

SALERS

2024 SPRING MAGAZINE

OFFICIAL PUBLICATION OF THE SALERS ASSOCIATION OF CANADA



- * 50th Anniversary Celebration
- * Commercial Breeder of the Year
- * Salers Scholarship Winners



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by Evanston



PW 15L

by Evanston



PW 4L

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by Red Rock

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Upcoming Events

February 8th, 2024

Alberta Beef Industry Conference, Calgary

March 13 & 14th, 2024

Sky West Online Bull Sale with DLMS

March 12th, 2024

MacDonald Performance Power 2024 Sale

March 22 & 23rd, 2024

Heart of the Peace Multi Breed Bull &
Female Bull Sale with DLMS

March 27 & 28th, 2024

New Trend Online Bull Sale with DLMS

April 16th, 2024

Northern Exposure Bull Sale
Elmcreek Ranch, Hebron, ND

July 27th, 2024

Salers Association of Canada
Annual General Meeting, Red Deer

August 19th, 2024

Canadian Beef Industry Conference, Saskatoon

November 6 - 8th, 2024

Farmfair International 50th Anniversary

November 25 - 30th, 2024

Canadian Western Agribition



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M

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Editor & Design: Heidi Voegeli-Bleiker

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President's Message

Congratulations to all who were part in making our 50th Anniversary celebration such a success! Our breeders exhibited a very strong cross section of what Salers cattle are capable of in 2024. Along with a very impressive sale, with a healthy average. Our banquet was at maximum attendance, and I believe enjoyed by all.

This was a testament to what we can do as a small, yet strong and enthusiastic group moving forward. Congratulations to all!



2024 SALERS Annual General Meeting



Date:

Saturday, 10:00 a.m. July 27th, 2024

Location for meeting:

Red Deer Resort & Casino
3310 45th Ave, Red Deer, Alberta T4N 3X9

Accommodation:

Red Deer Resort & Casino, Room Rate \$129.

Deadline to book your room:

Rooms will be released June 26th, 2024.
Block code is Salers Association of Canada
(403) 346-2091

Schedule of Event

July 27th at 10:00 a.m Annual General Meeting

Guest Speaker: To be determined

Farm Tour: Sky West Salers, Red Deer County

RSV:

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Deadline: July 10th, 2024



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50 Years of Salers in Canada



UPDATES from the SALERS office

Wow, what a wonderful celebration we had in November in Edmonton to celebrate the 50th Anniversary of the Salers Association of Canada.

Thank you to Hi-Hog Fram & Ranch Equipment, Neogen Canada, Alberta Salers Association, Saskatchewan Salers Association, Brad Dunn and Vista Salers for sponsoring this event. Also thank you to all volunteers that made this event happen.

Now, it is back to normal Salers business. Memberships are up for renewal. Invoices should have been received by now.

For members on breedplan, please send updated 2024 Cow WHR Inventory to the office by March 1st. Breedplan invoices will be mailed to the members by March 15th. Don't hesitate to contact the office

if you would like to be enrolled into the Breedplan program.

As always, pull hair on bulls that you eventually use as herdsires. DNA can be stored in paper envelopes clearly labelled. DNA reconstruction is very costly and for sure a headache.

Mark your calendars for the 2024 Annual General Meeting, held in Red Deer on Saturday, July 27th, 2024. Your input is valued by the board of directors. Anyone welcome to attend the AGM.

A huge thank you to Gar and Marie-Anne Williams for their support on the magazine project. Over the last ten years they spent many hours of proof reading magazines. All their help and encouragement has been much appreciated.

SALERS 50th Anniversary Celebration

To mark the milestone, several key events took place during Farmfair International. Festivities kicked off with the Purebred and Optimizer Salers Show on November 8th. Great quality of Salers cattle was presented to Judge Dawn Wilson. Congratulations to all breeders and exhibitors.

Grand Champion Bull:
WWC KAYO 581K - Tierra Sol Cattle Company
Reserve Grand Champion Bull:
TSC DR J 1J - Scattered Spruce Salers

Grand Champion Female:
YFS MISS BETHANY 47K - Tierra - Sol Cattle Co
Reserve Grand Champion Female:
CLEAR LAKE JEWELIE 6J
Tierra- Sol Cattle Company / Clear Lake Salers

Premier Breeder and Exhibitor:
Scattered Spruce Salers

On Thursday, the Neogen Cattlemen's Choice took place where the many judges crowned Grand-Champion Female PW Love Sick 16L and Grand Champion Bull PW Lambeau 10L. Congratulations to PW Stock Farm!

The Salers Golden Sale ran November 8-9 with DLMS giving added coverage. Sale average on 9 lots was \$7305.56.

Approximately 80 guests enjoyed a lovely supper and some fellowship on Thursday evening. Members past and present gathered to talk about 50 years. Thank you to Sky West Land & Cattle for opening their doors for a farm tour on Friday.

A very special thank you to Gar and Marie-Anne Williams (50th Anniversary Chairperson) and Peter Watkins (Chairperson Salers Association of Canada). Also thank you to anyone that put efforts in to help make this event a success!

Thank you for the generous support from the following sponsors:

Hi-Hog Farm & Ranch Equipment - Grand & Reserve Champion Bull & Female
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Harbrad Salers - Brad & Dianne Dunn
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Salers 2023 Commercial Breeder of the Year

Chester Bogi, Cessford, AB

by Dianne Finstad



When you have a lot of work to get done, in a challenging setting, you want partners you can count on.

For Chester Bogi, that means having a complement of Salers bulls on his ranch in southern Alberta, to help take some pressure off his busy calving season.

Bogi and his wife Penny calve out a thousand cows each year, feeding and finishing the offspring at their feedlot near Cessford, about 35 miles north of Brooks.

"I was raised here all my life," says Bogi, who is the third generation on the spread, where he also relies on a large tract of lease land for grazing his herd.

Bogi's father was the first to recognize the attributes of the Salers breed, jumping on board when Salers first came to Canada in the 1970's. His brother-in-law Les Hutton was also a Salers enthusiast for many years. While Bogi's father used a lot of different breeds and got away from Salers for a few years, Chester was impressed with the results Hutton's had using Salers on their heifers. So about seven years ago, he brought the breed back in his fold, to complement his Angus and Charolais breeding.

"It sure works good for me. The ease of calving, and they're so thrifty, with the will to live – the calves get up so fast. Then I've got a pretty good animal for carcass too."

I get them to 14-1500 pounds, adds Bogi.

"I just calve out on the range. I don't bring the cows in. I start about the 10th of April. I don't have to help them much."

Like so many on the prairies, Bogi's have been suffering from several years of drought, and that may mean some necessary adjustments this year.

"I don't have a stitch of grass, or very much water. I'm just hoping, and gambling, that it's going to rain and it's going to be good. We had a lot of snow last year and I would've bet you in March of last year we'd have water all over. It didn't even fill the dug-outs. The ditches were full, we had a foot or two of snow, there was still snow out here the 12th of April, before it started baring off. I don't know what happened, it was just unbelievable, I don't know where it all went. I got through (without downsizing the herd) but I'm sure going to have to this year."

Bogi's cows have held up well during the drought, thanks to his decision to keep moderate framed animals.

"My cows aren't big – they weigh around 1300. But they've got lots of gas (energy)."

While Bogi uses his battery of around ten Salers bulls mainly on his heifers, he also puts some in with his primarily Angus cow herd. He will also keep some Salers bred heifers back as replacements, adding a little extra frame size.

The Bogi's are active in their community, where the sport of rodeo is big. The ranch supports the local Hardgrass Bronc Match, a unique saddle bronc riding showcase on the pro rodeo calendar each July.

Chester and Penny have two daughters - Jennifer is married to Nate Horner and they ranch just ten miles away, when Nate isn't busy looking after the province's finances. Daughter Heidi and her husband Robert Lang live in Calgary, where he works in oil and gas, while she keeps a few cows yet at home on the ranch.

There is a crew of four or five staff on the ranch to help with the workload there and at the feedlot. As well, Bogi has 1800 acres under irrigation, for raising corn and barley silage. Along with finishing his own cattle, Bogi does some custom feeding at his 8500 head capacity feedlot. Most of the cattle are marketed to the nearby JBS plant or to Cargill, but some do go south of the border.

Bogi also likes to get the carcass data back on his finished animals, so he knows the good performers. And he's been pleased to see his breeding program yield more triple-A graders in recent years, as he feeds them to a higher weight. It also confirms his choice to include Salers bulls in his breeding program.

Other reasons Bogi likes the Salers bulls are their hardiness, good feet and overall low maintenance, as well as the mothering ability he sees in the Salers-influenced cows.

"The heifers make a good cross, adding a little more stretch without losing the feed efficiency."

Bogi has formed a good relationship with the Isley family of Langdon, purchasing about half a dozen Salers bulls annually from GIT Performance Cattle at the New Trend Bull Sale.

In the rugged ranch world of southern Alberta, Bogi claims his calving season is more stress-free than many of his neighbors, thanks to the Salers influence in his herd.

"I don't babysit the cows - I just turn them out. I always sleep good," he chuckles. "Those calves get up so fast, I don't even think they hit the ground."

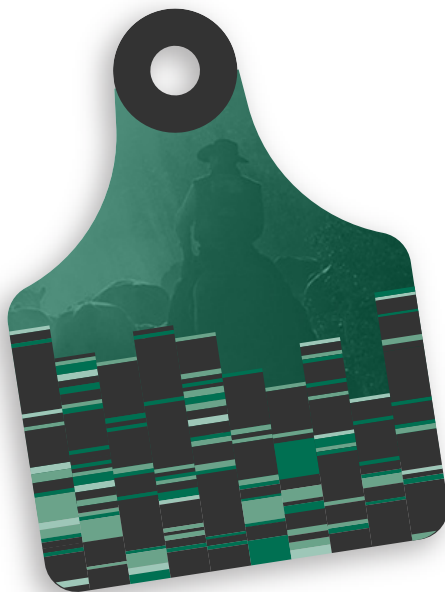
With a testimonial like that, it's no wonder Chester Bogi is the commercial breeder of the year for the Salers Association of Canada.



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Éleveur Salers commercial de l'année 2023

by Dianne Finstad - translated by Anne Burgess

Lorsque vous avez beaucoup de travail à faire, dans un environnement difficile, vous voulez des partenaires sur lesquels vous pouvez compter.

Pour Chester Bogi, cela signifie avoir un complément de taureaux Salers sur son ranch dans la partie sud de l'Alberta, pour réduire la pression pendant sa saison de vêlage qui est typiquement très occupée.

Bogi et sa conjointe Penny vèlent mille vaches chaque année, et ces veaux sont gardés pour l'engraissement dans leur parc d'engraissement près de Cessford, à environ 35 miles au nord de Brooks.

“ J'ai vécu ici toute ma vie ”, explique Bogi, qui représente la troisième génération sur cet emplacement, où il exploite également d'une grande étendue de terre louée pour faire pâturer son troupeau.

Le père de Bogi a été le premier à reconnaître les attributs de la race Salers, en sautant à bord lorsque Salers est arrivé au Canada dans les années 1970. Son beau-frère Les Hutton était également un passionné de la race depuis de nombreuses années. Alors que le père de Bogi a utilisé plusieurs races différentes et s'est éloigné des Salers pendant quelques années, Chester a été impressionné par les résultats obtenus par Hutton en utilisant Salers sur leurs taures. C'est ainsi qu'il y a environ sept ans, il a ramené la race dans son cheptel, pour compléter sa nase d'Angus et de Charolais.

“ Ça fonctionne bien pour moi. La facilité de vêlage, combinée avec la vigueur et la volonté de vivre faites en sorte que les veaux se lèvent vite. Ensuite, j'ai aussi un très bon animal pour la carcasse. ”

Je les amène à 14-1500 livres, ajoute Bogi.

“ Je vèle toutes mes vaches au pâturage à partir du 10 avril. Très peu d'entre elles ont besoin d'aide et aucune n'a besoin de venir au bâtiment. ”

Comme plusieurs autres producteurs dans les Prairies, les Bogi ont souffert année après année de la sécheresse, ce qui pourrait nécessiter des ajustements cette année.

“ Je n'ai pas un brin d'herbe, ni beaucoup d'eau. J'espère simplement, et je prends la chance qu'il va pleuvoir un jour et que tout va s'arranger. Nous avons eu beaucoup de neige l'année dernière et je vous aurais parié qu'en mars de l'année dernière, nous aurions de l'eau partout. Elle n'a même pas rempli les creux d'abreuvement. Les fossés étaient pleins, nous avions un pied ou deux de neige, il y avait encore de la neige ici le 12 avril, avant qu'elle ne commence à fondre. Je ne sais pas ce qui s'est passé, c'était incroyable, je ne sais pas où tout cette eau est allée. Je m'en suis sorti (sans réduire la taille du troupeau), mais je vais certainement devoir le faire cette année. ”

Les vaches de Bogi ont bien résisté à la sécheresse, grâce à sa décision d'élever des animaux à ossature modérée.

“ Mes vaches ne sont pas grosses, elles pèsent environ 1300 lb. Mais elles ont pleine d'énergie. ”
Alors que Bogi utilise sa batterie d'une dizaine de taureaux Salers principalement sur ses génisses, il en accouple également avec ses vaches qui sont principalement de génétique Angus. Il gardera quelques génisses croisées de sang Salers en remplacement, ce qui ajoutera un peu plus de taille à sa moyenne.

Les Bogi sont actifs dans leur communauté, où le rodéo est un sport important. Le ranch commande le Hardgrass Bronc Match local, une vitrine unique dans la discipline de « saddle bronc » sur le calendrier de rodéo professionnel en juillet.

Chester et Penny ont deux filles - Jennifer est mariée à Nate Horner et ils vivent sur un ranch à seulement dix miles de ses parents, quand Nate n'est pas occupé à s'occuper des finances de la province de l'Alberta. Sa fille Heidi et son conjoint Robert Lang vivent à Calgary, où il travaille dans le secteur pétrolier tout en gardant la propriété de quelques vaches au ranch familiale.

Il y a une équipe de quatre ou cinq employés sur le ranch pour aider à la charge de travail avec le troupeau vache-veau et au parc d'engraissement. De plus, Bogi a 1800 acres irrigués pour la culture de maïs et de l'ensilage d'orge. En plus de l'engraissement de son propre bétail, Bogi fait de l'engraissement à forfait dans son parc d'engraissement d'une capacité de 8500 têtes. La plupart des bovins finis sont vendus à l'abattoir JBS qui est tout près ou à Cargill, mais certains vont au sud de la frontière.

Bogi aime bien récupérer les données sur les carcasses de ses animaux finis, afin de connaître les animaux les plus performants. Et il a été heureux de voir que son programme d'élevage a produit plus de niveleurs triple A au cours des dernières années, car il les nourrit à un poids plus élevé. Cela confirme également son choix d'inclure des taureaux Salers dans son programme d'élevage.

La rusticité, les bons pieds et leur faible entretien, ainsi que la capacité maternelle qu'il voit chez les vaches influencées par la race Salers, sont d'autres raisons pour lesquelles Bogi aime les taureaux Salers.

Les génisses font un bon croisement, ajoutant un peu plus de longueur sans perdre l'efficacité alimentaire.

Bogi a noué de bonnes relations avec la famille Isley de Langdon, achetant environ une demi-douzaine de taureaux Salers chaque année provenant de GIT Performance Cattle lors de la vente de taureaux New Trend.

Dans cette région accidentée du sud de l'Alberta, Bogi affirme que sa saison de vêlage est moins stressante que celle de beaucoup de ses voisins, grâce à l'influence Salers dans son troupeau.

“ Je ne confine pas mes vaches, elles restent dehors dans les grands espaces. Et je ne perds pas de sommeil du tout ”, dit-il en riant. “ Ces veaux se lèvent si vite que je ne pense même pas qu'ils touchent au sol. ”

Avec un tel témoignage, il n'est pas étonnant que Chester Bogi soit déclaré l'éleveur commercial de l'année pour l'Association Salers du Canada.



GIT 1J sold to Chester Bogi



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Scholarships



Mitch Jones Memorial Scholarship

Congratulations to Dylan Fuller for being selected as the recipient of the Mitch Jones Memorial Scholarship. Dylan exemplifies Mitch's characteristics of being kind, gentle and always willing to help.

His passion for cattle and always wanting to listen and learn more about genetics, clipping, breeding and showing makes him a worthy recipient for this scholarship. Mitch once commented at a show how much he really enjoyed watching Dylan's growth, maturity and leadership in the cattle industry.

Dylan is from Lacombe, Alberta where his family runs a 250 commercial cow calf operation and a small purebred Simmental herd. He competes in cattle shows across western Canada during the summer and fall. The Salers Association of Canada is proud to support Dylan with this scholarship.



Brian Walker Memorial Scholarship

Congratulations to Madiya Patriquin a fourth-year student at Dalhousie's Agricultural Campus for winning the Brian Walker Memorial Scholarship. She will be graduating with a Bachelor of Agriculture in Animal Science and a certificate in Animal Welfare. Madiya plans on continuing her education to obtain a Master of Animal Science and possibly continue into a Ph.D. program. From there she would like to continue in a research-based career, and potentially teach at a university.

Madiya calls Oxford, Nova Scotia home and is a 10th year active 4-H Nova Scotia member in the Cumberland County. Presently she is the secretary of the Dalhousie Judging Team. The Salers Association is proud to sponsor Madiya, an incredibly diligent student with a passion for agriculture.

Thank you to the following members for their contribution towards these two scholarships: Clear Lake Salers, GIT Performance Cattle, Grundke Family Salers, North 42 Cattle Company, PW Stock Farm, Quebec Salers Association, Scattered Spruce Salers, Sky West Land & Cattle, Tierra - Sol Cattle Company.

We are very impressed with how many nominations and applications we received for these two scholarships. Me personally, I was hugely impressed by the academic achievements of some of the applicants. Our industry is in good hands with youth that is so dedicated to earn high grades to move the industry forward.



Carol Eigner Memorial Scholarship

Congratulations to Quinn Penno for being selected as the recipient of the Carol Eigner Memorial Award. Quinn is a grade 12 student at the Barrhead Composite High School. He farms with his family at Clear Lake Salers in Barrhead. For 8 years he was a member of the local 4-H Club.

The Carol Eigner Memorial Scholarship was designed to acknowledge a junior show person with an interest in a niche breed. Like Carol, the recipient of this scholarship can be found to be heavily involved with the beef industry above and beyond the junior level. This individual is always

willing to help no matter how tedious the task and mentors those who may be less experienced in the industry. They are a role model to many and reflect the same level of passion that Carol Eigner had for the agricultural industry. The Eigner family is proud to support Quinn, a keen young adult with this scholarship.

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Russel Eigner & Family



Care's Ms PLD Lucy 9L



Care's Mr PLD Lady's Man 8L



LWH Wally 80H

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Canadian Beef Breeds Council:

Canadian Beef Breeds Council Elects Leadership For 2024

Press Release, January 5, 2024

CALGARY, AB – The Canadian Beef Breeds Council (CBBC) recently held their 29th Annual General Meeting in Regina, Saskatchewan during Canadian Western Agribition with over fifty members and industry stakeholders in attendance. During the meeting the CBBC membership elected new Directors Eddie Marsman, current President of the Canadian Gelbvieh Association and Andy Schuepbach, a current Director of the Canadian Hereford Association to the Board and re-elected for another term Kevin Blair, Marlin Leblanc, Rod McLeod, Scott Severtson and Shawn Wilson. They join currently serving Directors Ken Friesen, Dennis Serhienko, David Sibbald and Brett Wildman to comprise the 2023/24 CBBC Board of Directors.



Back Row: Ken Friesen (Finance Chair), Shawn Wilson (1st Vice Chair), Kevin Blair, Marlin Leblanc (2nd Vice Chair), Eddie Marsman - Front Row: Scott Severtson, Sandy Russell (CEO), David Sibbald (Chair)
Missing from Photo: Rod McLeod, Andy Schuepbach, Dennis Serhienko, Brett Wildman

At their recent Board of Directors meeting, the Directors re-elected David Sibbald as Chair of the CBBC Board. David owns and operates Triple S Red Angus with his family west of Calgary and is in his fourth and final year serving as Chair. Joining David on the Executive is Shawn Wilson as 1st Vice Chair



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and Marlin Leblanc as 2nd Vice Chair. The Directors also elected Ken Friesen as Finance Chair with Kevin Blair and Shawn Wilson joining Ken on the Finance Committee.

CBBC wants to acknowledge and sincerely thank retiring Directors Amanda (Matthews) Fileccia, Hal Nixdorff and Graham McLean for their contributions to the CBBC Board. "There is significant time and energy that Directors volunteer to CBBC in their time serving on the Board," explains Sandy Russell, CBBC Chief Executive Officer, "and we greatly appreciate all the contributions that Amanda, Hal and Graham have provided to CBBC."

"On behalf of the CBBC membership, I want to personally thank Amanda, Hal and Graham for their guidance, input and support that they provided to our organization while serving as Directors in recent years," acknowledges Chair, David Sibbald.

"CBBC continues to play an important role in the Canadian beef industry and I look forward to working with this new group of Directors and our CEO to continue to advance the goals of our organization."

The Canadian Beef Breeds Council works on behalf of its members to support the Canadian seedstock sector, promote Canadian beef cattle genetics both domestically and internationally, and represent the seedstock producers by advocating effective policy, meaningful market access and enhanced competitiveness.

Marlas Salers

The new herd boss ... Hailey!



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Alberta

SALERS ASSOCIATION UPDATES

Sitting here with a cup of tea on this chilly -20 degree day after we have been blessed with a wonderful fall has me feeling all the warmth. Here we are, in 2024. A brand new year, calves are starting to hit the ground here at the farm. Quite easily one of my favorite parts of the year. Seeing new calves on the ground, seeing the potential of our matings come to light. Also a time of shifting our focus to the bull selling season and seeing the rewards from our labour.

2024 is the 50th Anniversary for the Alberta Salers Association, right after 2023 being the 50th Anniversary Celebration for Salers in Canada. There is no doubt that Alberta is a hub for the Canadian Beef industry, and where many of the active Canadian breeders call home. For 2024 I wanted our marketing around the breed to take on a new light, a new perspective and have it focused on the future of the breed.



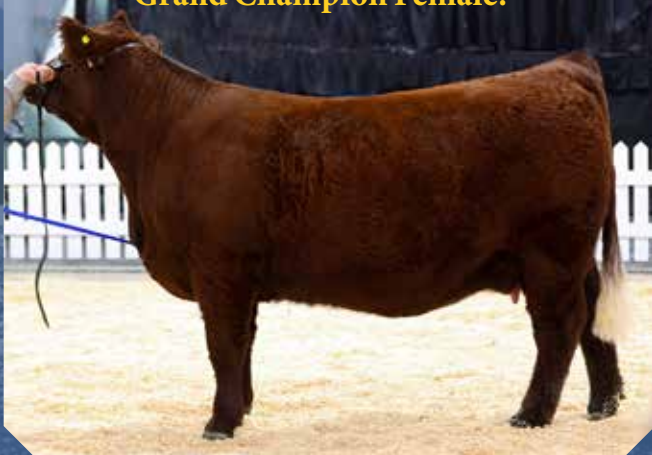
YFS 1M with Karlene, Mckinley & Emersyn

Our marketing this year in coop ads which you will see hitting your mailboxes and social media outlets are now focused on this slogan - "Harness the power of Salers; They calve, they grow, they grade, you profit. It's that simple."; this little slogan was dreamed up, in part by our late past vice-president Mitch Jones. It was no secret that Mitch had a huge

Clear Lake Salers

Bulls for Sale by Private Treaty

**Congratulations
Clear Lake
Jewelie 6J
on your Farmfair
Win of Reserve
Grand Champion Female!**



Bryan & Tanya Penno
Barrhead, AB 780-305-4918
Facebook: Clear Lake Salers Cattle



Herdsire Clear Lake Honor

Tanya Penno Photography

passion for the Salers breed, and great cattle. It is with great pleasure knowing that Salers have helped advance many operations of different sizes over the years and have been a powerful tool to make solid females for commercial cattlemen to retain. Often with the confident comment of "They have been my best females!". If that's not powerful, I don't know what is. Our breed has become known for its calving ease, excellent milk, and calf vigour. Some of the common remarks we hear - their fast growth, excellent carcass merit, and their disposition. Though we are still working with a rather gloomy reputation of Salers disposition with commercial cattle men.

This is why disposition is something that we as breeders, and fanatics of the breed need to keep front and center on showcasing and highlighting. Because everywhere we look people are watching and making their own judgments on our cattle and our breed's disposition is the only true hurdle we face. Commercial cattlemen and women demand easy to handle cattle; disposition is at the forefront, ahead of the long list of demands like calving ease,

calf vigour, calf growth, milk and other traits of importance. Disposition, and showcasing the disposition has been a large focus for the ASA in the past year, and will be going forward. Breed promotion is huge for the Salers breed and we are in a time where there is excellent opportunity but the opportunity is only apparent if we hold true to cattle that check all the boxes and show everyone what the Salers breed is capable of.

The focus of the ASA continues to be advertising for breeders and the breed through co-op ads and social media. We also are supporting youth in the cattle industry with a 4-H program for 2024. With our 50th Anniversary in 2024 our association is meeting in January to continue to discuss what we can do to grow and propel forward with the momentum that the Canadian Salers Association has ignited. We've got a lot of work ahead, but there is no doubt the fruits of our labour will be rewarding.

Wishing you all the best in 2024,
Karlene Yakemchuk, President



We would like to thank Dynarich Salers
for selling us their complete herd.




PITCHFORK
• FARMS •

Jason & Melissa Smith
T: 403-350-4628
E: msmithacres@gmail.com
Eckville, AB
Follow us on Facebook!

**We look forward to
continuing to breed
quality Salers.**



OPTIMIZER CHAMPION FEMALE - TSC 377L



SW ALEXIS 43L



PW LUCY 7L



OPTIMIZER LINE - UP

FARMFAIR

INTERNATIONAL 2023

Optimizer Heifer Calf - Calendar Year Calf Born in 2023

- | | |
|-----------------------|----------------------|
| 1. TSC LIL SUGAR 377L | TIERRA SOL CATTLE CO |
| 2. SW ALEXIS 43L | SKY WEST SALERS |
| 3. PW LUCY 7L | PW STOCK FARM |

Optimizer Mature Cow - born prior to 2021

- | | |
|--------------------|---------------|
| 1. PW HERMIONE 17H | PW STOCK FARM |
|--------------------|---------------|

Optimizer Grand Champion & Reserve Grand Champion

- | | |
|-----------------------|---------------------------|
| 1. TSC LIL SUGAR 377L | TIERRA SOL CATTLE COMPANY |
| 2. PW HERMIONE 17H | PW STOCK FARM |

Optimizer Bull Calf - Calendar year calf born in 2023

- | | |
|----------------|---------------|
| 1. PW LUDO 15L | PW STOCK FARM |
|----------------|---------------|

Optimizer Yearling Bull- Calendar year calf born in 2022

- | | |
|---------------------|-------------------------|
| 1. YFS KINGSTON 85K | SCATTERED SPRUCE SALERS |
|---------------------|-------------------------|

Optimizer Grand & Reserve Grand Champion Bull

- | | |
|---------------------|-------------------------|
| 1. YFS KINGSTON 85K | SCATTERED SPRUCE SALERS |
| 2. PW LUDO 15L | PW STOCK FARM |

Junior Yearling Heifer - Born Feb 16, 2022 and after

- | | |
|------------------------------|----------------------|
| 1. TSC STEWIES GLORY 261K | TIERRA SOL CATTLE CO |
| 2. SW FANCY LADY 74K | SKY WEST SALERS |
| 3. CLEAR LAKE KRYSTAL 36K | CLEAR LAKE SALERS |
| 4. CLEAR LAKE KATIE 11K | CLEAR LAKE SALERS |
| 5. CLEAR LAKE KATE 55K | CLEAR LAKE SALERS |
| 6. CARE'S MISS PLD KOFFEE 3K | SARAH EIGNER |
| 7. DV KAYLEE GIRL 77K | CARE FARMS |

Champion & Reserve Junior Yearling Heifer

- | | |
|---------------------------|----------------------|
| 1. TSC STEWIES GLORY 261K | TIERRA SOL CATTLE CO |
| 2. SW FANCY LADY 74K | SKY WEST SALERS |

Senior Yearling Heifer- Born Jan 1 - Feb 15, 2022

- | | |
|-------------------------|-------------------------|
| 1. YFS MISS BETHANY 47K | TIERRA SOL CATTLE CO |
| 2. YFS KINLEY 28K | SCATTERED SPRUCE SALERS |
| 3. PW KANSAS 4K | PW STOCK FARM |
| 4. GIT KRISTIE 6K | GIT PERFORMANCE CATTLE |
| 5. PW KAHLUA 3K | PW STOCK FARM |

Champion & Reserve Senior Yearling Heifer

- | | |
|-------------------------|-------------------------|
| 1. YFS MISS BETHANY 47K | TIERRA SOL CATTLE CO |
| 2. YFS KINLEY 28K | SCATTERED SPRUCE SALERS |

FARMFAIR

EDMONTON

Judge: Dawn Wilson

Overall Champion & Reserve Champion Yearling

- | | |
|---------------------------|----------------------|
| 1. YFS MISS BETHANY 47K | TIERRA SOL CATTLE CO |
| 2. TSC STEWIES GLORY 261K | TIERRA SOL CATTLE CO |

Two-Year-Old Cow - Born in 2021 with natural 2023 calf

- | | |
|--------------------------|------------------------------|
| 1. CLEAR LAKE JEWELIE 6J | TIERRA SOL/CLEAR LAKE SALERS |
|--------------------------|------------------------------|

Mature Cow - Born prior to 2021 with natural 2023 calf

- | | |
|------------------------------|-------------------------|
| 1. YFS SSS MISS CAVALIER 51H | SCATTERED SPRUCE SALERS |
| 2. PW FIONA 17F | PW STOCK FARM |
| 3. CARE'S MISS PLD EDNA 10E | CARE FARMS SALERS |

Senior Champion & Reserve Senior Champion Female

- | | |
|------------------------------|------------------------------|
| 1. CLEAR LAKE JEWELIE 6J | TIERRA SOL/CLEAR LAKE SALERS |
| 2. YFS SSS MISS CAVALIER 51H | SCATTERED SPRUCE |

Junior Heifer Calf - Born Feb 16, 2023 and after

- | | |
|--------------------------------|------------------|
| 1. CARE'S MISS PLD LUCY 9L | CARE FARMS |
| 2. CARE'S MISS PLD LIBERTY 18L | CARE FARMS |
| 3. SW BETTY 60L | SKY WEST SALERS |
| 4. YFS SSS MISS LOCKET 177L | SCATTERED SPRUCE |

Champion & Reserve Junior Heifer Calf

- | | |
|--------------------------------|------------|
| 1. CARE'S MISS PLD LUCY 9L | CARE FARMS |
| 2. CARE'S MISS PLD LIBERTY 18L | CARE FARMS |

Senior Heifer Calf - Born Jan 1 - Feb 15, 2023

- | | |
|-----------------------------|------------------|
| 1. YFS SSS MISS LUXURY 83L | SCATTERED SPRUCE |
| 2. PW LOVE SICK 16L | PW STOCK FARM |
| 3. YFS SSS MISS BETHANY 90L | SCATTERED SPRUCE |

Champion & Reserve Senior Heifer Calf

- | | |
|----------------------------|------------------|
| 1. YFS SSS MISS LUXURY 83L | SCATTERED SPRUCE |
| 2. PW LOVE SICK 16L | PW STOCK FARM |

Overall Champion & Reserve Champion Heifer Calf

- | | |
|----------------------------|------------------|
| 1. YFS SSS MISS LUXURY 83L | SCATTERED SPRUCE |
| 2. PW LOVE SICK 16L | PW STOCK FARM |

Grand Champion & Reserve Grand Champion Female

- | | |
|--------------------------|----------------------|
| 1. YFS MISS BETHANY 47K | TIERRA SOL CATTLE CO |
| 2. CLEAR LAKE JEWELIE 6J | CLEAR LAKE SALERS |



TROPHIES SPONSORED BY FARMFAIR



FEMALE GRAND CHAMPION LINE - UP



YFD SSS MISS LUXURY 83L



GRAND CHAMPION FEMALE - YFS 47K



CHAMPION JUNIOR BULL - GIT 27L



CHAMPION SENIOR BULL - YFS 69L



GRAND CHAMPION BULL - WWCS KAYO 581K



RESERVE CHAMPION BULL - TCS DR J 1J

FARMFAIR

INTERNATIONAL 2023

Junior Bull Calf - Born Feb 16, 2023 and after

- | | |
|--------------------------------|-------------------------|
| 1. GIT LAWMAN 27L | GIT PERFORMANCE CATTLE |
| 2. YFS SSS LOCKOUT 158L | SCATTERED SPRUCE SALERS |
| 3. SW LIAM 4L | SKY WEST SALERS |
| 4. CARE'S MR PLD LADY'S MAN 8L | CARE FARMS SALERS |
| 5. CARE'S MR PLD LAWLESS 12L | CARE FARMS SALERS |
| 6. SW LUCAS 133L | SKY WEST SALERS |

Champion & Reserve Junior Bull Calf

- | | |
|-------------------------|-------------------------|
| 1. GIT LAWMAN 27L | GIT PERFORMANCE CATTLE |
| 2. YFS SSS LOCKOUT 158L | SCATTERED SPRUCE SALERS |

Senior Bull Calf- Born Jan 1 - Feb 15, 2023

- | | |
|--------------------------|-------------------------|
| 1. YFS SSS LEGEND 69L | SCATTERED SPRUCE SALERS |
| 2. PW LARAMIE 18L | PW STOCK FARM |
| 3. PW LAMBEAU 10L | PW STOCK FARM |
| 4. YFS SSS LANDMARK 107L | SCATTERED SPRUCE SALERS |

Champion & Reserve Senior Bull Calf

- | | |
|-----------------------|-------------------------|
| 1. YFS SSS LEGEND 69L | SCATTERED SPRUCE SALERS |
| 2. PW LARAMIE 18L | PW STOCK FARM |

Overall Champion & Reserve Champion Bull Calf

- | | |
|-----------------------|-------------------------|
| 1. YFS SSS LEGEND 69L | SCATTERED SPRUCE SALERS |
| 2. GIT LAWMAN 27L | GIT PERFORMANCE CATTLE |

Yearling Bull - Born in 2022

- | | |
|----------------------------|-------------------------|
| 1. WWCS KAYAO 581K | TIERRA SOL CATTLE CO |
| 2. GIT KIT KARSON 40K | GIT PERFORMANCE CATTLE |
| 3. SW KAYDEN 18K | SKY WEST SALERS |
| 4. YFS SSS MR KEYNOTE 122K | SCATTERED SPRUCE SALERS |

Junior Champion & Reserve Junior Champion Bull

- | | |
|-----------------------|------------------------|
| 1. WWCS KAYAO 581K | TIERRA SOL CATTLE CO |
| 2. GIT KIT KARSON 40K | GIT PERFORMANCE CATTLE |

Two Year Old Bull - Born 2021

- | | |
|----------------|-------------------------|
| 1. TCS DR J 1J | SCATTERED SPRUCE SALERS |
|----------------|-------------------------|

Senior Champion & Reserve Senior Champion Bull

- | | |
|----------------|-------------------------|
| 1. TCS DR J 1J | SCATTERED SPRUCE SALERS |
|----------------|-------------------------|

Grand Champion & Reserve Grand Champion Bull

- | | |
|--------------------|---------------------------|
| 1. WWCS KAYAO 581K | TIERRA SOL CATTLE COMPANY |
| 2. TCS DR J 1J | SCATTERED SPRUCE SALERS |

FARMFAIR

EDMONTON Judge: Dawn Wilson

Breeder's Herd - 4 animals, both sexes to be represented

1. YFS SSS MISS LUXURY 83L SCATTERED SPRUCE SALERS
2. PW FIONA 17F PW STOCK FARM

Progeny of Dam - 2 animals with the same dam

1. YFS SSS MISS CAVALIER 51H SCATTERED SPRUCE SALERS
2. YFS SSS MISS BETHANY 90L SCATTERED SPRUCE SALERS

Get of Sire - 3 animals from the same sire, both sexes

1. PW KANSAS 4K PW STOCK FARM
2. YFS SSS LANDMARK 107L SCATTERED SPRUCE SALERS

Premier Breeder

SCATTERED SPRUCE SALERS

Premier Exhibitor

SCATTERED SPRUCE SALERS



PREMIER BREEDER & EXHIBITOR
SCATTERED SPRUCE SALERS



GET OF SIRE - PW STOCK FARM



2024 Oklahoma City Cattlemen's Congress



Congratulations to Tierre Sol Cattle Company for their great success at the Cattlemen's Congress in Oklahoma City.

TSC LIL'SUGAR 377L won her class in the Optimizer show, owned by Scattered Spruce Salers. WWCS KAYO 581K was Grand Champion Salers Bull and made an appearance in the Supreme Drive. Partners: Promised Land Cattle Co, Scattered Spruce Salers, GIT Performance Cattle.

Elderberry Farm

Robert Stieb
Box 24 , Parkside, SK
306-747-3302

*Raising
"Easy Going
Easy Keeping
Easy Calving"
Salers*



*Thank you to our 2023
Bull & Heifer Buyers!*



*Robert, grandson Damian
and granddaughter Dezi  e
keep living the dream
for Vivian.*

Dezi  e Stieb

Parkside, SK
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dez6002@gmail.com



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THANK - YOU
to our
ADVERTISERS

Thank you Gar Williams for all
your dedication and time you
spent for the Salers breed!



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COULEE
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Perform

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Eagle's Nest, Hebron, ND.

You can also find ECR bulls at the
Midland Bull Test, Columbus, MT.
Selling April 4, 2024

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

Tehama Patriarch F028



BW	WW	YW	MILK	MWW	FAT	REA	MARB	CW	DOC	STAY	CED	MCE
-3.8	85	154	29	71	0.04	0.60	0.8	65.2	13	11	18.6	14.2

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



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us today!*

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"Proud to partner with the Jones' on KAYO"

They sell at
New Trend!



March 28th, 2024



GIT Kit Carson 40K
Reserve Champion Yearling Bull



GIT Lawman 27L
Reserve Champion Bull Calf



Cody Isley

Box 477, Namaka, AB

403.888.2578 codyisley@hotmail.com

Gerry Isley

Box 102, Langdon, AB

403.936.5393 gerry@gitloam.ca

MacDonald Ranches Performance Power 2024 Sale

Black and Red Genetics to Maximize the One Trait That Counts...**PROFIT**

March
12
2024



Performance Power 2024 Sale
Tuesday, March 12 2024 - 1:00 PM CST
Kist Livestock Auction - Mandan, ND
300 Head Sell

Selling 175 Bulls including about 95 purebred and high % Salers bulls along with 75 Optimizer Composites and 5 Angus.

Selling 125 Females including 110 bred Salers and Salers-cross females from our producing cowherd and 15 premier herd foundation heifer calves.

Performance Power 2024 features a large and powerful offering of purebred and high % Salers bulls. Red and Black purebred Salers genetics in quantity, bred for gentle disposition and maternal strength.



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Visit our website to request a sale catalog, view pictures, to see performance and ultrasound information as it becomes available and see additional data on the bred females



Semen is still available...



MAC ATOMIC FORCE 36A



MAC TORRINGTON 139T

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Linda MacDonald (701) 223-6222
Will & Jerilyn MacDonald (701) 255-6096
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We still have semen on these two legendary herdsires from our breeding program available in Canada. Price is \$30/unit USD or \$24/unit for orders over 30 units.
Contact MacDonald Ranches to place your order.

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



PW LARAMIE 18L



GIT KIT CARSON 40K

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
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