

*20th Anniversary  
Bull Sale*

**Saunders**  
*Charolais*



**Saturday, April 5th, 2 pm**  
**Keady Livestock Market**



*Welcome* to our 20th anniversary bull sale! Time flies! We would like to thank everyone who has supported us over the years, there are too many to list but we really appreciate it. This year's sale is deep on quality from big performance bulls to bulls that can be used on heifers. The JSR Estrada sons are truly outstanding and its easy to see why he has been used across North America. We have Estrada females in production now and you will see some really outstanding bulls out of them now and in the future. The bulls in our sale will deliver a combination of calving ease and growth that will improve your bottom line.

If you wish to view the bulls ahead of the sale we are available anytime to give you a tour. The bulls will be available to view at Keady Livestock after 12 o'clock on April 4<sup>th</sup>. Bulls can be returned to our place and delivered at a later date. Scott Kuhl will be again consigning 10 top cut red crossbred females with calves at side. They were a hit last year and I am sure the quality will be outstanding again this year.

The Saunders

**Sale Day Numbers:**

Travis Saunders 519-379-5345

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Live broadcast on DLMS.  
Contact Mark Shologan  
780-699-5082

# 1 JSR Maximum 2M



JSR 2M      PMC884957      January 1, 2024      Homo Polled  
BW: 86      ADJW: 640      ADJY: 1,284

SVY Wizard 707E      LT Nationwide 8455 Polled ET  
JSR Gamechanger 13G      JSR Heather 31J  
JSR Jasmine 167C      JSR Heather 13D

EPDs	BW	WW	YW	Milk	MTL
	-2.1	56	124	13	41

Sound, attractive and smooth made Game Changer son with a low birth weight and good growth. His LT Nationwide dam is highly maternal with a great udder.

# 2 JSR Manchester 17M



JSR 17M      PMC880198      January 1, 2024      Homo Polled  
BW: 95      ADJW: 737      ADJY: 1,329

SCR Tuffy 0119      MXS Constellation 464B  
SCR Triumph 21235      JSR Hazel 26F  
SCR Ms Baby Doll 7140      JSR Hazel 42W

EPDs	BW	WW	YW	Milk	MTL
	2.2	68	125	19	53

Top 25% in the breed for growth traits. Dam has been a great producer for us, pumping out a good one year after year.

### 3 JSR Mayhem 19M



JSR 19M      PMC888690      January 1, 2024      Homo Polled  
BW: 90                ADJW: 677           ADJY: 1,416

WC Platinum 8558 P      JSR Estrada 52E  
WCR Bold Move 168P      JSR Victoria 46K  
WCR Ms Remix 9250 P      JSR Victoria 90F

This Bold Move son has stood out since birth. Smooth made and extreme length in a heavy muscled, eye appealing package. His EPD profile is outstanding being in the top 20% for birth weight, top 5% for weaning weight and top 1% for yearling weight. His 2-year-old Estrada dam is from one of our favourite cow families. Selling  $\frac{3}{4}$  interest and full possession.

EPDs	BW	WW	YW	Milk	MTL
	-1.8	75	139	19	57

### 4 JSR Mercury 21M



JSR 21M      PMC889157      January 2, 2014      Homo Polled  
BW: 80                ADJW: 640           ADJY: 1,262

LT Authority 7229 PLD      JSR Estrada 52E  
LT Badge 9184 PLD      JSR Heather 38K  
LT Madalynn 6108 PLD      JSR Heather 11Y

Calving ease LT Badge son that would be a good choice for a heifer pen.

EPDs	BW	WW	YW	Milk	MTL
	-3.3	64	120	16	48

## 5 JSR Moonshine 23M



JSR 23                      PMC888692                      January 3, 2024                      Homo Polled  
BW: 99    ADJW: 767    ADJY: 1,537

Pleasant Dawn Chisum 216A                      Sparrows Alvarez 620D  
JSR Estrada 52E    JSR Goldy Lass 17F  
JSR Jasmine 167C    JSR Goldy Lass 26C

One of the heavy hitters in the bull pen this year. His Alvarez dam is outstanding, a full sister to this guy was a high seller in the Uppin the Ante sale this past October.

EPDs	BW	WW	YW	Milk	MTL
	2.1	76	140	22	60

## 6 JSR Midnight Train 24M



JSR 24M                      PMC889170                      January 3, 2024                      Homo Polled  
BW: 93    ADJW: 802    ADJY: 1,506

Pleasant Dawn Chisum 216A                      Cedardale Zeal 125Z  
JSR Estrada 52E    JSR Sapphire 53F  
JSR Jasmine 167C    JSR Sapphire 37D

Another big performance Estrada son with a great EPD profile. Will add frame and pounds to your next calf crop.

EPDs	BW	WW	YW	Milk	MTL
	1.5	84	154	22	64

## 7 JSR Mahomes 26M



JSR 26M      PMC889152      January 4, 2024      Homo Polled  
BW: 91                      ADJW: 778                      ADJY: 1,455

TR CAG Carbon Copy 7630E ET      JSR Estrada 52E  
DCR Blueprint J7                      JSR Samantha 3K  
DCR Ms Tank G317                      JSR Samantha 2F

EPDs	BW	WW	YW	Milk	MTL
	-0.9	80	146	28	68

Another outstanding bull from an Estrada two year old. This DCR Blueprint son will be easy to find on sale day. Extremely eye appealing with awesome numbers, he puts it all together. Selling  $\frac{3}{4}$  interest and full possession.

## 8 JSR Manhattan 27M



JSR 27M      PMC889166      January 4, 2024      Homo Polled  
BW: 80

Pleasant Dawn Chisum 216A      Sparrows Alvarez 620D  
JSR Estrada 52E                      JSR Samantha 2F  
JSR Jasmine 167C                      JSR Samantha 64C

EPDs	BW	WW	YW	Milk	MTL
	1.7	75	142	22	59

A homozygous polled, long made Estrada son with an outstanding Alvarez dam.

## 9 JSR Mission 28M



JSR 28M      PMC889220      January 4, 2024      Homo Polled  
BW: 90                ADJW: 740                ADJY: 1,428

SVY Wizard 707E      Sparrows Alvarez 620D  
JSR Gamechanger 13G      JSR Knockout 33F  
JSR Jasmine 167C      JSR Knockout 19C

EPDs	BW	WW	YW	Milk	MTL
	-1.1	62	118	20	51

Feature Game Changer son that will have many friends sale day.

## 10 JSR Moncada 29M



JSR 29M      PEMC888683      January 4, 2024      Polled  
BW: 100                ADJW: 729                ADJY: 1,449

Eatons Big Bud 10402 P      LT Ledger 0332 P  
Pleasant Dawn Chisum 216A      JSR Jasmine 167C  
Pleasant Dawn Maggie 316X      JSR Jasmine 12A

EPDs	BW	WW	YW	Milk	MTL
	0.6	69	141	19	54

Full ET brother to JSR Estrada. One of the heaviest muscled bulls in the sale with a great big wide top on him.

## 11 JSR Moreno 31M



JSR 31M      PMC880200      January 5, 2024      Homo Polled  
BW: 102           ADJW: 875      ADJY: 1,424

SCR Tuffy 0119      JWX Downtown 7C  
SCR Triumph 21235      JSR Shimmer 9F  
SCR Ms Baby Doll 7140      JSR Shimmer 61Z

EPDs	BW	WW	YW	Milk	MTL
	3.2	83	148	23	65

Powerful performance SCR Triumph son. His dam is one of our best producers, with a daughter working in the Wilgenbusch herd and a son at McAvoy's in Saskatchewan.

## 12 JSR Mafia 35M



JSR 35M      PMC 889162      January 7, 2024      Homo Polled  
BW: 100           ADJW: 690      ADJY: 1,224

SCR Tuffy 0119      SVY Wizard 707E  
SCR Triumph 21235      JSR Blossom 7H  
SCR Ms Baby Doll 7140      JSR Blossom 27D

EPDs	BW	WW	YW	Milk	MTL
	1.3	77	152	18	57

Homozygous polled Triumph son out of an excellent Wizard dam stemming from our Blossom cow family.



### 13 JSR Major League 36M



JSR 36M          PMC888676          January 7, 2024          Homo Polled  
 BW: 96                                  ADJW: 791                                  ADJY: 1,444

Pleasant Dawn Chisum 216A          Cedardale Zeal 125Z  
 JSR Estrada 52E                  JSR Samantha 48E  
 JSR Jasmine 167C                  JSR Jasmine 50W

EPDs	BW	WW	YW	Milk	MTL
	-0.5	81	161	17	57

Another feature Estrada son with growth and eye appeal. Maternal brother was a high seller in last year's sale to the O'Neills at Priceville.

### 14 JSR Mercury 51M



JSR 51M          PMC889181          January 14, 2024          Polled  
 BW: 90                                  ADJW: 717                                  ADJY: 1,196

SHF Addiction 1609                  MXS Constellation 464B  
 PCC Cobain 231K                  JSR Hazel 35F  
 Miss Prairie Cove 907G                  JSR Hazel 35F

EPDs	BW	WW	YW	Milk	MTL
	0.7	75	131	25	62

Moderate framed PCC Cobain son that is stout, smooth made and sound.



## 17 JSR Metro 60M



JSR 60M          PMC889155          January 16, 2024          Homo Polled  
 BW: 103                                  ADJW: 778                                  ADJY: 1,411

Pleasant Dawn Chisum 216A          Sparrows Alvarez 620D  
 JSR Estrada 52E                                  JSR Gem 137J  
 JSR Jasmine 167C                                  JSR Gem 59D

EPDs	BW	WW	YW	Milk	MTL
	3.7	64	132	34	66

The Estrada/Alvarez cross has worked very well for us and this guy is a prime example.

## 18 JSR Motley Crue 63M



JSR 63M          PMC888680          January 17, 2024          Homo Polled  
 BW: 95                                  ADJW: 710                                  ADJY: 1,356

Pleasant Dawn Chisum 216A          Sparrows Birmingham 758T  
 JSR Estrada 52E                                  JSR Goldy Lass 26C  
 JSR Jasmine 167C                                  JSR Goldy Lass 62X

EPDs	BW	WW	YW	Milk	MTL
	0.5	61	113	16	47

Our old 26C cow has cranked out another good one. Homozygous polled and sure to impress on sale day.

## 19 JSR Magnitude 65M



JSR 65M      PMC889173      January 18, 2024      Homo Polled  
BW: 97                ADJW: 743           ADJY: 1,466

Pleasant Dawn Chisum 216A      HRJ Maverick 556C  
JSR Estrada 52E      JSR Samantha 14J  
JSR Jasmine 167C      JSR Samantha 48G

EPDs	BW	WW	YW	Milk	MTL
	0.9	77	150	22	60

Another homozygous polled Estrada son that is really impressive. His HRJ Maverick dam is proving to be a top end female in our herd.

## 20 JSR Marlborough 69M



JSR 69M      PMC889178      January 21, 2024      Homo Polled  
BW: 92                ADJW: 756           ADJY: 1,407

Pleasant Dawn Chisum 216A      Merit Roundup 9508W  
JSR Estrada 52E      JSR Shimmer 16D  
JSR Jasmine 167C      Rollin Acres Shimmer 818U

EPDs	BW	WW	YW	Milk	MTL
	0.1	75	144	20	57

Stout made with extra length and hip on this guy. Nice uddered Roundup dam from our Shimmer cow family.

## 21 JSR Michigan 73M



JSR 73M      PMC888688      January 22, 2024      Homo Polled  
BW: 105           ADJW: 724      ADJY: 1,344

WC Platinum 8558 P      CML Authentic 34H  
WCR Bold Move 168P      JSR Glory 19K  
WCR Ms Remix 9250 P      JSR Glory 26H

EPDs	BW	WW	YW	Milk	MTL
	-1.5	82	140	19	60

Long, deep bodied Bold Move son that is Homozygous polled to boot.

## 22 JSR Manziel 78M



JSR 78M      PMC888670      January 25, 2024      Homo Polled  
BW: 98           ADJW: 602      ADJY: 1,260

Pleasant Dawn Chisum 216A      PCFL Ultimate 14R  
JSR Estrada 52E      JSR Blossom 39Z  
JSR Jasmine 167C      JSR Blossom Lola 19T

EPDs	BW	WW	YW	Milk	MTL
	2.9	61	123	17	48

Moderate framed Estrada son. Full brother sold to Ralph Janssens in last year's sale.

## 23 JSR Mackinnon 81M



JSR 81M      PMC889174      January 28, 2024      Homo Polled  
 BW: 97                                  ADJW: 597                                  ADJY: 1,197

SVY Wizard 707E  
 JSR Gamechanger 13G  
 JSR Jasmine 167C

JSR Condor 30C  
 JSR Aphrodite 1H  
 JSR Aphrodite 40Y

EPDs	BW	WW	YW	Milk	MTL
	0.6	61	130	19	50

Homozygous polled Game Changer son that is sound in every way.

## 24 JSR Monopoly 84M



JSR 84M      PMC889184      January 29, 2024      Homo Polled  
 BW: 90                                  ADJW: 658                                  ADJY: 1,338

SVY Wizard 707E  
 JSR Gamechanger 13G  
 JSR Jasmine 167C

WC Uncharted 7328 P  
 JSR X-Ikki 51H  
 JSR X-Ikki 61F

EPDs	BW	WW	YW	Milk	MTL
	-0.4	54	117	9	36

Game Changer has done a really good job here producing sound, eye appealing offspring that have performed very well. This guy is as smooth as they come.

## 25 JSR Missoula 85M



JSR 85M      PMC888673      January 30, 2024      Homo Polled  
BW: 92           ADJW: 695      ADJY: 1,432

Circle Cee Legend 307A  
Cedardale Hamilton 4H  
Cedardale Miss 30F

Sparrows Birmingham 758T  
JSR Sapphire 8C  
JSR Sapphire 13X

EPDs	BW	WW	YW	Milk	MTL
	-2.7	57	108	22	51

Our 8C cow has been very good to us over the years and this one is no exception. High performance, homozygous polled Hamilton son that would be a great addition to any herd. Maternal brother JSR Kimbo is working in the Doll herd in North Dakota.

## 26 JSR Midland 90M



JSR 90M      PMC889179      February 2, 2024      Polled  
BW: 87           ADJW: 745      ADJY: 1,235

LT Rushmore 8060 PLD  
RBM Keystone H41  
RBM Jasmine F251

LT Ledger 0332 P  
JSR Victoria 100C  
JSR Victoria 57A

EPDs	BW	WW	YW	Milk	MTL
	-1.6	73	122	29	66

Really stout Keystone son that could be used on both cows and heifers.





## 29 JSR Montgomery 106M



JSR 106M      PMC889177      February 10, 2024      Homo Polled  
 BW: 94                ADJW: 744                ADJY: 1,281

Circle Cee Legend 307A      LT Ledger 0332 P  
 Cedardale Hamilton 4H      JSR Jasmine 67C  
 Cedardale Miss 30F      JSR Jasmine 51T

EPDs	BW	WW	YW	Milk	MTL
	-0.1	61	110	27	57

Eye appealing, smooth made Hamilton bull from a nice LT Ledger dam.

## 30 JSR Mustang 117M



JSR 117M      PMC888672      February 15, 2024      Polled  
 BW: 87                ADJW: 647                ADJY: 1,266

Circle Cee Legend 307A      JSR Ultimate 40U  
 Cedardale Hamilton 4H      JSR Gem 88Z  
 Cedardale Miss 30F      JSR Gem 60P

EPDs	BW	WW	YW	Milk	MTL
	-1.2	58	107	25	55

The youngest bull in the sale, but very high on quality.

### 31 Also selling

10 Traditional and Goggle Eyed Simmental first calvers with Black Angus sired calves at side. Calves born January and February.

Cows vaccinated with Bovi-Shield Gold FP 5. Calves given Dual-Force, Calf-Guard at birth and Bovi-Shield Gold One Shot.

For info, contact Scott Kuhl: 519-934-2339



*JSR Estrada 52E*



*Breed-leading performance sire being utilized by some of the most influential and progressive breeders in North America*

*Progeny*



## Terms & Conditions:

All animals sell under the Terms & Conditions of the Canadian Charolais Association.

**Absentee Bids** – If you cannot attend the sale, please contact the sale staff and they will handle your bids in a professional manner.

**Delivery** – Free delivery within 100kms. Outside of this area, the seller will arrange delivery.

**Wintering Program** – Bulls will be kept free of charge and delivered to buyer before May 1, 2025. After May 1, there will be a charge of \$3.00/day board.

**Vaccination** – All cowherd & bulls are on a modified live vaccine program including Blackleg vaccination.

**Insurance** – If the bulls are returning back to the farms, they **MUST** be insured through your preferred insurance agency.

All Bulls are semen tested and vaccinated ready to work!

Canadian Charolais Breed Average EPDs

BW	WW	YW	MM	TM
0.4	59.5	109.6	22.3	52

NEW THIS YEAR – ALL BULLS have been 100k tested (DNA). This helps to improve the accuracy of their EPDs without even having any progeny born. Depending on the trait, it can be like having records on 8 up to 25 progeny from the bull. All bulls have been tested for the polled trait (homo/hetero) and PA tested.

Saunders Charolais  
725215 Sideroad 22A  
Markdale, ON N0C 1H0

