



FLEWELLING CATTLE COMPANY

A Family Operation

46
YEARS OF HEREFORDS

2024

Private Treaty Bull Sale Offering

Like all progressive breeders, we continue to push the envelope on those traits that we feel will make money for our customers. We have been pleased with the progression that we've made to decrease the birth weights of the bulls that we sell without sacrificing the required performance that we demand in the fall. Maternally, we feel our herd is as strong as ever as evidenced by the production we get from our young cows. We also like the fact that we have been using homozygous polled sires for the past few years to ensure that convenience is bred in.

Our bulls this year are sired by TH 61A 531E Benchmark 632G and Boyd 31Z Blueprint 6153. Both bulls follow that strategy of moderating birth weight without sacrificing growth and keep the maternal aspect in check. When you analyze the EPD documentation of these bulls, it is no surprise to see them excel in those areas.

We have used Benchmark heavily for the past 3 years. Our expectation was for the Benchmark progeny to be highly maternal. That final test has been passed as we now have daughters in production and they are exactly as we'd hoped... great moms, adding milk and improving udders. Benchmark has also proven to be more than just a maternal source. His sons have been well received showing his muscle, soundness, and bulkiness that pushes down the scale at weaning time. Benchmark is now a trait leader in 6 of the 20 EPD categories that are measured by our breed, specifically leading in the traits that measure weaning weight, maternal characteristic, and teat and udder quality.

Blueprint is a bull that we used after seeing a number of his daughters in production and we were very impressed. Blueprint is a breed-leading calving ease sire that will still provide exceptional phenotype, growth and carcass merit. He also provides that colour and extra pigment that is

nice to have and he is homozygous polled as well. Blueprint is a trait leader in 9 of the 20 EPD categories that are measured by our breed, specifically leading in the traits that measure calving ease, scrotal, and teat and udder quality.

Our bulls are developed on a 12% grower ration with quality forages and are fed with soundness and longevity in mind. Each bull sells halter-broke, semen tested, veterinarian inspected, and fully guaranteed.

If you have any questions on our offering, please do not hesitate to give us a call.

A big thanks to all of our past customers for showing your confidence in our program. A special thank you to Lock Farms Ltd., Stan and Susan and family, who purchased a nice group of cows from us this summer.

We will have a small group of females for sale again this fall, so keep us in mind if you would like to add some FCC genetics to your herd.

-The Flewellings



FCC 632G Betty 19K
Grand Champion Female
2023 Alberta Hereford Showcase



FCC 632G Fortune 14L
Heifer Calf Champion
2023 Alberta Hereford Showcase



Benchmark 632G



FCC 632G LANDMARK 7L

DOB	JAN 17 '23	BW	70	REG NO.	PC03103795	TATTOO	GCFH 7L
BW	1.5	SIRE	TH 506B 358C Benchmark 531E ET	TH 403A 475Z Pioneer 358C ET			
WW	59.7	TH 13Y 9050 Beth 61A	TH 512X 145Y Dominete 506B ET				
YW	92.3	Leveldale Expedition 101B 707E	Boyd Worldwide 9050 ET				
MM	29.6	DAM	FCC 707E Betty 24H	TH 54W 719T Beth 13Y			
TM	59.5	FCC 13B Betty 12D	HWCW 2Z Banker 101B				
				Leveldale Connie 1Y ET 26A			
				FCC 2400 Crossiron 13B			
				FCC 503W Betty 2Y			

Landmark is a free moving, deep bodied bull with a great hair coat and full pigmentation everywhere you want it. The maternal power built into his pedigree is simply awesome. His dam is a front pasture female who raised us the high seller at the 2022 Alberta Hereford Showcase selling to Medonte Highlands. Combining Benchmark with our Betty cow family is truly exciting. This bull will add milk and improve udders.

FCC 632G VEGAS 24L

DOB	FEB 18 '23	BW	83	REG NO.	PC03103789	TATTOO	GCFH 24L
BW	3.8	SIRE	TH 506B 358C Benchmark 531E ET	TH 403A 475Z Pioneer 358C ET			
WW	69.3	TH 13Y 9050 Beth 61A	TH 512X 145Y Dominete 506B ET				
YW	104.4	FCC 23B Showdown 15E	Boyd Worldwide 9050 ET				
MM	27.1	DAM	FCC 15E Betty 23G	TH 54W 719T Beth 13Y			
TM	61.8	FCC 13B Betty 21E	ANL C HART100 Tahoe 86 ET 23B				
				FCC 20X Fortune 2A			
				FCC 2400 Crossiron 13B			
				FCC 18A Betty 14C			

Vegas is another bull that combines Benchmark with our Betty cow family. Betty 23G has a beautiful udder and last year raised us a herd sire that we own with Holmes Farm in SK. Vegas is a very complete bull with that soft made appearance and a tremendous profile. He is top 5% in the breed for his Weaning Weight EPD.

FCC 632G RIDDLER 10L

DOB	JAN 23 '23	BW	90	REG NO.	PC03103776	TATTOO	GCFH 10L
BW	6.2	SIRE	TH 506B 358C Benchmark 531E ET	TH 403A 475Z Pioneer 358C ET			
WW	68.4	TH 13Y 9050 Beth 61A	TH 512X 145Y Dominete 506B ET				
YW	104.1	FCC Twenty X 20X	Boyd Worldwide 9050 ET				
MM	24.6	DAM	FCC 20X Royal Flush 16Z	TH 54W 719T Beth 13Y			
TM	58.8	Hinterland Royal Flush 23U	WLB Shapley 50S 40U				
				FCC 36N Marie 13R			
				Remitall Shiraz ET 158S			
				Hinterland Twist of Faith 39S			

This Benchmark son provides a little extra frame and performance. Riddler's dam, Royal Flush 16Z, has a wonderful production record at FCC. She just had her 11th calf and she has never missed. We have also calved out a full sister to Riddler this spring, and she looks tremendous.

FCC 6153 BANKROLL 6L

DOB	JAN 17 '23	BW	70	REG NO.	PC03103804	TATTOO	GCFH 6L
BW	1.5	SIRE	R Leader 6964	Hyalite On Target 936			
WW	56	NJW 91H 100W Rita 31Z ET	R Miss Revolution 1009				
YW	86	FCC 8Y Summit 3G	NJW 73S M326 Trust 100W ET				
MM	28.5	DAM	FCC 3G Fortune 31J	Remitall Rita 91H			
TM	56.5	FCC 5D Fortune 20F	NJW 73S W18 Homegrown 8Y ET				
				FCC 20X Paradise 21Z			
				FCC 2400 Magnum 5D			
				FCC 48Y Fortune 1D			

Bankroll is a stylish, moderate birth weight bull out of a first calf heifer who did a great job. With his 70 pound birth weight and his smooth design, we think Bankroll is a great option for heifers, or anyone looking to add maternal value to their herd.



FCC 632G MAVERICK 2L

DOB JAN 15 '23 BW 75 REG NO. PC03103788 TATTOO GCFH 2L

BW	1.9	TH 506B 358C Benchmark 531E ET	TH 403A 475Z Pioneer 358C ET
WW	65	SIRE TH 61A 531E Benchmark 632G	TH 512X 145Y Dominete 506B ET
YW	97.2	TH 13Y 9050 Beth 61A	Boyd Worldwide 9050 ET
MM	30.8	FCC 23B Showdown 15E	TH 54W 719T Beth 13Y
TM	63.3	DAM FCC 15E Natasha 18G	ANL C HAR T100 Tahoe 86 ET 23B
		FCC 200Z Natasha 2E	FCC 20X Fortune 2A
			Churchill Red Bull 200Z
			FCC 48Y Natasha 11C

Maverick was a class winner at the 2023 Alberta Hereford Showcase and has only gotten better since then. He combines so many ideal traits. Big topped, thick made, and has that deep bodied look with great colour and pigmentation. He has a great EPD profile and is top 5% in the breed for his Udder and Teat EPD. Maverick's mother is a Showdown daughter who is one of our favourites.



FCC 6153 BLUEPRINT 12L

DOB JAN 24 '23 BW 78 REG NO. PC03103797 TATTOO GCFH 12L

BW	3.3	R Leader 6964	Hyalite On Target 936
WW	61	SIRE Boyd 31Z Blueprint 6153	R Miss Revolution 1009
YW	93.4	NJW 91H 100W Rita 31Z ET	NJW 73S M326 Trust 100W ET
MM	28.2	FCC 8Y Summit 3G	Remital Rita 91H
TM	58.7	DAM FCC 3G Betty 1J	NJW 73S W18 Homegrown 8Y ET
		FCC 14E Betty 28G	FCC 20X Paradise 21Z
			FCC 23B Paramount 14E
			FCC 24B Betty 14D

Blueprint is a bull that demands your attention with his goggle-eyes and striking profile. We love the extension he carries through his front end. Behind this bull is where you find the main attractions... his explosive muscle pattern and huge tool kit down below. His value as a breeding bull is unquestioned and with his style and muscle, one can only wonder the quality of show steers this guy will leave in a cross-breeding situation.



FCC 6153 ATLANTA 13L

DOB JAN 24 '23 BW 77 REG NO. PC03103799 TATTOO GCFH 13L

BW	3.9	R Leader 6964	Hyalite On Target 936
WW	68	SIRE Boyd 31Z Blueprint 6153	R Miss Revolution 1009
YW	105.3	NJW 91H 100W Rita 31Z ET	NJW 73S M326 Trust 100W ET
MM	28.1	FCC 707E Brave 20G	Remital Rita 91H
TM	62.1	DAM FCC 20G Betty 9J	Leveldale Expedition 101B 707E
		FCC 48Y Betty 13F	FCC 13B Paradise 18D
			Haroldsons WLC Rhino ET 48Y
			FCC 34Z Betty 26B

Atlanta is a tidy fronted, moderate BW bull out of a 2-year-old Brave daughter that is a favourite of ours. We love the extra length of body, and the impressive growth and performance this bull has shown. This is consistent with his EPD profile as he is top 10% in the breed for Weaning Weight, as well as top 5% for Scrotal. With his 77lb birth weight, Atlanta is another quality option for heifers.



FCC 632G DOWSER 8L

DOB JAN 17 '23 BW 70 REG NO. PC03103794 TATTOO GCFH 8L

BW	2.3	TH 506B 358C Benchmark 531E ET	TH 403A 475Z Pioneer 358C ET
WW	57	SIRE TH 61A 531E Benchmark 632G	TH 512X 145Y Dominete 506B ET
YW	89.9	TH 13Y 9050 Beth 61A	Boyd Worldwide 9050 ET
MM	32.1	NJW 73S W18 Homegrown 8Y ET	TH 54W 719T Beth 13Y
TM	60.6	DAM FCC 8Y Fortune 16H	SHF Wonder M326 W18 ET
		FCC 20X Fortune 2A	NJW P606 72N Daydream 73S
			FCC Twenty X 20X
			FCC 7R Fortune 18U

With his goggle eyes, perfect profile, and great hair coat, you can't miss this guy. Dowser is another high-quality option if you are looking for a low BW without sacrificing growth, performance and maternal traits. His grand-dam is the Fortune 2A cow who has produced us show winning heifers as well as our Showdown 15E herd sire who also left us some great females.



FCC 632G PROPHET 17L

DOB JAN 29 '23 BW 85 REG NO. PC03103781 TATTOO GCFH 17L

BW	3.9	TH 506B 358C Benchmark 531E ET	TH 403A 475Z Pioneer 358C ET
WW	69.3	SIRE TH 61A 531E Benchmark 632G	TH 512X 145Y Dominete 506B ET
YW	104.8	TH 13Y 9050 Beth 61A	Boyd Worldwide 9050 ET
MM	24.9	Churchill Kickstart 501C ET	TH 54W 719T Beth 13Y
TM	59.6	DAM FCC 501C Fortune 4F	Churchill Red Bull 200Z
		FCC 20X Fortune 2A	HVH Oksana 4L 33N
			FCC Twenty X 20X
			FCC 7R Fortune 18U



Prophet is the power bull of the group this year. We love his shape, eye appeal, and the extra extension and length of body that he carries. Prophet is very athletic and fluid in his stride, and has excellent testicle development. He is early maturing showing lots of the "herd bull" traits since he was little. Prophet is top 5% in the breed for his Weaning Weight EPD. His dam is a great producer and we've shown her calves in the past. Prophet has the look, the power and the maternal traits to be a serious herd bull candidate.

Mothers...make the difference



Herd Sires...power in the blood



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