

BETTER BULL SELECTION

All this information can be confusing if it is not used effectively. Therefore the following steps may assist you in selecting the right bull for your herd.

1. Identify the **profit drivers** in your beef business and seek to select traits that, on balance, align with the factors most crucial to your profitability.
2. Revisit your **breeding objectives and specific market targets** in your beef enterprise and set minimum standards acceptable for your herd. It is prudent to set critical targets, eg. Minimum weaning or joining weights, restricted joining periods, minimum weight/day of age targets for steers, fertility requirements, etc.
3. Assess **strengths and weaknesses** of your herd. Consider issues like dystocia, fertility, milk, finishing ability, evenness and maturity pattern.
3. Try to estimate where **your herd stands relative to the breed average** of herds analysed in Group Breedplan. This can be done by knowing the impact of, and EBV figures of, bulls you have previously used. If the last bull you purchased had a favourable impact in a certain trait and he was above breed average for that trait, then you know that continued selection for that trait without extremes in other traits is all that is needed.
4. **Assess existing bulls**, service ability test, cull those that don't meet requirements and match the remainder to joining groups eg. select highly fertile, easy calving and more lightly muscled bulls for heifers and high growth, muscled bulls to older cows.

Consider your bull purchasing budget. How many new bulls are needed? Are you giving your existing bulls enough cow loading? What is the trade-in value of the older bulls? What value do you place on better genetics? How much is a good bull guarantee worth? Is a contingency plan in place in case of bull breakdown? What will be your total investment in new bulls?

5. **Select a seedstock source**; look for integrity, a focus on client needs and a vision that aligns with yours. A strong history of selection for fertility, structural soundness, temperament, calving ease and cow efficiency adds predictability. Inspection of the breeding herd and management regime is highly recommended, after all, the quality of that breeding herd is the point to which you aspire to achieve by sourcing genetics from that seedstock provider.

Avoid buying heavily grain-fed bulls; they have on average half the working life of paddock reared 'grassfed' bulls, mainly due to over burdened joints and tendons carrying unnaturally heavy weights at a young age.

6. Are there **Quality Assurance** measures such as independent veterinary examinations of sale stock and adoption of Johnes Disease Market Assurance Programme? Are **guarantees offered** that not only cover bull breakdown, but compensates for failed pregnancies?
7. Prior to sale day, go through your catalogue and delete the bulls that do not have the genetic traits to meet your requirements. On sale day visually assess each bull on your list and rank them in order of your needs. This approach meshes well with the Helmsman system, giving you a greater chance of securing a bull that will enhance your herd's profitability.

Wirruna Poll Herefords are only too happy to assist you achieve better bull selection.



WIRRUNA
Poll Herefords

WIRRUNA GUARANTEE

Many seedstock producers guarantee their bulls. **Wirruna Poll Herefords Stud (WPHS)** offers a unique Bull Guarantee as it also covers the client's risk of a bull not siring a satisfactory number of calves due to the fault of his own fertility.

WPHS can offer this guarantee as bulls offered have passed a fertility test that identifies and removes the bulls in every drop that are unfit to be mated. Note that these results are valid for the next mating only and annual testing is strongly recommended.

All bulls are independently examined for:

- structural soundness,
- testicle size and conformation, and
- serving ability test

What does Wirruna Guarantee?

1

Bull infertility

If a tested WPHS bull is infertile and proven to be at fault, we will either:

- replace him with an equivalent bull
- give credit towards future purchases
- refund the purchase price of the bull

Bull sub-fertility

In the case of a sub-fertile bull not able to achieve an adequate number of pregnancies during his first mating we will either:

- offer a proportioned credit towards future purchases
- partly refund the purchase price of the bull

2

Compensation for lost pregnancies

We also compensate you for the pregnancies that the bull failed to get for you, by means of either:

- a credit towards future purchases
- a cash refund equal to the loss of pregnancies incurred by the owner

WPHS offers this comprehensive guarantee as we believe that replacing the bull only, does not adequately compensate you for calves that you had every right to expect.

How does it work?

Let's assume that you mate a \$3,000 bull to his mating potential of say 50 cows. If the cows are healthy, cycling and free of diseases capable of causing reproductive failure, you should expect at least 45 (90% for cows, 85% for heifers) of them to conceive over a 9 week joining period. Let's say that only 30 conceive and it can be independently confirmed by a registered veterinarian of a fertility problem in the bull not caused by injury or acquired disease. We will compensate the owner \$100 per additional empty cow above that normally expected. Eg. $(45-30) \times \$100 = \$1,500$, representing the commercial difference in value between the 15 empty cows and 15 pregnant ones. Furthermore, we give a credit or refund on the purchase price of the bull proportional to the missed and expected pregnancies. In this case, the owner will receive 15 of 45 (33%) of \$3,000 = \$1,000 plus the compensation of \$1,500 = \$2,500.

The infertile or sub-fertile bull is then to be sold on the vendor's behalf or delivered to a place mutually agreed upon by both parties.

What is your obligation?

This guarantee is not a replacement for good management. It is aimed at appropriately covering the performance of the bull where the cows are diligently managed to recognised industry standards. The bull owner has a duty to observe joining, monitor later cycling and communicate any problems within 3 months of the bull being taken out of the cows, so as to quickly resolve problems and get on with the beef breeding business.

Wirruna does their utmost to produce bulls that are valued by their new owner for their ability to lower their cost per pregnancy and to improve their herd's genetic worth. We believe that if we put your interests first, you will be a more satisfied client. This guarantee, amongst the best on offer in Australia, takes away the financial risk within the vital first year of purchasing a bull and clearly demonstrates the confidence that we have in our bulls along with the commitment that we have to you.

The Locke Family.

Reference Sires

Sire Name	CALVING EASE				GROWTH & MATERNAL				FERTILITY				CARCASS DATA EBVs				INDEX VALUE			
	Calv Eas Dev	Calv Eas Mat	Calv Eas Days	Birth Weight	20-Day Grow th	40-Day Weight	60-Day Weight	Matern Weight	Genetic Milk	Second Straw	Days to Calving	CWT (kg)	BMA (sq cm)	RFI Fat (mm)	RFI Fat (mm)	RFI (%)	Supermark et	Grass Fed Grass Fed	Grain Fed Grain Fed	EU Index EU Index
WIRRUNA ABERCORN	+2.2	+3.2	-5.5	+4.2	+32	+50	+71	+57	+9	+4.1	-2.6	+5.3	-0.3	-0.5	+3.3	-1.0	+\$93	+\$92	+\$91	+\$119
ALLENDALE NATIONAL W168	-4.5	+0.8	-3.5	+4.6	+45	+69	+92	+72	+20	+3.0	-4.2	+4.3	+0.0	+0.0	+1.6	+0.5	+\$101	+\$98	+\$110	+\$116
GH NEON 17N	+3.1	+0.8	-0.6	+3.9	+38	+69	+89	+80	+6	+1.7	-2.4	+6.6	+0.9	+1.5	+1.4	+0.5	+\$109	+\$108	+\$117	+\$125
KOANUI ROCKET 0219	+13.2	+14.8	+0.0	-0.8	+29	+56	+69	+63	+21	+3.4	-6.3	+6.0	+3.0	+1.0	+1.9	-0.3	+\$115	+\$121	+\$116	+\$139
MOUNT DIFFICULT ACCURATE (AD)	+4.2	+6.0	-3.9	+1.1	+34	+54	+71	+68	+11	+3.0	-3.0	+5.0	-0.4	-1.2	-2.2	-0.9	+\$82	+\$78	+\$74	+\$104
MOUNT DIFFICULT JUMBO Y74 (AD)	+6.8	-1.4	+1.9	+1.9	+31	+49	+70	+45	+19	+4.1	-4.3	+4.9	+1.1	+1.3	+1.7	+1.0	+\$97	+\$100	+\$120	+\$99
ARDO RUSSIA 4133	+11.7	+10.9	-0.6	-1.8	+17	+38	+45	+45	+18	+1.2	-3.6	+4.3	+2.5	+0.5	+0.8	-0.2	+\$81	+\$84	+\$81	+\$95
WIRRUNA VICKERY (S)	+5.3	+7.2	-2.1	+2.4	+22	+29	+49	+37	+17	+1.5	-1.2	+2.8	+2.4	+1.3	+1.7	-1.0	+\$80	+\$81	+\$109	+\$72

AI SIRE PERFORMANCE DATA

Reference Sires

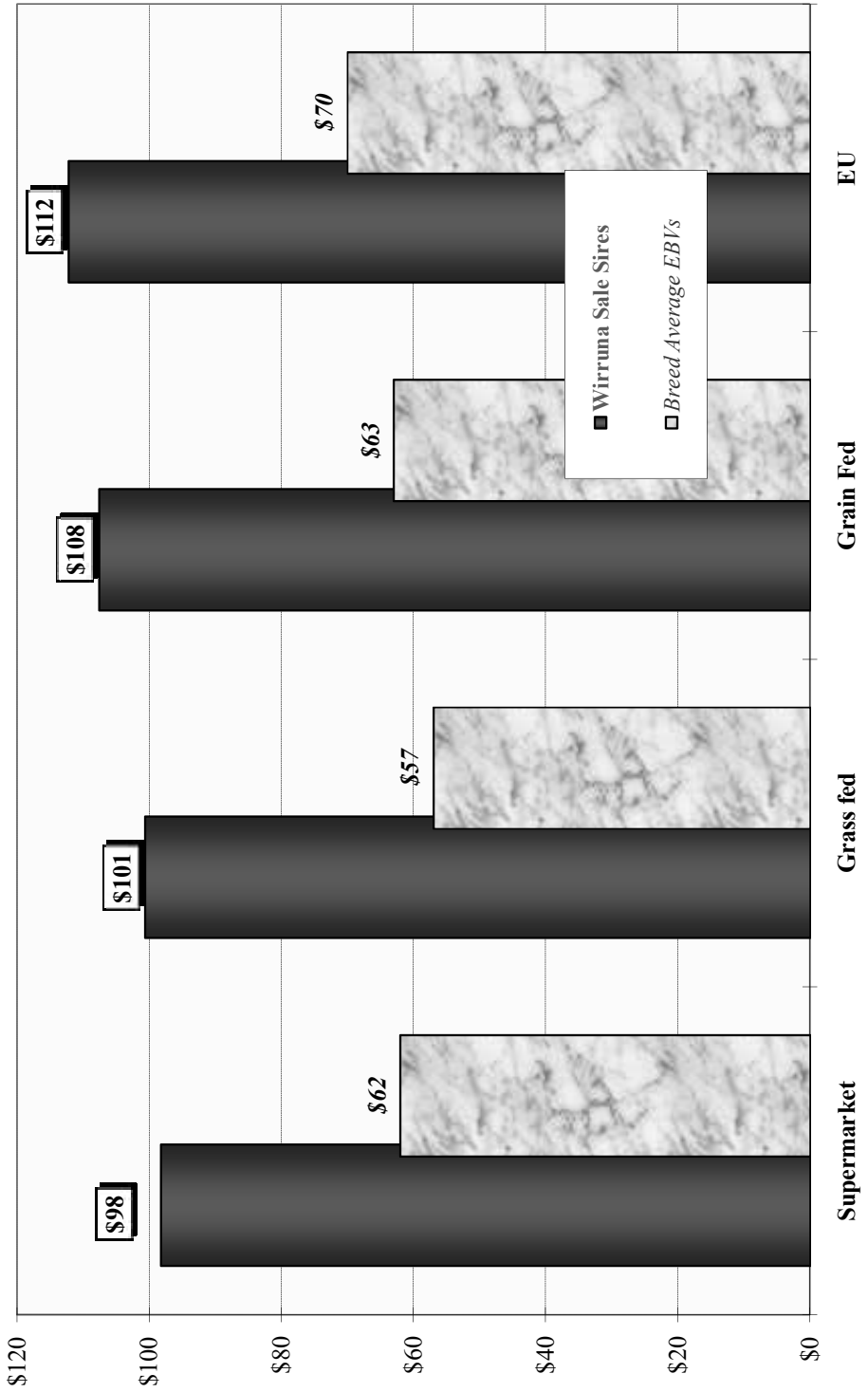
Sire Name	BIRTHBYS				GROWTH EBVs				FERTILITY				CARCASS DATA EBVs				INDEX VALUE				
	Calv Eas Dev	Calv Eas Mat	Calv Eas Days	Birth Weight	20-Day Grow th	40-Day Weight	60-Day Weight	Matern Weight	Genetic Milk	Second Straw	Days to Calving	CWT (kg)	BMA (sq cm)	RFI Fat (mm)	RFI Fat (mm)	RFI (%)	Supermark et	Grass Fed Grass Fed	Grain Fed Grain Fed	EU Index EU Index	
SOUTH BUKALONG SHANE B030	+2.5	+2.1	-2.6	+1.8	+29	+51	+56	+44	+12	+1.4	-2.5	+4.6	+2.6	+2.0	+3.1	+1.4	+\$78	+\$80	+\$92	+\$77	
WIRRUNA BENVALLA	+2.5	+2.0	-1.8	+2.4	+25	+40	+53	+19	+8	+3.2	-1.2	+4.0	+8.3	+1.0	+1.2	+2.6	+\$93	+\$99	+\$126	+\$97	
WIRRUNA CALDER C18	+5.6	+3.6	-4.2	+2.8	+30	+52	+68	+58	+18	+1.3	-1.1	+4.5	+2.7	-0.4	-0.2	-0.4	+\$85	+\$80	+\$82	+\$98	
WIRRUNA CALLAN C26	+5.6	+9.5	-3.4	+3.0	+34	+63	+79	+75	+15	+4.3	-5.4	+6.1	+3.6	+0.3	+0.6	+1.3	+\$109	+\$111	+\$107	+\$138	
WIRRUNA COMET C90	+6.4	+2.0	-1.8	+1.2	+23	+33	+47	+35	+17	+2.8	-2.5	+2.7	+1.2	+1.2	+1.7	-1.1	+\$76	+\$79	+\$101	+\$71	
WIRRUNA CASPAR C96	+3.3	+3.9	-2.7	+1.5	+29	+37	+50	+28	+15	+1.1	-1.8	+3.9	+3.1	+0.5	+0.7	+0.6	+\$77	+\$78	+\$92	+\$79	
WIRRUNA CANDIDATE C118	+5.9	+0.6	+0.0	+2.7	+23	+48	+67	+59	+11	+2.8	-2.1	+4.5	+3.5	+0.4	+0.3	+0.5	+\$89	+\$89	+\$108	+\$96	
WIRRUNA CARABOBULA C163	-3.8	-0.3	+0.0	+6.7	+39	+59	+77	+81	+5	+2.1	-1.8	+5.1	+3.0	-0.4	-0.8	-0.4	+\$69	+\$61	+\$64	+\$85	
WIRRUNA CUTLER C250	+3.7	+0.1	+1.3	+1.5	+26	+37	+47	+33	+7	+1.7	+0.0	+3.3	+1.1	+0.6	+0.3	+0.1	+\$64	+\$66	+\$72	+\$71	
WIRRUNA CHEVIOT C280	-0.3	-1.2	-3.9	+4.6	+35	+58	+78	+67	+9	+2.7	-2.2	+4.0	+4.7	+0.2	+0.4	+1.1	+\$91	+\$89	+\$109	+\$99	
WIRRUNA CRAIG C308	+3.2	+0.0	+0.0	+2.5	+26	+35	+46	+22	+14	+0.9	+0.0	+3.3	+3.3	+0.5	+0.7	+0.9	+\$67	+\$67	+\$78	+\$70	
MOUNT DIFFICULT EXACTOR Z126	-4.8	+2.1	+0.6	+5.8	+41	+56	+83	+65	+14	+2.2	-1.5	+5.4	+2.4	-0.4	-0.8	-0.2	+\$78	+\$69	+\$76	+\$89	
Breed Avg. 109 dropp	-0.4	+0.9	-0.1	+4.3	+26	+42	+60	+59	+12	+1.4	-1.7	+3.6	+2.3	+0.1	+0.1	+0.7	+0.0	\$62	\$57	\$63	\$70
Top 20% of breed 109 drop	+2.2	+2.4	-1.0	+3.1	+31	+59	+71	+71	+15	+1.3	-2.3	+4.4	+2.0	+0.4	+0.7	+1.1	+0.3	\$74	\$69	\$77	\$84
Top 5% of breed 109 drop	+3.7	+4.0	-2.4	+1.3	+35	+67	+82	+82	+18	+2.4	-4.0	+3.2	+3.0	+0.0	+1.0	+1.0	+0.0	\$87	\$83	\$93	\$99

Paddock Sire Performance Data

COMPARISON OF INDEX VALUES

Wirruna Sale Sires vs Overall Breed Average

EBV (kgs)



Lot 1



WIRRUNA CALLAN C26 (AI)

C026

Pen No. 5 (Wirruna Sires)

Birth Date: 10-Aug-07
 Society ID: WNAC26
 Horn/Scurs/Poll: P

- A rare opportunity to purchase a Wirruna 'super sire'
- Proven & Homozygous Tru-Polled (Igenity® tested) to dehorn progeny
- Outstanding growth from easy calving genetics reflected in high-end \$Index
- Excellent temperament a feature. Selected for 2010 HAL progeny test.

Wirruna to retain 50% semen marketing rights

WLB REVELATION 67U 23B

┌── KOANUI ROCKET Q334
 KOANUI BLUSH 9

Sire: KOANUI ROCKET 0219 KOA219NZHB

┌── KOANUI TARZAN P5 (IMP) (AI) (E)
 KOANUI ANGEL R187
 KOANUI ANGEL N162

EF F524 FELLIS 821C

┌── MOUNT DIFFICULT FELLIS Y12 (AI)
 MOUNT DIFFICULT TIGRESS U5

Dam: WIRRUNA GOLDEN VANITY A78

┌── MOUNT DIFFICULT VIGILANT
 WIRRUNA GOLDEN VANITY Y103
 WIRRUNA GOLDEN VANITY V23



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+5.6	+9.5	-3.4	+3.0	+34	+63	+79	+75	+15
69%	57%	90%	94%	88%	86%	81%	74%	58%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RYB (%)	IMF (%)	
+4.3	-5.4	+61	+3.6	+0.3	+0.6	+1.3	-0.8	C+
86%	47%	71%	64%	69%	73%	67%	70%	

STRUCTURAL ASSESSMENT								Maturity	
								7-Jan-11 42	Late
7	6	6	6	6	6	4			

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$109	\$111	\$107	\$138

Temp.	EYES	
		Eye Pigment
1	4	100/100

Purchaser _____

Price _____



Pen No. 5 (Wirruna Sires)

Birth Date: 17-Aug-07
 Society ID: WNAC68
 Horn/Scurs/Poll: P

- Very easy doing Wirruna Sire for improving calving ease
- Extremely sound and well fleshed to soften larger framed cows
- Chosen as a sire used in the HAL progeny test 2010
- A genetic dehorner - Homozygous Tru-Polled (Igenity® tested)

Wirruna to retain 50% semen marketing rights

YARRAM HOT SHOT 4 ET
 ┌── IRONBARK 4-HOT SHOT M428
 IRONBARK MINERVA R K534

Sire: **WIRRUNA VICKERY (S) V016**

FALKENHURST HOTSHOT
 ┌── WIRRUNA LAST DAY S102
 WIRRUNA LAST DAY P115

MOUNT DIFFICULT PARAMONT
 ┌── MOUNT DIFFICULT UNGAR (S)
 MOUNT DIFFICULT LAST DAY R121

Dam: **WIRRUNA GOLDEN VANITY Z71**

WIRRUNA TAMBAR
 ┌── WIRRUNA GOLDEN VANITY X12
 WIRRUNA GOLDEN VANITY U208



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+9.1	+4.1	-1.6	+0.7	+18	+33	+47	+35	+16
65%	52%	86%	93%	85%	83%	80%	73%	57%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RBV (%)	IMF (%)	
+1.2	-1.9	+34	+2.7	+1.0	+1.5	+0.1	+0.8	B-
84%	44%	69%	61%	66%	71%	64%	68%	

STRUCTURAL ASSESSMENT								Maturity
								7 Jan-11 38.5
6	6	6	6	5	5	4		Early

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$76	\$78	\$88	\$79

Temp.	EYES	
		Eye Pigment
1	5	100/70

Purchaser _____

Price _____

Lot 3



WIRRUNA DARKIE D66 (AI)

D066

Pen No. 5 (Wirruna Sires)

Birth Date: 16-Aug-08
 Society ID: WNAD66
 Horn/Scurs/Poll: P

- A star Wirruna Sire - Top 5% for \$Index
- Trademark Russia Son - Attractive, offering calving ease and body capacity
- Top 5% rating for Milk, Fertility & Muscling EBVs
- High libido & proven with promising first batch of calves

Homozygous Tru-Polled (Igenity® tested)

KOANUI ROCKET Q334
 ┌── KOANUI ROCKET 0219
 KOANUI ANGEL R187

Sire: **ARDO RUSSIA 4133 RUSSIA**

ARDO FLINDON K449
 ┌── ARDO LYDIA P955
 ARDO LYDIA L577

ALLENDALE NAPOLEON T73
 ┌── ALLENDALE OUTLANDISH 2
 ALLENDALE FANCY R10

Dam: **WIRRUNA GOLDEN VANITY B145**

WIRRUNA WANGARATTA
 ┌── WIRRUNA GOLDEN VANITY Y173
 WIRRUNA GOLDEN VANITY Q61



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+8.7	+5.8	-1.8	+0.6	+22	+46	+58	+51	+18
54%	42%	75%	85%	73%	71%	71%	64%	47%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RBV (%)	IMF (%)	
+2.8	-	+46	+3.8	+1.5	+2.5	+0.4	+0.4	B
73%		56%	48%	53%	57%	50%	48%	

STRUCTURAL ASSESSMENT								Maturity
								7-Jan-11 40
6	6	6	6	5	5	4	4	Mid

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$96	\$102	\$105	\$110

Temp.	EYES	
		Eye Pigment
2	4	100/100

Purchaser _____

Price _____

Lot 4



WIRRUNA DAVE D101 (AI)

D101

Pen No. 5 (Wirruna Sires)

Birth Date: 18-Aug-08
 Society ID: WNAD101
 Horn/Scurs/Poll: P

- Attractive & proven Wirruna Sire
- Curvebending - low birth weight and good early growth
- Excellent carcass - EMA EBV in top 5% & IMF% in top 1% of breed
- Top 1% ranking for Grassfed & Grainfed \$Index reflect ideal trait balance

Wirruna to retain 50% semen marketing rights

BOBANKEN PACIFIC P143 (AI)

┌ ALLENDALE KING KONG 2
 ALLENDALE DAISY M7

Sire: ALLENDALE NATIONAL W168 AEDW168

└ ALLENDALE CORA R22
 ALLENDALE CORA N100

EF F524 FELLIS 821C

┌ MOUNT DIFFICULT FELLIS Y12 (AI)
 MOUNT DIFFICULT TIGRESS U5

Dam: WIRRUNA TIGRESS A27

SOUTH BUKALONG TUROSS

└ WIRRUNA TIGRESS X88
 WIRRUNA TIGRESS S7



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+1.9	+2.3	-3.3	+1.7	+32	+52	+64	+35	+14
56%	49%	77%	82%	75%	73%	76%	69%	58%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RBV (%)	IMF (%)	
+2.8	-3.2	+54	+4.6	+0.7	+1.0	+0.9	+1.4	C+
77%	37%	63%	55%	59%	63%	57%	57%	

STRUCTURAL ASSESSMENT								Maturity
								7-Jan-11 41
6	6	6	6	7	5	5	5	Mid

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$95	\$98	\$118	\$100

Temp.	EYES	
		Eye Pigment
2	4	100/100

Purchaser _____

Price _____

Lot 5



WIRRUNA DEBARRY D145 (AI)

D145

Pen No. 5 (Wirruna Sires)

Birth Date: 22-Aug-08
 Society ID: WNAD145
 Horn/Scurs/Poll: P

- Sire to add frame and growth (top 5% growth EBVs)
- Selected at Wirruna for growth without compromising calving ease traits
- Highly fertile calf getter with large testicles and tight sheath
- \$Index ranks in Top 1% - few bulls offer such profit lifting potential

Homozygous Tru-Polled (Igenity® tested)

WLB REVELATION 67U 23B

┌ KOANUI ROCKET Q334
 KOANUI BLUSH 9

Sire: KOANUI ROCKET 0219 KOA219NZHB

┌ KOANUI TARZAN P5 (IMP) (AI) (E)
 KOANUI ANGEL R187
 KOANUI ANGEL N162

JC CATALYST (IMP)

┌ ELITE J7C X54 (AI)
 ELITE RECOVERY B80 Q42

Dam: WIRRUNA LAST DAY A31

FALKENHURST HOTSHOT

┌ WIRRUNA LAST DAY S102
 WIRRUNA LAST DAY P115



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+3.8	+9.6	-0.8	+4.9	+38	+62	+88	+81	+19
59%	53%	76%	84%	76%	74%	76%	70%	60%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RYB (%)	IMF (%)	
+3.6	-4.9	+59	+2.6	+1.1	+1.6	+0.3	+0.2	C+
78%	43%	64%	57%	61%	64%	59%	58%	

STRUCTURAL ASSESSMENT								Maturity	
								7-Jan-11 42	Late
7	6	6	5	5	6	5			

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$115	\$114	\$120	\$134

Temp.	EYES	
		Eye Pigment
2	3	10/80

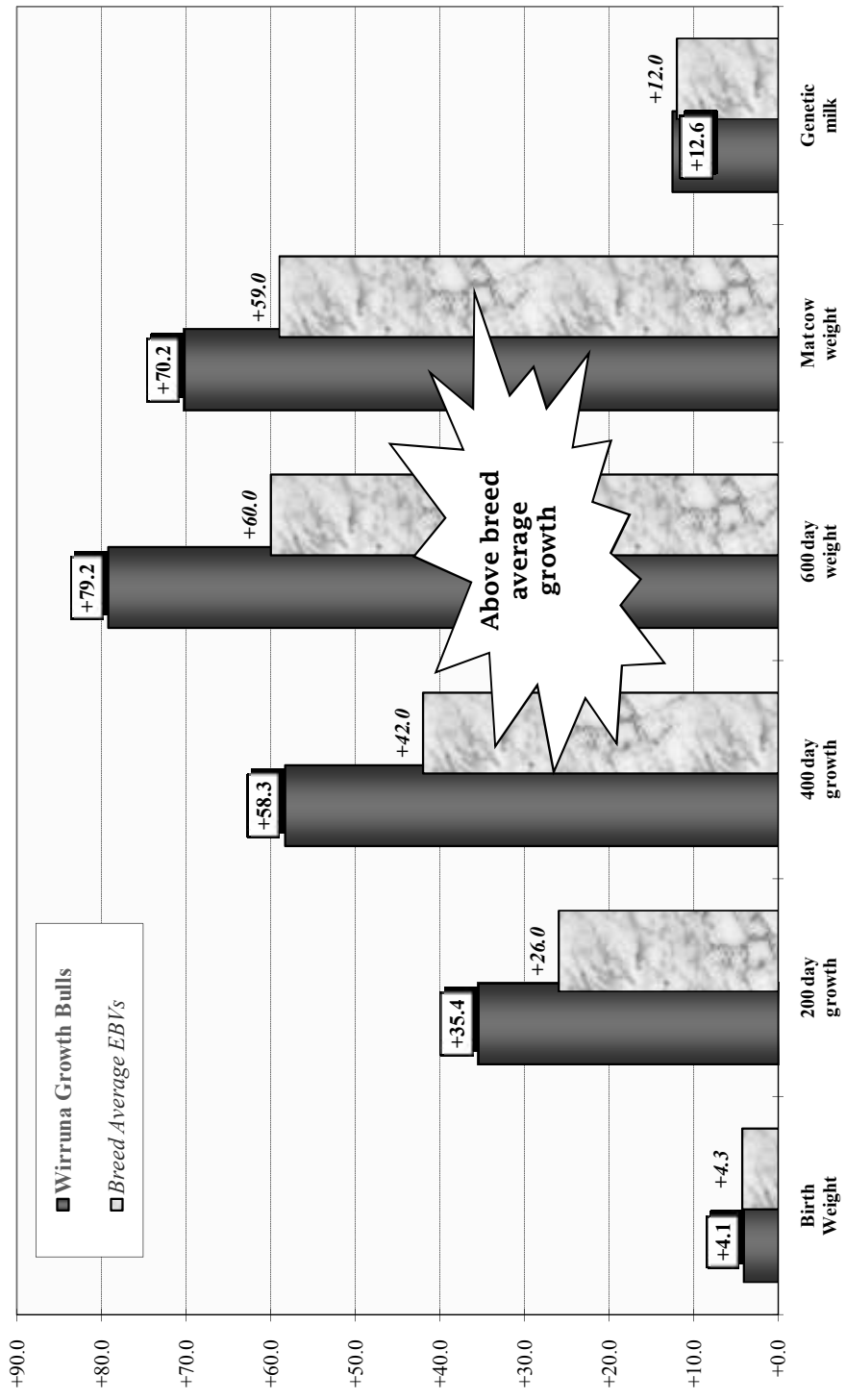
Purchaser _____

Price _____

COMPARISON OF GROWTH EBV'S

Growth Bulls vs Overall Breed Average

EBV (kgs)





Pen No. 7 (Growth Bulls)

Birth Date: 13-Mar-09
 Society ID: WNAE1
 Horn/Scurs/Poll: S

- Well structured and growthy bull to lift frame size
- 2 year old - Autumn born out of purchased in Mount Difficult cow
- Top 5% growth from breed average birth weight
- Strong fertility traits & weight/day of age performance

DR TRANSCENDENT (IMP USA)

┌ MOUNT DIFFICULT EXACTOR
 MOUNT DIFFICULT LAST DAY S11

Sire: MOUNT DIFFICULT EXACTOR Z126 MTTZ126

MOUNT DIFFICULT SAVIOUR S82

┌ MOUNT DIFFICULT MILADY X75
 MOUNT DIFFICULT MILADY U125

FELTONS SOUNDER 912

┌ FELTONS JUMBO 112 (IMP)
 FELTONS DOMINETTE G44

Dam: MOUNT DIFFICULT ALMOND Z47

MOUNT DIFFICULT SUPERMAN

┌ MOUNT DIFFICULT ALMOND W101
 MOUNT DIFFICULT LADY ALMOND T63



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
-0.6	-	+0.8	+4.3	+35	+59	+84	+76	+12
36%		58%	71%	67%	67%	69%	62%	50%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RYB (%)	IMF (%)	
+2.5	-	+57	+2.4	-0.7	-1.3	+1.1	+0.1	C+
70%		56%	47%	52%	56%	49%	51%	

STRUCTURAL ASSESSMENT								Maturity
							2-Dec-10	Late
6	6	5	6	4	5	5	38	

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$86	\$78	\$88	\$98

Temp.	EYES	
		Eye Pigment
2	4	100/100

Purchaser _____

Price _____



Pen No. 7 (Growth Bulls)

Birth Date: 19-Aug-09
 Society ID: WNAE102
 Horn/Scurs/Poll: P

- Attractive & high \$Index stud sire prospect
- Features large testicles, calving ease & strong early growth attributes
- Great carcase traits - top 5% ranking for EMA & IMF% in top 1%
- Homozygous Polled (UQ Gene test - 90%) to dehorn progeny

A Star Lot

BOBANKEN PACIFIC P143 (AI)

┌ ALLENDALE KING KONG 2

ALLENDALE DAISY M7

Sire: ALLENDALE NATIONAL W168 AEDW168

┌ ALLENDALE CORA R22

ALLENDALE CORA N100

WIRRUNA UNANIMUS

┌ SOUTH BUKALONG UNIVERSAL 6

SOUTH BUKALONG CIRCE 83

Dam: SOUTH BUKALONG VICTORIA 202

WIRRUNA SHAW

┌ SOUTH BUKALONG VICTORIA 152

SOUTH BUKALONG VICTORIA 109



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+2.1	+3.3	-3.7	+2.1	+36	+55	+76	+54	+14
51%	46%	58%	74%	69%	70%	68%	63%	56%

FERTILITY		CARCASE					MUSCLE SCORE	
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RBY (%)		IMF (%)
+2.1	-3.7	+59	+3.8	+0.8	+1.2	+0.9	+1.0	C+
77%	38%	61%	55%	59%	62%	57%	58%	

STRUCTURAL ASSESSMENT							Maturity
							2-Dec-10 38
7	6	7	6	5	6	4	Mid

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$103	\$105	\$119	\$114

Temp.	EYES	
		Eye Pigment
2	3	100/100

Purchaser _____

Price _____



Pen No. 7 (Growth Bulls)

Birth Date: 20-Aug-09
 Society ID: WNAE123
 Horn/Scurs/Poll: D

- Well grown and nice bodied curve bender
- A horned fellow, but don't overlook his balance of traits & strong \$Index
- Well muscled - supported by high EMA scan - EMA EBV in top 1%
- One of highest weight gaining bulls in sale group - Top 20% growth EBV's

Dehorned

GH MR DIFFERENCE 73J
 GH DIFFERENCE BRITISHER 45L
 FA BRITISHER LADY 59F

Sire: **GH NEON 17N GAH17NCHR**

FA BRITISHER 59G
 GH SIR SIMBA LASS 107K
 FA BRITISHER LADY 138G

MSU OPTIMUM Z03 (IMP)
 HEATHERDALE OPIUM U78 (AI)
 NEILPO MARITANA 29

Dam: **WIRRUNA HYACINTH A34**

WIRRUNA NICHOLAS
 WIRRUNA HYACINTH Q205
 WIRRUNA HYACINTH 50



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+5.2	-	-2.6	+2.7	+31	+56	+73	+55	+10
42%		76%	73%	69%	69%	68%	62%	56%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RBV (%)	IMF (%)	
+2.1	-	+59	+6.6	-0.1	+0.2	+2.3	+0.3	B-
77%		58%	53%	56%	59%	53%	55%	

STRUCTURAL ASSESSMENT								Maturity
							2-Dec-10	Mid
7	6	7	6	5	5	4	34	

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$101	\$101	\$112	\$116

Temp.	EYES	
		Eye Pigment
2	3	40/100

Purchaser _____

Price _____



Pen No. 7 (Growth Bulls)

Birth Date: 21-Aug-09
 Society ID: WNAE138
 Horn/Scurs/Poll: P

- Long necked and growthy
- Strong liveweight gain/day performance - Top 5% for 200 day growth EBV
- Top 5% ranking for Retail Beef Yield
- Rates well for foot and leg structure

FELTONS 517 (IMP USA) (IMP)
 RRH MR FELT 3008 (IMP)
 RRH MS VICT 6191

Sire: **MOUNT DIFFICULT ACCURATE (AI) MTTA016**
 MOUNT DIFFICULT ULTERIOR
 MOUNT DIFFICULT LAST DAY X139
 MOUNT DIFFICULT LAST DAY U31

GERBER WATCHFIRE 117F (IMP)
 PINE HILL WATCHFIRE V130 (AI)
 PINE HILL MARITANA S103 (AI)

Dam: **WIRRUNA UNDERTONE Z203**
 DOONBIDDIE POWERHOUSE
 WIRRUNA UNDERTONE U62
 WIRRUNA TIGRESS S11



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+0.2	+3.0	-2.4	+4.4	+36	+55	+74	+70	+12
44%	37%	74%	74%	68%	68%	67%	62%	48%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RBV (%)	IMF (%)	
+2.2	-	+49	+2.1	-0.4	-1.0	+1.7	-0.7	C+
77%		57%	50%	55%	59%	53%	53%	

STRUCTURAL ASSESSMENT								Maturity	
								2-Dec-10 33	Mid
6	6	5	5	5	6	4			

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$82	\$78	\$77	\$103

Temp.	EYES	
		Eye Pigment
2	3	100/0

Purchaser _____

Price _____



Pen No. 8 (Growth Bulls)

Birth Date: 21-Aug-09
 Society ID: WNAE150
 Horn/Scurs/Poll: P

- Long bull with largest Scrotal & top 1% SS EBV
- One of the heaviest of his age group, backed by top 5% growth traits
- Combines top 1% EMA & RBY% EBV's
- Later maturity, growthy, tight sheath and good body shape

EF F524 FELLIS 821C
 ┌── MOUNT DIFFICULT FELLIS Y12 (AI)
 MOUNT DIFFICULT TIGRESS U5

Sire: **WIRRUNA ABERCORN A041**

BROUGHTON BOSCA BANNER
 ┌── WIRRUNA GOLDEN VANITY R94
 WIRRUNA GOLDEN VANITY 246

EF F524 FELLIS 821C
 ┌── MOUNT DIFFICULT FELLIS Z56
 MOUNT DIFFICULT JANETTE U139

Dam: **MOUNT DIFFICULT LORNA B101**

RRH MR FELT 3008 (IMP)
 ┌── MOUNT DIFFICULT LORNA Z67
 MOUNT DIFFICULT LORNA U93



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
-1.5	-	-2.0	+5.8	+39	+64	+88	+74	+12
41%		75%	74%	68%	68%	67%	61%	44%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RBY (%)	IMF (%)	
+4.9	-	+61	+5.3	-0.7	-1.3	+3.0	-0.3	C+
77%		56%	50%	54%	59%	52%	53%	

STRUCTURAL ASSESSMENT								Maturity	
								2-Dec-10 41	Late
6	6	5	6	5	5	5	5		

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$101	\$98	\$107	\$125

Temp.	EYES
2	4
	Eye Pigment
	100/100

Purchaser _____

Price _____



Pen No. 8 (Growth Bulls)

Birth Date: 21-Aug-09
 Society ID: WNAE152
 Horn/Scurs/Poll: P

- High growth bull with strong calving ease traits
- 200D & 400D growth EBV in top 5% of breed
- Top 10% for calving ease and lightest 25% for BWT EBV's
- Long neck & good body shape for heifers

FELTONS 517 (IMP USA) (IMP)
 RRH MR FELT 3008 (IMP)
 RRH MS VICT 6191

Sire: **MOUNT DIFFICULT ACCURATE (AI) MTTA016**
 MOUNT DIFFICULT ULTERIOR
 MOUNT DIFFICULT LAST DAY X139
 MOUNT DIFFICULT LAST DAY U31

KOANUI ROCKET Q334
 KOANUI ROCKET 0219
 KOANUI ANGEL R187

Dam: **WIRRUNA MIDGE B173**
 WIRRUNA VICKERY (S)
 WIRRUNA MIDGE X50
 WIRRUNA MIDGE V89



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+4.2	+7.6	-0.4	+3.2	+35	+58	+81	+82	+14
45%	39%	75%	73%	68%	68%	67%	61%	46%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RYB (%)	IMF (%)	
+2.6	-	+56	+1.5	-0.6	-1.1	+1.0	-0.4	C+
77%		57%	51%	55%	59%	53%	53%	

STRUCTURAL ASSESSMENT								Maturity
								2-Dec-10 35
6	6	6	5	5	5	5	3	Mid

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$96	\$91	\$93	\$117

Temp.	EYES	
		Eye Pigment
2	4	100/100

Purchaser _____

Price _____

Pen No. 8 (Growth Bulls)

Birth Date: 1-Sep-09
 Society ID: WNAE253
 Horn/Scurs/Poll: P

- ☑ A growthy & deep bodied stud sire prospect by Lot 1
- ☑ Shows high libido & top 1% SS EBV for high fertility
- ☑ 400 day growth rates in top 1% of breed
- ☑ EU \$Index rates in top 1% of breed for profitability/cow joined

A Star Lot

KOANUI ROCKET Q334

┌── KOANUI ROCKET 0219

KOANUI ANGEL R187

Sire: **WIRRUNA CALLAN C26 C026**

MOUNT DIFFICULT FELLIS Y12 (AI)

┌── WIRRUNA GOLDEN VANITY A78

WIRRUNA GOLDEN VANITY Y103

MOUNT DIFFICULT UNGAR (S)

┌── SOUTH BUKALONG UNGAR

SOUTH BUKALONG DIDO 67

Dam: **SOUTH BUKALONG DIDO 92**

SOUTH BUKALONG SHAW 3

┌── SOUTH BUKALONG DIDO 73

SOUTH BUKALONG DIDO 57



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+1.1	-	-2.8	+5.7	+38	+64	+86	+89	+13
41%		51%	72%	66%	65%	63%	57%	41%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RYB (%)	IMF (%)	
+3.3	-	+57	+2.6	-0.1	-0.1	+1.0	-0.5	C+
74%		52%	47%	52%	56%	50%	49%	

STRUCTURAL ASSESSMENT								Maturity
							2-Dec-10	Mid
6	6	6	6	6	6	4	36	

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$94	\$88	\$89	\$115

Temp.	EYES	
		Eye Pigment
2	3	100/100

Purchaser _____

Price _____



Pen No. 8 (Growth Bulls)

Birth Date: 9-Sep-09
 Society ID: WNAE346
 Horn/Scurs/Poll: P

- Displays depth, muscle & growth
- 400 day growth ranks in top 1% of breed - Highest weight gain as yearling
- Select to lift progeny from lower performing mature cows
- Features excellent foot and leg structure

NOOKEN VALERIAN 2
 ┌── QUAMBY PLAINS STOCKMASTER Y118
 QUAMBY PLAINS MAGPIE W9

Sire: **WIRRUNA CARABOBULA C163 C163**

WIRRUNA ULVERSTONE
 ┌── WIRRUNA UNDERTONE W182
 WIRRUNA UNDERTONE U62

JC CATALYST (IMP)
 ┌── ELITE J7C X54 (AI)
 ELITE RECOVERY B80 Q42

Dam: **WIRRUNA MADAM A20**

BIDGEE TYSON
 ┌── WIRRUNA MADAM S207
 WIRRUNA MADAM 91



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
-2.1	-	-	+6.1	+36	+63	+85	+82	+12
39%			71%	64%	65%	63%	57%	44%

FERTILITY		CARCASS						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RYB (%)	IMF (%)	
+1.8	-	+54	+2.4	-0.4	-0.8	+1.0	-0.1	B-
76%		52%	47%	51%	55%	49%	49%	

STRUCTURAL ASSESSMENT								Maturity
							2-Dec-10	Late
6	6	5	5	5	5	4	34	

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$79	\$68	\$75	\$89

Temp.	EYES	
		Eye Pigment
2	3	100/20

Purchaser _____

Price _____

Pen No. 8 (Growth Bulls)

Birth Date: 30-Aug-09
 Society ID: REDE815
 Horn/Scurs/Poll: S

- Purchased as calf on Wirruna blood cow
- Features nice deep & well muscled body
- Well above average growth & below average birthweight EBV's
- Top 1% Grain fed \$Index bolstered by high EMA & IMF% EBV's

Scurs

— BOBANKEN PACIFIC P143 (AI)
 — ALLENDALE KING KONG 2
 ALLENDALE DAISY M7

Sire: ALLENDALE NATIONAL W168 AEDW168

— ALLENDALE CORA R22
 ALLENDALE CORA N100

— EF F524 FELLIS 821C
 — MOUNT DIFFICULT FELLIS Y12 (AI)
 MOUNT DIFFICULT TIGRESS U5

Dam: REDGATE C506 ET

— DOONBIDDIE POWERHOUSE
 — WIRRUNA CORA U68
 WIRRUNA CORA S19



2011 SUMMER GROUP BREEDPLAN EBV's

CALVING EASE				GROWTH & MATERNAL				
Calving Ease DIR (%)	Calving Ease DTRS (%)	Gestation Length (days)	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Mat Cow Weight	Genetic Milk
+1.6	+3.2	-4.1	+2.3	+33	+51	+66	+50	+14
53%	48%	73%	68%	64%	65%	64%	60%	56%

FERTILITY		CARCASE						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RBV (%)	IMF (%)	
+2.4	-3.5	+53	+4.5	+0.3	+0.4	+1.5	+0.8	C+
68%	38%	57%	52%	55%	58%	54%	54%	

STRUCTURAL ASSESSMENT							Maturity
Front 6	Back 6	Front 5	Back 6	Side 4	Rear 5	Side 4	2-Dec-10 36 Late

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$93	\$95	\$108	\$105

Temp.	EYES	
2	4	Eye Pigment 100/100

Purchaser _____

Price _____

COMPARISON OF CARCASS EBY'S

Muscle Bulls vs Overall Breed Average

EBV

