

RAWF Premier Breeder - '07, '08, '09 & '10



To bid, go to [www.yournextcalf.com](http://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 regularly 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](mailto: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, K0L 2B0

H: 705-295-2708 B cell: 705-761-0896 J cell: 705-772-2697

[www.indianrivercattlecompany.com](http://www.indianrivercattlecompany.com)

# Indian River Cattle Co. *Wish Book*



3rd Annual

## *Christmas Internet Sale*

*December  
6 - 12, 2010*

For more details go to  
[www.indianrivercattlecompany.com](http://www.indianrivercattlecompany.com)



## Welcome

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



## IRCC Xcella 2X



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

WLE POWER STROKE  
**Sire: GWS EBONY'S TRADEMARK 6N** EPDs  
NJC EBONY ANTOINETTE BW 0.1  
CNS DREAM ON L186 WW 36  
**Dam: IRCC U GO GIRL 804U** YW 58  
INDIAN-RIVER MONA 203M MM 9.8

Definitely the feature of this years offering, Xcella 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 U Go Girl

## IRCC Xena 16X



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

STF MONTANA BLACK KF25  
**Sire: STF STARQUEST N114** EPDs  
STF LEONA L260 BW 1.8  
FVFR RED SKY 40L WW 21  
**Dam: IRCC TICKLE 722T** YW 46  
INDIAN RIVER PROMISES MM 6.4

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



## IRCC X's And O's 6X



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

CNS DREAM ON L186	EPDs
<b>Sire: RED BARON HR P101</b>	BW 1.0
HS REFLECTIONS J34	WW 43
	YW 70
CNS DREAM ON L186	MM 4.4
<b>Dam: IRCC TRUE LOVE 705T</b>	
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.*



True Love - 2007 RAWF Calf Champion

## IRCC Xclamation 35X



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

CNS DREAM ON L186	EPDs
<b>Sire: INDIAN RIVER SANDMAN</b>	BW -0.2
INDIAN RIVER PRISTINE	WW 29
	YW 51
FVFR RED SKY 40L	MM 8.0
<b>Dam: IRCC TIGRESS 717T</b>	
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 as well.*



Sandman - 2007 & 2008 RAWF Grand Champion



## IRCC Xtravagance 32X



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

CNS DREAM ON L186	EPDs
<b>Sire: IRCC TOHON 716T</b>	BW -0.2
INDIAN-RIVER MYSTERY	WW 27
FVFR RED SKY 40L	YW 45
<b>Dam: INDIAN RIVER SHANIA</b>	MM 6.3
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.*



3/4 sister

**Maternal brother**  
2008 RAWF Res Grand Champion Bull



## IRCC Xceptional 3X



TOPS 3X / 732271 / 15 January 2010  
Polled / Black with blaze / Purebred  
WLE POWER STROKE

<b>Sire: HC HUMMER 12M</b>	EPDs
LBR DESTINY'S DREAM K830	BW -2.0
CNS DREAM ON L186	WW 25
<b>Dam: INDIAN RIVER SWEET HEART</b>	YW 47
INDIAN 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



## IRCC Xuberance 15X



TOPS 15X / 729852 / 3 March 2010

Polled / Black / Purebred

CNS DREAM ON L186

Sire: **INDIAN RIVER SANDMAN**  
INDIAN RIVER PRISTINE

FVFR RED SKY 40L

Dam: **INDIAN RIVER SPIRIT**  
INDIAN RIVER PROTEGE

EPDs

BW 0.9

WW 33

YW 59

MM 9.3

*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

## IRCC Xquisite 19X



TOPS 19X / 729854 / 10 March 2010

Polled / Red / Purebred

CNS DREAM ON L186

Sire: **IRCC TOHON 716T**  
INDIAN-RIVER MYSTERY

JDJ NOVA 014J

Dam: **INDIAN RIVER ROMANCE**  
INDIAN-RIVER MYSTIQUE

EPDs

BW 2.5

WW 40

YW 66

MM 7.3

*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.*



Romance - 2006 RAWF Junior Champion



## IRCC Xaggeration 18X



EPDs  
BW -1.1  
WW 27  
YW 47  
MM 7.9

TOPS 18X / TOPS 18X / 8 March 2010  
Polled / Black / Purebred

CNS DREAM ON L186 FVFR RED SKY 40L  
Sire: INDIAN RIVER SANDMAN Dam: IRCC SWEET THING  
INDIAN RIVER PRISTINE IRCC FRILLS 501F

*Good ones picture easy and this was a one pass, one pop, one shot deal. Long fronted with crisp lines, clean flat joints and adequate shape she has a show mans dream look. Sandman adds the quality, old time red and Fleck genetics add the maternal, the rest is gravy.*

## IRCC Xtra Special 22X



EPDs  
BW -0.2  
WW 27  
YW 52  
MM 8.9

TOPS 22X / 732276 / 1 April 2010  
Horned / Black / Purebred

CNS DREAM ON L186 FVFR RED SKY 40L  
Sire: INDIAN RIVER SANDMAN Dam: IRCC SUNFLOWER  
INDIAN RIVER PRISTINE IRISH CREEK MIRAGE

*You have to see this one from behind to truly appreciate her. She is splendid and sure is cocky when you set her in motion. Easily the stoutest of the group she still remains flat necked and well balanced. Her dam is as close to ideal as we have. Ready for the junior split next year, she will hunt.*

## IRCC Xcessive 8X



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

NICHOLS BLK DESTINY G151  
Sire: CNS DREAM ON L186  
CNS SHEEZA DREAM K107W

EPDs  
BW 2.4  
WW 41  
YW 67  
MM 6.8

JDJ NOVA 014J  
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.*

Full sister pictured as a 2 year old



IRCC U Go Girl - 2008 RAWF Res Grand Champion