



17 th Annual

Angus Bull Sale

Thursday - April 17 - 2025

1:30 pm

River Rock Angus Sale facility — East of Innisfail, AB



SPRING FEVER Bull Sale

Thursday April 17, 2025
1:30 pm

**Directions To The River Rock
Angus Sale Facility**
35361 RR 275 - Red Deer County

4 miles East of Innisfail on Highway 590 to Range Road 275
Head South on RR 275 1/4 mile, the sale facility is on the east side of the road.

Ringmen — Craig Flewelling
403-556-0515
Leo Leblanc
780-940-1135

SALE INFORMATION

River Rock Angus

Dereck Van Sickle 403-357-7571
Andrea Rutherford 403-358-6607
Adam Rutherford 403-304-9051

Accommodations

Days Inn, Innisfail, AB
403-227-4405

Weights & Semen Tests

All bulls will have current sale day weights
All bulls will have a current semen test, they will be available sale day.

Herd Health

Our entire herd is on a strict herd health program. The bulls are enrolled in the Zoetis Selectvac Gold Plus Program.

Insurance

Insurance will available sale day
Craig Flewelling
(Stockman's Insurance)
.....403-556-0515

Board & Delivery

- Bulls can be kept, free of board at River Rock Angus until May 1 – 2025
- After May 1, bulls will be subject to feed costs of \$3/day per bull
- Free delivery within a 500 km radius is available until May 15, after May 15 pickup is required by the buyer, unless previous arrangements have been made
- Any Bulls staying at River Rock Angus MUST be insured

SALES REPRESENTATIVES:



Rosehill Auction Service Ltd.



Olds Auction Mart

Patrick Cassidy, Olds Auction Mart 403-559-7202
Tyler Rosehill, Olds Auction Mart 403-507-1782
Dan Rosehill, Olds Auction Mart 403-556-4458



Corey Lawrence 780-940-6301
Thorsby Stockyards



Leo Leblanc 780-940-1135
North Central Livestock Exchange

Welcome to Spring Fever 2025

The sale will be a live auction format. All bulls will be going through the sale ring at our Sale facility just east of Innisfail on Hwy 590, south 1/4 Mile on RR 275. DLMS will be on site if you are unable to make the sale, online bidding will be available.



Welcome to our 17 th Annual Spring Fever Bull Sale. A sincere thank you to our loyal customers, friends & family for their support and trust in our program over the years.

We are extremely excited to offer this set of bulls, the docility & quality of this years bulls is the deepest we've offered to date. We have sourced bulls & continue to source bulls, that will offer soundness, have a good feed conversion as well as their ability to offer the calving ease & performance for the cattlemen these days. Our newest Sire group the Trademark 32H Sons are as consistent as we've ever offered, they are long spined, dark red & big muscled. We don't creep feed our bulls, their weaning weight is an honest reflection of their mothers ability and the bulls genetic potential to grow & develop. With the dry conditions we faced last year & many have faced over the last few years, we feel it is important keep moving forward producing a more efficient cow herd that will produce your next long lasting efficient Herd Bull.



Our bulls were developed from weaning on the complete 16% Country Junction Right Way Bull Pellet & long stem haylage. This pellet has kept our bulls growing well while keeping them in good breeding shape where they will go out, get to work & not melt away. All bulls are guaranteed breeders, will be vet checked & semen tested before the sale. We stand behind our bulls & are fully guaranteed.

We would like to invite you to our sale facility just minutes east of Innisfail, just off Hwy 590 & South on RR 275, or if we can help you in anyway to make your next Herdsire selection please don't hesitate to give us a call or any of our sales staff. The bulls are all located here on the farm just east of Innisfail, we would love to show you our operation. The coffee is always on & the beers are cold!

Sincerely,
Dereck, Andrea & Family



Red River Rock Stamp 426M

ADV 426M 2024-01-05 BW 74 lbs Sept WW 662 lbs YW 1150 lbs # 2407041

Red JJJ Jsquares Trademark 18E
Red JJJ Trademark 32H
Red JJJ Miss Deal 59F

Red Blair's Iron Hide 120B
Red River Rock Thelma 768E
Red River Rock Thelma 538C



Dam

This is a bull that is ranked very high on our checklist. He is a bull packed with honest meat, muscle and overall style. 426M has maternal power that you will be able to put a great set of replacement heifers together sired by this guy, he will work on heifers with the performance to sire a great set of calves off cows. We are retaining in herd semen use.



Maternal Brother



Sire



Red River Rock TM 427M

ADV 427M 2024-01-05 BW 88 lbs
Sept WW 707 lbs YW 1175 lbs #2407058

Red JJJ Jsquares Trademark 18E
Red JJJ Trademark 32H
Red JJJ Miss Deal 59F

Red Northline Fat Tony 605U
Red River Rock Marigold 435B
Red River Rock Marigold 996

Here is a power bull that would work great on a set of second calvers or mature cows. Trademark 32H stamps all his offspring the same with adequate style, length & muscle shape. His dam is known for adding performance & consistency in all her calves, at 10 years old, she's still performing at the top of her game.



427M



Red River Rock JP 447M

ADV 447M 2024-01-09 BW 78 lbs Sept WW 777 lbs YW 1210 lbs
#2407060

Recommended For Heifers

Red Allison Jampacked 131G
Red River Rock Jampacked 1150J
Red Bar 4A Sadona 135E



Maternal Sister to Sire 1150J

A standout Jampacked heifer bull with performance! He is a bull that is long bodied & well balanced, on top of a great foot. His dam 605D is a very quiet, well rounded cow that breeds back first cycle every year, and her calves easily reach the top 10% every year at weaning time.

Red Northline Fat Tony 605U
Red River Rock Moonstar 605D
Red River Rock Marigold 1166Y



Red River Rock Jampacked 446M

ADV 446M 2024-01-09 BW 83 lbs
Sept WW 605 lbs YW 1085 lbs #2407062

Red Allison Jampacked 131G
Red River Rock Jampacked 1150J
Red Bar 4A Sadona 135E

Red River Rock King-Pin 445B
Red River Rock Rosette 6164D
Red River Rock Rosette 378A



A very complete Jampacked son, that is wide topped with a great hip. All our Jampacked daughters are great mothers with true tidy angus udders under them. 446M & his mother were a pair that were admired all summer on the pasture tours. He will work great on heifers or cows.

5

Red River Rock Fst Fwd 4257M

ADV 4257M 2024-02-17 BW 80 lbs
Sept WW 617 lbs YW 1075lbs #2407042

Red U-2 Riff 1213C
Red U2 Rewind 374E
Red U-2 Misty 60Z

Red River Rock Stout 147Y
Red River Rock Goldie 4126B
Red River Rock Goldie 085X

Rewind has left us with some great daughters working in our herd. Here is Rewind son that will do the same for you, he is long spined, hairy, & docile. His dam is good honest hard working cow, that lays down and calves easy every year.



4257M



6

Red River Rock Rewind 4134M

Recommended For Heifers

ATR 4134M 2024-01-20 BW 78 lbs Sept WW 615 lbs YW 1045 lbs #2407194

Red U-2 Riff 1213C
Red U2 Rewind 374E
Red U-2 Misty 60Z
Red Northline Fat Tony 605U
Red River Rock Firefly 5149C
Red River Rock Cheiffayet 965



Sire

With just a few Rewind sons in this years sale, 4134M represents them very well. He is muscular & wide based with just a 78 lb Birth Weight, he is a great heifer bull candidate. His dam being a Fat Tony daughter makes this guy double calving ease, and double performance once they are out & running.



Red River Rock Art 4178M

ADV 4178M 2024-01-26 BW 81 lbs Sept
WW 550 lbs YW 980 lbs # 2407380

Red Allison High Falutin' 28G
Red Allison Architect 55J
Red Bar-E-L Frado 154Z
Red U2 Rewind 374E
Red River Rock Nebraska 0176H
Red River Rock Nebraska 7139E



Recommended For Heifers

The amount of hair & muscle shape the 55J calves exhibit is astounding. This guy would be a great Heifer bull candidate, he is deep ribbed, big quartered, and hairy. 0176H gave us a heifer calf this year that we are excited to watch develop.



Recommended For Heifers

Red River Rock Elevation 449M

ADV 449M 2024-01-09 BW 80 lbs Sept WW 725 lbs YW 1200 lbs #2407047

Red Allison High Falutin' 28G
Red Allison Architect 55J
Red Bar-E-L Frado 154Z
Red Southland Focus 196T
Red River Rock Nebraska 5113C
Red River Rock Nebraska 939W



Elevation was an exciting calf to watch develop last summer. He is out of one of our top producing cows families 5113C (aka Squirrel). 55J has left us some absolutely beautiful daughters, with this mating Andrea was Really hoping for a heifer calf, but the bull version didn't disappoint. If we didn't have so many Architect daughters in our replacement pen, we would think about keeping this guy. Use with confidence on larger framed heifers, or Cows.

9

Red River Rock Draftsman 4248M

ADV 4248M 2024-02-13 BW 92 lbs
Sept WW 687 lbs YW 1180 lbs #2407045

Red Allison High Falutin' 28G
Red Allison Architect 55J
Red Bar-E-L Frado 154Z

Red River Rock King-Pin 445B
Red River Rock Princess 859F
Red River Rock Princess 312A

A performance cow bull that will add definite pounds to any calf crop. His mom is a big cow that cranks out big growthy calves every year. If your looking to cross breed some Maternal Angus into your cow herd, this guy will be your answer.



10

Red River Rock Trademark 499M

ADV 499M 2024-01-17 BW 80 lbs
Sept WW 665 lbs YW 1145 lbs #2407056

Red JLL Jsquares Trademark 18E
Red JLL Trademark 32H
Red JJI Miss Deal 59F

Red Diamond T Big Rock 1106
Red River Rock Leah 631D
Red River Rock Leah 364U

Do you know those bulls that just won't let you get the picture that does him justice, well this guy is him. He is long spined, smooth made, DARK cherry red in color Trademark son. He is a great heifer bull choice, but don't ever count out any of these Trademark sons to perform on a group of cows.



Recommended For Heifers



Angus 
Store 
 Traditional - Natural
 Alberta Farm Fresh



Here at River Rock Angus we finish out all our own cattle to sell retail through our on farm store. As we are the ones who cut every steak, roast & make sausage that goes out the door, we know the consistency and quality of each and every beef. To make this possible you need a solid foundation of quality cattle that will excel in calving ease, performance & efficiency.



11

Red River Rock TM 4152M

Recommended For Heifers

ADV 4152M 2024-01-23 BW 78 lbs Sept WW 605 lbs YW 1010 lbs #2407046

Red JJJ Jsquares Trademark 18E
Red JJJ Trademark 32H
Red JJJ Miss Deal 59F
Red Blair's Iron Hide 120B
Red River Rock Nebraska 812F
Red River Rock Nebraska 678D

4152M is a Stylish, Dark Red & Balanced Heifer bull!! He is a Twin but don't let that scare you, his mother consistently has 75 to 85 lb calves every year. Along with Trademark being an early gestation bull that calves 7 to 10 days early. This guy is sure to catch your eye sale day.

12

Red River Rock TM 4195M

ADV 4195M 2024-01-29 BW 84 lbs
Sept WW 667 lbs YW 1165 lbs # 2407365

Red JJJ Jsquares Trademark 18E
Red JJJ Trademark 32H
Red JJJ Miss Deal 59F
Red Combest Titan 1615D
Red River Rock Lass 0180H
Red River Rock Lass 239Z

Here is a bull that has as much length as capacity & muscle definition. Another Smooth fronted heifer safe Trademark son. Our Titan daughters knock it out of the park every year, with how hard they milk, even on a low grass, drought year like 2024 was for us.



4195M

13

Red River Rock Mister 404M

ADV 404M 2024-01-01 BW 65 lbs
Sept WW 645lbs YW 1010 lbs #2407378

Red Allison High Falutin' 28G
Red Allison Architect 55J
Red Bar-E-L Frado 154Z
Red River Rock Kingpin 445B
Red River Rock Shawnee 8130F
Red River Rock Shawnee 472B



Recommended For Heifers

404M

404M is out of a smaller framed cow that works hard and is an easy cow to keep around year after year. With just a 65 lb birthweight & a 645 lb Weaning weight this guy will calve easy and the calves will grow like crazy.



14

Red River Rock Archy 452M

ATR 452M 2024-01-10 BW 86 lbs Sept WW 590 lbs YW 995 lbs #2407195

Red Allison High Falutin' 28G
Red Allison Architect 55J
Red Bar-E-L Frado 154Z
Red Blair's Iron Hide 120E
Red River Rock Belle 777E
Red River Rock Belle 529C

Lots of bull packed into a smaller frame. He is a loose hided individual with a calm disposition. He has a strong maternal background with good udders & lots of milk. As you look through this book, you'll notice how many great Iron Hide daughters we have working for us here at River Rock.

15

Red River Rock Jampack 4151M

ADV 4151M 2024-01-23 BW 98 lbs
Sept WW 717 lbs YW 1210 lbs #2407061

Red Allison Jampacked 131G
Red River Rock Jampacked 1150J
Red Bar 4A Sadona 135E

Red River Rock Stout 147Y
Red River Rock Duchess 4113B
Red River Rock Duchess 307U



A big powerful Jampacked Son that will be an asset to any crossbreeding program. Don't let the 98 lb birth weight scare you as he will add the angus vigour into his calves, they will be up and sucking before you know they are even born. These Jampacked sons all carry impressive rib shape, lots of hair, all on top of a very correct set of feet & legs.



ADV 4182M 2024-01-27 BW 88 lbs Sept WW 622 lbs YW 1110 lbs #pending

Red Allison Jampacked 131G
Red River Rock Jampacked 1150J
Red Bar 4A Sadona 135E

Red U2 Rewind 374E
Red River Rock Goldie 9209G
Red River Rock Goldie 6164D

Shape & Disposition are two great qualities this years bull pen possesses. Another bull backed by a great Rewind daughter, that could defiantly be a dual purpose bull for heifers & cows.



Red River Rock GN 410M ET

17

Recommended For Heifers

ADV 410M 2024-01-02 BW 78 lbs Sept WW 732 lbs YW 1230 lbs #pending

Red Lauron Block Buster 78B
Red Redrich Global News 231G
Red Redrich First Lady 231E

Red Blair's Iron Hide 120B
Red River Rock Yukon 875F
Red River Rock NS Yukon 648D



Full Brother working at Sandhills Colony



Red River Rock GN 422M ET

18

Recommended For Heifers

ADV 422M 2024-01-03 BW 81 lbs Sept WW 757 lbs YW 1250 lbs # pending

So we decided to flush some of our top producing cows a few years back, & it sure didn't let us down with the group of bulls we get to bring to town on these next 2 pages. All sons of the Global News bull that was consistent in his birth weights & performance of his calves.

We love the color & style this guy has along with the crazy amount of hair these calves have at birth.

The Birth to Weaning to Yearling weight ratio these bulls have is incredible. They are big topped, soft made, smooth fronted. & big nutted.

If your looking for a herd bull or a heifer bull don't over look these guys.

So we changed the dam & mated Global News again. They are almost peas in a pod. So smooth made, soft sided, and docile.

Marta is a Titan daughter that the kids showed in their tiny mite years.



Red River Rock Global 407M ET

ADV 407M 2024-01-01 BW 82 lbs Sept WW 737 lbs YW 1225 lbs #

Recommended For Heifers

Red Lauron Block Buster 78B
Red Redrich Global News 231G
Red Redrich First Lady 231E

Red Combest Titan 1615D
Red River Rock Marta 926G
Red Mem Marta 22Y

Ok so we were hoping for a few heifer calves, but got ALL bulls! But when they tip the scales of the performance wagon like these guys, I guess we best not complain.

The wide tops, deep ribs, full quarters. This set of bulls will sure bring in a consistent group of calves that would top any of todays cattle markets.



Red River Rock Global 416M ET

ADV 416M 2024-01-02 BW 83 lbs Sept WW 787 lbs YW 1280 lbs #pending

Recommended For Heifers



21

Red River Rock Hallmark 4127M

ADV 4127M 2024-01-20 BW 64 lbs Sept WW 680 lbs YW 1075 lbs #2407053

Recommended For Heifers

- Red JLL Jsquares Trademark 18E
- Red JLL Trademark 32H
- Red JJI Miss Deal 59F
- Red Combest Titan 1615D
- Red River Rock Nebraska 1255J
- Red River Rock Nebraska 9116



Res Champ Home raised steer HSJB 2024 a 32H Son

Going through these Trademark calves, it is becoming clear he lets the cow decide the birthweight. Then gives them the performance to weigh up at weaning time. 4127M is a great heifer bull choice, however he would do a great job on cows as well.

22

River Rock TM 4226M

ADV 4226M 2024-02-07 BW 78 lbs Sept WW 565 lbs YW 995 lbs #2407055



4226M

- Red JLL Jsquares Trademark 18E
- Red JLL Trademark 32H
- Red JJI Miss Deal 59F

- Red Diamond T Big Rock 1106
- Red River Rock Roselee 6240D
- Red River Rock Roselee 100U

If there was a cow family here at River Rock we had a few more of, this would defiantly be it! Don't overlook this guy if you looking to make moderate framed, productive females.



Cow Calf Champion HSJB & Peewee Champion Female Canadian Jr Nationals 2024 Maternal Sister to 4226M

Recommended For Heifers



23

Red River Rock TM 4216M

Recommended For Heifers

ADV 4216M 2024-02-03 BW 80 lbs Sept WW 600 lbs YW 1000 lbs #2407057

Red JJJ Jsquares Trademark 18E
Red JJJ Trademark 32H
Red JJJ Miss Deal 59F

Red Southland Focus 196T
Red River Rock Goldie 9131
Red River Rock Goldie 629

Where do we start with this guy? Going back to 9131 who has raised our top bulls many years, & we've kept a herdsire years back as well. She's knocking on the door of 16 years old and still producing amazing bulls like this guy. 4216M is a bull we should be keeping for his longevity & predictability but we decided on the TM son we are keeping already, as we lost 32H last fall.

24

Red River Rock TM 4200M

ADV 4200M 2024-01-30 BW 85 lbs
Sept WW 612 lbs YW 1080 lbs #240751

Red JJJ Jsquares Trademark 18E
Red JJJ Trademark 32H
Red JJJ Miss Deal 59F

Red Combest Titan 1615D
Red River Rock Nebraska 8191F
Red River Rock Nebraska 4107B

The amazing cocktail 32H leaves us, is he crosses consistently with anything, & 90% of them will be heifer friendly. They are dark red, wide topped, & stylish.



4200M

Recommended For Heifers

25

Red River Rock Trademark 4147M

ADV 4147M 2024-01-22 BW 84 lbs
Sept WW 695 lbs YW 1185 lbs #2407050

Red JJJ Jsquares Trademark 18E
Red JJJ Trademark 32H
Red JJJ Miss Deal 59F

Red Diamond T Big Rock 1106
Red River Rock Princess 559C
Red River Rock Princess 279Z



Maternal Sib to 4147M



4147M

Recommended For Heifers

A bull that possesses tremendous style, length & overall balance. His smooth shoulder, and great skull structure make is a heifer bull prospect. 559C is a moderate female with huge capacity, She is on our donor cow list before its too late.



26

Red River Rock Badge 4237M

ADV 4237M 2024-02-10 BW 86 lbs Sept WW 670 lbs YW 1060 lbs #2407048

Red JJJ Jsquares Trademark 18E
Red JJJ Trademark 32H
Red JJJ Miss Deal 59F

Red Combest Titan 1615D
Red River Rock Flower 025H
Red River Rock Focus 2145Z

He maybe one of the younger bulls in the sale, but he is made right. Hairy, Long, wide based, and good growth. His mom is a good honest cow that raises a great calf year after year.

27

Red River Rock Packer 4218M

ADV 4218M 2024-02-05 BW 68 lbs
Sept WW 660 lbs YW 1175 lbs #2407064

Red Bar-E-L AB Magic Mike 189Z
Red Allison Jampacked 131G
Red Bar-E-L Padell 25X

Red Allison Jampacked 1312G
Red River Rock Nebraska 183J
Red River Rock Nebraska 658D

This guy is dark cherry red, we love his length of spine, depth of rib, & overall completeness. Use him on heifers or cows, you won't be disappointed.



ADV 4139M 2024-01-21 BW 78 lbs Sept WW 620 lbs YW 1010 lbs #2407376

Recommended For Heifers

Red Bar-E-L AB Magic Mike 189Z
Red Allison Jampacked 131G
Red Bar-E-L Padell 25X

Red U2 Rewind 374E
Red River Rock Nebraska 136J
Red River Rock Nebraska 9100G

When we acquired Jampacked we bought him for our power bull, he ended up being our dual purpose bull, which was great! He has consistently been making heifer bulls for us, with enough power to be cow bulls too.

This bull is just like his dad, he is Full of red meat & with just a 78 lb BW he is a great choice for your heifers.



Sire — Red Allison Jampacked 131G

29

Red River Rock Boxer 454M

ADV 454M 2024-01-10 BW 74 lbs
Sept WW 707lbs YW 1205 lbs # Not Reg

Mann Red Box 55C
Red River Rock Red Box 103J
Red CCC Towaw Larkaba 530C

Red Blair's Kargo 578B
Red River Rock Reba 7158E
Red River Rock Reba 907

A bull sired by one of the hottest breeding's in Red Angus industry right now, "Red Box", This guy has a beautiful dam, we love his length of spine, depth of rib, & overall completeness.



Recommended For Heifers

454M



Sire Lots 29, 30, 31
Red Box 103J

30

Red River Rock RB 4227M

ADV 4227M 2024-02-07 BW 80lbs
Sept WW 617 lbs YW 1070 lbs # Not Reg

Mann Red Box 55C
Red River Rock Red Box 103J
Red CCC Towaw Larkaba 530C

Red U2 Authority 10E
Red River Rock Nebraska 0162H
Red River Rock Nebraska 568C

We wish we would have gotten more daughters off 103J before we lost him. His sons are like peas in a pod, thick and full of red meat. The Nebraska cow family sure does produce! It all started Andrea's herd back in 1992.



Recommended For Heifers

4227M

31

Red River Rock Red Box 4240M

ADV 4240M 2024-02-11 BW 78 lbs
Sept WW 680 lbs YW 1180 lbs # Not Reg

Mann Red Box 55C
Red River Rock Red Box 103J
Red CCC Towaw Larkaba 530C

Commercial Red Angus Dam

We have a few commercial cows that are 100% Angus we just are unable to get them registered, this guy is out of one of them, but he was good enough we gave him a shot in our bull pen this year. I'd say he has earned his keep. He big middled, soft made, and A heifer bull to top it off!



Recommended For Heifers

4240M



Red River Rock Arch 4112M

ADV 4112M 2024-01-19 BW 76 lbs
Sept WW 590 lbs YW 980 lbs #2407043

Red Allison High Falutin' 28G
Red Allison Architect 55J
Red Bar-E-L Frado 154Z
Red U2 Rewind 374E
Red River Rock Roselee 0275H
Red River Rock Roselee 100U

What a unique individual this guy is. He is so stylish, smooth & meaty. You combine all them into one and get this Outstanding package. He will work on heifers.



4112M

Recommended For Heifers



Red River Rock Archiect 4111M

ADV 4111M 2024-01-19 BW 86 lbs
Sept WW 655 lbs YW 1050 lbs #2407054

Red Allison High Falutin' 28G
Red Allison Architect 55J
Red Bar-E-L Frado 154Z
Red Southland Focus 196T
Red River Rock Annie 5108C
Red Bar-X Annie 48N

A long bodied bull with lots of performance. We kept a son off 5108C a couple years back to use on our heifers & he did a great job. With how this guy is built, so smooth & long he would easily fit the task of a dual purpose bull, for heifers & cows.



4111M

The River Rock Angus Bull feeding program is built around the superior quality of Country Junction Bull Pellets, exemplifies the commitment to excellence in animal nutrition. By focusing on high digestive fibres and balanced nutrition, the program ensures that each bull reaches its full potential, demonstrating the remarkable impact of thoughtful and scientifically-backed feed strategies. This approach not only enhances the health and growth of the bulls but also contributes to the overall success and reputation of River Rock Angus as a leading breeder in the industry.

Country Junction Feeds is proud to be a part of the River Rock Angus family, fostering a tradition of excellence in animal care and nutrition.

Tracy Hum
Business Development Manager
Cowlick Minerals





River Rock Shami 460M

ADV 460M 2024-01-11 BW 85 lbs Sept WW 790 lbs YW 1260 lbs #2407059

Schiefelbein Showman 338
HF Ace High 142J
HF Rosebud 60D

Red Northline Fat Tony 605U
River Rock Lady Belle 537C
Southern Ox Lady Belle 65L

Here is a fellow we think very highly of! With grass being sparse the last half of the summer he still weaned off knocking on the door of 800 lbs. 537C is a knock it out of the park kind of cow every year. 460M combines performance, muscle mass, soundness and structural correctness. He has been a pen favorite since the early stages of development. He will be safe on larger framed heifers or will look great as your next cows herd sire.



River Rock High Riser 453M

**ADV 453M 2024-01-10 BW 76 lbs
Sept WW 605 lbs YW 1060 lbs #2407044**

Schiefelbein Showman 338
HF Ace High 142J
HF Rosebud 60D

Chalco El Tigre 1C
River Rock Ms Spruce 034H
River Rock Ms Spruce 986W



If your on the market for a smooth fronted, long spined heifer bull look no further. 453M is a very eye appealing, balanced bull with great softness of rib & he stands on a great solid foot. We love the udders under the 1C daughters, & how hard they milk. If your on the market of keeping replacement females, don't over look this guy.



River Rock Black 4205M

ADV 4205M 2024-02-01 BW 74 lbs Sept WW 665 lbs YW 1150 lbs #2407063

U2 Back In Black 519F
Allison Black 1J
Red Allison Aster 15F

Chalco El Tigre 1C
River Rock Duchess 1145J
River Rock Duchess 5173C

Recommended For Heifers

Another great heifer bull candidate with just a 74 lb BW. 4205M is a moderate bull with lots of hair with a very attractive look. His sire 1J has been a consistent in his calving ease, while adding tons of growth & performance into his calves. He has proven to throw the easy fleshing ability down in to his offspring as well.

37

River Rock Blk 4198M

ADV 4198M 2024-01-30 BW 82 lbs
Sept WW 605 lbs YW 1075 lbs #pending

U2 Back In Black 519F
Allison Black 1J
Red Allison Aster 15F

Red Ringstead Kargo 215U
Red River Rock Reba 634D
Red River Rock Reba 907

4198M is an impressive son of Black 1J that will add length and easy do ability into his offspring. His dam a direct Kargo 215U daughter is as honest as they come. She is easy to look at anytime of year. This guy combines a modest BW with style & an very attractive look.



Recommended For Heifers



River Rock Black 4268M

ADV 4268M 2024-02-22 BW 88 lbs Sept WW 630 lbs YW 1100 lbs #pending

U2 Back In Black 519F
Allison Black 1J
Red Allison Aster 15F

Soo Line Locomotive 1403
River Rock Duchess 813F
River Rock Duchess 324A

Here is a powerhouse of a bull that is as deep ribbed as he is long. He is very complete in his makeup with added dimension and a dense muscle pattern. The Allison Black sons have great hair coats. 813F is a good honest black female with a nice tidy udder, she is defiantly a herd favorite.



River Rock Black 4243M

**ADV 4143M 2024-02-12 BW 81 lbs
Sept WW 585 lbs YW 1040 lbs #?392553**

U2 Back In Black 519F
Allison Black 1J
Red Allison Aster 15F

Red U2 Authority 10E
Red River Rock Kody 0208H
Red River Rock Kodffayet 3196A

A well balanced 1J son that is sure to be a calving ease specialist. He is smooth & with extra length.



4243M

Recommended For Heifers



River Rock Showtime 414M

Recommended For Heifers

ADV 414M 2024-01-02 BW 66 lbs Sept WW 720 lbs YW 1195 lbs #2407372

Schiefelbein Showman 338
HF Ace High 142J
HF Rosebud 60D

River Rock Heavy Hitter 101Y
River Rock Duchess 324A
River Rock Duchess 009X

324A has been a top black producer here at River Rock for many years. This Ace High son is a complete package, Smooth, Sound & a great heifer bull candidate. With his birth to weaning spread he will add consistent pounds to his offspring.



River Rock Aceshigh 448M

ADV 448M 2024-01-09 BW 81 lbs
Sept WW 600 lbs YW 960 lbs #?392554

Schiefelbein Showman 338
HF Ace High 142J
HF Rosebud 60D

Northline Dr Doom 710B
River Rock Blackbird 742C
River Rock Blackbird 262Z

We sure do like the daughters Ace High has left us, & his sons are peas in a pod. His dam is a hard working cow who consistently calves early, maintains condition, and produces offspring that are in the top 10% of our black herd every year.



Recommended For Heifers



River Rock Blk 4228M

ADV 4228M 2024-02-08 BW 80 lbs Sept WW 590 lbs YW 990 lbs # Not Reg

U2 Back In Black 519F
Allison Black 1J
Red Allison Aster 15F

Black Wheel Odyssey
River Rock Lassie 176
Aspelund's Lassie 22'96

4228M is a bull that is backed by longevity, with his mom being 14 years old and still producing productively in our herd. He will be a bull that will go out & get your heifers bred to let you sleep through the night. These 1J sons will stay moderate in size allowing you to use them for a few years on you heifer pens.



Recommended For Heifers



OUR ENTIRE HERD IS ON A STRICT HEALTH PROGRAM WORKING WITH CCHMS. THE BULLS ARE ENROLLED IN THE SELECT VAC GOLD PLUS PROGRAM.

This includes the Dams of the bulls being vaccinated with Bovi-Shield Gold FP5 in the fall during preg-checking. All calves are vaccinated at birth with Inforce 3, an intranasal IBR BRSV PI3 vaccine. At spring turnout, they receive Bovi-Shield Gold One Shot and Ultrabac 7 Somubac. At weaning they would have received another dose of the Bovi-Shield Gold One Shot and Ultrabac 7 Somubac. With this program they are guaranteed by Zoetis to be 100% BVD PI free.

Reference Sires



Red JJL Trademark 32H



Red Allison Architect 55J



Red Allison Jampacked 131G



Red River Rock Jampacked 1150J



Red U2 Rewind 374E



Allison Black 1J



Red River Rock Red Box 103J



Sire of HF Ace High 142J



Notes

Terms & Conditions

Bidding Each animal will be sold to the highest bidder.

Bidding Disputes The auctioneer will settle any disputes as to bids & his decision on such matters shall be final.

Terms The terms of the sale are cash. The right of property shall not pass until after settlement is made. All settlements will be made with the clerks of the sale immediately following the conclusion of the sale before any cattle will be released from the sale facility.

Purchaser's Risk Each animal becomes the risk of the purchaser as soon as they are sold. Animals will be fed, watered, and cared for at the purchaser's risk for a reasonable time. If you leave the bull in our care we strongly encourage you as the new owner to insure him.

Insurance A representative of a major insurance company will be present to take care of insuring cattle.

Announcement Changes of information contained in this catalogue relating to the animals offered for sale will be announced from the auction block & such announcements take precedence.

Liability Neither owners, sale managers, clerks or anyone connected with the sale assumes any responsibility, legal or otherwise for damage of any kind.

River Rock Angus
20-28035 Hwy 590
Red Deer County, AB
T4G 0E5

Time Sensitive Material

Please Bring This Catalogue With You To The Sale