



WIRRUNA
poll herefords

Spring Bull & Female Sale

Offering....

52 x Poll Hereford Bulls

47 x PTIC Breeders

USING THE HELMSMAN BUYING SYSTEM

To be held undercover at
"Spring Valley" Holbrook NSW

Wednesday, 24th August, 2011

INSPECTION FROM 10.00 AM - AUCTION: BULLS 1.00 PM

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TELEPHONE BIDDING 1.00 PM

Sale shed mobile 1 (0408) 637 267
Sale shed mobile 2 (0429) 362 559
Sale shed mobile 3 (0438) 363 060
Sale shed mobile 4 (0419) 263 205

Please bring this catalogue to the sale to be sure of having one.

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WIRRUNA
poll herefords

Spring 2011 Sale

We do appreciate your interest in our Spring Bull & Female sale. Along with our Autumn sale, this sale represents a great opportunity to tap into breed leading genetics and services offered at Wirruna. A program focused on helping commercial beef producers improve their beef herd profitability.

The 52 bulls offered in this sale are 24 months old. They are grassfed, independently assessed for fertility and structure and are ready to work in your herds. As usual, this catalogue includes a complete set of performance, fertility and structural information as you have come to expect from Wirruna Poll Herefords.. This sale also included an offering of breeding females, all preg tested in calf

To assist you in making your bull selections, a on-line video of sale bulls is available on the Wirruna website (www.wirruna.com) allowing you to preview individual lots and better prepare your selections for sale day. This technology replaces the CD that we have previously provided.

The following graphs included in this catalogue provide a genetic audit of the Wirruna herd. They compare our genetics to the breed as a whole since the introduction of Breedplan in 1985. These graphs clearly demonstrate the genetic focus of the Wirruna program. You will notice that we do not partake in an EBV race for the highest growing animals, instead we focus on keeping birth weights low (& calving ease high) and pushing early growth from that low base. Likewise we do not like to see high mature cow weights as we need to run low cost, moderately sized cows that do not look and consume grass like draft horses. In a high production system with tight calving periods, large frame cows typically fail to rejoin, particularly when times get tough!

Calving ease at Wirruna is very good with all calves averaging in the top 10% of the breed. I also refer you to the carcass traits where the 2009 born calves average in the top 15% for muscling (EMA) and top 10% for marbling (IMF%) which has proven meat quality advantages. Wirruna bulls have long held an advantage in carcass traits.

All bulls are examined for structure and fertility by independent experts. Service ability testing and breeding soundness is undertaken by vets from Holbrook Vet Centre. The structural evaluation and scanning for carcass traits has been done by Liam Cardile from Beef Excel.

The Wirruna Poll Hereford herd has for many years led the way in performance recording of Poll Hereford genetics under commercial stress conditions. Over the years, Wirruna has BREEDPLAN recorded over 9,000 cattle with some 6,000 birth weight records. All cattle, including bulls are run in large management groups to enhance the accuracy of the BREEDPLAN data. Commercial cattlemen can have confidence that Wirruna Bulls are fully BREEDPLAN recorded and are not pampered in any way so they are ready for work with your breeding females.

We trust you will be able to come and enjoy our sale day. Please let us know if we can be of any assistance in making your selections.

The Locke Family



WIRRUNA
poll herefords

To assist you in making the correct selection for your herd, please note...

- No lots have been hoof trimmed.
- No lots were assisted at birth.
- All bulls are up to date with **Vibrio, Pestivirus and 7 in 1 vaccinations**. Additionally, all lots are individually ear notch tested negative as pestivirus carriers.
- All bulls have been examined for **structural soundness** and **muscle scores** have been assessed by Liam Cardile of Beef Excel on June 23, 2011.
- All bulls were also assessed for **fertility** by Vets of the Holbrook Veterinary Centre including service ability test, testicle measurements and palpation.
- The ultrasonic scanning for **fat depth, eye muscle area and intra-muscular fat** was done October 5, 2010 (at 13 months) by Liam Cardile (*Accreditation Status No. 1033*).
- **Level of Feed Supplementation.** No supplement.
- A quick reference list of all sale bull EBV's is summarised in the middle of this catalogue, along with the average EBV's for animals born in 2009.
- The whole herd is Monitored Negative 3 Status to the **National Johne's Disease Market Assurance Program Certificate No. NC010208**. This is the highest possible status.
- **Transfer of Registration.** Bulls are registered with the Herefords Australia Ltd and the transfer of registration can be arranged by request of the purchaser. Lots not registered are clearly identified.
- **NLIS.** As a client service Wirruna will transfer the NLIS tag to your PIC following delivery. Please provide your PIC.

SEEDSTOCK PRODUCERS CODE OF PRACTICE



Code of Practice for the Marketing of Beef Cattle Seedstock

VENDOR DECLARATION

All Poll Hereford bulls in this sale catalogue are offered according to the Code of Practice for Beef Cattle Seedstock.

All of the information provided in this sale catalogue is true and the measurements provided for Group BREEDPLAN analysis have been recorded and reported in accordance with the protocol in the Code of Practice for the Marketing of Beef Cattle Seedstock.



Quality Beyond Genetics

The *Wirruna Poll Hereford* herd has come along way since it was founded in 1949. When Richard Locke succeeded his father as principal of the stud in the early 1970's, he was frustrated by the stud industry's concentration on showing cattle rather than being aligned to the needs of commercial cattleman. Although *Wirruna* cattle achieved notable success in the 'show ring', the stud made fundamental change in direction in 1972 to Performance Testing focussed on selecting a herd based on high performance and high fertility under commercial (grass-fed) stress conditions.

Today's cow herd at *Wirruna* comprises 500 registered females and is the result of decades of careful trait selection for improved milk, muscle and growth rate, without substantial increases in birth weight and with no compromise to temperament, structural soundness & fertility. With selection for fertility being our highest priority, we continue to screen out animals that do not perform under high stocking rate pressure, well above district average. Every cow that exists in the *Wirruna* herd does so because she had a live calf at 2 years old (resulting from a 6 week joining) and has continued to raise a live calf through to weaning every year with no exceptions and no favourites.

The quality inherent in a *Wirruna Bull* is a result of being a product of this exceptional cow herd. Our history of over 60 years selection and over 9,000 animals recorded on Group Breedplan give clients confidence that *Wirruna Bulls* are accurately described and offer reliable and predictable performance that will meet their breeding objectives. All sale bulls are serving ability tested and examined by an independent veterinarian for structural and breeding soundness.

Wirruna believes that modern seedstock production goes beyond just good genetics. Seedstock producers must focus on servicing a wide range of client needs that extends well before and well after the point of sale. *Wirruna* offer an unequalled guarantee, are tested free (MN3) for Johne's Disease, subscribe to the Seedstock Producers Code of Practice and offer a level of client and back-up service that helped us to be named the **1995 National Seedstock Producer of the Year, and more recently, the 2002 NSW Seedstock Producer of the Year**. Quality assurance is important to us and complements our commitment to offering a quality product.

We are dedicated to seedstock excellence.

The Locke Family

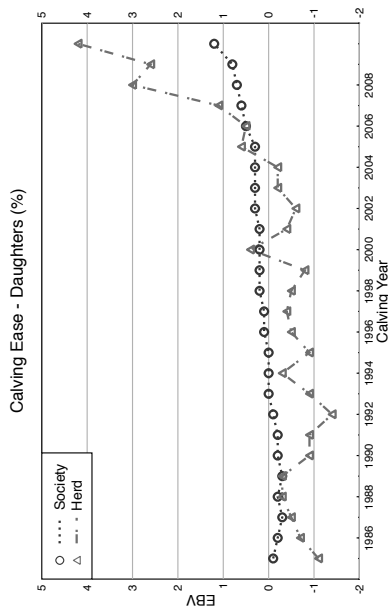
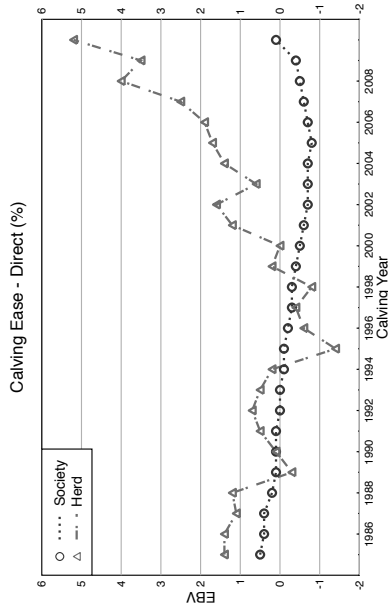
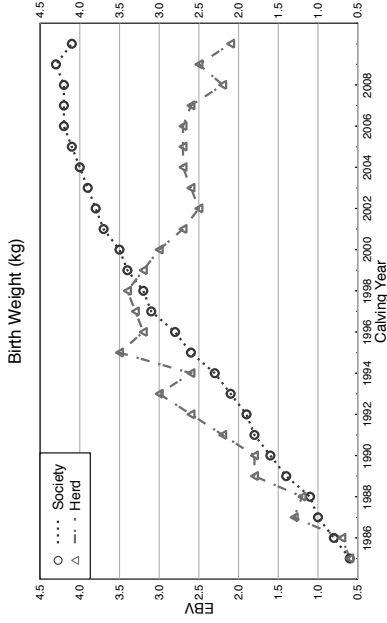
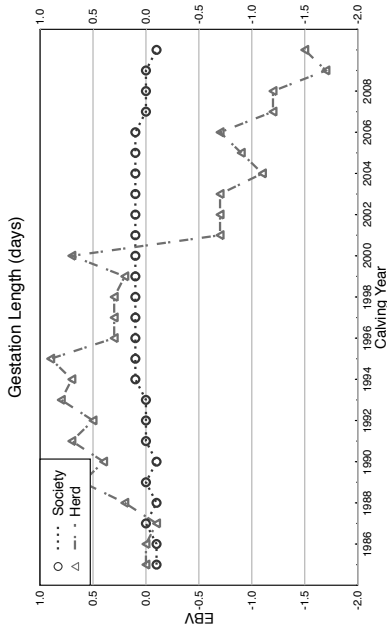


WIRRUNA
pure herefords

GENETIC AUDIT OF WIRRUNA HERD

11/05/11

2011 WINTER HEREFORD GROUP BREEDPLAN
Herd B0257 - Comparison to Breed Genetic Trends





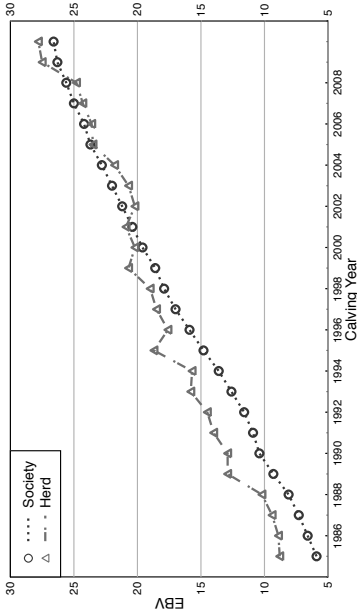
WIRRUNA
pure herefords

GENETIC AUDIT OF WIRRUNA HERD

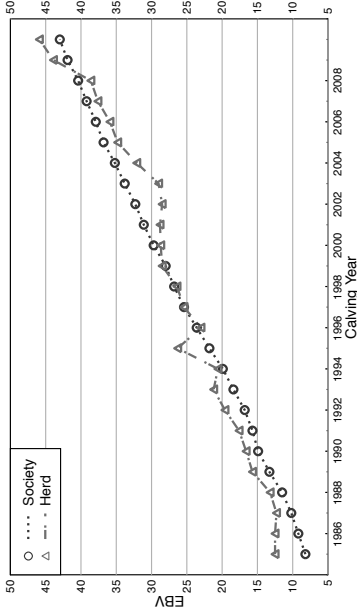
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Herd B0257 - Comparison to Breed Genetic Trends

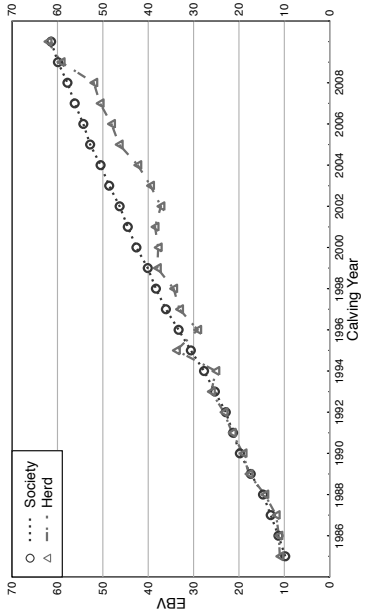
200 Day - Growth (kg)



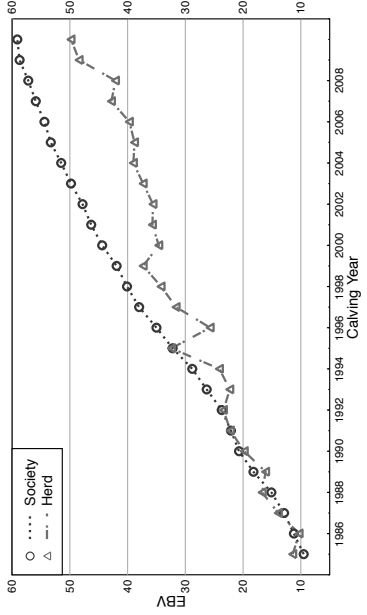
400 Day Weight (kg)



600 Day Weight (kg)



Mature Cow Weight (kg)



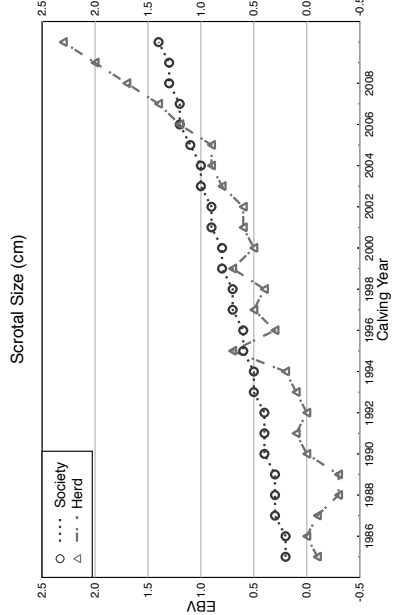
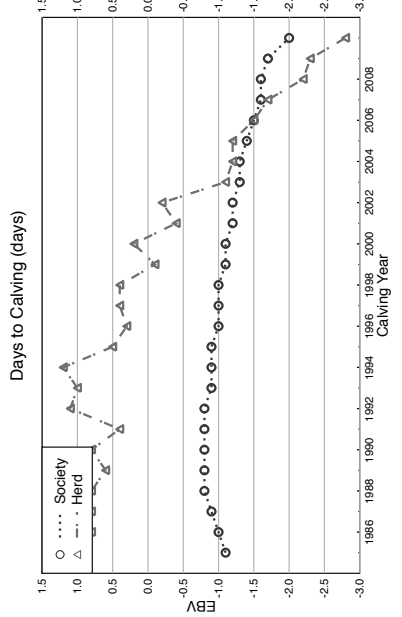
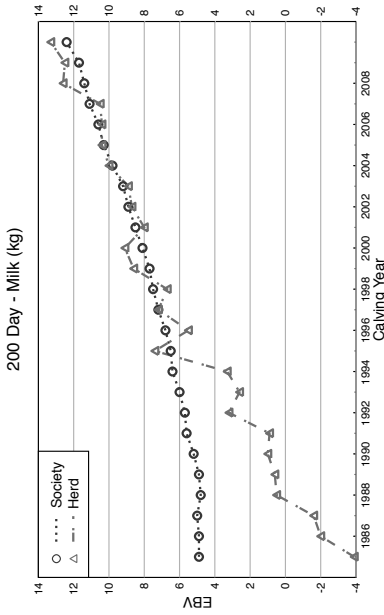
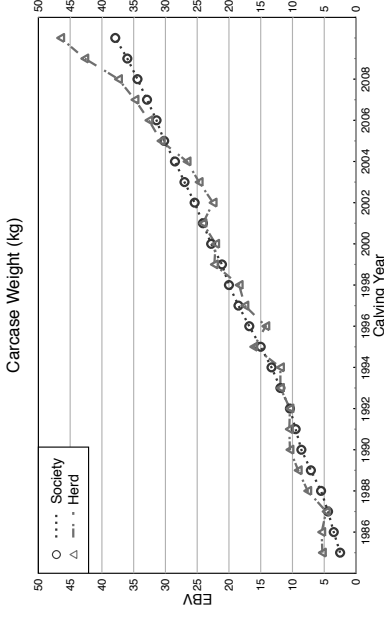


WIRRUNA
and hereford

GENETIC AUDIT OF WIRRUNA HERD

11/05/11

2011 WINTER HEREFORD GROUP BREEDPLAN
Herd B0257 - Comparison to Breed Genetic Trends



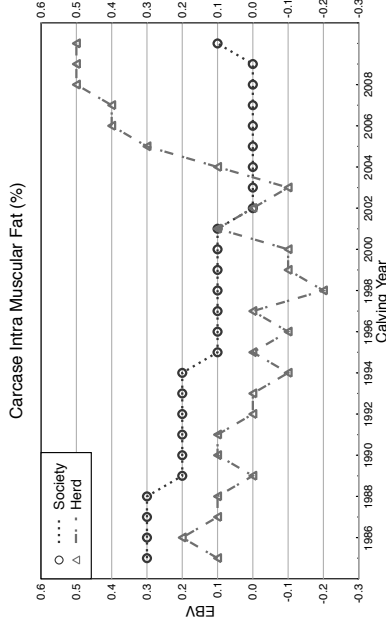
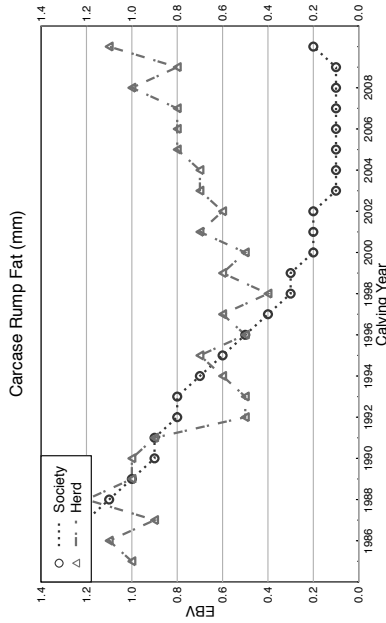
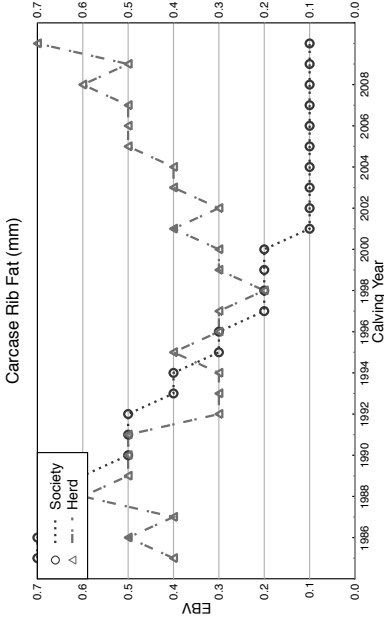
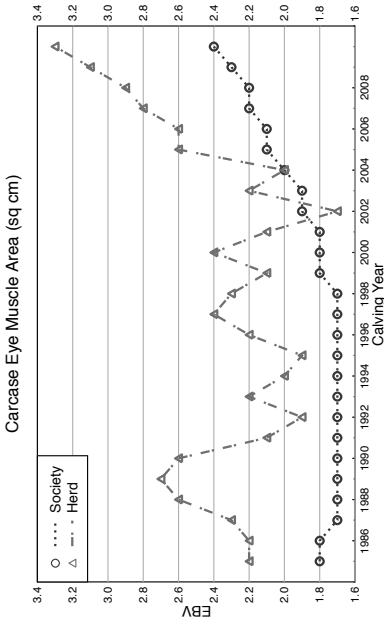


WIRRUNA
past performance

GENETIC AUDIT OF WIRRUNA HERD

11/05/11

2011 WINTER HEREFORD GROUP BREEDPLAN
Herd B0257 - Comparison to Breed Genetic Trends



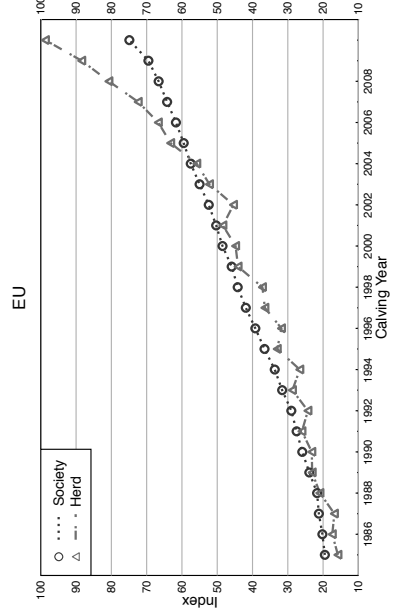
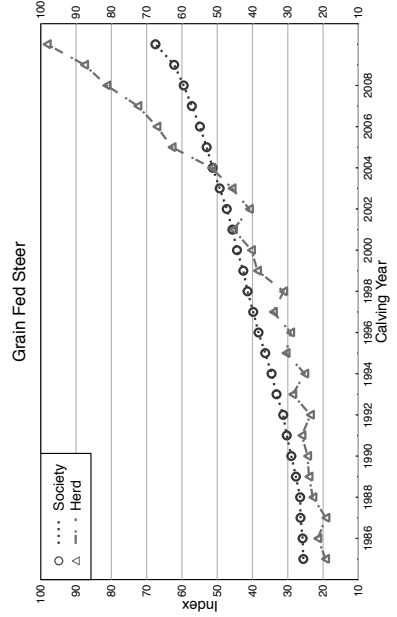
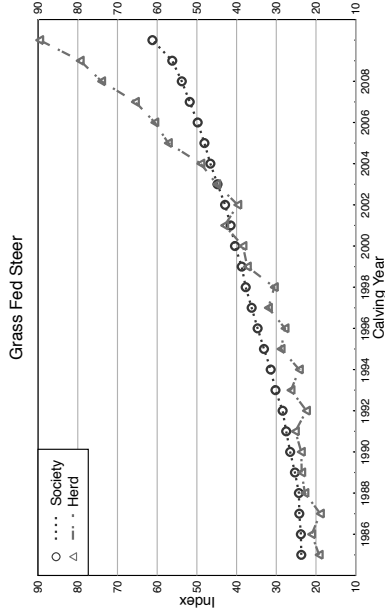
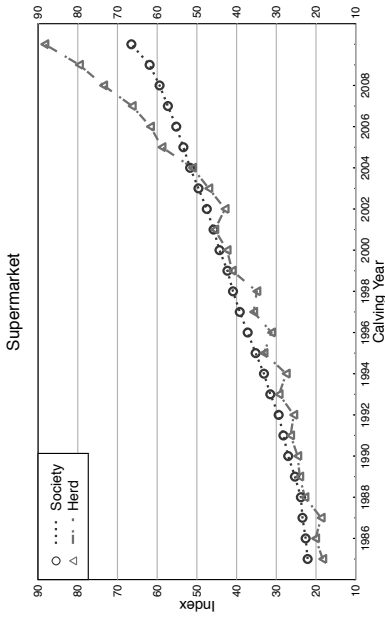


WIRRUNA
and hereford

GENETIC AUDIT OF WIRRUNA HERD

11/05/11

2011 WINTER HEREFORD GROUP BREEDPLAN
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MISSION STATEMENT

"Wirruna is dedicated to seedstock excellence. Our 'Quality Beyond Genetics' approach is to provide fully described & predictable genetics, genuine back-up service and add-on client services aimed at helping clients to achieve long term beef herd profitability."

WIRRUNA BREEDING OBJECTIVE

"Wirruna's breeding objective is to breed Bulls that are fully described and have the genetic & physical ability to meet market specifications and breeding objectives of the client. Keeping in mind that a balance is required where the female portion of the progeny are required to be highly fertile and efficient."

The major strategies to achieve this objective are listed as follows:

- The Wirruna herd should be a role model for profitable commercial beef herds in southern, higher rainfall zones of Australia. With emphasis on fertility, the cow herd, under high stocking rates will set optimum productivity levels based on per hectare, rather than per head parameters to promote efficient low maintenance cattle.
- Cattle to be run under strict commercial stress conditions with no grain feeding for production.
- Produce cattle of moderate birth weight with optimum growth, carcass quality and muscularity that meet market specifications.
- Performance test to accurately describe growth, carcass and fertility traits.
- Maintain inherent structural soundness and docility.
- Endeavour to reduce the risk of product failure to the Bull buying client.
- Strive to make the bull sale a beginning of a relationship,not the end of one.

*Quality:
"Fitness for Purpose"*

SALE ARRANGEMENTS

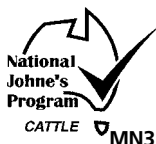
- GST:** The auction will be conducted on a GST exclusive basis. **GST will be added to the sale price.**
- Settlement:** You may elect to settle immediately after the sale or through your agent. Unless prior arrangements have been agreed with the vendor, **purchased bulls will not be available for delivery until payment is made.**
- Transport:** Daily flight services to Albury & Wagga Wagga. Holbrook also has an all weather strip.
- Accommodation:** Excellent accommodation is available in Holbrook and Albury.
- Catering:** A light lunch will be available.
- Delivery:** Unless prior arrangement has been made with the vendors, cattle may remain at "Spring Valley" for no longer than one week from the date of sale - in all cases, every care would be taken, but the risk remains with the purchaser. Cattle purchased for interstate destinations will be held free of charge until regulation tests have been completed. Insurance facilities will be available.
- Agents Commission:** We encourage successful bidders to settle with us on the day. Agents commission will be paid on individual purchases at a rate of 6%.

To qualify for a commission payment, you must be present at the sale or have made prior arrangements by phone or fax to introduce your client. A commission of 1% applies to non-introduced agents.

- Guarantees:** All bulls are sold on a credit or money-back guarantee. This condition is valid only for a period of **twelve months** after date of sale and the vendor receives notification of infertility, not caused by injury, together with a certificate from a registered veterinarian on or before that date. All bulls, for which claims are made under these guarantees, are to be delivered free of charge by the purchaser to any place mutually agreed upon. More information on the Wirruna Guarantee is provided on page 21.

Cattle would be free to go to all states of Australia subject to the necessary tests required by the State of destination. Should any animal fail to pass a required test the purchaser shall have the right to either cancel the sale or have a replacement animal made available.

QUALITY ASSURANCE



HELMSMAN – A CLIENT FRIENDLY BUYING SYSTEM

An alternative to the traditional stud auctions is the Helmsman buying system. First used at the "Helm View" Sale in March, 1990, the design arose out of concerns that the traditional auction system served the needs of agents and vendors well but neglected the needs of bull buyers, "the customers".

It combines the best features of both the auction system and sale by private treaty: you get first pick and pay market value without any pressure:

1. Prospective buyers need to **register prior** to the start of the sale, indicating their trading details and whether or not they have been introduced by an agent. Each is given a buyer number.
2. The sale cattle are on display as usual, with all relevant Breedplan, fertility and carcass information present in your catalogue.
3. A large, easy-to-read board will be located nearby, displaying lot number, buyer number and bid value (or Reserve Price).
4. Bids are written on a card and presented to either the registration clerk or a "runner", and the board is updated. A "Sale Presenter" will announce each bid as it is recorded.
5. You may open bidding on any bull at its reserve price and further bids in multiples of \$250 will be accepted.
6. A bid once submitted and recorded cannot be retracted, and the person submitting such bid will be responsible for it until it is overbid.
7. All cattle are for sale simultaneously for a period of 20 minutes. Further bidding will then result in one minute extensions until a full one minute "no bid" period which will conclude the sale.

THE BENEFITS

1. You have more time to consider lodging a bid. You can place genuine bids on any bull of your choice at any time during the sale period.
2. You have the opportunity to re-assess each lot during the sale period and move freely between one lot and another depending on what you could afford without any pressure to make an instant decision.
3. You take home the cattle you want, irrespective of lot order.
4. If you need more than one bull, Helmsman gives you a better chance to average your purchase costs.
5. There is a better opportunity to arrange the shared purchases of a lot if your budget is exceeded.

USING PERFORMANCE INFORMATION

Wirruna Poll Hereford Stud was a foundation member of the National Beef Recording Scheme in 1972 and has over 9,000 cattle recorded on Breedplan.

Breedplan is a performance evaluation program that describes the genetic profile of an animal for a number of commercially important traits. An estimate of the animals 'breeding value' is given an **EBV (Estimated Breeding Value)**, a figure that compares the animal to the breed benchmark of zero (0) for each trait. A positive EBV (+) is higher than breed benchmark whilst a negative (-) EBV is lower than the benchmark.

The EBVs presented in this catalogue are **Winter 2011 GROUP BREEDPLAN EBV's** and can be directly compared with only **Winter 2011 Group Breedplan EBVs** of other Hereford & Poll Hereford Herds. To evaluate the performance profile of a bull, its EBVs can be directly compared with the EBVs of other bulls and against the current breed average EBV for each trait as shown below.

GROUP BREEDPLAN EBV'S (kgs)								
<i>(Figures are breed average for calves born 2009)</i>								
C Ease Direct	C Ease Dtrs	Gest Length	Birth Weight	200 Day Milk	200 Day Growth	400 Day Weight	600 Day Weight	Mat Weight
-0.4	+0.8	+0.0	+4.3	+12	+26	+42	+60	+59

The EBV is the best estimate of an animals genetic merit for that trait.

Accuracy figures for each EBV are given. This percentage (%) accuracy reflects the likelihood of the EBV changing as further performance information about the animal becomes available. The higher the accuracy figure, the smaller is both the chance and likely magnitude of change.

EBVs are calculated for the following traits.

CALVING EASE

Calving Ease (CE) EBV's are based on CE scores, birth weight and gestation length information. More positive EBV's are favourable and indicate easier calving.

DIR. Direct calving ease indicates how this animal influences the birth of its progeny.

DTRS. Daughters calving ease indicates how well the animal produces daughters that have easier calving.

BIRTH

Gestation Length GL EBV (days) is based on AI records. Lower (-ve) GL EBV's indicate easier calving and increased growth after birth.

Birth Weight BWT EBV (kg) is based on measured birth weight of animals, adjusted for dam age. The lower the birthweight EBV of a sire, the lighter is the birthweight potential of his progeny and lower the likelihood of a difficult birth. High birthweight is generally associated with increased calving problems in heifers.

High birthweight EBV bulls can be used on mature cows without any problems. Wirruna recommend joining heifers to bulls with birthweight EBVs at or below breed average ie. **below EBV +4.3 and positive calving ease EBV's.**

GROWTH

200 Day Milk MILK EBV (kg) reflects extra calf weight at weaning due to the milking and mothering ability of a bulls daughters.

If you wish to improve milk in your female herd, select bulls with well above breed average EBV for this trait. Be aware that there is a trade-off between milking ability and fertility when conditions get tough. If you are selecting a bull as a terminal sire and will not be retaining his daughters then select the best growth bulls within the desired maturity type and disregard the milk EBV.

- 200 Day Growth** Indicates weight advantage at 8 to 10 months of age. Place emphasis on this EBV if you are selecting cattle to finish for earlier markets, keeping in mind the maturity pattern required for the trade you are targeting.
- 400 Day Weight** Indicates weight advantage at yearling age. Place emphasis on this EBV if you are producing steers destined for the domestic and/or yearling steer market, plus improve the growth of your yearling heifers to improve conception rates.
- 600 Day Weight** Indicates weight advantage beyond yearling age. Place emphasis on this EBV if you are breeding for the heavy weight end of markets or want to extend the growth potential of your progeny. High EBVs for 600 Day Wt indicates a later maturing sire whose progeny will reach optimum finish at a heavier weight when compared to a lower EBV Bull for that trait.
- Mature Weight** Mature Cow Weight EBV (kg) is an estimate of the genetic difference in cow weight at 5 years of age. Smaller, or more moderate EBV's are generally more favourable. Wurruna has argued strongly for the development of this EBV, as the race for high growth traits has been to the detriment of retaining fertile, efficient low maintenance cows within the breed.

CARCASE

Wurruna have used ultrasonic scanning to assess muscle and fat since 1990. Intra-muscular fat (IMF) measurements have been measured since 1998. The carcass EBVs generated are a useful tool that will gain in accuracy and importance as more generations are scanned and analysed. With the increasing emergence of value based marketing of beef, carcass quality & meat yield are major factors influencing boning room profitability and ultimate producer returns. Wurruna is currently placing significant emphasis on carcass traits in sire selection.

GROUP BREEDPLAN EBV'S (kgs) (Carcass) <i>(Figures are breed av. calves born 2009)</i>						MUSCLE SCORE
Carcass Weight	EMA (cm ²)	Rib Fat (mm)	P8 Fat (mm)	RBV%	IMF%	Range A ← E
+36	+2.3	+0.1	+0.1	+0.7	+0.0	

- Carcass Weight** CWT EBV (kg) estimates the genetic difference in carcass weight at a standard age of 650 days.
- EMA** Eye Muscle Area EBV (cm²) estimates genetic differences in the eye muscle area at the 12th/13th rib site of a 300kg dressed carcass. More positive (+) EBV's indicate better muscling on animals.
- Fat Depth** Rib and Rump Fat EBV (mm) estimates the genetic differences in fat depth at the 12th/13th rib and P8 site in a 300kg dressed carcass. More positive EBV's indicate more subcutaneous fat and earlier maturity.
Two fat EBV's are available as there is variation between animals regarding fat depth at the two sites. These EBV's are important if you want to change the fattening pattern of progeny.
- RBV%** Retail Beef Yield Percent EBV (%) represents total (boned out) meat yield as a percentage of a 300kg dressed carcass. A more positive EBV indicates higher percentage yield for the 300 kg carcass size.
- IMF%** Intra-muscular Fat Percent EBV (%) is an estimate of the genetic difference in the percentage of intra-muscular fat at the 12th/13th rib site in a 300kg carcass. Depending on market targets, larger more positive values are generally more favourable.
- Muscle Score** Sandy Yeates (formally of NSW Dept of Ag) has shown that well-muscled steers (C, C+, B- to B) attract a greater premium than lesser muscled steers (*less than C*). In fact, an average premium of \$80 was paid for B muscled steers above C muscled. Animals with high muscle score have a higher proportion of their carcasses made up with hindquarter cuts and have more even fat distribution requiring less fat trim. As muscle score increases, so too does dressing percentage and carcass yield.

However, improving muscularity in the herd is a slow process as extremes must be avoided.

FERTILITY

Wirruna bulls are subject to a breeding soundness evaluation (structure and fertility) by independent veterinarian, Reon Holmes of *Holbrook Veterinary Centre*. **Wirruna** only offer bulls that are fertile and structurally sound.

As with many genetic traits, fertility cannot be physically seen when inspecting a bull. Consequently, **Wirruna** measure various facets of fertility to assist clients to make an informed bull choice.

FERTILITY INFORMATION		
<i>(Figures are breed av. calves born 2009)</i>		
Scrotal Size EBV (cm)	DC EBV (days)	Scrotal size (cm)
+1.3	-1.7	>32 cm

Scrotal Size EBV SS EBV (cm) is an indicator of male fertility in regards to semen quality and quantity. Also positively associated with female fertility, a higher (positive EBV) indicates higher fertility.

Days to Calving DC EBV (days) is an indicator of female fertility based on time between the cows first exposure to a bull and when she subsequently calves. Cows that calve late in the season or fail to calve are penalised. This is more useful as a sire trait. Lower (-ve) EBV's are preferred indicating short days to calving for the sires daughters.

Scrotal Size Testicles are examined for firmness, conformation, congenital defects and size. All bulls must have **firm testicles** that measure at least **32 cm by 18 months** of age.

Serving Ability All sale bulls are assessed on their ability to physically serve. Wirruna strongly recommend that you get your sires tested annually.

The highest risk of bull failure is in his first season. Mating your bull to 80% of his mating potential initially is advised to reduce this risk.

The Hereford GROUP BREEDPLAN Estimated Breeding Values contained in this sale Catalogue were compiled by the *Agricultural Business Research Institute (ABRI)* from data supplied by the breeders. Neither the Australian Poll Hereford Society nor the ABRI oversee or audit the collection of this data.

HEIFER BULLS

Dystocia levels in whiteface heifers in the higher rainfall zones of South-east Australia vary considerably, but nevertheless, on average are unacceptably high. As a seedstock producer, we aim to challenge heifers to target between 5% and 10% assistance levels and cull accordingly so that we are selecting for calving ease. In a commercial herd, an acceptable level of dystocia (assistance and stillbirths) in a herd varies with each manager. An economic loss becomes a concern above 5% whereas there is not enough selection pressure for growth and muscling at a level below 5%.

There are many factors that influence dystocia levels, time of calving, heifer age, nutrition throughout pregnancy, pelvic area, heifers' own genetic influence on birth weight and gestation length. Nevertheless, Sires have the dominant influence through birthweight and calf shape.

There is more variation in the potential for bulls to cause calving difficulty **within breeds** than there is **between breeds**. The practise of using bulls of another breed to mate heifers is likely to be less successful than choosing the right bull with-in the breed that you already have.

To reduce calving difficulty in heifers choose a bull with:

- **Positive calving ease EBVs** - Direct and for the longer term, its daughters. Use bulls with above average calving ease.
- **Low Birthweight EBV** - itself and back through it's pedigree. Use bulls with below breed average birthweight (target less than +4.3)
- **Correct Shoulder Conformation** - Select bulls with narrow sloping shoulders. Some bulls can look tapered from front to back. Bulky shouldered bulls with shoulder blades that protrude and are straighter than 45% should be avoided.

\$INDEX

Selection indices are now available. Known as Breedobject \$Index, these indices are designed to allow balanced selection for various market end-points and breeding objectives. Developed by the Animal Genetics and Breeding Unit (AGBU) at UNE in Armidale, this technology applies various weightings to the potential 17 EBV's now available to give a single EBV that reflects the value of an animal, to your breeding objective, in dollar terms. They rank animals for a single selection goal – **profit**.

The Index indicates the possible extra dollars earned per cow joined in self replacing herds targeting a particular market.

Generic indexes have been developed for a number of Hereford specific markets of self-replacing herds. These are included in this catalogue and are as follows:

- **SUPERMARKET INDEX** - This production system assumes a typical self-replacing herd in temperate Australia targeting short grain-fed or grass-finished steers for the domestic supermarket trade with some marbling requirement. Steers are assumed to be marketed at a liveweight of 450kgs at 17 months of age.
- **GRASS-FED STEER INDEX** - This production system assumes a typical self-replacing herd in temperate Australia targeting grass-finished steers with some marbling requirement. Steers are assumed to be marketed at a liveweight of 600kgs at 23 months of age.
- **GRAIN FED STEER INDEX** - This production system assumes a typical self-replacing herd in temperate Australia targeting production of steers for 125 day feedlot finishing period for grain fed markets. Steers are assumed to be marketed at a 600 kg liveweight at 20 months. There is a significant premium for marble score of 2 or greater.
- **EUROPEAN UNION (EU) INDEX** - Estimates the genetic differences between animals in net profitability per cow joined for an example commercial herd targeting pasture grown and finished steers for the EU market with no marbling requirement. Steers are assumed marketed at 620 kg live weight (340 kg HSCW and 14 mm P8 fat depth) at 24 months of age. Daughters are retained for breeding.

BREED OBJECT \$INDEX			
<i>(Figures - Breed average for calves born 2009)</i>			
Supermarket	Grass fed	Grain fed	EU Index
\$62	\$56	\$62	\$69

Indexes allow balanced selection in the true sense of the word – they apportion the amount of selection pressure that needs to be applied for growth, maternal, carcass and fertility traits to give you the most profitable herd over the long term. High indexing animals will rarely have the highest EBV for any single trait. The weightings depend on the economic importance of individual traits and account for antagonisms between traits.

Hereford Percentile Bands for 2009 Born Calves

Description of EBVs and \$Indexes

[Home](#)
 [Animal Enquiry](#)
 [EBV Enquiry](#)
 [Mating Predictor](#)
 [Member Enquiry](#)
 [Sale Catalogues](#)
 [Semen Catalogues](#)
 [Download Files](#)
 [Online Transactions](#)

Percentile Band	Calv. Ease Dist (%)	Calv. Gest. Dis (%)	Calv. Gest. Len (days)	Birth Wt (kg)	200 Day Wt (kg)	400 Day Wt (kg)	600 Day Wt (kg)	Mat. Wt (kg)	Milk Wt (kg)	Serum Solids (g/ml)	Days to Calv. (cm)	Carcass Wt (kg)	Eye Muscle (st.cm)	Ribs Fat (mm)	Rump Fat (mm)	Retail Beef Yield (%)	IMF %	Supermarket Index (\$)	Gross Fed Steer Index (\$)	Grain Fed Steer Index (\$)	EU Index (\$)
Top Value	+14.3	+11.8	-8.7	-3.9	+57	+90	+131	+132	+27	+5.5	-5.2	+7.8	+7.5	+6.1	+9.7	+3.3	+2.2	+125	+\$124	+\$134	+\$146
Top 1%	+8.5	+7.5	-3.9	-0.5	+40	+64	+92	+93	+21	+3.0	-5.0	+5.9	+4.7	+1.3	+2.1	+2.0	+1.1	+99	+\$97	+\$107	+\$112
Top 5%	+5.6	+4.7	-2.4	+1.3	+36	+57	+82	+82	+18	+2.4	-3.9	+5.2	+3.8	+0.9	+1.4	+1.6	+0.6	+87	+\$83	+\$93	+\$99
Top 10%	+3.9	+3.5	-1.7	+2.2	+34	+54	+77	+77	+17	+2.1	-3.4	+4.8	+3.3	+0.7	+1.1	+1.3	+0.4	+81	+\$77	+\$86	+\$92
Top 15%	+2.9	+2.8	-1.3	+2.7	+32	+51	+74	+74	+16	+2.0	-3.0	+4.6	+3.1	+0.6	+0.9	+1.2	+0.4	+77	+\$72	+\$81	+\$87
Top 20%	+2.1	+2.3	-1.0	+3.1	+31	+50	+71	+71	+15	+1.8	-2.8	+4.4	+2.9	+0.5	+0.7	+1.1	+0.3	+74	+\$69	+\$77	+\$83
Top 25%	+1.5	+2.0	-0.8	+3.4	+30	+48	+69	+69	+14	+1.7	-2.5	+4.2	+2.8	+0.4	+0.6	+1.0	+0.2	+71	+\$66	+\$73	+\$80
Top 30%	+1.0	+1.6	-0.6	+3.6	+29	+47	+67	+66	+14	+1.6	-2.3	+4.1	+2.6	+0.3	+0.5	+0.9	+0.2	+69	+\$63	+\$70	+\$78
Top 35%	+0.6	+1.3	-0.4	+3.9	+29	+46	+65	+65	+13	+1.5	-2.1	+4.0	+2.5	+0.3	+0.4	+0.9	+0.1	+67	+\$61	+\$68	+\$75
Top 40%	+0.2	+1.1	-0.2	+4.1	+28	+44	+64	+63	+13	+1.5	-1.9	+3.8	+2.4	+0.2	+0.3	+0.8	+0.1	+65	+\$59	+\$65	+\$73
Top 45%	-0.2	+0.8	-0.1	+4.3	+27	+43	+62	+61	+12	+1.4	-1.8	+3.7	+2.3	+0.1	+0.2	+0.8	+0.1	+63	+\$57	+\$63	+\$71
Top 50%	-0.6	+0.6	0.0	+4.4	+27	+42	+60	+59	+12	+1.3	-1.6	+3.6	+2.2	+0.1	+0.1	+0.7	0.0	+61	+\$55	+\$61	+\$69
Top 55%	-0.9	+0.3	+0.2	+4.6	+26	+41	+59	+57	+11	+1.2	-1.4	+3.5	+2.1	0.0	0.0	+0.6	0.0	+60	+\$53	+\$59	+\$67
Top 60%	-1.3	+0.1	+0.3	+4.8	+25	+40	+57	+56	+11	+1.2	-1.3	+3.4	+1.9	0.0	-0.1	+0.6	0.0	+58	+\$51	+\$57	+\$65
Top 65%	-1.7	-0.1	+0.5	+5.0	+24	+39	+55	+54	+10	+1.1	-1.1	+3.3	+1.9	-0.1	-0.2	+0.5	-0.1	+56	+\$50	+\$55	+\$63
Top 70%	-2.1	-0.4	+0.6	+5.2	+24	+37	+53	+52	+10	+1.0	-1.0	+3.1	+1.8	-0.2	-0.3	+0.5	-0.1	+54	+\$47	+\$52	+\$60
Top 75%	-2.6	-0.6	+0.8	+5.4	+23	+36	+51	+49	+9	+0.9	-0.8	+3.0	+1.7	-0.2	-0.4	+0.4	-0.2	+52	+\$45	+\$50	+\$58
Top 80%	-3.1	-0.9	+1.0	+5.7	+22	+34	+49	+47	+9	+0.8	-0.6	+2.8	+1.6	-0.3	-0.5	+0.3	-0.2	+49	+\$43	+\$47	+\$55
Top 85%	-3.7	-1.3	+1.2	+5.9	+21	+33	+46	+44	+8	+0.7	-0.4	+2.6	+1.5	-0.4	-0.7	+0.2	-0.3	+47	+\$41	+\$44	+\$52
Top 90%	-4.5	-1.7	+1.5	+6.3	+19	+30	+42	+40	+7	+0.6	-0.2	+2.4	+1.3	-0.5	-0.9	+0.1	-0.3	+44	+\$38	+\$41	+\$48
Top 95%	-5.9	-2.4	+1.9	+6.8	+17	+27	+37	+34	+6	+0.4	+0.2	+2.0	+1.1	-0.8	-1.3	-0.1	-0.5	+39	+\$33	+\$36	+\$43
Top 99%	-8.6	-3.9	+2.9	+7.9	+11	+19	+24	+20	+3	-0.2	+0.9	+1.2	+0.6	-1.2	-2.0	-0.4	-0.7	+29	+\$24	+\$26	+\$29
Low Value	-19.5	-8.5	+7.6	+11.3	-9	-16	-19	-16	-8	-4.0	+3.2	-7	-1.6	-2.9	-4.8	-2.9	-1.8	-\$4	\$0	\$0	+\$4

Note: Percentile Bands for 2009 Born Calves are provided as a useful tool to compare where a particular animal is placed relative to the breed for individual traits or \$Index values. In this catalogue, grey shading indicates traits that rank in the top 20% of the breed and black shading is a top 5% ranking.

BEEF CLASS STRUCTURAL ASSESSMENT SYSTEM



Structural problems in cattle have a substantial effect on both the reproductive and growth performance of a beef herd. It is widely recognised that structural problems in sires have detrimental effects on conception rates, calving patterns and thus profitability. Similarly, females with inadequate structural characteristics are more prone to weaning lighter calves or conceiving later in the breeding season than their more functional counterparts. These structural problems are filtered through the supply chain resulting in reduced income for the producer, feedlot and thus reducing the overall productivity of the Australian Beef Industry.

Over the past decade, use of the Beef Class Structural Assessment System in the seedstock industry has produced a marked improvement in herds which have shown commitment to using the information appropriately. Through these dedicated breeders, there has been a flow on affect of structural improvement throughout all sectors of the beef cattle industry.

Jim Green and Liam Cardile of 'BEEFXCEL' service many of the leading seedstock herds in Australia. 'BEEFXCEL' is not involved in any genetic marketing or specific breeding advice and therefore has no conflict of interests to influence their stock appraisal. The integrity of the structural data provided by 'BEEFXCEL' is recognised throughout the industry as Jim and Liam are fully INDEPENDENT assessors.



Or call **Jim Green** on 0402 003 137 or **Liam Cardile** on 0409 572 570

HOW TO USE THE BEEF CLASS STRUCTURAL ASSESSMENT SYSTEM

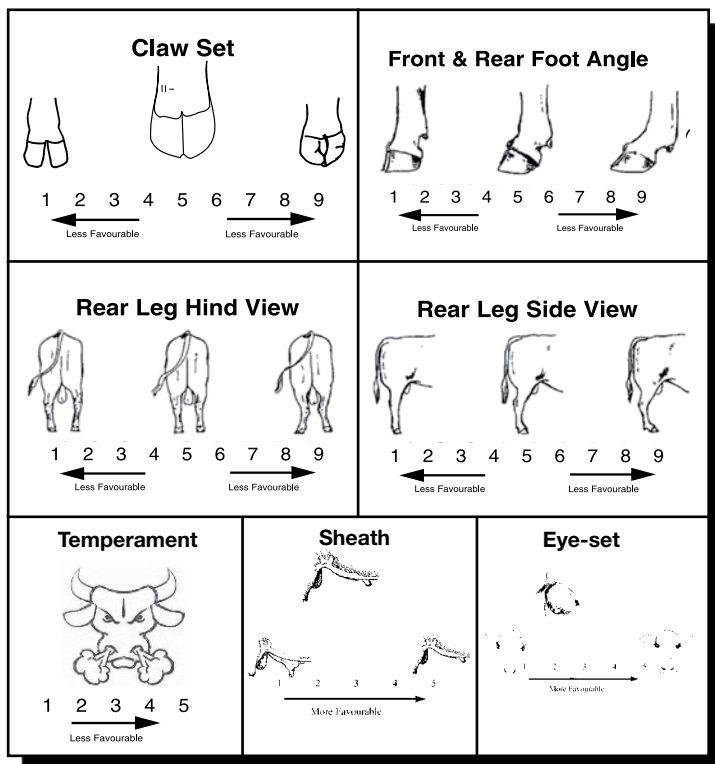
WIRRUNA POLL HEREFORDS STRUCTURAL PROGRAM:

The 2011 Wurruna Sale Bulls have been independently structurally assessed to maximise the quality of stock on offer. Any animals deemed inadequate have been removed from the sale draft. The Wurruna sale bulls were assessed by **Liam Cardile** of BEEFXCEL on 23rd June 2011.

How to use The Beef Class Structural Assessment System

The Beef Class Structural Assessment System uses a 1-9 scoring system;

- A score of 5 is ideal. (Note: Temperament Score of 1 is preferable).
- A score of 4 or 6 shows slight variation from ideal, but this includes most animals. An animal scoring 4 or 6 would be acceptable in any breeding program.
- A score of 3 or 7 shows greater variation but would be acceptable in most commercial programs. However, seedstock producers should be vigilant and understand that this score indicates greater variation from ideal.
- A score of 2 or 8 are low scoring animals and should be looked closely before purchasing.
- A score of 1 or 9 should not be catalogued and are considered culls.

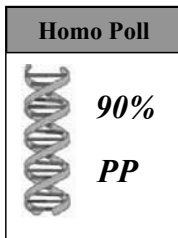


DNA TEST FOR POLLEDNESS

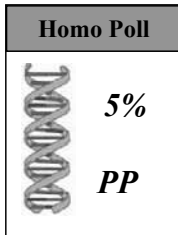
The Beef CRC has developed a gene marker test for the Poll gene. This test is not 100% effective as the location of the polled gene has not been precisely identified. Nevertheless, the 'linked' gene marker test is a very useful tool for those herds who wish to genetically dehorn herds where the frequency of the horned gene present within the cow herd is high. Generally, strong poll herds do not need to focus on the gene due to the dominance of the poll gene (P) to the horn gene (h).

Through the University of Queensland (UQ), Wurruna have gene tested sale bulls to identify those that are pure polled or homozygous polled (PP) and those that carry the horn gene or heterozygous polled (Ph). All progeny of a PP homozygous polled bull will be polled. Heterozygous polled bulls (Ph), on the other hand, can throw horned progeny if the horn gene is also present in the cow herd.

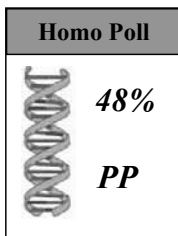
The UQ gene test result gives a percentage likelihood result that a bull is homozygous Polled (PP). Note that the percentage result does not infer the percentage likelihood of polled progeny!



90% likelihood of animal being
Homozygous Polled (PP).
Most likely 'True Polled'.



5% likelihood of animal being
Homozygous Polled.
Most likely Heterozygous Polled (Ph).



48% likelihood of animal being
Homozygous Polled.
Ambiguous result.

For more information about the genetics of Polledness, refer to the Wurruna Newsletter (Summer 2001/02) available at the Wurruna website (www.wurruna.com).



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 $15 \text{ of } 45 (33\%) \text{ of } \$3,000 = \$1,000$ 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 ERV'S						INDEX VALUE	
	Calv Eor Dir	Calv Eor Mat	GL Days	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Nature Weight	Genetic Milk	Screened Size EBV	Days to Calving	CWF (kg)	EMA (sq-cm)	RF Fat (mm)	RF Fat (mm)	RF Fat (%)	IMF (%)	Supermat et	Grass Fed	Grain Fed
WIRRUNA ABERCORN	+2.2	+3.2	-5.5	+4.2	+3.2	+5.0	+7.1	+5.7	+9	+4.1	-2.6	+5.3	-0.3	-0.5	+3.3	-1.0	+93	+92	+91	+\$119
ALLENDALE NATIONAL W168 UAH1/NC/HCAH1 HB	-4.5	+0.8	-3.5	+4.6	+4.5	+6.9	+9.2	+7.2	+2.0	+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	+3.8	+6.9	+8.9	+8.0	+6	+1.7	-2.4	+7.1	+6.6	+1.5	+1.4	+0.5	+109	+108	+117	+\$125
KOANUI ROCKET 0219	+13.2	+14.8	+0.0	-0.8	+2.9	+5.6	+6.9	+6.3	+2.1	+3.4	-6.3	+6.2	+3.0	+1.0	+0.5	-0.3	+115	+121	+116	+\$139
MOUNT DIFFICULT ACCURATE (A1)	+4.2	+6.0	-3.9	+1.1	+3.4	+5.4	+7.1	+6.8	+1.1	+3.0	-3.0	+5.0	-0.4	-1.2	+2.2	+0.9	+82	+78	+74	+\$104
MOUNT DIFFICULT JUMBO V74 (A1)	+6.8	-1.4	+1.9	+1.9	+3.1	+4.9	+7.0	+4.5	+1.9	+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	+1.7	+3.8	+4.5	+4.5	+1.8	+1.2	-3.6	+4.3	+2.5	+0.5	+0.8	+0.5	+81	+84	+81	+\$95
WIRRUNA VICKERY (S)	+5.3	+7.2	-2.1	+2.4	+2.2	+2.9	+4.9	+3.7	+1.7	+1.5	-1.2	+2.8	+2.4	+1.3	+1.7	-1.0	+80	+81	+109	+\$72

AIR SIRE PERFORMANCE DATA

Reference Sires

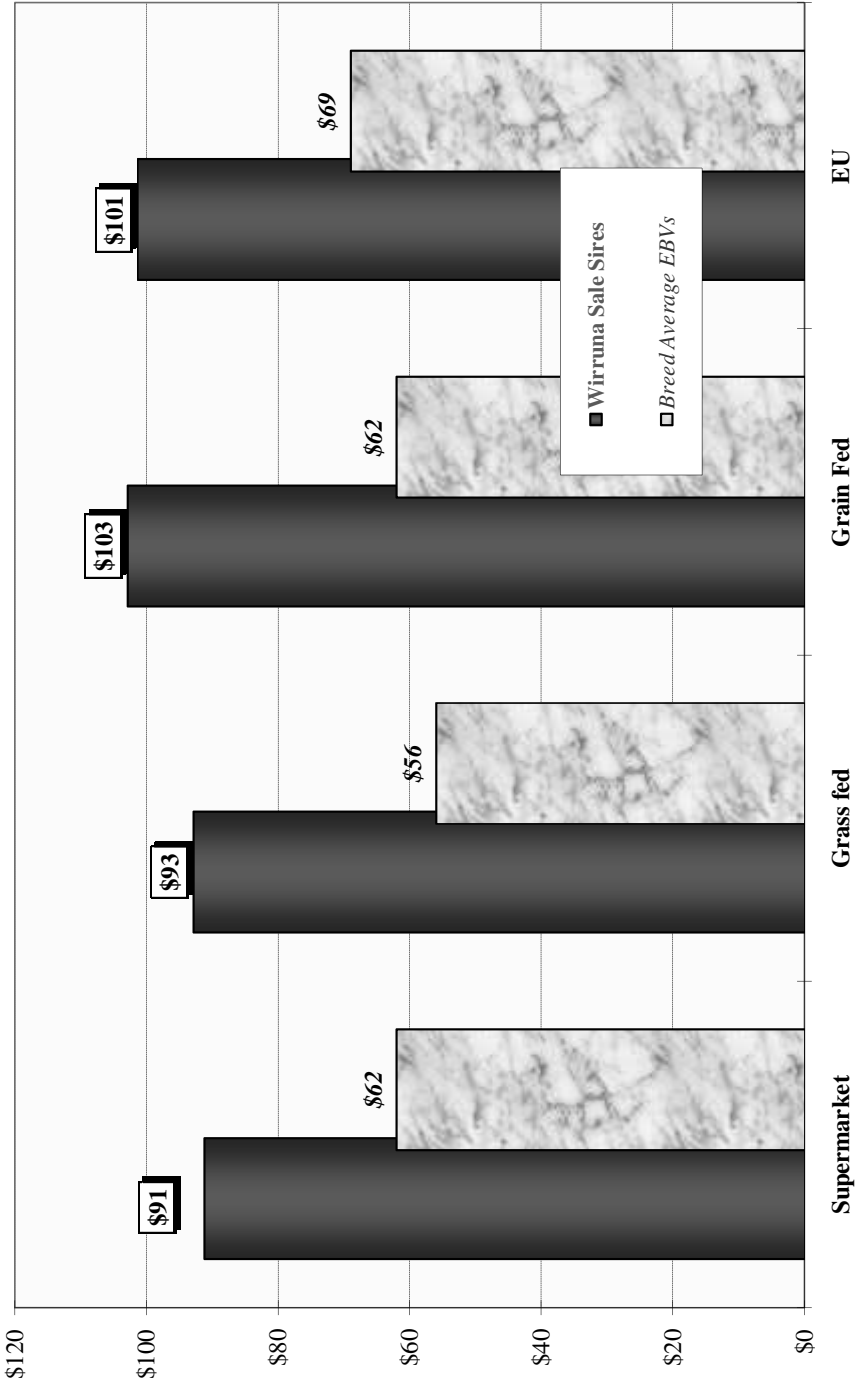
Sire Name	BIRTH ERV'S				GROWTH ERV'S				FERTILITY				CARCASS DATA ERV'S						INDEX VALUE			
	Calv Eor Dir	Calv Eor Mat	GL Days	Birth Weight	200-Day Growth	400-Day Weight	600-Day Weight	Nature Weight	Genetic Milk	Screened Size EBV	Days to Calving	CWF (kg)	EMA (sq-cm)	RF Fat (mm)	RF Fat (mm)	RF Fat (%)	IMF (%)	Supermat et	Grass Fed	Grain Fed	EU Index	
SOUTH BUKALONG SHANE B030	+2.5	+2.1	-2.6	+1.8	+2.9	+5.1	+5.6	+4.4	+1.2	+1.4	-2.5	+4.6	+2.6	+2.0	+3.1	-1.1	+1.4	+78	+80	+92	+\$77	
WIRRUNA BENALLA	+2.5	+2.0	-1.8	+2.4	+2.5	+4.0	+5.3	+1.9	+8	+3.2	-1.2	+4.9	+8.3	+1.0	+1.2	+2.6	+1.7	+93	+99	+126	+\$97	
WIRRUNA CALDER C18	+5.6	+3.6	-4.2	+2.8	+3.0	+5.2	+6.8	+5.8	+1.8	+1.3	-1.1	+4.5	+2.7	-0.4	-0.2	+1.2	-0.4	+85	+80	+82	+\$98	
WIRRUNA CALLAN C26	+5.6	+9.5	-3.4	+3.0	+3.4	+6.3	+7.9	+7.5	+1.5	+4.3	-5.4	+6.1	+3.6	+0.3	+0.6	+1.3	-0.8	+109	+111	+107	+\$138	
WIRRUNA COMET C90	+6.4	+2.0	-1.8	+1.2	+2.3	+3.3	+4.7	+3.5	+1.7	+2.8	-2.5	+2.7	+1.2	+1.2	+1.7	-1.1	+2.1	+76	+79	+101	+\$71	
WIRRUNA CASPAR C96	+3.3	+3.9	-2.7	+1.5	+2.9	+3.7	+5.0	+2.8	+1.5	+1.1	-1.8	+3.9	+3.1	+0.5	+0.7	+0.6	+1.0	+77	+78	+92	+\$79	
WIRRUNA CANDIDATE C118	+5.9	+0.6	+0.0	+2.7	+2.3	+4.8	+6.7	+5.9	+1.1	+2.8	-2.1	+4.5	+3.5	+0.4	+0.3	+0.5	+1.2	+89	+89	+108	+\$96	
WIRRUNA CARABOBULA C163	-3.8	-0.3	+0.0	+6.7	+3.9	+5.9	+7.7	+8.1	+5	+2.1	-1.8	+5.1	+3.0	-0.4	-0.8	+1.5	-0.4	+69	+61	+64	+\$85	
WIRRUNA CUTLER C250	+3.7	+0.1	+1.3	+1.5	+2.6	+3.7	+4.7	+3.3	+7	+1.7	+0.0	+3.3	+1.1	+0.6	+0.3	+0.1	+0.4	+64	+66	+72	+\$71	
WIRRUNA CHEVIOT C280	-0.3	-1.2	-3.9	+4.6	+3.5	+5.8	+7.8	+6.7	+9	+2.7	-2.2	+5.4	+4.7	+0.2	+0.4	+1.1	+1.3	+91	+89	+109	+\$99	
WIRRUNA CRAIG C308	+3.2	+0.0	+0.0	+2.5	+2.6	+3.5	+4.6	+2.2	+1.4	+0.9	+0.0	+3.3	+3.3	+0.5	+0.7	+0.9	+0.5	+67	+67	+78	+\$70	
MOUNT DIFFICULT EXACTOR Z126	-4.8	+2.1	+0.6	+5.8	+4.1	+5.6	+8.3	+6.5	+1.4	+2.2	-1.5	+5.4	+2.4	-0.4	-0.8	+1.1	-0.2	+78	+69	+76	+\$89	
<i>Breed Ave. by drop</i>																						
	-0.4	+0.8	+0.0	+4.3	+2.6	+4.2	+6.0	+5.9	+1.2	+1.3	-1.7	+3.6	+2.3	+0.1	+0.1	+0.7	+0.0	+0.0	+62	+56	+62	\$69
Top 20% of breed 90 drop																						
	+2.1	+2.3	-1.0	+8.1	+8.1	+9.0	+7.1	+7.1	+9	+1.0	-2.3	+4.4	+2.0	+0.5	+0.7	+1.1	+0.3	+74	+69	+77	\$83	
Top 5% of breed 100 drop																						
	+3.0	+4.7	-2.4	+1.3	+3.8	+6.7	+8.2	+8.2	+8	+2.4	-3.9	+8.2	+3.0	+0.0	+1.4	+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)





Pen No. 1 (Wirruna Sires)

Birth Date: 12-Aug-09
 Society ID: WNAE34
 Horn/Scurs/Poll: P

- Long & well muscled Sire used over heifers
- Scanned the best of all sale bulls - High ranking for IMF & EMA EBV's
- Low Birthweight sire (30kg) & among the heaviest calves at 200 and 400 days
- High Indexing stud sire for boosting calving ease and carcase attributes

VALMA WALKER
 ┌── SOUTH BUKALONG WALKER 6
 SOUTH BUKALONG CIRCE 73
 Sire: SOUTH BUKALONG WALLACE 2 Y781SBP
 WIRRUNA SHAW
 ┌── SOUTH BUKALONG VICTORIA 152
 SOUTH BUKALONG VICTORIA 109

MSU OPTIMUM Z03 (IMP)
 ┌── HEATHERDALE OPIUM U78 (AI)
 NEILPO MARITANA 29
 Dam: WIRRUNA MIDGE B54
 GLENTREVOR TRAINER T4
 ┌── WIRRUNA MIDGE W36
 WIRRUNA MIDGE S95



2011 WINTER 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
+10.2	+4.7	-5.7	-1.0	+25	+43	+54	+32	+16
44%	36%	76%	74%	70%	70%	72%	65%	55%

FERTILITY		CARCASE						MUSCLE SCORE
Scrotal Size (cm)	Days to Calving	Carc Weight	EMA (sq cm)	Rib Fat (mm)	Rump Fat (mm)	RBV (%)	IMF (%)	
+1.4	-	+50	+4.6	+0.6	+1.0	+1.1	+1.3	C+
78%		60%	52%	56%	60%	54%	55%	

STRUCTURAL ASSESSMENT								Temp.
								23-Jun-11
6	6	6	5	5	5	4	37	2

INDEX VALUE			
Supermarket	Grass Fed	Grain Fed	EU Index
\$94	\$99	\$114	\$99

Homo Poll	Maturity	EYES	
5% PP	Mid		Eye Pigment 100/100
		4	

Purchaser _____

Price _____