

R+ 59 R PLUS 1117Y

BLACK POLLED PUREBRED
BPG754366 MRLB 1117Y 06 February 2011

BS MR CORRECTOR 9111J
PRL MAGNITUDE 362M
MISS ARNOLD K2280

PRL TOBASCO 201T

TNT DYNAMITE BLACK L137
PRL PE'PE 372P
PRL KALILA 224K

LAZY S BLACK 29N
R PLUS BLACKEDGE
SUN STAR MISS DRIVE

MISS R PLUS 8077U

LFE MR LEWIS 376J
R PLUS 3231N
MISS R PLUS 964J

EPDs	
CE	7.0
BW	2.9
WW	41.4
YW	66.1
MCE	4.4
MWWT	23.7
MILK	2.9



BW:102 205 day: 768 365 day: 1301

Tobasco on Edge created a powerful calf here.

R+ 60 R PLUS 1213Y

BLACK POLLED PUREBRED
BPG754337 LRPS 1213Y 28 February 2011

3C FULL FIGURES C288 BLK
TWIN-CHIEF PRINCE 203P
TWIN CHIEF MAGIC 23M

TWIN-CHIEF WARRIOR 224W

CG HOMEBUILDER 803H
TWIN-CHIEF KALINA 224K
TWIN-CHIEF FUTURE 244F

GGL 230K
NAC MASTER 24M
HAAS RANCH D52

MISS R PLUS 9188W

R PLUS 2042M
MISS R PLUS 5194R
MISS R PLUS 1139L

EPDs	
CE	9.3
BW	1.5
WW	26.4
YW	53.2
MCE	5.1
MWWT	19.8
MILK	6.6



BW: 88 205 day: 742 365 day: 1355

We used the Warrior bull on heifers and he was a calving dream.

R+ 61 R PLUS 1206Y

BLACK POLLED PUREBRED
BPG754335 LRPS 1206Y 27 February 2011

3C FULL FIGURES C288 BLK
TWIN-CHIEF PRINCE 203P
TWIN CHIEF MAGIC 23M

TWIN-CHIEF WARRIOR 224W

CG HOMEBUILDER 803H
TWIN-CHIEF KALINA 224K
TWIN-CHIEF FUTURE 244F

LAZY S BLACK STETSON 129L
LAZY S BLACK 29N
BDV BONDIE K41

MISS R PLUS 9100W

HC POWER DRIVE 88H
LFE DIANA 159M
LFE DIANA 626J

BW: 88 205 day: 748 365 day: 1162

EPDs	
CE	11.3
BW	0.3
WW	26.6
YW	48.3
MCE	6.3
MWWT	16.0
MILK	2.6



BW: 88 205 day: 736 365 day: 1506

R+ 62 R PLUS 1041Y

BLACK POLLED PUREBRED
BPG755737 LRPS 1041Y 28 January 2011

TWIN-CHIEF PRINCE 203P
R PLUS BLACKOUT
MISS R PLUS 5083R

R PLUS KING OF THE YUKON

R PLUS BLACKEDGE
MISS R PLUS 7026T
MISS R PLUS 5121R

LAZY S BLACK 29N
R PLUS BLACKEDGE
SUN STAR MISS DRIVE

MISS R PLUS 9101W

IPU BLACK STEAKHOUSE 34H
MISS R PLUS 2033M
GMS MS 276F

EPDs	
CE	7.8
BW	2.6
WW	41.6
YW	73.7
MCE	5.3
MWWT	22.5
MILK	1.7

A lot of the good R Plus raised bulls in this pedigree.

R+ 63 R PLUS 1125Y

BLACK POLLED PUREBRED
BPG755740 LRPS 1125Y 08 February 2011
TWIN-CHIEF PRINCE 203P
R PLUS BLACKOUT
MISS R PLUS 5083R

R PLUS KING OF THE YUKON

R PLUS BLACKEDGE
MISS R PLUS 7026T
MISS R PLUS 5121R

LAZY S BLACK STETSON 129L
LAZY S BLACK 29N
BDV BONDIE K41

MISS R PLUS 9111W

PPSR MONTANA IRISH 107D
SNIDER'S MONTANA BLACK
MISS PRICKLY PEAR H839

Another super
Yukon calf that
goes back to our
super 41K cow.

EPDs	
CE	7.0
BW	3.2
WW	46.4
YW	75.0
MCE	4.4
MWWT	25.0
MILK	1.8



BW: 90 205 day: 744 365 day: 1454

63

R+ 64 R PLUS 1346Y

RED POLLED PERCENTAGE MALE
PRS754364 LRPS 1346Y 30 March 2011
TNT DYNAMITE BLACK L137
LFE MR LEWIS 514N
LFE SHEILA 114J

LFE RS LEWIS 327S

SSS-SCF CHUCKWAGON 008J
LFE CALYNA 615M
NLC C34 CALYNA

LFE VINTAGE RED 359F
BISS MCGRAW 1M
LFE FAITH 616G

MISS R PLUS 5043R

SV CHARLIES APPLAUSE
JSP MS APPLAUSE 061F
SIMMENTAL/SALERS

EPDs	
CE	8.0
BW	1.4
WW	28.0
YW	51.7
MCE	4.7
MWWT	19.4
MILK	5.4

BW: 88 205 day: 762 365 day: 1176

R+ 65 R PLUS 1073Y

RED POLLED PUREBRED TWIN
PG754304 LRPS 1073Y 02 February 2011

LAZY S BLACK 29N
R PLUS BLACKEDGE
SUN STAR MISS DRIVE

BW: 70 205 day: 691 365 day: 1126

R PLUS REDGE 8018U

DARREL YANK 1G
MISS R PLUS 3158N
MISS R PLUS 198L

BBS ZIMA D55
R PLUS 001K
GW MISS QUEEN 953H
MISS R PLUS 2006M
ER RED STRETCHER 524B
MISS R PLUS 501E
MISS R PLUS 373C

EPDs	CE	BW	WW	YW	MCE	MWWT	MILK
	7.5	1.5	28.7	54.8	4.9	18.2	3.9



BW: 96 205 day: 799 365 day: 1549

66



BW: 88 205 day: 709 365 day: 1319

67

R+ 66 R PLUS 1238Y

RED POLLED PUREBRED
G754346 LRPS 1238Y 05 March 2011
TNT SHOCKER J46
LAZY S BLACK STETSON 129L
MS LAZY S BLACK DELIGHT

LAZY S BLACK 29N

MR BEEF E141
BDV BONDIE K41
TNT MISS TIZZY C57

IPU BLACK STEAKHOUSE 34H
R PLUS RED WOLF
IPU RED SATIN 37H

MISS R PLUS 4159P

LFE VINTAGE RED 359F
MISS R PLUS 1244L
LFE PRIDE 93G

This blood red power house
from the old boy 29N again,
top 10% WW, 20% YW.

EPDs	
CE	7.3
BW	3.6
WW	47.7
YW	73.4
MCE	5.1
MWWT	25.6
MILK	1.8

R+ 67 R PLUS 1011Y

RED POLLED PUREBRED
PG754292 LRPS 1011Y 23 January 2011

R PLUS REDGE 8018U

TNT DYNAMITE BLACK L137
LFE MR LEWIS 347P
LFE KIRBIE 126H

MISS R PLUS 9256W

R PLUS 001K
KBR 404P
KS DAKOTA EXPOSURE H549

Another blood red Redge son.

EPDs	
CE	9.5
BW	0.7
WW	29.6
YW	54.1
MCE	4.9
MWWT	16.8
MILK	2.0

R+ 68 R PLUS 1190Y

PG754333 LRPS 1190Y 21 February 2011

TNT SHOCKER J46
LAZY S BLACK STETSON 129L
MS LAZY S BLACK DELIGHT

LAZY S BLACK 29N

MR BEEF E141
BDV BONDIE K41
TNT MISS TIZZY C57

ER AMERICANA 537B
IPU BLACK STEAKHOUSE 34H
LBR C-361

MISS R PLUS 1138L

FF EQUITY E320
MCC RED FOXY 113G
LFE FOXY 11C

BW: 104 205 day: 782 365 day: 1444

Top 10% WW, top 15% for YWT and 15% REA.

EPDs	
CE	8.0
BW	2.4
WW	47.1
YW	75.3
MCE	5.0
MWWT	19.6
MILK	-4.0

R+ 69 R PLUS 1133Y

PG754320 LRPS 1133Y 09 February 2011

LAZY S BLACK 29N
R PLUS BLACKEDGE
SUN STAR MISS DRIVE

R PLUS MCSTEAMY 8028U

LFE MR LEWIS 376J
MISS R PLUS 4126P
MISS R PLUS 51K

R PLUS 001K
R PLUS 2042M
LBR C-361

MISS R PLUS 5194R

JSP RED PRIME CUT 010H
MISS R PLUS 1139L
JSP MS BOLD IMPACT 026D

BW: 100 205 day: 772 365 day: 1385

EPDs	
CE	7.8
BW	2.2
WW	34.0
YW	62.5
MCE	4.3
MWWT	25.6
MILK	8.6

R+ 70 R PLUS 1161Y

BPRS754327 LRPS 1161Y 12 February 2011

LAZY S BLACK STETSON 129L
LAZY S BLACK 29N
BDV BONDIE K41

R PLUS BLACKEDGE

HC POWER DRIVE 88H
SUN STAR MISS DRIVE
MISS MILE WEST 40K

SIMMENTAL/SIMMENTAL

This unregistered purebred bull is as thick, deep and powerful as any others in the pen. Hairy, thick and deep, a commercial man's dream.



70

BW: 88 205 day: 771 365 day: 1481

R+ 71 R PLUS 1066Y

BPRS754302 LRPS 1066Y 01 February 2011

PVF-BF BF26 BLACK JOKER
LFE BRING IT BLACK 811K
LFE DAKOTA 6G

WFL MS HL66J BLACKY 5012R

SIMMENTAL/SIMMENTAL

EPDs	CE	BW	WW	YW	MCE	MWWT	MILK
	6.6	1.8	30.6	53.7	4.1	15.1	-0.3

A true 3/4 blood bull with a lot of guts and butt. This will be 5012's fourth straight bull to sell through our sale.



71

BW: 90 205 day: 789 365 day: 1263

R+ SIMMENTAL SALE

R+ 72 R PLUS 1040Y

BLACK POLLED PERCENTAGE
BPRS754300 LRPS 1040Y 28 January 2011
LAZY S BLACK STETSON 129L
LAZY S BLACK 29N
BDV BONDIE K41

R PLUS BLACKEDGE
HC POWER DRIVE 88H
SUN STAR MISS DRIVE
MISS MILE WEST 40K

SIMMENTAL/SIMMENTAL



BW: 92 205 day: 756 365 day: 1310

R+ 73 R PLUS 1104Y

BLACK POLLED PUREBRED
BPG754315 LRPS 1104Y 05 February 2011
KOEPLIN RANCH 736
BLACK POLLED DAKOTA
MEYER RANCH 427

IPU BLACK DAKOTA 46G
CIRCLE S LEACHMAN 600U
LBR C-361
CIRCLE S 304Y

LAZY S BLACK 29N
R PLUS BLACKEDGE
SUN STAR MISS DRIVE

MISS R PLUS 9088W
STF JALAPENO
JSP MS JALAPENO 47J
JSP MS RED INFORMER 065G

EPDs	
CE	9.0
BW	2.4
WW	34.2
YW	62.4
MCE	4.7
MWWT	24.5
MILK	7.4

The only Dakota in the sale. A typical Dakota, loads of hair and a thick top. The maternal value in these Dakota females is priceless.



BW: 90 205 day: 738 365 day: 1429



BW: 92 205 day: 706 365 day: 1397

R+ 74 R PLUS 1094Y

BLACK POLLED PUREBRED
BPG754311 LRPS 1094Y 04 February 2011
R PLUS BLACKEDGE

R PLUS 001K
R PLUS 2042M
LBR C-361

MISS R PLUS 5257R
STF JALAPENO
JSP MS JALAPENO 47J
JSP MS RED INFORMER 065G

A real stout bull from a beautiful black cow.

EPDs	
CE	8.0
BW	2.6
WW	33.9
YW	63.1
MCE	4.4
MWWT	18.7
MILK	1.7

R+ 75 R PLUS 1082Y

BLACK POLLED PUREBRED
BPG754307 LRPS 1082Y 02 February 2011
R PLUS BLACKEDGE

3C FULL FIGURES C288 BLK
TWIN-CHIEF PRINCE 203P
TWIN CHIEF MAGIC 23M

MISS R PLUS 7086T
LFE BRING IT BLACK 811K
WFL MS 933J BLACK 5031R
WFL BLACK 933 79L

EPDs	
CE	9.8
BW	1.6
WW	26.5
YW	52.6
MCE	5.6
MWWT	9.8
MILK	-3.5

R+ 76 R PLUS 1220Y

BLACK POLLED PUREBRED
BPG754338 LRPS 1220Y 02 March 2011

MEYER RANCH 734
3C MACHO M450 BZ
3C CROCUS H112 B

GCF RESOLUTION U15

SAC MR MT 73G
GCF MISS ZEIS MT N43
ZEIS MISS FORTUNE J79

TNT DYNAMITE BLACK L137
LFE MR LEWIS 347P
LFE KIRBIE 126H

MISS R PLUS 7186T

R PLUS 2042M
MISS R PLUS 4108P
MISS R PLUS 1188L

BW: 92 205 day: 692 365 day: 1225

These next two bulls are on the last page because we think a lot of these two calves and did not want them lost in the book.



76

EPDs	CE	BW	WW	YW	MCE	MWWT	MILK
8.3	1.8	36.2	54.6	3.6	25.3	7.1	

R+ 77 R PLUS 1176Y

BLACK POLLED PUREBRED
BPG755741 LRPS 1176Y 15 February 2011

TWIN-CHIEF PRINCE 203P
R PLUS BLACKOUT
MISS R PLUS 5083R

R PLUS KING OF THE YUKON

R PLUS BLACKEDGE
MISS R PLUS 7026T
MISS R PLUS 5121R

LAZY S BLACK STETSON 129L
LAZY S BLACK 29N
BDV BONDIE K41

MISS R PLUS 5034R

BLACK POLLED DAKOTA
KAPPES LADY DAKOTA H177
KAPPES LADY TRAIN B63

BW:100 205 day: 721 365 day: 1393

The dam 5034 is a power cow and she produced a power calf with this Yukon mating.



77

EPDs	CE	BW	WW	YW	MCE	MWWT	MILK
6.8	3.0	42.1	67.3	4.6	23.1	2.1	

R+ 78 PICK OF THE 2011 HEIFER CALVES

Choice needs to be made by April 1, 2012 and there are over 100 to select from. We do not release many females for public auction so the opportunity here is very special.



WHAT A YEAR!



BULL WARRANTY

We guarantee to provide you with a sound, fertile bull capable of servicing a reasonable number of cows. In the event that your bull is a non-satisfactory breeder, the seller will not, under any circumstances, be responsible for more than the original selling price of any bull or female sold in the sale. The consignor will not provide replacement or credit for physical injury or mismanagement. Therefore we stress the importance of insurance on your bull. An insurance agent will be available on sale day.

R+ have established themselves as one of the leading Ultrasound Carcass Evaluation Programs in the Simmental Breed. Not only do they evaluate their own bulls for their customers, but they also use carcass evaluation as a selection tool for securing new headline herdsires. Following the R+ example not only helps out R+ but we believe that your program will improve as well. Remember the R+ Brand of Confidence.

What is Ultrasound?

Ultrasound has become an everyday use of "frequencies" to detect those things that we can not normally see with our naked eye. Example: (Medical World - it is used for a host of functions from detecting bodily problems to detecting the sex of a young couples first new born). In the outside world it is used to detect cracks or possible structural flaws in all types of equipment from bridges to engines. In beef cattle it is used to detect three major components of a live animals carcass composition; that being muscle (meat), fat thickness and IMF (Intra Muscular Fat or Marbling). As well, it is quite commonly used to detect the sex of embryos being carried with an amazingly high degree of accuracy.

When is it used?

For any meaningful information it is best done during some relative time period similar to what slaughter ages are to be. The CUP system adjusts the carcass information to one year of age (similar to adjusted yearling weights). This then gives us at least a simple level playing field for making choices or decisions within common groups.

How are the Measurements Expressed?

Rib Fat - either in inches .3 inches or in mm's 8 mm

AREA - usually in square inches

IMF or MB - as a % of that area (eg. 4.2 = 4.2%)

RP = Retail Product - is a % of a saleable carcass

Why ultrasound, or better yet should we pay attention to this information?

Within the seedstock industry it seems like a distant or vague result that holds little real value, but in the commercial cattle world this tool of using ultrasound has become a well documented practice that when used has resulted in a clean, positive, decision making management choice resulting in extra profits of \$30 per head and higher. The ultrasound carcass evaluation when used a short time (7 - 10 days) prior to slaughter simply allowed the seller to market on a grid system or not at an optimal time. (This live pre-sort has resulted in an 80% - 95% degree of accuracy following slaughter. The pre slaughter carcass data corresponded to slaughter data with measuring IMF and Fat to this degree of accuracy). As well reportedly we find major players in the North American slaughter industry securing software programs to in fact use this technology for a much more economic decision on their front. "Apparently the information is not as vague as we may believe."

What is good or what is bad?

None of the figures or information is bad - the information should help us identify which animals or groups of animals are superior for different traits, ie the high IMF bulls could be sourced to use on Continental cows who may well have lower IMF tendencies, or, large AREA bulls or sire groups could be used on low yield, easy fleshing British cows whose IMF genetic makeup could already be abundant. Remember Retail Product (RP) takes a combination of this information into account. So is there a right answer?? Not at all, but there certainly is an advantage to you the buyer using this information if the bulls or sires are identified.

The first thing producers want to know about ultrasound is: How accurate is it? The answer to the question depends on who does the actual scanning of the animals and who interprets the images. Ultrasound data on these bulls was collected and analysed by a technician that is certified by AUP and CUP. This means that the technician has met the standards set by many breed associations. The accuracy, although not perfect, is high enough that bulls selected based on ultrasound results in positive genetic change in progeny carcass traits. Heritability for carcass traits are moderate to high, which is slightly higher than birth weights, weaning weights, and yearling weights.

IMF (Inter muscular Fat or Marbling)

IMF is the best indication that we have to tell us what kind of eating experience we will have when eating beef. Extensive research shows that average AAA and above marbling produces the most satisfied consumers. As marbling increases so does the juiciness, the flavorfulness, and the tenderness. This may not always be true but for the most part AAA marbling producers more satisfied customers that does A or AA marbling carcasses.

Back Fat (BF mm)

Fat depth influences lean meat yield. Fat bulls have less lean meat/muscle in the carcass. The fat measurement also gives an indication of the bulls fleshing ability. Calves from a bull with very little fat may finish too slowly in the feedlot. Body condition score (fat depth) in females is related to their ability to reach puberty at an early age, produce milk, rebreed and maintain a short calving interval. On the other hand, bulls carrying excessive fat may suffer reduced fertility.

Adjusted Ribeye Area (AREA in2)

The AREA is the largest muscle in the body at birth so AREA gives an indication of overall carcass muscling (measured in inches) and adjusted to one year of age.

RP (Retail Product/Cutability/% LMY)

RP is the percentage lean meat yield in the carcass. Yield grade is an important factor in both Canada and the US. Producing calves with a high genetic potential for this trait can be an important objective of a breeding program. Back fat will reduce yield by 7 to 8 times what REA will increase yield.

Summary

Like all traits we should avoid the extremes. Moderation is the key. As producers we need to evaluate our own females and then decide what kind of progeny we want to produce and this should dictate what kind of sire we want to purchase.

**Carcass Data, done by Rod Wendorff,
Windy Ridge Ultrasounding, will be available
after February 22, 2012.**



#407 - 4808 Ross St.
Red Deer, Alberta
T4N 1X5



PLEASE DELIVER BY FEBRUARY 22/12

Lot 2
LRPS 1075Y



Lot 1 - LRPS 1158Y



Lot 7 - LRPS 1209Y



Lot 11 - LRPS 1004Y



Lot 15 - LRPS 1026Y

