

4th Annual

IRCC

Christmas

Internet Sale

December 5 - 11, 2011



This year's IRCC Christmas Internet Sale is stacked with absolute quality from front to back. The 2011 heifer calf crop offers unique, highly competitive genetic combinations that are destined to impact showrings and front pastures for many years to come. Past sale heifers continue to provide glory and profit for their new owners and this year's group are easily the deepest and best yet.

As we put this year's offering together we are just ending an incredible show season. Many of these feature lots have proven their superiority at the 2011 Royal Winter Fair as Class Winners, Division Champions and Futurity wins. Many of the other heifers are destined for similar fame as they follow in the footsteps of their mothers and sisters.

The beef industry and particular Simmental industry is enjoying record setting prices and renewed enthusiasm towards beef production. This year's offering is designed to enhance any program with current, predictable genetics combined with sound, attractive structure.

Make this year's Christmas Internet season the most memorable and exciting one yet with an IRCC Internet heifer. If we can be any assistance, feel free to call.

Indian River Cattle Company

*Billy, Juanita, Owen & Katie Elmhirst
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Schedule

*December 5 ~ Sale Starts
December 10 ~ Open House & Christmas Party
December 11 ~ 7:00pm ~ Sale Ends*

*Auction ~ www.yournextcalf.com
Make sure to register ahead of time!*

www.yournextcalf.com





IRCC BR INDIAN KISSES 101Y

2 January 2011 TOPS 101Y 747098 Black/ Polled

Sire: **GWS EBONY'S TRADEMARK 6N**
WLE POWER STROKE
NJC EBONY ANTOINETTE

Dam: **CAS HUGS N KISSES 1W**
REMINGTON ON TARGET 2S
LFE CANDY KISSES 39S

EPDs BW 2.0 WW 39 YW 65 MM 3.2

This calf has been number 1 since day 1 and has proven all year why she is number 1. Out of the popular Hugs N Kisses female who has done it all; Agribition Hi-Seller, Youth Forum Champion, Royal Reserve Champion, Agribition Class Winner, Lindsay Ex Champion & RBC Qualifier and 2011 Royal Reserve Senior Champion. Hugs has also been flushed successfully to 680S and bred back while raising this gem. Indian Kisses has been a favourite all year as Owen's 4-H calf and boosts numerous titles herself including being named the 2011 Royal Futurity Champion. Elite purebred heifer available here of any breed with the family history and a show record that solidifies Indian Kisses as a great one!

Owned with Black River Simmentals (Dan & Janet Munro)



Dam - CAS HUGS N KISSES 1W



Indian Kisses - 2011 OSA Futurity Champion



These Beefmaker's were created to make productive mother cows that simply convert grass to green. But who's kidding who? This one can flat hunt. Ultra sound, big footed, super structured with a sweeping ribcage and cool front ,she just needs to wear leather. 2nd at the Royal in the tough early January calf class she was competitive all summer and will be again next year. Out of a wonderful 1st calf heifer, she combines family strength, rich colour, balanced EPDs and great looks into a can't wait miss opportunity.

2

IRCC YIPPEE 104Y

7 January 2011 TOPS 104Y 747021 Red/ Polled

HOOKS SHEAR FORCE 38K

IRCC TOMAHAWK 706T

Sire: WS BEEF MAKER R13

Dam: IRCC WONDER 914W

DCR MS RIBEYE N72

IRCC TIGRESS 717T

EPDs: BW -2.7 WW 31 YW 53 MM 7.7



This is a stout made attractive little vixen out of another smashing young 2 year old. Dense made and wide based, she blends her extra muscle and shape into a smooth attractive front end. Tracing back to our old Romance cow that consistently gets it done, we expect the same of this gal both in and out of the ring. Not projected to be big framed she comes at you big on quality.

3

IRCC YASMIN 117Y

6 February 2011 TOPS 117Y 747047 Red / Blaze / Polled

HOOKS SHEAR FORCE 38K

SVF/NJC BUILT RIGHT N48

Sire: WS BEEF MAKER R13

Dam: IRCC WITCHCRAFT 922W

DCR MS RIBEYE N72

INDIAN RIVER ROMANCE

EPDs: BW -0.2 WW 39 YW 65 MM 9.5

Extreme power here with a monstrous rib cage and butt end. This heifer led the early show team with numerous red ribbons and has matured quickly into a real broody looking prospect. She pushes the scales way down and will raise calves that do the same. Interesting note here is that we flushed her 2 sisters this year. (See embryo lots) So you know this female will work.



4

IRCC YONDER STAR 108Y

16 January 2011

TOPS 108Y

747044

Black/ Polled

CNS DREAM ON L186

Sire: SVF STAR POWER S802

SVF SHEZA START N902

PCC NIGHT MOVES H10

Dam: INDIAN-RIVER MORGAN

INDIAN RIVER KORINA 6K

EPDs: BW 3.6 WW 46 YW 75 MM 0.7

Box car design on this one with a giraff neck. Out of the kids favourite show heifer last season, this calf has that same great disposition. Square made with some serious turn over her top, there is a lot of heifer in a moderate package. She handles herself nicely on the move and strikes a nice pose. Can't get enough of these Dream On's and this heifer is the same cross as the 2 time Royal Champion and walking bull "Sandman". Show/cow prospect, you decide, it's all good.



5

IRCC YEEHAW 103Y

5 January 2011

TOPS 103Y

747043

Black/ Polled

NICHOLS BLK DESTINY G151

Sire: CNS DREAM ON L186

CNS SHEEZA DREAM K107W

WESTFALL VOYAGER 721P

Dam: IRCC WINDCHIME 920W

INDIAN RIVER PRISTINE

EPDs: BW -3.1 WW 28 YW 49 MM 2.9



IRCC YOLANDA 110Y

21 January 2011 TOPS 110Y 747045 Red / Blaze / Polled

CNS DREAM ON L186

JDJ NOVA 014J

Sire: REMINGTON RED LABEL HR
HS REFLECTIONS J34

Dam: INDIAN-RIVER MONA 203M
DEK POLLEDQUASAR'SLADY37A

EPDs: BW 4.7 WW 46 YW 73 MM 7.8

Almost an untouchable, but we have always offered the top twelve so here she is. A 3/4 sister sold last year to Tyler Lyne, MB and another sister is in Calumet Island at Dufault's. This heifer is pure cow. Soft made, wide from her nostrils back, accurate in motion and still with that clean refined, feminine front end, she has it all. As predictable and complete as we can make one, she even has a perfect blaze to ice the cake.



Sister - IRCC You Go Girl 804U



sold to Tyler Lyne, MB



7

IRCC YOURS TRULY 129Y

15 March 2011

TOPS 129Y

747054

Red / Polled

DAUME LUCKY DEAL L101

CNS DREAM ON L186

Sire: KAPPES REAL DEAL P366

Dam: IRCC TRUE LOVE 705T

BTS DESTINY'S CHILD K011

INDIAN RIVER ROMANCE

EPDs: BW -3.1 WW 28 YW 49 MM 2.9

This is definitely the "Real Deal" The only Kappes Real Deal we know of and an absolute standout. Soft haired, mellow hided, tremendous thickness and a Killer Look, this could be our best ever. Her dam and grandam both have proven their worth in the ring as winners and in the pasture as producers. Her maternal sister sold in last years sale to the Jones family in AB. Junior Calf Champion and very popular at this years Royal , Yours Truly is following in her dam True Love's footsteps as she also was Royal Calf Champion. Unique, sexy, sassy and lethal, this is as good as it gets!



IRCC True Love



IRCC Yours Truly - Jr Heifer Calf Champ



I was tripping on this heifer's dam about the same time 2 years ago because she was so sweet, correct and cowie. Yellow Rose is just like mom. Absolutely perfect in her hock and foot, with balance and beauty. Moderate on performance she is built to be productive for a long time and her flawless structure allows her to excel in competition. Check her sire you may of heard of him.



IRCC YELLOW ROSE 112Y

25 January 2011

TOPS 112Y

747046

Red / Polled

NICHOLS BLK DESTINY G151

GWS EBONY'S TRADEMARK 6N

Sire: CNS DREAM ON L186

Dam: IRCC WILD ROSE 918W

CNS SHEEZA DREAM K107W

INDIAN RIVER PIN UP

EPDs: BW -1.1 WW 36 YW 55 MM 0.4



This heifer is dark coloured, crisp lined, long fronted and easy to look at. Her dam could be the nicest 2 year old we have still out grazing corn stover and is excelling at it. Udder quality is unmatched in this combination and we can't get enough of these Romance descendants. Beauty hair and class here with a sensible attitude and bright future.



IRCC YIKES 118Y

9 February 2011

TOPS 118Y

747048

Red / Polled

WLE POWER STROKE

SVF/NJC BUILT RIGHT N48

Sire: GWS EBONY'S TRADEMARK 6N

Dam: IRCC WISH LIST 923W

NJC EBONY ANTOINETTE

INDIAN RIVER ROMANCE

EPDs: BW -1.1 WW 34 YW 55 MM 6.3

High performing March heifer here out of a timeless Zima cow that always injects that power to her offspring. A soft, silky haired female she was fun to fit for the picture paddock. Extra bold in her design she could be the highest WDA heifer in the group and still stays sharp fronted and female looking. Another heifer that should stay to replace her 12 year old dam but is offered as a sale feature.



IRCC YUMMY 128Y

2 March 2011

TOPS 128Y

747051

Black / Polled

CNS DREAM ON L186

Sire: INDIAN RIVER SANDMAN
INDIAN RIVER PRISTINE

BBS ZIMA D55

Dam: INDIAN RIVER KNOCK OUT
FLO-LAR RED NECK 501C

EPDs: BW 2.9 WW 48 YW 77 MM 2.5

The only black blaze female we had born this year and a real sweetheart. Long and lean necked she ends square from behind and can definitely travel. Her dam mothered a favorite in last years bull sale going to Glenn Darling and has been consistent in production. The Black Pearl female was also a past show winner with that same beauty blaze, so expect this daughter to be equally competitive.

Owned with Lanesfield



IRCC YAHTZEE 121Y

13 February 2011

TOPS 121Y

749218

Black / Blaze / Polled

TNT TOP GUN R244

Sire: CMS NICKLEBACK 922W
LFE DESTINY 148M

HART SUBZERO G322

Dam: INDIAN RIVER BLACK PEARL
SAGEBROOK SALLY-ANNE 15G

EPDs: BW 4.3 WW 44 YW 75 MM 3.0



IRCC

IRCC YOYO 137Y

4 April 2011

TOPS 137Y

747052

Black / Polled

CNS DREAM ON L186

IRCC TOMAHAWK 706T

Sire: INDIAN RIVER SANDMAN

Dam: IRCC WAT-CHA 942W

INDIAN RIVER PRISTINE

IRCC TRIXIE 728T

EPDs: BW -0.5 WW 37 YW 62 MM 4.4

This is the only April offered and she just ROCKS. Chiselled from end to end she is rocket fronted, big in her body, wide pinned, hammer legged and sure footed. She's been kickin around the show barn all summer with her gorgeous young dam as we thought about showing them as a pair. One of our very favourites and a serious contender for next years junior yearling split. If you're looking for that elite show heifer to jackpot and help win showmanship, this little lady is built to do just that.

IRCC Junior Incentive Program

Win Cash and Credit showing a heifer from IRCC
Show a IRCC heifer at the RAWF Jr 4-H Show or the CWA Junior Extreme

Class Winner \$100 cash & \$100 credit
Champion Simmental Heifer \$200 cash & \$200 credit
Reserve Champion Heifer \$150 cash & \$150 credit

Show a IRCC heifer at the YCS National or Trillium Classic

Class Winner \$100 cash & \$100 credit
Divisional Champion \$150 cash & \$150 credit
Reserve Divisional Champion \$125 cash & \$125 credit
Champion Simmental Heifer \$250 cash & \$250 credit
Reserve Champion Heifer \$200 cash & \$200 credit
Junior Incentive Program

* One award per Heifer! ` A picture must be produced to claim award!

13

**3 Exportable
Grade A Embryos**

CAS Hugs N Kisses 1W
X
Wheatland Bull 680S

Dominating show
female mated to a
legend. Expect stout,
attractive progeny.
Check lot 1. Owned
with Black River



14

**3 Exportable
Grade A Embryos**

IRCC Well Built 902W
X
LFE BISS Blackadvance
426U

A combination of
beauty and power.
Dam was Royal Res.
Jr. Champ in 2010
Owned with Koyles



15

**3 Exportable
Grade A Embryos**

Indian River Protege
X
MR NLC UPGRADE
U8676

Protege was the 2004 Royal Calf and Reserve Grand
Champion and has since been our top producer. The
dam of Agribition Jr Champion Tomahawk (Jarvis
Simmental), Internet hi seller and Royal winner
(Sully's), Bull Sale Hi-seller (Cassidy's) and a power
heifer at Meadow Acres she does it everytime, so just
imagine what Upgrade will create!



**“2007, 2008, 2009, 2010 & 2011
Royal Agricultural Winter Fair Premier Breeder”**



2011 Royal Winter Fair Champion Female & 2010 Internet Sale Feature



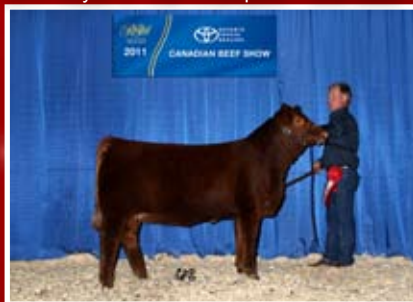
2011 Royal Futurity Champion - She Sells!



2011 Royal Jr. Calf Champion - She Sells



4 Time Royal Winner & dam of 2011 Champion



Royal Class Winner sold to the Downs Family

How it Works

To bid, go to www.yournextcalf.com and register for the auction. It's simple, and it will go on all week! Each heifer will have a base price and bidding will start from there until closing. You will need to visit the site regularly to see how each lot is progressing and if your bid is in or out. It works just like ebay and if you wish and sign up for it, you will be emailed when your bid is out. The auction closes at 7 p.m., Sunday evening December 11th. At 7 p.m., each lot, starting with their tattoo, will close out individually and you will have a final opportunity to raise the bid. But the closing will go fast, so don't hesitate or you'll miss out.

As this is relatively new we expect many questions on how it works and we can also help you participate if you so desire. We will of course still be accepting old fashioned bids by phone, fax and in person.

If you have any questions about the Indian River Cattle Company online auction, please e-mail ircc@nexicom.net or call the farm at 705-295-2708 or Billy's cell at 705-761-0896 or Juanita's cell 705-772-2697. At IRCC we strive to produce the best Simmentals possible, and we are proud to share them with you.