

2021 SSA COMMERCIAL BREEDER OF THE YEAR!

DIAMOND K CATTLE CO. LTD.

The Diamond K Cattle Co ranch was established in 1997 when the individual operations of Ken Weiss, Lance Weiss and Bryce Weiss were amalgamated into one operation. The ranch lies on the picturesque north slope of the Cypress Hills, 18 miles southwest of Maple Creek, SK. With the goal to develop the operation into more than a cow-calf operation, the bred heifer program was started. Raising and selling bred heifers has been a mainstay of the ranch since 1999. Initially the cow herd that was built by Bryce's father, Ken, consisted of Hereford and Charolais crossbred cows. The bred heifer sales started with the Hereford Charolais cross heifers bred to horned Hereford bulls. The tan heifer bred Hereford was very popular but always looking to improve the sale offering, the ranch introduced Red Angus bulls in the early 2000's. The Red Angus crossed well with the tan female and they started selling red females bred Red Angus.

The red cattle drew attention, but Bryce felt they had not reached their full potential with the Red Angus genetics. He took a drive down the road to his friend Andy Hofer's herd at Spring Creek Colony. He was impressed with the Simmental genetics and knew that he needed to introduce Simmental into the Diamond K breeding program. In the spring of 2006, the ranch purchased it's first ½ blood heifers for \$1,300 per head (which was a crazy price at that time). The 5 head turned into a full herd of Simmental influenced cattle within a span of a few years with the purchase of Purebred Simmental bulls. The Simmental bulls on the Red Angus females produced outstanding offspring. Diamond K is part of the Rock Solid Bred Heifer sale in December of each year. This sale has offered over 500 head of premium ranch raised top cut heifers for 16 years. 100-165 Diamond K Simmental influenced heifers are sold each year from Alberta to Ontario. Along with the bred heifer program, the Simmental breeding has consistently increased weaning weights each year.

In 25 years of crossbreeding cattle, Bryce believes that the Simmental X Red Angus female is the best cow around. The Simmental bring great hair, sound feed, good disposition and lots of milk. The two breeds compliment each other better than any breeds that have been run on the Diamond K Ranch.



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Bryce and Dean Weiss presented with a farm sign from SSA President Kyle Ashworth

Saskatchewan

Simmental Association

www.sasksimmental.com



Grand Champion Pen of Open Replacement Heifers
Wadella Ranch, Kennedy, Sk

Congratulations!
to all the Exhibitors at

Edam Fall Fair
Yorkton Harvest Showdown
Canadian Western Agribition



Grand Champion Pen of Bred Replacement Heifers
Blairswest Land & Cattle Ltd., Drake, Sk



Reserve Grand Champion Pen of Open Replacement Heifers
Wadella Ranch, Kennedy, Sk

on strong shows & sales
with Simmental Genetics!

All of the Agribition
Commercial Champions
were Simmental Influenced!



Reserve Grand Champion Pen of Bred Replacement Heifers
Wadella Ranch, Kennedy, Sk