

R PLUS – MARLIN AND LUCILLE LEBLANC

Prominent Industry Leaders Inducted into Canadian Simmental Association HALLOFFAME 2022

Marlin started R Plus Simmentals with his father, Ross in 1976 and later expanded the company with his wife, Lucille. In 1992 they became one of the original breeders of red and black Simmentals. Their operation went from private bull sales to full scale bull sales in 2000. Since then, they have continued to develop and adopt their breeding programs which has had a positive influence on purebred and commercial herds nationally and internationally and have always prided themselves on being the breed of consistency and confidence.

Throughout the early years and more since 2000, R Plus was a leader in the seed stock sector in the usage and promotion of using ultrasound data for the purpose of estimating meat quality and carcass value in their breeding stock. This combined with intense genetic research, EPD profiles, and visual appraisal they were able to develop their herd of 600 cows into balanced animals as well as extremely powerful herd sires with Edge, Yuma, Reddington, 5015, Venom, and Uppercut which are still exemplary to the purebred and commercial industry.

Marlin and Lucille's contributions to the betterment of the beef industry have been recognized nationally and internationally as evidenced through his genetics working in herds throughout Canada and the US.

Marlin has contributed greatly to the breed throughout the years. He was a member of the Soo Line Simmental Association, was a consignor to Simmsational in the early days, an original consignor to Checkers, a founding director of the YCSA and Friends of the Canadian Simmental Association, a director with the Saskatchewan Simmental Association, and the Canadian Beef Improvement Council, and Director of the CSA from 2016-2022 where he served as president from 2020 – 2022. He continues to serve as the Co-Vice Chair of the Canadian Beef Breeds Council and Canadian Beef Improvement Network as the Simmental representative.

Through his passion for the business, Marlin has developed many relationships with breeders in the beef industry and is recognized by many as one of the best. This is evidenced by his many invitations to judge shows across all breeds and areas, but most notably the RBC Supreme at Agribition and the Royal Winter Fair in Toronto.

Marlin has contributory dearly to this industry. He has done this quietly, never asking for recognition and always wanted to leave his business and industry in a better way. He is beyond grateful and honored to have him and Lucille inducted to the hall of fame.

