

# COCKBURN -MERIT

*Annual Bull Sale*



*Monday*  
March **30** <sup>*1 pm*</sup> 2026

Briercrest, SK

# Sale Day *Information*

## Sale Day Contacts

Ward Cockburn	306-631-9490
Brittany Cockburn	306-630-8152
Trent Liebreich	306-869-7207
Janelle Liebreich	306-869-6993
Garrett Liebreich	306-815-7078

## Sale Staff

Ryan Dorran, Auctioneer	403-507-6483
Nate Marin, Ring Staff	306-869-7130
Scott Johnstone, Ring Staff	306-631-0767

## Sale Consultants

### Castlerock Marketing

Shane Castle	306-741-7485
Mark Forsyth	306-784-7844
Brennan Schachtel	306-821-2504

### Bohrson Markering

Scott Bohrson	403-370-3010
Nate Marin	306-869-7130
Jaxon Payne	306-830-0456
Taylor Richards	306-821-4169

### OBI Bovine Inc (OBI)

Mark Holowaychuck	403-896-4990
Roger Peters	403-828-9815

Kevin Larson	306-715-5335
Derek Reimer	204-371-9093

### Online Bidding on DLMS.ca

Mark Shologan	780-699-5082
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## Gate Guarantee

If you are not able to attend our sale but are interested in our bulls, we can facilitate your order. Call to discuss your cowherd, your program, and your specifications. We will select a bull that meets your requirements. The bull delivered to your gate is "satisfaction guaranteed" or we take him home - no hassle. You may also rely upon the sale representatives to bid and act on your behalf in a confidential manner.

## Semen Tests & Measurements

All bulls in the sale have passed a semen test and breeding soundness evaluation by a licensed veterinarian and have been issued a Semen Evaluation Certificate. Scrotal measurements and weight information will be available sale day.

## Board & Delivery Program

We will keep your bulls and look after them for you up to a maximum of 30 days at no cost to you. You will be responsible for picking up the bull(s) any time prior to but no later than May 1, 2026. Insurance protection is mandatory for this option. After May 1, a feed charge of \$2.00/day/head will apply.

Free delivery will be provided up to 200 miles. We will deduct \$50 from the purchase price if you trailer them directly from the sale .

## Videos

Videos produced by Sarah Hasson  
Bull sale videos will be available for viewing on DLMS.ca

## Insurance

Insurance will be available sale day. All bulls returning to Cockburn or Merit after the sale **MUST** be insured to protect your investment. **INSURANCE IS MANADATORY**

Larry Toner 306-834-7652

## Right to Collect Semen

Merit & Cockburn retain the right to collect and use semen on any bull in their offering for in-herd use at the seller's expense and the buyer's convenience.

Catalogue Design, *all rights reserved*

Bar<sup>19</sup> Nineteen  
*Creative*

403-820-5744

## Directions to the Ranch

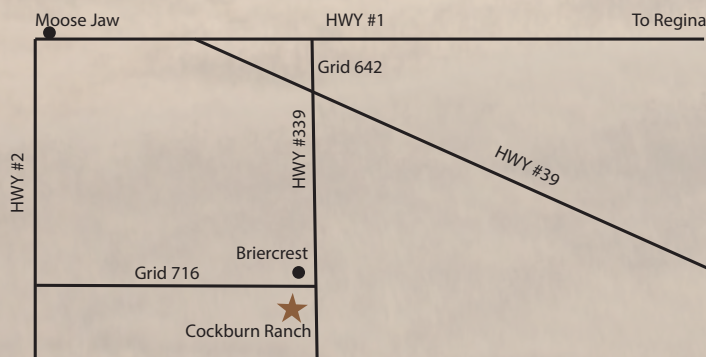
### From Moose Jaw

- Take HWY #1 East towards Regina
- Take the Weyburn HWY #39 exit
- Turn Right onto HWY #339
- Cross the tracks and take the first right to Briercrest
- Take the first left and the ranch is on the left hand side

### From Regina

- Take HWY #1 West
- Turn left on Grid 642
- Cross HWY #39 and continue straight onto HWY #339
- Cross the tracks and take the first right to Briercrest
- Take the first left and the ranch is on the left hand side

Google Map Pin 50.163018, -105.263368



# **COCKBURN -MERIT**

## **Warranty Program**

### **GUIDELINES**

Should any bull purchased through the Cockburn/Merit Bull Sale fail to be a satisfactory breeder or be unable to physically service a cow or a heifer, he will be replaced with a bull of equal value. Should this not be possible, we will issue a credit to go towards the purchase of another bull. We do not however provide warranty for mismanagement.

While under warranty, the bull is covered for injury, sickness or death. We will service your needs with a replacement bull or a sale credit. Should you have any problems with a bull please contact Ward Cockburn or Trent Liebreich to make sure your cows get bred and you are a satisfied customer.

**7% for 6 months on bulls valued at \$10,000 or less**

### **EXCLUSION TO WARRANTY**

Any injury or death due to malicious, willful or intentional acts or mistreatment are considered fraudulent claims. Should an issue arise with your bull please notify Cockburn or Merit immediately.

You also need to contact a licensed veterinarian to diagnose & treat the animal and fill out a form. If the animal dies, a confirmation of said animal by vet will be required.

### **LOYALTY INCENTIVE**

We appreciate our repeat customers and want to thank them for their continued support with \$100 discount on each bull they purchase in the 2025 sale.

### **VOLUME DISCOUNT**

3% on 3 bulls add 1% for each additional bull up to 10% of your total purchase.

**Thank you for your interest in our programs!**  
**Join us the day before the sale for open house viewing & hospitality.**  
**Sale day lunch & post sale steaks & socializing.**

## **CAN'T MAKE THE SALE?**

**Watch, Bid & Buy Online**

**Instructions for Viewing And Bidding At the Sale**

Visit [www.dlms.ca](http://www.dlms.ca), Fill out the registration form located under registration and sign-up for your free user account to select a username and password.

**BIDDERS** - To be approved as a bidder, Log in and click BUYER APPROVAL tab, select the sale you are interested in bidding at and click sign up.

**For more information or help with buyer approved call:**

**Mark Shologan 780-699-5082 or Purebred Team 780-991-3025**

**DLMS**  
[www.dlms.ca](http://www.dlms.ca)  
Direct Livestock Marketing Systems



## **Internet Bidding Available**

**DLMS**  
[www.dlms.ca](http://www.dlms.ca)

Direct Livestock Marketing Systems

**For more information call:**

**Mark Shologan 780-699-5082 or Purebred Team 780-991-3025**

*Welcome to*

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**-MERIT  
CATTLE CO.**



**grassroots - family - passion - program**

# Welcome from Merit Cattle Co

Welcome to our 32<sup>nd</sup> annual bull sale.

To our customers and friends, thank you! Your trust in our program is never taken lightly. Your confidence, loyalty, and friendship allow our family to do what we love every day. **Your success is the benchmark we measure ourselves against.**

The strength in today's cattle markets is encouraging. Those who weathered the difficult cycles are now positioned to capitalize on record prices. Supplying the world with safe, high-quality protein is a responsibility we are proud to share with producers who stayed the course.

At Merit, our commitment is straightforward: build cattle that work. Our cow herd was developed with purpose and continues to evolve through disciplined selection and hands-on management. **We strive to strengthen the traits that made the Angus female the industry standard – without compromise.**

**Udder quality. Structural soundness. Fertility. Disposition. Hair. Eye appeal.**

These fundamentals are not sacrificed for the sake of "breed-leading" numbers. Performance data, and EPDs have value, but cattle must function first. **Stockmanship still matters.**

Our herd is managed under practical, real-world conditions similar to those of our customers. Through ongoing research, evaluation, and daily observation, we strive to identify genetics that deliver predictability, longevity, and long-term profitability.

This year's offering is rich in maternal strength — featuring sons of proven donor females and past sale feature sires, alongside carefully selected outcross genetics backed by top cow families. We believe this is one of the most consistent, structurally sound, and dependable groups we have assembled.

We invite you to evaluate the bulls at Merit or at the Cockburn Ranch prior to sale day. If distance prevents a visit, our experienced sales team is available — but we encourage you to call us directly. No one knows these cattle like we do.

**Our word is our bond. Our integrity is our greatest asset.**

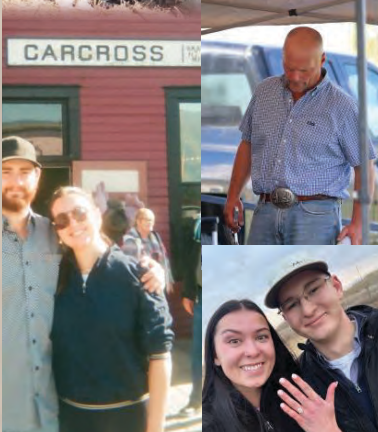
We look forward to earning your confidence in 2026.

Trent Janelle  
Garrett & McKenzie  
Macy  
Carson





ALWAYS REMEMBER  
 be thankful. live  
 simply. show grace.  
 never give up. believe  
 in yourself. work hard.  
 be happy. be honest.  
 cherish your friends.  
 love your  
*Family*



# Calving Ease It's a priority

Vigorous calves born unassisted

## IS CALVING EASE

Merit has always prioritized unassisted born calves that are up within minutes looking to nurse their mothers.

When weather conditions are tough it's the calves born with more critical mass that get up and going the fastest.



Calves that are heavier at birth are generally heavier at weaning.

If you're buying a bull for mature cows, don't overlook the heavier birth weight bulls as they'll usually sire more payweight and more profit.

### CALVING EASE SCORES

RECOMMENDED FOR COWS



RECOMMENDED FOR COWS OR  
LARGER FRAMED HEIFERS



RECOMMENDED FOR HEIFERS



## EPDs & Angus HD Explanation

### EPD ABBREVIATIONS

EPD's are a tool in the tool box that is available to assist you in making your genetic selection if you choose to use them. EPD's incorporate the individual along with the performance/data of all its relatives.

**CE:** Calving ease. A higher number predicts more calving ease.

**BW:** Birth. A lower EPD predicts a lower birth weight.

**WW:** Weaning. Higher weaning EPDs predict heavier weaning weights.

**YW:** Yearling. Higher yearling EPDs indicate a greater expected yearling weight.

Higher yearling weights generally suggest heavier mature weights.

**M:** Milk. Milk EPD should be used to predict the milking ability of the daughters of the bull in question. Higher Milk EPDs project more milk.

**Angus HD (Angus High Density)** produces genomically enhanced EPDs with higher accuracies for non-parent animals. We use it primarily on our ET progeny. Angus HD is the CAA branded genomic test that is directly comparable to Angus GS and HD50K.



**ALL BULLS HAVE BEEN PARENT OR SIRE  
VERIFIED AND HAVE ANGUS HD EPDS**



**5001**

January 03 2025 | 2422107 | TJL 5001N

**MERIT REVIVAL 5001N**

WOODHILL RELEVANCE  
**WOODHILL REVIVAL H028**  
 WOODHILL EVERGREEN A43-F039

S A V RENOVATION 6822  
**GOLDEN OAK 6822 TOOTS 308L**  
 GOLDEN OAK TOOTS 79F

<b>EPDs</b>	CE: 8   BW: 1.6   WW: 76   YW: 131   Milk: 27
<b>PERF</b>	BW: 77   205 WW: 876   365 YW: 1483

- 112 WWR
- Herdbull presence with a herdbull pedigree
- Good looking, long as a train and sound travelling calving ease bull backed by one of the exceptional young cows at Merit
- Dam Golden Oak Toots 308L was selected out of Cattle in the Snow 2025 as our pick and the high selling heifer, she's beautiful on the profile, big barrelled and ideal in her udder design
- If you are looking for a curve-bending calving ease bull with the credentials to make a positive impact in your herd, look close here

**Calving Ease:** ★★ ★

**5007**

January 25 2025 | 2422077 | TJL 5007N

**MERIT SYNERGY 5007N**

HF SYNDICATE 213Z  
**MERIT SYNERGY 3038L**  
 MERIT FLORA 1015J

MACNAB GREAT SCOT 103D  
**MACNAB MISS ESTON 747L**  
 MACNAB MISS ESTON 298Y

<b>EPDs</b>	CE: 13   BW: -0.6   WW: 56   YW: 100   Milk: 22
<b>PERF</b>	BW: 65   205 WW: 755   365 YW: 1456

- Sleep all night heifer bull here
- Long spined, smooth sided Synergy son that covers the basics well, ideal footed, good nutted and built for the long haul
- Dam MacNab Miss Eston was Trent's pick of the heifer calves at their historic dispersal and has matured into a pretty, hardworking, easy fleshing young cow with a beautiful udder



**Calving Ease:** ★★ ★



**5010**

ET | January 26 2025 | 2434142 | TJL 5010N

**MERIT TIMELESS 5010N**

HF KODIAK 5R  
**HF TIGER 5T**  
 HF ECHO 84R

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

EPDs	CE: 9   BW: 0.9   WW: 55   YW: 98   Milk: 26
PERF	BW: 77   205 WW: 813   365 YW: 1442

- From the cow who needs no introduction in terms of her producing ability, Flora 6078 has cranked out another stud
- Backed by the breed legend HF Tiger 5T, a true genetic gem Timeless 5010 has all the tools to enhance the Canadian Angus industry
- Proud carriage, sound and square built stud that reaches and goes with authority off both ends of his skeleton
- Big backed, bold ribbed with shag and presence to burn
- One of the high end versatile herdsire prospects to hit a sale ring this spring

Calving Ease: ★★





**5017**

January 28 2025 | 2422099 | TJL 5017N

**MERIT HEADLINER 5017N**

EARLEY PACESETTER 2J  
**MERIT FRONT-RUNNER 3150L**  
 MERIT FLORA 12H

BELVIN MAY CITY 0136  
**MERIT BARBARA 3142L**  
 NORTH PERTH BARBARA 507

EPDs CE: 2 | BW: 3.6 | WW: 77 | YW: 136 | Milk: 20  
 PERF BW: 82 | 205 WW: 952 | 365 YW: 1655

- WWR 122, #1 indexing calf at weaning
- 2025 Canadian Western Agribition Senior Champion Bull Calf & member of Champion Pen of Bulls at Medicine Hat pen show
- Front-Runner was a 2024 sale feature selling to Bear Creek Angus of Maple Creek
- Headliner 5017 travels on an exceptional foot design, while being loose hinged and robust in his muscle pattern
- Stout, shapely and stylish stud that trucks around with an arrogant presence while being truly dimensional from all angles
- Pounds from that extra length of body the industry demands
- Excellent temperament
- Backed by the famed Flora cow family and complimented by the Barbara line that has only helped build our cowherd
- The rare combination of power, structural integrity and superior class and balance is unrivalled, huge upside here!

Calving Ease: ★

507C granddam



12H pat granddam



4112 mat sister to sire





- WWR 122, #2 ranked at weaning
- The ideal calving ease option if your goal is to add true muscle and dimension into next years calf crop
- Sire Merit Synergy 3038 was selected by Bill Best out in Nova Scotia and we utilized him in our replacement pen and he consistently adds shape, length, and skeletal quality in a calving ease package
- Dam Pride 3073 helped him boast a 122 WWR and is a beautiful, moderate, perfect uddered Incredible 1020 daughter, the kind we strive to produce

Calving Ease: ★★ ★



**5018**

January 28 2025 | 2422101 | TJL 5018N

**MERIT LIBERTY 5018N**

HF SYNDICATE 213Z  
**MERIT SYNERGY 3038L**  
 MERIT FLORA 1015J

MERIT INCREDIBLE 1020J  
**MERIT PRIDE 3073L**  
 MERIT PRIDE 2032

<b>EPDs</b>	CE: 7   BW: 1.5   WW: 45   YW: 73   Milk: 28
<b>PERF</b>	BW: 79   205 WW: 844   365 YW: 1545

**5019**

January 28 2025 | 2422103 | TJL 5019N

**MERIT ABSOLUTE 5019N**

HOOVER NO DOUBT X6  
**66 ABSOLUTE 120K**  
 66 DUCHESS 169F

MERIT INCREDIBLE 1020J  
**MERIT BLACKCLASS 3021L**  
 MERIT BLACKCLASS 6060D

<b>EPDs</b>	CE: 8   BW: -0.8   WW: 46   YW: 83   Milk: 19
<b>PERF</b>	BW: 64   205 WW: 798   365 YW: 1367



- Super sound, structurally correct Absolute son that is a picture of balance.
- Granddam is our famed Blacklass 6060 cow who has consistently produced herd bulls such as Kingpin, Sheriff, McLaren and full brother to dam Blacklass 3021 Admiral
- Foot design, scrotal size, and a no miss cow family solidify's Absolute 5019 as a sure candidate for every program

Calving Ease: ★★ ★



**5027**

January 30 2025 | 2422540 | TJL 5027N

### MERIT ABSOLUTE 5027N

HOOVER NO DOUBT X6  
**66 ABSOLUTE 120K**  
66 DUCHESS 169F

LKR RIPPIN' 44G  
**LKR LADY 30K**  
FREYBURN LADY 52F

**EPDs** CE: 3 | BW: 1.2 | WW: 48 | YW: 92 | Milk: 26  
**PERF** BW: 82 | 205 WW: 795 | 365 YW: 1457

- Another long sided, big middled Absolute son that stand on ideal foot shape with skeletal quality and is the easy doing kind
- Dam is a beautiful young cow acquired out of the Masterpiece sale from LK Ranch and is quickly becoming a herd favorite



Calving Ease: ★★

**5028**

January 30 2025 | 2422547 | TJL 5028N

### MERIT AMBASSADOR 5028N

MOHNEN AMBASSADOR  
**STYLES AMBASSADOR D004**  
STYLES LASSIE B007

HF SYNDICATE 213Z  
**MERIT COUNTESS 3033L**  
MERIT COUNTESS 1039J

**EPDs** CE: 9 | BW: 1.1 | WW: 54 | YW: 95 | Milk: 26  
**PERF** BW: 75 | 205 WW: 716 | 365 YW: 1316

- Athletic, sure fire calving ease prospect sired by Ambassador
- Smooth built, easy moving and a masculine presence
- Dam stems from our Countess line that has been a staple in our program for decades



Calving Ease: ★★★

**5030**

January 30 2025 | 2422549 | TJL 5030N

### MERIT FRONT-RUNNER 5030N

EARLEY PACESETTER 2J  
**MERIT FRONT-RUNNER 3150L**  
MERIT FLORA 12H

HF GRIZZLY 12T  
**U-2 POLLYANNA 172B**  
U-2 POLLYANNA 32M

**EPDs** CE: 12 | BW: 0.2 | WW: 52 | YW: 93 | Milk: 28  
**PERF** BW: 84 | 205 WW: 753 | 365 YW: 1377

- Good footed, long bodied, shaggy Front-Runner son that is long sided, loose hided and square from the ground up
- Dam Pollyanna 172B is 12 this winter set to have another calf early in the season



Calving Ease: ★★★



**5034**

ET | January 31 2025 | 2435937 | TJL 5034N

**MERIT DIPLOMAT 5034N**

BRUNS TOP CUT 373  
**BUSHS AMPLIFY 984**  
 BUSHS LADY ENHANCE 0612

U-2 COALITION 206C  
**MERIT SOCIALITE 1028J**  
 MERIT SOCIALITE 48X

<b>EPDs</b>	CE: 2   BW: 3.5   WW: 77   YW: 138   Milk: 34
<b>PERF</b>	BW: 90   205 WW: 861   365 YW: 1551

**5038**

February 01 2025 | 2423199 | TJL 5038N

**MERIT ROWDY 5038N**

BRUNS TOP CUT 373  
**BUSHS AMPLIFY 984**  
 BUSHS LADY ENHANCE 0612

MERIT STONEY CREEK 4023  
**MERIT SOCIALITE 7006E**  
 MERIT SOCIALITE 5098C

<b>EPDs</b>	CE: 5   BW: 1.9   WW: 58   YW: 112   Milk: 20
<b>PERF</b>	BW: 88   205 WW: 865   365 YW: 1533

- Leadoff Amplify son is a power packed stud, and backed by world renowned donor cow Merit Socialite 1028J
- Standing on an ideal foot with plenty of heel, Diplomat 5034 is a wide based, square built, explosive shaped herd bull with tons of character
- Strong skulled, with a masculine crest while still being loose hinged and free in his movement
- Along with being truly exciting in his data set he is the lone flush brother to the \$50,000 Merit Socialite 5051 that sold to Yeguada El Tres in The Cattle in the Snow this past December

Calving Ease: ★



- Big backed, burly stud that is gentle giant
- Sure footed, sound travelling bull that is big hipped and bold bodied
- We love the masculinity and presence of these Amplify sons, the daughters are sound built, soft sided, and angular in their design
- Dam Socialite 7006 has earned CAA Elite dam stats, she's from a long line of matrons that have left a true impact in our program over the last 40 years. She is worthy dam of your next herd bull!

Calving Ease: ★



# AUTHENTIC

GENUINE; NOT FALSE OR COPIED; REAL

No bells or whistles or exaggerated claims, only  
**STRUCTURALLY SOUND · EYE APPEALING · FUNCTIONAL**

bulls that are

# RUGGED & MASCULINE.



**AUTHENTIC ANGUS GENETIC ALTERNATIVES...**  
*developed for our environment and commercial customers*

# M



**5039**

February 01 2025 | 2434136 | TJL 5039N

**MERIT WOODS 5039N**

HF KODIAK 5R  
**HF TIGER 5T**  
 HF ECHO 84R

U-2 COALITION 206C  
**MERIT SOCIALITE 1028J**  
 MERIT SOCIALITE 48X

EPDs	CE: 6   BW: 2.9   WW: 68   YW: 128   Milk: 27
PERF	BW: 97   205 WW: 877   365 YW: 1631

- True herd improving breeding tool here!
- Exceptional individual that is high-tying and proud and fluid in his movement, robust in his shape and big barreled
- Truly impressive from all angles, rolls across the bullpen with security and comfort off both ends of his skeleton
- Premium, proven maternal genetics flooded throughout Woods pedigree with breed legends HF Tiger right on top, and Socialite 1028J
- Rare individual, rare opportunity

**Calving Ease:** ★

**Socialite 1028J dam**



**Tiger 5T sire**





**5040**

February 01 2025 | 2422668 | TJL 5040N

**MERIT RELAX 5040N**

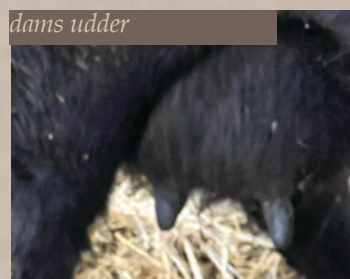
U-2 COALITION 206C  
**MERIT COOL 3028L**  
 MERIT FLORA 1004J

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

EPDs	CE: 4   BW: 2.4   WW: 66   YW: 120   Milk: 25
PERF	BW: 90   205 WW: 886   365 YW: 1542

- One of the truly special breeding achievements to be born on the ranch
- Relax has been admired at every stage, gaining many friends at Agribition and Medicine Hat Pen Show
- Strong skulled, burly rascal that is masculine and cocky about his presence, dense in his build yet agile and accurate on the trail
- Dam J Square S Ellen 18H has recently been designated Elite Dam by the CAA, she has calved again in first cycle to her AI. Prior to her production life she was admired during her show career garnering several division banners
- ¾ sister Ellen 2002 was a Females of Merit Highlight in 2023 as a high seller to Yeguada El Tres
- Sire Merit Cool 3028 was a highlight of our 2024 sale to 66 Ranch and was admired for his balance, skeletal design and herdbull character. Relax 5040 takes his qualities to a whole new level

Calving Ease: ★



Tiger 5T sire



Calving Ease: ★

5046

ET | February 03 2025 | 2434134 | TJL 5046N

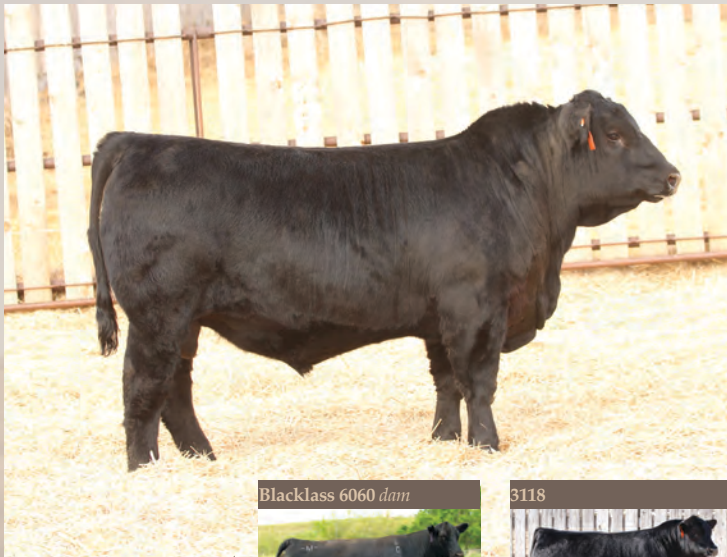
### MERIT DYNASTY 5046N

HF KODIAK 5R  
HF TIGER 5T  
HF ECHO 84R

U-2 COALITION 206C  
MERIT SOCIALITE 1028J  
MERIT SOCIALITE 48X

EPDs CE: 5 | BW: 1.5 | WW: 54 | YW: 101 | Milk: 26  
PERF BW: 88 | 205 WW: 842 | 365 YW: 1499

- Flush Brother to Merit Woods 5039
- Dynasty blends proven maternal greatness into a well balanced, shaggy, thick package
- Long spined, big barrelled and proud with a house pet disposition



Calving Ease: ★



5047

ET | February 03 2025 | 2434133 | TJL 5047N

### MERIT PROLIFIC 5047N

ELLINGSON PROFOUND 8155  
ELLINGSON PROLIFIC  
EA QUEEN 8070

MERIT STONEY CREEK 4023  
MERIT BLACKCLASS 6060D  
MERIT BLACKCLASS 1184

EPDs CE: 4 | BW: 1.6 | WW: 63 | YW: 119 | Milk: 20  
PERF BW: 77 | 205 WW: 826 | 365 YW: 1523

- Sound footed, loose hinged and masculine in his build
- Backed by the herdsire factory herself Merit Blackclass 6060 who's the dam of Admiral, Sheriff, Kingpin and McLaren
- Strong topped, stout ended and built for the long haul



Calving Ease: ★

5050

February 04 2025 | 2422687 | TJL 5050N

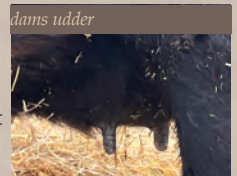
### MERIT ABSOLUTE 5050N

HOOVER NO DOUBT X6  
66 ABSOLUTE 120K  
66 DUCHESS 169F

MERIT PAYCHEQUE 9002G  
MERIT JILT 1056J  
MERIT JILT 9069G

EPDs CE: 3 | BW: 2.6 | WW: 68 | YW: 124 | Milk: 24  
PERF BW: 92 | 205 WW: 769 | 365 YW: 1497

- Certified stud that is ideal footed, big nuted, with a herdbull skull, and power to burn
- Soggy and sound travelling Absolute son out of a beautiful Jilt - Paycheque cow that is big bodied easy fleshing and consistent in her production
- Add power and maternal quality into the next generation here



- Athletic, proud and built right!
- Good looking rascal we just couldn't get a picture of, check out his video
- Dam Merit Socialite 5024 has a proven track record, at age 11 she has calved in first cycle with her natural and ET calves at the front draft of our pens, with a past Females of Merit high seller Socialite 2021 to ZWT Ranch in Tennessee
- Front-Runner was a highlight in 2024 and his rookie crop here has knocked it out of the park adding muscle, hair, and foot quality

Calving Ease: ★

Socialite 5024C dam



2021 mat sister



5054

February 05 2025 | 2422849 | TJL 5054N

**MERIT FRONT-RUNNER 5054N**

EARLEY PACESETTER 2J  
**MERIT FRONT-RUNNER 3150L**  
 MERIT FLORA 12H

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

EPDs CE: 6 | BW: 3.3 | WW: 62 | YW: 103 | Milk: 22  
 PERF BW: 85 | 205 WW: 808 | 365 YW: 1360

5055

February 05 2025 | 2422850 | TJL 5055N

**MERIT SMOOTH 5055N**

HOOVER NO DOUBT X6  
**66 ABSOLUTE 120K**  
 66 DUCHESS 169F

W SUNRISE EXECUTIVE LAW 507H  
**MERIT SOCIALITE 2025K**  
 MERIT SOCIALITE 5024C

EPDs CE: 10 | BW: -0.7 | WW: 42 | YW: 81 | Milk: 17  
 PERF BW: 75 | 205 WW: 753 | 365 YW: 1225

- High quality heifer bull here!
- Big nutted and ideal foot shape
- Awesome look and balance, correct at the ground and backed by a strong cow family
- Dam is a flush sister to the Socialite 2021 cow at ZWT
- Bulls that have the credentials in the pen, maternal lineage and tote calving ease epd's don't come around every day

Calving Ease: ★★ ★

3081L full sister to dam





**5058**

February 07 2025 | 2422881 | TJL 5058N

**MERIT LIVE ACE 5058N**

SSS DEUCE 2H  
MWC LIVE ACE 8L  
MWC ROSEBUD 6F

ELLINGSON HI-RANGE  
MWC ERELITE 92L  
MWC ERELITE 41H

<b>EPDs</b>	CE: 13   BW: -3.5   WW: 39   YW: 71   Milk: 31
<b>PERF</b>	BW: 74   205 WW: 768   365 YW: 1349

- Thick ended, sound footed and moderate in his frame while being in the top 1% for CE BW and foot score
- Stemming from the cow family that brought the world the immortal Coalition 206C with shot High-Range and Bravo
- Dam Erelite 92L was selected as our pick out of the historic MWC dispersal for her maternal heritage and phenotypic quality. She has matured into a beautiful young cow that's tidy uddered and easy keeping

Calving Ease: ★★ ★



**5060**

ET | February 09 2025 | 2423373 | TJL 5060N

**MERIT PROLIFIC 5060N**

ELLINGSON PROFOUND 8155  
ELLINGSON PROLIFIC  
EA QUEEN 8070

MERIT STONEY CREEK 4023  
MERCIT BLACKCLASS 6060D  
MERCIT BLACKCLASS 1184

<b>EPDs</b>	CE: 0   BW: 2.3   WW: 73   YW: 125   Milk: 19
<b>PERF</b>	BW: 91   205 WW: 961   365 YW: 1513



- High performing, power packed meat wagon that is impressive in the pen as well as on paper
- Ranking in the top 10% of the breed for growth and 5% for foot scores
- From the dominant Blackclass 6060 cow who has made an incredible impact in our cowherd raising the bar for power, foot quality and maternal longevity

Calving Ease: ★



5061

February 09 2025 | 2444948 | TJL 5061N

### MERIT COOL 5061N

U-2 COALITION 206C  
MERIT COOL 3028L  
MERIT FLORA 1004J

SCHIEFELBEIN ATTRACTIVE 4565  
PEAK DOT HEATHER 3023E  
PEAK DOT HEATHER 392C

EPDs CE: 11 | BW: -1.1 | WW: 46 | YW: 91 | Milk: 27  
PERF BW: 76 | 205 WW: 718 | 365 YW: 1324

- Correct, sound moving, good footed sleep all night heifer bull here!
- Dam Heather 3023E has been designated elite by the CAA and is a cow tour favorite, supreme foot design, big barrelled and beautiful in her design
- The Heather family is a great fit for exceptional foot and udder quality



Calving Ease: ★★ ★



Calving Ease: ★

5062

February 09 2025 | 2434787 | TJL 5062N

### MERIT OUTRIDER 5062N

EARLEY PACESETTER 2J  
MERIT FRONT-RUNNER 3150L  
MERIT FLORA 12H

HF UNIT 14C  
MERIT SOCIALITE 8202F  
MERIT SOCIALITE 5038

EPDs CE: 0 | BW: 4.7 | WW: 60 | YW: 102 | Milk: 32  
PERF BW: 90 | 205 WW: 855 | 365 YW: 1528

- One of the best power bulls to be raised at the ranch
- Absolutely ideal in his skeletal design being proportionate, comfortable and great in his hoof design
- Big barrelled, wide based and explosive in his muscle pattern, with a hair coat and a true herdsire presence
- Res Intermediate bull calf at CWA, also member of Medicine Hat Champion pen of bulls
- Dam Socialite 8202 is a power cow that is ideal in her foot and udder design with extra power, a true herd favourite, she currently has a son working at 66 Ranch and daughter at Willowside in Ontario





Calving Ease: ★★ ★

**5064**

February 10 2025 | 2423379 | TJL 5064N

**MERIT ABSOLUTE 5064N**

HOOVER NO DOUBT X6  
**66 ABSOLUTE 120K**  
 66 DUCHESS 169F

CONNEALY FINAL PRODUCT  
**NORTH PERTH BARBARA 507**  
 NORTH PERTH BARBARA 300

<b>EPDs</b>	CE: 14   BW: -1.6   WW: 50   YW: 96   Milk: 20
<b>PERF</b>	BW: 74   205 WW: 678   365 YW: 1296

- Another sure-fire heifer bull by Absolute
- Long as a train and sound in his design 5064 is built for the long haul
- Dam Barbara 507C has done a beautiful job and has impacted our herd with a grandson being Headliner 5017 and many others with Paycheque in their pedigree



*It's our*  
**Honour & Priviledge**  
 to provide you with seedstock to move your operation forward. Without you, there is no us!  
 Our passion for breeding the highest quality Angus genetics drives us  
**365 days a year**

*We appreciate*  
 your confidence in our program & value your friendship  
 mark your calendars  
**FEMALES OF MERIT** *Volume 8*  
**December 13, 2026**



# REAL WORLD BEEF BULL



# MILWAUKEE 153L

Owned by  
Merit  
Miller Wilson  
66 Ranch Ltd  
Cowtrax



5065



*Tull Brothers*

## Lots 5065 & 5066

ELLINGSON PROFOUND 8155  
ELLINGSON PROLIFIC  
EA QUEEN 8070

U-2 COALITION 206C  
MERIT SOCIALITE 1028J  
MERIT SOCIALITE 48X

5065

ET | February 9 2025 | 2456931 | TJL 565N

### MERIT PARAMOUNT 5065

EPDs CE: 3 | BW: 2.4 | WW: 74 | YW: 139 | Milk: 27  
PERF BW: 90 | 205 WW: 874 | 365 YW: 1588

- Big time herdbull candidate!
- Ideal foot shape, tremendous growth and power all in an athletic package backed by one of the hottest bulls in the industry, Ellingson Prolific
- Dam Socialite 1028 has all the credentials that a herdsire's mother must have, ideal udder design, a beautiful profile, power from all angles and a proven track record
- High end potential here!

Calving Ease: ★

5066

ET | February 9 2025 | 2456930 | TJL 566N

### MERIT PARADIGM 5066

EPDs CE: 4 | BW: 2.2 | WW: 69 | YW: 125 | Milk: 26  
PERF BW: 90 | 205 WW: 878 | 365 YW: 1566

- Flush brother to 5065
- Power bull with incredible mass, substance, fleshing ability and explosive muscle shape
- Stout as they come, square on all four corners and robust in his body shape
- Herdbull presence about his skull and crest while still being sound in his movement around the pen
- Maternal brother to John Wayne, herdbull at 66 Ranch, and Socialite 5051, high seller at Cattle in the Snow to Yeguada El Tres

Calving Ease: ★

5066



Socialite 1028J dam

Prolific sire



JW mat brother



Ambassador D004 sire

Calving Ease: ★★ ★

5078

February 16 2025 | 2423627 | TJL 5078N

**MERIT AMBASSADOR 5078N**

MOHNEN AMBASSADOR  
**STYLES AMBASSADOR D004**  
 STYLES LASSIE B007

MERIT INCREDIBLE 1020J  
**MERIT SOCIALITE 3077L**  
 MERIT SOCIALITE 8202F

EPDs	CE: 8   BW: 0.5   WW: 66   YW: 109   Milk: 29
PERF	BW: 75   205 WW: 805   365 YW: 1506

- Curve bending Ambassador son that is agile and proud on the move
- Shaggy, loose hinged heifer bull that will add length and maternal quality into the next generation
- Dam Socialite 3077 is a big bodied, ideal uddered Incredible 1020 daughter that bred back and maintained condition all summer



Calving Ease: ★

5081

February 17 2025 | 2423630 | TJL 5081N

**MERIT MAINSTAY 5081N**

HF MASTERMIND 98H  
**COWTRAX MILWAUKEE 153L**  
 HF ECHO 314F

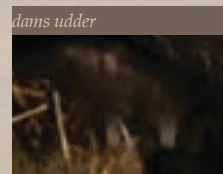
MERIT MCLAREN 8020F  
**MERIT SOCIALITE 2032K**  
 MERIT SOCIALITE 48X

EPDs	CE: 6   BW: 3.2   WW: 72   YW: 115   Milk: 18
PERF	BW: 87   205 WW: 862   365 YW: 1489

- Sired by Milwaukee a real word bull that racked up show ring success , champion Angus bull at CWA, top 10 Supreme finalist CWA, Champion & Supreme at AG-Ex , Champion Olds Fall Classic, as well as Angus Breeder Champion of the World.
- Incredibly well balanced, correct in his angles and shapely from all angles
- Like his sire, he's smooth built, thick ended and sound travelling
- Grandam is the infamous Socialite 48X donor and dam is a ¾ sister to herdsire at Pedersen's, Kingsman 8030 and Whiskey 8010 at Blairswest and Blairs.Ag
- Royally bred and unlimited upside



Milwaukee 153L sire



dam's udder

- Versatile breeding piece here!
- Investment's full sister has done it again, ideal foot quality, correct skeletal design and true in his movement
- Big Nutedted, square built, and bold bodied kind of bull that never goes out of style, backed by three generations of donor cows
- Every daughter is sure to be at the front of the replacement pen

Calving Ease: ★★



**5083**

February 18 2025 | 2423764 | TJL 5083N

**MERIT LANDMAN 5083N**

HOOVER NO DOUBT X6  
66 ABSOLUTE 120K  
66 DUCHESS 169F

**5086**

February 19 2025 | 2423788 | TJL 5086N

**MERIT ROCK 5086N**

O C C JUNEAU 807J  
COLEMAN ROCK 7200  
COLEMAN DONNA 714

U-2 COALITION 206C  
**MERIT FLORA 1032J**  
MERIT FLORA 6078D

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

<b>EPDs</b>	CE: 3   BW:0.8   WW: 57   YW: 101   Milk: 25
<b>PERF</b>	BW: 75   205 WW: 843   365 YW: 1351

<b>EPDs</b>	CE: 3   BW: 3.8   WW: 66   YW: 114   Milk: 28
<b>PERF</b>	BW: 92   205 WW: 896   365 YW: 1498

- Shaggy, soft sided, and long spine Coleman Rock son that is as long as they come while moving freely off both ends of his skeleton
- We are really liking our Rock daughters
- Donor Dam Lady Ann 7076 is just beginning to make her mark in our program and her daughter are consistently picture perfect in the udder design and foot quality
- Make stout, shaggy sons and you'll want to hold on to every daughter to insert in your breeding program

Calving Ease: ★



# ALWAYS Striving -M-

*Striving to build a better cow herd and better bulls that sire calves that put more money in your pocket.*

*Bulls that cover ground & sire long bodied steers with eye appeal and lots of hair, the kind order buyers line up for, and females that make productive, functional, and hassle-free range cows.*

*We love this industry. It's why we get up in the morning. We want to do our part to make it better!*



- Power bull with tremendous length and ideal balance
- Dam Socialite 18H is a perfect footed momma that has raised a full brother that was a feature to Sunrise Ranching last year and also a sale feature female to 66 Ranch
- WWR 113, stout, sound and blends two of our most prolific producing cows Socialite 48X and Flora 6078

Calving Ease: ★



**5089**

February 20 2025 | 2423815 | TJL 5089N

**MERIT EXCEPTIONAL 5089N**

KR INCREDIBLE 8149  
**MERIT INCREDIBLE 1020J**  
 MERIT FLORA 6078D

MLG MOMENTOUS 6079  
**MERIT SOCIALITE 18H**  
 MERIT SOCIALITE 48X

<b>EPDs</b>	CE: 0   BW: 3.9   WW: 70   YW: 115   Milk: 22
<b>PERF</b>	BW: 98   205 WW: 900   365 YW: 1507

**5090**

ET | February 20 2025 | 2434120 | TJL 5090N

**MERIT WHITE HOT 5090N**

HOOVER NO DOUBT X6  
**66 ABSOLUTE 120K**  
 66 DUCHESS 169F

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

<b>EPDs</b>	CE: 9   BW: 1.2   WW: 66   YW: 113   Milk: 18
<b>PERF</b>	BW: 91   205 WW: 721   365 YW: 1283

- Another direct son of Flora 6078!
- Correct foot shape, clean joints, extra length and comfortable skeletal angles
- The first Absolute daughters in production are beautiful uddered and offer ideal mothering instincts and abilities
- Heifer bull with premium maternal genetics

Calving Ease: ★★





Calving Ease: ★★ ★



Calving Ease: ★★ ★



5092

February 20 2025 | 2423821 | TJL 5092N

**MERIT COOL 5092N**

U-2 COALITION 206C  
**MERIT COOL 3028L**  
 MERIT FLORA 1004J

W SUNRISE EXECUTIVE LAW 507H  
**MERIT SOCILAITTE 3125L**  
 MERIT SOCIALITE 5024C

**EPDs** CE: 11 | BW: -1.5 | WW: 39 | YW: 78 | Milk: 26  
**PERF** BW: 71 | 205 WW: 730 | 365 YW: 1292

- Sleep all night heifer bull!
- Ideal footed with extra muscle shape in a moderate and stylish package
- Dam Socialite 3125 is another flush sister to Socialite 2021 who was a past Females of Merit high seller to ZWT ranch in Tennessee

5094

February 21 2025 | 2424514 | TJL 5094N

**MERIT ABSOLUTE 5094N**

HOOVER NO DOUBT X6  
**66 ABSOLUTE 120K**  
 66 DUCHESS 169F

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

**EPDs** CE: 6 | BW: 1.6 | WW: 64 | YW: 106 | Milk: 27  
**PERF** BW: 79 | 205 WW: 803 | 365 YW: 1444

- Sound, soggy and built right from the ground up
- Length = pounds = top dollar
- Extra hair and volume in a loose hinged free moving design
- Backed by the infamous Flora cow family and 66 Duchess 169F, Absolute 5094 daughters are sure to be at the front of the replacement pen



**REAL WORLD**

*No frills, functional females with the utmost attention paid to structure, do-ability, udders, disposition, fertility and the ability to raise a quality calf.*

*They graze all summer and in late fall they are then fed quality hay with protein/mineral tubs on a half section until late January. They are not supplemented with grain, swath grazing annual cereals or "roughing it" grazing corn. We manage them this way so we know that our genetics will work under our customers' management.*

*Our goal is to produce the best Merit Mommas possible for our environment and market. The Angus cow is still the best mother cow in the world.*





**5096**

February 21 2025 | 2424728 | TJL 5096N

**MERIT CHILL 5096N**

U-2 COALITION 206C  
**MERIT COOL 3028L**  
 MERIT FLORA 1004J

MERIT RANCH WATER 1067J  
**MERIT SOCIALITE 3083L**  
 MERIT SOCIALITE 9017G

**EPDs** CE: 14 | BW: -2 | WW: 47 | YW: 88 | Milk: 19  
**PERF** BW: 70 | 205 WW: 801 | 365 YW: 1353

- Checks the boxes in terms of foot quality and scrotal development and compliments it with a striking look and incredible balance
- Backed by a beautiful Ranch Water first calver who bred back early and is ideal in terms of her udder with perfect teats, level design and fore udder attachment
- Blending two of our most prolific cow families with generations of maternal excellence, Cool 5096 has a bright future
- Both Cool & Ranch Water have been used extensively & successfully at 66 Ranch sure fire heifer bulls.

**Calving Ease:** ★★ ★

**5103**

February 24 2025 | 2436282 | TJL 5103N

**MERIT BIG RIVER 5103N**

ELLINGSON THREE RIVERS 8062  
**ELLINGSON BIG RIVER 0052**  
 EA BLACKCAP 4053

GDAR INSIGHT 7201  
**MERIT FLORA 14H**  
 MERIT FLORA 6078D

**EPDs** CE: -1 | BW: 4.2 | WW: 67 | YW: 101 | Milk: 18  
**PERF** BW: 87 | 205 WW: 770 | 365 YW: 1339

- Flush brother to 5115
- Added muscle dimension and in a easy doing package
- Donor dam Flora 14H has been admired for her correct skeletal design, maternal image and perfect udder



**Calving Ease:** ★



*what we*  
**EXPECT**  
*from our females*

- Sound structure, starting from the ground up
- Fertility
- Be maternally minded but have good dispositions
- Have a good udder that will remain sound for a long, productive life.
- Wean a quality calf; one that makes the replacement female pen or a bull with calving ease, performance and soundness that our commercial customers demand. **THAT IS WHAT WE ARE ALL ABOUT**
- We only use EPD's and performance records as tools. Stockmanship does NOT require a computer!
- *They've got to look good, life's too short to look at ugly cattle.*
- Easy fleshing with the capacity and ability to rustle for forage.
- Be productive with the resources we have. High input females are self eliminating.
- Be practical & functional without fantastical claims.



We are always striving to make them better and more efficient. We love nothing more to see our customers success both commercially and as seedstock. Constantly studying and analyzing our cattle bring us joy and satisfaction.



- Stout and shaggy Milwaukee son who is big nuttred and correct at the ground
- Maternal sister sold to our friends at Nolan Cattle Co in Manitoba and a maternal brother is at 66 Ranch
- Dam Pride 8119 is a low maintenance, perfect footed cow with a beautiful udder
- Add power and pounds into next year's calf crop without sacrificing style and maternal longevity

Calving Ease: ★



**5109**

February 27 2025 | 2425220 | TJJL 5109N

**MERIT MILWAUKEE 5109N**

HF MASTERMIND 98H  
COWTRAX MILWAUKEE 153L  
HF ECHO 314F

KR APOLLO 6458  
**MERIT PRIDE 8119F**  
MERIT PRIDE 5091

**EPDs** CE: 1 | BW: 3.3 | WW: 62 | YW: 112 | Milk: 19  
**PERF** BW: 97 | 205 WW: 820 | 365 YW: 1494

**Merit Vaccination Protocol**

**CALF PROTOCOL**

- Calves are vaccinated at 1 week of age with Nasalgen
- They receive Vista Once and Vision 7 So-munus at turnout, then again at weaning with Safe-Guard

**SALE BULL PROTOCOL**

- Ivermectin in December & January
- 2 doses of Fusoguard
- BOSS IN MARCH

*Medicine Hat Pen Show*  
**2025**  
**Champion pen of bulls**  
5017, 5040, 5062





Calving Ease: ★

**5112**

ET | February 27 2025 | 2456664 | TJL 5112N

**MERIT RANGE BOSS 5112N**

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

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

<b>EPDs</b>	CE: 3   BW: 3.2   WW: 51   YW: 86   Milk: 27
<b>PERF</b>	BW: 86   205 WW: 648   365 YW: 1254

- Direct son of breed legend Bar S Range Boss 4002
- Great footed and sound built with extra hair and length in a moderate design
- Donor Dam Lady Ann 7076 consistently generates easy keeping, sound built cattle that are built for the long haul.
- A pair of flush sisters are at the very front of the replacement pen that have us revved up



Calving Ease: ★

**5115**

ET | March 01 2025 | 2434114 | TJL 5115N

**MERIT BIG RIVER 5115M**

ELLINGSON THREE RIVERS 8062  
**ELLINGSON BIG RIVER 0052**  
 EA BLACKCAP 4053

GDAR INSIGHT 7201  
**MERIT FLORA 14H**  
 MERIT FLORA 6078D

<b>EPDs</b>	CE: -3   BW: 4.8   WW: 83   YW: 132   Milk: 17
<b>PERF</b>	BW: 102   205 WW: 918   365 YW: 1525

- Big hiped power bull with tremendous growth and impressive shape and scale in the pen
- Sound footed, big nutted and classy in his design he struts across the pen with a masculine presence
- Donor dam Flora 14H is quickly progressing our herd and we have another large draft of ET calves that build excitement



# TEMPERAMENT

We have always prided our operation on our genetically sound minded, calm and gentle cattle. It's one of the first things people notice when touring our cattle. Our cow herd is not a pail fed spoiled bunch. We eliminate the problems when they arise.



**5117**

March 02 2025 | 2425293 | TJL 5117N

**MERIT MECHANIC 5117N**

HF MASTERMIND 98H  
 COWTRAX MILWAUKEE 153L  
 HF ECHO 314F

- Big nuted, awesome footed, stout Milwaukee son that has the credentials to be a big time breeding piece in any herd
- The Junior Bull Calf Division champion at Canadian Western Agribition has extra muscle, hip and a herdbull skull
- Dam Countess 8114 has earned respect by consistently cranking out high end progeny, with highlights being herdsires Intentional 2047 & Asset 4049 at 66 Ranch

Calving Ease: ★

HF UNIT 14C  
**MERIT COUNTESS 8114F**  
 MERIT COUNTESS 6087

EPDs CE: -2 | BW: 3.3 | WW: 67 | YW: 123 | Milk: 31  
 PERF BW: 90 | 205 WW: 905 | 365 YW: 1541



**5118**

March 03 2025 | 2425296 | TJL 5118N

**MERIT ABSOLUTE 5118N**

HOOVER NO DOUBT X6  
**66 ABSOLUTE 120K**  
 66 DUCHESS 169F



Calving Ease: ★

HF UNIT 14C  
**MERIT SOCIALITE 8192F**  
 MERIT SOCIALITE 48X

EPDs CE: 0 | BW: 6 | WW: 78 | YW: 131 | Milk: 21  
 PERF BW: 102 | 205 WW: 860 | 365 YW: 1561

- Power and pounds pay the bills and Absolute 5118 has extra shape, stoutness, and growth
- Herdbull skull and strut, hitting the ground on a correct foot and travels with ease
- Granddam is the one and only Socialite 48X, premium genetic lineage and extra gas in the tank





Front Runner 3150L sire

**5119**

March 03 2025 | 2425298 | TJL 5119N

**MERIT MCILROY 5119N**

EARLEY PACESETTER 2J  
**MERIT FRONT-RUNNER 3150L**  
 MERIT FLORA 12H

U-2 COALITION 206C  
**MERIT SOCIALITE 1028J**  
 MERIT SOCIALITE 48X

**EPDs** CE: 5 | BW: 3 | WW: 70 | YW: 119 | Milk: 30  
**PERF** BW: 92 | 205 WW: 861 | 365 YW: 1479

- Huge upside here!
- Donor dam Socialite 1028's natural calf is a stud, built on perfect feet, sound joints and correct structural angles
- Wide based, shapely in his muscle pattern and robust in rib cage
- Front-Runner cattle are what the beef industry is about, long, muscular and easy doing with a classy build

Calving Ease: ★

Oscar and "Rory"



Calving Ease: ★★ ★

**5131**

March 11 2025 | 2445004 | TJL 5131N

**MERIT ABSOLUTE 5131N**

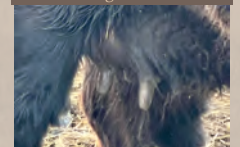
HOOVER NO DOUBT X6  
**66 ABSOLUTE 120K**  
 66 DUCHESS 169F

MERIT HIGH MARK 6030D  
**KARYS MAYFLOWER 31G**  
 GERLEI MAYFLOWER 37C

**EPDs** CE: 8 | BW: 0.2 | WW: 46 | YW: 86 | Milk: 20  
**PERF** BW: 82 | 205 WW: 746 | 36 YW: 1370

- Long sided, smooth made sleep easy heifer bull
- Correct footed and well balanced Absolute son
- Dam Mayflower 31G is easy doing and ideal in her udder design

Absolute daughters udder



**5132**

March 12 2025 | 2445005 | TJL 5132N

**MERIT ABSOLUTE 5132N**

HOOVER NO DOUBT X6  
**66 ABSOLUTE 120K**  
66 DUCHESS 169F

MERIT PAYCHEQUE 9002G  
**MERIT SOCIALITE 1051J**  
MERIT SOCIALITE 7167E

**EPDs** CE: 14 | BW: -1.0 | WW: 52 | YW: 91 | Milk: 24  
**PERF** BW: 73 | 205 WW: 723 | 365 YW: 1353

- Sure-fire heifer bull out of a beautiful Paycheque cow
- Sound footed and big bodied easy doing bull that is moderate in his build
- Stemming from the Socialite cow family, 1051 is perfect uddered and pretty on the profile



Calving Ease: ★★ ★★

**5141**

March 17 2025 | 2445011 | TJL 5141N

**MERIT ABSOLUTE 5141N**

HOOVER NO DOUBT X6  
**66 ABSOLUTE 120K**  
66 DUCHESS 169F

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

**EPDs** CE: 7 | BW: 0.1 | WW: 50 | YW: 89 | Milk: 28  
**PERF** BW: 78 | 205 WW: 786 | 365 YW: 1348

- Another sleep easy heifer bull sired by Absolute
- Jilt 9069 is another perfect uddered Range Boss daughter that is big barreled and feminine
- Sound and moderate in his design



Calving Ease: ★★ ★★

**5143**

ET | March 20 2025 | 2455472 | TJL 5143N

**MERIT MAY CITY 5143N**

VERMILION RERIDE F116  
**BELVIN MAY CITY 0136**  
BELVIN GEORGINA 121'17

U-2 COALITION 206C  
**MERIT SOCIALITE 1028J**  
MERIT SOCIALITE 48X

**EPDs** CE: 7 | BW: 3.2 | WW: 60 | YW: 97 | Milk: 24  
**PERF** BW: 84 | 205 WW: 734 | 365 YW: 1291

- Youngest bull in the offering only gets better as the days go by
- Stout built, thick ended rascal who steps on an ideal foot and moves with comfort off both ends
- Big topped and big hipped with a masculine crest and presence
- Backed by our Donor dam Socialite 1028, maternal excellence runs deep



Calving Ease: ★

# MERIT *Reference Sires*

Cowtrax Milwaukee 153L



66 Absolute 120K



Merit Cool 3028L



Merit Front-Runner 3150L



Bushs Amplify984



Merit Synergy 3038L



Styles Ambassador D004





## MINDSET BUILDS WHAT MARKETS CAN'T

The cattle market will rise. The cattle market will fall. Weather will humble us. Cycles will test us.

But mindset — that is the one asset no drought, no price swing, and no headline can take away.

In this business, mindset is not motivational language. It is discipline. It is vision. It is endurance. It is the difference between reacting to conditions and building through them.

The producers who endure — and ultimately lead — are not the ones chasing noise. They are the ones mastering the essentials. They make decisions rooted in function, not fashion. They build cows that work in real-world conditions. They think in generations, not quarters.

Mindset shows up in the quiet decisions no one applauds: turning down the popular sire that doesn't fit your cows. Culling hard when it would be easier not to. Keeping replacement heifers when margins are tight. Staying disciplined when markets are strong — and staying steady when they are not.

The cattle business rewards patience. It rewards consistency. It rewards producers who understand that real progress compounds slowly — season after season, calf crop after calf crop.

Every respected cow herd was built by someone who refused to cut corners. Every lasting program was shaped by someone willing to think five, ten, twenty years ahead.

Fundamentals first. Maternal strength matters. Structure lasts. Fertility pays. Disposition counts. Reputation compounds.

Markets will cycle. Weather will test us. Trends will fade.

Discipline endures.

To our fellow stockmen — congratulations on staying the course. Your commitment to the fundamentals is what keeps this industry strong.

**Mindset builds what markets can't.**

# Terms & Conditions

## Terms

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

## Bidding

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

## Disputes

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

## Purchasers Risk

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

## Announcements

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

## Certificate of Registry

Animals will carry papers issued by their respective breed association. A certificate of registry duly transferred will be furnished to the buyer for each animal after settlement is made.

## Breeders Guarantee

Should any bull fourteen (14) months of age or older fail to prove a breeder after being used on cows known to be breeders, the matter shall be reported in writing to the seller within six (6) months following the date of purchase or six (6) months after the bull has reached fourteen (14) months of age. The seller will then have the right and privilege or six (6) months to prove the bull a breeder. No guarantee is given that semen collected from the bull will freeze.

## Liability

In no event shall the seller be responsible for more than the purchase price. The seller is not responsible for damage caused by foreign bodies after the animal has been sold nor for sickness not apparent at sale time.

## Exception Guarantee

In cases where the animal was subjected to hormonal or surgical reproductive techniques after the sale, the Breeders Guarantee shall be null and void.

## Settlement

Transportation charges on animals returned to the seller are for account of the purchaser. No incidental expenses such as feed care, AI, signing fees, interest, veterinary charges, etc. will be charged by either party when making the settlement. Should the seller fail to prove the animal a breeder, then the buyer is guaranteed a satisfactory replacement FOB ranch or location of origin or a refund of the actual price. Should a dispute arise over the quality of the replacement animal, sale management will appoint a mediator.

## Accidents

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

## Mail or Phone Bids

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

## Rights & Obligations

The above terms and conditions of the sale shall constitute a contract between the buyer and the seller and be equally binding to both.

## Resale of Animals

Resale of animals following purchase in this sale shall constitute a separate transaction which is not covered by the terms and conditions of this sale.

## Right to Collect Semen

Merit & Cockburn retain the right to collect and use semen on any bull in their offering for in-herd use at the seller's expense and the buyer's convenience.

“If you do what you love, you'll never work a day in your life”



Return Undeliverables  
Merit Cattle Co  
Box 768  
Radville, SK  
S0C 2G0

# COCKBURN -MERIT *Annual Bull Sale*

TJL 5017N



CWJ 8N



TJL 5040N



CWJ 21N



TJL 5062N



CWJ 106N

