

WELCOME FROM R+ SIMMENTALS

Welcome to the 2012 edition of the R Plus Annual Bull Sale.

WOW!! That is the best way to describe what happened at R Plus in 2011. Our 11th Anniversary Bull Sale was our best ever with many prominent Simmental breeders and top notch commercial producers supporting our program.

On April 13 things started to get wet with the release of water from the two dams upstream of the ranch, from then until August we had from nothing to seven feet of water in the barns and corrals, also, approximately two feet of water upstairs in our home. Dallas and Keri completely lost their home as the water was as high as one foot from their ceiling. We were fortunate to be able to live with family for awhile, who we are so thankful to have, we then moved into our camper until the first snowfall in November. Also, the blizzard on May 1st was devastating for so many cattle producers. All of this is behind us now and we are moving forward.

The future of the industry has never been as exciting as it is today. We have the highest feeder and calf prices ever along with a low herd count and an ever growing population, hopefully we will see this for a long time to come.

At R Plus we are definitely excited about the present and the future, we are very proud of the R Plus brand of bulls we have to offer for your appraisal this year. We continue to run one of the largest all red and black herds in Canada. The Simmental cattle we raise are made for the commercial man, the bulls are moderate in stature, structurally sound with added performance to use in a cross breeding program. The bulls are not creep fed and due to the conditions of our facilities in the fall, we were unable to wean until October 20, 2012.

Our goal is to raise a useful bull with extra rib eye and yield a package that will calve and give the commercial man extra value.

As always OBI is helping us with the sale, Rob has become large part of our program as he certainly helps with our bull selection. We have enjoyed working with the OBI crew since our first sale 12 years ago. They can certainly help you with any of the sight unseen purchases.

Come early to have a good look at the sale offering, lunch will be served. If you are unable to make it the day of the sale, give us a call and we'll be more than happy to help you out.



Sincerely,
Marlin LeBlanc and family

**We Welcome Our
U.S. Bull Customers
Both Past and Future.**

WELCOME FROM OBI

Welcome once again to the R+ Bull Sale - 2012 Edition!

What a set of bulls, the most uniform, sound, complete bulls that you will find anywhere and all of the information that backs this up is quite exceptional.

Annually the R+ program has supplied a product that goes out and works for their customers - averaging 97% of the bulls completing their 1st breeding season without problems and furthermore, for the past few years the bulls have completed exceptional semen tests at an average age of 380 days. Important? Only if they are expected to work. R+ bulls are also measured for carcass traits - a practice that sets R+ apart as one of the few Simmental programs that even attempt to gather this information. As consumer demands for quality beef increase, the importance of raising a superior product becomes more of a necessary breeding tool. It may not seem so in these high, exciting cattle markets - but can you imagine the difference if your product would grade Prime on a consistent basis? The information is here for you.

All this comes at R+ because of two major production tools 1) Genetics that are used and 2) Bull Development Practices - i.e. no creep feed and a balanced nutritional program.

Also this year, R+ are offering a "Pick of their 2011 Open Heifer Pen", an opportunity that has never be given before.

Following the 'Year of the Flood', the optimism is running high at R+, these types of issues making us tougher and more resilient. Please plan to visit R+ at anytime and if anyone can help you, please do not hesitate to call.

Looking forward to seeing you sale day,
Rob Holowaychuk

R+ SIMMENTAL SALE

R PLUS SIMMENTALS



Sunday, MARCH 4, 2012, At the Farm, Estevan, SK

Home Cooked Lunch will be served at 11:30

MEAL PREPARED BY JOSH LeBLANC, CURTIS HACK & LUCILLE'S FRIENDS

Sale at 1:00 PM

FOLLOW LEBLANC AUCTION SIGNS

**OFFERING: 52 Black & 25 Red Simmental Yearling Bulls PLUS
Pick of the 2011 R+ Heifer Calves**

Sale Staff

Auctioneer

Chris Poley..... 1-306-220-5006
Dallas Spencer, Herdsman 1-306-421-5944
Roy Rutledge, Assiniboia Livestock..... 1-306-642-5358
or 1-306-642-7688
Harvey Welter, Saskatoon Livestock Sales 1-306-382-8088
Dennis Ericson 1-780-352-7630
Don Hilstrom 1-306-634-4359
Chad Eaton..... 1-306-577-8173
Layton Bezan, Superior Livestock 1-306-775-0412
Mark Stock 1-306-678-4811
Brian Ross..... 1-306-421-2290
Dean Martin..... 1-306-485-7494
Jeff Thomas (Simmental Register USA)..... 1-406-581-8859
Daryl Snider (Simmental Country) 1-403-803-6532
Bruce Holmquist (Simmental Liasion)..... 1-403-988-8676
Ben Wright, Ontario..... 1-519-374-3335

Hotel Accomodation

Days Inn 1-800-DAYS INN
1305 - 9th St. Estevan, SK
Ask for R+ block of rooms

Livestock Insurance

Cathedral Insurance Brokers - Doug Trapp
306-634-2671

We ask that you insure your bull after the sale, as injuries can happen. Cathedral will be on hand to help you with your insurance needs.

Bull Development: At R Plus, our bulls were weaned by October 20, 2011. They are started on a straight roughage ration, and put on to a TMR Balanced Bull Ration from Masterfeeds. A TMR ration is a true balanced ration. Everything is completely mixed with high roughage. Our bulls are **NOT CREEP FED**. The bulls are maintained on this bull growing ration until they are delivered to your farm.

R PLUS SIMMENTALS

Ross LeBlanc & Sons
Box 1476, Estevan, SK S4A 2L7
Marlin 306-421-2470
306-421-9637
Ross 306-421-1824

Sale Management By:



View the catalogue on-line at:
www.cattlemanagement.ca

OPTIMAL BOVINES INC.

Rob Holowaychuk
Cell: [780] 916-2628
#407, 4808 Ross St.
Red Deer, AB T4N 1X5
Fax: [403] 343-6133

Bob Toner

[306] 834-7385

Kirk Hurlburt

[306] 222-8210

email: o.b.i@shaw.ca

US Contact:

Jeff Thomas, Simmental Register USA,
Bozeman, MT 406-581-8859

Delivery: For a minimal charge of \$100.00 we will keep your bull here at the ranch under our management, the bull will then be delivered to your yard at a date agreed upon. We would like to have the bulls delivered by April 20, 2012.

Sight Unseen Program: We offer a site unseen program for buyers who are unable to attend the sale. We have an excellent and very qualified sales staff. We invite you to call anyone of them or myself. All Sight Unseen Purchases are 100% Guaranteed!

Reproduction Evaluation: All bulls will be semen tested and breeding evaluated by Carmen Langevin of Flying C Vet Clinic.

SALE DAY PHONES

780-916-2628 • 306-421-2470 • 306-834-7385 • 306-421-9637



R+ SIMMENTAL SALE

REFERENCE SIRES

R+ R PLUS BLACKEDGE
 BLACK POLLED PUREBRED
 BPG646855 LRPS 5028R 08 February 2005

BW: 90 lbs. 205 day: 851 lbs. 365 day: 1440 lbs.

EPDs	CE	BW	WW	YW	MCE	MWWT	MILK
	9.5	2.3	37.7	70	5.4	17.1	-1.8

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
 WLE POWER STROKE
 HC POWER DRIVE 88H
 KAPPES LADY IRISH F88
SUN STAR MISS DRIVE
 LRS PREFERRED STOCK 370C
 MISS MILE WEST 40K
 ROCKY HILLS GLORY



R Plus Blackedge

Edge has definitely become the main herdbull in our program, we use him extensively in our AI program, basically if it is not an Edge we breed her Edge or to a son or maternal son of him. The thing about Edge is he makes his calves better than the dams, consistency in kind and type, he is a no miss bull. We own Edge with Westaway Farms and Lewis Farms.



Sun Star Miss Drive - Dam of Edge

REFERENCE SIRE

R+ R PLUS REDGE 8018U

RED POLLED PUREBRED

PG700370LRPS 8018U

23 January 2008

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

MISS R PLUS 3158N

HIGH RIDGE CHAIRMAN
DARREL YANK 1G
KNIGHTS BLACK VELVET 352C
LFE MR LEWIS 376J
MISS R PLUS 198L
KAPPES MICK'S IMAGE H22

BW: 94 205 day: 727 365 day: 1311



This was our high seller in our 09 sale going to Westaway Farms in Didsbury, AB. Redge has created quite a stir in the industry, he sired our high selling red sons and also several at Westaway's sale. We will be calving our first daughters this year and they look very promising.

We would like to congratulate the Hadway's on their success with Redge offspring and add what a pleasure it is to partner with such a great family operation.

EPDs	CE	BW	WW	YW	MCE	MWWT	MILK
	6.5	2.0	29.2	63.4	5.9	16.7	2.1

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

MCC POWERBALL 66G
LFE MR LEWIS 376J
LFE BLACK LADY 174D

MISS R PLUS 4126P

SSS CRAFTSMAN 004F
MISS R PLUS 51K
MCC MISS PREMINITION 67H

BW: 90 205 day: 763 365 day: 1405



EPDs	CE	BW	WW	YW	MCE	MWWT	MILK
	9.5	1.0	34.2	63.5	5.9	20.2	3.1

Powerhouse Edge son sold to Kenner Farms, North Dakota. McSteamy calves have excellent hair coats and exceptional weaning and yearling performance.

R+ R PLUS MCSTEAMY 8028U

BLACK POLLED PUREBRED

BPG700653

LRPS 8028U

26 January 2008

REFERENCE SIREs

R+ R PLUS KING OF THE YUKON

BLACK POLLED PUREBRED

BPG719434

LRPS 9027W

26 January 2009

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

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

R PLUS BLACKOUT

SAS SMOKIN JOE
MISS R PLUS 5083R
JSP EDISON 086H

MISS R PLUS 7026T

SAS SMOKIN JOE
MISS R PLUS 5121R
MCC MISS PREMINITION 67H

EPDs

CE	6.5
BW	3.4
WW	46.5
YW	75.6
MCE	4.9
MWWT	27.8
MILK	4.5



BW: 94 205 day: 854 365 day: 1486

The high selling bull in our 2010 sale, going to Springer Simmentals, Cresco, Iowa. We retained 1/3 interest in Yukon, and are very proud to be partners with such a great family operation. They successfully campaigned several Yukon sons and daughters at the 2012 National Western Stock Show.

The calves met rave reviews from many prominent breeders, and now they have semen shares sold and for sale. Congratulations to Jeff and family.

15U is the Black Baldy bull we purchased out Missouri and what a find if you're needing fancy, big topped cattle, look at the sons of Resolution.



R+ GCF RESOLUTION U15

PERCENTAGE MALE

BSTG720223

LRPS 15U

14 January 2008

EPDs	CE	BW	WW	YW	MCE	MWWT	MILK
	6.5	2.2	34.3	54.3	3.9	21.5	4.3

MR BLACK GX 6W
MEYER RANCH 734
MISS GX728R

3C MACHO M450 BZ

CIRCLE S LEACHMAN 600U
3C CROCUS H112 B
3C CROCUS F759 B

GW MR. MATERNAL 057D
SAC MR MT 73G
SPC MISS TAILER 47C

GCF MISS ZEIS MT N43

SRS FORTUNE 500
ZEIS MISS FORTUNE J79
ZEIS MISS RAVEN D74

R+ SIMMENTAL SALE

REFERENCE SIRES

R+ *LAZY S BLACK 29N*

POLLED PUREBRED

PTG608980

NL 29N

06 February 2003

TNT AFTERSHOCK G404
TNT SHOCKER J46
ECCO MS MACKFRID 164E

BS MR ARAPAHOE 811A
MR BEEF E141
P&B LADY CH X094

LAZY S BLACK STETSON 129L

DS BLACK ZINGER 141B
MS LAZY S BLACK DELIGHT
SPRING VALLEY D559

BDV BONDIE K41

BLACK MICK
TNT MISS TIZZY C57
TNT MISS BUCK X68

EPDs

CE	11.0
BW	1.4
WW	54.6
YW	79.3
MCE	4.7
MWWT	18.6
MILK	-8.7

BW: 99 205 day: 751 365 day: --

The old guy, 10 years old and still walking a pasture full of cows. His biggest claim is that he sired Edge, but he also sired piles of bulls for commercial men from our sales. Longevity and lots of performance is what you expect from a 29N son.



347P is our calving ease bull and a bull that has left us a tremendous set of cows. Seven years old and still breeding tells you what we think of the bull.



EPDs	CE	BW	WW	YW	MCE	MWWT	MILK
	10.5	0.2	23.5	31.5	3.4	20.5	8.7

R+ *LFE MR LEWIS 347P*

PUREBRED MALE

PG623969

LFE 347P

06 January 2004

BGS PREMIUM RED 14Z
LFE VINTAGE RED 359F
CIRCLE S 43X

PTL CUTTING EDGE D209
RW BOMBER 8H
BABS THE BLACK BOMBER

LFE KIRBIE 126H

RED PEPPER
VALLEYS PEPPER 011E
SPRING VALLEY B593

TNT DYNAMITE BLACK L137

LRS PREFERRED STOCK 370C
OPPS WIS GM2
OPPS EXTRABLK BLAZE Y024

BW: 108 205 day: 787 365 day: 1382

R+ SIMMENTAL SALE

REFERENCE SIREs

R+ *RDD 72W*

PUREBRED MALE
BPG718996

RDD 72W

31 January 2009

LFE MR LEWIS 376J
R PLUS 2072M
MISS R PLUS 927J

RED PEPPER
IPU RED DURANGO 60K
MISS R PLUS 601F

PRAIRE WIND MUMBOJUMBO 8S

BDV FINE TUNE 36K
PRAIRIE WIND 33N
PRAIRIE WIND 40L

RDD MS 87P

IPU RED PIONEER 106J
RDD MS 98L
RDD MISS 118H

EPDs

CE	-1.0
BW	8.1
WW	59.9
YW	95.8
MCE	6.2
MWWT	35.1
MILK	5.1

BW: 108 205 day: 838 365 day: 1499

72W was added to herd bull battery with the intentions of adding performance and maintaining our haircoats. The sons are complete, sound, power bulls.



Tobasco was added to our AI program to maintain a moderate framed bull with large rib eyes. He has consistently produced large rib eyed bulls for Porter Ranches.



EPDs	CE	BW	WW	YW	MCE	MWWT	MILK
	5.5	3.7	45.9	72.2	3.9	26.3	3.3

R+ *PRL TOBASCO 201T*

PUREBRED MALE
BPG679079

CWP 201T

18 January 2007

BS MR CORRECTOR 1110C
BS MR CORRECTOR 9111J
KS MISS FIRST STAR 7G

RW BOMBER 8H
TNT DYNAMITE BLACK L137
OPPS WIS GM2

PRL MAGNITUDE 362M

WHR RED FORTY 40E
MISS ARNOLD K2280
MISS ARNOLD H5799

PRL PE'PE 372P

STF JALAPENO
PRL KALILA 224K
MS PRL HERMES 301H

BW: 95 205 day: 732 365 day: --

