

3RD ANNUAL

# MATT'S RED ANGUS

## Online Bull Sale

SMITHERS, BC

March 15, 2025



# NextLot Timed Online Sale

BC LIVESTOCK

BID WITH CONFIDENCE!

Matt & Karen Taylor | 250-877-9692 | mattsredangus@gmail.com

# Welcome

At the time of writing these opening comments, I came to realize that our first set of bulls we sold at a sale, was in April of 2000 at the Vanderhoof Bull Sale. Wow 25 years of selling bulls at sales, and now here we are excited to welcome you to our own third annual Matt's Red Angus online bull sale. We would like to start by saying a special thanks to our buyers from the last two years and we hope that they continue to be pleased with their past purchases.

2024 was another difficult year for us, with another drought. Hay crops were a little better than the hay crops from 2023, the pasture was close to the same a little less than a year before but we really struggled with some of our dugouts drying up during the summer. We did have to move cattle around a little bit more often so they could have a good clean access to water. Because of the dry summer we didn't have very much regrowth on our hayfields so we weren't able to pasture them in the fall very much. Fall arrived and we were blessed with a great deal of rain. We are excited and optimistic about the moisture we got, the ground is now recharged and with some snow pack seeping into our soils we look forward to a productive spring.

We were able to keep our bulls moving onto decent grass throughout the summer and we are very pleased with the gains that they put on during grazing season. We are also very excited and pleased with the condition that the bulls are in today as we write this. We did have a tiny bit of trouble with lice in the fall but we were able to get it cleared up fairly quickly, but as a result the bulls did get some missing hair patches on them. We were doing really good keeping our bulls tag free until the first part of January when we had quite a bit of warm weather and rain as a result our bulls were packing a bit more tag then we would have liked for the pictures and videos. Overall though we are very hap-

py with their growth, body condition, structure and temperaments. We have gone through our bull pen very hard and picked only the best ones to market as bulls. We are very excited to offer these 16 bulls for our sale this year. Our bulls are long yearlings, we do not allow anyone to come purchase bulls out of the pen before our sale. So everyone has an equal opportunity at the cream of the crop.

Being in the Angus business for close to 30 years we have seen some difficult times, some good times, and some very good times. As you all know we have never seen the cattle market where it is today, and it is so great to see, we hope it lasts for many years to come! Just because the market is high doesn't mean it changes any of our standards. We still strive to keep a strong program going to maintain a strong cowherd and bulls that work with high expectations. The standards have worked for us and it will work for you, our cowherd is not pampered or treated special and they are not given a second chance if there is a problem. We feel strongly in these principles: cows must pay their way, they must have good feet and legs and solid udders. They must bring a calf in every year, and perform well doing so, they also must be a pleasure to work with. We expect the same from our bulls. We feel if they do not have these qualifications they are not going to work for us and if it doesn't work for us it doesn't work for you.

Just as we did last year we will have BC Live-stock representatives come out and look at our bulls before the sale so there is a third-party opinion. Please feel free to take advantage of this service and call them directly to discuss your needs. Our bulls are easily accessible for viewing so you are more than welcome to come view them yourself, the coffee pot is always on! Thank you again to everyone for their support over the years, and we look forward to doing business with you in the future.

**Matt & Karen Taylor**

### Viewing:

We welcome shoppers to come view our bulls directly at our ranch in Smithers, BC. We ask you call ahead to book a viewing time to ensure we are available to give you a thorough tour. The coffee pot will be on! **Anyone that views our bulls at the farm prior to the sale will be entered into a draw to win a freezer pack of 10 government inspected roasting chickens!**

### Directions:

From Highway 16 turn on to Old Babine Lake Rd. after the small bridge turn left onto Snake Rd. then go 3.8km to our Cattle Yard on the left hand side of the road.

### Local Accommodation:

Sunshine Inn: 250 847 6668  
Sandman Inn: 250 847 2637  
Hudson Bay Lodge: 250 847 4581  
Aspen Motor Inn: 250 847 4551

### Delivery:

Bulls are located in Smithers, BC and can be picked up directly at our ranch. We will provide delivery to the Vanderhoof and Williams Lake BC Livestock yards free of charge, on a date that best fits our schedule. We will work with customers outside of these areas to help organize timely and cost affective transport. If you have any questions about delivery please contact us prior to the sale.

### Boarding:

Bulls are welcome to stay free of charge for the first month. Bulls will then be boarding at a charge of \$5/head/day. We insist that all bulls staying after the sale have insurance on them while at our location. Insurance can be purchased through BC Livestock.

### Pictures & Videos:

Taken Jan. 24/25. Videos can be viewed on BC Livestock/NextLot website or on our "Matt's Red Angus" Facebook page.

### 3rd Party Viewing and Bidding:

The sales staff from BC Livestock will walk this sale pen prior to the sale and are able to offer you a confidential objective opinion. They are able to assist you online or bid on your behalf through the NextLot system.

3RD ANNUAL

# MATT'S RED ANGUS Online Bull Sale

### Bidding Opens:

March 15, 2025 7:00 AM

### Close Out Time:

March 15, 2025  
7:00 PM

MATT & KAREN TAYLOR  
250-877-9692

### SALES STAFF:

### BC LIVESTOCK REPRESENTATIVES:

Mike Pritchard – 250-524-0681

Russell Allison – 250-319-3992

Wayne Jordan – 250-319-0873

Kenny Allison – 250-571-9045

Wade McNolty – 250-398-0429

### NEXTLOT ONLINE SUPPORT :

Elysia Penner – 250-570-1415



FOLLOW US FOR UPDATES!





**NextLot**

<https://bclivestock.nextlot.com/public>

**BID WITH CONFIDENCE!**

**REGISTER TO BID AT:** <https://bclivestock.nextlot.com/public/>

Bid direct from your phone or your home computer.

Complete your buyer's profile with your cell phone number and/or email address and the system will send you a text message and/or email to alert you that you have been outbid.

No sale order. Bulls will be listed in catalogue order and you are free to browse the entire offering at once. Bids may be placed on any lot before the sale closes.

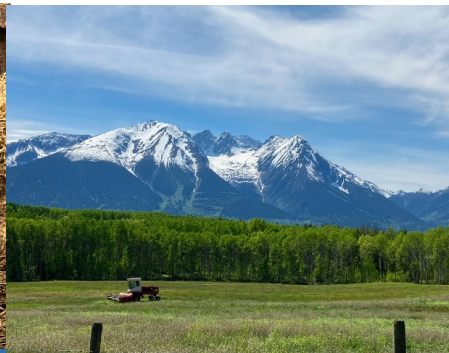
**NextLot Online Support:**

**Elysia Penner – 250-570-1415**

**MAX BID OPTION:** Enter a confidential maximum bid on any lot and have the system bid on your behalf. You will be notified if you have been outbid. In the event that two bidders enter the same max bid, the bidder who enters their max bid first will be considered the successful bidder and the second bidder will be notified and need to increase their bid.

**RACEHORSE STYLE SALE CLOSE:** Racehorse style sale close. Luxury of more time to make a decision and freedom move to another lot if you are outbid. If there is any bidding within 3 minutes of the sale close time, the sale will be extended for another 3 minutes. This gives the bidders opportunity to bid again on the same bull they may have been outbid on, or go bid on another bull. Bidding will be extended by 3 minutes each time there is a bid until there has been no bidding activity for 3 minutes, at which time the sale will be declared closed. Successful buyers will be notified and invoiced by BC Livestock Co-op Staff.

**IF YOU NEED BIDDING ASSISTANCE PLEASE CONTACT ANY OF THE SALES' STAFF TO HAVE THEM CONFIDENTIALLY BID ON YOUR BEHALF!**



## REFERENCE SIRES



**A**      **RED TOWAW SCEPTOR 517E**  
*WDV 517E 19/05/2017 BW: 79lbs*  
 RED MRLA 61X  
**S:**    **RED WINDY HILL ZEPPELIN 1240Z**  
 RED WINDY HILL M NALPOEON 503R  
 RED TOWAW ORAZI CALIDAD 130Y  
**D:**    **RED TOWAW LAKIMA 432B**  
 RED TOWAW LAKIMA 161R

EPD's	CE	BW	WW	YW	MILK
	4.0	0.6	44	80	20

517E was purchased in 2017 from Towaw Cattle Company. He is quite intriguing with tons of middle and power combined with just a 79 pound birth weight. His moderate to smaller frame caught our eye. We agree with Towaw when they said 517E has more presence than a spoiled kid on Christmas morning! He is sharp and eye catching.



**B**      **RED GEMVALE FED 23E**  
*MGT 73J 08/05/2021 BW: N/A*  
 RED ANDRAS FUSION R236  
**S:**    **RED BIEBER FEDERALIST B543**  
 RED BASIN PRIMROSE OT43  
 RED MOOSE CREEK BJORN 53A  
**D:**    **RED GEMVALE MC GIRL 56C**  
 RED GEMVALE REVA QUEEN 256Z

EPD's	CE	BW	WW	YW	MILK
	2.0	1.0	35	60	23

Fed 23E is our mature herd sire we have nicknamed Dawson, because he was purchased from Gemvale Farm's dispersal sale in Dawson Creek. We purchased him as a calf and he has grown into a pretty impressive, moderate framed, thick herd sire. We have used him on our heifers and he performs well. The birth weights of his calves have averaged 73 lbs the last four years.

### Matt's Red Angus Online Bull Sale Warranty:

*We stand behind our breeding program and guarantee to sell you a bull that is structurally sound, and a bull that has passed a semen test conducted by a licenced veterinarian.*

*Should any animal fail to be a satisfactory breeder, he will be replaced with a bull of equal value or in the event that that this is not possible a value adjustment will be made and you will receive a credit towards a purchase of a bull at our next sale. Under no circumstance will the credit exceed the amount of the original purchased bull.*

*We guarantee your bull will arrive sound and healthy. However, we will not provide replacements free of cost if your purchase becomes injured or ill due to mismanagement after you take possession. With this in mind we stress the importance of insurance on your bulls. Should you have any problems with your purchases, please call us right away, We will work with you to make sure you are satisfied!*



# SMITHERS

## Feed Store

HI-PRO

FEEDS



**1** 

**RED MATT'S FED 2L**

**MGT 2L**

**2400891**

RED BIEBER FEDERALIST B543

S: **RED GEMVALE FED 23E**

RED GEMVALE MC GIRL 56C

RED TOWAW EXCEL 536D

D: **RED MATT'S MISS BLAZE 20G**

RED MATT'S MISS BLAZE 16W

**2** 

**RED MATT'S SCEPTOR 5L**

**MGT 5L**

**2400890**

RED WINDY HILL ZEPPELIN 1240Z

S: **RED TOWAW SCEPTOR 517E**

RED TOWAW LAKIMA 432B

RED BAR-E-L TIE BREAKER 14T

D: **RED MATT'S NORTHSTAR 20B**

RED MATT'S NORTHSTAR 10W

DOB	BW	WW	YW	Dec. 23/24
6/04/23	78 <sub>lb</sub>	635 <sub>lb</sub>	1275 <sub>lb</sub>	1520 <sub>lb</sub>

DOB	BW	WW	YW	Dec. 23/24
12/04/23	80 <sub>lb</sub>	510 <sub>lb</sub>	1095 <sub>lb</sub>	1300 <sub>lb</sub>

This fella has a very clean front end with a lower birth weight. His taller frame would make him a great prospect for larger framed heifers.

5L is a moderate framed bull and has a moderate birth weight of 80 pounds. In our opinion he will be a great multipurpose bull for your herd.





**RED MATT'S FED 7L**

**MGT 7L**

**2400892**

RED BIEBER FEDERALIST B543

S: **RED GEMVALE FED 23E**

RED GEMVALE MC GIRL 56C

RED SSS MAX 722A

D: **RED MATT'S NOON 4F**

RED MATT'S NOON 32B



**RED MATT'S SCEPTOR 21L**

**MGT 21L**

**2400901**

RED WINDY HILL ZEPPELIN 1240Z

S: **RED TOWAW SCEPTOR 517E**

RED TOWAW LAKIMA 432B

RED BAR-E-L TIE BREAKER 14T

D: **RED MATT'S PRIDE 17B**

RED MATT'S PRIDE 8W

DOB	BW	WW	YW	Dec. 23/24
16/04/23	70 <sub>lb</sub>	660 <sub>lb</sub>	1280 <sub>lb</sub>	1450 <sub>lb</sub>

Here is an eye appealing bull with a birth weight of 70 pounds. He is built with smooth shoulders and would make an excellent heifer bull prospect.

DOB	BW	WW	YW	Dec. 23/24
24/04/23	88 <sub>lb</sub>	565 <sub>lb</sub>	1150 <sub>lb</sub>	1410 <sub>lb</sub>

Moderate framed bull with lots of stretch to him. He has a great top line and we feel that he is a great prospect for an all around bull.





**5**  **RED MATT'S SCEPTOR 24L**  
**MGT 24L**      **2400902**

**6**  **RED MATT'S SCEPTOR 25L**  
**MGT 25L**      **2400893**



**S:** RED WINDY HILL ZEPPELIN 1240Z  
 RED TOWAW SCEPTOR 517E  
 RED TOWAW LAKIMA 432B  
 RED ECLIPSE 1T WICKED 1W  
**D:** RED MATT'S NOON 26A  
 RED MATT'S NOON 42X

DOB	BW	WW	YW	Dec. 23/24
25/04/23	70 <sub>lb</sub>	555 <sub>lb</sub>	1040 <sub>lb</sub>	1230 <sub>lb</sub>

This guy ties with Lot #3 for having the lowest birth weight in this years sale pen. He has a small head and clean shoulders. He is a fantastic candidate for a heifer bull.



**S:** RED WINDY HILL ZEPPELIN 1240Z  
 RED TOWAW SCEPTOR 517E  
 RED TOWAW LAKIMA 432B  
 RED TOWAW KINGMAN 193Z  
**D:** RED MATT'S NORTHSTAR 14D  
 RED MATT'S NORTHSTAR 9W

DOB	BW	WW	YW	Dec. 23/24
25/04/23	98 <sub>lb</sub>	580 <sub>lb</sub>	1200 <sub>lb</sub>	1415 <sub>lb</sub>

This Sceptor son is a great duplicate of his Sire. He has lots of power, plenty of thickness and depth to him. He will pass on his great performance to his calf crop.







**RED MATT'S FED 26L**

**MGT 26L**

**2400894**



**RED MATT'S FED 29L**

**MGT 29L**

**2400905**

RED BIEBER FEDERALIST B543

S: **RED GEMVALE FED 23E**

RED GEMVALE MC GIRL 56C

RED TOWAW KINGMAN 193Z

D: **RED MATT'S EMMA 91D**

RED MATT'S EMMA 32S



DOB	BW	WW	YW	Dec. 23/24
26/04/23	96 <sub>lb</sub>	655 <sub>lb</sub>	1275 <sub>lb</sub>	1455 <sub>lb</sub>

DOB	BW	WW	YW	Dec. 23/24
26/04/23	72 <sub>lb</sub>	600 <sub>lb</sub>	1180 <sub>lb</sub>	1280 <sub>lb</sub>

This bull has lots of power with plenty of thickness and depth to him. He has an eye catching middle third and will add lots of growth to your future calf crops.

Here is an excellent heifer bull with a 72 pound birth weight. He is built with a small head and very clean and smooth shoulders.





**9**  **RED MATT'S SCEPTOR 31L**  
**MGT 31L**      **2400903**

**10**  **RED MATT'S SCEPTOR 41L**  
**MGT 41L**      **0000000**



**S:** RED WINDY HILL ZEPPELIN 1240Z  
**RED TOWAW SCEPTOR 517E**  
 RED TOWAW LAKIMA 432B  
 RED TOWAW KINGMAN 193Z  
**D:** **RED MATT'S ROSETTE'S 2E**  
 RED MATT'S ROSETTE'S BLAZE 48A

**S:** RED WINDY HILL ZEPPELIN 1240Z  
**RED TOWAW SCEPTOR 517E**  
 RED TOWAW LAKIMA 432B  
 RED GEMVALE FED 23E  
**D:** **RED MATT'S MS PRIDE 76G**  
 RED MATT'S MS PRIDE 53E

DOB	BW	WW	YW	Dec. 23/24
27/04/23	78 <sub>lb</sub>	530 <sub>lb</sub>	1170 <sub>lb</sub>	1315 <sub>lb</sub>

DOB	BW	WW	YW	Dec. 23/24
29/04/23	85 <sub>lb</sub>	560 <sub>lb</sub>	1290 <sub>lb</sub>	1400 <sub>lb</sub>

31L has a very smooth front end with small head and lower birth weight. This bull is an excellent choice to use on heifers.

This easy keeper, moderate framed bull has lots of depth and stretch to him. He has a great top line and we feel he is a great prospect for an all around bull.





**11**  **RED MATT'S SCEPTOR 42L**

**MGT 42L**

**2400895**

**12**  **RED MATT'S SCEPTOR 50L**

**MGT 50L**

**2400899**

**S:** RED WINDY HILL ZEPPELIN 1240Z  
 RED TOWAW SCEPTOR 517E  
 RED TOWAW LAKIMA 432B  
**D:** RED BAR-E-L TIE BREAKER 14T  
 RED MATT'S MISS BLAZE 68A  
 RED AW PRIDE'S BLAZE 5J

**S:** RED WINDY HILL ZEPPELIN 1240Z  
 RED TOWAW SCEPTOR 517E  
 RED TOWAW LAKIMA 432B  
**D:** RED BAR-E-L TIE BREAKER 14T  
 RED MATT'S NORTHSTAR 11A  
 RED MATT'S NORTHSTAR 115R

DOB	BW	WW	YW	Dec. 23/24
29/04/23	92 <sub>lb</sub>	700 <sub>lb</sub>	1360 <sub>lb</sub>	1560 <sub>lb</sub>

DOB	BW	WW	YW	Dec. 23/24
30/04/23	83 <sub>lb</sub>	610 <sub>lb</sub>	1210 <sub>lb</sub>	1415 <sub>lb</sub>

Lots of power with plenty of thickness and depth in this bull. He has an eye catching middle third which will add lots of growth and shape to his future calf crops.

Moderately framed bull with a moderate birth weight to match. In our opinion he will be a great multipurpose bull to use on your whole herd.





13 

RED MATT'S FED 56L

14 

RED MATT'S SCEPTOR 57L

MGT 56L

2400896

MGT 57L

2400900

RED BIEBER FEDERALIST B543

S: RED GEMVALE FED 23E

RED GEMVALE MC GIRL 56C

RED SSS MAX 722A

D: RED MATT'S NORTHSTAR 2F

RED MATT'S NORTHSTAR 9W

RED WINDY HILL ZEPPELIN 1240Z

S: RED TOWAW SCEPTOR 517E

RED TOWAW LAKIMA 432B

RED BAR-E-L TIE BREAKER 14T

D: RED MATT'S BLUE HAN 21Z

RED MATT'S BLUE HAN 9U

DOB	BW	WW	YW	Dec. 23/24
02/05/23	83 <sub>lb</sub>	600 <sub>lb</sub>	-	1250 <sub>lb</sub>

DOB	BW	WW	YW	Dec. 23/24
03/05/23	79 <sub>lb</sub>	625 <sub>lb</sub>	1300 <sub>lb</sub>	1475 <sub>lb</sub>

Here is another great Fed son which has a smaller head and evenly proportioned body.

He would be a great candidate for a dual purpose bull. Used for light breeding in 2024, proven bull, knows his job!

With this bulls' combination of smooth front, small head, low birth weight and well balanced middle, we feel he will do excellent being used on heifers.





15 

RED MATT'S FED 59L

16 

RED MATT'S SCEPTOR 83L

MGT 59L

2400897

MGT 83L

2400898



S: RED BIEBER FEDERALIST B543  
 RED GEMVALE FED 23E  
 RED GEMVALE MC GIRL 56C  
 RED TOWAW EXCEL 536D  
 D: RED MATT'S MS PRIDE 17G  
 RED MATT'S MS PRIDE 20U

S: RED WINDY HILL ZEPPELIN 1240Z  
 RED TOWAW SCEPTOR 517E  
 RED TOWAW LAKIMA 432B  
 RED SSS MAX 722A  
 D: RED MATT'S MS STYLE 9E  
 RED MATT'S CHOCTAW MS STYLE 26

DOB	BW	WW	YW	Dec. 23/24
03/05/23	74 <sub>lb</sub>	550 <sub>lb</sub>	1100 <sub>lb</sub>	1250 <sub>lb</sub>

DOB	BW	WW	YW	Dec. 23/24
15/05/23	89 <sub>lb</sub>	575 <sub>lb</sub>	1200 <sub>lb</sub>	1410 <sub>lb</sub>

Smaller framed bull with smooth shoulders and a 74 pound birth weight. We feel this bull can be used on heifers with great confidence!

This dark cherry red bull is very smooth looking. He is medium framed and equally proportioned. He is a great candidate for younger or smaller framed cows.

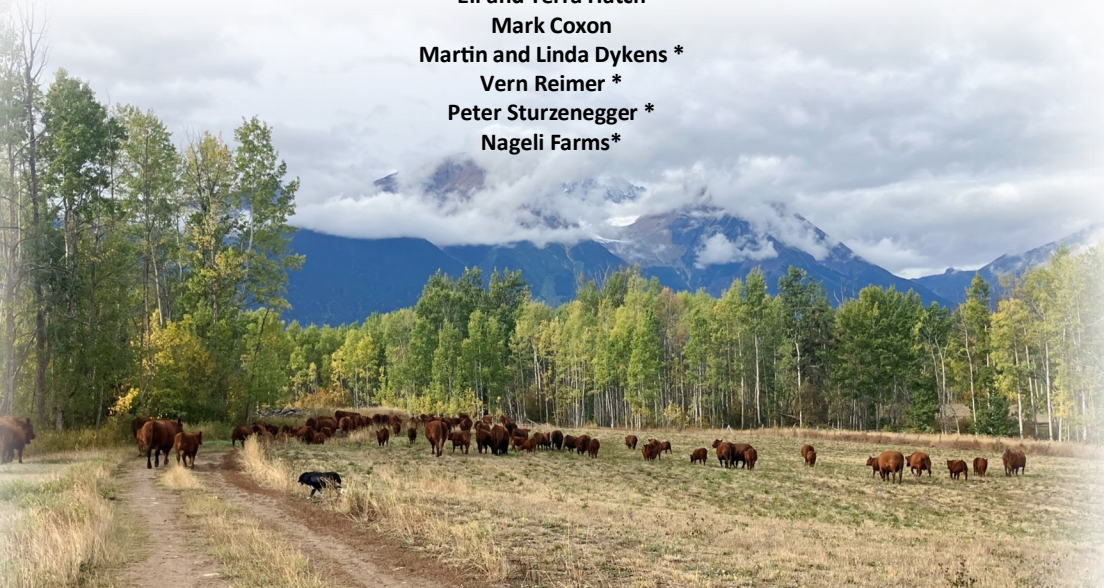


# THANK YOU FROM MATT'S RED ANGUS TO OUR 2024 BULL CUSTOMERS:

\*REPEAT BUYER

+ MULTIPLE BUYER

Jon Seinen  
Snake Bite Ranch \*  
Traugott Klein \*  
Fritz Walther +  
Shauna Jacobsen  
Eli and Terra Hatch  
Mark Coxon  
Martin and Linda Dykens \*  
Vern Reimer \*  
Peter Sturzenegger \*  
Nageli Farms\*



Norm Dueck LLaG, CCA



**HEARTLAND**

SOIL & CROP SOLUTIONS

Vanderhoof, BC

Cell 250.570.1798

[heartland.dueck@gmail.com](mailto:heartland.dueck@gmail.com)

- ◆ CROP CONSULTING
- ◆ SOIL NUTRIENT RECOMMENDATIONS
- ◆ AG COACHING SERVICES
- ◆ FIELD SCOUTING
- ◆ SOIL & PLANT TISSUE SAMPLING
- ◆ DIGITAL SOIL MAPPING (SOIL OPTIX)
- ◆ VARIABLE RATE FERTILIZER PRESCRIPTIONS
- ◆ SATELLITE IMAGERY ON DEMAND

**CREATING GROWING ENVIRONMENTS**



# W Diamond Ranch

*Community Building Ranch Operating with Regenerative Principals*

**CUSTOM MEAT CUTTING & WRAPPING**

**MEAT SALES: BEEF, LAMB, GOAT & PORK**

Manfred Wittwer: 250-846-5168    Eugen Wittwer: 250-877-9635

13380 Lawson Rd Telkwa BC V0J 2X3

## **Terms and conditions:**

- All purchases shall be paid in full to BC livestock by cash, cheque or online payment in Canadian funds unless other arrangements been made with BC livestock prior to the sale.
- All announcements or corrections posted on NextLot at the time of sale take precedence over the catalogue.
- No Buyers Fee.
- A certificate of registration will be transferred to the new buyer after the purchase has been paid in full.
- All bulls will be semen tested prior to the sale and the purchaser will get a copy of the semen certificate. Certificate will accompany the bull at the time of delivery.
- No Bulls are offered for Private Treaty before sale close out.

## **Performance Information:**

**Weaning Weights** taken: December 2023

**Yearling Weights** taken: September 2024

## **HISTORY:**

Being raised on the family's commercial cattle operation in Smithers and being deeply involved with 4H from a young age a strong passion for raising cattle was permanently instilled. I purchased my first purebred cow from my brother, who had started a small purebred herd in 4H. A few years later in 1995 I was able to buy him out completely and Matt's Red Angus was officially created.

In the fall of 1999 I was able to buyout another heard, Tyee Red Angus from Smithers, BC. The following spring I consigned bulls for the first time to the Vanderhoof All Breeds Bull Sale (and then consigned continuously for many years.) In 2003 in the middle of BSE I made a crazy move and bought another purebred herd from AW Angus in Prince George, BC. The following spring with BSE still looming over the industry, I went to the Vanderhoof bull sale and sadly returned home with the same ones I went with. I quickly realized it was time to seek a broader market if I was going to survive in the record low times. So in 2005 I attended my first Williams Lake bull sale, it was a great fit, and from then on we used these two sales as our main market as well as selling privately off the farm.

In 2015 I expanded and bought another Farm a mile up the road from the family's original operation greatly expanding our land base. That same year I met my wonderful wife Karen and we were married the following spring. Today we are running around 90 purebred cows and a small commercial cattle herd, we have also diversified into a successful pork and poultry operation.



**RETURN ADDRESS:**

Matt & Karen Taylor  
6951 Snake Rd. Smithers, BC  
V0J 2N7



# Taylor Made Poultry



**RAISED ON LOCALLY GROWN FEED  
NO GMO - FARM FRESH**

**EGGS AND/OR MEAT CAN BE PURCHASED AT:**

- Farmers Market - W Diamond Ranch
- Out of Hand - Smithers, BC
- Natures Pantry - Smithers, BC
- Tyee Market - Telkwa, BC

