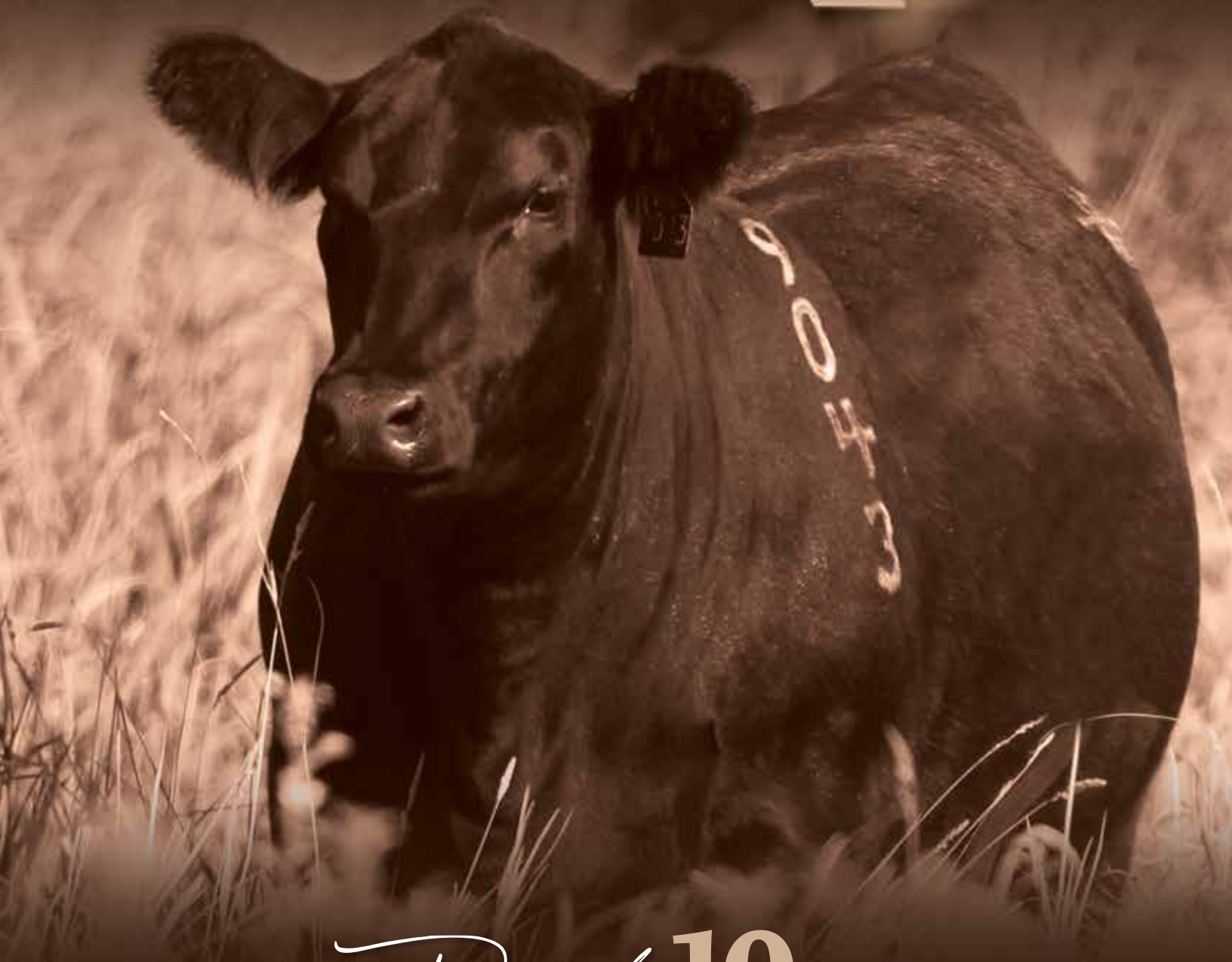


FEMALES OF -MERIT

VOLUME 6



December **10** 2023
1 PM | AT THE FARM RADVILLE, SK



Welcome

from **MERIT CATTLE CO.**

Welcome, we are eternally grateful to all the stockmen & women who have supported our program. It's that support that gives us the opportunity to continue our quest to breed and market the best Angus cattle possible. It has been both humbling and gratifying to the -M- brand on seedstock I some of the top herds in the nation.

Our offering this year is without question the deepest and most exciting yet. The bred heifers are the very best and most consistent group we've ever released. As you study the pedigrees, pictures and videos, the look and quality we strive for will become apparent. The heifer calves are right off the top of the replacement pen.

There are show heifer prospects, foundation pieces and potential donors in this group. Don't let their fresh condition hold you back. Over the past few years we've ramped up our embryo program, flushing only the best cows that check all the boxes. From phenotype to performance and production. You will have the opportunity to select calves and embryos from some of the most exciting matings ever at Merit.

We invite you to join us on December 10th for some prairie hospitality, fellowship, and great Angus cattle.

Trent, Janelle, Macy, Garrett & Carson Liebreich.



GRASSROOTS - FAMILY - PASSION - PROGRAM



Sale INFORMATION

SALE DAY CONTACTS

Trent Liebreich 306-869-7207
Garrett Liebreich 306-815-7078
Janelle Liebreich 306-869-6993

AUCTIONEER

Brent Carey 403-650-9028

CASTLEROCK MARKETING

Shane Castle 306-741-7485
Mark Forsyth 306-784-7844

BOHRSON MARKETING

Nate Marin 306-869-7130
Jaxon Payne 306-830-0456

OBI LIVESTOCK LTD.

Mark Holowaychuk 403-896-4990
Roger Peters 403-828-9815
Kurt Pedersen 780-209-9999

DIRECTIONS

From junction of HWY #28 & #13 West of Weyburn
16km south, 3km West on Township road 64
1km south on Range Road 182

ONLINE

Online Bidding with DLMS.ca 
Sarah Hasson 306-681-5340

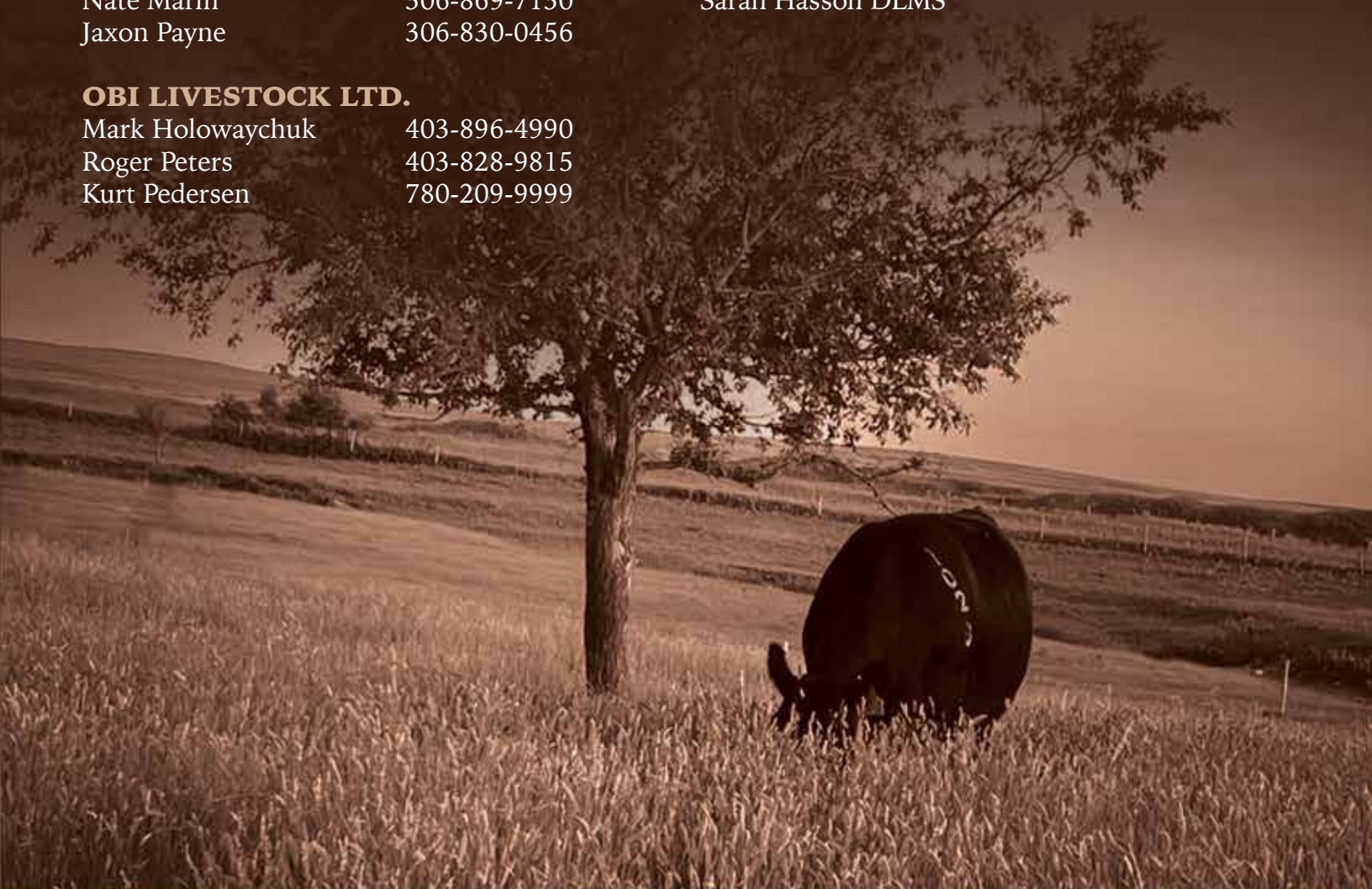
CATALOGUE

Compass Creative



VIDEOS

Sarah Hasson DLMS



WELCOME

from **BOHRSON MARKETING SERVICES**

Ladies and gentlemen, welcome to the Females of Merit – Volume 6, a spectacular event that showcases the very best genetics from Merit Cattle Co. Nestled in the heart of Radville, Saskatchewan, this sale, taking place on Sunday, December 10, is a testament to the dedication, expertise, and deep program that Merit is renowned for, respected countrywide. Don't miss this opportunity to invest in the very best genetics that the Merit program has to offer.

Merit Cattle Co. consistently presents some of the industry's finest show cattle, competing at the highest levels and earning prestigious banners. Despite their impressive track record in the show ring, their primary focus remains on producing cattle that not only excel in the spotlight but also thrive in the real world. The commitment to breeding functional and profitable cattle is a hallmark of the Merit program. As Merit enters their 30th bull sale next spring, they've given you a unique opportunity to access 1/2, 3/4, and full siblings to their past high-selling bulls. These genetics are the result of years of careful planning, selection, and performance testing, ensuring that they meet the demands of the modern cattle industry.

Whether you're a seasoned cattle breeder or new to the industry, the Females of Merit – Volume 6 is your chance to elevate your breeding program with cattle that are not only champions in the ring but also champions in the real world. Our team from Bohrson Marketing Services will be on hand at the sale, and we encourage you to reach out to us, including Nate Marin, Jaxon Payne, or any member of the Liebreich family. We are here to assist with your female buying needs and to provide you with the guidance and information necessary to make informed choices. Thank you for participating in this event, and we look forward to visiting with you more come sale day.

*Best regards,
The Bohrson Marketing Team*

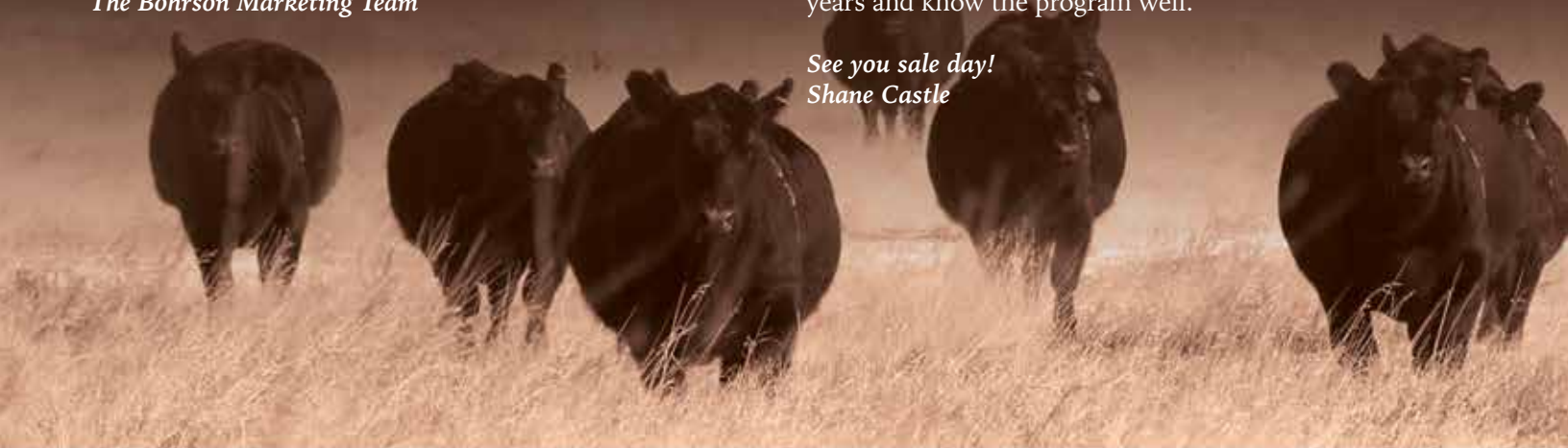
from **CASTLEROCK MARKETING**

The Merit Cattle Co program is going on its fourth decade of breeding registered Angus. Through the years the pursuit of breeding has established prominent cow families that have stood the test of time. From the Prides, Lady Anns, M'Brook Lass, Jilts and of course the Blacklass and Floras these building blocks have secured a strong foundation that has made Merit Cattle Co a source to look to when considering your next breeding piece for your herd. Carefully weaving these families together by utilizing bulls they have raised has stacked their genetics in a positive manner which only strengthens the genetic makeup and predictability going forward. Studying the pedigrees and being able to walk the pastures seeing the cows that implemented in this genetic code is impressive. Confidence in the ability of the animals which have been placed is held in the highest regard and if you know the Liebreich family at all there is careful consideration in every move. The long game of breeding is not for the weak of heart and maybe doesn't always show the immediate results but it's what makes breeding cattle a romantic notion as it is an investment built on trust and commitment.

The offering this year as always boasts an impressive lineup of heifer calves, bred heifers and frozen genetics that are exciting coming from the females they are counting on to further build on as well. Highlighting the Females of Merit is the opportunity to select a full sister to the \$46,000 Sheriff, this a choice lot and a definite feature to get in on the ground floor of something special. The 6060 Blacklass cow is has knocked it out of the park since her first calf McLaren 8020.

The success stories written from the genetics the Merit Cattle Co are impressive. Study the catalogue and enjoy the breeding decisions that have produced this offering and how it might serve your program in a positive manner. Any questions feel welcome to reach out to us at Castlerock as we have worked closely with Merit for many years and know the program well.

*See you sale day!
Shane Castle*





WHAT WE EXPECT

from our females

- Sound structure, starting from the ground up.
- Fertility
- Calve unassisted
- Be maternally minded, but have a good disposition
- Have a good udder that will remain sound for a long productive life.
- Wean a quality calf; one that makes the replacement female pen or a bull with the performance and soundness that our commercial customers demand. **THAT'S WHAT WE ARE ALL ABOUT**
- We only use EPD's and performance records as tools. Stockmanship does **NOT** require a computer!
- They've got to look good, life's too short to look at ugly cattle.
- Easy fleshing with the capacity and ability to rustle for forage.
- Be productive on grass and hay, these are the only resources we have. High input females are self eliminating.
- They're not perfect and don't always work out. That's just the nature of the business. We don't make fantastical claims.
- We are always striving to make them better and more efficient. We love nothing more to see our customers success both commercially and as seedstock.
- Constantly studying and analyzing our cattle bring us joy and satisfaction.



LOT A This is a rare opportunity to buy genetics directly out of one of the most influential Angus cows of this generation. Over the past years, 14 sons have averaged over \$22,000, while creating daughters that have been successful in the show ring and sought after by top cattlemen with the only 4 offered in past Females of Merit sales topping their respective divisions. Don't miss this opportunity to generate your next donor or herdsire with either of these 2 exciting matings. *Each package of embryos guaranteeing 1 pregnancy if put in by a certified technician.*

-M- **MERIT FLORA 6078D**
LOT A TJL 6078D - 1934698 - FEBRUARY 18 2016

BW **+3.6** WW **+58** YW **+86** Milk **+27**

SIRE

BAR S RANGE BOSS 1118
BAR S RANGE BOSS 4002
 BAR S PRIDE 0073

DAM

BAR-E-L IRON WILL 32Y
MERIT FLORA 4120
 MERIT FLORA 4105

B C LOOKOUT 7024
 BAR S PRIDE 7808
 PLAINVIEW LUTTON E102
 BAR S PRIDE 8594
 HF IRON MAN 167W
 TIPTOP OF RAINBOW HILLS 51U
 MINBURN MAIN EVENT 82K
 PR FLORA 48C



Merit Flora 6078D

SCHIEFELBEIN GABLE 311

IMP 311J - 2248812 **3 Embryos Exportable to USA & MEX**

BW **+0.4** WW **+94** YW **+168** Milk **+30**

SIRE

SITZ STELLAR 726D
SITZ RESILIENT 10208
 SITZ MISS BURGESS 1856

DAM

SCHIEFELBEIN WHAM 686
FROSTY ELBA LIZZY 5569
 FROSTY ELBA LIZZY 3565



Schiefelbein Gable 311

HF TIGER 5T

HFDF 5T - 1402252 **2 Embryos Exportable to USA & MEX**

BW **+0.2** WW **+57** YW **+111** Milk **+31**

SIRE

SANDY BAR ADVANTAGE 43M
HF KODIAK 5R
 WILBAR RUBY 955N

DAM

TC FREEDOM 104
HF ECHO 84R
 HFDF ECHO 6N



HF Tiger 5T



-M- **MERIT FLORA 14H**
LOT B TJL 14H - 2161650 - FEBRUARY 01 2020

BW **+2.5** WW **+64** YW **+91** Milk **+29**

SIRE
 SITZ INSIGHT 4794
GDAR INSIGHT 7201
 GDAR QUEEN CARY 3233

WOODHILL FORESIGHT
 SITZ EVERELDA ENTENSE 1751
 GDAR SVF ROYCE 176G
 GDAR QUEEN CARY 069
 BAR S RANGE BOSS 1118
 BAR S PRIDE 0073
 BAR-E-L IRON WILL 32Y
 MERIT FLORA 4105

DAM
 BAR S RANGE BOSS 4002
MERIT FLORA 6078D
 MERIT FLORA 4120

ELLINGSON BIG RIVER 0052

IMP 052H - 2214645 **2 Embryos Exportable to USA, MEX**
 BW **+4.0** WW **+87** YW **+148** Milk **+23**

SIRE
 ELLINGSON HOMESTEAD 6030
ELLINGSON THREE RIVERS 8062
 EA EMBLYNETTE 6279

DAM
 KOU PAL ADVANCE 28
EA BLACKCAP 4053
 EA BLACKCAP 7915

There are some females that are bred for greatness. Few live up to that bar. Flora 14H is our most thrilling young donor. Phenotypically this cow is as close to ideal in the build of her skeleton as anything produced here. Stacking bulls that are proven on top of females that have been exceptional for generations is a recipe for success. Her 2023 daughter, by U2 Coalition was selected by 66 Ranch as their \$42,000 pick of the herd purchased at the Fallsview event last year. 14H has an impressive set of ET sons slated for our 2024 bull sale. We're excited by this mating to Big River.

Guaranteeing 1 pregnancy if implanted by a certified technician.



Merit Flora 14H



Ellingson Big River 0052



Merit Investment 1054 - Full Brother to Merit Flora 1032

Flora 1032 is the only full sister to the \$85,000 Merit Investment 1054J. His first calves have met rave reviews while his limited semen offerings have been in high demand, commanding \$600 - \$750 / straw. 1032's natural heifer calf earned a weaning ratio of 109, while her ET progeny are among our best for 2023. A son, Merit Action 3011, was Senior Bull Calf Champion the National show at Ag-Ex. This chapter of the Flora legacy is just starting to be written. Here's your opportunity to be a part of that legacy.

Guaranteeing 1 pregnancy if implanted by a certified technician.

-M- **MERIT FLORA 1032J**
LOT C TJL 1032J - 2233545 - FEBRUARY 04 2021

BW **+2.3** WW **+54** YW **+95** Milk **+24**

SIRE
 HF SYNDICATE 213Z
U-2 COALITION 206C
 U2 ERELITE 109Z

CONNELLY CONSENSUS 7229
 HF MISS BLACKCAP 27R
 YOUNG DALE XCLUSIVE 25X
 U-2 ERELITE 1X
 BAR S RANGE BOSS 1118
 BAR S PRIDE 0073
 BAR-E-L IRON WILL 32Y
 MERIT FLORA 4105

DAM
 BAR S RANGE BOSS 4002
MERIT FLORA 6078D
 MERIT FLORA 4120

ELLINGSON BIG RIVER 0052

IMP 052H - 2214645 **3 Embryos Exportable to USA, MEX**
 BW **+4.0** WW **+87** YW **+148** Milk **+23**

SIRE
 ELLINGSON HOMESTEAD 6030
ELLINGSON THREE RIVERS 8062
 EA EMBLYNETTE 6279

DAM
 KOU PAL ADVANCE 28
EA BLACKCAP 4053
 EA BLACKCAP 7915



Merit Action 3011 Son



Ellingson Big River 0052



Harley, as we call her has been one of the most admired females we have ever raised. Her massive body and thickness coupled with a beautiful head and neck propelled her to dominate her contemporaries. She won a couple of big interbreed jackpots in the spring then went on to be the Grand Champion at Ag-Ex and Intermediate Champion Yearling at Agribition. She continues to impress in production, dropping a beautiful udder and raising a top low birth weight herd bull prospect by Range Boss. This next generation Socialite donor is poised to take our program to the next level. With these embryos you can join us on this exciting adventure.

Guaranteeing 1 pregnancy if implanted by a certified technician.



Belvin May City 0136



Ellingson Prolific 323



She's been a herd bull maker, the dam of McLaren, the \$28,500 herdsire for Duralta and South View Ranch, the \$62,500 Kingpin to the 66 Ranch, and the \$47,000 Sheriff to Bronyx. Blackclass 6060 has earned Elite dam status. She's a powerful female that stands on a perfect foot. 6060 continues to be a mainstay of our donor arsenal, consistently transmitting elite level performance, structural integrity, and fleshing ability.

Guaranteeing 1 pregnancy if implanted by a certified technician.



Coleman Marshall 7170



Ellingson Prolific 323

-M- **MERIT SOCIALITE 1028J**
LOT D TJL 1028J - 2229499 - FEBRUARY 04 2021

BW **+2.7** WW **+72** YW **+131** Milk **+37**

SIRE
HF SYNDICATE 213Z
U-2 COALITION 206C
U2 ERELITE 109Z

DAM
GDAR INSIGHT 7201
MERIT SOCIALITE 48X
MERIT SOCIALITE 4195

CONNEALY CONSENSUS 7229
HF MISS BLACKCAP 27R
YOUNG DALE XCLUSIVE 25X
U-2 ERELITE 1X
SITZ INSIGHT 4794
GDAR QUEEN CARY 3233
F A R KRUGERRAND 410H
MERIT SOCIALITE 1024

BELVIN MAY CITY 0136

BA 136H - 2141240 **3 Embryos Exportable to USA, MEX**

BW **+3.3** WW **+71** YW **+108** Milk **+17**

SIRE
VERMILION RE-RIDE
VERMILION RERIDE F116
VERMILION LUCY 5087

DAM
HF SYNDICATE 65B
BELVIN GEORGINA 121'17
BELVIN GEORGINA 45'15

ELLINGSON PROLIFIC 323

AAA 20136857 **3 Embryos Exportable to USA, MEX**

BW **+4.3** WW **+96** YW **+157** Milk **+21**

SIRE
S POWERPOINT WS 5503
ELLINGSON PROFOUND 8155
EA ROSETTA 6157

DAM
KOU PAL JUNE AU 797
EA QUEEN 8070
EA QUEEN 2350

-M- **MERIT BLACKCLASS 6060D**
LOT E MSL 6060D - 1926034 - FEBRUARY 14 2016

BW **+2.7** WW **+52** YW **+86** Milk **+29**

SIRE
HF PROWLER 43U
MERIT STONEY CREEK 4023
MERIT PRIDE 2010

DAM
BEVERLY HILLS VISA 734
MERIT BLACKCLASS 1184
MERIT BLACKCLASS 5195

HF KODIAK 5R
HF ROSEBUD 98P
GDAR INSIGHT 7201
MERIT PRIDE 8659
GEIS MAXIMUM 80'01
CRESCENT CREEK ROSEBUD 155M
MINBURN MAIN EVENT 82K
MERIT BLACKCLASS 1165

COLEMAN MARSHALL 7170

IMP 7170E - 2210430 **3 Embryos Exportable to USA, MEX, AUS**

BW **+0.9** WW **+62** YW **+115** Milk **+27**

SIRE
RITO 707 OF IDEAL 3407 7075
S A V RESOURCE 1441
S A V BLACKCAP MAY 4136

DAM
BASIN RAINMAKER 654X
COLEMAN DONNA 197
KMK DONNA J311

ELLINGSON PROLIFIC 323

AAA 20136857 **3 Embryos Exportable to USA, MEX**

BW **+4.3** WW **+96** YW **+157** Milk **+21**

SIRE
S POWERPOINT WS 5503
ELLINGSON PROFOUND 8155
EA ROSETTA 6157

DAM
KOU PAL JUNE AU 797
EA QUEEN 8070
EA QUEEN 2350



Sire of Lot F HF Unit 14C

7076 found her route to the donor pen the old fashioned way. Her production record is impeccable. Lady Ann 7076 boasts a weaning ratio of 110 on her first 5 calves. Her first calf by KR Apollo, Merit Armstrong was our second high selling bull in 2020 to Ken Harle's Willowview Angus. Her second was a Sting daughter that was our second high selling heifer calf in 2020. She went on to have a very successful show career for Leah Libke. Her next two daughters rose to the top of their respective crops and have been retained at Merit, while 3109 is offered as a feature in this offering. In addition to an impressive production record, 7076 is phenotypically appealing and correct being feminine, broody and big hipped, while standing on an exceptional hoof. We think Lady Ann 7076 will play a major role in the future at Merit and this is your opportunity to get in on the ground floor.

Guaranteeing 1 pregnancy if implanted by a certified technician.



Bar S Range Boss 4002



S A V Magnum 1335

-M- MERIT LADY ANN 7076E **LOT F** TJL 7076E - 1990095 - FEBRUARY 12 2017

BW **+3.5** WW **+53** YW **+92** Milk **+28**

SIRE	HF TIGER 5T	HF KODIAK 5R
	HF UNIT 14C	HF ECHO 84R
	HF ROSEBUD 276Z	CARRUTHERS NET WORTH 53U
DAM	DWAJO DUTCH 65P	HF ROSEBUD 68X
	MERIT LADY ANN 7158	GDAR DUTCH 1508
	MERIT LADY ANN 3229	DWAJO QUEEN GEM 43J
		MINBURN MAIN EVENT 82K
		MERIT LADY ANN 117K

BAR S RANGE BOSS 4002

IMP 4002B - 1881898 **3 Embryos Exportable to USA, MEX**

BW **+0.8** WW **+39** YW **+65** Milk **+25**

SIRE	B C LOOKOUT 7024	PLAINVIEW LUTTON E102
	BAR S RANGE BOSS 1118	BAR S PRIDE 0073
	VBAR S PRIDE 7808	BAR S PRIDE 8594

S A V MAGNUM 1335

IMP 1335J - 2299261 **3 Embryos Exportable to USA, MEX**

BW **+0.5** WW **+97** YW **+173** Milk **+37**

SIRE	K C F BENNETT SOUTHSIDE	LD CAPITALIST 316
	MEAD MAGNITUDE	S A V EMBLYNETTE 9023
	MEAD PRIMROSE N198	S A V EMBLYNETTE 7505

Herd Health

BRED HEIFERS

Prior to breeding, Vista Once SQ & a magnet September 8th preg check, Vira Shield 6, Scour Boss 4 & Safe Guard. A Scour Boss 9 booster will be needed late December or early January.

HEIFER CALVES

Vaccinated & boosted with Vista Once SQ & Vision 7 Somnus. Weaned October 7th.





-M- **MERIT ELLEN 2002K**
2002 TJL 2002K - 2272768 - JANUARY 24 2022

BW **+1.3** WW **+56** YW **+105** Milk **+34**

SIRE
 HF SYNDICATE 213Z
U-2 COALITION 206C
 U2 ERELITE 109Z

DAM
 HF ALCATRAZ 60F
J SQUARE S ELLEN 18H
 J SQUARE S ELLEN 335A

CONNEALY CONSENSUS 7229
 HF MISS BLACKCAP 27R
 YOUNG DALE XCLUSIVE 25X
 U-2 ERELITE 1X
 MAY-WAY BREAKOUT 1310
 HF MAYFLOWER 191Z
 TC FREEDOM 104
 MVF ELLEN 26N

Breeding Merit Sheriff 2040K May 21. Favourable, due Feb 27
 Exposed McCumber Armour 058 after May 29.

The predominant focus at Merit has always been building cow families backed by elite cows. J Square S Ellen 18H was acquired for that purpose. 18H's first calf, 2002, has been a standout since she was a baby. We love the way she blends power and substance with a striking look and sound build. Genetically, she is backed by Angus industry leaders in HF Alcatraz along with U2 Coalition. She is carrying the service of our 2023 high seller Merit Sheriff, who was admired by stockmen for his foot quality, muscle, and herdbull presence. Here is a female who's destined for the donor pen.
Merit retains the right to 1 flush of 6 freezable embryos.



Sire U2 Coalition 206C



Dam of Coalition U2 Erelite 109Z



Dam J Square S Ellen 18H



Service Sire Merit Sheriff 2040



2005

The Jilt Family has been a staple in our cowherd for quite some time. The granddam to 2005 has been a pasture favorite along with being CAA designated elite for several years. In the fall of 2018, we successfully campaigned a full sister to the dam of 2005 capturing division champion banners at Edmonton's Farmfair International and the National Angus show in Brandon. Jilt 2005 embodies the qualities of productive cows in our environment being superb in her foot shape, long bodied, and easy fleshing in a maternal attractive package.

Breeding Merit Investment 1054J May 25.
Exposed 66 Absolute 120K after May 29,
due approximately April 15.



Full Sister to Dam



Maternal Grandsire

-M- MERIT JILT 2005K

2005 TJL 2005K - 2273249 - JANUARY 29 2022

BW +1.3 WW +63 YW +106 Milk +24

SIRE
PM EXECUTIVE DECISION 5'17
W SUNRISE EXECUTIVE LAW 507H
HF TIBBIE 27D

BAR-E-L NATURAL LAW 52Y
PM BLOSSOM 124'13
HF SYNDICATE 213Z
HF TIBBIE 162B
BAR S RANGE BOSS 1118
BAR S PRIDE 0073
MERIT 77X
MERIT JILT 8732

DAM
BAR S RANGE BOSS 4002
MERIT JILT 9069G
MERIT JILT 2023

RANCH TOUGH

Range Cows

PRODUCING THE QUALITY TO BE **HIGHLY COMPETITIVE**





MERIT

OFFERING CHOICE

-M- MERIT BLACKLASS 2016K 2016

TJL 2016K - 2279263 - FEBRUARY 04 2022

BW +1.8 WW +61 YW +105 Milk +23

-M- MERIT BLACKLASS 2019K 2019

TJL 2019K - 2279247 - FEBRUARY 05 2022

BW +3.8 WW +63 YW +99 Milk +23

SIRE
PM EXECUTIVE DECISION 5'17
W SUNRISE EXECUTIVE LAW 507H
HF TIBBIE 27D

DAM
MERIT STONEY CREEK 4023
MERIT BLACKLASS 6060D
MERIT BLACKLASS 1184

BAR-E-L NATURAL LAW 52Y
PM BLOSSOM 124'13
HF SYNDICATE 213Z
HF TIBBIE 162B
HF PROWLER 43U
MERIT PRIDE 2010
BEVERLY HILLS VISA 734
MERIT BLACKLASS 5195

If you have followed our program over the past half dozen years, Blacklass 6060 needs no introduction, but I feel like bragging about this elite cow today. Production wise she has cranked out numerous high selling herdbulls including McLaren 8020F, Kingpin 32H, Lawman 2029, and Sheriff 2040. These are the only direct daughters of 6060 at the Ranch and they are as accurate of a representation of the cattle we strive to produce in terms of foot quality, volume, and soundness wrapped in a beautiful design, backed by a foundation donor and some of the best maternal genetics you can find in the country. For our epd enthusiasts check the way these heifers read to be on the front end of the curve to enhance your herd. Bred early to Investment and Renegade, a pair of Flora 6078 sons that will only add value.

2016 Breeding Merit Investment 1054J May 2. Favourable, due Feb 8. Exposed 66 Absolute 120K after May 29.

2019 Breeding Merit Renegade 8130F May 2. Favourable, due Feb 8. Exposed 66 Absolute 120K after May 29.



*Dam Merit Blacklass
6060*



*Service Sire of 2016
Merit Investment 1054*



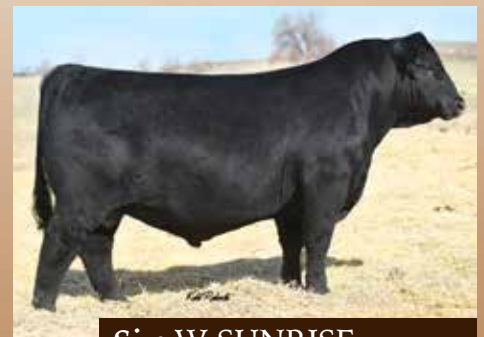
*Service Sire of 2019
Merit Renegade 8130F*



*Full Brother Merit Sheriff
2040*



*Full Brother Merit Sheriff
2040K*



*Sire W SUNRISE
Executive Law 504H*



OFFERING CHOICE

-M- MERIT SOCIALITE 2021K **2021**

TJL 2021K - 2279290 - FEBRUARY 05 2022

BW **+1.4** WW **+55** YW **+93** Milk **+16**

-M- MERIT SOCIALITE 3081L **3081**

TJL 3081L - 2329986 - FEBRUARY 16 2023

BW **+1.8** WW **+58** YW **+99** Milk **+20**

SIRE
PM EXECUTIVE DECISION 5'17
W SUNRISE EXECUTIVE LAW 507H
HF TIBBIE 27D

DAM
MERIT BIG DAWG 3049A
MERIT SOCIALITE 5024C
MERIT SOCIALITE 1122

BAR-E-L NATURAL LAW 52Y
PM BLOSSOM 124'13
HF SYNDICATE 213Z
HF TIBBIE 162B
BAR-E-L IRON WILL 32Y
MERIT PRIDE 8651
BEVERLY HILLS VISA 734
MERIT SOCIALITE 5084

Every summer here at Merit there are dry days, good days, windy days and usually about 2 days where words and sorting sticks are thrown around like our diligent government tosses out cash during a pandemic. When it was finally decided that we were highlighting this offering with our very best I looked in the mirror and admired my battle scars... Jokes aside, Socialite 2021 "Lainey" and 3081 "Lilli" are a super exciting pair of females destined to do great things. Their dam Socialite 5024 was among the most decorated heifers of our junior careers, capturing multiple banners throughout the spring and summer along with championships in the fall. She was revered for her ideal structure, immense volume, bold design and striking presence. Her daughters carry on those impressive traits along with exceptional length and flexibility. 2021 has already gathered many admirers, being named Senior Yearling Champion at the National Show at Ax-Ex. 3081 shows the same potential. Hang a halter on Lilli and find your way to the backdrop or stick Lainey in the donor pen and start generating more, choice is yours!

2021 *Breeding* McCumber Armour 058 June 18. Favourable, due Mar 27. Exposed McCumber Armour 058 after May 29.



*Service Sire to 2021
McCumber Armour 058*



*2021 Merit Scoialite
2021*



*Sire W SUNRISE
Executive Law 504H*



Dam Merit Socialite 5024



Dam Merit Socialite 5024



Dam Merit Socialite 5024





2027

2027 is the first daughter of our new calving ease and maternal sire, McCumber Armour 058 to be offered at auction. The Socialites have earned their way to become one of the most sought after cow families in the Angus breed. Her dam, Socialite 3060, has been behind two of the most successfully campaigned females for us including 7163, the Reserve National Champion for Poplar Meadows along with 8196, an Agribition Supreme top ten qualifier and dam of past sale feature Ranch Water. This beautiful Armour daughter is long, soft and sound in her design and is backed by our best cow families. We feel maternally is where the Armour bull is really going to shine. 2027 is carrying an early service to Sheriff, this mating is sure to be a valuable investment.

Breeding Merit Sheriff 2040K May 26.
Favourable due Mar 4. Exposed 66
Absolute 120K after May 29.



-M- MERIT SOCIALITE 2027K

2027

GML 2027K - 2281017 - FEBRUARY 06 2022

BW **+3.1** WW **+46** YW **+75** Milk **+26**

SIRE
 MC CUMBER ARMOUR 7148
MC CUMBER ARMOUR 058
 MISS WIX 1224 OF MC CUMBER

DAM
 MERIT JUSTICE 41X
MERIT SOCIALITE 3060
 MERIT SOCIALITE 48X

MC CUMBER TITANIUM 5005
 MISS WIX 2003 OF MC CUMBER
 MC CUMBER FORTUNATE 248
 MISS WIX 1224 OF MC CUMBER
 MERIT CAPONE 7056
 BELL ANNIE K 19M
 GDAR INSIGHT 7201
 MERIT SOCIALITE 4195

COCKBURN

BULL SALE

MERIT

MONDAY MARCH 25TH, 2024

Briercrest, SK





-M- **MERIT SOCIALITE 2036K**
2036 TJL 2036K - 2273260 - FEBRUARY 10 2022

BW +0.7 **WW +76** **YW +125** **Milk +28**

SIRE
 BASIN PAYWEIGHT 1682
MERIT PAYCHEQUE 9002G
 NORTH PERTH BARBARA 507

DAM
 MERIT STING 7047E
MERIT SOCIALITE 114H
 MERIT SOCIALITE 48X

BASIN PAYWEIGHT 006S
 21AR O LASS 7017
 CONNEALY FINAL PRODUCT
 NORTH PERTH BARBARA 300
 BAR S RANGE BOSS 4002
 MERIT SOCIALITE 5121C
 GDAR INSIGHT 7201
 MERIT SOCIALITE 4195

Breeding Coleman Rock 7200 May 2. Favourable, due Feb 8.
 Exposed 66 Absolute 120K after May 29.

Elite Paycheque daughter here! When I lay my head down at night and dream of what it would look like around here if it decided to rain, I see miles of green grass in the hills covered by replacement heifers that look like this one. This gorgeous girl's ability to combine a tremendous amount of mass and substance all in a feminine sound design with perfect angus head is truly second to none. Many visitors have questioned our decision to leave this one out of the showstring, to which we have to answer, this one is just made for the pasture. Backed by Sting and the immortal Socialite 48X and bred early to Coleman Rock, you won't want to miss this one. Coleman Rock ranks in the breeds top 4% \$M, his full sister is a gorgeous breeding piece for Coleman & Ingram Angus.



Sire at Side of Dam Merit Paycheque 9002



Sire at Side of Dam Merit Paycheque 9002



Service Sire Coleman Rock 7200



Full Sister to Coleman Rock Coleman Donna 769





2043

Big outlined, fancy heifer who's grandam has spent her last 11 years being a favorite on the ranch, raising rugged herdbulls for cowboys and breeders alike, along with leaving her mark in our replacement pen with sound footed, tidy uddered daughters like 7121. Bred Sheriff, and with the influence of the immortal EXT, she's built to get better over time.

Breeding Merit Sheriff 2040K May 24.
Favourable, due Mar 2. Exposed 66
Absolute 120K after May 29.



Lot 2043



Sire

-M- MERIT SOCIALITE 2043K

2043 TJL 2043K - 2273263 - FEBRUARY 11 2022

BW +4.2 WW +50 YW +82 Milk +24

SIRE
N BAR EMULATION EXT
JVC EMULATION EXT V910
IDEAL 2434 OF 7407 7412

DAM
BAR S RANGE BOSS 4002
MERIT SOCIALITE 7121E
MERIT SOCIALITE 2099

EMULATION N BAR 5522
N BAR PRIMROSE 2424
IDEAL 7407 OF 1418 4465
IDEAL 7412 OF 1418 4465
BAR S RANGE BOSS 1118
BAR S PRIDE 0073
GDAR INSIGHT 7201
MERIT SOCIALITE 5084

-M- MERIT FLORA 2044K

2044 TJL 2044K - 2286433 - FEBRUARY 11 2022

BW +3.2 WW +39 YW +66 Milk +23

SIRE
BC ALPHA C1327
BC-4 ETERNITY 7018
BC 188 9FB3 LOOKOUT 701

DAM
BAR-E-L IRON WILL 32Y
MERIT FLORA 4120
MERIT FLORA 4105

BC CERTIFIED 413-1
BC CLASSIC PURE PRIDE 1-327
B C LOOKOUT 7024
MISS MEMORY GAL 865
HF IRON MAN 167W
TIPTOP OF RAINBOW HILLS 51U
MINBURN MAIN EVENT 82K
PR FLORA 48C



2044

With our embryo transplant program growing each year, our goals when creating these matings stay true to our beliefs ingrained in the cowherd that has been forged over the past 40 years. Big bodied and sound built heifers that start right from the ground up, complimented by premium udders never go out of style. Good looking cows with immense volume and the body type and running gear to preform for years are always the objective. Here's one with the maternal heritage and outcross pedigree to make an impact.

Breeding Peak Dot Attractive 186F May 2. Favourable, due Feb 8. Exposed 66
Absolute 120K after May 29.



Maternal Sister



Service Sire



2046 BROOD COW POWER!

These Executive Law daughters consistently have the added dimension, volume and dense structure with an ideal foot this industry is searching for. She's a maternal sister to Jilt 131H, a past Females of Merit high seller to the innovative stockmen, Dale McKay and Stepler Farms in Manitoba. Jilt 2046 has the genetic potential and impressive phenotype to earn her the right to be a staple in your donor arsenal. The Investment service only enhances this opportunity.

Breeding Merit Investment 1054J May 3. Favourable, due Feb 9. Exposed 66 Absolute 120K after May 29.



Dam



Maternal Sister

-M- MERIT JILT 2046K 2046 GML 2046K - 2273758 - FEBRUARY 11 2022

BW +2.9 WW +60 YW +101 Milk +25

SIRE
PM EXECUTIVE DECISION 5'17
W SUNRISE EXECUTIVE LAW 507H
HF TIBBIE 27D

DAM
BAR S RANGE BOSS 4002
MERIT JILT 7060E
MERIT JILT 2023

BAR-E-L NATURAL LAW 52Y
PM BLOSSOM 124'13
HF SYNDICATE 213Z
HF TIBBIE 162B
BAR S RANGE BOSS 1118
BAR S PRIDE 0073
MERIT 77X
MERIT JILT 8732

-M- MERIT FLORA 2053K 2053 TJL 2053K - 2286457 - FEBRUARY 13 2022

BW +4.3 WW +46 YW +75 Milk +23

SIRE
BC ALPHA C1327
BC-4 ETERNITY 7018
BC 188 9FB3 LOOKOUT 701

DAM
BAR-E-L IRON WILL 32Y
MERIT FLORA 4120
MERIT FLORA 4105

BC CERTIFIED 413-1
BC CLASSIC PURE PRIDE 1-327
B C LOOKOUT 7024
MISS MEMORY GAL 865
HF IRON MAN 167W
TIPTOP OF RAINBOW HILLS 51U
MINBURN MAIN EVENT 82K
PR FLORA 48C



2053 Another functional

Flora that's backed by one of the most important matriarchs in the Merit program. If good looking, sound females with the highest quality udders in terms of attachment, teat placement and volume are your style look for a Flora. Her outcross pedigree only enhances her earning potential.

Breeding Peak Dot Attractive 186F May 2. Favourable, due Feb 8. Exposed 66 Absolute 120K after May 29.



Dam



Sire

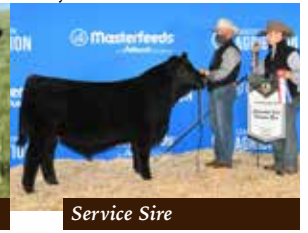


2059 Moderate, good looking and productive. Blackclass 2059 is out of a ranch favorite, 7183, who's admired for her added length, maternal body type and attractive design. The Thunderstorm - Range Boss mating has been highly sought after in the spring here, producing past high selling bulls, Merit Ranch Water, Merit Thunderbird and Merit Thunderstorm.

Breeding Merit Incredible 1020J May 3. Exposed 66 Absolute 120K after May 29, due approximately Mar 19.



Dam



Service Sire

-M- **MERIT BLACKCLASS 2059K**
2059 MSL 2059K - 2273616 - FEBRUARY 14 2022

-M- **MERIT PRIDE 2061K**
2061 TJL 2061K - 2273354 - FEBRUARY 15 2022

BW **+2.8** WW **+45** YW **+77** Milk **+24**

BW **+3.5** WW **+58** YW **+95** Milk **+23**

SIRE
PM THUNDERSTRUCK 22'13
BLAIR'S THUNDERSTORM 807F
S A V MADAME PRIDE 0151

DAM
BAR S RANGE BOSS 4002
MERIT BLACKCLASS 7183E
MERIT BLACKCLASS 4016

HF THUNDERBIRD 146Y
MVF ROSEBUD 313U
S A V 004 DENSITY 4336
S A V MADAME PRIDE 0075
BAR S RANGE BOSS 1118
BAR S PRIDE 0073
BAR-E-L IRON WILL 32Y
MERIT BLACKCLASS 1184

SIRE
GDAR INSIGHT 7201
MERIT INTENT 37H
MERIT FLORA 6078D

DAM
E A R UPFRONT B72
MERIT PRIDE 7157E
MERIT PRIDE 3073

SITZ INSIGHT 4794
GDAR QUEEN CARY 3233
BAR S RANGE BOSS 4002
MERIT FLORA 4120
SITZ UPWARD 8340
E A R BLACK MAJIC 44U 44S
BAR-E-L IRON WILL 32Y
MERIT PRIDE 9514



2061 A special Intent daughter coming from the heart of our herd. Intent 37H may be the most exciting young herdsire in our battery. The performance and power all complimented by exceptional foot quality and excellent skeletal angles he stamps on each of his progeny is truly unique. When dad called me while I was working in a showbarn "somewhere warmer" to inform me that for his first flush on our Flora 6078 cow, he was going to dig deep in the semen tank and use a bull that was a dozen years old, the reaction of my highly educated, and experienced "show cow" intelligence thought it may have been a waste of resources... Fast forward 5 years and the true cattleman prevails. That mating alone produced 2 herdsires that averaged \$21,000 a high selling heifer calf and the most decorated female we have at Merit in Flora 14H... Trust the stockman when breeding cattle, not a hanging banners for the weekend show jock. PS That was actually your mother's idea and I thought it was a good one. Dad *Breeding* Merit Sheriff 2040K May 22. Exposed 66 Absolute 120K after May 29, due approximately Mar 14.



Sire



2065 Kingpin 32H has generated excitement since he was a baby and that was recognized when he was our high seller in 2021 to the stockmen at 66 Ranch. He sired the high selling bull and had the highest average of the sire groups at their sale this past spring, consistently stamping his progeny with superb hoof shape, added thickness and tremendous length in an easy keeping package with added frame. Once again backed by Blackclass 6060, built to preform, bred to last.

Breeding 66 Absolute 120K May 21.
Exposed 66 Absolute 120K after May 29, due approximately Mar19.



Sire

-M- **MERIT M'BROOK LASS 2065K**
2065 TJL 2065K - 2273356 - FEBRUARY 15 2022

-M- **MERIT PRIDE 2078K**
2078 TJL 2078K - 2273363 - FEBRUARY 17 2022

BW **+2.3** WW **+56** YW **+90** Milk **+28**

BW **+2.5** WW **+52** YW **+88** Milk **+23**

- SIRE**
- MERIT KINGSMAN 8030F
 - MERIT KINGPIN 32H**
 - MERIT BLACKCLASS 6060D
- DAM**
- KR APOLLO 6458
 - MERIT M'BROOK LASS 9097G**
 - MERIT MBROOK LASS 1092

- BAR S RANGE BOSS 4002
- MERIT SOCIALITE 48X
- MERIT STONEY CREEK 4023
- MERIT BLACKCLASS 1184
- KRAMERS APOLLO 317
- KR MISS ANGUS 4309
- GDAR INSIGHT 7201
- MERIT M'BROOK LASS 1016

- SIRE**
- BAR S RANGE BOSS 1118
 - BAR S RANGE BOSS 4002**
 - BAR S PRIDE 0073
- DAM**
- HF UNIT 14C
 - MERIT PRIDE 7025E**
 - MERIT PRIDE 5143C

- B C LOOKOUT 7024
- BAR S PRIDE 7808
- PLAINVIEW LUTTON E102
- BAR S PRIDE 8594
- HF TIGER 5T
- HF ROSEBUD 276Z
- EXAR ONE-IRON 3889B
- MERIT PRIDE 2036



Merit Socialite 9043 3/4 sister to lot 2078

2078 Direct Range Boss daughter that's skeletally flawless in her lines and beautiful on the profile. We could write a book on all the success RB has graced us with but I will save that for another day. Pride 7025 is a powerful Unit 14C daughter that consistently performs in less than ideal conditions. With so many sons, grandsons and daughters being utilized in our program this may be the last direct RB daughter to be offered.

Breeding Peak Dot Attractive 186F May 2.
Favourable, due Feb 8. Exposed 66 Absolute 120K after May 29.



Sire



2081 Special power cow here! Socialite 5130 has been a premium donor here, that's certainly earned her keep producing past high sellers including Aftermath, a Coalition son selected by the good folks at JDP Angus in Ontario. Foot quality, udder quality, muscle, body capacity and ease when traveling will allow this heifer to generate high quality replacements and more importantly stick herd bulls in the sale pen consistently. We are currently flushing her Range Boss sister.

Breeding Merit Oracle 2009K May 2. Favourable, due Feb 8. Exposed 66 Absolute 120K after May 29.



Full Sib to Service Sire



Service Sire

-M- **MERIT SOCIALITE 2081K**
2081 GML 2081K - 2273703 - FEBRUARY 18 2022

-M- **MERIT SOCIALITE 2099K**
2099 GML 2099K - 2280951 - MARCH 02 2022

BW **+3.6** WW **+60** YW **+99** Milk **+27**

BW **+1.4** WW **+65** YW **+112** Milk **+30**

- SIRE**
- MERIT KINGSMAN 8030F
 - MERIT KINGPIN 32H**
 - MERIT BLACKCLASS 6060D
- DAM**
- EXAR ONE-IRON 3889B
 - MERIT SOCIALITE 5130C**
 - MERIT SOCIALITE 2013

- BAR S RANGE BOSS 4002
- MERIT SOCIALITE 48X
- MERIT STONEY CREEK 4023
- MERIT BLACKCLASS 1184
- DAMERON FIRST CLASS
- GREENS PRINCESS 1012
- MERIT LUKE 3120
- MERIT SOCIALITE 48X

- SIRE**
- BASIN PAYWEIGHT 1682
 - MERIT PAYCHEQUE 9002G**
 - NORTH PERTH BARBARA 507
- DAM**
- HF UNIT 14C
 - MERIT SOCIALITE 8202F**
 - MERIT SOCIALITE 5038

- BASIN PAYWEIGHT 006S
- 21AR O LASS 7017
- CONNELLY FINAL PRODUCT
- NORTH PERTH BARBARA 300
- HF TIGER 5T A
- HF ROSEBUD 276Z
- EXAR ONE-IRON 3889B
- MERIT SOCIALITE 48X



2099 Another Socialite that's easy to find in the group. We love the length, volume and attractiveness of this power cow. Her dam, Socialite 8202, is the dam of past bull sale highlight Hutch 8H along with front end replacements year in and year out. Good looking, low input cow stemming from our immortal Socialite 48X cow family that will only add value to any herd.

Breeding Merit Investment 1054J May 2. Exposed 66 Absolute 120K after May 29, due approximately Mar 10.



Granddam



2104 FLORA! If you have been reading along to all this premium literature, you'll understand how much we love our Floras. This beauty is a great example why, elegance when traveling and substance when you step in behind. Exciting blend of proven outcross genetics and elite cow power, this heifer gets better everyday and is sure to be an electric breeding piece in any program.

Breeding Merit Aftermath 1123J May 24. Exposed 66 Absolute 120K after May 29, due approximately Apr 23.



Maternal Sister



Maternal Sister

-M- **MERIT FLORA 2104K**
2104 TJL 2104K - 2279491 - MARCH 04 2022

BW +3.9 WW +51 YW +82 Milk +21

SIRE
N BAR EMULATION EXT
JVC EMULATION EXT V910
IDEAL 2434 OF 7407 7412

DAM
BAR-E-L IRON WILL 32Y
MERIT FLORA 4120
MERIT FLORA 4105

EMULATION N BAR 5522
N BAR PRIMROSE 2424
IDEAL 7407 OF 1418 4465
IDEAL 7412 OF 1418 4465
HF IRON MAN 167W
TIPTOP OF RAINBOW HILLS 51U
MINBURN MAIN EVENT 82K
PR FLORA 48C

-M- **MERIT ERROLINNE 2107K**
2107 TJL 2107K - 2273596 - MARCH 05 2022

BW +4.4 WW +49 YW +80 Milk +23

SIRE
GDAR INSIGHT 7201
MERIT INTENT 37H
MERIT FLORA 6078D

DAM
BROOKING BEST INTENTION 317
HLC 2066 ERROLLINE 608C
CSI ERROLLINE 08A

SITZ INSIGHT 4794
GDAR QUEEN CARY 3233
BAR S RANGE BOSS 4002
MERIT FLORA 4120
CONNEALY STIMULUS 8419
JL BLACK LADY 1034
EXAR UPSHOT 0562B
MVF ERROLLINE 80W



2107 Another Intent daughter backed by a beautiful cow we acquired from our friends over at Hollinger Land and Cattle. Moderate, tanky and sound as the day in the picture pen is long. Errolinne 2107 truly embodies the traits that have set the Angus cow as the industry standard for longevity and maternal strength. She carries early service to Aftermath, a featured Coalition son with a negative BW EPD from our 5130 Socialite donor. He was a high seller to JPD Angus in Ontario.

Breeding Merit Aftermath 1123J May 2, favourable. Exposed 66 Absolute 120K after May 29.



Service Sire



-M- **MERIT COUNTESS 2109K**
2109 TJL 2109K - 2273598 - MARCH 05 2022

BW +4.5 **WW +55** **YW +100** **Milk +19**

SIRE
 BAR S RANGE BOSS 4002
MERIT BOBCAT 76H
 MERIT SOCIALITE 6156D

DAM
 MERIT STING 7047E
MERIT COUNTESS 9082G
 MERIT COUNTESS 5104C

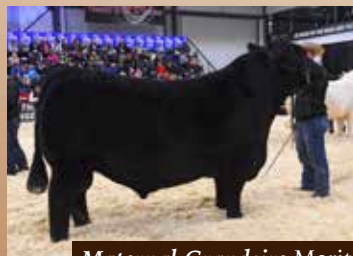
BAR S RANGE BOSS 1118
 BAR S PRIDE 0073
 MERIT KLONDIKE 3157A
 MERIT SOCIALITE 8687
 BAR S RANGE BOSS 4002
 MERIT SOCIALITE 5121C
 MERIT 77X
 MERIT COUNTESS 6226

Breeding Merit Sheriff 2040K May 3. Favourable, due Feb 9.
 Exposed 66 Absolute 120K after May 29.

BOBCAT! Merit Bobcat 76H set the bar last year winning the Angus shows at Agribition and Brandon Ag Ex and picking up Supreme in Brandon. The Frey family at Freyburn Angus deserves all the credit as they did a phenomenal job gearing him up and believing in Bobcat the way we do. Thank you, Jason, Melissa, Reegan, Dylan and Joran, for allowing us to be a part of your special run, pouring countless hours, of sweat to culminate in the biggest victory in Canadian Angus. 2109 encompasses everything the big man was admired for last year. This beast of a donor cow prospect is a perfect way to round out our bred heifer offering.



Sire Merit Bobcat 76H



Maternal Grandsire Merit Sting 7047E

JUNIOR HEIFER

Incentive Program

We love how junior shows teach kids work ethic and responsibility, build character, and provide an opportunity to create life long friendships. We know that showing cattle takes a big commitment so we want to reward juniors who purchase and exhibit Merit females. If you show your Merit female at a designated provincial or national Angus junior show you will receive **\$100**. Just send us a backdrop photo from that show. If she wins a division, we'll make it **\$200**; Reserve Grand Champion **\$300**, and Grand Champion **\$500**. In addition, each exhibitor will receive a matching credit in our 2024 sale.



Megs



3006 This granddaughter of Flora 6078 is the perfect way to kick off our heifer calf offering. The way this heifer struts around the pen forces me to put on my "college livestock judging cap". Elegance is the best way to describe this great haired, sweet necked girl as she floats around, up headed, relaxed in her joints, big barrelled with an excellent hip and hind leg. The sweep to her lower rib cage is maternal and blah blah more words... show heifer, breeding piece, doesn't matter this heifer is flat good.



Full Sister to Dam

-M- **MERIT FLORA 3006L**
3006 TJL 3006L - 2318768 - JANUARY 20 2023

-M- **MERIT PRIDE 3032L**
3032 TJL 3032L - 2319210 - JANUARY 30 2023

BW **+2.1** WW **+60** YW **+105** Milk **+27**

BW **-0.1** WW **+61** YW **+112** Milk **+24**

SIRE
ELLINGSON ROUGHRIDER 4202
PEAK DOT ROUGHRIDER 12G
PEAK DOT BARDOLIA 19C

DAM
SCHIEFELBEIN ATTRACTIVE 4565
DFCC 4565 JOELLA 27J
MERIT FLORA 6078D

CONNEALY EARNAN 076E
EA BLACKCLASS 8914
R B TOUR OF DUTY 177
PEAK DOT BARDOLIA 1026Z
JMB TRACTION 292
FROSTY ANSWER 3979
BAR S RANGE BOSS 4002
MERIT FLORA 4120

SIRE
BARSTOW CASH
BARSTOW BANKROLL B73
BARSTOW MISS DIANNA Z25

DAM
MERIT SAM ELLIOTT 9144G
MERIT PRIDE 1097J
MERIT PRIDE 3009

SITZ DASH 10277
BARSTOW QUEEN W16
CAR EFFICIENT 534
BARSTOW MISS DIANNA X128
KR LITTLE JOE 7143
MERIT FLORA 6078D
BEVERLY HILLS VISA 734
MERIT PRIDE 8652



3032 Flashy sweetheart sired by Bankroll, out of a 2 year old Sam Elliot daughter that sure did her job. She compliments her striking design with a impressive genetic profile landing her in the top 20% of the breed for growth traits and 10% for calving ease and birth weight. Pretty enough to hang a halter on, powerful enough to breed and forget about for the summer and put a calf in the bull pen.



Sire of Dam



3045 From the heart of our embryo transplant program backed by 3 generations of donor cows and the now deceased U2 Coalition this striking Socialite is bred for success. With a shot of KR Casino to add look and substance she grabs your attention immediately as you walk in the pen. We love this heifer. Don't miss out on a chance to grab one of our best.



Sire of Dam

-M- **MERIT SOCIALITE 3045L**
3045 TJL 3045L - 2329958 - FEBRUARY 03 2023

-M- **MERIT FLORA 3104L**
3104 TJL 3104L - 2329953 - FEBRUARY 21 2023

BW **+4.3** WW **+63** YW **+115** Milk **+25**

BW **+1.6** WW **+58** YW **+97** Milk **+21**

SIRE
HF SYNDICATE 213Z
U-2 COALITION 206C
U2 ERELITE 109Z

CONNEALY CONSENSUS 7229
HF MISS BLACKCAP 27R
YOUNG DALE XCLUSIVE 25X
U-2 ERELITE 1X
KR CASINO 6243
LAFLINS GALAXIE 3308
MERIT JUSTICE 41X
MERIT SOCIALITE 48X

SIRE
MOGCK BULLSEYE
HOOVER NO DOUBT
MISS BLACKCAP ELLSTON J2

MOGCK SURE SHOT
MOGCK MARY 1255
SYDGEN C C & 7
MISS BLACKCAP ELLSTON D154
BAR S RANGE BOSS 1118
BAR S PRIDE 0073
BAR-E-L IRON WILL 32Y
MERIT FLORA 4105

DAM
LAFLINS CASINO 8443
MERIT SOCIALITE 1050J
MERIT SOCIALITE 3060

DAM
BAR S RANGE BOSS 4002
MERIT FLORA 6078D
MERIT FLORA 4120



3104 DIRECT FLORA 6078! This has been a highly anticipated mating for us and we couldn't be more excited. If you had the chance to have Trent draw up a picture of his ideal heifer it would be really close to this girl. Genetically and phenotypically all the guesswork is taken out, don't overthink it.



Dam



Maternal Sister



-M- **MERIT LADY ANN 3109L**
3109 TJL 3109L - 2319795 - FEBRUARY 22 2023

BW **+3.5** WW **+74** YW **+124** Milk **+20**

SIRE
 PANTHER CR INCREDIBLE 6704
KR MOJO 8520
 KR PRINCESS 6394

DAM
 HF UNIT 14C
MERIT LADY ANN 7076E
 MERIT LADY ANN 7158

MUSGRAVE INVISION
 PANTHER CR JH BLACKBIRD 409
 KRAMERS APOLLO 317
 KR PRINCESS 4386
 HF TIGER 5T
 HF ROSEBUD 276Z
 DWAJO DUTCH 65P
 MERIT LADY ANN 3229

MOJO!!! We recently added Lady Ann 7076 to our donor arsenal this spring after meticulously going over production records and progeny. In all reality it's disappointing we hadn't utilized her to her fullest potential prior to this year. This is one of the first Mojo daughters to sell in the country and if you have a chance, I recommend checking out our bull pen, as Mojo has set the standard this year. This heifer embodies what we strive for at Merit and are proud to offer our very best. Lady Ann 3109 is truly a power cow for the future. Her Angus GS enhanced epd's place her in the top 10% for WW, YW, Carcass weight, REA, and maternal calving ease. Her tremendous volume. Mass and fleshing ability along with her outcross pedigree offer unlimited mating potential.

Retaining the to one Flush of 6 freezable embryos



Sire KR Mojo 8520



Thank **you**
TO WILL VAN GEND
 Thanks for all you do!
 We're so grateful for your visit mate!

TERMS & CONDITIONS

TERMS: The terms of the sale are cash or cheque payable at par at the sale unless satisfactory credit arrangements have been made previous to the sale. The right of property shall not pass until after settlement is made. All settlements must be made with the clerks of the sale before any cattle will be released. The auctioneer shall have the right to refuse bids from anyone who has a previous record of default in payment or who has not made proper credit clearance to the sale with the owner or Sales Manager.

BIDDING: Each animal is to be sold to the highest bidder. No by-bidding will be permitted. A reasonable price base may be set.

DISPUTES: In case of disputes, bidding will be reopened between the parties involved. If no further bid is made, the buyer will be the person from whom the auctioneer accepted the last bid. The auctioneer's decision in such matters is final.

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

ANNOUNCEMENTS: Errors discovered in the catalogue will be corrected by announcements from the auction stand at sale time and such corrections will take precedence over the printed matter in the catalogue. Buyers are cautioned to pay close attention to announcements.

CERTIFICATE OF REGISTRY: Each animal will carry papers issued by the Canadian Angus Association. A certificate of registry duly transferred will be furnished to the buyers for each animal after settlement has been made.

BREEDERS GUARANTEE, FEMALES: All cows have raised a calf and they and all yearling heifers have been pregnancy examined and confirmed safe in calf by a qualified veterinarian. They sell with no further fertility guarantee. All calendar year heifer calves are guaranteed open at time of the sale. Any animal that has not proven itself a breeder within 9 months after the date of the sale, if, in healthy condition, may be returned to the seller at the buyer's expense. The seller reserves the privilege of trying for a period of six months to prove the animal a

breeder. The seller, at his option, may either provide a credit to the buyer or replace the animal with another of equal value in full settlement and satisfaction of ALL claims. Any complaints regarding fertility of any animal in this sale shall be directed to the Contributor. All complaints regarding breeding difficulties must be reported in writing by the buyer to the seller within the time specified above and any animal returned must be free from disease and in good health. Any calendar year heifer calf shown and/or flushed by the by the purchaser is no longer a guaranteed breeder under this paragraph.

SETTLEMENT: Transportation charges on animals returned to the seller are for account of the purchaser. No incidental expenses such as feed, care, A.I., signing fees, interest, veterinary charges, etc., will be charged by either party when making settlement. If the seller is successful in proving the animal in question to be a breeder, the said animal will be reclaimed by the purchaser at his expense. Should the seller fail to prove the animal a breeder, then the buyer is guaranteed a satisfactory replacement F.O.B. ranch or a credit of the the actual price. Should a dispute arise over the quality of the replacement animal, the Sale Management will appoint a mediator.

ACCIDENTS: Although every precaution will be taken to protect the safety and comfort of buyers, neither the sales manager, auctioneer, or sellers assume any responsibility in this matter and disclaim any liability, legal or otherwise, in the event of accident or loss of property.

MAIL OR TELEPHONE BIDS: Bidders unable to attend the sale may phone or mail their bids and instructions to the sale manager, auctioneer, or special representatives. Bids must be received in sufficient time prior to the sale.

RIGHTS AND OBLIGATIONS: The above terms and conditions of the sale shall continue a contract between the buyer and the seller and be equally binding to both. Resale of animals following purchase in this sale shall constitute a separate transaction which is not covered by the terms and conditions of this sale.



REFERENCE

Sires



Hoover NO DOUBT
Grandsire of 66 Absolute

-M- **66 ABSOLUTE 120K**
RS CKM 120K - 2286281 - APRIL 22 2022

CE +6.0 MCE +14.0 BW +1.6 WW +66 YW +111 Milk +19

SIRE
 HOOVER NO DOUBT
 HOOVER NO DOUBT X6
 BLKCP EMPRESS ELLSTON C344

DAM
 BAD LANDS ALLIANCE 14W
66 DUCHESS 169F
 66 DUCHESS 75B

MOGCK BULLSEYE
 MISS BLACKCAP ELLSTON J2
 ROTH FAMOUS 1006
 BLKCP EMPRESS ELLSTON V127
 KMK ALLIANCE 6595 187
 BAD LANDS COUNTESS 214M
 V D A R CEDAR WIND 8111
 SOUTH FORK DUCHESS 74Z

We selected Absolute this Spring from our friends at 66 Ranch. This end of April grandson of breed legend Hoover No Doubt grabbed our attention with his length of body, strong top, large scrotal and absolutely impeccable foot! His stats among his contemporaries is impressive as well, boasting a 116WWR, an epd profile that puts him in the top percentiles for weaning weight & yearling as well as the top 1% for maternal calving ease. He's backed by generations of no nonsense, feminine, efficient & practical maternal strength that is designed to excel in the real world.



Merit **INTENT 37H**



Merit **INVESTMENT 1054**



Merit **KINGPIN 32H**



Merit **ORACLE 2009**



Merit **PAYCHEQUE 9002**



Merit **SHERIFF 2040**



Peak Dot **ATTRACTIVE 186F**



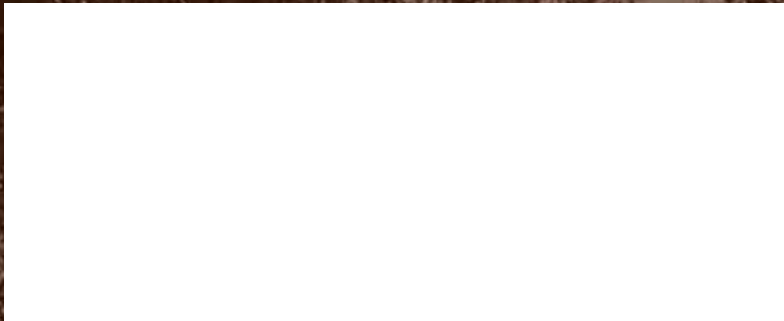
Mc Cumber **ARMOUR 058**

RETURN UNDELIVERABLE MAIL TO

Box 768

Radville, SK

S0C 2G0



**FEMALES OF
-MERIT**