUS 86C

BOUNDARY STRUT 155G

SUNNY VALLEY TRUFFLE 125F

BDS NACKERS 107Y

IWC MISS DYNAMITE 216Y

SPRINGCREEK LINER 56U

FGAF PRECIOUS THING 402T

SPRINGCREEK OLYMPIAN 66A

ANCHOR D VERA 702W

Hetero Polled - Diluter Free

Not often do you see a solid red bull in our offering, and one of two black parents for that matter. 68N is a unit!! If a person wanted to set the dinner table placement on this calf's back, you could. Wide as they come, deep ribbed, lots of hair and a foot structure that is flawless. Nascar is stunning and hard to miss, I know he revs my engine, does he rev yours?

SUNNY VALLEY STRUT 30J

VIRGINIA VIKING 213L

NUG MISS 213B

NCB COBRA 47Y

MADGE BLACK MAMBA 16H

LFS BLK EXOTICA 203F

BOUNDARY STRUT 155G

SUNNY VALLEY TRUFFLE 125F

BDS NACKERS 107Y

IWC MISS DYNAMITE 216Y

LFE VIPER 455U

NCB MISS DREAM 22T

FBF1 COMBUSTIBLE

SWANTEWITT ALANNA 188A

Homo Polled - Diluter Free

43N is our only black Simmental bull in the offering this year. His Sire Viking is a bull we purchased from Virginia Ranch a few years ago, and his first calf crop last year was everything we had hoped for minus the fact he gave us a lot more heifers than bulls. There's no bull with 43N though, he comes from very solid cow families on both sides, so much so that we purchased his maternal grand dam from Harry and Michelle to use as a flush cow to pioneer our red and black division. She's 12 years old and still a very youthful-looking and producing cow. Longevity packed with growth, hair and some stellar genetics.

Terms and Conditions

SHIPPING - Assistance will be given in making shipment after the sale but no risk is assumed by the Sales Management or Seller. Expenses incurred are the responsibility of the purchaser. Purchasers are requested to furnish shipping instructions when making settlement.

BREEDERS GUARANTEE - As per applicable Canadian Breed Association Breeding Guarantee guidelines. In no event shall the seller be responsible for reimbursing more than the purchase price.

EXCEPTION TO GUARANTEE - In cases where the animal is subjected to any hormonal or surgical reproduction techniques after the sale, the guarantee shall be null and void.

HEALTH - It is the buyer's responsibility to determine health requirements for importing any animal into his province or state. Transcon Livestock Corp. assumes no responsibility for the health status of any animal in the sale.

EMBRYO & SEMEN - Full settlement must be made before release is done and shipping arrangements should be done within 30 days of the sale unless arrangements made between buyer and seller prior to the sale. Shipping arrangements and costs are the expense of the purchaser once release has been given.

ACCIDENTS - Although every precaution will be taken to protect the safety and comfort of buyers, neither the Sales Management, consignors, or Association assumes any responsibility in this matter and disclaims any liability legal or otherwise in the event of accident or loss of property.

RIGHTS AND OBLIGATIONS - The above terms and conditions of the sale shall constitute a contract between the buyer and the seller and be equally binding to both. Resale of animals following purchase in this sale shall constitute a separate transaction and the rights and obligations of the two parties connected thereto are not covered by the terms and conditions of this sale.

TRANSCON LIVESTOCK CORP. IS AGENT ONLY - It is to be clearly understood that Transcon Livestock Corp. is only acting as a medium between buyer and seller and is not in any way responsible for any failure on the part of either party to live up to his obligations. Neither does Transcon Livestock Corp. assume any financial obligations to collect or enforce collection of any monies between parties. Any legal action that may be taken, in exceptional cases, must be between buyer and seller.

Return:
Transcon Livestock Corp
Box 300
Sundre, AB
T0M 1X0



Feel the Beat Simmental Bull Sale!

**SUNDAY, FEBRUARY 15, 2026
ONLINE FARM GATE AUCTION**

TRANSCON
Livestock Corp. Est. 1967
www.transconlivestock.com

