Eastern Select Bull & Fomale Sale

Fry's Charolais Complete Dispersal

April 9th, 2011 @ 1:00pm Hoard's Station Sale Barn Campbellford, ON

08

Consignor List

MACK'S CHAROLAIS & RED ANGUS Wayne & Jacqui Mack 705.653.3221	Lots 1- 7, 25-42
ACES HIGH LAND & CATTLE Mark Nelson & Garth Hogg 905.349.2432 & 905.352.2753	Lots 19-24
TRIPLE K CHAROLAIS FARMS Brian & Trina Kelly 613.378.2533	Lots 8-13, 43-47
FRY'S CHAROLAIS Bruce & Jennifer Fry 705.632.1138	Lots 18, 48-68
M & L CATTLE COMPANY Roger Maloney & Helen Lynett 705.295.6439	Lots 16, 17

ROLLANDA CHAROLAIS Carlyle and Mark Rollins 613.473.2636.....

.....Lots 14, 15



Mack's Quarter Horses

Wayne and Jacqui Mack 1690 Ith Line West. Campbellford, ON KOL ILO 705-653-3221 email mack.wj@sympatico.ca

-This stallion has babies on the ground that are performing well in the barrel racing circuit and team penning circles.

Stock available for sale from this stud.

Buyer Incentive

High selling Bull \$200 credit Purina Voucher

2nd High selling Bull \$150 credit Purina Voucher

3rd High selling Bull \$100 credit Purina Voucher High selling Bull Jacket from O'Neill's Purina

High selling Female Jacket from O'Neill's Purina

Random Draw - Females 2 - 100kg Crystalyx Mineral tubs Masterfeeds - Hoards Station

4-H Incentive



Any 4-H member that completes their 4-H project with an animal from this sale will receive \$50 from the consignor.

Name of Purchaser	
Name of 4-H membe <u>r</u>	
Address:	
Phone:	Email:
Name of Animal <u>:</u>	
4-H leader's signature	
	Mail to: Wayne & Jacqui Mack 1690, 11th Line West, Seymour Township R. R. # 4, Campbellford, ON, KOL 1LO 705.653.3221

Explanation of Terms

*BIO\$ This is an index that considers several traits in determining better bulls when mated to average cows and is aiming at efficient lean meat production for a market focused on AA carcasses between 775-900 lbs. Use the BIO\$ index to identify top prospect bulls and then look at specific ABC's with in that group for traits that you value in your operation.

*ABC's are genetic evaluations that are across breed EPDs that allow for the comparison of bulls regardless of breed.

*Percentile Score - The higher the score the better with a maximum of 99. An animal that scores 99 would be in the top 1% of all the bulls tested.

BW	WG	YG	Milk	Marb	REA	FAT	SC
Birth Weight expected Birth Weight of calves		Yearling Gain Ibs of growth from birth to yearling	Ŭ,	Marbling adjusted for age and weight	Rib Eye Area adjusted for age and weight	Back Fat adjusted for age to 365 days	Scotal Circ. Adjusts for age and weight

BW	AWW	Index	EOT Wt	ADG	BF	REA	Marb	Frame	SC
Birth Weight Ibs actual birth weight	Weaning Weight Ibs adjusted to 200 days and for age of dam	Within Herd ratio of AWW to average of group	End of Test Weight Ibs or most recent weight at station	Average Daily Gain	Backfat (mm) measured ultrasoni- cally	Rib Eye Area (sq. in) measured ultrasoni- cally	Marbling measured ultrasoni- cally	Frame Score based on height and age	Scrotal Circ. (cm) an indication of a bull's semen producing ability

SALE LOCATION

Hoard's Station Sale Barn approximately 15 miles north of Belleville on County Road 8 between Stirling and Campbellford. 613-653-3660

TERMS AND CONDITIONS

Cattle will sell under the standard terms and conditions as recommended by the Canadian Charolais Association, Canadian Limousin Association and the Canadian Angus Association. All cattle are to be paid for sale day unless prior arrangements have been made

ANNOUNCEMENTS

All announcements made from the auction block take precendence over the printed material in the catalogue.

LIABILITIES

Although every precaution has been taken to protect the saftey and comfort of the buyers, the sellers and sale staff assume no responibility in this matter and disclaim any liability, legal or otherwise, in the event of an accident or loss of property.

LOADING OUT

No cattle load out until after the conclusion of the sale.

VIEW SALE CATALOGUE ONLINE www.indianrivercattlecompany.com

SALE DAY PHONES

Auctioneer Brad DeNure		613-653-3660
Ringman Dave DeNure		613-653-3660 705-653-4610
	cell	
Billy Elmhirst	cell	705-761-0896
Blockman		

Jack McCoubrey 519-671-2776

FOOD & REFRESHMENTS Lunch available

ACCOMODATIONS

Best Western Cobourg Inn & Convention Centre 930 Burnham St Cobourg 905.372.2105 www.bestwestern.com

Comfort Inn 121 Densmore Rd Cobourg 905.372.7007 www.choicehotels.ca/cn263

DELIVERY

Consignors will assist in organizing trucking.

4







Double Polled Recommended to use on heifers.

		CE	BW	WG	Milk	PWG	YG	FAT	REA	%IMF	SC	BI	О\$				
%a ABC %w	Acc	-1	21 1.8 59		17 13 27	59 30 31	61 68 32	28	55 .11 31	20 15 14	27 -1.29 1	2	27 188 22				
CE	BW	AWV	v w	I SOT	EOT	ADG	WPDA	ΗΗ	Frame	Fat	REA	AdjREA	%lmf	Adj%Imf	Grade	SC	AdjSC
U	95	571	91	880	1337	4.00	3.14	53.5	6.5	6	15.2	13.7	2.13	1.83	PD-A	32.0	29.8



WLM MACKS WILDCARD 119W

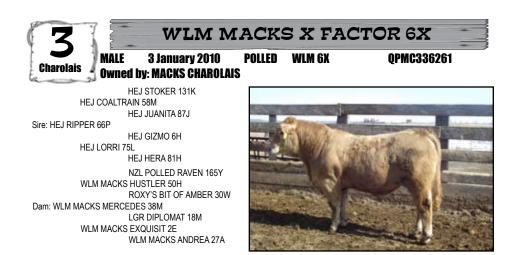
MALE 29 December 2009 POLLED WLM 119W Owned by: MACKS CHAROLAIS,CAMPBELLFORD,ON QPMC329738

ICARE M & L 168P PCFL NICELLE 68H Sire: WLM MACKS SHOW BOAT 46S WLM MACKS GRETZKY 46G WLM MACKS GRETZKY 46G WLM MACKS FAWN 29F PCFL LEGACY 27Y SHADY RIDGE MR 187F SHADY RIDGE MR 187F SHADY RIDGE'S 63S Dam: BLACKBERRY JANE 4J LAN YESMAN 20Y LAN DAISY DEW-DROP 4D LAN VANESSA 4X



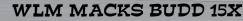
Polled red factor French influence.

		CE	BW	WG	Milk	PWG	YG	FAT	REA	%IMF	SC		BIO \$				
%a ABC %v	Acc	23 -2 60	22 1.6 62	63 39 40	49 20 73	47 27 20		9 66 7	70 .27 58	29 09 33	4 -1.42 1	2	32 2372 27				
CE	BW	AW	w w	/I SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjRE	A %Imf	Adj%lmf	Grade	SC	AdjSC
U	91	627	7 10	0 897	1285	3.38	3.06	53.0	6.3	4	16.5	2.33	2.68	2.33	PD-A	31.5	29.5



Polled red factor Had the heaviest weaning weight of all my charolais calves. Has a large ribeye of 17.2

		EB	W V	WG	Milk	PWG	YG	FAT	REA	%IMF	SC	В	10\$				
%ab ABC Ao %wb			.5		24 15 39	66 32 39	89 87 74	14 56 14		17 17 11	57 .67 71	2	48 810 45				
CE E	BW	AWW	WI	SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%Imf	Grade	SC	AdjSC
U 1	10	732	116	1033	1413	3.32	3.40	55.0	7.4	5	17.2	15.7	2.18	1.92	PD-A	38.0	36.2



MALE 15 February 2010 POLLED WLM 15X Owned by: MACKS CHAROLAIS,CAMPBELLFORD,ON PMC336329

BCR POLLED UNLIMITED 003 RC BUD 04ET MISS ENTERPRISE 02RC Sire: RC BUDSMYDAD 225 POLLED SPAINS SHOW ME POLLED MISS SHOGUN RC 416 MISS ENTERPRISE RC 01 BALDRIDGE FASTTRACK 82F BLACKBERRY LINCOLN 6L LAN HARRIET 1H Dam: WLM MACKS UBETCHA 6U WLM MACKS HUSTLER 50H WLM MACKS MARRY 24M WLM MACKS JODY 39J

Charolais



Double Polled. Off a 2 year old heifer. Could be used on heifers.

1			CE	BW	W	/G	Milk	PWG	YG	FAT	REA	%IMF	SC		BIO \$				
	%a ABC %w	b Acc b	29 -1 70	22 1.5 62	8 4 7	18 17 78	96 33 99	49 27 21	73 75 46	11 60 11	25 25 2	17 17 11	14 -0.68 7	3	15 1716 10				
	CE	BW	AW	w١	NI	SOT	EOT	ADG	WPDA	ΗH	Frame	Fat	REA	AdjRl	EA %Im	f Adj%lmf	Grade	SC	AdjSC
	U	90	70	8 1	13	805	1185	3.29	3.17	51.5	6.1 7	4	12.9	12.7	2.33	3 2.27	PD-A	31.5	31.2



Double polled.

Charolais

	CE	BW	WG	Milk	PWG	YG	FAT	REA	%IMF	SC	E	BIO \$				
%ab ABC Acc %wb	23 -2 62	22 1.6 62	72 41 51	37 18 59	81 37 58	79 78 56		66 .23 52	14 21 6	38 .24 45	2	45 2742 41				
CE BW	AW	w w	I SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%Imf	Grade	SC	AdjSC
U 98	66	4 95	5 810	1260	3.95	3.41	53.5	7.2	5	15.6	15.5	2.28	2.25	PD-A	36.0	35.8

WLM MACKS MR 22X

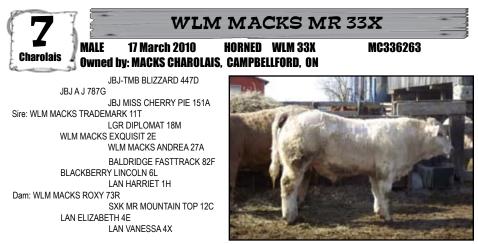
MALE 21 February 2010 POLLED WLM 22X Owned by: MACKS CHAROLAIS,CAMPBELLFORD,ON 21 February 2010

JBJ-TMB BLIZZARD 447D JBJ A J 787G JBJ MISS CHERRY PIE 151A Sire: WLM MACKS TRADEMARK 11T LGR DIPLOMAT 18M WLM MACKS EXQUISIT 2E WLM MACKS ANDREA 27A WLM MACKS DUKE OFEARL18E WLM MACKS GENERAL 39G ROSSDALE SWEET THING 31B Dam: WLM MACKS NATALIE 75N WLM MACKS LASY DOESIT13E WLM MACKS JUBALEE38J LAN ELIZABETH 4E



Double polled.

1			CE	BW	WG	Mill	k P	WG	YG	FAT	REA	%IMF	SC		BIO \$				
,	%a ABC %w	ib Acc /b	16 -3 47	15 2.5 47	20 28 7	5 8 7		18 16 2	16 44 2	32 30 48	58 .14 36	7 27 1	15 60 8		9 1365 4				
	CE	BW	AW	w w	/I S(DT E	OT	ADG	WPDA	ΗH	Frame	Fat	REA	AdjR	EA %In	nf Adj%lmf	Grade	SC	AdjSC
	U	100	626	9	0 75	0 1	088	3.00	2.97	53.5	7.2	6 8	14.1	14.1	1.94	1.93	PD-A	33.0	33.0



Horned.

Charolais

	CE	BW	WG	Milk	PWG	YG	FAT	REA	%IMF	SC	BIG	C \$				
%ab ABC Acc %wb	22 -2 59	21 1.8 59		13 12 21	79 37 56	80 79 58		92 .55 88	6 28 1	16 54 9	5 31 5	11				
CE BV	V AV	w w	I SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%Imf	Grade	SC	AdjSC

TKC 79W

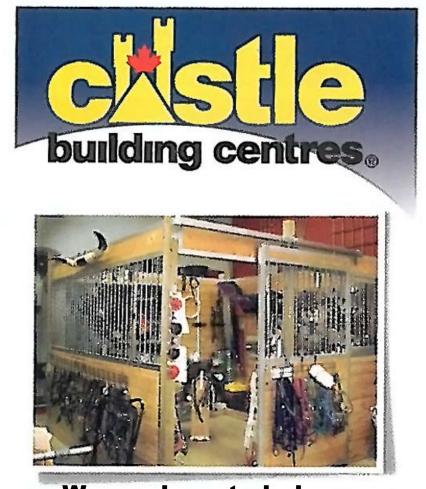
MALE 16 December 2009 Polled TKC 79W Owned by: TRIPLE K CHAROLAIS, NAPANEE, ON Not Registered

IMPAIR ROSSO NEW HORIZON 8L FFBB FANDANGO 26F Sire: BAR J RASPUTIN 247R PLEASANT DAWN HOTSHOT51F BAR J JIGSAW 44J EGM BACKHOMESPECIALTY18B WCR PRIME CUT 764 PLD TKC MR CARTER 511L TONY MISS KELSEY 51F Dam: TKC JENNIFER 20N TONY MISS KELSEY 51F Dam: TKC JENNIFER 20N TONY MISS NEW YORK 12H TONY MISS GEORGIA 1F



Polled Rasputin son that's a full brother to the top seller in the 2009 sale . He's out of one of my top females and with a 78lb BW he sure to be a easy calver.

	. (CE I	BW	WG	Milk	PWG	YG	FAT	REA	%IMF	SC	В	IO \$				
%a ABC %w	Ib Acc /b	4 6 11	4 5.0 13	43 34 22	46 19 70	51 28 23	47 62 19	6 73 4	79 .36 71	55 .05 88	40 .29 48	2	31 334 26				
CE	BW	AWW	W	I SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%lmf	Grade	SC	AdjSC
U	78	717		874	1242	3.22	2.87	53.0	6.2	4	15.9	14.1	3.36	2.83	А	36.0	33.5

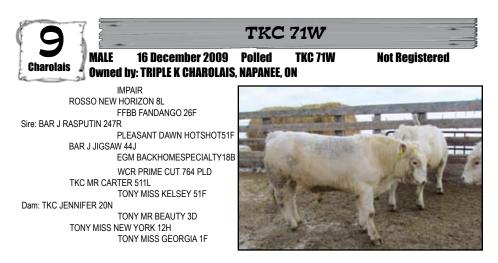


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Here's a full brother to TKC 79W , he had a BW of 76lbs and finished test with 3.89lb ADG.

harolais

	CE	BW	WG	Milk	PWG	YG	FAT	REA	%IMF	SC	В	10 \$				
%ab ABC Acc %wb	5 -5 14	5 4.4 18		46 19 70	80 37 57	63 69 34		78 .36 71	46 01 71	36 .17 41	2	41 624 37				
CE BW	AW	w w	I SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%lmf	Adj%Imf	Grade	SC	AdjSC
U 76	68	4	869	1317	3.89	3.04	54.5	7.0	4	15.9	14.1	2.80	2.36	PD-A	35.5	33.0

TKC ROSS 86X

MALE1 January 2010PolledTKC 86XQPMC334073Owned by:TRIPLE K CHAROLAIS, NAPANEE, ON



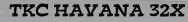
Polled Rasputin son that finished test at 1450lbs and a WPDA of 3.47lbs. He's a good straight thick bull thats ready to go to work.

		CE	BW	W	VG I	Milk	PWG	YG	FAT	REA	%IMF	SC		BIO \$				
%: ABC %۱	ab Acc wb	12 -3 38	16 2.3 49	7 4 5	74 12 55	55 21 79	72 34 45	75 76 50	50 .00 87	70 .27 59	29 10 32	53 .59 66	2	50 2854 47				
CE	BW	AV	w۱	VI	SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%lmf	Grade	SC	AdjSC
U	96	74	4 1	04	1028	1449	3.58	3.47	55.5	7.6	8	15.3	14.0	2.62	2.29	PD-A	37.0	35.1



Polled Rasputin son thats sure to be an easy calver . He had a BW of 86lbs and a WPDA of 3.48lbs. He's been one of my picks since day one.

		CE E	W	WG	Milk	PWG	YG	FAT	REA	%IMF	SC	В	10 \$				
%ab ABC A %wb	.cc <u></u>		8	46	27 16 43	66 32 38	79 78 56	19 48 21		30 09 35	43 .37 53	2	40 623 37				
CE I	BW	AWW	WI	SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%Imf	Grade	SC	AdjSC
U 8	86	758	106	1000	1442	3.77	3.48	56.0	7.9	5	15.2	13.9	2.29	2.02	PD-A	36.5	34.7



MALE23 January 2010PolledTKC 32XQPMC331021Owned by:TRIPLE K CHAROLAIS, NAPANEE, ON

SCHURRTOP 5627 LT WYOMING WIND 4020 PLD LT CHAP'S LADY 2170P Sire: LAND O'LAKES HAVANA 3U LHD CIGAR E46 LAND O'LAKES MS CIGAR 5R LAND O'LAKES EMERALD 93H WCR PRIME CUT 764 PLD LANDOLAKESFILETMIGNON33M WINDY VIEW JUICY 10J Dam: LAND O'LAKES TAFFY 32T WCR PRIME CUT 764 PLD LANDO'LAKES MISS BEA 33N LANDOLAKES LADY SARA 28L



Here's my pick thats sure to get alot of interest on sale day. He had a AWW of 857lbs , a WPDA of 3.59 and finished test at 1442lbs. He's very quiet and his sire is Land O'Lakes Havana . If you want a top bull thats ready to work here he is.

		CE	BV	/ /	VG	Milk	PWG	YG	FAT	REA	%IMF	SC		BIO \$				
AB %	%ab C Acc %wb	22 -2 59	24 1.4 66	4	98 58 96	83 27 96	78 36 54	95 94 86	38 22 63	41 05 10	43 03 65	83 1.24 90		47 2793 44				
С	E BV	V A	WW	WI	SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjRE	A %Imf	Adj%lmf	Grade	SC	AdjSC
U	90) 8	357	120	1020	1420	3.40	3.59	55.0	7.6	6	14.9	14.1	2.85	2.63	PD-A	38.0	36.9



This bull was my top weaning bull with a AWW of 864 lbs and a weaning index of 121. He finished test with one of the top charolais BIO\$ index of 4028 (charolais average 3046) and a big O REA of 17.6 Plus his sire Bluegrass 4017P is one of charolais top easy calving bulls.

	CE	BW	W	/G	Milk	PWG	YG	FAT	REA	%IMF	SC	B	IO \$				
%ab ABC Aco %wb	c 35 0 77	30 .7 74	9 5 9	3	75 25 93	84 39 63	93 91 82	35 27 54	95 .64 92	46 01 72	67 .89 80	4	86 028 86				
CE B	W A	WW Y	WI	SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%Imf	Grade	SC	AdjSC
U 9	08	64	121	910	1317	3.63	3.43	53.0	6.8	5	17.6	17.0	2.35	2.23	PD-A	37.0	36.3

ROLLANDA'S EDEN 41X

CMRL 41X

MALE 5 January 2010 Polled Owned by: ROLLANDA, MADOC, ON

DOMINO INDICE BEA Sire: NELSON ETOILE ETOILE ALOUETTE KC STOLICHNAYA H016 ET ROSSDALE LLOYD 105L ROSSDALE LLOYD 105L ROSSDALE MS JUICE 104J Dam: ROLLANDA'S NAN 19N MAPLES SAM 25C CMRL ROLLANDAS MS BEA62G MS YSD TINKERBELL 580T



PMC331704

		CE	BW	WG	Milk	PWG	YG	FAT	REA	%IMF	SC	BI	O \$				
%a ABC	b Acc	10	8	91	20	99	98	14	94	41	18		83				
%w	, ha		3.7	49	14	56		55	.60	04	44		897				
,	-	30	27	82	32	97	95	14	90	62	12	i	83				
CE	BW	AWV	v w	I SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%Imf	Grade	SC	AdjSC
U	102	724	10	4 900	1444	4.78	3.50	55.0	7.4	5	17.8	16.3	2.89	2.55	PD-A	34.5	32.7

The igenity, profile.

From a single DNA sample, receive inside information on traits affecting Carcass Composition, Maternal Reproduction, Coat Colour, Breed Specific Horned/Polled, Genetic Abnormalities, and more.

Carcass Composition

- Quality Grade
- Yield Grade
- Ribeye Area
- Fat Thickness
- Marbling
- Tenderness
- Coat Colour

Multi-Sire Parentage BVD Virus

Horned/Polled

Genetic Abnormality & Conditions

- Arthrogryposis Multiplex (AM)
- Coat Colour Dilutor (DL)
- Idiopathic Epilepsy (IE)
- Myostatin (M)
- Neuropathic Hydrocephalus (NH)
- Osteopetrosis (OS)
- Pulmonary Hypoplasia with Anasarca (PHA)
- Tibial Hemimelia (TH)

Maternal & Reproduction Traits

- Heifer Pregnancy Rate
- Calving Ease
- Stayability

Docility

Average Daily Gain Feed Efficiency

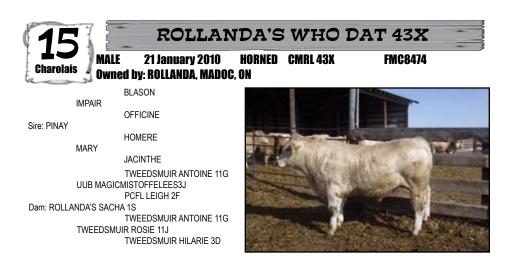
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		CE I	BW	WG	Milk	PWG	YG	FAT	REA	%IMF	SC	В	10 \$				
%ab ABC A %wb	cc	-4	10 3.3 32	67 40 46	20 14 32	80 37 57		8 69 6	86 .46 81	44 02 67	32 .08 34	2	54 988 53				
CE E	BW	AWW	/ W	I SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%lmf	Adj%Imf	Grade	SC	AdjSC
U	98	691	99	877	1320	3.93	3.32	53.0	6.6	4	16.8	15.8	2.75	2.53	PD-A	35.0	33.8



M&L 30X MALE 11 January 2010 HORNED MLCC 30X MC331734 Owned by: M & L CATTLE CO, INDIAN RIVER, ON DOMINO INDICE

BEA Sire: NELSON ETOILE ETOILE ALOUETTE SLY EASTWOOD PLD 32F PINE-LANE LIONKING 102L PINELANE HEAVENLYHASH10H Dam: MFH PRECIOUS 30P MFH HAGGAR 15H MFH KARMEL 10K MFH STARTRAC 1Z



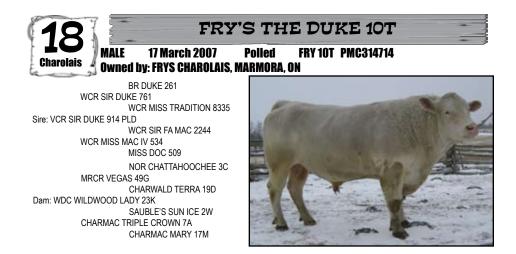
BW-105,ww-930(adj.ww 843) If you want to make money selling quality feeder cattle by the pound,you would be hard pressed to find a better bull.He is long,wide topped and thick butted.His full brother was the second high seller last year and his dam has another good one this year.(Half French

Canadian Charolais Association EPD's	CE	BW	WW	YW	MM	ТМ	CWT	REA	FAT	LY	MARB
	38	4.0	46	74	16.9	40	7	-0.05	0.13	-0.66	-0.06



BW-109, WW-750 Registration Pending -Another thick bull sired by Nelson.I can honestly say that I have not had a bad calf off Nelson .I have three females in the herd and they are moderate framed, easy doing and have improved udders and milk. This long yearling Full French bull was grassed all summer, has solid feet and legs, and is ready to breed a bunch of cows.

Canadian Charolais Association EPD's CE	BW	WW	YW	MM	ТМ	CWT	REA	FAT	LY	MARB
	3.8	32	56	20.3	36		0.06	0.1		0.01



Duke is a calving ease bull with his calves weighing around the 80 – 90 lb range. He is very quite and easy to handle. If you are looking for a bull to breed 30 to 50 cows, have a look at "The Duke".

Canadian Charolais Association EPD's	CE	BW	WW	YW	MM	ΤM	CWT	REA	FAT	LY	MARB
	93	-3.0	41	72	22.0	43	6	-0.14	0.51	-1.33	0.03



Here is the feature lot of the sale. We really hate to part with this thick, moderate, quiet herd bull who is a former show champion . Shoot to Thrill sires moderate frame calves with extra thickness, muscling and eye appeal. He is the sire of two of our bulls in the sale. Shoot to Thrill calves were the top selling calves at Hoards in early Dec.

Canadian Charolais Association EPD's	CE	BW	WW	YW	MM	ТМ	CWT	REA	FAT	LY	MARB
	98	-5.4	25	55	31.6	44	-5	-0.17	0.71	-1.91	0.03



ACES HIGH URBAN LEGEND 5U MALE 22 January 2008 Polled ACE 5U PMC320191 Owned by: ACES HIGH LAND & CATTLE CO., ROSENEATH, ON

SPARROWS ALLIANCE 513G SCC MILLENNIUM J002 P ET KEYS WK FREDS LADY 938Y Sire: WAT-CHA N'TH DEGREE 50N JWK IMPRESSIVE D040 ET WAT-CHA KEEP UP 44K WAT-CHA KEEP UP 44K

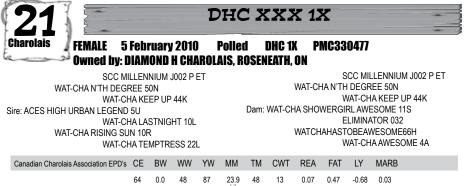
Here is a proven breeder we have used on our heifers. This bull is ready to work

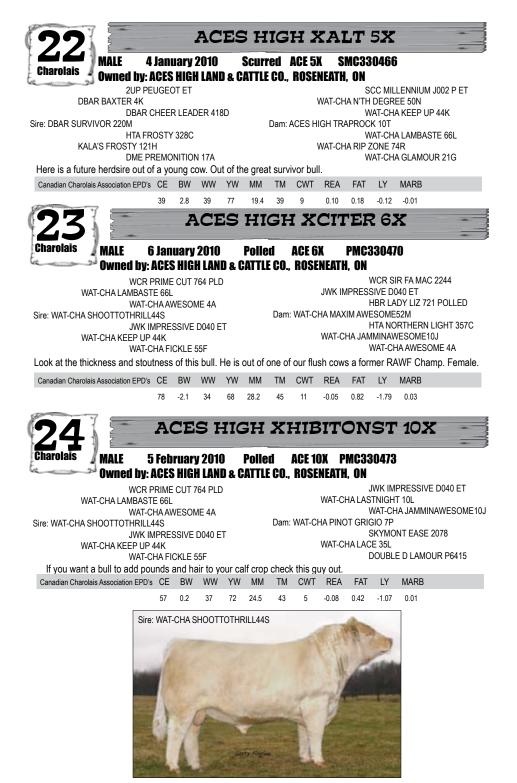
EPDs BW 0.8 WW 46 YW 88 MM 21.7 TM 45

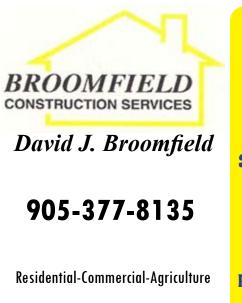
JWK IMPRESSIVE D040 ET WAT-CHA LASTNIGHT 10L WAT-CHA JAMMINAWESOME10J Dam: WAT-CHA RISING SUN 10R SKYMONT EASE 2078 WAT-CHA TEMPTRESS 22L WAT-CHA TEMPTRESS 16F



Dam







broomsfieldconst@yahoo.ca

ALUMINUM & STEEL

SEAMLESS EAVESTROUGH

SOFFIT & FASCIA

WINDOWS & DOORS

RENOVATIONS & ADDITIONS





RED MC DOUGALL ANA 6X One of the high gaining bulls at 4.74 lbs per day, at Douglas Bull Test. Which made him in the top 1% for weaning gain and yearling gain

across all breeds.

Red Anaus

		CE	BW	v	VG	Milk	PWG	YG	FAT	REA	%IMF	SC	E	BIO \$				
%ab ABC Acc %wb 50	4	91 -4.9 73	ł	98 58 98	82 27 73	99 58 97	99 116 98	65 .51 6	9 46 18	83 45 42	50 .53 27	;	84 3945 76					
CE	BW	A	WW	WI	SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	N %Imf	Adj%Imf	Grade	SC	AdjSC
U	86	6	86	109	880	1401	4.74	3.58	53.0	6.7	6	13.5	12.9	3.38	3.16	Α	35.5	34.6



MALEFebruary 02 2010PolledWLM 8X1597573Owned by: MACKS CHAROLAIS, CAMPBELLFORD, ON

RED BECKTON JULIAN GG B571 OSF RED BUF CRK ROMEO L081 OSC MAF RED BUF CRK PRIMROSE 5679 OSC Sire: RED GOLD-BAR PANDEMONIUM 113P OSF (1195989) RED GOLD-BAR JACKPOT 803B 103J RED GOLD-BAR KURUBA J 213M RED HOWE MS KURUBA DDH 25E RED BLAZE V415 OSF RED GOLD-BAR KING V415 107K RED KENRAY MISS DAWN 114F Dam: RED MACK'S JEN 1T (1412223) RED BRETON TOP 12C RED BRETON JEN 22J BRETON ANA 53F



A real thick Pandemonium son with AWG in the top 1% and yearling in the Top 3% at the test station.

		CE	BW		VG	Milk	PWG	YG	FAT	REA	%IMF	SC	E	BIO\$				
%a ABC %w	ib Acc /b	0		45		91 30 87	99 57 97		93 1.35 77	64 .21 98		97 2.06 97		95 4687 92				
CE	BW	AV	W	WI	SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjRE/	A %Imf	Adj%Imf	Grade	SC	AdjSC
U	94	65	5	104	800	1298	4.36	3.37	51.5	6.0	10	16.3	15.7	3.21	3.04	А	41.0	40.3



A 3/4 brother to the top prime plus bull and high selling red angus bull in the first Eastern Select Sale. This bull had a low birth weight of 72lbs.

		CE	BW	1	VG	Milk	PWG	VC	EAT		%IMF	SC	В	IO\$				
%a ABC %v	ab Acc	93	97 -7.0	93		97 34 95	92 44 81	95 94	79 .93	25 25 55	99 .82 96	99 2.38 86	4	91 318 86				
CE	BW	AV	w	WI	SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%lmf	Adj%Imf	Grade	SC	AdjSC
U	72	75	56	108	877	1324	3.96	3.63	53.0	7.0	8	14.3	14.3	5.28	5.28	AAA	41.5	41.5



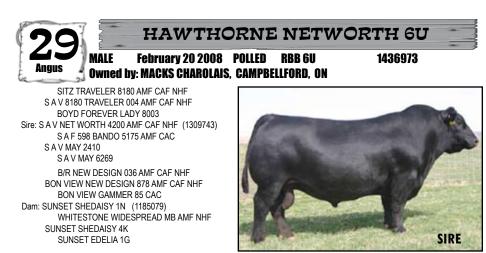
MACK'S NETWORTH 11X

MALE February 11 2010 Polled WLM 11X 1593905 Owned by: MACKS CHAROLAIS,CAMPBELLFORD,ON

S A V 8180 TRAVELER 004 AMF CAF NHF S A V NET WORTH 4200 AMF CAF NHF S A V MAY 2410 Sire: HAWTHORNE NETWORTH 6U (1436973) BON VIEW NEW DESIGN 878 AMF CAF NHF SUNSET SHEDAISY 1N SUNSET SHEDAISY 1N SUNSET SHEDAISY 4K S S PINE TAR 9U RED BULL POWER SS ANN S S 54T Dam: RED BRETON FAYETTE 51M (1093027) RED BOB FAHRENHEIT 630 RED BRETON FAYETTE 47H RED MC DOUGALL FAYETTE 24Y

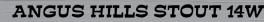


		CE	BW	v v	NG	Milk	PWG	YG	FAT	REA	%IMF	SC	BI	C \$				
		56 -1.4		92 50	74 25	79 37	89 86	64 .47	47 .02	71 .32	62 .77							
	17	15	ę	92 62		56	80	5	90	12	43	5	9					
CE	BW	AW	W	WI	SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%Imf	Grade	SC	AdjSC
U	95	69	1	110	827	1230	3.52	3.27	53.0	6.9	5	15.5	15.2	2.96	2.87	Α	36.0	35.6



A real powerhouse of a Networth son with a 1440 lb 365 day weight and a 4.72 lbs per day gain at Douglas Test Station. Hawthorne Networth was purchased in the first Eastern Select Sale as one of the high sellers. He sires good growthy calves that will finish fast. The kind that feedlot operators love to have in their yard. This 3year old is great proven breeding bull that can get the job done. He had 90 b birth wt.

A ()	CE	BW	WG	Milk	PWG	YG	FAT	REA	%IMF	SC	BIC	D \$				
%ab ABC Acc %wb		73 -2.7 32			99 56 97	98 106 97	97 1.53 89	79 .35 99	93 .54 76	70 .86 55						
CE BV	V AV	ww w	VI SOT	EOT	ADG	WPDA	HH	Frame	Fat	REA	AdjREA	%Imf	Adj%Imf	Grade	SC	AdjSC
U 93			909	1440	4.72	3.98	52.0	6.5	9	16.2	16.2	5.67	5.72	AAA	36.5	32.3



MALE February 19 2009 Polled RJS 14W 1494039 Owned by: MACKS CHAROLAIS, CAMPBELLFORD, ON

CONNEALY FOREFRONT AMF CAF NHF TC FREEDOM 104 AMF NHF T C RUBY 9095 Sire: TC STOUT 407 AMF NHF (1302212) VERMILION DATELINE 7078 AMF CAF NHF TC PRIDE 2053 TC PRIDE 5045 B C C BUSHWACKER 41-93 AMF CAF NHF WHITESTONE SURVIVOR N088 AMF NHF M B RACHEL 2173 Dam: ANGUS HILLS ELINE ERICA 45R (1265228)

G D A R OSCAR 711 AMF NHF ANGUS HILLS ELINE ERICA 30L ANGUS HILLS ELINE ERICA 1E



A 2 year old stout son that was purchased beside his mother as the high selling lot in John Robertson's herd dispersal. He has a super quiet disposition with great conformation and a 83 lb birth weight. Stout was used on my red angus heifers last year. They are just calving now, coming unassisted and looking great.

Canadian Angus Black EPDs - Based on Spring 2011 NCE BW:+4.7 WW:+54 YW:+94 Milk:+24 TM:+51 CED:+2.0 CEM:+7.0





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Mack's Charolais

Reference Sire

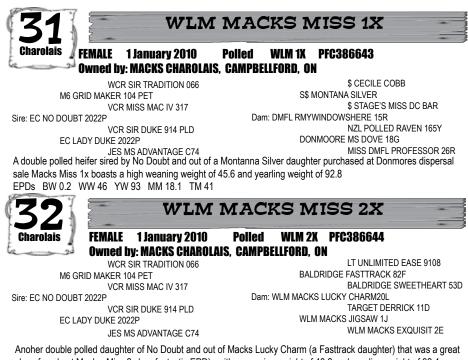
JBJ-TMB BLIZZARD 447D JBJ A J 787G JBJ MISS CHERRY PIE 151A

WLM MACKS TRADEMARK 11T LGR DIPLOMAT 18M WLM MACKS EXQUISIT 2E WLM MACKS ANDREA 27A

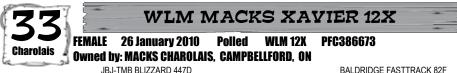
Sired by the National Champion JBJ AJ and out of Macks Exquisite, one of the foundation cow families at Macks Charolais. Trademark puts it all together - polled, long backed and thick butted on a good set of feet and legs.



Our cow herd has been on a herd health vaccination program for over 20 years. All cows have been vaccinated with a live vaccine for the last 6 years. We vaccinate prior to breeding our females.



show female at Macks. Miss 2x has fantastic EPD's with a weaning weight of 48.2 and yearling weight of 92.4 EPDs BW -0.8 WW 48 YW 92 MM 22.5 TM 47



JBJ A J 787G

JBJ MISS CHERRY PIE 151A Sire: WLM MACKS TRADEMARK 11T LGR DIPLOMAT 18M WLM MACKS EXQUISIT 2E WLM MACKS ANDREA 27A BALDRIDGE FASTTRACK 82F BLACKBERRY LINCOLN 6L LAN HARRET 1H Dam: WLM MACKS RUBY 79R WLM MACKS GENERAL 39G WLM MACKS NAOMI 9N WLM MACKS FAWN 29F

Xavier was one of my best charolais heifer calves last year and still looks great as a yearling. She would make a great 4-H project or a good replacement female in your herd.

EPDs BW 3.1 WW 44 YW 80 MM 21.0 TM 43





MACK'S PRINCESS 36X

FEMALE April 18 2010 Polled WLM 36X 1593917 Owned by: MACKS CHAROLAIS, CAMPBELLFORD, ON

S A V 8180 TRAVELER 004 AMF CAF NHF S A V NET WORTH 4200 AMF CAF NHF S A V MAY 2410 Sire: HAWTHORNE NETWORTH 6U (1436973) BON VIEW NEW DESIGN 878 AMF CAF NHF SUNSET SHEDAISY 1N SUNSET SHEDAISY 4K RED GLACIER LOGAN OSF MAF RED LCC MR. MARBLING 1309K RED LCHMN ELEANOR H1763 OSF Dam: RED PRINCESS KUNZ 41R (1290275) RED MOOSE CREEK ROBIN HOOD 27E RED PRINCESS KUNZ 4H RED WCF BRADDOCK REB LARKABA 1

Just an april 18th yearling this super sweet black angus heifer has tons of performance. She is sired by Hawthorne Networth one of the high sellers purchased in the first Eastern Select Sale. Princess would be a great junior show heifer or a good replacement for your cow herd. SELLS OPEN







Charolais

PFC379941

FEMALE 14 May 2009 Polled **WLM 93W** ² Owned by: MACKS CHAROLAIS, CAMPBELLFORD, ON

S\$ MONTANA SILVER LT SILVER VALUE 2122 P LT UNLIMITED MAID 7184 P Sire: CEDARDALE REACTION 45R LT WYOMING WIND 4020 PLD **CEDARDALE NOTION 11N BERICH LADY 131L**

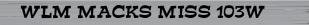
WLM MACKS DUKE OFEARL18E WLM MACKS GENERAL 39G **ROSSDALE SWEET THING 31B** Dam: WLM MACKS NORMA 78N WLM MACKS EASY DOESIT13E WLM MACKS JESSICA 3J HARRISON CHAR HAVEN 18Z

DUE JULY/ AUG BRED CHAROLAIS OR ANGUS EPDs BW 3.1 WW 48 YW 87 MM 15.4 TM 40



Charolais

 $2^{\frac{1}{2}}$



FEMALE 29 July 2009 **WLM 103W** Polled **Owned by: MACKS CHAROLAIS. CAMPBELLFORD. ON**

OFC380140

ICARE

M & L 168P PCFL NICELLE 68H Sire: WLM MACKS SHOW BOAT 46S WLM MACKS GRETZKY 46G WLM MACKS LEAH 11L WLM MACKS FAWN 29F

DUE JULY/ AUG BRED CHAROLAIS OR ANGUS FPDs BW 0.1 WW 37 YW 65 MM 23.4 TM 42

BALDRIDGE FASTTRACK 82F BLACKBERRY LINCOLN 6L I AN HARRIFT 1H Dam: WLM MACKS SAILOR 18S WCR PRIME TIME 908 P WLM MACKS PRINCESS 67P WLM MACKS HOLLY 4H

WLM MACKS MISS 110W

FEMALE 23 August 2009 Polled **WLM 110W Owned by: MACKS CHAROLAIS. CAMPBELLFORD. ON**

PFC380141

ICARE

M & L 168P PCFL NICELLE 68H Sire: WLM MACKS SHOW BOAT 46S WLM MACKS GRETZKY 46G WLM MACKS LEAH 11L WI M MACKS FAWN 29F

LOCHLO ABRAHAM INTERPOL WLM MACKS LOCOMOTION 7L WLM MACKS DIXIE 15D Dam: WLM MACKS RASPBERRY 81R WLM MACKS EASY DOESIT13E WLM MACKS KENDRA 15K WLM MACKS EXQUISIT 2E

DUE JULY/ AUG BRED CHAROLAIS OR ANGUS EPDs BW 4.3 WW 37 YW 69 MM 20.1 TM 39

LAND O'LAKES WIND 18T 23 February 2007 Polled FEMALE **JKLR 18T** PFC362093 Charolais **Owned by: MACKS CHAROLAIS, CAMPBELLFORD, ON** WCR SIR DUKE 783 SCHURRTOP 5627 MISS SUGAR VALLEY 908 Sire: LT WYOMING WIND 4020 PLD

LT UNLIMITED CHAPS 0109 LT CHAP'S LADY 2170P LT PRAIRIE MAIDEN 8095 BRED TO WLM MACKS TRADEMARK 11T DUE MARCH/ APRIL EPDs BW 0.38 WW 43 YW 74 MM 21.7 TM 43 27

LT UNLIMITED EASE 9108 BALDRIDGE FASTTRACK 82F **BALDRIDGE SWEETHEART 53D** Dam: B&M SIMPLY THE BEST 3N MORRISON'S HILLCREST MAC **B&M MISS KAY KAY 3L** B&M SUGI'S LADY 6G

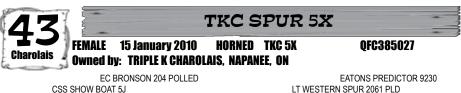
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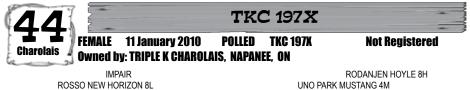


CSS LADY BLOSSOM 4G Sire: BAR J RUPERT 200R PLEASANT DAWN HOTSHOT51F BAR J JUBILEE 43J EGM SHOWY CHARO 15B

LT WESTERN SPUR 2061 PLD LT MAIDEN'S BREEZE 8242P Dam: LAND O'LAKES SPUR 5U LAND O'LAKES DUKE 29L LAND O'LAKES SHERREE 1S LAND O'LAKES DUCHESS 54L

TKC 5X is a good heifer out of Bar J Rubert . She's thick and deep , had 76lb BW and Adj WWT of 734lbs.

EPDs BW 0.0 WW 47 YW 89 MM 24.4 TM 48

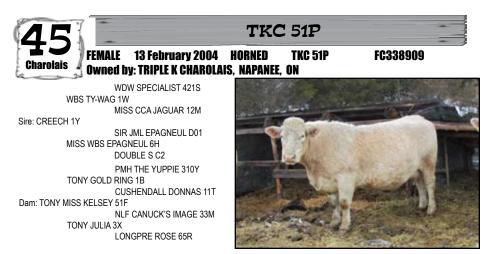


FFBB FANDANGO 26F Sire: BAR J RASPUTIN 247R PLEASANT DAWN HOTSHOT51F BAR J JIGSAW 44J EGM BACKHOMESPECIALTY18B **RODANJEN GABBIE 27G**

Dam : TKC 3P

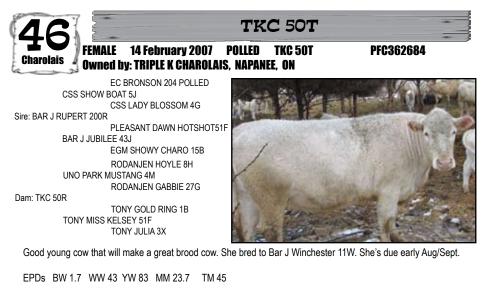
HTA MAXIUM PLD 425D TONY MISS CALIFORNIA 3H TONY MISS SABRINA 1Z

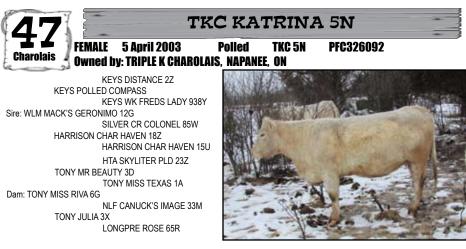
TKC 197X is a stylish heifer out Bar J Rasputin , long and deeped ribed . She's sure to make a good cow. Birth Weight 90lbs and she's polled!



Note for : She is out of my foundation cow family, big frame cow that's bred to my new herd sire Bar J Winchester 11W She is due June

EPDs BW 4.1 WW 36 YW 72 MM 24.4 TM 42





She's medium frame cow thats due early Apr to my new herd sire Bar J Winchester 11W .

EPDs BW 1.4 WW 38 YW 67 MM 17.7 TM 37





If you are looking for stout and thickness all in a very stylish package with great temperament, look no further. Take a look at this Bluegrass daughter. Her dam is very correct in every way with lots of milk. Another 4H project opportunity.

EPDs BW -2.7 WW 34 YW 59 MM 19.3 TM 37



FRY'S XAVIERA 5X

FEMALE 17 January 2010 Polled FRY 5X Owned by: FRYS CHAROLAIS, MARMORA, ON PFC385576

WCR SIR TRADITION 066 M6 GRID MAKER 104 PET VCR MISS MAC IV 317 Sire: EC NO DOUBT 2022P VCR SIR DUKE 914 PLD EC LADY DUKE 2022P JES MS ADVANTAGE C74 WCR PRIME CUT 764 PLD WCR PRIME TIME 908 P WCR MISS DAKOTA WIND7158 Dam: FRY'S HONEYCOMB 2N WLM MACKS EASY DOESIT13E WLM MACKS FLOSSY 20F



Xaviera has all the makings to be a top cow in any herd. With EC No Doubt on the sire side and WCR Prime Time on the dam side, the genetics are there. Her dam is a heavy milker and always put out a top calf. Xaviera would make an awesome 4H heifer. EPDs BW 0.7 WW 40 YW 85 MM 23.1 TM 43



JBJ MABLE 443D Dam: MEDONTE MAKAYLA 3M SLY EASTWOOD PLD 32F SNAKE CREEK'S KITKAT103K DVY GARBO 733G



Xuxa delivers on all accounts, lots of style, length, depth and awesome temperament. Her dam Medonte Makayla brings the likes of RA Big Cat and Sly Eastwood. Kids, if you are looking for a great 4H project, here she is. EPDs BW 0.9 WW 48 YW 81 MM 14.4 TM 38



FRY'S X-IT 7X

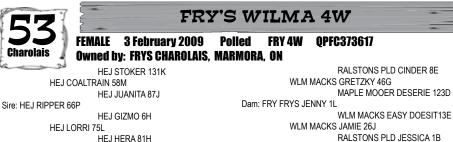
24 February 2010 Polled FEMALE FRY 7X PFC385578 **Owned by: FRYS CHAROLAIS, MARMORA, ON**

S\$ MONTANA SILVER LT SILVER VALUE 2122 P LT UNLIMITED MAID 7184 P Sire: CEDARDALE REBEL 3R BALDRIDGE FASTTRACK 82F CEDARDALE MEMORABLE 19M CEDARDALE MS JUNIPER 12J WCR PRIME CUT 764 PLD WCR PRIME TIME 908 P WCR MISS DAKOTA WIND7158 Dam: FC334968 WLM MACKS PATTY 16P VENTURA WYLIE COYOTE 36E WLM MACKS HANNAH 22H WLM MACKS ELIZABETH 5E

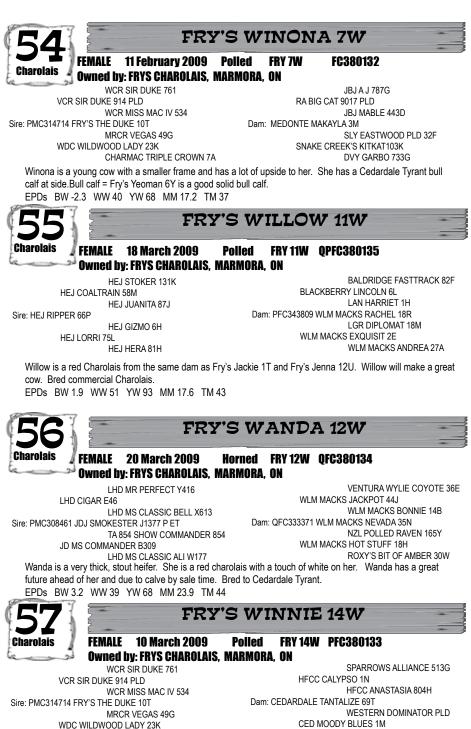


Cedardale Rebel did it again - another great heifer! X-IT is super fancy with lots of length, depth of body and with good temperament. Her dam is the pet of the farm. A heavy milker that just puts out top calves consistently. X-IT would look great in a show ring this summer as a 4H project.

FPDs BW 0.2 WW 47 YW 82 MM 21.9 TM 45



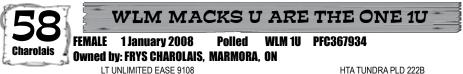
Wilma is a red charolais with an excellent temperament will make a great brood cow. She has a Cedardale Tyrant bull calf at side. Bull calf = Fry's Yahoo 9Y had a birth weight of 90 lbs. EPDs BW 3.5 WW 49 YW 89 MM 17.4 TM 42



CHARMAC TRIPLE CROWN 7A

CED MOODY BLUES 1M CEDARDALE KEEPSAKE 1K

Winnie is a young cow that has a great temperament and maternal gualities. She will make an excellent cow. She has a Cedardale Rebel bull calf at side. Bull calf = Fry's Yardlev is a long bodied, square calf. FPDs BW-20 WW43 YW71 MM172 TM39



BALDRIDGE FASTTRACK 82F BAI DRIDGE SWEETHEART 53D Sire: PMC250951 BLACKBERRY LINCOLN 6L SHADY RIDGE MR 171E LAN HARRIET 1H LAN ZOLA 1Z

HTA MAXIUM PLD 425D HTALADY JUDGE 106A Dam: WI M MACKS HOLLY 4H SILVER CR COLONEL 85W HARRISON CHAR HAVEN 18Z HARRISON CHAR HAVEN 15U

This cow was named right! Macks U Are the One is a sharp, eye catching young cow. She has a great udder, legs and feet. She has a No Doubt bull calf at side. These two will make a great pair.

Bull calf = Fry's Young Blood 5Y is a EC No Doubt son. He is just what you would expect from No Doubt. long and think. EPDs BW -1.6 WW 38 YW 62 MM 23.5 TM 42





FRY'S VICTORIA 3U

FEMALE 3 March 2008 Polled FRY 3U PFC367136 **Owned by: FRYS CHAROLAIS. MARMORA. ON**

EATONS PERFORMER 6709 EATONS PREDICTOR 9230 EATONS MISS BIG SANDY Sire: LT WESTERN SPUR 2061 PLD LT WYOMING WIND 4020 PLD IT MAIDEN'S BREEZE 8242P LT UNLIMITED MAIDEN 1131

LT UNLIMITED EASE 9108 **BALDRIDGE FASTTRACK 82F BALDRIDGE SWEETHEART 53D**

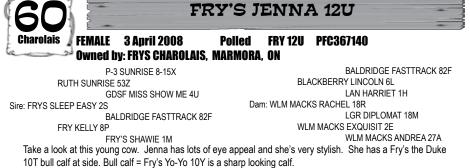
Dam: FRY KELLY 8P

SKYMONT EASE 2078 FRY'S SHAWIE 1M

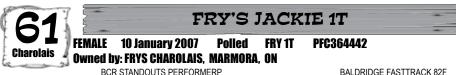
WDC WILDWOOD LADY 23K

Victoria is a LT Western Spur daughter that is very functional for today's beef market. She has a Cedardale Tyrant heifer calf at side. Heifer calf = Fry's Yolanda 3Y is a sassy heifer calf.

EPDs BW -4.7 WW 37 YW 65 MM 23.6 TM 42



EPDs BW -2.5 WW 38 YW 67 MM 23.1 TM 42



THE HHP MONTE CARLO 1ST HHP AMERICAN POLLED 904 Sire: PLEASANT DAWN MONTE 17 YOUNG'S SANS 5K AGC SUSAN 9N SUZAN

BALDRIDGE FASTTRACK 82F BLACKBERRY LINCOLN 6L I AN HARRIFT 1H Dam: WLM MACKS RACHEL 18R LGR DIPLOMAT 18M WLM MACKS EXQUISIT 2E WLM MACKS ANDREA 27A

Jackie is Pleasant Dawn Monte daughter that has a moderate frame; correct from head to tail. She has a Cedardale Rebel bull calf at side. Bull calf = Fry's Yoda 2Y has eye appeal, along with thickness and length. EPDs BW -1.0 WW 36 YW 68 MM 26.4 TM 44





CEDARDALE TANTALIZE 69T

FEMALE 28 February 2007 Horned CED 69T FC360321 **Owned by: FRYS CHAROLAIS. MARMORA. ON**

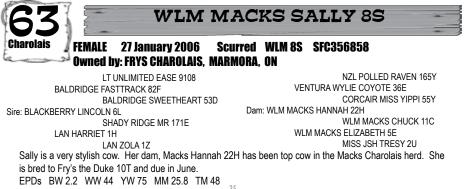
LT WYOMING WIND 4020 PLD SPARROWS ALLIANCE 513G CHARDEL PARADISE 513E Sire: MC279664 HFCC CALYPSO 1N **RGP FUREKA 17E** HFCC ANASTASIA 804H **HFCC ANASTASIA 6A**

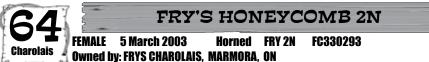
SCHURRTOP-DC INTIMIDATOR WESTERN DOMINATOR PLD DC LADY ROXIE 0891 PLD Dam: CED MOODY BLUES 1M MNE EXCLUSIVE 17E CEDARDALE KEEPSAKE 1K RODANJEN DAMSEL 47D

With the likes of Sparrows Alliance, RGP Eureka on the sire side and Western Dominator and MNE Exclusive on the dam side, this will make Tantalize a long lasting cow. She has a Fry's The Duke heifer at side.

Heifer calf = Frv's Yasmine 4Y is a fancy calf.

EPDs BW -0.3 WW 46 YW 72 MM 12.2 TM 35





JWK IMPRESSIVE D040 ET

WCR PRIME CUT 764 PLD WCR MISS EASE 4314 Sire: WCR PRIME TIME 908 P

LT WYOMING WIND 4020 PLD WCR MISS DAKOTA WIND7158 WCR MISS T 1375 CHARDEL STEEL 254B WLM MACKS EASY DOESIT13E MISS CORCAIR 25W Dam: WLM MACKS HONEYCOMB41H WLM MACKS CHARLEYCHAN32C WLM MACKS FLOSSY 20F HARRISON CHAR HAVEN 37W

Honeycomb is a heavy milking, big volume, brood cow. She has a No Doubt bull calf at side that is outstanding. Bull calf = Fry's You're the One is a No Doubt son that will make a great herd sire. EPDs BW 1.6 WW 27 YW 57 MM 25.0 TM 38





WLM MACKS NEVADA 35N

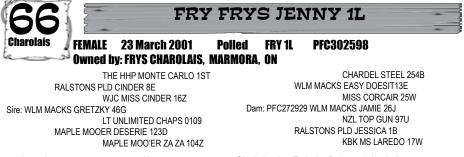
FEMALE 21 February 2003 Horned WLM 35N Owned by: FRYS CHAROLAIS, MARMORA, ON

QFC3333371

NZL POLLED RAVEN 165Y VENTURA WYLIE COYOTE 36E CORCAIR MISS YIPPI 55Y Sire: WLM MACKS JACKPOT 44J CCJ WISE GUY 4Z

WLM MACKS BONNIE 14B MISS CORCAIR 25W WILDOR RAVEN 6M NZL POLLED RAVEN 165Y SODERGLEN CONNIE 63W Dam: WLM MACKS HOT STUFF 18H ROXY'S JACK DEMPSEY 63R ROXY'S BIT OF AMBER 30W MISS KLL JOANE 19M

Nevada is a red charolais that is a very heavy milker. She is deep bodied, thick and very quiet. She has a HEJ Ripper bull calf at side. Bull calf = Fry's Yes-man is a red bull calf that is showing lots of length and thickness. <u>EPDs</u> BW 2.6 WW 34 YW 63 MM 22.9 TM 40



Jenny is a strong, correct cow with great temperament. She is bred to Fry's the Duke and due in August. EPDs BW 1.7 WW 32 YW 58 MM 20.8 TM 37



MAJESTE

HARRISON CHAR HAVEN 91L

Honeycomb is a mature cow that produces thick well balanced calves year after year. She is bred to Fry's the Duke 10T and due to calve by sale time.

FPDs BW 4.7 WW 30 YW 56 MM 15.8 TM 31

Due to other priorities and commitments, the Fry family have decided to disperse our herd. We have based our herd on temperament and functional cattle for today's market. Our herd has been vaccinated for the last 15 years and we've taken pride in producing quality animals. We would like to take the time to thank everyone in advance for your support over the years and during this sale in which

we watch new owners take over animals that we have raised and enjoyed for many years. We hope you find them as valued as we did.

Bruce, Jennifer, Grant and Austin Fry

How Much Can You Afford For A Bull?

Jim McGrann, Texas A&M University emeritus professor, sent me a write-up and spreadsheet this week that provided a very sophisticated way of calculating the actual costs of a bull, and the impact of bull prices. The Excel spreadsheet allows one to adjust and play with the numbers, an exercise that was a lot of fun and illustrated to me some of the misconceptions we have about valuing bulls.

First of all, we're all guilty of not including all the factors in determining the per-cow service costs. Most of us don't figure death loss, interest rates and all the fixed costs associated with purchasing and maintaining a bull battery. Using McGrann's basic assumptions (most of us would use more optimistic numbers for weaning percentage, weaning weight, etc.), I think his numbers are probably pretty reflective of industry averages.

We're all probably guilty of looking at bull costs as a one-time expense – the way we view feed, for instance. In reality, however, a bull is a four- to five-year investment.

One of the interesting things about this analysis is that the average service cost per cow – when all costs are taken into account – is higher than most people would calculate. For example, using conservative production assumptions, the average service cost for a \$4,500 bull that is turned out with 25 cows/year is \$63.14/cow. Interestingly, however, bull cost is not a huge driver in that equation. The difference of paying \$3,750 for a bull and paying \$5,250 for a bull doesn't affect the service cost per cow that dramatically.

In fact, the difference between a \$3,750 bull and a \$5,250 bull only moves the average cost per cow serviced by \$9/cow. When one looks at today's price levels and value differences, the higher-priced bulls are actually a whole lot better investment than the lower-priced bulls.

Buying cow fresheners is a much worse decision than I ever realized; it actually doesn't reduce costs that much and really decreases revenue. Of course, paying more for a bull doesn't always mean you're purchasing more genetic value; if you can buy a bull worth \$5,500 in today's market for \$4,500, that's a real savings of \$1,000.

Another interesting component about McGrann's analysis is how sensitive it is to cow service number rates. If a \$3,750 bull with the assumptions I used was turned out with 30 cows, his service cost was \$45.12/cow. If he's turned out with 20 cows, that jumps to \$67.68/cow.

Price doesn't have much effect on this relationship either, but the number of cows a bull services has a dramatic impact on his value. If you've ever seen a commercial bull bring \$9,000 and wondered how that can work out, odds are that producer has both a fall and spring program of significant numbers. The odds are that bull will actually cost that producer less than a bull that costs \$3,000 and is turned out with 15 cows.

Another way of looking at the impact of bull price is the impact of weaning weight. How much additional weaning weight would be required to justify paying \$5,250 vs. \$3,750/bull, assuming all other attributes remained the same? The difference was only 12 lbs. of weaning weight!

I've always been a value guy; with limited cash flows, I've always focused on initial costs. As is so often the case, the initial cost often is a small part of the ultimate price, but is a big determinant of overall profitability.

As an industry, we still tend to look at bulls as a cost rather than an investment. The data actually show the exact opposite. In fact, a higher-priced bull doesn't have to have that big of an impact to justify the expense. That's even more the case at these higher price levels.

Unfortunately, I tried a similar analysis comparing \$25,000 horses to \$5,000 geldings. For some reason, I'm still getting about a \$20,000 difference. With this spreadsheet and sound data, I'm sure I can get the okay to spend \$20,000 on a bull, but I'm still looking for that analysis that will convince my wife to give the okay on the horse.

My first attempt was paying for a kitchen remodel that I know I will never recoup but justifying it as a quality-of-life issue. She didn't buy it; I know the logic is good, so the problem must be in my salesmanship.



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