

BLACK ANGUS & CHAROLAIS | YEARLING & 2 YEAR OLD BULLS

FLAT VALLEY CATTLE COMPANY
PRESENTS



SIMPLE AS

BLACK & WHITE

BULL SALE

with guest consignors

SNAKE VALLEY FARM LTD. | QUARTER HORSE COULEE FARMS

MONDAY, MARCH 16, 2026 | 1 PM MDT
MEDICINE HAT FEEDING COMPANY | MEDICINE HAT, AB

Welcome

IT IS MY PLEASURE TO AGAIN WELCOME YOU TO THE 7TH ANNUAL SIMPLE AS BLACK & WHITE BULL SALE.

ANOTHER TRIP AROUND THE SUN AND WHAT A YEAR IT'S BEEN. THE CATTLE BUSINESS IS IN AN INCREDIBLE STATE AND SEEMS TO BE HOLDING STEADY. CONGRATS TO THOSE THAT HAVE STUCK AT IT FOR ALL THESE YEARS AND FINALLY GETTING PAID(CLOSE TO THE RATE OF INFLATION). IT IS YOU GUYS IN THE BUSINESS THAT HAVE DONE IT DAY IN AND DAY OUT, YEAR AFTER YEAR, THAT HAS MADE THE FOUNDATION OF THIS GREAT BUSINESS.

WITH THAT BEING SAID, IT IS YOU GUYS THAT MAKE THIS POSSIBLE: PAST BUYERS, BIDDERS, MENTORS, ANYONE WHO HAS SHOWED AN OUNCE OF INTEREST IN ANY OF THESE OPERATIONS, EVEN THOSE THAT JUST GAVE A LITTLE WORD OF INSPIRATION OR ENCOURAGEMENT THAT PUSHED US TO BE HERE WITH THIS OFFERING TODAY. THANK-YOU

I AM CONFIDENT THAT THE OFFERING THIS YEAR IS NO DIFFERENT THAN YEARS PAST. WE ARE PRODUCING A PRODUCT THAT IS AS SOLID AS THE FOUNDATION IT IS BUILT ON. BULLS THAT WILL GO INTO YOUR OPERATIONS AND MAXIMIZE PRODUCTIVITY AS STRESS FREE AS POSSIBLE. SEEDSTOCK THAT ARE BRED WITH BREED LEADING GENETICS AND DEVELOPED TO LAST AND MAKE THE MILES NEEDED.

THE SALE WOULDN'T BE POSSIBLE WITHOUT THE CONTRIBUTION OF OUR CONSIGNERS. I'D LIKE TO WELCOME REPEAT CONSIGNERS QUARTER HORSE COULEE (THE BROWN'S) AND SNAKE VALLEY FARM LTD (THE VAAGE'S). IT'S TRULY HUMBLING TO BE ABLE TO WORK ALONGSIDE SUCH GREAT PEOPLE, ALL WITH THE SAME FRAME OF MIND. WE LOOK FORWARD TOO MANY MORE YEARS TO COME.

IF YOU ARE IN NEED OF ANY ASSISTANCE IN SELECTING YOUR NEXT HERDSIRE PLEASE REACH OUT TO ANY OF OUR CONSIGNERS OR SALES TEAM. AS ALWAYS WE WELCOME ANYONE WILLING AND ABLE TO COME VISIT THE BULL PENS AT OUR RANCHES PRIOR TO THE SALE. BULLS ARE ALSO AVAILABLE FOR VIEWING THE DAY PRIOR TO THE SALE AT MHFC, IN A VERY RELAXED MANNER. WE ALSO HAVE DLMS ON BOARD FOR OUR SALE DAY BROADCAST FOR THOSE UNABLE TO ATTEND.

LOOK FORWARD TO SEEING AND HEARING FROM YOU AT THE SIMPLE AS BLACK & WHITE BULL SALE.

**JAMIE EHRET
FLAT VALLEY CATTLE COMPANY**



**JAMIE & AMY EHRET & FAMILY
BOX 2, HILDA, AB T0J 1R0
403-504-6265**

f FLAT VALLEY CATTLE CO LTD



**SNAKE VALLEY
FARM LTD**

**THE VAAGES
BOX 369, CHAMPION, AB T0L 0R0
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f SNAKE VALLEY FARM LTD.



**QUARTER HORSE COULEE FARMS LTD.
DARCY & BRANDY BROWN
ACADIA VALLEY, AB C 403-928-0447**

f QUARTER HORSE COULEE FARMS

MONDAY, MARCH 16, 2026 | 1 PM MDT

MEDICINE HAT FEEDING COMPANY | MEDICINE HAT, AB

SIMPLE AS BLACK & WHITE BULL SALE

FLAT VALLEY CATTLE COMPANY | SNAKE VALLEY FARM LTD. | QUARTER HORSE COULEE FARMS

SALE DAY PHONES

JAMIE EHRET, FLAT VALLEY CATTLE CO	403-504-6265
JUSTIN VAAGE, SNAKE VALLEY FARM	403-423-0157
DARCY BROWN, QUARTER HORSE COULEE FARMS	403-928-0447
ANDREW RELEEDER, AUCTIONEER	403-848-1260
GARREN SKEELS, RINGMAN	403-704-5784
JUSTIN GATTE, RINGMAN	403-963-1334
MEDICINE HAT FEEDING COMPANY	403-526-3129

INSURANCE

LARRY TONER 306-834-7652 (TALK OR TEXT), WITH STOCKMANS INSURANCE WILLBE AT THE SALE OFFERING INSURANCE FOR PURCHASES.

VIDEOS

WE ENCOURAGE YOU TO VIEW THE VIDEOS POSTED ON CATTLEVIDS.CA. A PICTURE IS WORTH A THOUSAND WORDS BUT HOW YOUR BULLS TRAVEL WILL MAKE OR BREAK THE DEAL.

VIEWING THE BULLS

ALL OF THE BULLS WILL BE AVAILABLE FOR VIEWING AT THE SALE SITE THE DAY BEFORE THE SALE, OR AT THE FARMS ANYTIME PRIOR TO THE SALE.

LUNCH

PLEASE JOIN US FOR COFFEE AND BULL VIEWING AT 10:00 A.M. SALE DAY, FOLLOWED BY LUNCH BEFORE THE SALE.

BUYER'S DRAW

THANK-YOU TO OUR GENEROUS SPONSORS FOR THE BUYERS DRAWS: CARGILL ANIMAL NUTRITON, HIGH LEVEL CATTLE CONSULTING AND TROUW NUTTION CANADA, OWEN SYVERSON & BRITTANY OSADCZUK

HOSPITALITY SPONSORS

THANK YOU TO WESTERN TRACTOR & TROUW NUTRITION



CURRENT CHAROLAIS EPDS

CE	BW	WW	YW	M	MCE	TM	TSI
5.5	0.2	61.2	112.7	23.0	5.7	53.6	259.3

CURRENT ANGUS EPDS

CE	BW	WW	YW	M	MCE
3.3	2.0	56	99	31	3.0

DELIVERY

PURCHASES FARTHER THAN A 300 KM RADIUS WILL BE COORDINATED TO CENTRAL LOCATIONS FOR BOTH OUR CONVENIENCES. PLEASE LEAVE DELIVERY INSTRUCTIONS AND CORRECT CONTACT INFORMATION AT THE TIME OF SETTLEMENT.

WINTERING OF BULLS

WE WILL WINTER YOUR BULLS. WE ASK THAT TWO-YEAR OLDS ARE DELIVERED BY APRIL 1ST. YEARLING BULLS TO BE DELIVERED BY MAY 1ST. ANYTHING NOT DELIVERED/PICKED UP BY DEADLINE WILL BE CHARGED A BOARD FEE ON A DAILY BASIS UNLESS PRIOR ARRANGEMENTS HAVE BEEN MADE. ALL BULLS BEING WINTERED MUST BE INSURED.

SIGHT UNSEEN PURCHASE PROGRAM

WE ENCOURAGE EVERYONE TO COME VIEW THE BULLS PRIOR TO THE SALE. IF YOU UNABLE TO, WE HAVE A SIGHT UNSEEN OPTION. CONTACT ANY ONE OF US PRIOR TO SALE DAY; WE WILL DISCUSS YOUR PROGRAM AND NEEDS AND WILL RECOMMEND SUITABLE BULLS THAT WILL FIT YOUR CRITERIA. NOBODY KNOWS THESE BULLS BETTER THAT WE DO. ALL ORDERS WILL BE HANDLED IN A VERY CONFIDENTIAL AND PROFESSIONAL MANNER. SATISFACTION GUARANTEED. IF YOU UTILIZE THIS PROGRAM BY TALKING TO ANY OF THE CONSIGNERS PRIOR TO SALE DAY AND AT DELIVERY OR PICKUP ARE NOT 100% SATISFIED WE ARE WILLING TO REFUND YOU AND TAKE THE PURCHASE BACK.

YOU HAVE THE OPTION TO LEAVE AN ORDER OR BIDDING ON THE PHONE. DLMS IS ALSO



BROADCASTING THE SALE ONLINE FOR YOUR VIEWING AND BIDDING PLEASURE. BE SURE TO GET PREAPPROVED PRIOR TO THE SALE.

TERMS & CONDITIONS

THE SALE WILL BE CONDUCTED UNDER THE TERMS OF THE CANADIAN CHAROLAIS ASSOCIATION AND THE CANADIAN ANGUS ASSOCIATION. COPIES WILL BE AVAILABLE SALE DAY.

SEMEN RIGHTS

FLAT VALLEY CATTLE COMPANY, SNAKE VALLEY FARM LTD. AND QUARTER HORSE COULEE FARMS RETAIN THE RIGHT TO DRAW SEMEN FOR IN-HERD USE ON ANY BULL IN THE OFFERING, AT OUR EXPENSE AND THE BUYERS CONVENIENCE.

EXPORT

FOR CATTLE PURCHASED SOUTH OF THE BORDER, REQUIRING DOCUMENTATION FOR EXPORT. THE CONSIGNERS OF THE SIMPLE AS BLACK & WHITE BULL SALE WILL TAKE ON THE RESPONSIBILITY OF REQUIRED PAPERWORK AND TESTS IN A TIMELY FASHION.

On behalf of Flat Valley Cattle Co, we; Jamie, Amy, Luella, Grayson & Joni would like to welcome you to the Simple as Black & White Bull sale.

FLAT VALLEY CATTLE COMPANY

Jamie & Amy Ehret & Family
Box 2, Hilda, AB ToJ 1R0
403-504-6265



All of us have a part in the offering that is presented to you today. Be it the selection of genetics for breeding, feeding of the bulls and herd, a healthy dose of calf snuggles, the silly little names that stick (and make it to the catalogue); it's a family affair and we have all contributed in some way or another. Sure is something to be proud of!

Looking through the catalogues of fellow producers makes me appreciate what this industry offers. Programs that my grandfather supported fifty years ago and are still thriving. The friendships and acquaintances that live on forever. The pure enthusiasm of this wonderful

breed. All of this contributes to what we are striving to do. Offer you a not just a product today, but something that will last a lifetime.

We are confident in our bulls. This years offering is one of the most consistent pens we have been able to raise. Strict culling and a 'no excuse' program has lead to what we present to you today. Calvability, phenotype, structural correctness and disposition remain at the top of our priority list, while having the Charolais power and advantage not forgotten about.

Thanks for looking. We encourage you to come and evaluate for yourselves. Our location is on the back of the catalog, the pen is always open for viewing. Any questions or inquiries please reach out.

Look forward to seeing & talking to you.

The Ehrets

1



SIRE
SOS RAGE 128C



1

FVC

NEEKO

13N

2ND GEN PLD

FVC 13N

REG # MC914442

2025-01-25

SIRE

SOS RAGE 128C

CIRCLE CEE LEGEND 307A
ALT SIERRA 80Y

DAM

FVC JETTY GIRL 66J

PCC KENTUCKY RAIN 836F
JIL CRUEL GIRL 170X

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
91	870	1195	4.6	-0.8	50	91	21	6.2	46	252.05

Have to love it when a plan comes together. This mating worked! Going back a little in our herdsire inventory we could not be happier. The rib shape, tying so neatly down into his flank, masculine fronted, yet attractive and sleek, all packed into a moderate package with a phenomenal hair coat. Born easy with a 278 day gestation and never turning back.

2

MATERNAL GRAND SIRE
PCC KENTUCKY RAIN 836F

2 FVC **NOX YOUR BLOX** 10N

3RD GEN PLD FVC 10N REG # MC914440 2025-01-01

SIRE HRJ HOLY WATER 55H

HRJ DIRTY HARRY 603D
JWX DANDY 70D

DAM FVC JUST RIGHT 18J

PCC KENTUCKY RAIN 836F
FVC MS PERFECT 30F

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
91	1015	1305	8.1	-1.0	55	109	22	9.0	49	255.20

This guy hits ya hard. Born 275 days after breeding with a very moderate birthweight and weaning over 1000 pounds. He is very balanced in his make up, deep with good bone structure, and very fluid in his movements yet one of the bigger framed bulls in the FVC offering. His pedigree is backed by none other than the Cindy cow family.

3 FVC **NO SECRET HERE** 58N

3RD GEN PLD FVC 58N REG # MC914462 2025-01-22

SIRE HRJ HOLY WATER 55H

HRJ DIRTY HARRY 603D
JWX DANDY 70D

DAM FVC KEEPIN SECRETS 3K

CEDARLEA GALVESTON 7G
FVC HOPE 16H

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
98	924	1200	3.4	0.4	57	113	21	5.0	50	253.21

*A bull with plenty of shape. His dam is a moderate Galveston daughter that has a very robust rib shape that carries right up into her shoulders. Great neck extension, long spined, balanced bull. Weaned at the top of the pen. **Paternal brother to FVC 18N***

**3**

4

MATERNAL GRAND DAM -
FVSF 59A

4 FVC **NOBLEMAN** 18N

3RD GEN PLD FVC 18N REG # MC914445 2025-01-03

SIRE HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
JWX DANDY 70D

DAM FVC HOPE 16H PCC KENTUCKY RAIN 836F
FVSF MS MOROCCO 59A

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
86	932	1440	0.3	2.7	60	114	16	5.2	45	247.56

This Holy Water x Kentucky Rain cross just plain works. A 3/4 bother to FVC 10N. These two compliment each other. Strong loined, big quartered, smooth fronted with excellent structure. The length of spine attributes to the easy calving nature and more pounds end product. Saddle up and get paid.

**5**

MATERNAL GRAND DAM -
FVC MISS CINDY 20C

5 FVC **NORMAN** 57N

3RD GEN PLD FVC 57N REG # MC914457 2025-01-20

SIRE HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
JWX DANDY 70D

DAM FVC CINDY 44K PCC BREWITT 929G
FVC MISS CINDY 20C

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
92	852	1235	5.9	1.0	67	122	20	7.4	53	263.91

A bull that took his dam's attributes and made them better. 44K is a sharp fronted Brewitt daughter; Brewitt was a \$50k Players Club Champion that is also a half brother to the Kentucky Rain sire that you see splashed throughout our herd. Going back to (you guessed it) the great 206Z cow family. This bulls pedigree speaks magnitudes. Deep and balanced while remaining attractive throughout.



DAM - FVC CLEO 11C

6 FVC **NUMBUH** 34N

3RD GEN PLD FVC 34N REG # PENDING 2025-01-07

SIRE HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
JWX DANDY 70D

DAM FVC CLEO 11C JMB BOOMER 106Y
JIL BAR STAR 131Y

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
95	900	1245	2.4	1.4	55	96	15	3.3	43	247.76

FVC Cleo 11C has been a very productive cow here at Flat Valley Cattle Co. She builds the right kind. Hairy, moderate, good moving progeny that are born easy, grow fast and have the look. Numbuh 34N is no different. She has progeny that has gone on to work at H & K Ranching, Peigan Coulee Ranching, and Laidlaw Ranching.



7 FVC **NELSON** 44N

2ND GEN PLD FVC 44N REG # PENDING 2025-01-11

SIRE HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
JWX DANDY 70D

DAM FVC EXCELLING LADY 15E MVX COUGARHILL HANK 720G
P-3 LADY PERFECT 5-157E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
104	870	1225	0.8	1.4	59	106	20	3.9	49	258.24

Direct son of the 15E cow. Pedigree packed with a maternal and performance edge. Clean sheathed, great legs, nice top. A bull you can be confident in to sire calves that will be fought over when going through the ring.



8 FVC **NEVAN** 46N

3RD GEN PLD FVC 46N REG # MC914455 0254-01-12

SIRE HRJ HOLY WATER 55H HRJ DIRTY HARRY 603D
JWX DANDY 70D

DAM G.BROS GYPSY RGCG 41G LAE CLYDE 527C
GBROS QUITE-A-GAL 721D

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
108	958	1300	3.0	1.1	63	120	23	2.6	54	255.41

Look at those lines! A bull that may mature with a bit more frame size compared to the rest of the pen. Coming from a cow we bought from a recent dispersal this dude profiles so elegantly. Sired by none other than the BOSS show bull Holywater. Let this guy stamp your calves with the same look and pound them scales down come next year. Pounds pay.

9**9****FVC****NIGEL****25N**

4TH GEN PLD

FVC 25N

REG # MC914453

2025-01-03

SIRE

WRC BOLD MOVE 168 P

WC PLATINUM 8558 P
WCR MS REMIX 9250 P**DAM**

FVC LEYESA 41L

HRJ HOLY WATER 55H
FVC CLEO 11C

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
75	902	1200	12.4	-3.7	65	111	17	10.2	50	264.16

Heifer bull. I really like the way this bull is put together. His front third says "PICK ME!" Small yet masculine skull structure, the neck extension that lays into the top of his shoulders, strong through the loin, a long spine without sacrificing anything moving back into his tail head. Great candidate to get your heifers covered. **Paternal brother to FVC 34N**

Top 15% CE 10% BW 15% MCE

10**FVC****NATE****9N**

4TH GEN PLD

FVC 9N

REG # MC914439

2025-01-01

SIRE

WRC BOLD MOVE 168 P

WC PLATINUM 8558 P
WCR MS REMIX 9250 P**DAM**

FVC LABONI 45L

HRJ HOLY WATER 55H
FVC FABRINA 18F

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
84	940	1240	10.7	-2.7	67	115	19	9.5	52	267.01

**10**

Nate is a sleek individual. Clean through his lines with ample bone and structure. Clean sheathed with a touch of frame. A very balanced EPD profile that is onset to be that curve bending bull that everyone is looking for. 274 day gestation.

11**11****FVC****SNUGGLES****1N**

4TH GEN PLD

FVC 1N

REG # MC914461

2025-01-01

SIRE

WRC BOLD MOVE 168 P

WC PLATINUM 8558 P
WCR MS REMIX 9250 P**DAM**

FVC LAVERNA 4L

HRJ HOLY WATER 55H
CEDARLEA YARRA 65E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
80	980	1300	12.2	-2.9	64	118	22	10.2	54	265.08

FVC Snuggles 1N is a long bodied bull, born to a first calf heifer stemming back to a no miss Kingston daughter that we had acquired out of the prestigious Ceaderlea operaton. Born early weighing in at 80 pounds with a 270 day gestation and weaning just shy of half a ton. This bull is sure to calve easy and put the pounds where it matters. **Top 15% CE and 10% BW**

12**FVC****NATTERJACK****56N**

3RD GEN PLD

FVC 56N

REG # MC914459

2025-01-20

SIRE

WRC BOLD MOVE 168 P

WC PLATINUM 8558 P
WCR MS REMIX 9250 P**DAM**

FVC MS PERFECT 30F

LHD MR PERFECT Y416
HC CINDY 206Z

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
85	890	1205	12.0	-4.0	61	112	25	11.3	55	261.49

**12**

DAM - FVC MS PERFECT 30F

The latest born Bold Move bull in the offering. I don't usually AI this late but when one of your favourite cows comes around and you have an opportunity to try and make something special, you capitalize. Mission accomplished. Big scrotal bull with numbers that everyone is after.



REFERENCE Sires:



13

13 FVC **NOLAN** 33N

4TH GEN PLD FVC 33N REG # MC914452 2025-01-07

SIRE WRC BOLD MOVE 168 P WC PLATINUM 8558 P
WCR MS REMIX 9250 P

DAM FVC LIL MS MARY 39L HRJ HOLY WATER 55H
FVC MS PERFECT 14H

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
93	844	1210	5.4	-0.8	70	126	19	8.0	54	262.91

Another Bold Move sired bull with a little punch. Wide over the top yet still extremely smooth fronted. Backed by the Cindy cow family once again this cross works. Very attractive and balanced. I can't say how proud we are of how consistent this bull pen is.



14

14 FVC **NAILED IT** 54N

3RD GEN PLD FVC 54N REG # MC914458 2025-01-17

SIRE WRC BOLD MOVE 168 P WC PLATINUM 8558 P
WCR MS REMIX 9250 P

DAM FVC FASCINATER 40F SOS RAGE 128C
JIL DAZZLE 83X

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
111	1120	1510	-0.5	2.1	68	117	21	6.9	55	254.01

The biggest weaning bull of the 2025 crop. This guy has stood out all year long. His dam is a bigger framed Rage daughter. We bred her down to moderate her size and didn't dream of having a package this attractive. He is long as a train and smooth front to back. Pounds Pay...which bull to buy? You FVC NAILED IT! **Half brother to Lot 28.**



HRJ HOLY WATER 55H

3RD GEN HRJ 55H REG # MC802027 2021-01-27

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
98			8.40	0.2	60	119	16	9.3	46	258.9



WCR BOLD MOVE 138P

HOMO PLD 138 REG # M959157 2021-02-03

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
80	775	1323	13.0	-4.2	78	133	20	12.6	59	271



SPARROWS MCLELLAND 314L

HOMO PLD SB314L REG # MC865560 2023-01-13

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
92	896	1410	8.3	0.0	77	155	36	-6.2	74	272.88



PCC BANDIDO 339L

HOMO PLD PCC 339L REG # MC862484 2023-01-24

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
84	888		11.0	-1.6	66	110	24	7.7	57	255.62

15

MATERNAL GRANDDAM
FVC GEM 2G

15

FVC

NICCOLITE

62N

4TH GEN PLD

FVC 62N

REG # MC914463

2025-01-27

SIRE

SPARROWS MCLELLAND 314L

SPARROWS AQUARIUS 493B
SPARROWS BARMAID 618J**DAM**

FVC JEM 4J

SOS RAGE 128C
FVC GEM 2G

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
95	892	1320	7.4	-0.4	66	129	29	1.2	63	266.88

Stamped as a certified herdbull. He has a presence about him. Sharp fronted with an attractive skull, ample structure(not fine made/not big boned). Easy doing and free moving. We can't say enough about how well McLelland's progeny have been turning out. Going back on his dam's side there has been half a dozen sires bought by astute cattlemen through the countryside out of the "Jewel" cow family. All that combined with a healthy EPD profile...this studs future is bright.

**16****16**

FVC

NEWEL

50N

4TH GEN PLD

FVC 50N

REG # MC914460

2025-01-14

SIRE

SPARROWS MCLELLAND 314L

SPARROWS AQUARIUS 493B
SPARROWS BARMAID 618J**DAM**

FVC KENDAL 21K

PCC KENTUCKY RAIN 836F
LAE BROOKE 440B

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
93	834	1265	7.3	-1.1	67	131	24	-0.6	57	261.08

BOXES CHECKED! It may be cliché but this guy checks all the boxes. Style-Check. Performance-Check. EPD Profile-check. Moderate birthweight-Check. New up and coming herdsire-Check. This may be the most complete bull in the offering. You have to admire how balanced he is. Streamline front to back. Great feet and legs. Big middle. Masculine crest and skull. Clean sheathed. we really think this guys could take your program to the next level.



17 **FVC** **NOTTI** **60N**
 4TH GEN PLD FVC 60N REG # MC914456 2025-01-24

SIRE SPARROWS MCLELLAND 314L SPARROWS AQUARIUS 493B
 SPARROWS BARMAID 618J
DAM FVC HOTTIE 34H SOS CHUCKWAGON 54C
 ANCHOR SOS AVRIL 24A

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
104	758	1180	-0.5	2.9	70	137	24	-0.2	59	258.47

Performance bull. Nottie's mom Hottie is a big brood cow. Plenty of frame and structure yet smooth and attractive. Her sire is known well to sire progeny that have plenty of power. The cross to McLelland is a sure thing. Bid with confidence that this dude will get the job done and put the green in your pockets. **Top 15% WW 10% YW**



18 **FVC** **NARCO** **80N**
 3RD GEN PLD FVC 80N REG # MC914471 2025-02-20

SIRE SPARROWS MCLELLAND 314L SPARROWS AQUARIUS 493B
 SPARROWS BARMAID 618J
DAM FVC MS PERFECT 21H LHD MR PERFECT Y416
 HC CINDY 206Z

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
101	832	1225		1.2	66	129	31	2.3	64	261.43

The youngest of the offering, but you sure wouldn't guess it. These McLelland sons grow. Narco reminds me of his sire when we first had seen him. Super smooth through the front third, with depth and carries right back and down into his flank. Moves like a cat. Soft made and easy doing. Plenty of guts, nuts and butts.



MATERNAL GRAND DAM -
 HC CINDY 206Z



19 **FVC** **NINJA** **5N**
 4TH GEN PLD FVC 5N REG # PENDING 2025-01-01

SIRE PCC BANDIDO 339L PCC BOURBON 118J
 MISS PRAIRIE COVE 147J
DAM FVC GRACIE 17G CIRCLE CEE LEGEND 307A
 FVC MISS CINDY 8E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
92	902	1220	13.1	-3.5	59	105	26	6.8	56	

The first calf to hit the ground from PCC Bandido 339L, with a 274 day gestation, and what a job he has done. This guy is neat! His pedigree screams maternal, a Legend dam backed by our infamous Cindy 206Z cow family. He is thick, smooth and full of style. Very moderate in his make up; he will be very usable for plenty of years to come. **Top 10% BW and CE.**



DAM - FVC GRACIE 17G



MATERNAL GRAND SIRE -
CEDARLEA HENDRICKS 40H

20 **FVC** **NAVAJO** **43N**
4TH GEN PLD FVC 43N REG # PENDING 2025-01-10

SIRE PCC BANDIDO 339L PCC BOURBON 118J
MISS PRAIRIE COVE 147J
DAM FVC LUMINATOR 63L CEDARLEA HENDRICKS 40H
FVC FASCINATER 40F

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
79	876	1230	8.3	-1.0	61	105	25	7.0	55	256.54

A hairy moderate made bull packed full of good. He is easy doing. Small head, great neck, smooth shoulder, big middled....need I go on? He'd be a great candidate of those smaller second calf cows that need one more easy year. Calvability built. Paternal sibling to FVC 54N & FVC 70M



21 **FVC** **MAGNIFICO** **72N**
3RD GEN PLD FVC 72N REG # PENDING 2025-02-10

SIRE PCC BANDIDO 339L PCC BOURBON 118J
MISS PRAIRIE COVE 147J
DAM FVC MISS 15E 7L HRJ HOLY WATER 55H
FVC EXCELLING LADY 15E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
92	814	1155	2.7	0.9	72	125	26	4.8	62	272.44

22 **FVC** **NITRO** **36N**
3RD GEN PLD FVC 36N REG # PENDING 2025-01-07

SIRE PCC BANDIDO 339L PCC BOURBON 118J
MISS PRAIRIE COVE 147J
DAM FVC ELLY 32L HRJ HOLY WATER 55H
FVC EXCELLING LADY 15E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
98	902	1210	3.6	-0.2	65	110	20	5.3	53	261.98

Hairy brothers from different mothers. These two bulls come from different dams with the same pedigrees. The 15E cow is a polled Cougerhill Hank daughter with an exceptional udder. She is square hiped and milks heavy. Easy to look at and raised the right kind. Both of these studs are built right. Smooth shouldered with good neck extension without giving up performance. They might be the 'sleepers' of the sale; be sure you're not sleeping and capitalized on opportunity. Take the time to look at these gully videos, the pictures truly don't do them justice!



Bit of an outcross pedigree compared to the rest of the pen. Norton's brothers and sisters have been topping the market all across the prairies including a full brother that sold top of last years sale to Elkwater Farming. He is hairy, has a ton of shape, good structure, and very attractive. His sire is the one and only Bourbon 118J out of the famous Berkly Anne Supreme champion.



FULL BROTHER - FVC 35M

23 FVC **NORTON** 42N
 3RD GEN PLD FVC 42N REG # PENDING 2025-01-10

SIRE PCC BOURBON 118J CCC WC REDEMPTION 7143 PLD ET
 BRCHE BERKLY ANN 8507 PLD ET
DAM STEPLER MISS 52G PRO-CHAR WINCHESTER 6D
 STEPLER MISS 238E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
88	864	1185	7.3	-1.0	64	108	25	5.0	56	250.13

24 FVC **NORBERT** 66N
 4TH GEN PLD FVC 66N REG # PENDING 2025-02-01

SIRE TURNBULLS DUTY-FREE 358D PLEASANT DAWN MVP 316Y
 CTP MISS 600GLE 358Z
DAM SOS LOVE DRUNK 51W SPARROWS SANCHEZ 715T
 EFH DAISY MAE 30J

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
98	866	1230	5.3	0.3	60	118	29	8.3	59	254.61



This guy is a tank. Soft middled + heavy quartered = easy pounds. This guy will convert. Moderate in frame size and not lacking on the performance side. He has different pedigree from the rest of the pen. His sire needs no introduction in the charolais world, being used by some of the best herds around Duty Free is known for performance yet easy to calve. He has been used successfully on heifers and sired some of the biggest, baddest bulls to be sold. Buy in confidence; the only thing you'll have to worry about is the tax problem you'll have when selling his calves.

We feel that the two year olds on offer speak for themselves and need no introduction. These virgin bulls have never been for sale or offered anywhere prior to now. They were younger bulls that we kept for the sole purpose of adding to the market of extra aged bulls. Same genetics, same program. Developed to last and cover your cows.



25 FVC **MANFREDDY** 56M

26 FVC **MACHO** 71M

HOMO PLD FVC 56M REG # MC892611 2024-02-02 4TH GEN PLD FVC 71M REG # MC892615 2024-03-01

SIRE HRJ CROWD FAVOURITE 515C SPARROWS KINGSTON 139Y
HRJ MISS PARIS 7S

DAM FVC EXCELLING LADY 15E MVX COUGARHILL HANK 720G
P-3 LADY PERFECT 5-157E

SIRE CEDARLEA HENDRICKS 40H RBM FARGO Y111
CEDARLEA CHICABOOM 18C

DAM FVC KETHANA 34K PCC BREWITT 929G
SLC BLOSSOM 61B

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
104	670	1805	-3.1	2.7	61	109	28	1.2	58	244.17

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
82	620	2040	11.4	-1.3	58	99	29	8.3	58	256.57



27 FVC **MR CINDY** 69M

28 FVC **MESMERIZER** 70M

3RD GEN PLD FVC 69M REG # MC892663 2024-02-17 4TH GEN PLD FVC 70M REG # MC892614 2024-02-19

SIRE CEDARLEA HENDRICKS 40H RBM FARGO Y111
CEDARLEA CHICABOOM 18C

DAM FVC MISS CINDY 53K JDJ IMPRESSION K894 ET
HC CINDY 206Z

SIRE PCC KENTUCKY RAIN 836F TR PZC MR TURTON 0794 ET
MISS PRAIRIE COVE 407B

DAM FVC FASCINATER 40F SOS RAGE 128C
JIL DAZZLE 83X

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
91	696	2000	11.1	-1.9	57	100	25	6.6	54	254.07

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
100	724	1905	-1.9	2.5	56	101	21	3.6	49	246.44

On behalf of all of us here at Snake Valley Farm we would like to welcome you to the 7th annual Simple as Black & White bull sale .



SNAKE VALLEY FARM LTD

The Vaages
Box 369, Champion,
AB ToL oRo
403-423-0157

pace we feel will provide customers with a bull that is in sound breeding condition and also achieving their true genetic potential. Bulls will come with up to date vaccinations, including Fusogard for footrot prevention.

Thank you to all previous buyers and bidders for your confidence and support in our SVC program. A special thanks to the great families at Flat Valley Cattle Co & Quarter Horse Coulee Farms for allowing us to partner on the opportunity to share our genetics



Bulls are weaned off their mothers at 6-7 months and are then fed a balanced, high roughage ration for optimal growth and longevity at the forefront. At 12-13 months the bulls are scanned to retrieve ultrasound data and will then summer on grass and get plenty of exercise from early June until October. They will return home to the yard where they are assessed and will be wintered and fed at a

taking the time to view our offering and we look forward to seeing you on March 16th!

As always, I encourage and invite you to stop by to view the bulls at the farm anytime prior to the sale. We would love to answer any questions you may have about the bulls as individuals and what bull might fit your breeding needs. if you are unable to attend the fine folks from DLMS will have online bidding available with a live broadcast

Thank you for

Snake Valley Farm Ltd



Hailey, Justin & big sister Caisyn welcomed their baby boy, Hayes on July 19th 2025

29
29 *SVC* **TUCK** *19M*

POLLED SVC 19M REG # MC916475 5/6/2024

SIRE SVC BOONE 8J

 SCX TRIUMPH 50B
SVC MISS 703E

DAM SNAKE VALLEY MISS ZOEY 808F

 SKW PARDNER 78Y
SNAKE VALLEY 34P 708T

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
95	715	1163	5.7	1.3	70	117	17	6.4	52	270.44

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.20	3.33	15.57	1.42	67.99

**30**
30 *SVC* **HIGHLINE** *8M*

POLLED SVC 8M REG # MC921917 4/9/2024

SIRE SVC BOONE 8J

 SCX TRIUMPH 50B
SVC MISS 703E

DAM SNAKE VALLEY MISS 118J

 SPARROWS RIGG 851F
SVC MISS 519C

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
105	724	1269	3.4	2.5	68	127	17	4.5	44	271.11

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.80	3.33	16.00	1.36	68.34



31 *SVC* **COPELAND** *12M*

POLLED SVC 12M REG # MC921923 4/20/2024

SIRE SVC BOONE 8J SCX TRIUMPH 50B
SVC MISS 703E

DAM SVC MISS 512C ABC ZAVIER 2264
SNAKE VALLEY 50U 107Y

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
100	731	1269	7.4	0.9	62	118	13	7.7	44	274.34

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.70	3.86	15.83	1.24	67.67



32 *SVC* **BERLIN** *20M*

SCURRED SVC 20M REG # MC921937 5/7/2024

SIRE SVC BOONE 8J SCX TRIUMPH 50B
SVC MISS 703E

DAM SNAKE VALLEY MISS 102J SPARROWS RIGG 851F
STEPPLER MISS 293A

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
102	691	1244	3.6	2.0	67	127	18	4.5	51	271.92

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.70	2.92	16.32	1.37	69.03



33 *SVC* **GENESIS** *21M*

POLLED SVC 21M REG # MC921927 5/7/2024

SIRE SVC BOONE 8J SCX TRIUMPH 50B
SVC MISS 703E

DAM SVC MISS 711E SKW PARDNER 78Y
SNAKE VALLEY 34P 708T

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
85	678	1119	6.0	1.2	71	121	18	6.5	53	269.68

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.70	3.81	14.73	1.36	66.83



34

34 *SVC* **VARSHO** *10M*

POLLED SVC 10M REG # MC921920 4/16/2024

SIRE SPARROWS RIGG 851F WINN MANS LANZA 610S
WINN MANS MERIT 780T

DAM SNAKE VALLEY MISS SKW PARDNER 78Y
SNAKE VALLEY RUBIO 301A

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
105	609	1072	3.3	2.6	56	110	20	3.4	48	251.70

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.40	3.39	14.14	1.28	66.78



35

35 *SVC* **SWAT** *16M*

POLLED SVC 16M REG # MC921930 4/24/2024

SIRE SPARROWS RIGG 851F WINN MANS LANZA 610S
WINN MANS MERIT 780T

DAM SNAKE VALLEY MISS JANE 111J SCX TRIUMPH 50B
RAINALTA MISS JANE 38A

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
104	678	1220	0.5	3.1	63	116	21	1.9	52	259.24

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.50	4.29	13.91	1.15	65.67



36

36 *SVC* **WESTON** *17M*

POLLED SVC 17M REG # MC921934 4/27/2024

SIRE SPARROWS RIGG 851F WINN MANS LANZA 610S
WINN MANS MERIT 780T

DAM STEPLER MISS WESTON 237A SPARROWS SEMINOLE 927W
STEPLER MISS 53U

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
102	651	1152	0.3	3.2	53	99	18	-0.9	45	247.76

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.40	3.33	13.00	1.13	65.91



37 *SVC* **TURBO** *18M*

POLLED SVC 18M REG # MC921935 4/29/2024

SIRE SPARROWS RIGG 851F

WINN MANS LANZA 610S
WINN MANS MERIT 780T

DAM SVC MISS 621D

SNAKE VALLEY RUBIO 10A
SNAKE VALLEY 60S 104Y

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
99	634	1208	4.0	2.1	60	113	23	2.6	53	261.71

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.20	0.80	14.20	1.16	69.47



38 *SVC* **BLITZ** *3M*

POLLED SVC 3M REG # MC916474 3/26/2024

SIRE SPARROWS WHEATON 101J

LT RUSHMORE 8060 PLD
SPARROWS SPLENDOR 1356

DAM SNAKE VALLEY MISS 218K

SPARROWS RIGG 851F
SNAKE VALLEY MISS MERNA 921G

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
88	738	1242	9.9	-0.4	58	125	24	4.9	53	256.19

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
4.40	3.33	16.51	1.31	68.76



39 *SVC* **FRONTIER** *1M*

POLLED SVC 1M REG # MC921140 3/23/2024

SIRE SPARROWS WHEATON 101J LT RUSHMORE 8060 PLD
SPARROWS SPLENDOR 135G

DAM SNAKE VALLEY MISS 213K SCR TRIUMPH 2135
SNAKE VALLEY MISS BETH 809F

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
81	739	1282	8.9	-0.9	65	126	24	4.3	57	266.97

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.70	3.81	15.98	1.22	67.84



40 *SVC* **BILLINGS** *6M*

POLLED SVC 6M REG # MC921141 3/31/2024

SIRE SPARROWS WHEATON 101J LT RUSHMORE 8060 PLD
SPARROWS SPLENDOR 135G

DAM MOOSE CREEK ECTASY 196K ELDER'S BLACKJACK 788B
WOOD RIVER ECTASY 109E

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
88	742	1243	7.6	-0.6	61	114	25	2.6	55	258.90

ULTRASOUND DATA:

MARBLING	BACK FAT (MM)	REA IN ²	WEIGHT ADJ REA IN ² / 100#	LEAN MEAT YIELD %
3.90	3.33	16.61	1.34	68.84

REFERENCE
Sires:



SPARROWS **RIGG** *851F*

POLLED SB 851F REG # MC756713 2018-02-04

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
97	811	1218	2.33	3.1	60	122	21	2.8	51	253.62



SPARROWS **WHEATON** *101J*

POLLED SB 101J REG # MC822805 2021-01-08

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
83	815	1326	13.9	-3.2	64	125	31	4.1	63	263.52



SVC **BOONE** *8J*

POLLED SVC 8J REG # MC813937 2021-03-31

BW	WW	YW	CE	BW	WW	YW	M	MCE	TM	TSI
101	680	1530	6.4	1.5	86	152	15	7.0	58	297.78



Quarter Horse Coulee Farms is pleased to invite and welcome you to the 7th Annual Simple as Black and White Bull Sale!

We would like to extend a sincere thank you to Jamie, Amy and their family at Flat Valley Cattle Company for allowing us the opportunity once again to showcase our program alongside theirs and Snake Valley Farm.

Whether you are a returning customer or joining us for the first time, we truly value your interest, support, feedback, and the relationships built within this industry. At the heart of our program is a clear purpose, to provide you with top-quality bulls that we are extremely proud of and would confidently use ourselves. With the cattle market where it is today, our goal is to help ensure low input, get up and go calves that perform consistently, and are positioned to bring solid returns to your program.

We focus on structural soundness from the ground up, strong maternal foundations, proven performance, and excellent dispositions. Traits that matter out in the pasture and in the long run where it counts. Each year we work to strengthen these traits, and the bulls in this offering absolutely reflect that commitment. We fully believe this is the strongest group we've put in front of you.

The bulls spend spring, summer, and fall grazing coulee pasture before coming in for winter. During winter months they are put on a moderate ration designed to support steady growth and proper development. They are not pushed, which

allows for soundness, longevity, and an easy transition into a different program after sale day. Every bull in this offering will be semen tested, fully up to date with our whole-herd vaccination program, treated with Fusogard prior to the sale, and ready to go to work in your herd.

We often joke that we live in Siberia in the middle of nowhere, but one thing is certain our cattle are raised in the harsh, unforgiving conditions that Mother Nature delivers year-round, our cattle aren't pampered, they're proven. They develop the kind of hard-earned natural strength that enables them to perform, travel, maintain condition and thrive while contributing reliably to our operation and any operation they become part of.

Our operation is family driven, and we take pride in the values and work ethic that ranch life instills in our kids. Our eldest son, Skylar, has a true passion for the cattle industry and has been hands on with these bulls since they were calves. Because of his time and dedication, they're comfortable around dogs, horses, people, and well prepared for sale day and the work that lies ahead.

We invite you to come out, walk through the bulls, and get to know our operation. As always, you'll get an honest assessment of any bull that catches your eye just how we'd want it if we were on the other side of the fence. Thank you for your time and interest. We look forward to the opportunity to work with you and to see you soon!

Darcy, Brandy, Skylar, Braxton & Sierra

Quarter Horse Coulee Farms Ltd.
Darcy & Brandy Brown
Acadia Valley, AB
C 403-928-0447



41

SIRE
MUSGRAVE COLOSSAL 137

41 **COULEE COLOSSAL** 128M

LBS 128M REG# 2405641 PARENT VERIFIED 2024-03-23

SIRE MUSGRAVE 316 COLOSSAL 137 LD CAPITALIST 316
MUSGRAVE LADY BARBARA 545

DAM COULEE KARAMA 128K ACADIA MR GOOD 9016
COULEE KARAMA MAID 30X

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
89	763	1249	1	2.7	58	98	24	7

128M is a fancy, eye-catching bull that blends look and performance, ranking third overall for yearling weight. He combines thickness, ample muscle expression, added length, and deep, bold spring of rib, much like his sire, Musgrave Colossal. Deep-sided and powerfully built, he's the kind that stands out in the pen and holds your attention. As her first calf, his dam has truly outdone herself. He's built to pass on high performance and easy-fleshing ability.

**42**

42 **COULEE GOOD VISION** 89M

LBS 89M REG# 2399514 2024-03-30

SIRE ACADIA MR GOOD 008H HF YOHANN 265B
ACADIA MISS GOOD JANE 403B

DAM COULEE TRIPLE THREAT 89H STF UNITED 6232
COULEE TRIPLE THREAT 8Y

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
80	630	1061	4	1.4	40	66	17	9

This heifer bull offers the kind of calving-ease design we look for, with a clean, narrow head and smooth shoulder design. 89M carries a good hip, maintains a straight topline, and stands on very good feet. He's notably docile and travels with an athletic stride. His foundational granddam continues to produce top-quality progeny at 14 years of age and represents the kind of productive, long-lasting cow we truly admire in our program.

45**SIRE**
DEER VALLEY GROWTH FUND**45 COULEE GROWTH FUND 719M**

LBS 719M REG# 2399440 PARENT VERIFIED 2024-04-04

SIRE

DEER VALLEY GROWTH FUND

BASIN PAYWEIGHT 1682
DEER VALLEY RITA 36113 DDF**DAM**

JS EMBLYNETTE 719E

S A V RESOURCE 1441
S A V EMBLYNETTE 7892

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
102	934	1336	2	2.3	86	147	25	7

From the moment 719M hit the ground, this bull showed he was the complete package. Leading the group in performance, he ranked number one for weaning weight and posted an impressive 4.06 daily gain. Built to push the scale down hard, he's designed to add value and extra pounds to any program. Powerfully constructed with muscle definition, a tremendous hindquarter, added rib and capacity, and a very good foot, this bull combines that build with an extremely docile disposition and an attractive head. Carrying all the traits of his sire, Deer Valley Growth Fund, he's backed by a larger-framed dam with an excellent pedigree—an acquired female who has clearly proven her value and worth in our herd.

**SIRE - BASIN PAYWEIGHT 1682****46 COULEE PAYWEIGHT 816M**

LBS 816M REG# 2405698 PARENT VERIFIED 2024-04-06

SIRE

BASIN PAYWEIGHT 1682

BASIN PAYWEIGHT 006S
21AR O LASS 7017**DAM**

K LAZY T BLACK

BELVIN PANIC SWITCH 2'11
REMITALL F BLACK BEAUTY 48Y

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
81	775	1253	8	-0.6	54	100	28	10

Ranking in the top five for yearling weight, 816M is sure to make you look his way. He stands out with powerful dimension, exceptional muscle shape, added length, a deep middle, and the kind of performance that separates him from the rest. He's a high-capacity, high-growth bull built to push the scale down and add pounds. His dam is a moderate, square-framed cow with plenty of balance that was an acquired female and has fit into our program exceptionally well, delivering top-quality calves, including a son we retained as a herd sire.



47 **COULEE** **RT** **60M**

LBS 60M REG# 2399466 2024-04-08

SIRE BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
PM ROSEBUD 77'15

DAM COULEE RANCHERS CHOICE 60G BOSS RESOURCE 4105
COULEE RANCHERS CHOICE 3Y

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
94	671	1099	4	2.9	43	76	24	6

60M offers a calving-ease structure suitable for heifers while still carrying plenty of body and frame for cows. He offers added length with a narrow, clean head and smooth shoulder design, stands on a very good foot, and is notably docile and easy to handle. The consistency of his cow family shows, with a maternal brother that sold in last year's sale.



48 **COULEE** **COLOSSAL** **117M**

LBS 117M REG# 2405642 SIRE VERIFIED 2024-04-09

SIRE COLOSSAL 60J MUSGRAVE 316 COLOSSAL 137
RANCHERS CHOICE 60G

DAM COULEE TRIPLE THREAT 117K SPRING COVE CROSSBOW
COULEE TRIPLE THREAT 89H

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
86	729	1188	9	-0.4	42	77	20	8

117M is a moderate-framed heifer bull built with the kind of design you can trust. Clean headed and smooth made, he carries nice muscle shape while standing on a good foot with solid structural integrity. Sired by a true sleep-easy bull we raised, this is the kind you can use on heifers with confidence. His maternal side traces back to Coulee Triple Threat 8Y, a cornerstone cow in our operation, and his dam is a small-framed, beautiful first-calf heifer.



49 **COULEE** **GOOD RESOURCE** **57M**

LBS 57M REG# 2399457 2024-04-10

SIRE ACADIA MR GOOD 008H HF YOHANN 265B
ACADIA MISS GOOD JANE 403B

DAM COULEE INA 57G BOSS RESOURCE 4105
COULEE INA 34W

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
94	713	1150	0	2.8	47	81	18	2

57M is a smooth-made bull with narrow shoulders, a clean head, and solid performance. Standing on a good foot with correct leg structure, he travels with long, smooth strides. His build offers flexibility for use on both heifers and cows. He comes from a productive cow family, and his maternal brother sold in last year's sale.



DAM - COULEE INA 57G



50 COULEE RT 91M

LBS 91M REG# 2399515 2024-04-12

SIRE BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
PM ROSEBUD 77'15

DAM COULEE ELINE 91H STF UNITED 6232
COULEE ELINE 24Z

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
98	723	1167	1	3.6	53	91	17	6

91M is a moderate-framed bull that's put together right, displaying excellent performance while carrying an attractive head and a strong hip, all tied together with a straight, level topline. He stands on a really good foot and moves out with ease, showing the kind of structure that holds up over time. His dam is a standout female with a picture-perfect udder, adding confidence in maternal quality and longevity.



51 COULEE RT 59M

LBS 59M REG# 2399463 2024-04-13

SIRE BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
PM ROSEBUD 77'15

DAM COULEE KARAMA MAID 59G STF UNITED 6232
COULEE KARAMA MAID 30X

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
91	648	1088	6	2.2	46	77	20	9

59M is a moderate, smooth-made bull with plenty of rib and a refined, clean shoulder design, built with the kind of look we'd be comfortable using on heifers while still offering flexibility for use on cows. He stands on a good, sound foot and is especially notable for his very docile disposition, making him easy to handle and manage. His granddam built her reputation through a long, productive lifespan in our herd, producing numerous high-quality replacement heifers and eye-catching sale bulls.



DAM - COULEE KARAMA MAID 59G



52 COULEE BLOODLINE 107M

LBS 107M REG# 2399526 2024-04-14

SIRE LFE BA LEWIS 801J S A V BLOODLINE 9578
LFE BA DUCHESS 6G

DAM COULEE ELBA UNITED 107J STF UNITED 6232
U2 ELBA 414E

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
87	750	1157	5	1	51	83	22	10

107M carries himself with a smooth, confident style. He's a well-rounded bull—level-topped, deep-bodied, and standing on a very good foot. Adding confidence to this offering, his dam proved her ability early, selling an outstanding bull in last year's sale as a first-calf heifer and following up by raising another powerful bull this year.



53 **COULEE GOOD VISION** **80M**
 LBS 80M REG# 2399511 2024-04-15

SIRE ACADIA MR GOOD 008H HF YOHANN 265B
 ACADIA MISS GOOD JANE 403B

DAM COULEE COUNTESS UNITED 80H STF UNITED 6232
 COULEE COUNTESS 2Z

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
98	740	1168	-2	3.8	50	86	18	5

80M offers added length, a square build, and a strong, round hip. He's put together with good balance and structure, stands on a sound foot, and is notably docile and easy to handle. He comes from a cow family known for maternal dominance, tracing back to the Coulee Countess line with several elite dams that have anchored our herd and is backed by a sire that consistently adds performance to his progeny.



54 **COULEE RT** **64M**
 LBS 64M REG# 2399479 2024-04-15

SIRE BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
 PM ROSEBUD 77'15

DAM COULEE LAVENDER LADY 64G STF UNITED 6232
 COULEE LAVENDER LADY 37Y

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
101	860	1301	-1	4.8	69	113	24	5

Ranking #2 in weaning weight, 64M is a high-performance bull built to add gain. He's put together right with added length and frame, depth through his middle, and muscle throughout, and he travels with long, athletic strides. His dam ranked in the top five for weaning weight, and when paired with his sire, this mating offers the kind of volume and performance that can add pounds and consistency to your program.



55 **COULEE ROUNDTABLE** **66M**
 LBS 66M REG# 2406793 PARENT VERIFIED 2024-04-16

SIRE BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
 PM ROSEBUD 77'15

DAM COULEE COUNTESS 66G BOSS RESOURCE 4105
 COULEE COUNTESS 2Z

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
100	686	1131	3	3.4	47	82	21	7

66M traces to a foundational female family in our herd. His granddam, Coulee Countess 2Z, was an elite cow that established lasting strength in our program, and his dam continues that same level of productivity today. He's strong fronted with added body and capacity, built with solid overall structure, and travels smoothly on a very good foot. A maternal brother sold in last year's sale and ranked among the top five for weaning weights.

56
56 COULEE COLOSSAL 129M

LBS 129M REG# 2405640 SIRE VERIFIED 2024-04-16

SIRE

COLOSSAL 60J

 MUSGRAVE 316 COLOSSAL 137
 RANCHERS CHOICE 60G
DAM

COULEE DUCHESS 129K

 STF UNITED 6232
 COULEE DUCHESS 636

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
81	827	1278	9	-0.3	54	91	23	9

Ranking fourth for weaning weight and out of a first-calf heifer, 129M checks every box. He's solid in his structure from end to end and stands out as a high-performance kind with extra length, an eye-catching hindquarter, deep rib, and a straight, level back on a good foot. He comes from a true sleep-easy sire we raised, adding confidence in calving ease, consistency, and soundness, and is backed by a line of foundational females that anchor our program. His dam has already proven her value as a first-calf heifer and is on track to become an elite female in our herd. With an exceptionally docile temperament, he's the kind you can't help but gravitate toward in the pen, offering the flexibility to work on heifers or cows.

**57**

DAM - COULEE RENOVATION 93J

57 COULEE BLOODLINE 93M

LBS 93M REG# 2399517 2024-04-16

SIRE

LFE BA LEWIS 801J

 S A V BLOODLINE 9578
 LFE BA DUCHESS 66
DAM

COULEE RENOVATION 93J

 S A V RENOVATION 6822
 COULEE DUCHESS 636

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
84	768	1172	8	-0.3	52	83	24	9

93M is a true standout from the elite Coulee Countess cow family, carrying the same look and style as his grandsire, S.A.V. Renovation, and displaying excellent performance. He offers a very strong hip, a smooth head, deep rib, and an attractive front end, along with ample scrotal development and a very docile demeanor. He's versatile in his use—safe for heifers and strong enough for the cow herd.



58 COULEE BLOODLINE 113M

LBS 113M REG# 2399528 2024-04-16

SIRE LFE BA LEWIS 801J S A V BLOODLINE 9578
LFE BA DUCHESS 66

DAM COULEE LASS 113J JPM RERIDE 75F
ANCHOR R LASS 39B

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
81	768	1164	7	-0.4	49	79	24	10

Last year's high seller was 113M's maternal brother, and this bull follows with that same standout look and presence. He's built wide and strong through his front end, deep-ribbed, and stands on a really good foot. He offers ample scrotal development, a docile disposition, and strong performance. His dam has more than proven herself, exceeding expectations as a first-calf heifer last year and backing it up with the same level of quality again this year.



59 COULEE ROUNDTABLE 68M

LBS 68M REG# 2405701 PARENT VERIFIED 2024-04-20

SIRE BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
PM ROSEBUD 77'15

DAM COULEE BLACKCAP 68G BOSS RESOURCE 4105
COULEE BLACKCAP 20Z

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
92	733	1132	7	2	51	86	20	9

68M is a smooth-made bull with a strong, appealing front end and a solid, well-structured foot. He carries plenty of body and combines an attractive, masculine head with balance and substance throughout. Sound and functional in his build, he offers the kind of quality and structure that can add value to a wide range of programs.



DAM - COULEE BLACKCAP 68G



60 COULEE BLACK BEAUTY 97M

LBS 97M REG# 2405703 PARENT VERIFIED 2024-04-22

SIRE BLACK BEAUTY 816J JPM RERIDE 75F
K LAZY T BLACK BEAUTY 816'18

DAM COULEE RENOVATION 97J S A V RENOVATION 6822
COULEE LASS 70G

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
94	710	1156	-1	3.9	51	99	21	1

97M offers ample length down his spine, deep rib, a strong hip, and an attractive head. He is correct in his build and stands on very good feet and leg structure. He's also notably docile and easy to handle. He carries the same kind of structure and presence as his grandsire, S.A.V. Renovation. Adding even more strength and reliability to his pedigree, his granddam is an eye-catching female with a round hip, exceptional udder quality, plenty of rib, and great feet. It's hard not to appreciate when a bull like this comes along.



MATERNAL GRAND DAM - COULEE LASS 70G



61 COULEE RT 58M

LBS 58M REG# 2399460 2024-04-23

SIRE BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
PM ROSEBUD 77'15

DAM COULEE MISS INA 58G STF UNITED 6232
COULEE MISS INA 37W

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
101	753	1169	-3	5.2	49	88	19	6

58M is the kind that grabs your attention, carrying a big, strong, round hindquarter and a deep-ribbed body with plenty of spine, all tied together with a level, correct topline and an attractive head. He's extremely sound on an exceptionally good foot and is easy to be around with a naturally docile disposition. His dam has proven

her ability to consistently stamp that same powerful, round hindquarter in her progeny, including a full brother that sold last year and a maternal brother in this year's yearling pen that follows the same pattern. This is a bull built with repeatability in mind, and one you can expect to pass on that same standout build in his calves.



62 COULEE BLOODLINE 99M

LBS 99M REG# 2399522 2024-05-05

SIRE LFE BA LEWIS 801J S A V BLOODLINE 9578
LFE BA DUCHESS 66

DAM COULEE MISS MORRISON 99J BOSS LAKE ROUNDTABLE 979G
U2 MISS MORRISON 663F

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
84	755	1199	5	1.2	57	96	21	9

99M is a true standout, offering added muscle definition, plenty of capacity, and extra length, all tied together with a bold front end. He has an impressively quiet disposition, stands on a solid foot, and has shown excellent performance. Carrying a strong, bold structure, he's the kind built to add power and muscle, leaving calves with added shape and substance that can make a real impact in any herd.



63 COULEE RT 62M

LBS 62M REG# 2399468 2024-05-10

SIRE BOSS LAKE ROUNDTABLE 979G S&R ROUNDTABLE J328
PM ROSEBUD 77'15

DAM COULEE LAVENDER LADY 62G BOSS RESOURCE 4105
COULEE LAVENDER LADY 27Y

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
98	838	1219	5	2.5	55	89	26	7

Ranking in the top five for weaning weight, 62M offers extra frame with plenty of rib and stands on a sound, correct foot. He's a high-performance bull with the look and build to put added gain on his progeny. His maternal brother sold in last year's sale and was also a standout performance bull, ranking in the top five for both weaning and yearling weights. Despite being one of the later-born calves in this offering, he has presented and performed exceptionally well.



64 COULEE **RERIDE** 399M

LBS 399M REG# 2405702 PARENT VERIFIED 2024-05-12

SIRE BLACK BEAUTY 816J JPM RERIDE 75F
K LAZY T BLACK BEAUTY 816'18

DAM COULEE BOSS MISS ACTIVE 399G BOSS LAKE BONAFIDE 722E
BOSS MISS MOTIVE 399

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
97	741	1174	0	4.2	54	99	24	3

399M is long bodied and thick boned with extra frame, bringing added power and durability to the table. Athletic on the move, he's built to travel pasture with ease and stands on a really good, sound foot for long term use. His dam is one of our favorite females in the herd, a moderate framed, feminine cow with a beautiful udder and exceptional feet. She has already proven her ability by raising a bull in our 2024 sale that caught the attention of everyone who walked through the pens. A bull backed by quality, consistency, and the kind of cow power that makes a real difference.

REFERENCE Sires:



BOSS LAKE **ROUNDTABLE** 979G

BOSS 979G REG # 2133257 2019-04-07

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
98	886	1398	3.0	3.6	63	105	23	7.0



LFE BA **LEWIS** 801J

LFE 801J REG # 2288431 2021-12-18

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
78	844	1244	7.0	-0.9	53	84	25	13.0

COULEE **COLOSSAL** 60J

LBS 60J REG #2248322 2021-03-19

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
60	618	945	14.0	3.5	41	71	23	11.0

COULEE **BLACK BEAUTY** 816J

LBS 816J REG # 2248348 2021-05-20

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
98	797	1198	-4.0	4.8	65	125	26	2.0

ACADIA **MR GOOD** 008H

GOOD 008H REG # 2174290 2020-04-28

BW	ADJ WW	ADJ YW	CE	BW	WW	YW	M	MCE
			-5.0	4.2	62	100	20	2.0

COMMERCIAL PAIRS FROM FLAT VALLEY CATTLE CO.

65

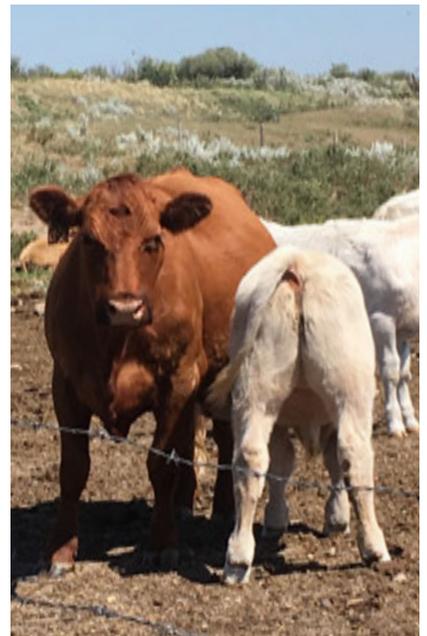
3 PAIRS OF PAIRS

New this year we will have a selection of Red X, first calf heifers with tan calves at side. We thought we would take the opportunity to showcase how useable these genetics can be for you. These females were sourced last spring from some of the most reputable bull sales in the province. The calves are all sired by the same herd sires that contribute to the heart of our herd. All calves were born unassisted and untouched. Bought and bred 6, all six on offer. All the work is done, bid with confidence, back up to the chute and get ready for a steady ROI.

65A - 2X RED, FIRST CALF HEIFERS WITH TAN CALVES

65B - 2X RED, FIRST CALF HEIFERS WITH TAN CALVES

65C - 2X RED, FIRST CALF HEIFERS WITH TAN CALVES



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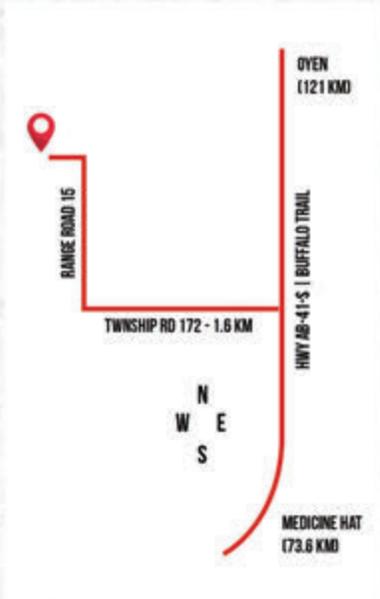
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