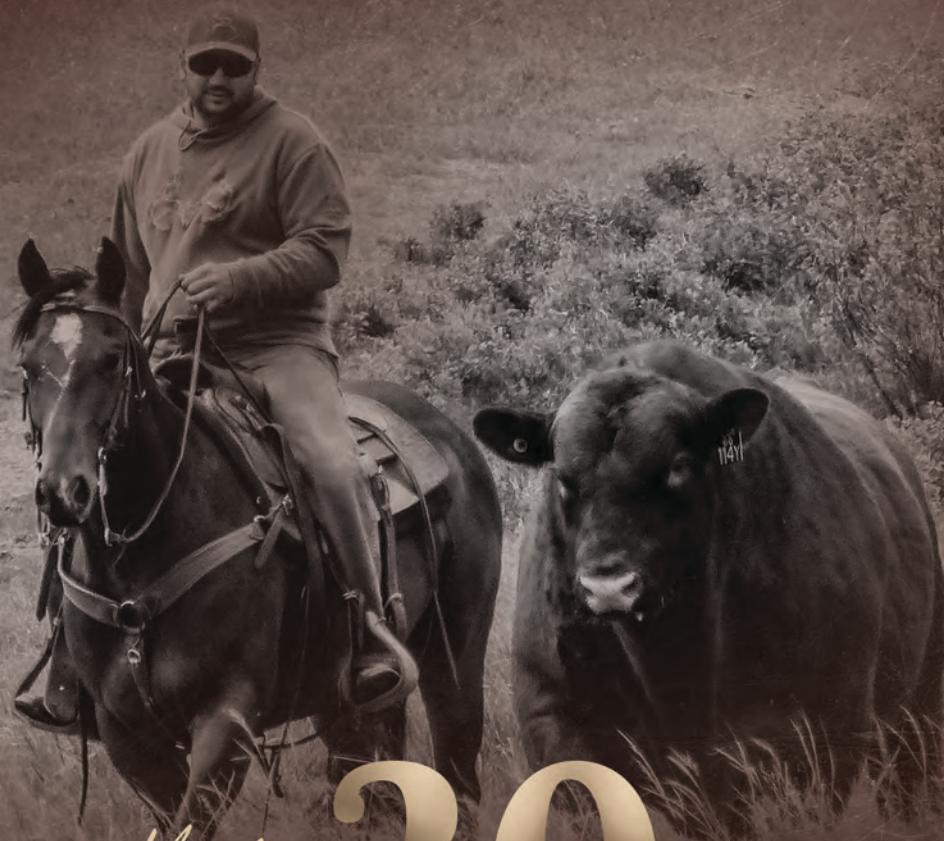


COCKBURN -MERIT

Annual Bull Sale



Monday
March **30** ^{*1 pm*} 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*

Bar¹⁹ Nineteen
Creative

403-820-5744

Directions to the Ranch

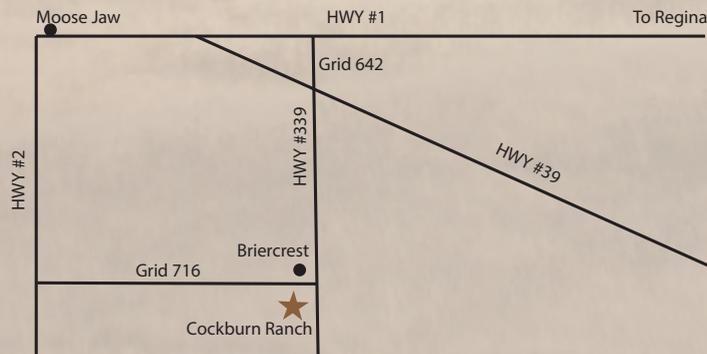
From Moose Jaw

- 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, 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
Direct Livestock Marketing Systems



Internet Bidding Available

DLMS
www.dlms.ca

Direct Livestock Marketing Systems

For more information call:

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

Welcome from Cockburn Red Angus

Welcome to the Annual Cockburn/Merit Bull Sale.

We would like to sincerely thank our past buyers and bidders — your support is greatly appreciated. We are experiencing exciting times in the cattle business, with record prices last fall and an even stronger outlook ahead. And to everyone who stuck out the rough times and is still in the business — You deserve it! There has never been a better time to invest in high-quality genetics to ensure your cowherd moves forward to take full advantage of this market.

We are once again excited to host the sale at our ranch headquarters in Briercrest, SK. 2026 marks our 32nd annual bull sale, and it has truly been a privilege to meet so many great friends over the years. The support, trust in our program, and the many repeat customers mean the world to us.

We invite you to tour the bulls anytime prior to sale day. We would be happy to walk through the pen with you and show you their dams and sisters. We know our cowherd inside and out and will do our very best to help you select a bull that fits your program. If you are unable to attend the sale, please feel free to call any of us or our staff to discuss your needs. Satisfaction is completely guaranteed, and your bids will be handled professionally and confidentially. The sale will also be broadcast live on DLMS.ca, with internet bidding available.

Our bulls are developed with longevity in mind. They are fed responsibly and run on a large 15-acre paddock to allow for plenty of exercise, emphasizing muscle development and structural soundness. They are not pushed in a way that jeopardizes longevity or fertility. All bulls will be fertility tested and guaranteed breeders. We are very excited about the consistency and overall quality in this year's pen. From calving ease bulls that still offer dimension and growth, to powerful performance bulls with extra shape and muscle — there is something here to suit every operation. We are extremely proud of this group and believe they are well worth the drive to Briercrest.

We make our living solely from our cattle. Our herd is built around strong cow families that emphasize fertility, sound feet and legs, thick easy-doing cattle with high-quality udders, and herd sires with muscle, performance, do-ability, as well as calving ease. Our purebred cows run on native grass alongside our commercial cows under management conditions similar to those of most of our customers. If they require special treatment here, how will they work for you?

We believe our cattle should work harder than we do. We cull strictly to ensure our cows are productive and profitable in the “real world.”

We look forward to visiting with both past and new customers on March 30th. Thank you for your continued confidence in our program.

All the best in 2026,

Ward & Brittany Cockburn





We are commercial producers too.

We are proud of the fact our purebred cows are managed under the same conditions as our commercial herd. We feel our responsibility as seedstock producers is to focus on raising cattle that thrive under harsh conditions and are the type buyers and feeders want. We strive to produce bulls with performance, hardiness, calving ease, added shape and sound structured, raised by dams that are big volume, fertile, and great uddered. Fundamental traits such as feed conversion, longevity, calving interval and consistency are paramount in both our purebred and commercial herds. We invest heavily in some of the top bulls the breed to continually improve these genetics. We use these same genetics in our 300 head commercial cowherd which allows us to utilize and test genetics that best suit the needs of the commercial operations that purchase our bulls.



Cockburn Vaccination Protocol

CALF PROTOCOL

- Enforce 3 and Calf-Guard at birth
- Bovi Shield Gold One Shot and Ultrabac 7 Solumbac at turnout and weaning
- Ivomec at weaning and again in January

SALE BULL PROTOCOL

- Clean-Up II in January

COWHERD PROTOCOL

- Select Vac Gold Plus Program (Zoetis/Phizer)

Calving Ease
It's a priority

Vigourous calves born unassisted
IS CALVING EASE
Cockburn Red Angus 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.




CALVING EASE SCORES

RECOMMENDED FOR MATURE COWS	1	RECOMMENDED FOR HEIFERS	3
RECOMMENDED FOR COWS OR LARGER FRAMED HEIFERS	2	HIGHLY RECOMMENDED FOR HEIFERS	4

A note about the weights and EPDs

The EPD's are Canadian Angus One EPD's
We will have the BOLT EPD's available closer to sale day.
The weights are actual September 7 Weaning and January 29 Yearling. The adjusted weights are available on the Canadian Angus Website or inquire with us.

All bulls are Parent or Sire verified.



1

January 21 2025 | 2444255 | CWJ 8N

RED COCKBURN BUGATTI 5008

EPDs	CE: -3.5 BW: 3.7 WW: 54 YW: 99 Milk: 29
PERF	BW: 86 Sept 7 WW: 930 Jan 29 YW: 1570

Calving Ease: 1

Full Brothers **Lots 1-3**

- Bugatti 5008 may be the most exciting bull to ever be produced in our program.
- He excels with his combination of phenotype, explosive performance, and a majorly hot pedigree
- His dam Hauck 63H is the most potent producer to walk our pastures and comes from a long line of proven, donor females that set the bar in terms of production, fertility, foot and udder quality. She is the dam to the \$160,000 Premium 3059 bull that sold to Leeuwenburgh, Rohrich and Sandhill as well as the \$45,000 Hauck 4014 heifer calf to Dersta Farms.
- His sire Moon Pie was the \$95,000 high seller from SSS to ourselves and Rohrich's and has been lighting the Red Angus breed on fire. Semen has commanded up to \$5800 USD per unit and a daughter recently sold for a record setting \$235,000.
- Froze semen at 11 months
- **Retaining a 1/3 semen interest**

Lights out set of brothers combining two of the hottest in the breed. Unmatched power, phenotype, marketability and foot quality

CWJ 8N December 2025





2

January 25 2025 | 2438959 | CWJ 21N

RED COCKBURN VIRGIL 5021

EPDs	CE: -3.5 BW: 3.7 WW: 54 YW: 99 Milk: 29
PERF	BW: 89 Sept 7 WW: 800 Jan 29 YW: 1450

- Virgil 5021 is another big time beef bull, broad topped, soft middled and powerful.
- The quality and consistency in the mating is exceptional
- Retaining a 1/3 semen interest

Calving Ease: 1

RED ALLISON MOONEY 62G
 RED SSS MOON PIE 680K
 RED SSS LARKABELLE 722G

RED COCKBURN EXCLUSIVE 207F
 RED COCKBURN MS HAUCK 63H
 RED COCKBURN MS HAUCK 280Z

Moon Pie 680K sire



3059 mat brother



Ms Hauck 63H dam mature





3

March 02 2025 | 2438954 | CWJ 128N

RED COCKBURN COWBOSS 5128

EPDs	CE: -3.5 BW: 3.7 WW: 54 YW: 99 Milk: 29
PERF	BW: 90 Sept 7 WW: 760 Jan 29 YW: 1315

- Cowboss 5128 is another example of the quality in this mating and productive power 63H offers.
- Just a March 2nd birthdate but performance to play with the big boys
- Again offers the shape and dimension we like to see in a herd bull along with the attractive look Moon Pie is known for.
- **Retaining a 1/3 semen interest**

Calving Ease: 1

4014 full sib



Ms Hauck 63H dam 2-year old



- Here's a Confidence son built for the heifer pen but with some extra stretch and growth.

Calving Ease: 3-4

Pounds pay.
performance matters



4

January 18 2025 | 2432434 | CWJ 3N

RED COCKBURN AFTERMATH 5003

RED RREDS COPPER G929
RED COCKBURN CONFIDENCE 3010
RED COCKBURN CORA 1066

RED SVR CONTINENTAL 112E
RED COCKBURN BOOT JACK 20H
RED COCKBURN BOOT JACK 538X

EPDs	CE: 9 BW: -1.2 WW: 55 YW: 92 Milk: 28
PERF	BW: 72 Sept 7 WW: 785 Jan 29 YW: 1350

5

January 23 2025 | 2432439 | CWJ 9N

RED COCKBURN SHORTGRASS 5009

RED ALLISON ELYSIUM 80J
RED ALLISON ABYSS 58L
ALLISON LOTTIE 33G

RED U2 TOWNSHIP 17G
RED COCKBURN CORA 2032
RED COCKBURN CORA 132Y

EPDs	CE: -6 BW: 4.8 WW: 71 YW: 128 Milk: 24
PERF	BW: 89 Sept 7 WW: 805 Jan 29 YW: 1480

- Shortgrass 5009 is designed for the type of country his name implies, "Shortgrass."
- He is soggy and massive middled.
- Dam 2032 is a favourite young cow, a daughter of the 132Y donor female. 132Y is a full sibling to Ribeye 308U and is still in production at age 15.

Calving Ease: 1





6

January 24 2025 | 2430222 | CWJ 10N

RED COCKBURN RIBEYE 5010

RED TER-RON DIGGER 11L
RED BAR-E-L RIBEYE 103R
 RED BAR-E-L MARCIE 50N

RED SSS BREAK OUT 114Y
RED COCKBURN CORA 526C
 COCKBURN CORA 253Z

EPDs	CE: -1 BW: 4.3 WW: 51 YW: 84 Milk: 20
PERF	BW: 92 Sept 7 WW: 775 Jan 29 YW: 1390

- Here's a throwback to one of the best bulls we ever used Ribeye 103R. His sons were extremely popular over the years, long, powerful muscled up beef bulls. His daughters have been a mainstay in our herd and helped lay the foundation for today
- If your looking for a ton of performance with big time maternal look no further

Calving Ease: 1

308U *pat brother*



7

January 24 2025 | 2438747 | CWJ 14N

RED COCKBURN ROGUE 5014

RED DURALTA 167 MOMENTUM 11H
RED COCKBURN RUSH 2061
 RED COCKBURN LASIE 8036

RED COCKBURN EXCLUSIVE 207F
RED COCKBURN MS HAUCK 63H
 RED COCKBURN MS HAUCK 280Z

EPDs	CE: -4 BW: 3.2 WW: 60 YW: 112 Milk: 29
PERF	BW: 84 Sept 7 WW: 810 Jan 29 YW: 1450

- 5014 is the natural calf out of the phenomenal 63H cow.
- His sire, Rush, was our high seller in our 2023 sale to SSS Red Angus
- Rogue 5014 was a member of our Grand Champion pen of Red Angus bulls at agribition.

Calving Ease: 1



CWA 2025 Champion Pen of 3



8

January 24 2025 | 2429742 | CWJ 16N

RED COCKBURN CAPTIAN 5016

RED PIE CAPTAIN 057
RED SSS SKIPPER 132L
RED SSS SNBRY ROSE 343J

RED COCKBURN EXCLUSIVE 207F
RED COCKBURN CRESTON 1102
RED COCKBURN CRESTON 233T

EPDs	CE: 6 BW: 0 WW: 52 YW: 93 Milk: 28
PERF	BW: 80 Sept 7 WW: 790 Jan 29 YW: 1310

- 5016 is a typical Skipper son. Calving ease with extra growth and performance.



Calving Ease: 3

9

January 25 2025 | 2424804 | CWJ 17N

RED COCKBURN MOMENTUM 5017

RED SVR TORNADO 167C
RED DURALTA 167 MOMENTUM 11H
RED DURALTA 275X MS JAN 78A

RED MRLA RESPECT 42G
RED COCKBURN REBA 2005
RED MCRAE'S REBA 49W

EPDs	CE: -2 BW: 2.8 WW: 51 YW: 87 Milk: 26
PERF	BW: 83 Sept 7 WW: 720 Jan 29 YW: 1220

- 5017 is a moderate framed Momentum son that should work well on larger heifers or cows



Calving Ease: 2-3

10

January 25 2025 | 2424807 | CWJ 18N

RED COCKBURN MOON PIE 5018

RED ALLISON MOONEY 62G
RED SSS MOON PIE 680K
RED SSS LARKABELLE 722G

RED COCKBURN HEAVY DUTY 518C
RED COCKBURN CORA 8093
RED COCKBURN CORA 254Z

EPDs	CE: -2 BW: 2.9 WW: 44 YW: 83 Milk: 24
PERF	BW: 80 Sept 7 WW: 700 Jan 29 YW: 1240

- 5018, correct and attractive Moon Pie son



Calving Ease: 1-2



11

January 27 2025 | 2429745 | CWJ 31N

RED COCKBURN CAPITAL 5031

RED PIE CAPTAIN 057
RED SSS SKIPPER 132L
 RED SSS SNBRY ROSE 343J

RED RREDS SENECA 731C
RED COCKBURN CORA 0044
 RED COCKBURN CORA 8205

EPDs	CE: 9 BW: -1.2 WW: 59 YW: 103 Milk: 28
PERF	BW: 73 Sept 7 WW: 805 Jan 29 YW: 1420

- Here's a Skipper son with all the bells and whistles. Calving ease with awesome performance, muscle and presence.
- Capital and his dam were favourites on pasture tours all summer.

Calving Ease: 2-3

The Skipper sons
 are a consistent and impressive group. Calving ease, great performance and cherry red color

Cora 0044 dam



12



The Jetty sons
will be excellent
calving ease options

13



12

January 28 2025 | 2429754 | CWJ 35N

RED COCKBURN JETTY 5035

RED FLYING K JETSTREAM 222J
RED ALLISON JETTY 235L
RED T-K ARSON 25A

RED DURALTA 167 MOMENTUM 11H
RED COCKBURN CORA 3035
RED COCKBURN CORA 90H

EPDs CE: 11 | BW: -1.9 | WW: 55 | YW: 84 | Milk: 25
PERF BW: 64 | Sept 7 WW: 715 | Jan 29 YW: 1260

- Here's a Jetty son built for the heifer pen.

Calving Ease: 4

13

January 29 2025 | 2430224 | CWJ 39N

RED COCKBURN CAPTIAN 5039

RED PIE CAPTAIN 057
RED SSS SKIPPER 132L
RED SSS SNBRY ROSE 343J

RED DURALTA 167 MOMENTUM 11H
RED COCKBURN FIREFLY 3003
RED COCKBURN FIREFLY 431W

EPDs CE: 4 | BW: 0.5 | WW: 56 | YW: 96 | Milk: 27
PERF BW: 71 | Sept 7 WW: 750 | Jan 29 YW: 1275

- Another Skipper that would work well on hiefers.
- Dam is a fantastic young Momentum daughter out of our cherished Firefly 431W cow we lost last summer.

Calving Ease: 3

Full Brothers

Lots 14-16

RED U2 DOMINION
RED IWNBRG SLOWBURN 102H
 RED U2 FAVORITE 275F

RED RREDS SENECA 731C
RED RREDS PRIMROSE 7931
 RED BASIN PRIMROSE 4167



14

January 29 2025 | 2444254 | CWJ 40N

RED COCKBURN SLOWBURN 5040

EPDs	CE: 1.5 BW: 2 WW: 49 YW: 85 Milk: 19
PERF	BW: 93 Sept 7 WW: 790 Jan 29 YW: 1355

- Here's the first of 3 flush brothers by Slow Burn and the Primrose 7931 cow that was ourselves and SVR's pick of the Rhodes program a few years back.
- 5040 is as long as you can make one but balances that with great muscle expression, and capacity. Power and maternal here

Calving Ease: 1

15

January 29 2025 | 2444253 | CWJ 41N

RED COCKBURN SLOWBURN 5041

EPDs	CE: 1.5 BW: 2 WW: 49 YW: 85 Milk: 19
PERF	BW: 82 Sept 7 WW: 625 Jan 29 YW: 1090

- 5041 is the more moderate framed and lower birthed of the brothers.
- He has a great look to him and follows the same pattern as his brothers just in a more compact package.

Calving Ease: 2



16



16

January 30 2025 | 2444252 | CWJ 46N

RED COCKBURN SLOWBURN 5046

EPDs	CE: 1.5 BW: 2 WW: 49 YW: 85 Milk: 19
PERF	BW: 94 Sept 7 WW: 845 Jan 29 YW: 1400

- 5046 is again long as a freight train and combines excellent growth and strong maternal strength.
- Calving Ease: 1**

17

January 29 2025 | 2429747 | CWJ 43N

RED COCKBURN CAPTIAN 5043

RED PIE CAPTAIN 057
RED SSS SKIPPER 132L
RED SSS SNBRY ROSE 343J

RED STRA RELENTLESS
RED COCKBURN ABIGAIL 3004
RED COCKBURN ABIGAIL 19H

EPDs	CE: 6 BW: -0.1 WW: 54 YW: 97 Milk: 28
PERF	BW: 75 Sept 7 WW: 690 Jan 29 YW: 1230

- Skipper on Relentless, should work well on heifers

Calving Ease: 2-3

Primrose 7931 dam of lots 14-16



Slowburn 102H sire of lots 14-16





Calving Ease: 2-3

18

January 29 2025 | 2429748 | CWJ 44N

RED COCKBURN CAPTIAN 5044

RED PIE CAPTAIN 057
RED SSS SKIPPER 132L
 RED SSS SNBRY ROSE 343J

RED COCKBURN RIBEYE 308U
RED COCKBURN MS HAUCK 3071
 RED COCKBURN MS HAUCK 28N

EPDs CE: 0 | BW: 2.8 | WW: 50 | YW: 89 | Milk: 28
PERF BW: 81 | Sept 7 WW: 700 | Jan 29 YW: 1270

- Another Skipper that could be used on cows or heifers.



19

January 30 2025 | 2429755 | CWJ 47N

RED COCKBURN HORIZON 5047

RED FLYING K JETSTREAM 222J
RED ALLISON JETTY 235L
 RED T-K ARSON 25A

RED CSF RED ZONE 1C
RED COCKBURN MS HAUCK 9019
 RED COCKBURN MS HAUCK 724E

EPDs CE: 9 | BW: -0.2 | WW: 47 | YW: 71 | Milk: 24
PERF BW: 82 | Sept 7 WW: 750 | Jan 29 YW: 1330

- Here's another Jetty son built for the heifer pen. Smooth, extended and nice headed.
- Maternal brothers are working at Running JR and Elmer Weibe.

Calving Ease: 4

Ms Hauck 9019 dam



Jetty 235L sire



20

January 31 2025 | 2426432 | CWJ 48N

RED COCKBURN PREMIUM 4048

RED DURALTA 167 MOMENTUM 11H
RED COCKBURN PREMIUM 3059
RED COCKBURN MS HAUCK 63H

RED NCJ COMING IN HOT 24E
RED COCKBURN SUMMER 25H
RED COCKBURN SUMMER 401W

EPDs	CE: -5 BW: 3.1 WW: 55 YW: 93 Milk: 22
PERF	BW: 86 Sept 7 WW: 700 Jan 29 YW: 1215

- A Premium son that's got a nice look to him. Long hiped, and deep sided.



Calving Ease: 1

21

February 01 2025 | 2429756 | CWJ 55N

RED COCKBURN JETTY 5055

RED FLYING K JETSTREAM 222J
RED ALLISON JETTY 235L
RED T-K ARSON 25A

RED PIE SPECIALIST 430
RED COCKBURN CORA 675D
RED COCKBURN CORA 437B

EPDs	CE: 9 BW: -0.5 WW: 45 YW: 71 Milk: 28
PERF	BW: 85 Sept 7 WW: 720 Jan 29 YW: 1265

- A Jetty son that should work well on heifers.
- Dam has been a productive female and has a son working for Smokey Y Ranch in KS.



Calving Ease: 2-3

22

February 02 2025 | 2426449 | CWJ 56N

RED COCKBURN RIBEYE 5056

RED TER-RON DIGGER 11L
RED BAR-E-L RIBEYE 103R
RED BAR-E-L MARCIE 50N

RED SSS BREAK OUT 114Y
RED COCKBURN LASIE 345A
RED COCKBURN LASIE 101P

EPDs	CE: 1 BW: 3.1 WW: 46 YW: 73 Milk: 19
PERF	BW: 82 Sept 7 WW: 725 Jan 29 YW: 1270

- Here's another son of the great Ribeye 103R. The Ribeye cattle are still relevant 21 years later with their performance, soundness and his daughters that have stood the test of time.



Calving Ease: 1



Calving Ease: 1

23

February 02 2025 | 2426451 | CWJ 58N

RED COCKBURN MOON PIE 5058

RED ALLISON MOONEY 62G
RED SSS MOON PIE 680K
 RED SSS LARKABELLE 722G

RED SVR CONTINENTAL 112E
RED COCKBURN QUEEN 9107
 RED COCKBURNQUEEN 509X

EPDs	CE: -6 BW: 5.2 WW: 58 YW: 102 Milk: 26
PERF	BW: 97 Sept 7 WW: 800 Jan 29 YW: 1435

- Here's a Moon Pie son with a ton of growth, scale and performance.
- Maternal great granddam is the dam to Heavy Duty 518C. A past \$39,000 high seller to Rainbow Red Angus and Ledoux.



24

February 02 2025 | 2429758 | CWJ 61N

RED COCKBURN ENSURE 5061

RED FLYING K JETSTREAM 222J
RED ALLISON JETTY 235L
 RED T-K ARSON 25A

RED STRA RELENTLESS
RED COCKBURN CORA 1002
 RED COCKBURN CORA 9116

EPDs	CE: 12 BW: -1.9 WW: 55 YW: 86 Milk: 26
PERF	BW: 77 Sept 7 WW: 770 Jan 29 YW: 1300

- Ensure 5061 is a big time calving ease prospect and one we plan to utilize in our program
- He has the numbers and phenotype of a true heifer bull
- His Relentless dam is a favourite female and is exceptional uddered
- Retaining a 1/3 semen interest

Calving Ease: 4

Top calving ease
 option with fresh pedigree and
 outstanding look
 Unreal udder quality in this cow family

25



25

February 03 2025 | 2429750 | CWJ 63N

RED COCKBURN CAPTIAN 5063

RED PIE CAPTAIN 057
RED SSS SKIPPER 132L
RED SSS SNBRY ROSE 343J

RED STRA RELENTLESS
RED COCKBURN CORA 3026
RED COCKBURN CORA 1003

EPDs	CE: 8 BW: -0.7 WW: 51 YW: 94 Milk: 29
PERF	BW: 72 Sept 7 WW: 685 Jan 29 YW: 1250

- A good looking Skipper son ready to breed heifers and not sacrifice growth.

Calving Ease: 3

26

February 03 2025 | 2438983 | CWJ 64N

RED COCKBURN CAPTIAN 5064

RED PIE CAPTAIN 057
RED SSS SKIPPER 132L
RED SSS SNBRY ROSE 343J

RED STRA RELENTLESS
RED COCKBURN MS HAUK 3019
RED COCKBURN MS HAUCK 1069

EPDs	CE: 6 BW: 0.1 WW: 43 YW: 83 Milk: 27
PERF	BW: 80 Sept 7 WW: 600 Jan 29 YW: 1140

- Another Skipper bred and designed much the same as the Lot 25 bull.

Calving Ease: 3

We want your heifers

We appreciate your business and as such we would like to assist in marketing your heifers. We have many contacts looking for top quality females. Let us know if we can help.



Pounds Pay

In the end, we all sell them by the pound

Performance Matters

Wyatt's Grand Champion steer at the 2023 Moose Jaw Inter Regional 4-H Show
Red Baldie

Sired by Exclusive out of a Red Angus Sim X cow
Born April 12 weaned at 770 and finished at 1500 on June 23



- Here's an Abyss out of the 14 year old 149Y. He's moderate framed and stout as you can make one with longevity bred in.

Calving Ease: 1

27

February 03 2025 | 2407524 | CWJ 65N

RED COCKBURN ABYSS 5065

RED ALLISON ELYSIUM 80J
RED ALLISON ABYSS 58L
 ALLISON LOTTIE 33G

RED SVR HI HO 133U
RED COCKBURN MS HAUCK 149Y
 RED COCKBURN MS HAUCK 459W

EPDs	CE: -1 BW: 2.7 WW: 57 YW: 106 Milk: 22
PERF	BW: 82 Sept 7 WW: 700 Jan 29 YW: 1300

28

February 03 2025 | 2429751 | CWJ 68N

RED COCKBURN CAPTIAN 5068

RED PIE CAPTAIN 057
RED SSS SKIPPER 132L
 RED SSS SNBRY ROSE 343J

RED STRA RELENTLESS
RED COCKBURN CORA 1013
 RED COCKBURN CORA 760E

EPDs	CE: 14 BW: -3.9 WW: 36 YW: 70 Milk: 30
PERF	BW: 69 Sept 7 WW: 665 Jan 29 YW: 1230



- A Skipper son with a ton of calving ease bred in.

Calving Ease: 4



Full Brothers
Lots 29-32

RED ALLISON ELYSIUM 80J
RED ALLISON ABYSS 58L
ALLISON LOTTIE 33G

RED COCKBURN EXCLUSIVE 207F
RED COCKBURN MS HAUCK 63H
RED COCKBURN MS HAUCK 280Z

An explosive performance oriented flush on the powerhouse 63H donor and Abyss. Use these flushmates to add performance and create exceptional females by coupling Hauck 63H and Abyss' phenomenal dam 33G. 33G was a major contributor to us purchasing Abyss.
She's nothing short of impressive

29

February 03 2025 | 2439028 | CWJ 69N

RED COCKBURN BEDROCK 5069

EPDs	CE: -6 BW: 4 WW: 68 YW: 125 Milk: 28
PERF	BW: 92 Sept 7 WW: 790 Jan 29 YW: 1380

- The first of an explosive, performance oriented flush on the powerhouse 63H donor and Abyss. Use these flush mates to add performance but maintain phenomenal females.
- 5069 is a beast. Extra scale, length of spine, muscle and middle.

Calving Ease: 1

30

February 04 2025 | 2438957 | CWJ 74N

RED COCKBURN PURSUIT 5074

EPDs	CE: -6 BW: 4 WW: 68 YW: 125 Milk: 28
PERF	BW: 89 Sept 7 WW: 745 Jan 29 YW: 1360

- Following the same pattern as his brothers he's cherry red, deep sided and stout.

Calving Ease: 1

31



59L mat brother



Abyss 58L sire



Ms Hauck 63H dam



32



33G pat granddam



31

February 26 2025 | 2438956 | CWJ 122N

RED COCKBURN ANTHEM 5122

EPDs	CE: -6 BW: 4 WW: 68 YW: 125 Milk: 28
PERF	BW: 94 Sept 7 WW: 705 Jan 29 YW: 1300

- The more moderate framed of the brothers but the stoutest. He's a chunk

Calving Ease: 1

32

March 03 2025 | 2438953 | CWJ 129N

RED COCKBURN AMPLIFY 5129

EPDs	CE: -6 BW: 4 WW: 68 YW: 125 Milk: 28
PERF	BW: 100 Sept 7 WW: 750 Jan 29 YW: 1410

- Just a March birthdate on this guy but performance and growth to run with any. Lots of stretch and power here.

Calving Ease: 1

33

February 04 2025 | 2429759 | CWJ 71N

RED COCKBURN JETTY 5071

RED FLYING K JETSTREAM 222J
RED ALLISON JETTY 235L
RED T-K ARSON 25A

RED DURALTA 167 MOMENTUM 11H
RED COCKBURN MS HAUK 3023
RED COCKBURN MS HAUCK 280Z

EPDs CE: -1 | BW: 3.7 | WW: 58 | YW: 92 | Milk: 25
PERF BW: 90 | Sept 7 WW: 685 | Jan 29 YW: 1220

- Jetty son out of a maternal sibling to the 63H donor. 3023 is one of our favourite young cows and we're sure you'll hear more from her in the future.



Calving Ease: 1

34

February 05 2025 | 2429352 | CWJ 76N

RED COCKBURN RENEGADE 5076

RED DURALTA 167 MOMENTUM 11H
RED COCKBURN PREMIUM 3059
RED COCKBURN MS HAUCK 63H

RED COCKBURN STEAKHOUSE 227Z
RED COCKBURN CORA 8078
RED COCKBURN CORA 321A

EPDs CE: -7 | BW: 3.7 | WW: 61 | YW: 99 | Milk: 25
PERF BW: 89 | Sept 7 WW: 795 | Jan 29 YW: 1360

- 5076 is a powerful son of the \$160,000 Premium. Bone, top, stout and a herd bull look.
- Dam 8078 has been a favourite of many visitors over the years and raised a \$18,000 heifer calf.

Premium performance and maternal excellence. Keep all the daughters!



Calving Ease: 1

35

February 05 2025 | 2429356 | CWJ 77N

RED COCKBURN PREMIUM 5077

RED DURALTA 167 MOMENTUM 11H
RED COCKBURN PREMIUM 3059
RED COCKBURN MS HAUCK 63H

RED TER-RON BIG LEAGUE106X
RED COCKBURN CORA 470B
RED COCKBURN CORA 140Y

EPDs CE: -8 | BW: 3.7 | WW: 54 | YW: 90 | Milk: 25
PERF BW: 86 | Sept 7 WW: 710 | Jan 29 YW: 1230

- 5077 another Premium son, correct, attractive and sharp fronted.



Calving Ease: 2

Abyss 58L sire



Calving Ease: 1

36

February 06 2025 | Pending | CWJ 79N

RED COCKBURN ABYSS 5079

RED ALLISON ELYSIUM 80J
RED ALLISON ABYSS 58L
ALLISON LOTTIE 33G

RED NCJ COMING IN HOT 24E
RED COCKBURN MS HAUCK 112H
RED COCKBURN MS HAUCK 28N

EPDs CE: -5.3 | BW: 3.8 | WW: 61 | YW: 107 | Milk: 24
PERF BW: 92 | Sept 7 WW: 705 | Jan 29 YW: 1305

- This Abyss son has a ton of muscle and shape.

Premium 3059L sire



Calving Ease: 1

37

February 08 2025 | 2429361 | CWJ 84N

RED COCKBURN PREMIUM 5084

RED DURALTA 167 MOMENTUM 11H
RED COCKBURN PREMIUM 3059
RED COCKBURN MS HAUCK 63H

RED SSF SCOTTS MATRIX 920X
RED COCKBURN ABIGAIL 405B
RED COCKBURN ABIGAIL 404W

EPDs CE: -7 | BW: 3.8 | WW: 61 | YW: 105 | Milk: 24
PERF BW: 88 | Sept 7 WW: 750 | Jan 29 YW: 1365

- Premium son with nice shape and performance. Dam is powerful cow and was a past 4-H project of Cody's

38

February 10 2025 | 2429366 | CWJ 89N

RED COCKBURN EXCLUSIVE 5089

RED PIE ONE OF A KIND 352
RED COCKBURN EXCLUSIVE 207F
RED WILBAR CORA 443P

RED ALLISON TANKARD 42E
RED COCKBURN MS HAUCK 9068
RED COCKBURN HAU 535X

EPDs CE: 6 | BW: 0.1 | WW: 44 | YW: 81 | Milk: 28
PERF BW: 75 | Sept 7 WW: 655 | Jan 29 YW: 1190

- Here's a good looking Exclusive son that should work on bigger heifers or cows.

Calving Ease: 2



Moon Pie 580K sire

39

February 10 2025 | 2434491 | CWJ 90N

RED COCKBURN OUTLANDER 5090

RED ALLISON MOONEY 62G
RED SSS MOON PIE 680K
 RED SSS LARKABELLE 722G

RED COCKBURN PATRIOT 9048
RED COCKBURN MS HAUCK 1069
 RED COCKBURN MS HAUCK 578C

EPDs CE: -1 | BW: 3.3 | WW: 66 | YW: 116 | Milk: 24

PERF BW: 85 | Sept 7 WW: 820 | Jan 29 YW: 1415

40

February 10 2025 | 2429391 | CWJ 96N

RED COCKBURN MOON PIE 5096

RED ALLISON MOONEY 62G
RED SSS MOON PIE 680K
 RED SSS LARKABELLE 722G

RED SVR BAIL OUT 94B
RED SVR COLLEEN 46E
 RED SVR COLLEEN 41B

EPDs CE: -5 | BW: 4.6 | WW: 53 | YW: 95 | Milk: 24

PERF BW: 93 | Sept 7 WW: 715 | Jan 29 YW: 1230

- Outlander is a Moon Pie son that has the look and presence to make some daughters that would chase banners.
- A member of our Grand Champion pen of 3 bulls at Canadian Western Agribition.

Calving Ease: 1

CWA 2025 Champion Pen of 3



Calving Ease: 1



Calving Ease: 3-4

41

February 11 2025 | 2429762 | CWJ 100N

RED COCKBURN JETTY 5100

RED FLYING K JETSTREAM 222J
RED ALLISON JETTY 235L
 RED T-K ARSON 25A

RED WOOD COULEE BRADY 51J
RED COCKBURN MS RIVER 3118
 RED COCKBURN MS RIVER 8076

EPDs	CE: 7 BW: 0.8 WW: 57 YW: 87 Milk: 25
PERF	BW: 73 Sept 7 WW: 700 Jan 29 YW: 1280

- 5100, another great calving ease option by Jetty. Has the look and numbers for the heifer pen



Calving Ease: 1



Exclusive 207F sire

42

February 12 2025 | 2429403 | CWJ 102N

RED COCKBURN EXCLUSIVE 5102

RED PIE ONE OF A KIND 352
RED COCKBURN EXCLUSIVE 207F
 RED WILBAR CORA 443P

RED RREDS SENECA 731C
RED COCKBURN FIREFLY 0047
 RED COCKBURN FIREFLY 431W

EPDs	CE: 1 BW: 2 WW: 53 YW: 91 Milk: 27
PERF	BW: 87 Sept 7 WW: 725 Jan 29 YW: 1270

- Exclusive son with the typical Exclusive look. Muscle definition, and capacity.



Calving Ease: 2-3

43

February 12 2025 | 2459186 | CWJ 104N

RED COCKBURN JETTY 5104

RED FLYING K JETSTREAM 222J
RED ALLISON JETTY 235L
 RED T-K ARSON 25A

RED SSS BREAK OUT 114Y
RED COCKBURN LASIE 345A
 RED COCKBURN LASIE 101P

EPDs	CE: 5 BW: 1.7 WW: 52 YW: 85 Milk: 23
PERF	BW: 79 Sept 7 WW: 645 Jan 29 YW: 1175

- Not to sound like a broken record but another calving ease son of Jetty.



44

February 13 2025 | 2429753 | CWJ 106N

RED COCKBURN LANDMAN 5106

RED PIE CAPTAIN 057
RED SSS SKIPPER 132L
 RED SSS SNBRY ROSE 343J

- Landman 5106 has us very excited. He has the look, softness and character of a true herd bull
- His combination of calving ease with exceptional growth and performance truly set him apart and make him a bull we will utilize in our program
- Dam is a beautiful Copper daughter
- **Retaining a 1/3 semen interest**

RREDS COPPER G929
RED COCKBURN CORA 2029
 RED COCKBURN CORA 554X

Calving Ease: 2-3

EPDs CE: 7 | BW: 0.1 | WW: 64 | YW: 120 | Milk: 30

PERF BW: 77 | Sept 7 WW: 800 | Jan 29 YW: 1430

Calving ease, phenotype and exceptional birth to weaning/yearling spread.

One of the most exciting bulls to wear the Cockburn prefix

45

February 14 2025 | 2430198 | CWJ 110N

RED COCKBURN ABYSS 5110

RED ALLISON ELYSIUM 80J
RED ALLISON ABYSS 58L
 ALLISON LOTTIE 33G

- A moderate framed stout son of Abyss. Same cow family as Heavy Duty.

Calving Ease: 1

RED TER-RON BIG LEAGUE106X
RED COCKBURN QUEEN 460B
 RED COCKBURN QUEEN 340U

EPDs CE: -3 | BW: 2.9 | WW: 60 | YW: 108 | Milk: 21

PERF BW: 82 | Sept 7 WW: 700 | Jan 29 YW: 1280



Calving Ease: 2

46

February 24 2025 | 2430203 | CWJ 116N

RED COCKBURN MOMENTUM 5116

RED SVR TORNADO 167C
RED DURALTA 167 MOMENTUM 11H
 RED DURALTA 275X MS JAN 78A

RED U2 TOWNSHIP 17G
RED COCKBURN CORA 2069
 RED COCKBURN CORA 599B

EPDs	CE: 0 BW: 2.3 WW: 51 YW: 86 Milk: 22
PERF	BW: 79 Sept 7 WW: 640 Jan 29 YW: 1180

- Momentum son that's long and correct.



47

February 26 2025 | 2430208 | CWJ 121N

RED COCKBURN EVOLVE 5121

RED ALLISON ELYSIUM 80J
RED ALLISON ABYSS 58L
 ALLISON LOTTIE 33G

RED NCJ COMING IN HOT 24E
RED COCKBURN MS HAUCK 27H
 RED COCKBURN MS HAUCK 213Z

EPDs	CE: -9 BW: 5.4 WW: 66 YW: 119 Milk: 23
PERF	BW: 88 Sept 7 WW: 700 Jan 29 YW: 1265

- Evolve 5121, the Abyss son that reminds of most of his sire and who is the type we envisioned producing when we purchased him
- His base width, bold top, massive hip and middle, along with his attractive look set him apart
- His dam 27H is a great uddered female and has also produced the Elevate bull that we sold to Lauron. He has been doing a great job there as well as here.
- **Retaining a 1/3 semen interest**

Calving Ease: 1

Unparalleled dimension
character and cow power

48

March 06 2025 | 2439620 | CWJ 131N

RED COCKBURN MOMENTUM 5131

RED SVR TORNADO 167C
RED DURALTA 167 MOMENTUM 11H
RED DURALTA 275X MS JAN 78A

RED PIE ONE OF A KIND 352
RED COCKBURN CORA 8205
RED WILBAR CORA 443P

EPDs	CE: -1 BW: 2.6 WW: 65 YW: 109 Milk: 27
PERF	BW: 90 Sept 7 WW: 735 Jan 29 YW: 1270

- A Momentum son with a nice design. Dam is a full sibling to Exclusive.



Calving Ease:

49

March 13 2025 | 2430216 | CWJ 137N

RED COCKBURN GLENFIDDICH 5137

RED SSS GLENFIDDICH 741G
RED WILBAR GLENFIDDICH 92K
RED WILBAR DORITA 621H

RED RREDS COPPER G929
RED COCKBURN BOOT JACK 3098
RED COCKBURN BOOT JACK 20H

EPDs	CE: 5 BW: 0.3 WW: 50 YW: 88 Milk: 29
PERF	BW: Sept 7 WW: 625 Jan 29 YW: 1150

- A cool calving ease option by Glenfiddich.



Calving Ease: 2-3

50

March 14 2025 | 2458630 | CWJ 139N

RED COCKBURN MOMENTUM 5139

RED SVR TORNADO 167C
RED DURALTA 167 MOMENTUM 11H
RED DURALTA 275X MS JAN 78A

RED U2 TOWNSHIP 17G
RED COCKBURN CORA 1058
RED COCKBURN CORA 554X

EPDs	CE: 1.5 BW: 1.5 WW: 53 YW: 86 Milk: 25
PERF	BW: 87 Sept 7 WW: 635 Jan 29 YW: 1230

- A real stout made Momentum son with nice shape and look. Just a mid March birthday.



Calving Ease: 1

51

1/2/2025 | CA-PG1543274 | CWJ 212N | Homo Polled

COCKBURN LAD

SVS BETTS 808F
ERIXON LAD 171J
NGDB 4G

ERIXON LADY 31D
COCKBURN FAIRYTALE 1210
COCKBURN FAIRYTALE 309A

EPDs CE: 6.8 | BW: 3.8 | WW: 79.1 | YW: 115.5 | Milk: 21.1

PERF BW: 100 | Sept 7 WW: 750 | Jan 29 YW: 1360

Calving Ease: 1

52

2/10/2025 | CA-PG1517390 | CWJ 215N | Polled/Scurred

COCKBURN BETTS 5215

BGS/BM CAPTAIN SCREAM 63D
SVS BETTS 808F
WFL RED SAGE 506C

NAC BATTLE CRY 4F
BLACK GOLD MS PERRY 5H
BLACK GOLD MS PERRY 22F

EPDs CE: 8.4 | BW: 4.0 | WW: 80.4 | YW: 112.8 | Milk: 28.6

PERF BW: 104 | Sept 7 WW: 745 | Jan 29 YW: 1190

Calving Ease: 1

53



53

3/2/2025 | CA-PG1517391 | CWJ 217N | Homo Polled

COCKBURN LAD 5217

SVS BETTS 808F
ERIXON LAD 171J
COCKBURN BOOTLEGGERS 521C

ERIXON LADY 31D
COCKBURN FAIRYTALE 8223
COCKBURN FAIRYTALE 309A

EPDs CE: 6.1 | BW: 3.6 | WW: 75.2 | YW: 110.4 | Milk: 17.5

PERF BW: 85 | Sept 7 WW: 815 | Jan 29 YW: 1430

- Here's a favourite in the simm pen. Long, deep and lots of performance.

Calving Ease: 1

54

6/2/2025 | CA-PG1543196 | CWJ 222N | Homo Polled

COCKBURN LAD 5222

SVS BETTS 808F
ERIXON LAD 171J
MRL MR 78F

ERIXON LADY 31D
COCKBURN LILY 2215
COCKBURN LILY 35E

EPDs CE: 5.9 | BW: 3.7 | WW: 79.3 | YW: 120.8 | Milk: 19.5

PERF BW: 98 | Sept 7 WW: 745 | Jan 29 YW: 1365

- Cherry red 171J son out of a good young cow.



Calving Ease: 1

55



55

11/2/2025 | CA-PG1543207 | CWJ 225N | Homo Polled

COCKBURN LAD 5225

SVS BETTS 808F
ERIXON LAD 171J
COCKBURN BOOTLEGGGER 521C

ERIXON LADY 31D
COCKBURN MISS 8226
MRL MISS 590Y

EPDs CE: 6.7 | BW: 3.2 | WW: 74.6 | YW: 109.7 | Milk: 21.9

PERF BW: 99 | Sept 7 WW: 790 | Jan 29 YW: 1310

- Here's a long spined powerful bull and probably the biggest hipped of the simm pen.

Calving Ease: 1

56



56

13/2/2025 | CA-PG1543202 | CWJ 226N | Homo Polled

COCKBURN CISCO 5226

SVS BETTS 808F
ERIXON LAD 171J
KWA INTERNATIONAL 179H

ERIXON LADY 31D
COCKBURN CISCO 2202
CROSSROAD FRISCO 91F

EPDs CE: 8.3 | BW: 3 | WW: 85 | YW: 128.1 | Milk: 19.3
PERF BW: 92 | Sept 7 WW: 716 | Jan 29 YW: 1290

- Stout, deep bodied solid red son of 171J.

Calving Ease: 1

57

15/2/2025 | CA-PG1517398 | CWJ 229N | Homo Polled

COCKBURN LAD 5229

SVS BETTS 808F
ERIXON LAD 171J
WFL WESTERDALE 6E

ERIXON LADY 31D
COCKBURN MISS 1211
COCKBURN MISS 585C

EPDs CE: 6.3 | BW: 3.8 | WW: 84.8 | YW: 121.2 | Milk: 18.8
PERF BW: 97 | Sept 7 WW: 700 | Jan 29 YW: 1290

- A 171J son with a bit extra color but work well to put some chrome on a set of red cows. Brother was a high-light in last years sale to Blackwell Cattle.

Calving Ease: 1



58

20/2/2025 | CA-PG1543275 | CWJ 232N | Homo Polled

COCKBURN LAD 5232

SVS BETTS 808F
ERIXON LAD 171J
 MRL MR 78F

ERIXON LADY 31D
COCKBURN ASHLEY 228H
 COCKBURN FIREFLY

EPDs CE: 6.6 | BW: 3.3 | WW: 80.1 | YW: 123.1 | Milk: 20.4

PERF BW: 95 | Sept 7 WW: 740 | Jan 29 YW: 1340

- 5232 is a very good 171J son to finish off the simm offering. Full brother was high selling simm in 2025 to Arguin's.

Calving Ease: 1

4232 full brother





Welcome to

-MERIT
CATTLE CO.



grassroots - family - passion - program

Welcome from Merit Cattle Co

Welcome to our 32nd 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.

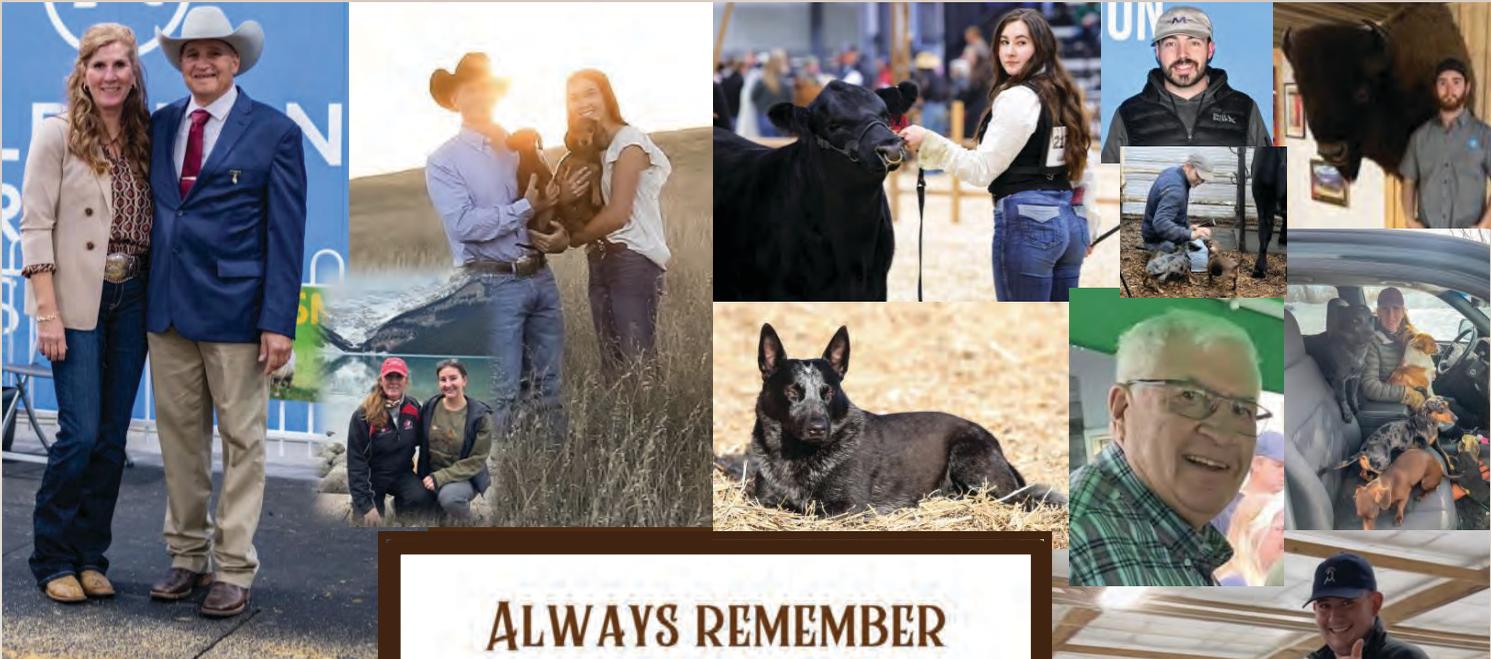
We invite you to evaluate the bulls at Merit or at the Cockburn Ranch prior to sale day. If distance prevents a visit, our experienced sales team is available — but we encourage you to call us directly. No one knows these cattle like we do.

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

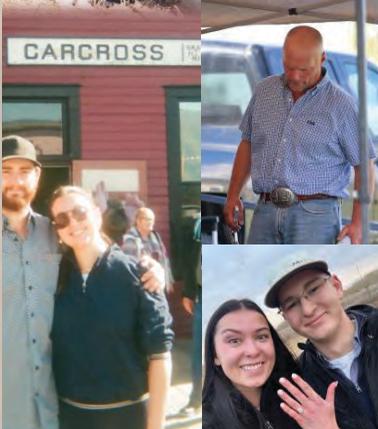
We look forward to earning your confidence in 2026.

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

EPDs	CE: 8 BW: 1.6 WW: 76 YW: 131 Milk: 27
PERF	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

EPDs	CE: 13 BW: -0.6 WW: 56 YW: 100 Milk: 22
PERF	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

EPDs	CE: 7 BW: 1.5 WW: 45 YW: 73 Milk: 28
PERF	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

EPDs	CE: 8 BW: -0.8 WW: 46 YW: 83 Milk: 19
PERF	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

EPDs	CE: 2 BW: 3.5 WW: 77 YW: 138 Milk: 34
PERF	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

EPDs	CE: 5 BW: 1.9 WW: 58 YW: 112 Milk: 20
PERF	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

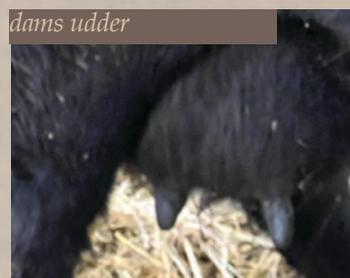
U-2 COALITION 206C
MERIT COOL 3028L
 MERIT FLORA 1004J

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

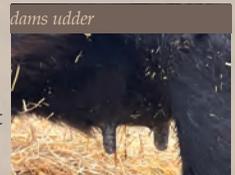
MERIT ABSOLUTE 5050N

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

EPDs	CE: 13 BW: -3.5 WW: 39 YW: 71 Milk: 31
PERF	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

EPDs	CE: 0 BW: 2.3 WW: 73 YW: 125 Milk: 19
PERF	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

EPDs	CE: 14 BW: -1.6 WW: 50 YW: 96 Milk: 20
PERF	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



Barbara 507C dam

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



W 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 Nuted, 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

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

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

5086

February 19 2025 | 2423788 | TJL 5086N

MERIT ROCK 5086N

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

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

EPDs	CE: 3 BW: 3.8 WW: 66 YW: 114 Milk: 28
PERF	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

EPDs	CE: 0 BW: 3.9 WW: 70 YW: 115 Milk: 22
PERF	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

EPDs	CE: 9 BW: 1.2 WW: 66 YW: 113 Milk: 18
PERF	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 SOCILATE 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

EPDs	CE: 3 BW: 3.2 WW: 51 YW: 86 Milk: 27
PERF	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

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

- Big hipped power bull with tremendous growth and impressive shape and scale in the pen
- Sound footed, big nuted 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

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

- 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: ★



5118

March 03 2025 | 2425296 | TJL 5118N

MERIT ABSOLUTE 5118N

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

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



Calving Ease: ★



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

