



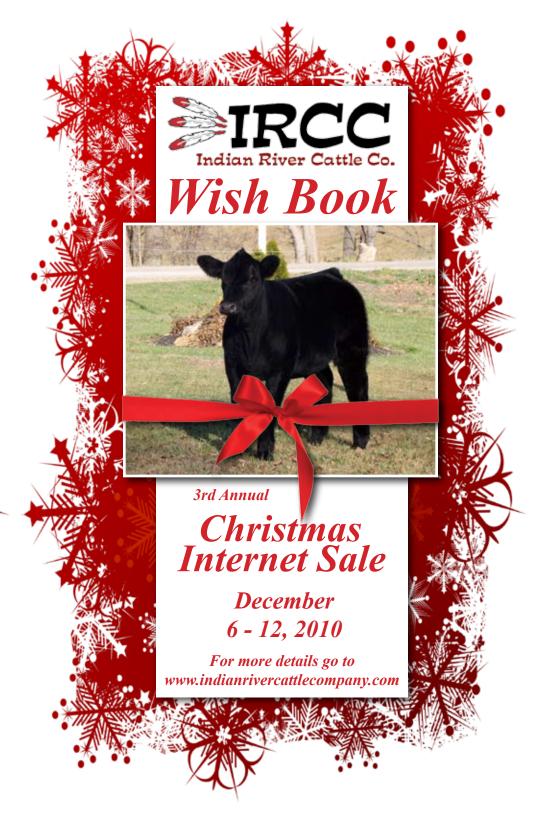
To bid, go to **www.yournextcalf.com** and register for the auction. It's simple, and it will go on all week! Each heifer will have a base price and bidding will start from there until closing. You will need to visit the site regularily to see how each lot is progressing and if your bid is in or out. It works just like ebay and if you wish and sign up for it, you will be emailed when your bid is out. The auction closes at 7 p.m., Sunday evening December 12th. At 7 p.m., each lot, starting with their tattoo, will close out individually and you will have a final opportunity to raise the bid. But the closing will go fast, so don't hesitate or you'll miss out.

As this is relatively new we expect many questions on how it works and we can also help you participate if you so desire. We will of course still be accepting old fashioned bids by phone, fax and in person.

If you have any questions about the Indian River Cattle Company online auction, please e-mail ircc@nexicom.net or call the farm at 705-295-2708 or Billy's cell at 705-761-0896 or Juanita's cell 705-772-2697. At IRCC we strive to produce the best Simmentals possible, and we are proud to share them with you.

### Indian River Cattle Company

Billy, Juanita, Owen & Katie Elmhirst 1870 Settlers Line, R. R. # 1, Indian River, ON, KOL 2BO H: 705-295-2708 B cell: 705-761-0896 J cell: 705-772-2697 www.indianrivercattlecompany.com





The third edition of our Christmas Internet Sale is loaded with more quality and diversity than either of the previous two. We'll offer proven show winners, cow prospects, younger show heifers and unlimited opportunities. Juanita has spent a life time and together we've been 15 years at IRCC assembling and breeding the kind of Simmental cattle that suit our environment, the commercial market and the entire North American beef industry. Our cow herd is built on ideals, not extremes and we rely on the efficiencies of the cow herd for our livelihood. The rewards of designing this cow herd have been many, with the most rewarding being the customer success stories.

- Jeannot Luckenuik high indexing and high selling Simmental bull in Quebec test station with a Sandman son he purchased as a calf.
- Dan & Janet Munro have celebrated numerous wins all year with IRCC Whisper and CAS Hug n Kisses.
- Koyle Farms recent purchase brought them glory as IRCC Well Built was slapped Reserve Junior Champion at the Toronto Royal.
- Glen Darling topped the county stocker sale with calves out of IRCC Storm.
- Kalie Dufault continues to create excitement with IRCC Truffles as her daughter won the 2010 Royal TD Junior Simmental Show.
- Roger Maloney pulled IRCC Winchester in late July and proved breeding bulls can also be show bulls when he was slapped RAWF Reserve Champion Bull

Its been a gratifying year at IRCC as we also captured our 4th straight Premier Breeder banner as well as the Premier Exhibitor in Toronto. We look forward to next year as we'll calve 50 Simmentals continuing our quest to supply the best Simmental genetics to the beef industry. Enjoy this year's Christmas Wish book and feel free to call for more info or drop in for a cup of Christmas Cheer.

Happy Holidays

# IRCC Winchester 916W



2010 Royal Reserve Champion Bull sold to Roger Maloney

### IRCC X-Factor 1X



2010 Reserve Champion Royal Futurity Dream On X Nite Moves - FOR SALE

### IRCC Tomahawk 706T



Impact sire at IRCC & Jarvis Simmental Many time Champion & Bull Sale Hi-Seller





#### TOPS 2X / 728786 / 12 January 2010 Polled / Red / Purebred

**EPDs** 

BW 0.1

WW 36

YW 58

MM 9.8

WLE POWER STROKE

Sire: GWS EBONYS TRADEMARK 6N NJC EBONY ANTOINETTE

CNS DREAM ON L186

Dam: IRCC U GO GIRL 804U

INDIAN-RIVER MONA 203M

Definitely the feature of this years offering, Excella has been a farm favorite since birth. Absolutely flawless in her structure with a sweeping ribcage, clean flat joint and beautiful breedy head she is also out of the best cow ever to grace our pastures. Recently slapped Futurity Champion at the 2010 Royal she is already following in her dam's footsteps.





# IRCC Xena 16X



#### TOPS 16X / 732274 / 4 March 2010 Polled / Red / Purebred

STF MONTANA BLACK KF25 Sire: STF STARQUEST N114 STF LEONA L260

EPDs BW 1.8 WW 21 YW 46

FVFR RED SKY 40L Dam: IRCC TICKLE 722T

MM 6.4

INDIAN RIVER PROMISES

A younger heifer here with the bonus of a milky Red Sky dam. She's a looser hided heifer with ample dimension and a pleasing profile. Sound from the ground up this package is built for productivity and longevity.



Simmental & Hereford 2010 Premier Breeder

# CAS Hug n Kisses



2010 Royal Reserve Champion Female Future donor owned with Black River

# IRCC Truffles - Daughter



2010 Royal Jr. Show Champion Simmental Congrats to Kalie Dufault

### **IRCC Junior Incentive Program**

Win Cash and Credit showing a heifer from IRCC Show a IRCC heifer at the RAWF Jr 4-H Show or the CWA Junior Extreme

Class Winner \$100 cash & \$100 credit
Champion Simmental Heifer \$200 cash & \$200 credit
Reserve Champion Heifer \$150 cash & \$150 credit

Show a IRCC heifer at the YCS National or Trillium Classic

Class Winner \$100 cash & \$100 credit
Divisional Champion \$150 cash & \$150 credit
Reserve Divisional Champion \$125 cash & \$125 credit
Champion Simmental Heifer \$250 cash & \$250 credit
Reserve Champion Heifer \$200 cash & \$200 credit
Junior Incentive Program

\* One award per Heifer!



### IRCC Well Built 902W



2010 Royal Res Jr Champion & \$1000 Beachburg Supreme sold to Koyle Farms

## IRCC Whisper 909W



2009 Royal Futurity Champ-2010 Class Winner & YF Res Champ sold to Black River *IRCC Whip Cream 941W* 



Supreme Female Fenelon Falls Fair sold to John Robinson





### TOPS 6X / 728788 / 18 January 2010 Polled / Red / Purebred

**CNS DREAM ON L186 FPDs** Sire: RED BARON HR P101 BW 1.0 HS REFLECTIONS J34 WW 43 YW 70 **CNS DREAM ON L186** 

MM 4.4 Dam: IRCC TRUE LOVE 705T **INDIAN RIVER ROMANCE** 

This is a prime example of a cow family that just flat works. The pictures tell the story best showing consistent production of the highest quality. Admired all year 6X won Red Ribbons at Schomberg, Brooklin, Millbrook, Peterborough, Beachburg, Fenelon Falls, Port Perry and a blue one in Toronto. Extra softness, body and maternal power in this special lot.





### TOPS 35X / 732278 / 1 June 2010 Polled / Black / Purebred

CNS DREAM ON L186 **EPDs** Sire: INDIAN RIVER SANDMAN BW -0.2 **INDIAN RIVER PRISTINE** 

WW 29 YW 51 MM 8.0

**FVFR RED SKY 40L** Dam: IRCC TIGRESS 717T INDIAN RIVER PIN UP

You may wonder why have a June heifer? Why not when she's this cool? Adjust your sights on a young one here that ranks high on the list for greatness. Angular, wide based, sound and oh so sexy, this one is built to compete. She'll most often enter the ring first as the youngest one next season expect her to be the first one to lead the class out



Sandman - 2007 & 2008 RAWF Grand Champion



### TOPS 32X / 732277 / 10 May 2010 Polled / Red / Purebred

CNS DREAM ON L186
Sire: IRCC TOHON 716T

INDIAN-RIVER MYSTERY

FVFR RED SKY 40L

Dam: INDIAN RIVER SHANIA
INDIAN RIVER KNOCK OUT

Major league contender here with siblings that can easily back up that statement. Check the photos of the 3/4 sibs that include a Royal Champion brother and knockout sister. Much like Whip Cream, I defy you to find one that has the class and "Look" of these two sisters.





**EPDs** 

BW -0.2

WW 27

YW 45

MM 6.3





Sire: HC HUMMER 12M EPDs
LBR DESTINY'S DREAM K830 BW -2.0

CNS DREAM ON L186 WW 25

Dam: INDIAN RIVER SWEET HEART NDIAN RIVER PROMISES MM 5.7

Exciting twin full sisters to the Whisper show heifer pictured earlier. Raised by their dam til mid August, they have rocked since weaning. You'll love the sleek design and flat neck on the blaze while the solid black is soft made and cowy. Destined for maternal excellence count on the baldie heifer to be ultra competitive just as the 909W full sib has proven to be

### IRCC Xcitement 4X



TOPS 4X / 732272 / 15 January 2010 Polled / Black / Purebred





**EPDs** Sire: INDIAN RIVER SANDMAN BW 0.9 **INDIAN RIVER PRISTINE** WW 33

**FVFR RED SKY 40L** YW 59 Dam: INDIAN RIVER SPIRIT MM 9.3 INDIAN RIVER PROTEGE

Overtime experience has taught me that this kind win then work and last forever. Extremely correct, chiseled and dimensional she also accurately fills her footstep. Hairy, great natured and damn pretty she's just fun to be around. The kind we like to grow and show and she's ready to go.



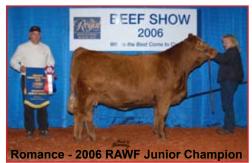
**Protege - 2004 RAWF Res Grand Champion** 



TOPS 19X / 729854 / 10 March 2010 Polled / Red / Purebred

CNS DREAM ON L186 **EPDs** Sire: IRCC TOHON 716T BW 2.5 **INDIAN-RIVER MYSTERY** WW 40 JDJ NOVA 014J YW 66 Dam: INDIAN RIVER ROMANCE MM 7.3 INDIAN-RIVER MYSTIQUE

This is serious smoke in a complete package out of a family with winning traditions. Just a March baby she was described as fancy and correct just like her dam was the year before she won the same show. Extremely well made she is Xquisite and her best is yet to come.









TOPS 8X / 732273 / 1 February 2010 Polled / Red / Purebred

**NICHOLS BLK DESTINY G151** Sire: CNS DREAM ON L186

**CNS SHEEZA DREAM K107W** 

BW 2.4 WW 41

JDJ NOVA 014J

YW 67 MM 6.8

**EPDs** 

Dam: INDIAN-RIVER MONA 203M DEK POLLEDQUASAR'SLADY37A

A full red sister to U Go Girl and the power heifer. This heifer is big time: Big bodied, big footed, big ended, big boned and big haired. If you need a herdbull mother from proven high quality genetics ponder the opportunities available here.

