TAG SALE APRIL 7, 2024

WITH VINTAGE LAND & CATTLE LTD.

O'Shea Farms

30 Years in the Making



WELCOME TO OUR 2024 SALE

Welcome to our annual Tag Sale, 30 years in the making! From purchasing my first Hereford in 1993 from Earl and John McEachren at Glencoe, we have now owned and have been raising Herefords for 30 years. I'm not sure I could have imagined the struggles and highlights we would experience over the years. Having our own sale wasn't something I could have imagined in those early years but here we are with the accumulation of 30 years of selection and breeding decisions. We have learned a lot of things, met some fantastic people and enjoyed the continual challenge to improve our herd and add value to the breed and the Canadian beef industry.

Our spring sale offering, and format is similar to past years, and we hope you can take the time to come and see what we have available this year. If you have never been before, we extend a special welcome and invitation to visit before the sale or on April 7 for our open house and sale close out. The intent is to display our entire herd and let you choose from the offering to add to your operation. You will find a variety of animals to fit purebred or commercial herds and various budgets. We want to ensure we help you find the right fit for your needs, so please reach out to us with any questions you have about our program.

Once again we welcome Vintage Herefords, The Larmer Family, with their consignment of heifers that have wintered with our herd. Because we have been able to partner with the Larmers on several herd bulls, the genetics they offer are very similar to the OSF program.

The value that Hereford genetics contribute to the beef industry emphasizes the importance of economics. Herefords can provide you with genetics that are easy fleshing, feed efficient, maternally productive, with docility and longevity. We continue to develop our herd to identify genetics lines that provide calving ease with performance while enhancing carcass merit. Take time to understand how profitability can be increased by using Hereford genetics in your operation.

Maintaining our herd focus to raise cattle that contribute positively to the commercial sector of the industry remains our goal. We continue to look to expand our customer base that will utilize Hereford bulls in their operations. This past year we have seen an increase in demand for our bulls and are currently sold out of bulls for 2024! But if you are looking for a bull, we can help direct you to some possibilities or we welcome you to preview this year's bull calf crop that will be available for sale next winter. Many of our customers who purchase females are successfully utilizing them in cross-breeding programs that rely on the maternal advantage Herefords offer. As a result, our herd emphasis isn't solely to breed females that will win shows (although we do believe that we can offer Juniors/4-H'ers the opportunity to buy a heifer that will be competitive and at good value) but to make females that go on and make productive cows.

The animals offered in this sale are not managed any differently then the rest of the herd. They have been raised as though we are keeping every animal for ourselves. The heifers have been developed and are in ideal condition, they are cycling and ready to breed. The cows are getting hay and mineral. We don't trim feet, animals with noteable foot problems are culled along with open females not calving within our targeted 60-day calving period.

In short we really enjoy the opportunity to show you what we have to offer! If you can't make it on sale day and/or want another opinion, please feel free to contact Blair Williamson who will be available for appraisal and will be helping us conduct the closing of the sale on April 7. We will have videos posted on our Facebook page of most of the sale animals to assist you in your decision-making process. We want to be a partner in your program by understanding your needs and assisting you with pieces to achieve your herd goals. Alot of consideration goes into our breeding decisions, and are very proud of our herd. Please consider this your personal invitation to tour our herd and see what we have to offer that will help you "Better Your Beef!"



VINTAGE LAND & CATTLE CO. Robert, Katelyn, Duncan, Blaire & Brock Larmer

3940 Prout Road, Nestleton, ON **905-243-6443** rlarmer@gmail.com JAMIE, MEL & BLAKE O'SHEA 23916 Denfield Road, Denfield, ON 519-477-1238 osheafarms@hotmail.com

> BLAIR WILLIAMSON Williamson & Associates Marketing

519-808-0516

TAG SALE FORMAT TERMS & CONDITIONS

- All animals offered in the sale have a "Tag Price" listed in the catalogue.
- Intent to purchase must be stated by 3pm EST Sunday April 7 2024. Puchase intents can be submitted by phone call or text to Jamie or to Blair Williamson you are not required to be "in person" on sale day to place a bid.
- The first person to state intent on a Lot is placed in as the buyer at the tag price.
- For Lots that have multiple buyers interested, we will have an auction between those who have stated interest. When there is no further advance in the bidding the Lot will be declared sold to the highest bidder.
- Unsuccessful bidders have the option to bid on any remaining Lots in the sale.
- Sale order will be determined by the number of interested bidders starting with the Lot with the most bidders.
- Lots with one bidder will be sold at the tag sale price
- All other questions please contact Jamie or Blair Williamson 519-808-0516

Animal Viewing – Please call ahead to arrange a time for viewing animals by contacting Jamie at 519-477-1238.

Videos - follow us on Facebook, Twitter and Instagram for updated videos!

Announcements - Will take precedence over any printed material

Health- A full herd health program is in effect using a Modified Live virus vaccination program under the guidance of Mac Littlejohn DVM, Kirkton Veterinary Clinic. All breeding age females have received their pre-breeding vaccination in March 2024.

Breeding – Animals are open and ready to breed. Animals purchased in sale can remain at no charge until May 1 2024 and can be exposed to our walking bulls on hand or can be kept from bull exposure. All other arrangements can be made but must be stated and agreed upon prior to intent to purchase.

Terms and Conditions – All animals are selling under the terms and conditions of the Canadian Hereford Association, all animals are registered and will be transferred upon completion of payment.

Insurance – Each animal becomes the risk of purchaser at the time of sale. Please arrange for your own insurance coverage for your purchases.

Trucking – We will do our best to assist you with trucking arrangements, please pick up animals by May 1 2024.

Nutrition – Animals are provided nutrition from B&L Farm Services Chesley, supplied by Wallenstein Feed and Supply. Animals are on a year-round chelated trace mineral program.





2023 Highlights



- Partnered with the Ontario Hereford Association to provide sweatshirts to all Ontario 4-H members who completed their 2023 4-H project with a Hereford or Hereford influence animal.



- We had a fantastic week at Bonanza 2023 in PEI! We appreciated the hospitality of **Daniel Naddy** and his family and enjoyed seeing Lot 1 and high seller from our 2022 Tag Sale on pasture.

- **Daniel Naddy** had another successful show season, one highlight was **OSF Joyride 20F 223J with Bayview Little Miss 11L** was Reserve Champion Hereford Female at Old Home Week beef show this past summer

- We want to send out a Thank you and Congratulations to all the Juniors who used an OSF animal as their 4-H Project.

- CJHA Heifer lottery designated sale.

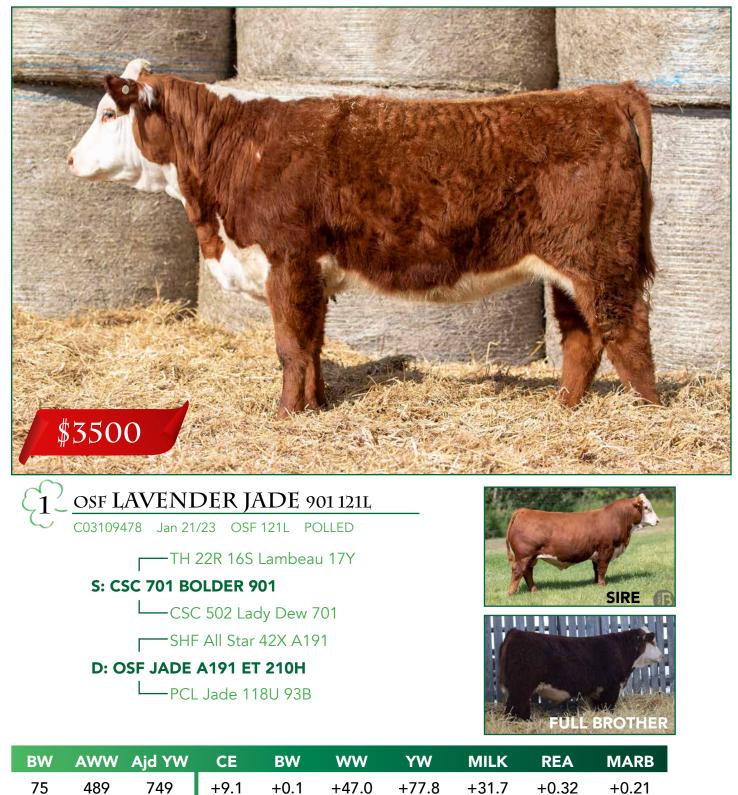




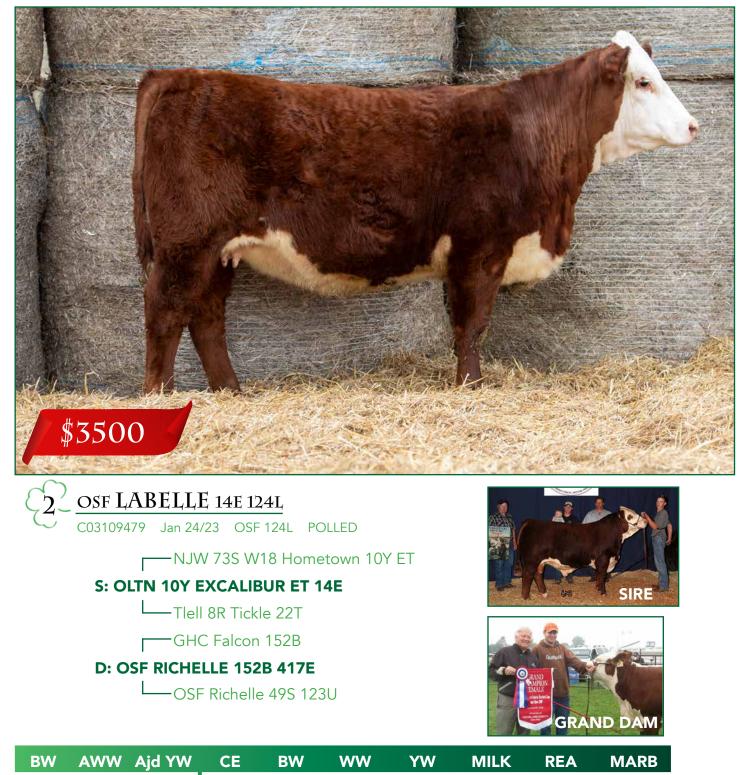








This fancy Bolder daughter was an easy pick to be Lot 1 in this year's sale, she displays as much structural soundness and integrity as any in the offering. A full brother was our high selling bull in the spring of 2023, her young Dam from the famous Jade cow family at Phantom Creek Livestock would have EPD's for eye appeal in the top 1% of the breed! 121L is well above average for calving ease, birthweight, udder and teat scores combined with solid carcass merit and will be stunning once into production.



Performance heifer of the offering that indexed 112 at weaning and yearling! Her striking appearance is a carbon copy of her Falcon Dam who has a solid production record and is out of the many times champion Richelle 123U. Appreciate the levelness of her hip and shape in her muscle down into her lower quarter, strength in her top and depth of her rib. 124L's dam and several maternal sisters remain in the herd as well as a maternal sister at Blair Athol.

+104.6

+23.7

+0.44

+0.16

+61.2

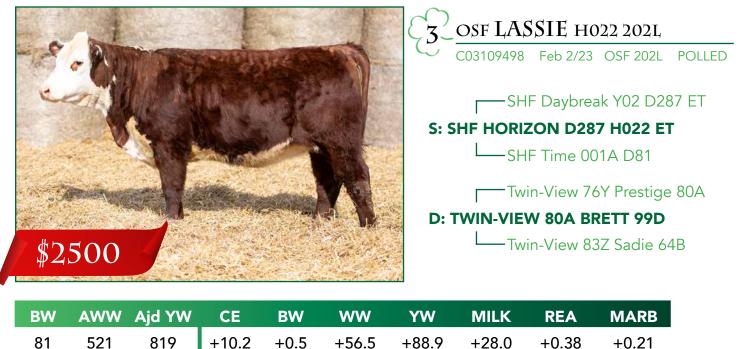
89

591

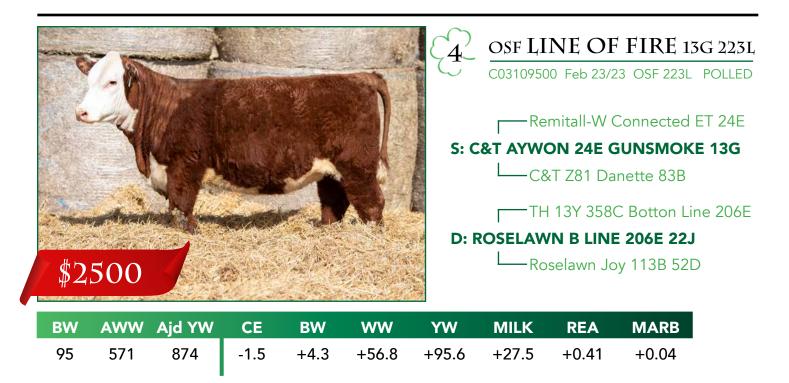
934

+1.6

+3.6



Pay attention here, this Horizon daughter is very closely related to our recent high selling bull in the Beck McCoy bull sale at \$9500. Her dam 99D, has been a consistent brood cow in production, with daughters at Fletcher's, Osterndorff Farms, and 130H who remains in the herd. Dark red, long bodied, eye-appealing, daughter of the multi- trait leader SHF Horizon!

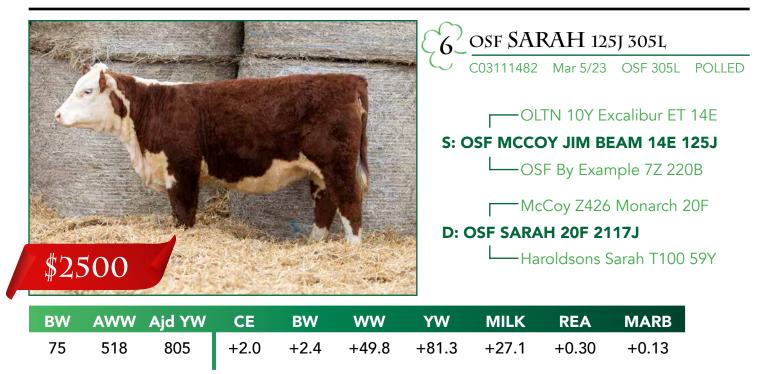


Evaluate this one closely, she has a lot of power and yet does so in a long made sleek design. We purchased her dam from the Roselawn herd in Manitoba and are fortunate she gave us another heifer this year making 223L available for the sale. Positive indexes at weaning and yearling, genetically unique, beautifully balanced, get in on "Line of Fire" or watch her stand above you in class.



									MARB
85	476	817	+5.5	+1.8	+54.8	+95.8	+26.8	+0.42	+0.08

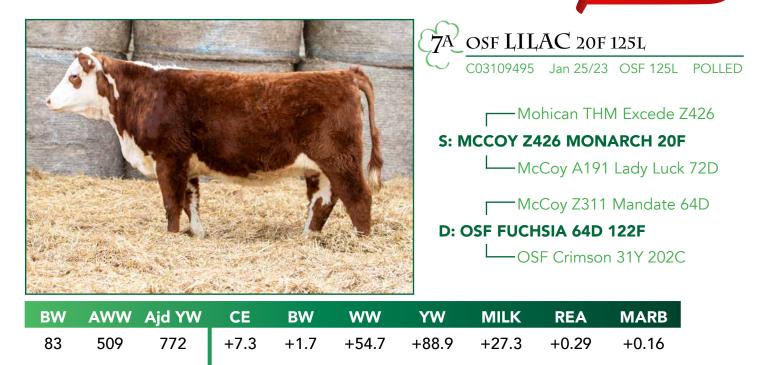
Lady Colbi from our prominent Colbi cow family. Typical of Monarch daughters she is strong headed, feminine fronted with ample capacity and rib shape and will prove to be very maternal and practical! This heifer has really blossomed over the winter, be sure to check out her video or see her in person to fully appreciate what she can offer. A full sister sold last year to Carl McVicar, dam is offered as Lot 16.



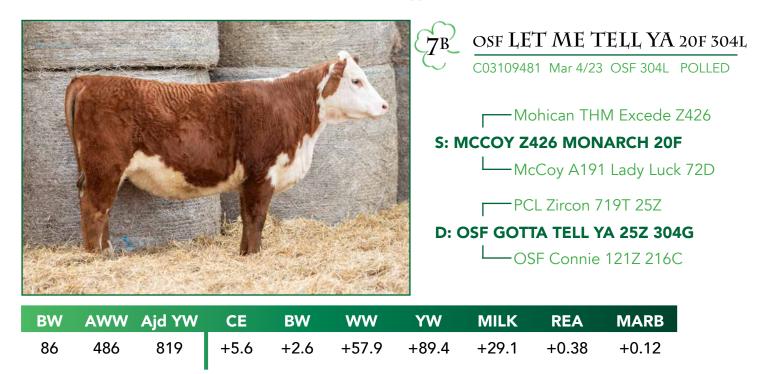
Sarah is bold in her muscle shape, bold in her middle and continues in a deep chested powerful and bold front end, she reminds me a lot of her Granddam 59Y who was purchased from Haroldsons from their famous Sarah cow family. The dam, 2117J was Keenan Grieves 4-H project who ended her year with a 2nd place showing at the Royal Winter Fair. A maternal sister to 2117J was our high selling female last year selling to Tom Armes. This one will catch your eye!

LOT 7A & 7B: CHOICE LOT - OSF 125L or OSF 304L

\$3000



Very solid brood cow prospect, out of a moderate, easy fleshing productive cow who has weaned as much percent of body weight as any cow in the herd. A maternal sister sold last year to Dunlukin Cattle Company, another sister is offered as Lot 13 and dam has a very eye appealing daughter again this year.

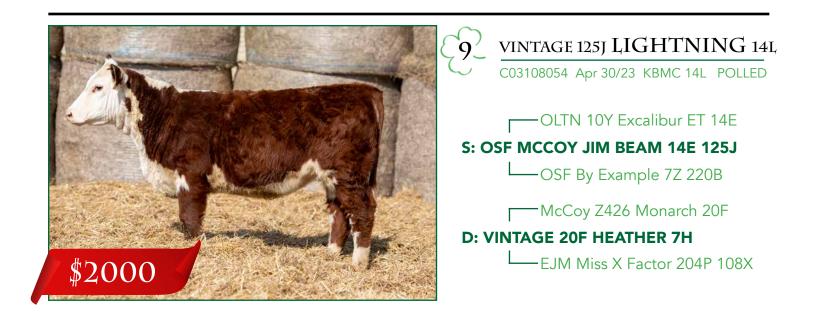


Flashy, fresh and functional, this heifer does go back to the original Colbi cow and comes from a long line of cows who excel in udder quality. Let Me Tell Ya is very well balanced and has all the credentials to be a foundation female for her new owner. A maternal sister sold to Osterndorff Farms.





Not the oldest heifer from the Vintage calf crop but possibly the heaviest and highest performing heifer! Dark red, eye catching, long body, feminine fronted cow prospect. Maternal sister sold last year to Damon Poague.

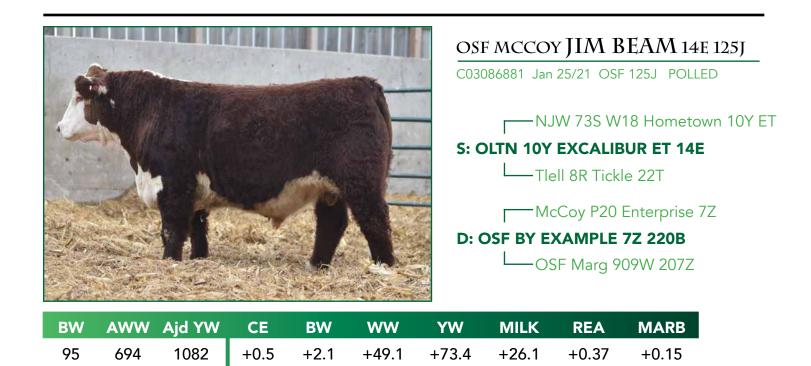


This heifer has really improved every day this winter! Named after her maternal great grand dam who was a foundation female of the EJM herd and anchor of their historic dispersal sale. Power in the blood here – don't miss out!





Another eye appealing Jim Beam daughter who reminds me a lot of the very productive 220B cow. A maternal sister was selected by Paige Fletcher a couple years back for her 4-H project. Maternal value in every generation of her pedigree, she will make a nice cow.



After seeing herd sire duties as a yearling at Vintage and OSF, Jim Beam now resides in the herd of Steve and Jess Haney working to produce baldies in their Angus based herd. The dam OSF 220B was a consistent producer with above average udder quality raising a couple herd bulls, we are retaining her last daughter 3127L to carry on her legacy.

KEITH GILMORE FOUNDATION

WATCH FOR OUR 2024 Fund aising Fuction

Saturday, May 4, 2024 hosted by DLMS Farm Gate Timed Auctions Watch for more details will be available on our website and social media

Feature Donation Lot: Lilly Brook Herefords, one of Canada's largest Hereford Breeders have donated pick of ANY female on the ranch ! Watch for more details on DLMS!

PPLLCATIONS FOR 2024 e open noh/

Please refer to our website for information on Scholarship application deadlines, criteria and eligibility.

FUTURE OF THE BREED

Application deadline May 15, 2024 \$1,000 - Up to four scholarships awarded annually

HEREFORD YOUTH SCHOLARSHIP

Application deadline June 1, 2024 \$2,500 - Up to four scholarships awarded annually

KEITH GILMORE PRIZE FOR BEEF CATTLE INNOVATION

Application deadline June 1, 2024 \$10,000 - Up to two scholarships awarded annually

NEW BURSARY OPPORTUNITY UP TO \$2,500

Exclusive to CHA members and their family members of any AGE

Entering into a skilled worker program specializing in trades benefiting agriculture. i.e. welder, ultra sound tech, health care workers, mechanic, AI course (just to name a few).

We look forward to working with our Agricultural Industry partners in fulling our goals in the support and development of youth through programs and scholarships in the fields of agriculture, veterinary medicine, agricultural journalism and the research to benefit the improvement of the beef cattle industry.

The Keith Gilmore Foundation was established in 1987 with a forward vision to make a positive impact on the future of youth in agriculture and education. Since inception the foundation has grown awarding over 160 scholarships totaling over \$400,000 to worthy recipients. As a charitable foundation donations and fundraising proceeds are utilized to provide scholarships to youth in Agriculture and Journalism.



What is KGF DOING...... The Keith Gilmore foundation is honored to administer

post-secondary scholarships to help inspire innovation and youth in agriculture and journalism. Since 1987 over 160 scholarships have been awarded in three categories:

- Hereford Youth Scholarship
- Purpose: Support excellence in ongoing studies in any undergraduate program leading to a career related to the livestock industry.
- Up to four scholarships are awarded annually. Individuals must be entering into second, third, fourth year of post-secondary education in an y program leading to a career in the livestock industry.
- Future of the Breed in partnership with the Canadian Junior Hereford Association
- Award Amount \$1,000
- Purpose: An entry Level scholarship for students entering their first year of post-secondary education. Current and former CJHA members are eligible.

• Keith Gilmore Prize for Beef Cattle Innovation

- Award amount \$10,000 Up to two scholarships awarded annually. Purpose: To support excellence and leadership for applicants in advanced studies leading to a career in the beef industry. animal science, range management, forage and feeding, genetics, communications and business.

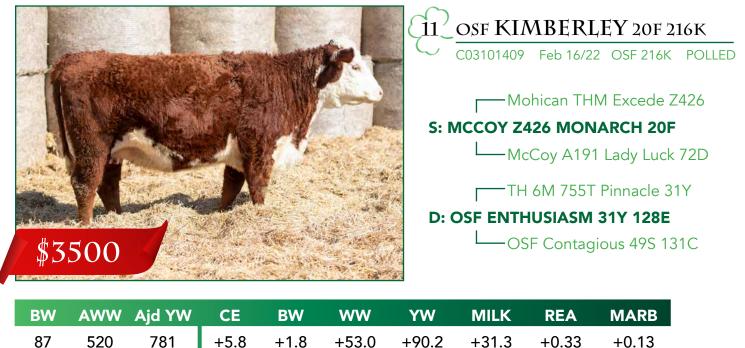
Contact any of the KGF Trustees about making a donation or send your gift to:

KEITH GILMORE FOUNDATION 5160 Skyline Way NE • Calgary, AB • T2E 6V1 www.keithgilmorefoundation.com

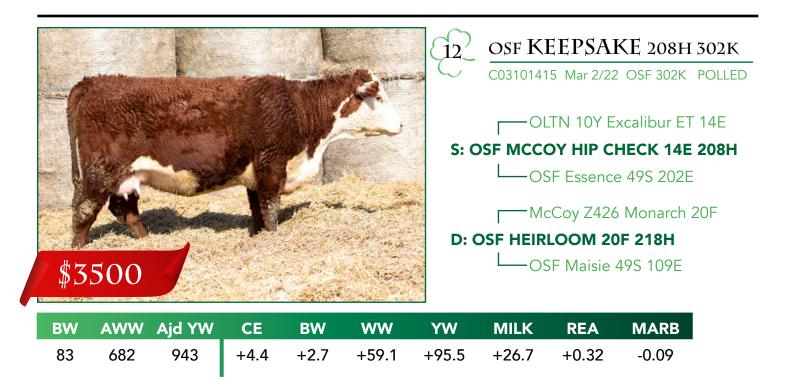
Board of Trustees Cathy Lasby • Chairman

Kym Jim • David Reid Karl Gilmore • John Blacklock

Youth · Education · Research



An attractive Monarch daughter out of a no miss cow with an awesome udder, I expect 216K will be much the same as she develops. A maternal sister is at Whiskey Lane, and another is a favourite in our yearling pen. A maternal brother looks like a promising herd bull prospect. Expect her to calve prior to the sale bred to our new herd sire McCoy 9707 Broker 154K.



Our only Hip Check daughter as we sold him to Redwood Acers and they were very happy with the calf crop he gave them. Keepsake has bred in performance as she indexed 119 at weaning and 114 at yearling. Her young dam was successfully flushed (see embryos offered as Lot 24) and 302K looks to have the same maternal touch!

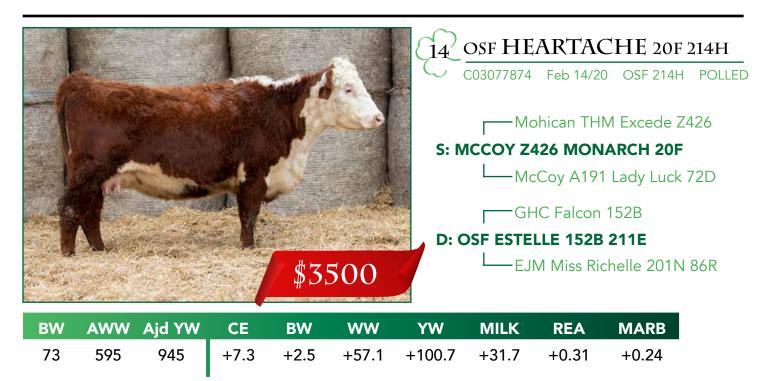
Sells with a steer calf at side OSF 216M.



									MARB
96	663	1025	-5.6	+8.3	+78.8	+127.7	+26.7	+0.45	-0.15

A maternal sister to Choice Lot 7A, this hard working cow weaned a huge steer calf last year and has at side a heifer calf by Horizon that is as long and heavy as any calf we have this year. Buy this young pair as both mother and daughter will be adaptive and productive however you choose to use them.

Sells with Heifer Calf at side OSF 117M by SHF Horizon D287 H022.



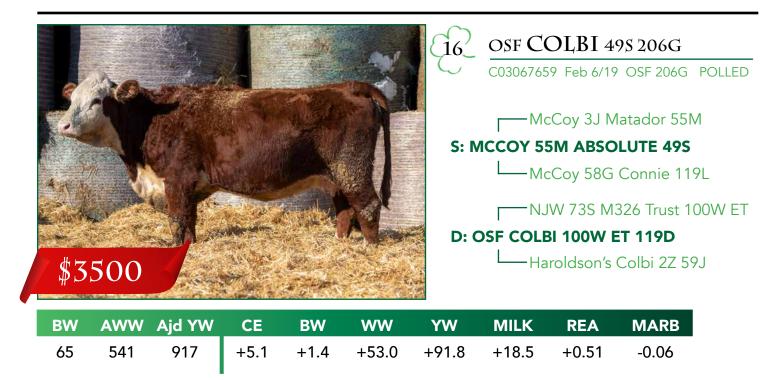
A Monarch daughter that puts her "Heart" into her work! 214H has reduced her calving interval and calved earlier every year while being in the first cycle of our calving season. She has a functional design and sound udder and is raising a thick topped heifer calf by our new herd sire Broker. Buy with confidence this female pair that will positively contribute.

Sells with heifer calf at side OSF 121M by McCoy 9707 Broker 154K.



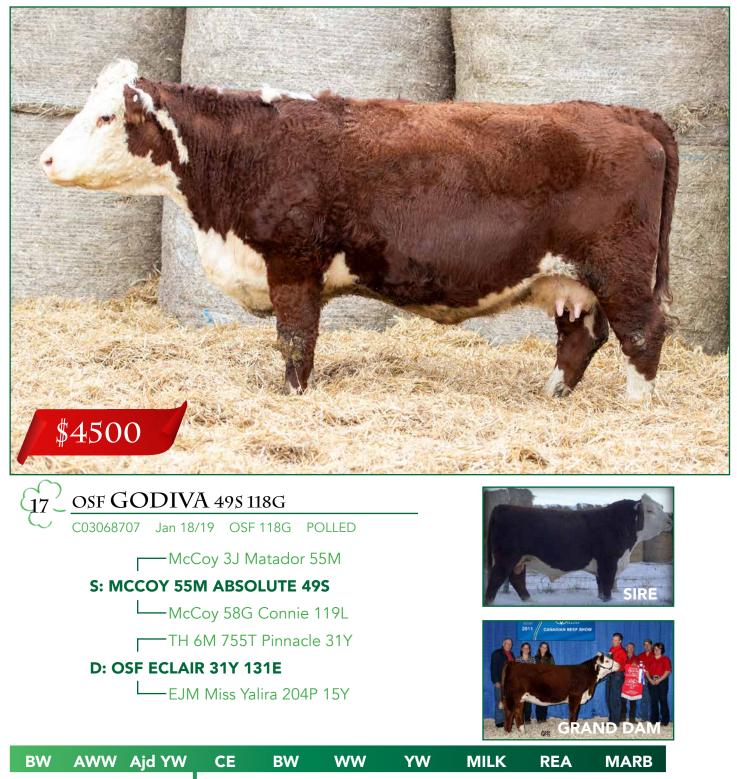
BW	AWW	Ajd YW	CE	BW	WW	YW	MILK	REA	MARB
83	-	-	+3.8	+1.4	+56.2	+88.3	+33.2	+0.45	+0.25

Originally purchased from Matt and Ange Leahy we offer this young cow in the prime of her production, we have retained her 2 yr old daughter who is doing a really good job with her first go at motherhood. Expected due date is March 25 as she was observed bred June 17 to OSF McCoy Kane 20F 3130K. (3130K is now owned by Corey and Beth Jones and Family of Thorndale).



from the impactful Colbi Cow Family. Colbi 206G is moderate framed, easy fleshing, good footed and a sound udder - all the traits you want in an efficient beef cow! No doubt her Monarch yearling heifer selling as Lot 5 will follow in her productive footsteps. Her dam and 4 maternal sisters are retained in the herd as are several other Colbi cow family members.

Due to calve in March, exposed to OSF MCCOY Kane 20F 3130K.



The Picture Day crew asked why we would sell this pair, I replied we wanted to offer a very good cow early in her career that will do well for her new owners and represent our program well. Sound in structure, excellent udder with a standout heifer calf at side by the breed leading Horizon, this pair offers lots of promise in production for years to come! Same family that produced the Lot 1 high seller to Daniel Naddy PEI in our 2022 sale.

+113.6

+21.6

+0.44

-0.19

+68.2

Sells with heifer calf at side OSF 114M sired by SHF D287 Horizon H022.

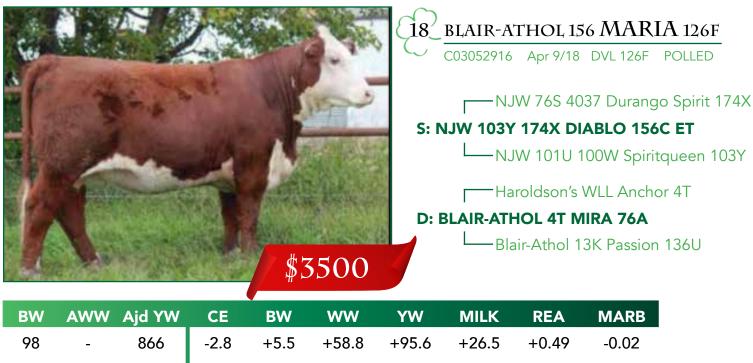
+5.3

72

601

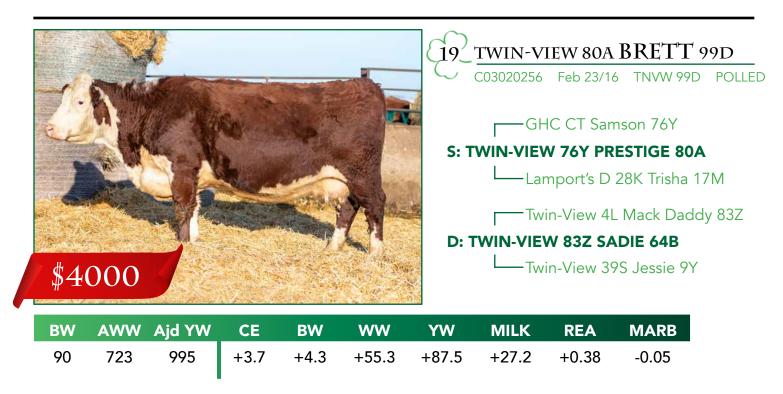
1021

-3.0



Productive performance cow that originated at Blair Athol in Sask. She was mother of our high selling heifer a couple years back and another daughter sold last year to Dunlukin Cattle Company. Above average udder quality, growth and REA in this long-made package.

Sells with steer calf at side OSF 222M.



99D was purchased as a heifer calf from the very good Twin-View herd in Manitoba. She has left us a really good set of calves that have mostly been heifers. Daughters are at Fletchers, Osterndorff Farms and daughter 202L sells as Lot 3. Another daughter Hootenanny 130H will remain in our herd to carry the cow family on as she raised our high selling heifer last year and our high selling bull this spring. Sells with a gorgeous heifer calf at side that is worth the price of the pair, a smart buyer would buy the whole family!

Sells with heifer calf OSF 220M sired by McCoy 9707 Broker 154K.

BETTER Your beef Hereford

Better calves start with better mothers.

In today's beef market, smart producers take every advantage. Like the advantages that come with better-performing mothers. Hereford brings high fertility, ease of calving, and excellent milking and mothering traits to today's best-performing herds.

It's time to better your beef, and better your business, with the timeless benefits of Hereford.

Hereford.ca



20	$_{ZIM26}$	53K	
\bigcirc	Apr 2022	ZTM 263K	POLLED
S:	HEREFO	RD	

D: GELBVIEH

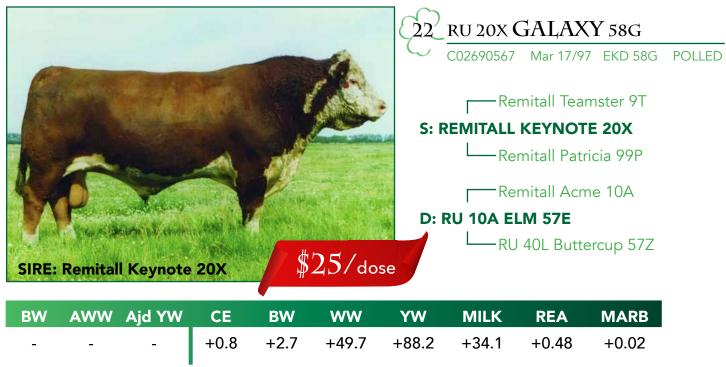
A Gelbvieh X Hereford bred heifer that came as part of a group from McCoy Cattle in Sask last spring to put embryos in. This April heifer didn't catch to an embryo making her available for this sale. This heifer exemplifies the maternal value of Hereford in a proper crossbreeding program, she will make a productive cow that is suitable to many different terminal breeding options! **Exposed to OSF 120J from June 1 – July 15 then exposed from July 15 – Sept 1 to OSF 3130K.**



This black baldie cow has been a great recip for us and is available as she is calving later this year. Originally from Fletchers herd who have been using our Hereford genetics on the maternal side and crossing with Gilchrist Farms Angus bulls.

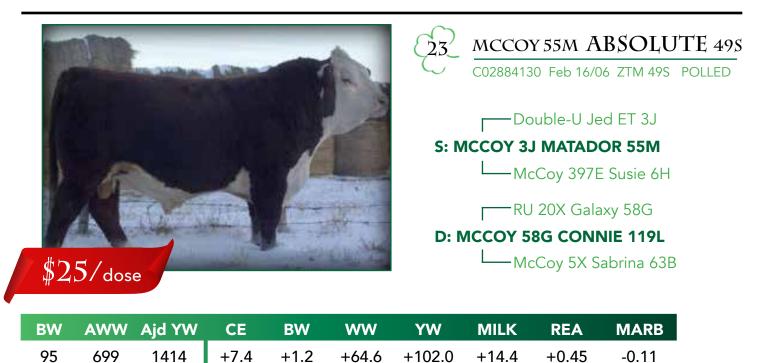
Due to calve in March to OSF McCoy Kane 20F 3130K, observed bred June 1.

O'SHEA FARMS - SEMEN OFFERING

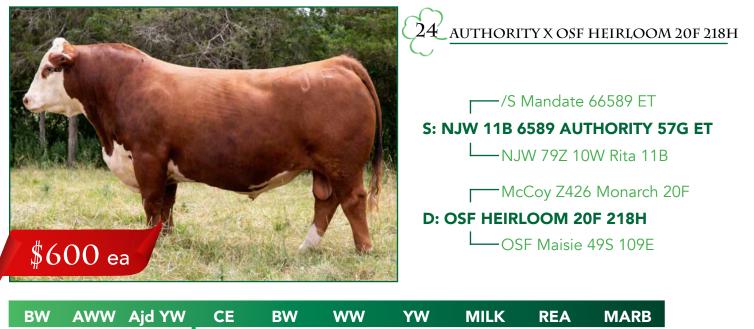


Breed legend RU 20X Galaxy 58G can still be found up close in a lot of pedigrees. Everything old is new again!

4 DOSES AVAILABLE.



Absolute really helped give our herd direction when we owned him with McCoy Cattle Company, Beever Family Herefords and leased him to Semex. If you have a group of commercial heifers to breed this calving ease sire was one of the first to bend the curve from low birthweight to well above average yearling weight.



We have some very exciting Authority calves this year and the 218H cow has proven herself at a
young age to be a valuable part of our herd. Come check her out sale day, she is very level in her
design with ample thickness and capacity. 218H's daughter sells as Lot 12.

+70.7

+106.0

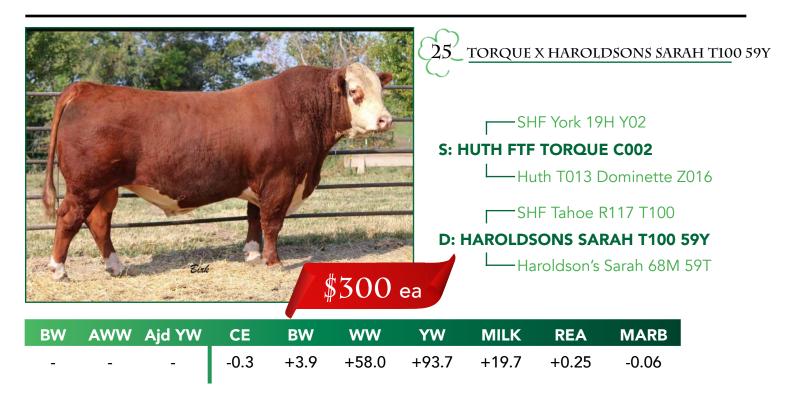
+30.5

+0.47

+0.07

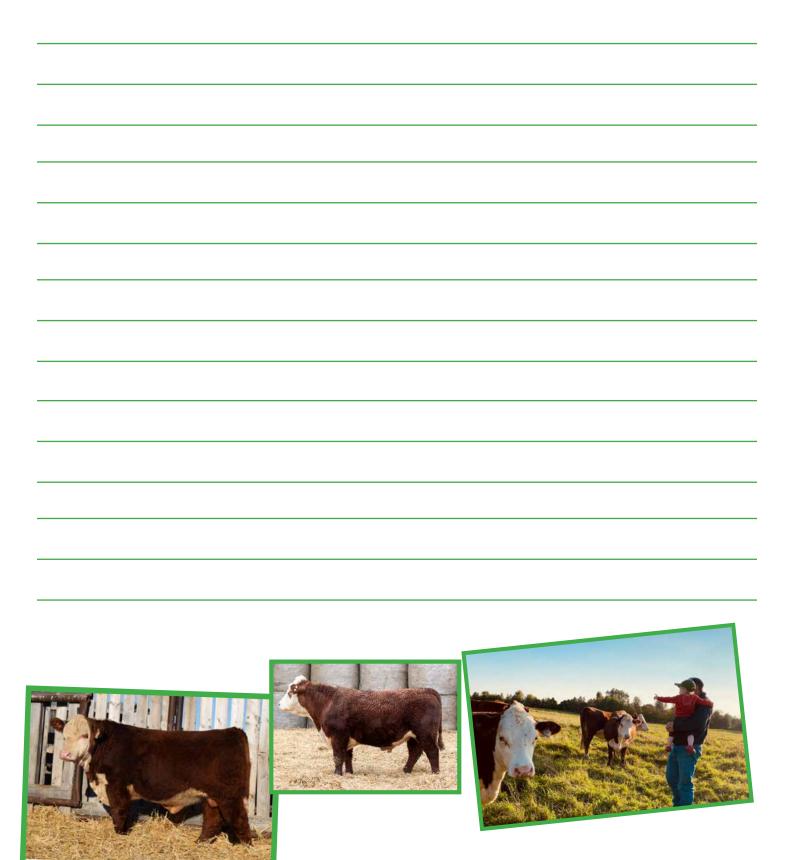
+5.9

+1.7



Full sib was last years high seller to Tom Armes. Airriess Acres in Saskatchewan and Maple Hill in Quebec have also had full sibs to these embryos. Same cow family as Lot 6.





BETTER Your beef Hereford

Better built for Canadian winters.

Keeping a herd healthy and profitable isn't always easy. And it gets even harder through Canada's tough winters. Originally introduced to Canada because of our tough winters, Herefords and Hereford crosses are hardy enough to stay strong through the toughest weather. With these durable winter grazers, you'll see lower feed costs and unmatched feed efficiency.

It's time to better your beef, and better your business, with the enduring benefits of Hereford.

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