

# SALERS

2023 FALL MAGAZINE

OFFICIAL PUBLICATION OF THE SALERS ASSOCIATION OF CANADA



**GOLDEN SALE CATALOGUE PG 28-33**  
**NEOGEN CATTLEMEN'S CHOICE SHOW PG 27**  
**HOST HOTEL SANDMAN SIGNATURE EDMONTON PG 37**

**LET'S CELEBRATE  
TOGETHER!**

**AT FARMFAIR INTERNATIONAL  
NOVEMBER 8-11, 2023**

# PW Stock Farm

Presents our consignments to the  
**Salers National Golden Sale.**

**TWO FANTASTIC  
OFFSPRING OF**  
**MAC EVANSTON 257E**



**PW Kahlua 3K**



Safe to MAC ATOMIC FORCE

**PW Lambeau 10L**



**PW Fiona 17F**



Dam of PW 10L with full sister @ Farmfair 22

*Congratulations on a 50th Anniversary  
of the Salers Association of Canada!*

**Peter, Tina & Maddie Watkins**  
Foothills, AB  
403-650-8362  
pwstockfarm1@gmail.com  
Find us on Facebook!



# *Sky West* SALEERS

All of us at Sky West Saleers would like to congratulate our fellow breeders on all their successes and helping to bring the Saleers breed to it's 50th Anniversary in Canada. We would also like to thank our customers who have been with us through the years. We look forward to the future!

## **ONLINE Bull Sale March 6&7, 2024**

Look for our consignment SW 74K in the 50th Anniversary Golden Sale at Farmfair!



SIRE - MAC HAWK 99H



SW Fancy Lady 74K



SAFE IN CALF BY SW JASPER 115J

Ray and Doreen Depalme  
C: 403-396-7862  
E: raymondj@xplornet.com  
Red Deer County, AB

Travis, Dana, Reid & Parker Depalme  
C: 403-872-1549 [www.skywestsalers.com](http://www.skywestsalers.com)  
E: travisdepalme@outlook.com  
Red Deer County, AB

# UPCOMING EVENTS

The Royal Agricultural Winter Fair  
Toronto, November 3-12, 2023

Farmfair International, Edmonton  
November 8-11, 2023

**Salers Association of Canada  
50th Celebration**

\* November 8th at 11:00 am  
Salers National Show

\* November 8-9, 2023

Salers Golden Sale with DLMS

\* November 9, 2023 at 4:00 pm  
Neogen Salers Cattleman's Choice Show

\* November 9, 2023 at 7:00 pm  
50th Anniversary Reception

Canadian Western Agribition, Regina  
November 20-25, 2023

Cattlemen's Congress, Oklahoma City  
December 30th, 2023 - January 11th, 2024  
January 6 - ASA Expand your Genes 2 workshop  
January 7 - ASA National Salers Sale &  
ASA Annual Meeting  
January 8 - ASA National Salers Show

National Western Stock Show, Denver  
January 6-21, 2024

Alberta Beef Industry Conference,  
Calgary, February 28 & 29, 2024

Sky West Bull Sale with DLMS  
March 6 & 7, 2024

New Trend Bull Sale  
March 23, 2024 Viewing at GIT  
March 28, 2024 Sale with DLMS



# SALERS

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**HAPPY FALL!**

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Cover Photo: Salers Cow/Calf Pair  
Sky West Salers  
Advertising: Gar Williams  
Design: Heidi Voegeli-Bleiker



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# Grundke Family Salers Since 1987

Cattle selected for Temperament, Growth and Proven Genetics!

## Walking Sires:



**GIT 15J OUTCROSS GENETICS**



**SW 23H**



**SW 29G**



**WDG 36H**



**SW 53G**



**WDG 74K**

**ALSO :**  
**YF5 159H**  
**WDG 58H**  
**WDG 82K**  
**SW 11B**

## For sale on the farm:



**Bred heifers**



**Heifer Calves**

**WDG 108L**

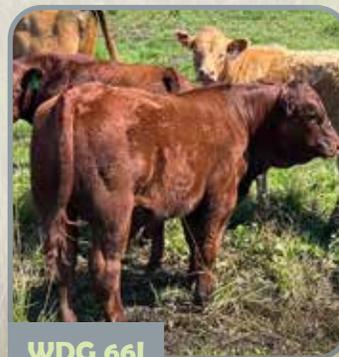


**WDG 8L WDG 59L**

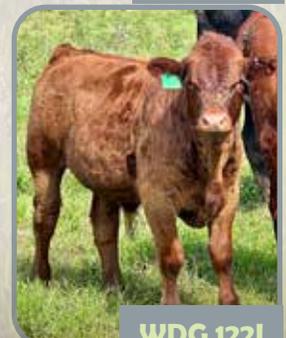
**Bulls**  
**1 & 2**  
**year olds**



**WDG 40L**



**WDG 66L**



**WDG 122L**

**THANK YOU TO ALL THAT HAVE  
PURCHASED BULLS AND FEMALES!  
PLEASE CONTACT US FOR INQUIRIES ...  
THE COFFEE IS ALWAYS ON!**



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780-924-2464**

# **SALERS** PRESIDENT'S MESSAGE

2023 Marks the amazing anniversary of 50 years for Salers in Canada. It is truly a golden opportunity for the breeders to showcase this amazing maternal bred. The Salers cows' ability to calve easily and mother her calf requires no introduction.

Perhaps the story for the next 50 years will tell of the docile cow, who can be crossbred in so many ways to improve beef herds around the world! This maternal breed also has the genetic predisposition to superb carcass merit. These are traits that we should be telling anyone who will listen. It is not a secret, just not nearly as well known as our breeds ability the calve.

We will congregate this November to celebrate five decades of amazing cattle and breeders who had the vision and desire to introduce a new European breed to North America. Creating an animal who could survive and thrive for producers.

The National Golden Sale will showcase the very best that our breed has to offer. Please consider consignment of your very best to this endeavor to catapult our breed into the next 50 years.

Let's celebrate together!  
Peter Watkins,  
President Salers Association of Canada



## CLEAR LAKE SALERS

JOIN US AT FARMFAIR AS WE CELEBRATE  
SALERS CANADA'S 50TH ANNIVERSARY!

Pictured Clear Lake Joelle  
Champion Yearling Heifer

Visit our booth, come meet our  
**CLEAR LAKE KATIE 11K (69500),**  
Selling in the **ELITE GOLDEN SALE**

**CLEAR LAKE SALERS**  
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Barrhead, AB T7N 1N2  
(780) 305-4918  
clearlakesalers@gmail.com  
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# SALERS 2023 ANNUAL GENERAL MEETING

The Salers Association of Canada's Annual General Meeting took place from July 28th to July 30th in Edmonton. The event was held in conjunction with the Alberta Salers Association Annual Meeting.

Members received reporting on another successful year for the Salers breed and for the Salers Association of Canada. The proposed by-law amendment was discussed, and it was decided that the Board of Directors will re-visit the wording of the proposed by-law amendment and bring forward at next year's Annual General Meeting.

After the meeting members walked to the local Campio Brewing Co. for a refreshing beer.

Thank you to Debbie and Werner Grundke for hosting a farm tour on Sunday.

The Salers Association of Canada looks forward to hosting the 50th Anniversary Celebration held at Farmfair International in the fall of 2023.



Nov  
**9**  
2023

## Check out our Consignments to the Canadian 50th Anniversary Sale during Farmfair!



### TSC Stewies Glory 261K

Sired by the Farmfair International 2021 Grand Champion Bull - STP Funnels from Runnells  
Bred to our new herdsire WWCS Kayo 581K - Junior Bull  
Champion at Oklahoma City Congress



Sire: Funnels from Runnells



### TSC Lil Sugar 377L

Sired by the Farmfair International 2021 Grand Champion Bull - STP Funnels from Runnells  
Dam: Simmental



Kayla & Leah Jones  
Westlock, Alberta

403.586.4001 or 403.438.0254  
Jonescattle\_realestate@shaw.ca



# SALERS OFFICE UPDATES

Celebrating 50 years of Salers in Canada this fall keeps me very busy in the office.

What an exciting event, lets celebrate together at Farmfair International in November 2023!

End of July, the Association held a very successful Annual General Meeting in Edmonton. Good discussions took place and members gave the Board of Directors direction on different topics.

The Association purchased for their members TSU applicators and TSU sampling units. Allflex Tissue Sampling Units (TSU) are a rapidly growing sample type for DNA testing in livestock. This technology, while highly advanced, makes it easy to take DNA samples during routine cattle-handling processes while providing high-quality samples for genomic testing. NEO-GEN® has worked closely with Allflex to enhance

the convenience and reliability of DNA testing in the field.

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- Uniquely barcoded, preserves high-quality DNA

Please email the office if you are interested in starting to use TSU's to submit DNA to the lab instead of sending hair. Turnaround time to get results is much quicker with this new method. Each TSU sample will need to be sent to the lab with a DNA application that can be requested from the office. Don't hesitate to contact me if you have any questions or need help with your Salers cattle registrations. I'm here to help.

## SOME MORE IMPORTANT INFORMATION



**Registry:** The herd letter for 2023 is "L"

**Lab Testing:** SAC would like to remind its members to allow a one-month turnaround time for all lab test results to ensure your animals can be registered in time for your shows and sales. This is providing there is no issues during testing.

**Fall Data Collection:** As you wean calves, please remember that it is very important to report on all calves in a contemporary group, in order to give fair credit to all calves (particularly the best ones). As well, weaning is an excellent time to consider collecting docility scores on calves, and weights and body condition scores on cows. The weight and body condition can also assist in planning for winter feeding programs given the high price of feed.

**Membership Information:** Please ensure your membership information is current by calling our office. This includes your address, phone number, and email address.

**E-Transfers:** The SAC accepts e-transfers. Use "Salers Association of Canada" for recipient and email address [info@salerscanada.com](mailto:info@salerscanada.com). Include SAC account number and security answer on e-transfer message to ensure we can accept it and deposit funds to the correct account.

# THE START OF 50 YEARS OF SALERS IN CANADA

Written by Dianne Finstad as told by Dale Boulton, Ray Depalme and Joe Drisdale



1976 Board of Directors:  
left to right (back row): Stuart Robertson, Scott Rogerson,  
Dick Kimmel, Ron Leisemer, Roy Como and Don Gibson  
Front row: Ray Depalme, Eric Proppe, Joe Drisdale, Dale Boulton.  
Missing from photo: Scott Palmer and Gerald Dixon



Left to right, Ray Depalme, Joe Drisdale, Dale Boulton

As Salers breeders celebrate a half century of the cattle in Canada, it's a good time to reflect on how it all began, and some of the people who were leaders in building a legacy.

The early 1970's were heady days for 'exotic' cattle in Canada, with imports of many breeds expanding the range of cattle character in the country. The first Salers bull exported from France to North America was Vaillant, standing at the Rimouski, Quebec AI unit where Adrian Demoustier had brought him. As the Salers Report of 1975 indicates, the Quebec firm that imported the bull sent J.J. (Bud) Prosser in 1971 to study the French beef industry in search of an ideal bull for cross breeding with Canadian stock. The number one selection priority was the ability to sire calves that give the least possible amount of calving difficulties. The breed Prosser selected was Salers, which were dual-purpose dairy and beef cattle from the mountainous area of Salers, France, known for their hardiness.

One of those in the middle of the exotic cattle boom was Rudy Enzmann, an auctioneer and sale manager who was impressed with Vaillant. He was quick to line up some Calgary business people to form a syndicate to purchase the bull, including Ten Star

in Calgary in 1973. By 1974, Enzmann and his Relco firm had managed three Salers sales in Alberta, selling 79 half blood open heifer calves, averaging just under \$3000 each, which was claimed to be a Canadian breed record for open half blood heifers that year.

Meantime, the Salers Association of Canada was formed in 1973, with Ron Liesemer as the group's first president. John Moore, with his legal expertise, drafted the bylaws of the organization. Dale Boulton became the first executive secretary in 1974, working out of an office in the Calgary Stockyards. It was an important move to start a Salers registry and track bloodlines. Beginning with the full blood Vaillant bull, there were 212 Vaillant calves, registered as half bloods, and thus the process of adding Salers blood and building up the percentages began. Vaillant went on to have 2265 progeny in the Salers registry. Two more bulls were brought in from France shortly afterwards - Imperial imported by the Pincher Creek Ranch, and Ivanohe by Phil Tetrault; and semen sales were soon booming.

By 1975, the Association held its second annual sale, a high-profile event complete with cattle actually inside the Calgary Inn Ballroom. An imported fullblood bull, Big Jim, from Temp Management of



Village of Salers



French Vaillant



Import cow Jill, R.A. Kimmel

Calgary and Billings sold to Stuart Robertson and Turner Valley Ranch for \$100,000. They also purchased the high selling female, an imported full blood, for \$60,500. Excitement was building about the potential for this next exotic to make a mark on the livestock industry in Canada.

A key piece of the breed's growth came from a 1975 trip for Canadian breeders and two press people - Harold Dodd of 'Canadian Cattleman' and Randy Mader of 'Focus on Beef' to Salers, France. Boulton organized the trip with Antoine Bonal, Executive Secretary of the French Herd Book for Salers, and French cattle promoter Jean Beurenault. Seeing the animals in their natural environment and at the largest Salers show in the world served to make many in the group even more committed to building the breed in Canada, plus the press stories helped create awareness in the livestock industry about Salers.

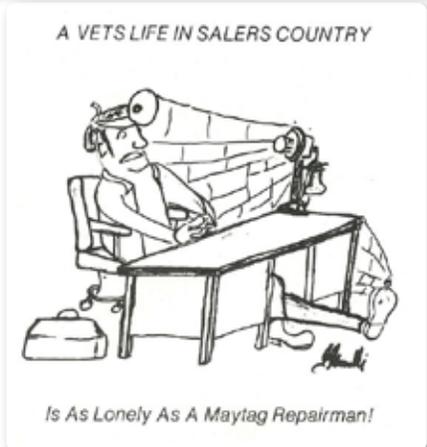
"The cattle came down to the show in the morning, and you could hear their cow bells ringing as they trailed them in," recalled Boulton.

The trip was followed by a significant importation of cattle, with 83 Salers from France entering Canada in 1976. Importing live cattle from Europe was not for the faint of heart or pocketbook. The animals had to be quarantined in France before being shipped to Canada, where they had to spend another three months in quarantine at the St. Pierre & Miquelon Island (a French territory) before heading to their new homes, where they could have contact with no other cattle for another three months.

The Ten Star breeder group active in the formative years included the likes of Eric Proppe, Jim Haldane and Phil Tetrault. Their enthusiasm for the breed (and Tetrault's great marketing abilities) soon attracted others to these cattle. Others like Joe Drisdale, Dale Boulton and Ray Depalme. The trio of early Salers players recently got together to reminisce about some of those early days and people.

Drisdale was a businessman in the catering industry. Naturally he knew restaurateur Phil Tetrault, of the famous Phil's Steak and Pancake House. Drisdale's wife Eleanore, was raised on a farm and loved cattle. So they became early investors in Salers cattle for their place at Okotoks, and prominent breeders with Drisdale's Hidden Valley Ranch. Drisdale bought some local percentage cows, but then imported some full blood cows and a bull from France called Lascar. Another bull that established his presence in the breed was Major.

Dale Boulton worked for Charolais breeder Sam Hector, who was Enzmann's neighbor. There he helped calve out 800 head of seven different breeds, and the idea of an easy calving, low maintenance type of cattle really appealed to him. When he was offered the opportunity to manage the new association, he jumped at it. Boulton was involved in helping Jim Hall of Montana set up the American Salers Association too. After three years of watching others cash in on Salers cattle, Boulton and his wife Lorraine decided to launch their own herd, so he left the office, and Alex McTaggart became his successor. Boulton's started Saddle Mountain Salers in partnership with Eric Proppe, raising Salers based cattle until recent health challenges forced him to slow down.



Ray Depalme fed out some feedlot cattle on the Red Deer farm with his father, but when his wife Doreen's uncle Jim Haldane told him about Salers, he was intrigued. One meeting with Phil Tetrault (plus the look of the cattle) was enough to convince him the time to act was now. He was able to get a group of 20 half blood heifers from Norman Lee of Lundbreck, to help him launch into the breed full force, aided by the eventual importation of the bull Louis XIV. He was involved in leadership of Salers organizations in various capacities over the years, and remains an active breeder, with his son Travis, and their Sky West Salers.

While Depalme, Boulton and Drisdale agreed every full blood import was slightly different, each made their mark on the Canadian Salers, leaving some form of the distinct cherry red color with the white tail switch. More importantly, they passed on the good udders, feet, calf vigor and calving ease, and fast growth.

There were other significant breed builders of the early years, like Stuart Robertson, Dick Kimmell, and Fred Foxwell, to name just a few. It was Gerry Dixon who started the publication 'Salers - The Balanced Breed' in 1976, which became Salers Country as McTaggart took on being editor.



Jonas- Salers Queen- Anne Roberson, Harold Boyne and wife, Ken Kox on halter

Breed shows were in their heyday and served as a great venue for breeders to promote their bloodlines as well as Salers cattle. Bull test station feeding trials at Ellerslie and Montana were another marketing tool, especially to commercial buyers.



Phil Tetrault

But it's hard to underestimate the marketing push for Salers from Tetrault.

"Phil was gung-ho and he had plans," recalled Depalme.

Tetrault would share several pages of marketing philosophy in the publications, and one article said "He wants to see the Salers breed achieve what he believes is their well deserved, immense promise as a major cattle breed in North America." To achieve that he had a feasibility study, and a complete marketing plan to prove the Salers female a superior mother, and to bring buyers and sellers of progeny together. Such a focus brought business people and cattle people to the Salers breed, who may never have met any other way.

"He was a good promoter," agreed Drisdale. The vision of those first folks to get behind Salers cattle enabled the breed to earn its stripes in the Canadian cattle industry, and a statement from early marketing materials holds just as true today for 'the Balanced Breed': "We think the combination of a calf per cow per year and a uniform calf crop from birth to market makes dollars, as well as sense."

The memories of those times are treasured, especially by Depalme, Boulton and Drisdale.

"It never leaves you. Those were good years," summed up Drisdale.

**Dezirée Stieb**

Parkside, SK

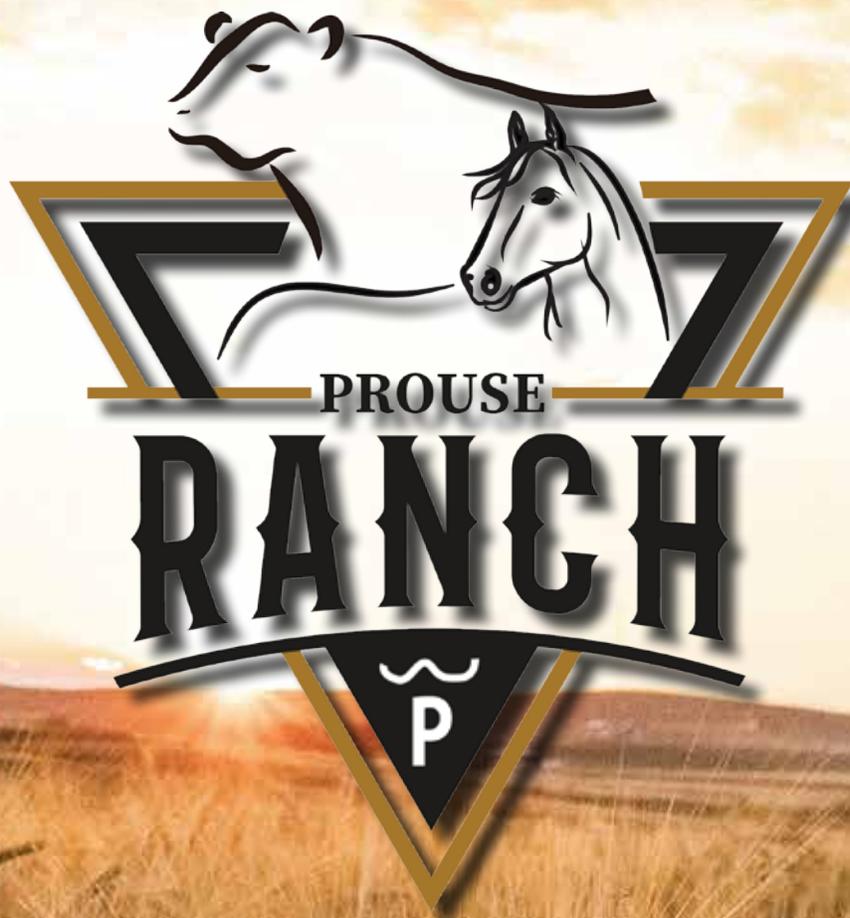
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**Congratulations on a  
50th Anniversary  
of the Salers  
Association of Canada!**



**SALERS TODAY  
CELEBRATING THE  
50TH ANNIVERSARY!**



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# SALERS 2023 50<sup>E</sup> ANNIVERSAIRE - AU DÉBUT

Written by Dianne Finstad as told by Dale Boulton, Ray Depalme and Joe Drisdale

Translated by Anne Burgess



Norma and Phil Tetrault, Steve Dorran  
Dan Leo on auction block



Antoine Bonal, Fred Foxwell - President, Tom Marcus- ASA exec.sec,  
Milt Kennedy - ASA, Jim Macpherson Canadian exec.sec

Alors que les éleveurs de Salers célèbrent un demi-siècle depuis l'arrivée de la race au Canada, c'est le bon moment pour réfléchir à la façon dont tout a commencé et aux certaines personnes qui ont été des chefs de file dans la construction d'un héritage.

Le début des années 1970 a été une période grise pour les bovins « exotiques » au Canada, les importations de nombreuses races élargissant l'éventail des caractéristiques bovines au pays. Le premier taureau Salers exporté de France en Amérique du Nord était Vaillant, demeurant au centre d'insémination de Rimouski, au Québec, où Adrian Demoustier l'avait amené. Comme l'indique le rapport Salers de 1975, l'entreprise québécoise qui a importé le taureau a envoyé J.J. (Bud) Prosser en 1971 étudier l'industrie bovine française à la recherche d'un taureau idéal pour le croisement avec le bétail canadien. La priorité numéro un était la capacité d'engendrer des veaux qui présentent le moins de difficultés de vêlage possible. La race sélectionnée par Prosser était Salers, qui étaient des bovins laitiers et de boucherie à double usage de la région montagnaise de Salers, en France, connus pour leur rusticité.

L'un de ceux qui étaient au milieu du boom du bétail exotique était Rudy Enzmann, un encanteur et directeur de vente qui a été impressionné par

Vaillant. Il n'hésita pas à convaincre quelques gens d'affaires de Calgary de former un syndicat pour acheter le taureau, notamment Ten Star Breeders, Marquis Properties et Relco Livestock Consultants. Vaillant a été expédié à sa nouvelle résidence à Calgary en 1973. En 1974, Enzmann et son entreprise Relco avaient géré trois ventes Salers en Alberta, vendant 79 génisses ouvertes demi-sang, d'une valeur moyenne d'un peu moins de 3 000 \$ chacune, ce qui était considéré comme un record de race canadien pour les génisses de demi-sang ouvertes cette année-là.

Entre-temps, l'Association Salers du Canada a été formée en 1973, avec Ron Liesemer comme premier président du groupe. John Moore, fort de son expertise juridique, rédigea les règlements administratifs de l'organisation. Dale Boulton est devenu le premier secrétaire exécutif en 1974, travaillant dans un bureau situé le Calgary Stockyards, au centre-ville. C'était une étape importante de créer un registre Salers et de suivre les lignées. En commençant par le taureau fullblood Vaillant qui avait 212 veaux enregistrés comme demi-sang, et ainsi le processus d'addition de génétiques Salers et d'accumulation des pourcentages a commencé. Vaillant a ensuite eu 2265 descendants dans le registre de Salers. Deux autres taureaux ont été amenés de France peu de temps après - Imperial importé par le Pincher Creek Ranch et Ivanohe par Phil Tetrault; et



Mister Blue Grass 201



Earl Jensen, Fred Foxwell, Bud Christensen,  
Bob Foxwell



Ray Depalme, Miller Mcoy, Bob Palmer

les ventes de semence ont rapidement explosées.

En 1975, l'Association a tenu sa deuxième vente annuelle, un événement très médiatisé avec du bétail à l'intérieur de la salle de bal du Calgary Inn. Un taureau importé, Big Jim, de Temp Management de Calgary et Billings, a été vendu à Stuart Robertson et au Turner Valley Ranch pour 100 000 \$. Ils ont également acheté la femelle qui a dominé de la vente, une fullblood importée, pour 60 500 \$. L'enthousiasme grandissait quant à la possibilité que ce prochain exotique fasse sa marque dans l'industrie de l'élevage au Canada.

Un élément clé de la croissance de la race est venu d'un voyage en 1975 pour les éleveurs canadiens et deux journalistes - Harold Dodd de 'Canadian Cattleman' et Randy Mader de 'Focus on Beef' à Salers, en France. Boulton a organisé le voyage avec Antoine Bonal, secrétaire exécutif du livre généalogique français de Salers, et le promoteur de bétail français Jean Bearenault. Voir les animaux dans leur environnement naturel et à la plus grande exposition Salers au monde a permis à de nombreux membres du groupe de s'engager encore plus dans la construction de la race au Canada, et les articles de presse ont contribué à sensibiliser l'industrie de l'élevage à Salers.

« Le bétail est descendu vers le lieu de l'exposition le matin, et on pouvait entendre leurs cloches de coussonner alors qu'ils s'approchaient », se souvient Boulton.

Le voyage a été suivi d'une importante importation de bovins, 83 Salers de France étant entrés au Canada en 1976. L'importation de bovins vivants d'Europe n'était pas pour les âmes sensibles ou le portefeuille. Les animaux ont dû être mis en quarantaine

à en France avant d'être expédiés au Canada, où ils ont dû passer encore trois mois en quarantaine à l'île Saint-Pierre-et-Miquelon (territoire français) avant de se diriger vers leurs nouveaux chez-eux, où ils n'ont pu avoir aucun contact avec d'autres bovins pendant trois mois supplémentaires.

Le groupe d'éleveurs Ten Star actif dans les années de formation comprenait Eric Proppe, Jim Haldane et Phil Tetrault. Leur enthousiasme pour la race (et les grandes capacités de marketing de Tetrault) n'ont pas tardé à en attirer d'autres vers ces bovins. D'autres comme Joe Drisdale, Dale Boulton et Ray Depalme. Le trio des premiers joueurs de Salers s'est récemment réuni pour se remémorer certains de ces premiers jours et personnes.

Drisdale était un homme d'affaires dans l'industrie de la restauration. Naturellement, il connaissait le restaurateur Phil Tetrault, du célèbre Phil's Steak and Pancake House. L'épouse de Drisdale, Eleanore, a été élevée sur une ferme et aimait le bétail. Ils devinrent donc les premiers investisseurs dans le bétail Salers pour leur propriété à Okotoks, et des éleveurs de premier plan avec leur ranch Drisdale's Hidden Valley Ranch. Drisdale a acheté quelques vaches pourcentages localement, mais a ensuite importé des fullbloods et un taureau de France appelé Lascar. Un autre taureau qui a établi sa présence dans la race était Major.

Dale Boulton travaillait pour l'éleveur Charolais Sam Hector, qui était le voisin d'Enzmann. Là, il a aidé à vèler 800 têtes de sept races différentes, et l'idée d'un type de bétail facile à vèler et nécessitant peu d'entretien l'a vraiment séduit. Lorsqu'on lui a offert l'opportunité de gérer la nouvelle association, il a sauté sur l'occasion. Boulton a également aidé Jim

Hall du Montana à mettre sur pied l'American Salers Association. Mais après trois ans à regarder les autres tirer profit du bétail Salers, Boulton et sa conjointe Lorraine ont décidé de lancer leur propre troupeau, alors il a quitté le bureau, et Alex McTaggart est devenu son successeur. Boulton a lancé Saddle Mountain Salers en partenariat avec Eric Proppe, élevant du bétail à base de Salers jusqu'à ce que de récents problèmes de santé l'obligent à ralentir et à les laisser partir.

Ray Depalme était engraisseur de bovins sur sa ferme de Red Deer avec son père, mais lorsque l'oncle de son épouse Doreen, Jim Haldane, lui parle de Salers, il est intrigué. Une rencontre avec Phil Tétraut (plus une inspection du bétail) a suffi à le convaincre que le moment était venu d'agir. Il a pu obtenir un groupe de 20 génisses demi-sang de Norman Lee de Lundbreck, pour l'aider à se lancer pleinement dans la race, aidé par l'importation éventuelle du taureau Louis XIV. Il a été impliqué dans la direction des organisations Salers à divers titres au fil des ans, et reste un éleveur actif, avec son fils Travis et leur entreprise Sky West Salers.

Bien que Depalme, Boulton et Drisdale aient convenu que chaque importation de fullblood était légèrement différente, chacun a laissé sa marque sur les Salers canadiens, laissant une certaine forme de leur couleur rouge cerise distincte avec les poils de queue blancs. Plus important encore, ils ont transmis des bons pis, les pieds, la vigueur et la facilité de vêlage, ainsi que la croissance rapide.

Il y avait d'autres constructeurs de races importants des premières années, comme Stuart Robertson, Dick Kimmell et Fred Foxwell, pour n'en nommer que quelques-uns. C'est Gerry Dixon qui a lancé la publication « Salers – The Balanced Breed » en 1976, qui est devenue Salers Country lorsque McTaggart a pris la direction de la rédaction.

Les expositions de races étaient à leur apogée et constituaient un excellent lieu pour promouvoir les animaux Salers. Les stations d'épreuve de taureaux à Eillerslie et au Montana étaient un autre outil de marketing, en particulier pour attirer les acheteurs commerciaux.



Judith - Greenspan Ranch (Olds) Ltd

Mais il est difficile de sous-estimer la poussée marketing de Tétraut pour Salers. « Phil était enthousiaste et il avait des grands projets », se souvient Depalme.

Tétraut partagerait plusieurs pages de philosophie de marketing dans les publications, et un article disait : « Il veut voir la race Salers réaliser ce qu'il croit être leur immense promesse bien méritée en tant que race bovine majeure en Amérique du Nord. » Pour ce faire, il disposait d'une étude de faisabilité et d'un plan de marketing complet pour prouver que la femelle Salers était une mère supérieure et pour réunir les acheteurs et les vendeurs de progéniture. Une telle focalisation a amené les hommes d'affaires et les éleveurs de bétail à la race Salers, qui ne se sont peut-être jamais rencontrés autrement.

Il était un bon promoteur », a convenu Drisdale.

La vision de ces premières personnes à soutenir le bétail Salers a permis à la race de gagner ses galons dans l'industrie bovine canadienne, et une déclaration tirée des premiers documents de commercialisation est tout aussi vraie aujourd'hui pour « la race équilibrée » : « Nous pensons que la combinaison d'un veau par vache et par an et d'une récolte uniforme de veaux de la naissance au marché rapporte de l'argent. ainsi que du sens.

Les souvenirs de cette époque sont précieux, en particulier par Depalme, Boulton et Drisdale.

« Il ne vous quitte jamais. Ce furent de bonnes années », résume Drisdale.



EPR Regency 5R High Selling Fullblood Bull at the 10th Anniversary Salers Sale for \$12,100

# EXPAND YOUR GENES II

**January 6 - 8, 2024**  
**Cattlemen's Congress | Oklahoma City, Oklahoma**

## Schedule of Events

**Saturday, January 6, 2023**

6 p.m. Expand your Genes II Meet and Greet Social  
 7 - 9 p.m. Expand your Genes II Seminar

**Sunday, January 7**

9 a.m. National Salers Pen Show  
 1 p.m. National Salers Sale  
 6 p.m. ASA Banquet and Annual Meeting

**Monday, January 8**

2 p.m. Junior Salers Show followed by  
 National Salers and Optimizer Show

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**Make your hotel reservations by December 23, 2023**, by contacting the hotel at (405) 947-7000 or online at [www.SalersUSA.org/cattlemen-s-congress](http://www.SalersUSA.org/cattlemen-s-congress). Rates are \$93 + tax for King Standard and \$98 + tax for Two Queen - Group Code: American Salers Association.

# AMERICAN SALERS

P.O. Box 850 • Big Horn, Wyo 82833 • [www.SalersUSA.org](http://www.SalersUSA.org)



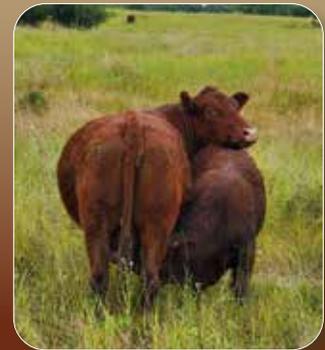
# North 42 Cattle Company

We are excited about our new bloodlines from the UK and from the GGT US bulls.  
Look for our Bull Sale "Heart of the Peace" on DLMS in March 2024!



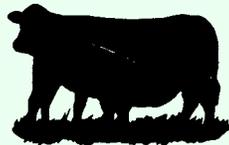
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403-264-5850 INFO@SALERSCANADA.COM  
MONDAYS / TUESDAYS



# ALBERTA SALERS ASSOCIATION

There is no doubt that the seasons are transitioning - the leaves are changing, the days are getting colder. These are just a few indicators that fall and winter are just around the corner. I am filled with so much excitement to be involved, with a very engaged board of directors on both the Alberta Salers Association and the Canadian Salers Association, towards a common goal. Celebrating 50 years of Salers cattle in Canada.



What a cause for celebration! As an association, our last year has been heavily focused on breed and breeder awareness within Alberta primarily, but has also expanded to Western Canada with efforts both in print and digital efforts. We've been busy as an association increasing involvement with youth programs such as 4-H, with creation of incentives to promote the breed and the advantages of Salers cattle; creating social media platforms to amplify the benefits of the breed on a larger scale than it has ever been promoted before and we've worked hard as members to bring many fresh ideas to the table when it comes to marketing our breed and sharing our passion of Salers cattle with new and old friends.

With the 50th celebration ahead, at Farmfair - our board has been involved in meetings with our Canadian counterparts to help wherever a helping hand could be lent. Our Alberta Salers Association was proud to sponsor champion buckles for Farmfair 2023 to commemorate this amazing journey - and we are excited to present them at Farmfair this year. We've also worked with the Canadian association to ensure that any international guests get the royal treatment - so if you happen to be reading this magazine either in print or digital before Farmfair - be sure to connect with either association so we can help you out with amazing initiatives such as the inbound buyer program that Farmfair International offers, but also to ensure between both associations you are taken care of from arrival to departure.

There is lots to take in for the Salers enthusiast - from the National Show to Neogen SALERS Cattleman's Choice; to our Salers Golden Sale which will showcase the cream of the crop and our banquet evening with breeders, commercial producers and industry professionals it will be an awesome event to take in for all.

As we head into bull selling season - we hope to use our social platforms as well as our website to serve as a great landing space for information on where to find registered Salers seedstock. As long as your Alberta Salers Association membership is in good standing, we will gladly build in your farm details to our website as well as involve you in our free social media marketing campaigns. Some co-op ads will be available at an additional cost to you as a farm and will be offered to all members in good standing.

If you aren't already following us on social media platforms such as Facebook, Instagram and Twitter - please be sure to do so. If you love the content we are sharing, be sure to share it so we can grow our following and continue breed promotion at every opportunity we get.

Sending my best from the ASA to your operation for a great fall and winter. I hope to connect with you at Farmfair International 2023.

President, Karlene Yakemchuk  
Alberta Salers Association



SSS RED DIVA YFS 165D



SSS YFS MISS NORRIS 60T

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MAC ATOMIC FORCE 36A

# MATCHED WITH SIGNIFICANT HERDSIRES



MAC HAWK 99H

Semen  
Available



TSC DR J 1J



*Both of these  
heifers sell in  
the Salers  
Golden Sale  
held  
at Farmfair  
International.  
Bidding online*



YFS SSS MISS LUXURY 83L



YFS SSS MISS LAVISH 97L



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# THANK YOU TO THE 50TH CELEBRATION SPONSORS

On behalf of the team at the Salers Association of Canada, we would like to extend our deepest gratitude for the generous sponsorship of the following:

**Hi-Hog Farm and Ranch Equipment**  
**Neogen Canada**  
**Alberta Salers Association**  
**Harbrad Salers - Brad Dunn**  
**Saskatchewan Salers Association**  
**Vista Salers - Richard and Gill Grudeski**

## CO-ALTA SALERS - 1989-2023 -

CHECK OUT OUR HERDSIRES ...



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GIT 52E

Thank you to all our previous buyers!

**John Nikkel**

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# CAROL EIGNER MEMORIAL AWARD

The Carol Eigner Memorial Award will acknowledge a junior show person with an interest in a niche breed. Similar to Carol, the recipient of this award is a role model to many and is heavily involved in the beef industry beyond the junior level.

The successful recipient will have the same level of passion Carol had for the agricultural industry.

To apply for this award, please go to the Farmfair International website at [farmfairinternational.com/](http://farmfairinternational.com/)



MR Pld Lawless 12L



Care's Miss Pld Koffee 3K  
Grand Champion Heifer in Chipman 4-H Beef Club

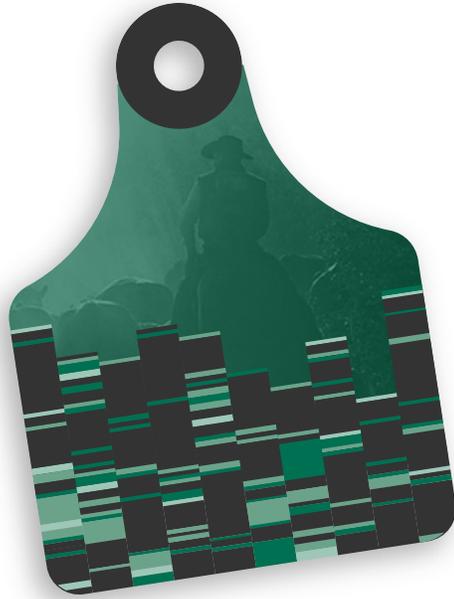


Sire of 3K - Hauser's Pld Wally 80H

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# Neogen SALERS Cattlemen's Choice Show



At Farmfair International  
November 9th, 2023 at 4:00pm

The Neogen - Salers Cattlemen's Choice show lets you be the judge and pick your favourite Bull and Heifer Calf Champion.

Purchase a judging card for \$100 and take part in this exciting event, judging classes of calendar year bulls and heifer calves. Your vote could decide the Champion.

The first thirty purchased cards also receive a Neogen - Salers Cattle's Choice jacket. Everyone is welcome to judge!



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# SALERS GOLDEN SALE

**November 8 & 9th, 2023, wraps up at the 50th Anniversary Reception on November 9th.**

We are excited to introduce a 50th Anniversary Salers Select Sale at Farmfair International 2023 which will feature a Select group of Salers animals from across Canada.

This sale will be focused on Salers females which represent the backbone of Salers across Canada.

Thank you to Steve Quinton for selecting the animals for the Salers Golden Sale.

For questions about the Sale animals, please contact the consignors mentioned in the catalogue.

The animals will be on display at Farmfair. Check out the individual stalls of the Breeders in the Salers breed section. Stop in at the Salers booth for coffee and some promotional items.



The auction will be held by DLMS Farmgate Timed Auctions.

New Bidders to the DLMS Farm Gate Timed Auctions must Create a New Account.

All New Bidders to DLMS Farm Gate Timed Auctions must create a Timed auction Account to be able to bid on this timed sale. This new account is different from your DLMS.ca Live Sale account and is needed for some of the great notifications features of the DLMS Farm Gate Timed Auction Site.

Please note that all INTERNATIONAL users will need to email DLMS for account verification (mark@dlms.ca).

Simply click Register on the top right corner, fill in your account info, log in to verify your phone number and you're ready to roll with DLMS Farm Gate Timed Auctions. If you have any questions or need assistance with creating an account or bidding please call Purebred Team at 780-699-5082.



# SALERS GOLDEN SALE

**LOT 1 PW LAMBEAU 10L 01/18/23 69523 RED POLLED PUREBRED BULL CALF**

**CONSIGNOR: PW STOCK FARM P: 403-650-8362**  
 MAC TORRINGTON 139T 63683

**MAC EVANSTON 257E A3702**  
 MAC ZSUZSA 105Z A3703  
 PW DAKOTA 13D 65039

**PW FIONA 17F 66292**  
 PW DEMETER 3D 65035



Lambeau is one of our most complete Evanston sons to date. You will appreciate his early maturity yet smooth make up. He possesses a great hip and excellent scrotal development. His full sister pictured with their dam PW Fiona, now resides at Scattered Spruce Salers. Please visit the stall to see Lambeau and Fiona at our 50th celebration.



BW	WWT	YWT	MILK	MAT WT
-1.5	+51	+64	+9	+35

**LOT 2 CLEAR LAKE KATIE 11K 05/07/22 69500 RED POLLED PUREBRED BRED HEIFER**

**CONSIGNOR: CLEAR LAKE SALERS P: 780-305-4918**

RC BUCK 150B 63853  
 YFS SSS FULL STEADY 96F 66403  
 SW CHARISMA 64507  
 PW BOTTOMS UP 7B 63057  
 DLA PLD ELANA 902E 66623  
 SF BRIGITTE 902B 63559



Katie is one to take a second look at. She is feminine, has smooth lines, capacity and a great spring of rib. She has a sweet disposition as she is very quiet and easy to work with. Her dam is a reliable cow in our herd, consistently giving quality offspring. Her sire gave depth and compact structure. Katie has great feet, great hair and moves out smoothly, she is a perfect example of the qualities Salers are renowned for. Clear Lake Katie 11K will be a reliable addition to your herd, she comes from a line of cattle that consistently do their jobs, well, with little interference, definitely easy doing cattle. Do not miss out on this beautiful heifer.



Service Sire is Clear Lake Hipster 5H, a fantastic Tan bull in our program, who had an easy 70lb Birth Weight. This bull has it all, he has length, depth, muscle and great color to boot!  
 Katie is exposed for April/ May calving.

BW	WWT	YWT	MILK	MAT WT
+1.8	+53	+66	+16	+42



# SALERS GOLDEN SALE

**LOT 3 SW FANCY LADY 74K 04/27/22 69337 RED POLLED PUREBRED**

**CONSIGNOR: SKY WEST LAND & CATTLE P: 403-872-1549**

**BRED HEIFER**

ECR HUNTER 710E P3923

MAC HAWK 99H A3921

MAC FAYE 22F A3924

SW STEADY 50X 61310

SW FANCY LADY 118A 62653

SW MISS FANCY LADY 85R 54418



For the 50th Anniversary Golden Sale we present to you SW FANCY LADY 74K! For this special event we have selected what we believe to be one of our very best young females. She puts it all together with femininity, eye appeal and great structure. The Fancy Lady bloodline originates from a Fullblood heifer calf we bought from JOC Salers way back in 1999 and a flush is where the real beginnings of this line get started. The sire of 74K, MAC Hawk 99H, was the high selling bull of MacDonald Ranches 2021 bull sale, and who we proudly own with Scattered Spruce Salers. He is working very well with his EPD's coming in at below average BW, above average in growth traits and passing on very good dispositions. SW FANCY LADY 74K is, ultrasound confirmed, safe in calf to SW JASPER 115J for a March 25 calving date. He was high selling bull in our 2023 bull sale. This is an exciting mating that is sure to put performance, muscling and style into her offspring. When you buy a female like this you are not only buying this mating but you are buying this females future. Grab this opportunity to get the best Fancy Lady female produced at Sky West Salers to date!

BW	WWT	YWT	MILK	MAT WT
+1.6	+58	+82	+20	+49

**LOT 4 TSC STEWIES GLORY 261K 03/16/22 69000 BLACK POLLED PUREBRED**

**CONSIGNOR: TIERRA-SOL CATTLE CO. P: 403-586-4001**

**BRED HEIFER**

STP LMB SHORT STOP A3885

STP FUNNELS FROM RUNNELLS A3884

STP MISS CRAWFORD A51E A3889

PGJ BOLT 8B 63207

PGJ GLORY 6G 67616

PGJ PHYLLIS 21P 52784



We thought long and hard about entering this bred in the sale. TSC Stewie's Glory 261K is a moderate sized, beautiful profiling female bred to our new herdsire WWCS KAYO 581K who was Jr. Bull Calf Champion at Oklahoma City in January. She is out of the 2021 Farmfair Grand Champion Salers bull STP Funnels from Runnells whose picture perfect mother was purchased from T Bone Cattle from Osceola, Iowa. An exciting and exclusive opportunity here!

BW	WWT	YWT	MILK	MAT WT
-1.3	+56	+73	+17	+45

# SALERS GOLDEN SALE

**LOT 5 PW KAHLUA 3K 01/13/22 68920 RED POLLED PUREBRED BRED HEIFER**

CONSIGNOR: PW STOCK FARM P: 403-650-8362

MAC TORRINGTON 137T 63683

MAC EVANSTON 257E A3702

MAC ZSUZSUA 105Z A3703

EPS PLD NEWSBREAK 3N 51380

PW ZOE 4Z 61944

PW SASSY 8S 56670



Kahlua represents the heart of the PW cowherd. Only for this special occasion have we decided to offer this genetic for sale. Kahlua dam, Zoe continues the family tradition of creating great ones! Her first calf was PW Believe a New Trend high seller at \$10,700 who walked the pastures at RAO Ranch in North Dakota. We see Kahlua as a powerful front pasture female with longevity in her pedigree. AI - April 14/23 MAC Atomic Force 36A Exposed: May 1/23 - June 9/23 JNS Hercules 29H



BW	WWT	YWT	MILK	MAT WT
+0.8	+57	+72	+20	+49

**LOT 6 TSC LIL SUGAR 377L 04/28/23 69533 RED POLLED 50% SALERS 50% SIMMENTAL HEIFER CALF**

CONSIGNOR: TIERRA-SOL CATTLE CO. P: 403-586-4001

STP LMB SHORT STOP A3885

STP FUNNELS FROM RUNNELLS A3884

STP MISS CRAWFORD A51E A3889

SIMME VALLEY YANCIE

TSC LUCY

TSC TWISTED SISTER



TSC Lil Sugar 377L is a super fancy young Optimizer out of the 2021 Farmfair International Grand Champion Salers bull STP Funnels from Runnells and out of a Simmental female. She is a cool package that combines showing looks in a soft sided but stout young female. Her dam always raises a stand-out and her sire created a lot of excitement at Farmfair International 2021. TSC Lil Sugar 377L is a curious individual with a gentle disposition.



BW	WWT	YWT	MILK	MAT WT
-.05	+65	+91	+15	+48

# SALERS GOLDEN SALE

**LOT 7**   **GIT LILY 30L**   03/08/23   69503   BLACK POLLED   PUREBRED

**CONSIGNOR: GIT PERFORMANCE CATTLE P: 403-888-2578**   **HEIFER CALF**

GGT BK MAHOMES 373F   A3945

**OP HOT SHOT**   A3944

STP DJF CHLOE   A3946

THATS BUD 260   65918

**GIT FLORIDA 47F**   66434

GIT CHARLIE'S ANGEL 2X   60568



Lily is an extremely powerful daughter of the 2021 Reserve National Champion Salers Bull, OP Hotshot. She exhibits a tremendous amount of width and thickness, while remaining stylish and feminine. She is a standout among an incredible group of Hotshot daughters, and a female that we are proud to offer at the 50th Anniversary Salers Sale.

BW	WWT	YWT	MILK	MAT WT
+2.1	+63	+88	+14	+46



# SALERS GOLDEN SALE

**LOT 8** YFS SSS MISS LAVISH 97L 01/27/23 69498 RED POLLED PUREBRED

CONSIGNOR: SCATTERED SPRUCE SALERS P:780-603-7628 **HEIFER CALF**

SC PLD RAVE 4R 54619

PW CYPRESS 10C 64320

PW SIREN 6S 56677

MAC ATOMIC FORCE 36A A3700

YFS SSS MISS CAVALIER 51H 67899

SSS YFS MISS YATES 240B 66195



YFS 97L



PW CYPRESS 10C



YFS 51H

We are very excited to offer YFS SSS Miss Lavish 97L in the Salers Golden Sale; she represents the top of our calf crop. We are very excited for her future as she exhibits amazing length, muscle expression and very feminine nature. 97L has an extremely high maternal back ground with MAC Atomic Force as her grand sire and a grand dam who has made quite the impact in our herd.

Look for YFS 97L next to her dam and YFS 28K from the same maternal pedigree at Farmfair International.

BW	WWT	YWT	MILK	MAT WT
+08	+44	+51	+18	+39

**LOT 9** YFS SSS MISS LUXURY 83L 01/25/23 69497 BLACK POLLED PUREBRED

CONSIGNOR: SCATTERED SPRUCE SALERS P:780-603-7628 **HEIFER CALF**

STP LMB DR JONES A3905

TSC DR J 1J 68439

STP MISS CRAWFORD A51E A3889

SSS YFS MR AVALANCHE 21A 65163

SSS YFS MISS AVALANCHE 92C 66169

SSS YFS MISS SHADOW 78Y 66168



YFS 83L



TSC DR J 1J



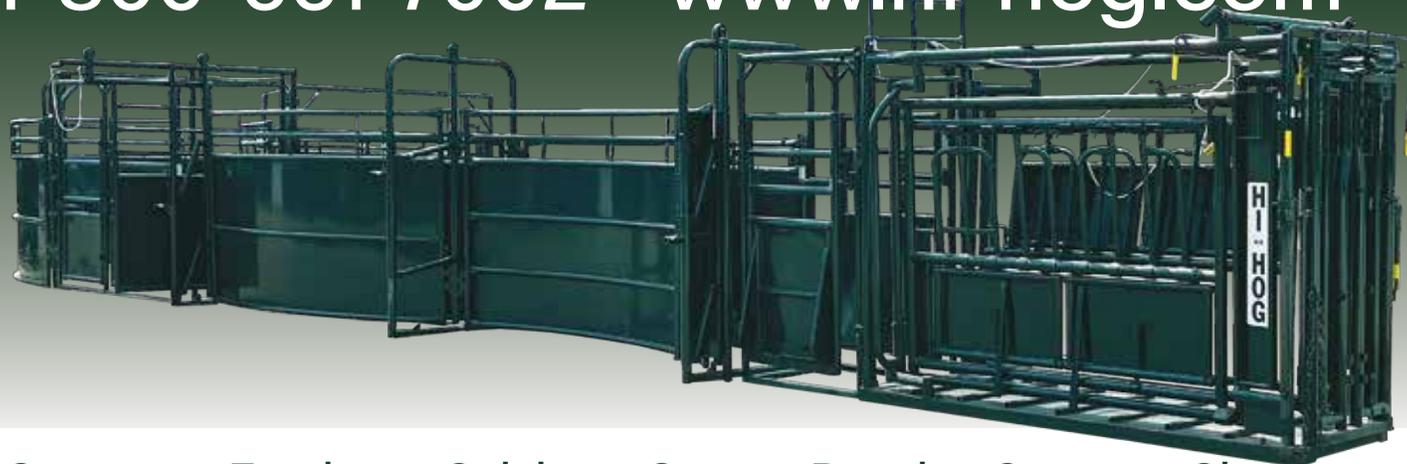
YFS 92C

We are extremely proud to offer YFS SSS Miss Luxury 83L as she has been selected as our best heifer calf from our herd. She is a complete package with a fresh pedigree for Canada, sired by TSC Dr J 1J. Her dam YFS 92C has made her mark on our herd and continually produces excellent calves with a few daughters already in production. 83L exhibits exceptional muscling and capacity, with a very gentle personality, all in a stylish feminine package.

BW	WWT	YWT	MILK	MAT WT
-.08	+57	+71	+23	+51

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## FARMAIR INTERNATIONAL INBOUND BUYER PROGRAM

Farmfair International encourages international buyers and industry representatives to participate in the Inbound Buyers Program. Farmfair International will provide introductions to Canadian breeders, genetics companies and agriculture businesses with the program offering financial support as well as customized service and access to specialized itineraries including farm and industry tours, invitations to special beef-related events and support on pre and post-show tours.

Qualified buyers taking part in the program are eligible for partial reimbursement of travel expenses.

### **Please note that:**

Submission does not guarantee funding.

Farmfair International may consult with other agencies to ensure applicants are qualified buyers.

Before applying, please review the following.

### **Application Criteria and Preferences:**

\* Only one person from a ranch/farm/operation is eligible for funding (additional traveling companions are not covered by funding, but are very welcome to attend and will qualify as an International Guest).

\* Hold direct financial capacity or influence to purchase Canadian products and services.

\* Preference is given to first-time applicants if they fit the required criteria.

\* Due to the nature of the program, inbound buyers are not eligible for funding if they are working for any producers or exhibitors. This includes receiving compensation in any format, monetary or in-kind.

For application go to [farmfairinternational.com/international/inbound-buyer-program/](https://farmfairinternational.com/international/inbound-buyer-program/)

## INTERNATIONAL PROGRAM TOURS 2023

**Tour within Edmonton: November 7th from 11:00 am to 5:00 pm**

- [Acme Meat Market/Little Duchess](#) - Butcher Shop with a café nearby
- [Martin Deeline](#) - John Deere Machinery dealership
- [Roger's Place](#) - Ice hockey arena
- [Campio Brewery](#) - Local brewery and restaurant

**Farm Tour southwest of Edmonton: Sunday, November 12th from 7:45 am to 5:00 pm**

- [Avelyn Angus](#) - Black Angus
- [Pearson Farms](#) - Simmental and Gelbvieh
- [Thorsby Stockyards](#) - Auction Mart
- [High Country Cattle Service](#) - Simmental

If you have questions about attending as an International Guest, please email [International@ExploreEdmonton.com](mailto:International@ExploreEdmonton.com)



# SALERS 50<sup>th</sup> ANNIVERSARY

Est. 1973

November 8-11, 2023 at Farmfair International, Edmonton, Alberta

## \* SALERS Purebred & Optimizer Show

November 8th, 2023 at 11:00am - American Salers Breeders are welcome to enter animals with their American Association registrations.

Entry - September 1st to October 1st at [farmfairinternational.com](http://farmfairinternational.com).

## \* SALERS Golden Sale

November 8 - 9th, 2023 with DLMS, ending during reception at 8:00 p.m.

## \* Neogen SALERS Cattlemen's Choice

November 9th, 2023 at 4:00 p.m. - Everyone welcome to judge!

## \* 50th Anniversary Reception

November 9th, 2023 at 7:00 p.m. - Let's celebrate together!

## \* Farm Tours

More details to follow.



For updates go to [salerscanada.com](http://salerscanada.com) or email [info@salerscanada.com](mailto:info@salerscanada.com)

# SALERS ASSOCIATION OF CANADA'S 50TH ANNIVERSARY CELEBRATIONS

The Salers Association of Canada 50th Anniversary Celebration will be held in Edmonton, Alberta at FARMFAIR International, November 8th to 11th, 2023.

Our Association is working at making this event a success. The Salers National Show will take place on November 8th at 11:00 am. On November the 9th the Neogen Salers Cattlemen's Choice Show will be held in the afternoon at 4:00 pm with the conclusion of the Salers Golden On-Line Sale with DLMS, followed by a banquet/reception that evening. **Please order your tickets (\$55) for the banquet in advance by calling the**

**office or contact any director by October 15th.** The host hotel for our Celebration is the Sandman Signature Edmonton Downtown. Thank you to Leah Jones and the staff at FARMFAIR International for their assistance in planning this Celebration.

The Salers 50th Anniversary Celebration events focus on attracting past, present and future Salers breeders, commercial cattlemen and international guests. Everyone is invited to make this celebration a tremendous success. **Let's celebrate together!**



## Convention Host Hotel: Sandman Signature Edmonton Downtown

10235, 101 Street. Edmonton, AB T5J 3E9

Via Phone: 1-800-SANDMAN

Via Email: [reservations@Sandman.ca](mailto:reservations@Sandman.ca)

Via Internet: [SandmanSignatureEdmontonDowntown](http://SandmanSignatureEdmontonDowntown)

**Block Code: 2311SALERS**

**Rate: \$129.00 plus taxes**

**Reservations must be made prior to October 10, 2023.**



# CANADIAN SALERS ASSOCIATION 50<sup>TH</sup> ANNIVERSARY SHOW

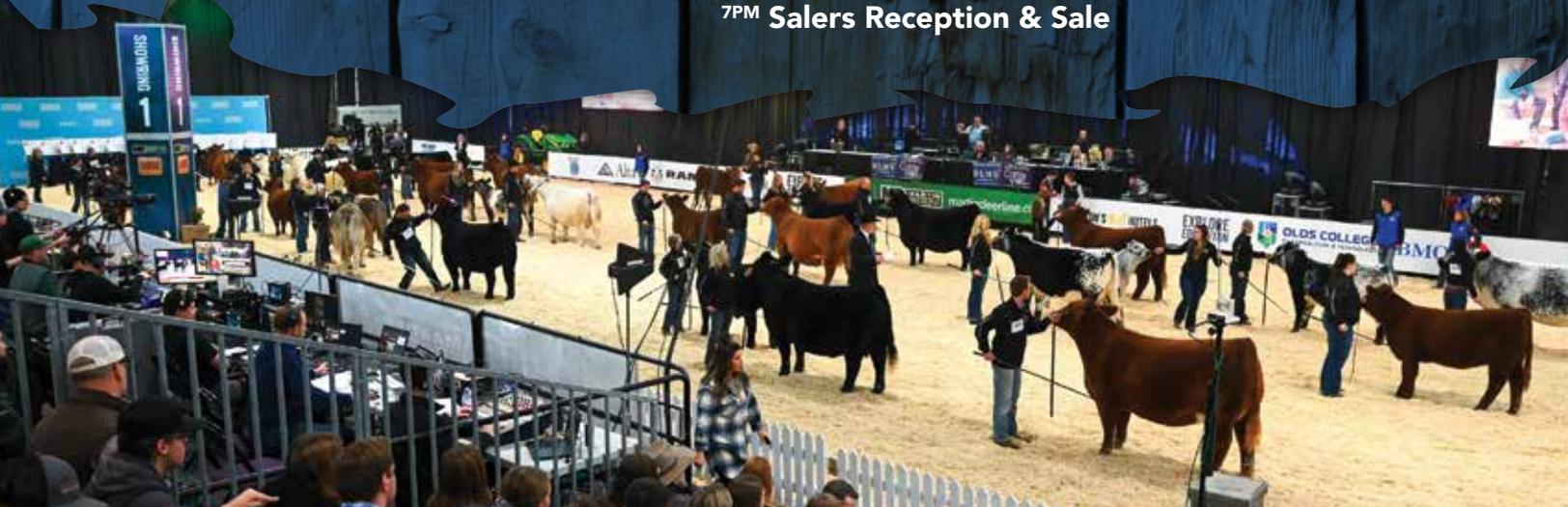
**NOVEMBER 8:**

11AM **Salers Show**

**NOVEMBER 9:**

4PM **Salers 50<sup>th</sup> Anniversary Cattleman's Choice Show**

7PM **Salers Reception & Sale**



## **BRIAN WALKER MEMORIAL SCHOLARSHIP**

Brian was a community man, generous with his time, especially when it came to what he loved. For Brian this was teaching, farming and most importantly, his family. Brian started his teaching career with three fondly remembered years at North Minto. He then proudly returned to Sussex where he thoroughly enjoyed 30 meaningful years at Sussex Regional High School.

There, he coached many sports teams and was proud to foster a love for agriculture in youth. He was also a dedicated supporter of the Coop movement, Soil and Crop Association and an active 4H leader.

Brian and Linda built their family farm from the ground up. Brian loved working on the farm and especially working with his Salers cows.

This scholarship is in Memory of Brian and will be awarded to someone who shares the love of agriculture and the 4H program offered to youth across Canada.

### **Criteria:**

Open to all Canadian citizens pursuing a post-secondary education. Selection will be based on 4-H and farm involvement, community participation, extra circular activities and academic standings.

**Value:** One Scholarship of \$2250

**Deadline to submit applications is October 31st, 2023.**

### **APPLICATION PROCESS:**

Applications are available at the website [salerscanada.com / juniors](http://salerscanada.com/juniors)

The board of directors will select the recipient.

**Thank you to the following members for their contribution towards the two scholarships:**

**Tierra - Sol Cattle Company, Quebec Salers Association, Grundke Family Salers, PW Stock Farm, Clear Lakes Salers, GIT Performance Cattle, Scattered Spruce Salers, North 42 Cattle Company, Sky West Land & Cattle**

## **MITCH JONES MEMORIAL SCHOLARSHIP**

Mitch Jones was a purebred cattle breeder and owner of Tierra Sol Cattle Company. Mitch had great passion for the Salers breed and appreciated good cattle. He was always willing to lend a hand, share his knowledge, and was open to having a conversation with anyone. Many described Mitch as a gentle giant, a straight shooter, and most importantly a mentor.

Mitch's favorite livestock show was Farmfair International where he was heavily involved in launching the Farmfair International Supreme. Therefore, it is most fitting that the recipient will be announced during the Farmfair Supreme Show.

This scholarship is in Memory of Mitch and will be awarded to someone who shares the same leadership, kindness, and mentoring qualities he exhibited.

### **Criteria:**

- Must be between 15-25 years old as of November 1
- Must be involved in the agriculture industry (Preference given to Salers breeders)
- Must exhibit at Farmfair

**Value:** One Scholarship of \$2250

**Deadline to submit nominations is November 1st, 2023.**

### **NOMINATION PROCESS:**

Nomination forms are available at the website [salerscanada.com / juniors](http://salerscanada.com/juniors)

Anyone can nominate a worthy recipient.

The board will vote on it and the recipient will be announced during the Farmfair Supreme Show.



## MITCH JONES

It is with broken hearts and deep sorrow that we share the sad news of the sudden passing of our beloved Mitch Jones, on May 16, 2023, at age 63. Mitch was a loving father and husband who was completely devoted with unconditional love to this family.

Mitch was born in Sydney, Australia in 1960 and called Palm Beach, north Sydney his home. Living on the ocean, Mitch was a swimmer, surfer and absolutely loved sailing. Mitch's mother was a figure skating coach and his father loved hockey so at a very young age, Mitch learned how to skate.

Being a powerful skater in a man's body at only age 14, he drew the attention of a Canadian hockey scout who encouraged the family to get Mitch to Canada to play hockey. After 2 years of paperwork to get into Canada, the family arrived in Calgary in 1976, and although he was unknown in the Canadian hockey circles upon arrival, he quickly found himself playing for the Regina Pats in the Western Hockey League. It was also while in Regina, that Mitch became interested in purebred cattle and agriculture when the Regina Pat's ice arena transformed into Saskatchewan's Canadian Western Agribition for 10 days in November. And coincidentally, Regina would also be the place that he started dating his future wife Leah, several years later.

## SALERS FAREWELL

When Mitch wrapped up his hockey career, he and his brother Scott formed Braidwood Stock Farm successfully raising, showing and selling Salers cattle across the globe. Some said it was sinful what Mitch could do with a pair of clippers as he could clip toplines on cattle unlike anyone else. And it was through Salers cattle and the show ring that he first met Leah. In fact, Leah and her father flew down to their first Salers sale in High River and purchased several females including a famous cow called Kokomo. Mitch often teased Leah that he married her just to get Kokomo back!

Mitch and Leah were married in Westlock on May 27, 1995, combining their cow herds of purebred Salers and purebred Simmentals along with some Black Angus cattle. In 1997 their daughter Haylea was born, followed by Kayla in 1998 and Jett in 2002. Mitch was so, so proud of his three children and followed them to all of their events including cattle shows, figure skating, singing and Jett's hockey, most recently as captain of the Lethbridge Hurricanes in the Western Hockey League. And all of them have been committed to the Calgary Stampede including Mitch as a dedicated Barn Boss for the past ten years. Haylea, Kayla and Jett will continue his legacy at the Stampede.

Mitch will be remembered by his loving wife Leah, his three children Haylea Thorogood (Evan), Kayla Jones and Jett Jones, along with his mother Patsy Ann Jones, and brothers Scott Jones, Luke Jones and Yancy Jones as well as many extended family and friends. Mitch was predeceased by his grandparents and father Jimmy Jones.

Mitch made a lasting impact on all of those lucky enough to have known him. We often teased him that he neither had an Australian accent or a Canadian accent, rather something created in between.

And so starts his next journey. His absence will be felt deeply, and his love of family and passion for cattle will forever be remembered. You will be missed big guy. May your soul rest in eternal peace.

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**THANK - YOU**  
to our  
**ADVERTISERS**

## AS IT HAPPENED



### News Release

Canadian Cattle Young Leaders  
announces 2023 Finalists  
August 31, 2023

Calgary, AB - The Canadian Cattle Young Leaders (CYL) Program, a national youth initiative of the Canadian Cattle Association (CCA), is pleased to announce its 16 finalists for the 2023-2024 program year.

The annual CYL Selections competition took place on August 15, 2023, at the Canadian Beef Industry Conference in Calgary, AB. During the competition, 24 impressive semi-finalists from across Canada, and involved in various roles within the beef supply chain, competed for a spot in the upcoming program year.

The 2023 finalists, in no particular order, are:

- British Columbia: Brett Squair (Lumby), Cassie Marchand (Vernon), and Kayla Shallard (Hixon)
- Alberta: Adeleen Bolduc (Stavelly), Ashley Nicholls (Foothills County), Brayden Schmidt (Didsbury), Coleman Nixdorff (Rocky View County), Karlene Yakemchuk (Hairy Hill), Rob Ziegler (Okotoks) and Zoe Gould (Consort)
- Saskatchewan: Brooke Martin (Piapot)
- Manitoba: Kristelle Harper (Brandon) and Marianne Sytnyk (Oakburn)
- Ontario: Kaley Mackie Rodman (Northern Bruce Peninsula)
- Quebec: Laurie Côté-Sarrazin (Clerval), Patrick Sullivan (Gracefield)

Congratulations to all of this year's young leaders who did a great job showcasing their passion for our industry.

# DESIGNED TO WORK BRED TO Perform

Northern Exposure Bull Sale  
**APRIL 16, 2024**  
Elm Creek Ranch, Hebron, ND.

You can also find ECR bulls at the Midland Bull Test, Columbus, MT.

Featuring sons of these exceptional herdsires!

TSB Hunter 10C



BW	WW	YW	MILK	MWW	FAT	REA	MARB	CW	DOC	STAY	CED	MCE
1.3	69	99	3	37	-0.09	0.65	-0.3	18.7	17	13	11.2	4.7

RAO Horace 31H



BW	WW	YW	MILK	MWW	FAT	REA	MARB	CW	DOC	STAY	CED	MCE
-2.4	64	83	24	56	-0.08	0.74	0	12.9	8	17	16.3	10.1

JSR Bentley 0165H



BW	WW	YW	MILK	MWW	FAT	REA	MARB	CW	DOC	STAY	CED	MCE
2.5	88	130	9	53	-0.1	0.88	-0.3	18.2	5	12	11.1	5.8

TSB Jumbo 53J



BW	WW	YW	MILK	MWW	FAT	REA	MARB	CW	DOC	STAY	CED	MCE
3.5	88	129	12	55	-0.05	1.06	-0.1	38.1	14	13	7	2.2

TSB Magic 149H



BW	WW	YW	MILK	MWW	FAT	REA	MARB	CW	DOC	STAY	CED	MCE
4.6	81	118	12	53	-0.08	0.77	0.1	35.6	9	16	6.4	2.7

ECR Effective 719E of 53S



BW	WW	YW	MILK	MWW	FAT	REA	MARB	CW	DOC	STAY	CED	MCE
3.7	73	109	15	51	-0.1	0.81	-0.2	25.9	17	17	8.7	3.6

*Thank You 2023 Customers* Ben Schlepp • Billy Brockman • Brian Wolff • Bruce & Taylor Lake • Callen Clarys • Charlie Yarger • David Feist  
Duane Rugg • Dustin Mortenson • Dwight Schlepp • Erick Leiseth • Gabe Thompson Jr. • Jack Elmer • Jason Leiseth • Jason Smith • Jenson Brothers  
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[www.ElmCreekRanch.net](http://www.ElmCreekRanch.net)



*New Trend Sellers*  
**Bull Sale**  
**2024**

March 28th, 2024



**GIT Lily 30L**

**She sells at the  
Sellers Golden Sale  
at Farmfair International!**



**Sire of GIT Lily 30L - OP Hotshot 1H**



**Cody Isley**

Box 477, Namaka, AB

403.888.2578 codyisley@hotmail.com

**Gerry Isley**

Box 102, Langdon, AB

403.936.5393 gerry@gitloam.ca

# Congratulations

## 50th Anniversary of Salers Cattle in Canada

### New Sire Groups to Watch For At Performance Power 2024

<b>MAC Jail Bird 16J</b>	<b>Blk Homo Pld Purebred Salers - Decade x Navigator</b> BW -0.5 WW +56 YW +78 Milk +21 CED +15.0
<b>MAC Jetliner 151J</b>	<b>Blk Homo Pld 87.5% Salers - Essential Force x Opp Saber</b> BW +0.2 WW +62 YW +89 Milk +22 CED +13.9
<b>MAC Jawbreaker 145J</b>	<b>Homo Blk Homo Pld 75% Salers - Connor x Blackbeard</b> BW -3.2 WW +56 YW +85 Milk +22 CED +19.7
<b>MAC F1 Jelly Bean 451J</b>	<b>Homo Blk Homo Pld 50% Salers - SAV Rainfall x Outback</b> BW 0.0 WW +73 YW +114 Milk +22 CED +14.5
<b>MAC Jonah 592J</b>	<b>Blk Homo Pld Purebred Salers - Grady x Cornerstone</b> BW +2.2 WW +65 YW +93 Milk +19 CED +6.7
<b>MAC Jude 596J</b>	<b>Blk Homo Pld Purebred Salers - Chemistry x Eliminator</b> BW +1.3 WW +72 YW +105 Milk +16 CED +13.7



Jail Bird



Jetliner

### New To Our Breeding Pastures in 2023

#### MJB Kruggerand 379K

Homo Blk Homo Pld 50% Salers - MJB Gld Std x Enduro  
\$16,750 Top Selling Bull of MJB Salers Inaugural Sale

#### TTG Spectacle 42K

Homo Blk Homo Pld 87.5% Salers - Franklin x Volcano  
\$11,000 Top Selling Bull of the 2023 National Salers Sale

#### JCGC Harry 004H

Homo Blk Homo Pld 87.5% Salers - Dynamite x W River  
New acquisition from Colmore Farms of Rising Fawn, GA

#### ECR Kilowatt 278K

Red Homo Pld 87.5% Salers - RAO Horace x Black Bear  
Red calving ease prospect from a standout Elm Creek cow

#### MAC Kodiak 427K

Homo Blk Homo Pld PB Salers - Connor x Eliminator  
Phenotypic standout Connor son from a 10 yr old Gold Dam

#### MAC Kickoff 171K

Homo Blk Homo Pld 50% Salers - Quarterback x Confidence  
Optimizer son of Quarterback from an 8 yr old Gold Dam

March  
**12**  
2024

### Performance Power 2024 Sale Tuesday, March 12, 2024

Selling 170 Salers, Optimizer Composite & Angus Bulls  
Plus 100 Bred and Open Females

MacDonald Ranches 13th Annual Genetic Partners Salers Influence Female Sale  
presents Monday, January 8, 2024  
Napoleon Livestock Auction - Napoleon, ND  
The Premier Source of Commercial Salers Influence Females

VISIT US AT  
[www.macdonaldranches.com](http://www.macdonaldranches.com)

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# New Trend Sales

## Bull Sale

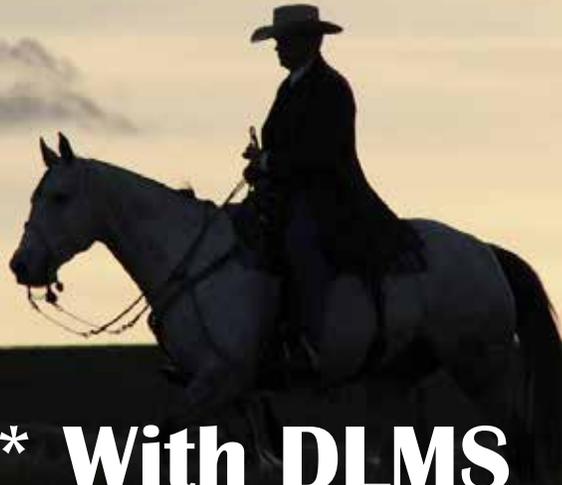
### 2024

March 28

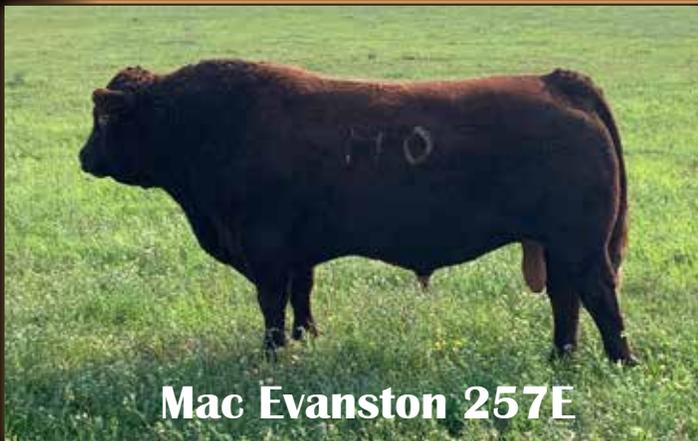


Online Sale:  
March 28th, 2024  
Register prior to  
Sale with DLMS.

Viewing:  
March 23rd, 2024  
at GIT Performance Cattle.  
Everybody welcome.



- \* With DLMS
- \* Red & Black Lots
- \* Performance Tested



Mac Evanston 257E



GIT Justified 43J

### PW Stock Farm

Peter & Tina, Maddie Watkins  
Foothills, AB  
(403) 650-8362  
pwstockfarm1@gmail.com

### GIT Performance Cattle

Gerry Isley, Langdon, AB  
(403) 888-2577 gerry@gitloam.ca  
Cody Isley, Namaka, AB  
(403) 888-2578 codyisley@hotmail.com

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