



Winter Genetics



POLL HEREFORD BULL SALE
10AM TUESDAY 8TH SEPTEMBER 2026



WELCOME

Welcome to the inaugural Winter Genetics On-Property Bull Sale.

It is a pleasure to welcome you and to share this milestone as we offer 27 Poll Hereford bulls in our first on-property sale.

While Winter Genetics has only been marketing bulls commercially since 2023, the breeding program behind these cattle has been developed over more than 35 years of practical Queensland beef production. The cattle we offer today are the result of generations of selection for fertility, structural soundness, temperament and commercial performance.

Our breeding philosophy is simple: every bull has a job. Our goal is not simply to breed better bulls, but to help our clients build better herds.

We don't breed cattle to chase individual traits or short-term trends. Instead, we focus on producing balanced Poll Hereford bulls that help producers build more productive and profitable herds through fertility, structural integrity, market performance and longevity. Every breeding decision is made with the commercial producer in mind.

We believe a quality herd sire should do far more than produce a good calf crop. He should improve the profitability of a business through marketable progeny, productive replacement females and the ability to remain sound and functional throughout his working life.

We therefore strive to produce bulls that:

- Produce quality turn-off cattle with the growth and carcass performance to meet market specifications.
- Breed fertile, productive replacement females that strengthen the future of the herd.
- Remain structurally sound and durable throughout multiple joining seasons.
- Display quiet temperament for ease of handling.
- Offer balanced, commercially relevant EBV profiles to meet the practical breeding decisions of beef producers.

Every bull in this sale is **above breed average for both the Hereford MSA Index and the Hereford Sustainability Production Index**, reflecting our commitment to balanced genetic improvement while maintaining the practical traits required in all bulls.

As our breeding program continues to evolve, we remain committed to investing in genetics that improve commercial performance without compromising the functionality, fertility and longevity that underpin productive beef enterprises.

Whether you are a returning client or visiting Winter Genetics for the first time, we sincerely appreciate your interest in our breeding program. We encourage you to inspect the bulls, discuss your breeding objectives with us and take the time to identify the bulls best suited to your operation.

Thank you for joining us for our inaugural on-property sale. We hope you enjoy the day, wish you every success with your purchases and look forward to building a long-term relationship with you.

Fleur Winter and Steven Sloss





POLL HEREFORD BULL SALE
USING THE HELMSMAN SYSTEM
27 BULLS

10^{AM} TUESDAY 8TH SEPTEMBER 2026
INSPECTIONS FROM 8^{AM}

ON PROPERTY - 'WESTBANK'
1581 TOOWOOMBA-ATHOL RD, ATHOL QLD



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For Trusted Stud Stock Service

The Elders team combine market leading insight, proven auctioneering expertise and tailored strategic advice to elevate your stud stock performance and maximise results.

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SALE INFORMATION

TIME: The sale will commence at 10am on Tuesday 8 September.

VENUE: 'Westbank', 1581 Toowoomba Athol Road, Athol. Westbank is approximately 18 km west of the Toowoomba CBD and 7.5km from Westbrook. It is located directly on the western bank of the Westbrook Creek. See the map on inside back cover.

REFRESHMENTS: Refreshments will be available on sale day.

INSPECTION: Bulls will be available for inspection from 8:00am on sale day or prior to sale by arrangement with Winter Genetics or the selling agents.

GUARANTEE: All bulls have a BBSE certificate and will be sold as fertile and capable of natural service at the time of sale. In the unlikely event of infertility due to reasons other than injury, disease or misadventure, Winter Genetics will, upon the production of a mutually agreed veterinary certificate, at the purchasers expense and within six months of the date of purchase and return of the bull, issue the purchaser with a credit note equal to the price of the bull in Winter Genetics future sales.

GST: The sale will be conducted on a GST exclusive basis. GST will be added to the sale price.

INTRODUCTIONS REBATE: A rebate of 5% will be paid to all agents who attend the sale with or on behalf of their client(s) and settle within 7 days of date of invoice.

Introductions must be in writing, sent to admin@wintergenetics.com.au at least 12 hours prior to the sale and include the clients name and email address.

INSURANCE: It is the responsibility of the purchaser to insure bulls, there is no vendor insurance.

SALE TYPE: The Winter Genetics sale will be a Helmsman Sale, interfaced live with AuctionsPlus.

A Helmsman Sale is a structured and transparent selling system designed to give buyers time to assess each bull and bid with confidence.

For buyers unfamiliar with the Helmsman system, there is an explanation on the following page and our team will be available on the day to assist with any questions.

GENERAL NOTES ABOUT THE BULLS

All bulls are

- Vaccinated - up to date with BEF (3 Day sickness), Vibriovax, Pestigard, 7 in 1 and Tick Fever Trivalent- a vaccination history will be provided with purchased bulls.
- Individually tested negative as Pestivirus carriers.
- Veterinary Bull Breeding Soundness Evaluated (VBBSE) - certificates are available
- Genomically tested, fully parent verified and free of known genetic diseases
- Ultrasonically scanned for fat depth, eye muscle area and intra-muscular fat at their 600 day weight check on 30/03/26 by David Reid (Accreditation No. 1011)
- Not assisted at birth and have not had their feet trimmed.
- Registered with Herefords Australia - registration can be transferred to new owners on request.

You will see a **Best Suited For** ranking of the bulls in the catalogue. These ratings are designed as a quick guide to help identify the breeding objectives each bull is best suited to achieve. They reflect our assessment of each bull within this sale draft and are intended to complement the EBVs and the **Why Buy** comments. A five-star rating identifies a bull that is among the strongest in the sale for that particular purpose.

Photos and videos of the bulls will be available on our website: www.wintergenetics.com.au, AuctionsPlus and the Herefords Australia Sale Catalogue from mid-August.



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Takes less than 5 minutes!

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HOW THE HELSMAN SALE WORKS

Once the sale begins, **all lots are offered simultaneously** rather than one at a time.

Buyers may bid on any lot and can bid on multiple lots throughout the sale.

There is an initial set sale period. As this period concludes, any further bidding on a lot will trigger timed extensions. The sale remains open while bids continue, and once a set period passes with no further bids, the sale closes on all lots.

A large, easy-to-read Sale Board displaying all lot numbers will be visible throughout the sale.

To place a bid, buyers simply write their bid on a bid card and hand it to one of the sale runners, who immediately update the board.

As bids are received, the Sale Board is updated continuously, allowing buyers to clearly see:

- the current bid on each lot
- whether they are the leading bidder
- when they have been overbid
- which bulls remain within their budget

A sale presenter will also announce bids as they are recorded, helping buyers follow the progress of the sale.

This system gives buyers the opportunity to review bulls during the sale, compare options and make purchasing decisions at their own pace.

For buyers not able to attend, the Winter Genetics sale will also be interfaced live with AuctionsPlus, with the Helmsman system and online bidding operating together in real time.

All AuctionsPlus bids are transferred directly to the on-site Sale Board, and on-site bids are reflected online at the same time.

For buyers intending to bid online, we recommend registering with AuctionsPlus at least 48 hours prior to sale day.

Visit www.auctionsplus.com.au or phone 02 9262 4222 for registration assistance.

WHY A HELSMAN SALE?

We have chosen the Helmsman system because it creates a relaxed and straightforward buying environment while ensuring every buyer has a fair opportunity to secure the bulls best suited to their operation.

BENEFITS FOR BUYERS

More time to assess and bid

Buyers have time to inspect bulls carefully, review data, make considered purchasing decisions and re-examine bulls during the sale if needed.

Reduced pressure

The format is calm and practical, allowing buyers to follow and purchase preferred lots without the pressure of a fast-paced auction ring.

Confidence in your purchase

Buyers can focus on selecting bulls that best suit their breeding objectives, knowing the process is simple, fair and transparent.

Buy within your budget

Because all lots are selling at once, buyers can follow multiple bulls and adjust their focus depending on how bidding progresses.

Whether buying on-site or online, the Helmsman system offers a practical and transparent way to purchase bulls with confidence.

UNDERSTANDING EBVS

Estimated Breeding Values (EBV's) of recorded cattle are the outcome of BREEDPLAN analysis for a range of traits.

EBV's are calculated on an animal's own performance, performance of any known relatives, the heritability of each trait and the relationship between different traits.

EBV's express the difference between an individual animal's genetic merit and the base population to which the animals is compared. In the case of registered Hereford bulls this is all the animals in the Herefords Australia group BREEDPLAN analysis.

The Herefords group BREEDPLAN analysis is conducted monthly, and each animal's EBV's are updated and published. A trait EBV will only be published if the accuracy of the specific trait is greater than 25%. Each trait for an animal can then be compared to the breed average, to see how the individual animal compares with the rest of the breed.

The more trait data that is submitted on an individual animal, the more stable that individual animal's EBV's become, with EBV accuracies above 50% being less likely to vary. Accuracies also become more stable as progeny data is submitted and genetic linkages to the base population become stronger.

EBVS available for registered Hereford Australia animals are:

Calving Ease Traits

- **Calving Ease DIR % (CED)** - Calving Ease Direct estimates genetic differences in the ability of a sire's calves to be born unassisted from two-year-old heifers, reported as differences in the percentage of unassisted calvings. Higher, more positive, Calving Ease DIR EBVs are more favourable.
- **Calving Ease DTRS % (CEM)** - Calving Ease Daughters estimates genetic differences in the ability of a sire's two-year-old daughters to calve without assistance, also reported as differences in the percentage of unassisted calvings. Higher, more positive, Calving Ease DTRS EBVs are more favourable.

Gestation Length (days) (GL) - provides an estimate of genetic differences between animals in gestation length in days. Lower or more negative Gestation Length EBVs are considered to be more favourable.

Birth Wt. (kg) (BWT) - Birth Weight EBVs are estimates of genetic differences between animals in calf birth weight. Small or moderate BWT is more favourable for producing lighter calves at birth reducing the risk of a difficult birth. But, whilst low BWT EBVs are favoured for calving ease, they are also generally associated with lower overall growth potential. As a result, birth weight and growth need to be carefully balanced - something we are very mindful of at Winter Genetics.

Growth Weight EBVs

There are three Growth Weight EBVs

- **200 Day Wt (kg) (200)** - a prediction of the animal's ability to grow to weaning age (200 days)
- **400 Day Wt. (kg) (400)** - a prediction of the animal's ability to grow to yearling age (400 days)
- **600 Day Wt (kg) (600)** - a prediction of the animal's ability to grow to later ages (600 days), for example for heavy steer turnoff.

Mat Cow Wt (kg) (MCW) - Mature Cow Weight estimates the genetic differences between cows in live weight at 5 years of age. Animals with higher, more positive MCW EBVs would be expected to produce progeny with a higher mature weight than animals with lower Mature Cow Weight EBVs. What level of MCW EBV is optimal depends on the objectives of your cow herd.

Milk (kg) (MILK) - Milk provides an estimate of the maternal genetic contribution of a dam to the 200 day weight of her calf. In the case of Bulls Milk EBVS estimates the maternal genetic effect that his daughters will contribute to the 200 day weight of their calves.

Scrotal Size (cm) (SS) - provides an estimate of the genetic differences between animals in scrotal circumference at 400 days of age. Larger, more positive values are more favourable. For example, a bull with a Scrotal Size EBV of +4cm should produce sons with larger testicles at yearling age and daughters that reach puberty earlier than a bull with a Scrotal Size EBV of -1cm.

Days to Calving (days) (DTC) - estimates the genetic differences between animals in the time from the start of the joining period (i.e. when the female is introduced to a bull) until subsequent calving. Variation in days to calving is mainly due to differences in the time taken for females to conceive after the commencement of the joining period. Lower, or more negative, dtc EBVs are more favourable.

Carcase EBVs

- **Carcase Wt (kg) (CWT)** - larger, more positive, Carcase Wt EBVs are generally more favourable. For example, an animal with a Carcase Wt EBV of +40 kg would be expected to produce progeny with heavier carcasses at 650 days of age than an animal with a Carcase Weight EBV of +30 kg.
- **Eye Muscle Area (EMA) (sq cm) (EMA)** - estimates the genetic differences between animals in eye muscle area at 12/13th rib site in a standard weight steer carcase. Larger, more positive, EMA EBVs are generally more favourable. For example, a bull with an EMA EBV of +4.5 cm² would be expected to produce steer progeny with a larger eye muscle area than a bull with an EMA EBV of +1 cm², relative to carcase weight.
- **Rib Fat (mm) (RIB)** - estimates the genetic differences between animals in fat depth at the 12/13th rib site in a standard weight steer carcase.
- **Rump Fat (mm) (P8)** - estimates the genetic differences between animals in fat depth at the P8 rump site in a standard weight steer carcase. Which fat EBVs are more favourable (positive or negative), depends on your goals for the finishing ability of your cattle.
- **Retail Beef Yield (%) (RBY)** - estimates genetic differences between animals in boned out retail beef yield in a standard weight steer carcase. RBY EBVs are reported as differences in percentage (%) yield. Larger, more positive, RBY EBVs are generally more favourable.
- **Intramuscular Fat (%) (IMF)** - estimates genetic differences between animals in intramuscular fat (marbling) at the 12/13 rib site in a standard weight steer carcase. Larger, more positive, IMF EBVs are generally more favourable. For markets where marbling is important (e.g. Meat Standards Australia (MSA), Japanese B2/B3 market, restaurant trade), higher IMF EBVs can increase carcase value.

Docility EBVs (DOC) - estimates the genetic differences between animals in temperament, expressed as differences in the percentage of progeny that will be scored with acceptable temperament. Higher, more positive, DOC EBVs are more favourable.

Herefords Australia Selection indexes.

The selection index value for an animal is effectively an EBV of the animal's profitability in a particular commercial production system. Ranking animals on their selection index sorts them based on their progeny's expected profitability for the targeted production system. Selection indexes are expressed as "net profit per cow mated".

Herefords Australia offers two selection indexes, the Sustainability Production Index and the MSA Production Index. Both take a balanced approach and apply selection pressure to all trait categories that impact on productivity, quality of product and cost of production. They have a focus on sustainable beef production which is achieved through improving the efficiency of the production system, as well as improving eating quality

Sustainability Production Index - Estimates the genetic differences between animals in net profitability per cow joined in a commercial self-replacing Hereford herd targeting the domestic market and with a strong focus on sustainability.

MSA Production Index - Estimates the genetic differences between animals in net profitability per cow joined in a commercial self-replacing herd targeting higher MSA grades in the domestic market.

Winter Genetics submits as much trait data (i.e. birth weight, growth weights, scrotal size, docility, muscle and fat scan data) as possible across the herd to ensure as much stability in our Sale bulls EBV data as possible. Submission of trait data across the herd for many years also assists us with our retention of quality females and breeding decisions to offer genetically superior bulls each year. We use EBVs as one of our tools to assist in producing quality bulls with the EBV profiles needed to perform in commercial herds.



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BIG ENOUGH TO COUNT, *small enough to care*

USING THE EBV CHARTS IN THIS CATALOGUE

In simple terms EBVs are basically a way to predict the performance of a bull's calves. Areas in which BREEDPLAN EBVs can assist you to make a bull selection include growth rate, milk, fertility, calving ease, carcase predictions and docility

EBVs are expressed in everyday units, for example:

- kilograms (kg) for weight.
- centimetres (cm) for scrotal size.
- millimetres (mm) for fat.

The values can be positive (+) or negative (-), depending on whether the value for the bull is under or over the current breed average for all the calves born in his birth year (his birth cohort).

Below is the EBV chart for Lot 11 WINTER VOLT V016 (AI) (S)

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+9.6	+11.0	-4.7	+2.6	+45	+76	+93	+58	+16	+3.1	-6.1	+68	+8.8	+2.4	+2.8	+1.5	+2.5	+38
ACC	65%	54%	78%	81%	80%	79%	81%	74%	72%	81%	44%	68%	63%	64%	66%	55%	67%	48%
PER	35	20	6	35	7	8	30	70	70	20	15	20	1	4	15	25	2	20
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

SELECTION INDEX (\$) VALUES PER AVG			
SUSTAINABILITY PROD	+\$240	1	+\$152
MSA PROD	+\$250	1	+\$141

You will see four lines of data

1. **EBV** – the bulls individual EBV figures
2. **Accuracy** - The “accuracy” figure produced with each EBV provides an indication of the amount of information that has been used in the calculation of that EBV. The higher the accuracy, the more likely the EBV is to predict the animal's true breeding value and the lower the likelihood of change in the animal's EBVs
3. **Percentile** – this is the Percentile Band where the bull sits for that EBV compared to his birth year
4. **Breed Average EBVs** – the average EBV for all the Hereford group Breedplan animals analysed in the bull's birth year.
5. **Selection Indexes** – including the percentile bands and the breed average for each index.

So How to Read the Table? Let's just look at a few traits

- **Birth Weight (BWT)** - Winter Volts birthweight EBV is +2.7, the accuracy is 81%, the percentile is top 35% and the breed average EBV is +3.6. This tells us that Winter Volt should contribute to his calves being lighter a birth than the average of his cohort and is in the top 35% of his cohort, so 15% better than average, and the BW EBV at 81% accuracy should be a good predictor of his potential calves birth weights as lower than average.
- **Eye Muscle Area (EMA)** - Winter Volts EMA EBV is +8.8, the accuracy is 63%, the percentile is top 1% and the breed average EBV is +4.5. This tells us that Winter Volt should contribute to his calves having a much larger EMA than the average of his cohort. He is in fact top 1% for this trait, so 49% better than the average, and the EMA EBV at 61% accuracy should be a good predictor of his potential calves EMA – meaning he should produce calves with good muscling.
- **MSA Production Index (\$)** - Winter Volt has an MSA Index value of +\$241 which is \$88 higher than the breed average of +\$153. This indicates that on average his progeny should deliver \$44 (½ of his index value as he only contributes ½ of a calf's genetics) net profit more than a bull at the breed average MSA Index.

Please note: In using EBVs it is always important to remember that bulls only contribute ½ of their calves' genetic makeup – the other half of course comes from their mothers. If you need any assistance in interpreting or using the EBV figures we are more than happy to assist.

We have been using EBVs as part of our stud selection and retention process since Winter Genetics was founded 35 years ago. They are a tool that has enabled us to continually improve our genetics and offer bulls that have the genetic merit to deliver into the herds they enter.

EBV SUMMARY

LOT	IDENTIFICATION	CED	CEM	GL	BWT	200	400	600
1	WINTER VALHALLA V043 (AI) (ET) (S)	+17.6	+14.4	-1.0	+2.0	+34	+68	+94
2	WINTER VANCE V032 (AI) (ET) (PP)	+16.8	+10.0	-3.7	+1.8	+35	+66	+87
3	WINTER VANADIUM V071 (AI) (PP)	+15.5	+12.0	-3.8	+2.0	+38	+64	+83
4	WINTER VIBE V066 (PP)	+6.3	+13.8	-0.8	+4.4	+37	+67	+89
5	WINTER VULCAN V038 (AI) (PP)	+9.6	+11.2	-1.5	+4.5	+43	+78	+118
6	WINTER VOGUE V009 (AI) (ET) (PP)	+13.7	+14.1	-1.7	+2.3	+39	+63	+83
7	WINTER VOLCANO V036 (AI) (ET) (P)	+18.1	+13.9	-3.0	+1.7	+32	+57	+77
8	WINTER VERMILLION V035 (PP)	+22.8	+15.6	-3.8	+0.3	+37	+67	+86
9	WINTER VANGUARD V002 (AI) (ET) (P)	+16.0	+11.6	-1.9	+2.6	+36	+63	+84
10	WINTER VITALIS V068 (PP)	+10.6	+12.3	-1.7	+3.5	+35	+67	+91
11	WINTER VOLT V016 (AI) (S)	+9.6	+11.0	-4.7	+2.6	+45	+76	+93
12	WINTER VALENTINO V037 (PP)	+4.0	-0.3	-3.3	+3.1	+45	+76	+101
13	WINTER VIRTUOSO V087 (AI) (PP)	-0.1	+5.5	-3.5	+4.1	+46	+74	+100
14	WINTER VAVOOM V076 (PP)	+5.7	+9.7	-3.4	+3.8	+37	+67	+86
15	WINTER VICEROY V075 (AI) (PP)	+12.3	+10.0	-3.0	+4.8	+40	+59	+86
16	WINTER VINDICATOR V008 (AI) (ET) (PP)	+9.8	+12.2	-1.9	+3.3	+41	+63	+81
17	WINTER VALOR V074 (AI) (S)	+22.4	+13.5	-0.5	+0.1	+23	+34	+45
18	WINTER VIKING V012 (AI) (PP)	+5.6	+11.1	-1.8	+4.0	+38	+67	+88
19	WINTER VALIANT V003 (PP)	+5.4	+2.2	-2.8	+2.3	+39	+55	+70
20	WINTER VALIANCE V031 (AI) (ET) (PP)	+7.6	+6.3	-1.9	+2.3	+31	+54	+71
21	WINTER VIRTUE V015 (PP)	+19.7	+16.5	-3.0	-1.1	+31	+54	+66
22	WINTER VOLT V033 (PP)	+15.5	+14.5	-4.6	+3.1	+38	+66	+86
23	WINTER VALKYRIE V077 (PP)	+22.5	+18.3	-6.7	+0.2	+34	+62	+75
24	WINTER VALEN V045 (AI) (ET) (PP)	+15.0	+12.8	-3.8	+2.5	+38	+72	+97
25	WINTER VAIL V029 (AI) (PP)	+10.3	+12.7	-3.5	+2.6	+37	+62	+93
26	WINTER VICTORY V065 (P)	+3.6	+2.0	-3.8	+5.0	+42	+79	+112
27	WINTER VOLVO V034 (AI) (P)	-9.9	+7.2	-0.6	+4.0	+40	+78	+110
Average for Winter Genetics Sale Bulls		+11.3	+10.9	-2.8	+2.7	+37	+65	+87
HAL Breed Avg. EBVs for 2024 Born Calves		+4.7	+5.3	-1.1	+3.6	+35	+60	+83

Top 5%
Top 10%
Top 20%
Top 30%

MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBV	IMF	DOC	NFI-F	Sustain	MSA
+46	+25	+3.8	-7.2	+65	+6.0	+1.9	+1.7	+0.7	+2.0	+13	+0.1	+\$241	+\$228
+64	+13	+3.2	-4.5	+67	+5.1	+1.2	+1.0	+0.4	+1.7	+3	+0.1	+\$200	+\$195
+63	+14	+1.6	-5.5	+70	+6.4	+3.0	+4.1	+0.2	+1.7	+18	+0.3	+\$203	+\$212
+80	+14	+3.2	-7.8	+60	+4.4	+1.1	+1.4	+0.9	-0.1	+26	+0.2	+\$183	+\$169
+104	+25	+3.5	-7.1	+85	+7.6	+1.2	+1.8	+0.9	+2.3	+35	-0.1	+\$228	+\$210
+48	+19	+4.5	-7.9	+57	+7.2	+1.4	+1.6	+2.0	+1.4	+25	+0.2	+\$229	+\$232
+55	+21	+3.5	-5.7	+55	+4.6	+0.7	+0.1	+0.7	+1.2	+22	+0.1	+\$181	+\$169
+57	+15	+3.6	-2.1	+63	+5.8	+1.3	+2.2	+0.7	+0.8	-4	+0.3	+\$196	+\$201
+52	+17	+5.8	-8.4	+56	+6.0	+1.3	+1.3	+1.2	+1.6	+16	+0.2	+\$221	+\$218
+80	+10	+2.8	-10.2	+76	+9.1	+2.0	+2.7	+1.9	+1.9	+15	+0.3	+\$235	+\$241
+58	+16	+3.1	-6.1	+68	+8.8	+2.4	+2.8	+1.5	+2.5	+38	-0.1	+\$240	+\$250
+71	+23	+4.1	-4.9	+75	+3.1	+1.0	+1.3	+0.3	+1.6	+30	+0.4	+\$189	+\$176
+88	+23	+3.6	-3.0	+74	+4.0	+0.8	+0.9	+0.9	+0.9	+38	+0.2	+\$158	+\$144
+72	+23	+2.2	-5.0	+67	+8.2	+1.8	+2.7	+0.8	+1.7	+9	+0.0	+\$176	+\$171
+66	+17	+3.0	-5.1	+57	+4.1	+1.9	+2.6	-0.2	+1.0	+20	+0.2	+\$180	+\$169
+46	+9	+3.5	-6.7	+58	+4.9	+1.7	+1.6	+1.5	+0.7	+16	+0.2	+\$218	+\$222
+30	+11	+2.5	-5.1	+33	+4.8	+1.6	+2.3	+0.2	+2.3	+44	-0.1	+\$154	+\$172
+77	+11	+2.3	-4.1	+65	+4.9	+0.6	+0.8	+1.4	+1.1	+46	+0.4	+\$183	+\$179
+51	+19	+1.4	-5.4	+57	+4.7	+1.1	+1.1	+0.6	+1.6	+43	+0.1	+\$155	+\$154
+41	+18	+4.7	-7.7	+47	+6.4	+2.0	+2.6	+0.1	+1.9	+16	+0.2	+\$186	+\$187
+35	+24	+2.5	-7.0	+64	+5.3	+0.8	+0.8	+1.7	+0.9	+22	+0.2	+\$194	+\$195
+65	+19	+3.1	-7.9	+67	+7.0	+1.4	+2.2	+1.2	+1.3	+38	+0.1	+\$212	+\$209
+46	+19	+4.7	-8.2	+57	+4.5	+0.6	+1.0	-0.3	+2.5	+19	+0.1	+\$209	+\$209
+67	+22	+2.8	-4.1	+66	+5.0	+0.5	+0.3	+0.7	+1.5	+22	+0.1	+\$209	+\$194
+98	+23	+2.4	-4.6	+68	+5.8	+0.0	+0.6	+1.0	+0.9	+41	+0.0	+\$162	+\$145
+106	+24	+4.0	-6.2	+74	+4.7	-0.3	-0.5	+1.3	+1.6	+19	+0.1	+\$185	+\$158
+107	+14	+3.7	-5.1	+73	+6.1	+1.1	+0.0	+1.1	+2.2	+39	+0.2	+\$170	+\$155
+66	+18	+3.3	-6.0	+64	+5.7	+1.3	+1.5	+0.9	+1.5	+25	+0.1	+\$196	+\$191
+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+29	+0.0	+\$153	+\$141

1 WINTER VALHALLA V043 (AI) (ET) (S)

IDENT: WWWV043

DOB: 04/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A genuine all-round sire combining outstanding calving ease, fertility, maternal performance and excellent carcass merit. Strong EMA, IMF and commercial indexes make him an outstanding choice for producers wanting profitable feeder cattle together with productive, long-lasting replacement females.

WHY BUY

Complete Package. Profitable beef production depends on far more than growth alone. Fertility, structural soundness and productive females are what keep businesses profitable over the long term. Lot 1 offers that complete package and delivers the muscle and marbling required by today's markets.

SHF YORK 19H Y02 (P)

S: CHURCHILL BROADWAY 858F (IMP USA) (PP)

CHURCHILL LADY 640D (P)

MOUNT DIFFICULT HEPBURN H114 (TW) (PP)

D: WINTER TWILIGHT L033 (P) (P)

WINTER TWILIGHT H032 (H)

BEST SUITED FOR

REPLACEMENT FEMALES ★★★★★☆

HEIFER JOININGS ★★★★★☆

GROWTH & WEIGHT GAIN ★★★★★☆

CARCASS PERFORMANCE ★★★★★☆

ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															1	+\$152
MSA PROD															2	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+17.6	+14.4	-1.0	+2.0	+34	+68	+94	+46	+25	+3.8	-7.2	+65	+6.0	+1.9	+1.7	+0.7	+2.0	+13
ACC	60%	48%	77%	81%	79%	79%	80%	72%	71%	80%	39%	67%	62%	63%	65%	53%	66%	49%
PER	8	6	50	25	55	25	25	85	10	6	4	25	20	15	40	60	7	91
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

2 WINTER VANCE V032 (AI) (ET) (PP)

IDENT: WWWV032

DOB: 07/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A balanced, practical sire combining excellent calving ease, fertility and carcass quality. His dependable commercial profile makes him an excellent choice for producers seeking consistent, profitable herd improvement.

WHY BUY

Reliable Herd Improver. The greatest strength of this bull is consistency. Rather than chasing one elite trait, he offers steady improvement across the characteristics that influence profitability year after year.

SHF YORK 19H Y02 (P)

S: CHURCHILL BROADWAY 858F (IMP USA) (PP)

CHURCHILL LADY 640D (P)

MOUNT DIFFICULT HEPBURN H114 (TW) (PP)

D: WINTER TWILIGHT L033 (P) (P)

WINTER TWILIGHT H032 (H)

BEST SUITED FOR

REPLACEMENT FEMALES ★★★★★☆

HEIFER JOININGS ★★★★★☆

GROWTH & WEIGHT GAIN ★★★★★☆

CARCASS PERFORMANCE ★★★★★☆

ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															15	+\$152
MSA PROD															15	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+16.8	+10.0	-3.7	+1.8	+35	+66	+87	+64	+13	+3.2	-4.5	+67	+5.1	+1.2	+1.0	+0.4	+1.7	+3
ACC	61%	49%	77%	81%	80%	79%	81%	73%	72%	80%	40%	68%	63%	64%	66%	53%	67%	49%
PER	10	25	15	25	50	30	40	60	85	20	35	20	35	35	60	75	15	98
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

3 WINTER VANADIUM V071 (AI) (PP)

IDENT: WWWV071

DOB: 21/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A standout bull combining exceptional muscle expression with outstanding EMA, IMF and calving ease. An ideal choice for producers wanting premium carcase performance while maintaining commercially relevant fertility and functionality.

WHY BUY

Carcase Specialist. Every extra kilogram of saleable beef and every improvement in eating quality has the potential to increase returns. Lot 3 provides both without creating management problems in the breeding program.

- KOANUI TECHNO 3062 (IMP NZL) (PP)
- S: WIRRUNA QUAMBONE Q135 (AI) (PP)
- WIRRUNA LAST DAY H364 (P)
- MOUNT DIFFICULT HEPBURN H114 (TW) (PP)
- D: WINTER MELLOW P012 (H)
- WINTER MELLOW HP H024 (H)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★
- HEIFER JOININGS ★★★★★
- GROWTH & WEIGHT GAIN ★★★★★
- CARCASE PERFORMANCE ★★★★★
- ALL-ROUND HERD BULL ★★★★★

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															10	+\$152
MSA PROD															6	+\$141

TRAITS ANALYSED: GL,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+15.5	+12.0	-3.8	+2.0	+38	+64	+83	+63	+14	+1.6	-5.5	+70	+6.4	+3.0	+4.1	+0.2	+1.7	+18
ACC	61%	52%	78%	81%	80%	79%	80%	73%	72%	80%	47%	66%	61%	62%	66%	53%	66%	54%
PER	15	15	10	25	35	35	50	60	80	80	20	15	15	1	2	80	15	85
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

4 WINTER VIBE V066 (PP)

IDENT: WWWV066

DOB: 23/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A powerful performance sire combining strong post-weaning growth with excellent fertility. Well suited to commercial producers wanting heavier sale cattle while maintaining productive breeding females and long-term herd profitability

WHY BUY

Growth Builder. Additional kilograms are most profitable when the breeding herd remains productive. Lot 4 combines strong growth with excellent fertility, helping achieve both objectives simultaneously.

- NJW 79Z Z311 ENDURE 173D (IMP USA) (ET) (PP)
- S: VP ENDURE Q033 (AI) (PP)
- VP BORONIA M001 (P)
- WIRRUNA PAGE P070 (AI) (PP)
- D: WINTER CLOTILDA S043 (P)
- WINTER CLOTILDA M008 (P) (P)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★
- HEIFER JOININGS ★★★★★
- GROWTH & WEIGHT GAIN ★★★★★
- CARCASE PERFORMANCE ★★★★★
- ALL-ROUND HERD BULL ★★★★★

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															25	+\$152
MSA PROD															30	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+6.3	+13.8	-0.8	+4.4	+37	+67	+89	+80	+14	+3.2	-7.8	+60	+4.4	+1.1	+1.4	+0.9	-0.1	+26
ACC	60%	49%	76%	80%	79%	78%	80%	72%	71%	80%	44%	64%	58%	59%	63%	50%	63%	44%
PER	50	8	55	65	40	25	35	30	80	20	2	40	50	40	50	50	93	65
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

5 WINTER VULCAN V038 (AI) (PP)

IDENT: WWWV038

DOB: 17/07/2024

SIRE: VERIFIED, DAM: VERIFIED

One of the genuine performance bulls in the draft, combining exceptional growth, outstanding carcass weight and excellent fertility. An ideal sire for commercial producers wanting heavier, higher-value progeny while maintaining productive replacement females and whole-herd profitability

WHY BUY

Kilogram Bull. Lot 5 offers a well balanced solution to increasing sale weights while maintaining the fertility that underpin long-term profitability.

- LIMEHILLS STARTER 160062 (IMP NZL) (PP)
- S: WIRRUNA SHEA S222 (AI) (PP)
- WIRRUNA MADAM P336 (P)
- MOUNT DIFFICULT HEPBURN H114 (TW) (PP)
- D: WINTER CLOTILDA M015 (P) (P)
- WINTER MELLOW HP H024 (H)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★
- HEIFER JOININGS ★☆☆☆☆
- GROWTH & WEIGHT GAIN ★★★★★
- CARCASS PERFORMANCE ★★★★★
- ALL-ROUND HERD BULL ★★★★★

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															3	+\$152
MSA PROD															6	+\$141

TRAITS ANALYSED: GL,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+9.6	+11.2	-1.5	+4.5	+43	+78	+118	+104	+25	+3.5	-7.1	+85	+7.6	+1.2	+1.8	+0.9	+2.3	+35
ACC	59%	48%	76%	80%	79%	78%	79%	71%	69%	79%	43%	63%	56%	58%	62%	50%	62%	48%
PER	35	20	40	65	15	6	3	5	10	10	4	2	4	35	35	50	3	25
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

6 WINTER VOGUE V009 (AI) (ET) (PP)

IDENT: WWWV009

DOB: 01/07/2024

SIRE: VERIFIED, DAM: VERIFIED

An exceptionally thick, easy-fleshing sire combining outstanding muscle expression with excellent fertility and maternal strength. His balanced commercial profile makes him an outstanding option for producers seeking both premium sale cattle and productive replacement females

WHY BUY

Muscle & Maternal Bull. Many bulls excel either as terminal sires or maternal sires. Lot 6 bridges that gap. He gives producers the opportunity to improve sale cattle without sacrificing the long-term productivity of the breeding herd.

- R LEADER 6964 (IMP USA) (PP)
- S: BOYD 31Z BLUEPRINT 6153 (IMP USA) (PP)
- NJW 91H 100W RITA 31Z ET (P)
- MOUNT DIFFICULT HEPBURN H114 (TW) (PP)
- D: WINTER MARANDA P009 (P)
- WINTER MARINDA J031 (HP) (H)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★
- HEIFER JOININGS ★★★★★
- GROWTH & WEIGHT GAIN ★★★★★
- CARCASS PERFORMANCE ★★★★★
- ALL-ROUND HERD BULL ★★★★★

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															2	+\$152
MSA PROD															2	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+13.7	+14.1	-1.7	+2.3	+39	+63	+83	+48	+19	+4.5	-7.9	+57	+7.2	+1.4	+1.6	+2.0	+1.4	+25
ACC	59%	49%	76%	80%	79%	78%	79%	70%	69%	79%	44%	64%	58%	60%	63%	51%	63%	48%
PER	20	7	40	30	30	40	50	85	45	2	2	50	6	25	40	8	25	65
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

7 WINTER VOLCANO V036 (AI) (ET) (P)

IDENT: WWWV036

DOB: 03/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A strong female-building sire combining outstanding calving ease with excellent fertility and maternal performance. An outstanding option for producers wanting productive replacement females together with profitable sale progeny.

WHY BUY

Female Maker. Every extra calf weaned begins with uncomplicated calving and cows that get back in calf quickly. Lot 7 offers the genetics to improve both.

- SHF YORK 19H Y02 (P)
- S: CHURCHILL BROADWAY 858F (IMP USA) (PP)
- CHURCHILL LADY 640D (P)
- MOUNT DIFFICULT HEPBURN H114 (TW) (PP)
- D: WINTER TWILIGHT L033 (P) (P)
- WINTER TWILIGHT H032 (H)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★☆
- HEIFER JOININGS ★★★★★☆
- GROWTH & WEIGHT GAIN ★★★★★☆
- CARCASE PERFORMANCE ★★★★★☆
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															25	+\$152
MSA PROD															30	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+18.1	+13.9	-3.0	+1.7	+32	+57	+77	+55	+21	+3.5	-5.7	+55	+4.6	+0.7	+0.1	+0.7	+1.2	+22
ACC	62%	49%	78%	81%	80%	80%	81%	74%	72%	81%	41%	69%	64%	65%	67%	54%	68%	49%
PER	7	8	20	25	70	60	65	75	30	10	15	55	45	60	85	60	35	75
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

8 WINTER VERMILLION V035 (PP)

IDENT: WWWV035

DOB: 20/07/2024

SIRE: VERIFIED, DAM: VERIFIED

This bull combines elite calving ease with post-weaning growth and excellent muscle. A true heifer bull capable of producing easily born calves that continue to perform through to market.

WHY BUY

Heifer Bull. Reducing calving difficulty, improves calf survival and allows heifers to rejoin sooner. Lot 8 achieves all of that while still producing commercially competitive cattle that continue performing after weaning.

- CHURCHILL KICKSTART 501C (IMP USA) (AI) (ET) (P)
- S: INJEMIRA KICKSTART P093 (AI) (PP)
- INJEMIRA LIONESS L221 (P)
- ELITE G031 K113 (AI) (PP)
- D: WINTER MELLOW N020 (P) (P)
- WINTER MELLOW HP H024 (H)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★☆
- HEIFER JOININGS ★★★★★☆
- GROWTH & WEIGHT GAIN ★★★★★☆
- CARCASE PERFORMANCE ★★★★★☆
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															15	+\$152
MSA PROD															10	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+22.8	+15.6	-3.8	+0.3	+37	+67	+86	+57	+15	+3.6	-2.1	+63	+5.8	+1.3	+2.2	+0.7	+0.8	-4
ACC	60%	48%	76%	80%	78%	78%	79%	69%	69%	79%	38%	63%	58%	59%	63%	51%	62%	41%
PER	1	4	10	8	40	25	45	70	75	9	80	30	25	30	25	60	55	99
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

9 WINTER VANGUARD V002 (AI) (ET) (P)

IDENT: WWWV002

DOB: 03/07/2024

SIRE: VERIFIED, DAM: VERIFIED

The heaviest bull at the 600-day weigh, this impressive sire combines strong calving ease with exceptional growth and fertility. An outstanding bull for producers wanting easily born calves that continue to grow into profitable, high-value cattle.

WHY BUY

Heifer Bull. Few bulls offer genuine heifer suitability together with post-weaning growth. That combination creates great flexibility within breeding systems.

- R LEADER 6964 (IMP USA) (PP)
- S: BOYD 31Z BLUEPRINT 6153 (IMP USA) (PP)
- NJW 91H 100W RITA 31Z ET (P)
- MOUNT DIFFICULT HEPBURN H114 (TW) (PP)
- D: WINTER MARANDA P009 (P)
- WINTER MARINDA J031 (HP) (H)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★☆
- HEIFER JOININGS ★★★★★☆
- GROWTH & WEIGHT GAIN ★★★★★☆
- CARCASE PERFORMANCE ★★★★★☆
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES			PER	AVG
SUSTAINABILITY PROD			4	+\$152
MSA PROD			+\$218	4 +\$141

TRAITS ANALYSED: BWT,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+16.0	+11.6	-1.9	+2.6	+36	+63	+84	+52	+17	+5.8	-8.4	+56	+6.0	+1.3	+1.3	+1.2	+1.6	+16
ACC	59%	49%	76%	80%	79%	78%	79%	70%	69%	79%	44%	64%	58%	60%	63%	51%	62%	48%
PER	15	20	35	35	45	40	50	80	60	1	1	50	20	30	50	35	20	90
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

10 WINTER VITALIS V068 (PP)

IDENT: WWWV068

DOB: 14/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A standout bull with elite EMA, outstanding IMF and exceptional commercial indexes. Combining premium carcase genetics with excellent fertility and growth, he represents one of the strongest commercial opportunities in the sale.

WHY BUY

Carcase King. Premium markets reward cattle that combine yield and eating quality. Lot 10 has the genetics to improve both while maintaining the fertility needed for long-term commercial profitability.

- NJW 79Z Z311 ENDURE 173D (IMP USA) (ET) (PP)
- S: VP ENDURE Q033 (AI) (PP)
- VP BORONIA M001 (P)
- MOUNT DIFFICULT QUAYER Q032 (AI) (P)
- D: WINTER CLOTILDA S011 (P)
- WINTER CLOTILDA P016 (P)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★☆
- HEIFER JOININGS ★★★★★☆
- GROWTH & WEIGHT GAIN ★★★★★☆
- CARCASE PERFORMANCE ★★★★★☆
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES			PER	AVG
SUSTAINABILITY PROD			2	+\$152
MSA PROD			+\$241	1 +\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+10.6	+12.3	-1.7	+3.5	+35	+67	+91	+80	+10	+2.8	-10.2	+76	+9.1	+2.0	+2.7	+1.9	+1.9	+15
ACC	59%	49%	75%	80%	79%	78%	79%	71%	70%	79%	43%	64%	58%	59%	63%	48%	63%	42%
PER	30	15	40	50	50	25	35	30	95	30	1	6	1	9	15	10	8	90
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

11 WINTER VOLT V016 (AI) (S)

IDENT: WWWV016

DOB: 28/06/2024

SIRE: VERIFIED, DAM: VERIFIED

A genuine all-round commercial sire combining excellent fertility, strong growth and outstanding carcase performance. His balanced EBV profile and practical phenotype make him an ideal choice for producers seeking long-term herd improvement. Joined to Winter Genetics heifers in the 2025 season.

WHY BUY

All-Rounder. Profitability is built on consistency. Lot 11 offers balanced improvement across the major profit drivers without chasing extremes, giving producers confidence that every calf crop will move the herd forward.

- KCF BENNETT STRATEGY Z303 ET (P)
- S: TH MASTERPLAN 183F (IMP USA) (PP)
- TH 512X 145Y DOMINETTE 57B (P)
- WIRRUNA PAGE P070 (AI) (PP)
- D: WINTER HILARITY S027 (P)
- WINTER HILERITYK032 (P)

BEST SUITED FOR

- REPLACEMENT FEMALES ★★★★★☆
- HEIFER JOININGS ★★★★★☆
- GROWTH & WEIGHT GAIN ★★★★★★
- CARCASE PERFORMANCE ★★★★★★
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															1	+\$152
MSA PROD															1	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+9.6	+11.0	-4.7	+2.6	+45	+76	+93	+58	+16	+3.1	-6.1	+68	+8.8	+2.4	+2.8	+1.5	+2.5	+38
ACC	65%	54%	78%	81%	80%	79%	81%	74%	72%	81%	44%	68%	63%	64%	66%	55%	67%	48%
PER	35	20	6	35	7	8	30	70	70	20	15	20	1	4	15	25	2	20
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

12 WINTER VALENTINO V037 (PP)

IDENT: WWWV037

DOB: 18/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A powerful performance sire combining exceptional post-weaning growth with excellent fertility and strong carcase performance. An outstanding option for producers seeking heavier, higher-value sale cattle.

WHY BUY

Weight-for-Age Bull. Every additional kilogram produced becomes more valuable when it is backed by fertility and structural soundness. Lot 12 combines both, making him a practical performance bull rather than simply a growth specialist.

- WIRRUNA QANTAS Q036 (AI) (PP)
- S: WIRRUNA SAUL S019 (AI) (PP)
- WIRRUNA GOLDEN VANITY Q102 (AI) (P)
- TOBRUK LENNOX (ET) (PP)
- D: TOBRUK LAVENDAR R5 (AI) (ET) (PP)
- WIRRUNA LAST DAY D26 (AI) (P)

BEST SUITED FOR

- REPLACEMENT FEMALES ★★★★★★
- HEIFER JOININGS ★★★★★☆
- GROWTH & WEIGHT GAIN ★★★★★★
- CARCASE PERFORMANCE ★★★★★★
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															20	+\$152
MSA PROD															25	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+4.0	-0.3	-3.3	+3.1	+45	+76	+101	+71	+23	+4.1	-4.9	+75	+3.1	+1.0	+1.3	+0.3	+1.6	+30
ACC	65%	56%	78%	82%	81%	80%	81%	75%	72%	81%	51%	68%	63%	64%	68%	55%	68%	53%
PER	60	85	15	45	7	8	15	45	20	3	30	7	80	45	50	80	20	45
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

13 WINTER VIRTUOSO V087 (AI) (PP)

IDENT: WWWV087

DOB: 15/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A structurally correct, quiet-tempered bull combining excellent growth with dependable commercial performance. His balanced breeding profile makes him an outstanding long-term investment for producers seeking practical, profitable herd improvement.

WHY BUY

Quiet Achiever. Predictability. Lot 13 offers balanced, repeatable performance with the temperament and structural soundness required to remain an effective working bull for many seasons.

- WIRRUNA QANTAS Q036 (AI) (PP)
- S: WIRRUNA SAUL S019 (AI) (PP)
- WIRRUNA GOLDEN VANITY Q102 (AI) (P)
- TALBALBA ANZAC L058 (AI) (P)
- D: WINTER LADY P025 (P)
- WINTER LADY K035 (P)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★☆
- HEIFER JOININGS ★☆☆☆☆☆
- GROWTH & WEIGHT GAIN ★★★★★★
- CARCASE PERFORMANCE ★★★★★☆
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															45	+\$152
MSA PROD															+\$144	50 +\$141

TRAITS ANALYSED: GL,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	-0.1	+5.5	-3.5	+4.1	+46	+74	+100	+88	+23	+3.6	-3.0	+74	+4.0	+0.8	+0.9	+0.9	+0.9	+38
ACC	60%	49%	76%	80%	79%	78%	79%	72%	69%	79%	44%	64%	58%	59%	63%	50%	63%	47%
PER	75	55	15	60	6	10	15	20	20	9	65	8	60	55	65	50	50	20
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

14 WINTER VAVOOM V076 (PP)

IDENT: WWWV076

DOB: 18/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A long-bodied, athletic sire with the constitution and structure to thrive under extensive commercial conditions. Combining strong growth, fertility and muscling, he is an outstanding option for producers requiring reliable working bulls.

WHY BUY

Big Paddock Bull. Bulls earn their keep by working. Lot 14 possesses the structure, mobility and balanced genetic profile needed to perform under extensive conditions.

- WIRRUNA PAGE P070 (AI) (PP)
- S: WINTER STANLEY S017 (PP)
- WINTER TWILIGHT L033 (P) (P)
- WIRRUNA LARKIN L105 (ET) (P)
- D: WINTER HILARITY P021 (TW) (P)
- WINTER HILERITYK032 (P)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★☆
- HEIFER JOININGS ★★☆☆☆☆
- GROWTH & WEIGHT GAIN ★★★★★★
- CARCASE PERFORMANCE ★★★★★★
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES															PER	AVG
SUSTAINABILITY PROD															30	+\$152
MSA PROD															+\$171	30 +\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+5.7	+9.7	-3.4	+3.8	+37	+67	+86	+72	+23	+2.2	-5.0	+67	+8.2	+1.8	+2.7	+0.8	+1.7	+9
ACC	56%	45%	73%	79%	78%	77%	78%	69%	68%	78%	39%	61%	55%	56%	60%	47%	60%	44%
PER	50	30	15	55	40	25	45	45	20	55	30	20	2	15	15	55	15	95
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

15 WINTER VICEROY V075 (AI) (PP)

IDENT: WWWV075

DOB: 15/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A versatile bull combining excellent calving ease, fertility and balanced growth in one practical package. Equally at home in mixed-age breeding herds, he offers producers dependable performance with the flexibility to suit a wide range of commercial operations.

WHY BUY

Versatile Operator. Some bulls fit one joining group. Lot 15 fits almost all of them. That versatility provides confidence, particularly for producers wanting one sire capable of delivering reliable results across a range of breeding females.

- CHURCHILL KICKSTART 501C (IMP USA) (AI) (ET) (P)
- S: INJEMIRA KICKSTART P093 (AI) (PP)
- INJEMIRA LIONESS L221 (P)
- ELITE 4110 F88 (AI) (S)
- D: WINTER SATISFACTION K052 (P)
- WINTER SATISFACTION E040 (H)

BEST SUITED FOR

- REPLACEMENT FEMALES ★★☆☆☆
- HEIFER JOININGS ★★☆☆☆
- GROWTH & WEIGHT GAIN ★★★★★
- CARCASE PERFORMANCE ★★☆☆☆
- ALL-ROUND HERD BULL ★★☆☆☆

SELECTION INDEX (\$) VALUES													PER	AVG
SUSTAINABILITY PROD													25	+\$152
MSA PROD													30	+\$141

TRAITS ANALYSED: GL,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+12.3	+10.0	-3.0	+4.8	+40	+59	+86	+66	+17	+3.0	-5.1	+57	+4.1	+1.9	+2.6	-0.2	+1.0	+20
ACC	60%	49%	77%	80%	79%	78%	79%	70%	70%	79%	39%	64%	58%	59%	63%	52%	62%	42%
PER	25	25	20	70	25	55	45	55	60	25	25	50	60	15	15	91	45	80
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

16 WINTER VINDICATOR V008 (AI) (ET) (PP)

IDENT: WWWV008

DOB: 01/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A genuine calving-ease specialist combining outstanding birth traits with excellent fertility and commercially relevant growth. An ideal sire for maiden heifers without compromising future sale weights or replacement female quality.

WHY BUY

Calving ease. Every difficult calving reduces profitability. Lot 16 helps reduce that risk while still producing calves capable of growing into valuable feeder cattle.

- R LEADER 6964 (IMP USA) (PP)
- S: BOYD 31Z BLUEPRINT 6153 (IMP USA) (PP)
- NJW 91H 100W RITA 31Z ET (P)
- MOUNT DIFFICULT HEPBURN H114 (TW) (PP)
- D: WINTER MARANDA P009 (P)
- WINTER MARINDA J031 (HP) (H)

BEST SUITED FOR

- REPLACEMENT FEMALES ★★☆☆☆
- HEIFER JOININGS ★★★★★
- GROWTH & WEIGHT GAIN ★★★★★
- CARCASE PERFORMANCE ★★☆☆☆
- ALL-ROUND HERD BULL ★★★★★

SELECTION INDEX (\$) VALUES													PER	AVG
SUSTAINABILITY PROD													5	+\$152
MSA PROD													3	+\$141

TRAITS ANALYSED: BWT,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+9.8	+12.2	-1.9	+3.3	+41	+63	+81	+46	+9	+3.5	-6.7	+58	+4.9	+1.7	+1.6	+1.5	+0.7	+16
ACC	60%	49%	77%	81%	79%	78%	80%	71%	69%	79%	44%	65%	59%	60%	64%	51%	63%	48%
PER	35	15	35	45	20	40	55	85	97	10	6	45	40	20	40	25	60	90
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

17 WINTER VALOR V074 (AI) (S)

IDENT: WWWV074

DOB: 20/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A stylish, quiet-tempered sire combining outstanding calving ease with excellent IMF. Bred to leave productive daughters while producing premium quality progeny, he represents reliable breeding value.

WHY BUY

Female Maker. Breeding programs are more profitable when replacement females remain productive and sale cattle attract premium returns. Lot 17 offers genuine potential to improve both.

- LIMEHILLS STARTER 160062 (IMP NZL) (PP)
- S: WIRRUNA SHEA S222 (AI) (PP)
- WIRRUNA MADAM P336 (P)
- TOBRUK LARRY (ET) (PP)
- D: TOBRUK ROSE P14 (P)
- TOBRUK ROSE M006 (AI) (TW) (P)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★
- HEIFER JOININGS ★★★★★
- GROWTH & WEIGHT GAIN ★★★★★
- CARCASE PERFORMANCE ★★★★★
- ALL-ROUND HERD BULL ★★★★★

TOBRUK ROSE MU06 (AI) (TW) (P)												SELECTION INDEX (\$) VALUES		PER	AVG	
TRAITS ANALYSED: GL,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS												SUSTAINABILITY PROD		+\$154	50	+\$152
												MSA PROD		+\$172	30	+\$141

TRAITS ANALYSED: GL,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+22.4	+13.5	-0.5	+0.1	+23	+34	+45	+30	+11	+2.5	-5.1	+33	+4.8	+1.6	+2.3	+0.2	+2.3	+44
ACC	60%	50%	77%	81%	79%	78%	80%	72%	69%	80%	45%	63%	58%	60%	64%	52%	64%	49%
PER	1	9	60	7	95	99	99	95	92	45	25	97	45	20	20	80	3	5
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

18 WINTER VIKING V012 (AI) (PP)

IDENT: WWWV012

DOB: 06/07/2024

SIRE: VERIFIED

A balanced, practical bull combining dependable fertility, growth and carcase performance with an easy-going temperament. An excellent all-round bull capable of improving profitability across a wide range of breeding programs

WHY BUY

Dependable All-Rounder. Lot 18 offers a reliable, balanced profile and excelent temperament, making him an excellent investment for producers seeking consistency for their herd.

- KOANUI TECHNO 3062 (IMP NZL) (PP)
- S: WIRRUNA QUAMBONE Q135 (AI) (PP)
- WIRRUNA LAST DAY H364 (P)
- TALBALBA ANZAC L058 (AI) (P)
- D: WINTER SATISFACTION R010 (P)
- WINTER SATISFACTION L003 (P (P)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★
- HEIFER JOININGS ★★★★★
- GROWTH & WEIGHT GAIN ★★★★★
- CARCASE PERFORMANCE ★★★★★
- ALL-ROUND HERD BULL ★★★★★

WINTER SATISFACTION L003 (P (P))		SELECTION INDEX (\$) VALUES		PER	AVG
		SUSTAINABILITY PROD	+\$183	25	+\$152
TRAITS ANALYSED: CL,BWT,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS		MSA PROD	+\$179	25	+\$141

TRAITS ANALYSED: GL,BWT,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+5.6	+11.1	-1.8	+4.0	+38	+67	+88	+77	+11	+2.3	-4.1	+65	+4.9	+0.6	+0.8	+1.4	+1.1	+46
ACC	60%	51%	78%	81%	80%	79%	80%	73%	71%	80%	46%	66%	60%	61%	65%	52%	65%	52%
PER	50	20	35	60	35	25	40	35	92	50	45	25	40	65	65	25	40	3
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

19 WINTER VALIANT V003 (PP)

IDENT: WWWV003

DOB: 04/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A handsome sire combining excellent pigment, outstanding IMF and balanced commercial performance. An ideal option for producers wanting to improve eating quality while maintaining productive, fertile breeding females.

WHY BUY
Marbling Specialist. Premium markets don't just reward kilograms—they reward quality. Lot 19 offers the genetics to increase eating quality with great IMF.

- LIMEHILLS STARTER 160062 (IMP NZL) (PP)
- S: WIRRUNA SHEA S222 (AI) (PP)
- WIRRUNA MADAM P336 (P)
- GLENTREVOR REVOLUTION M817 (AI) (PP)
- D: TOBRUK IVY S3 (AI) (PP)
- TOBRUK IVY Q5 (AI) (PP)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★☆
- HEIFER JOININGS ★★★★★☆
- GROWTH & WEIGHT GAIN ★★★★★☆
- CARCASE PERFORMANCE ★★★★★☆
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES																PER	AVG
SUSTAINABILITY PROD																50	+\$152
MSA PROD																+ \$154	40 +\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+5.4	+2.2	-2.8	+2.3	+39	+55	+70	+51	+19	+1.4	-5.4	+57	+4.7	+1.1	+1.1	+0.6	+1.6	+43
ACC	59%	48%	76%	80%	78%	77%	79%	70%	67%	79%	43%	62%	56%	58%	62%	50%	62%	47%
PER	55	75	20	30	30	70	80	80	45	90	20	50	45	40	60	65	20	6
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

20 WINTER VALIANCE V031 (AI) (ET) (PP)

IDENT: WWWV031

DOB: 04/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A square, well-balanced sire combining strong EMA, outstanding IMF and excellent fertility. Bred to increase both carcass value and long-term herd productivity, he is an outstanding commercial option for producers targeting premium carcass quality.

WHY BUY
Premium Profit Bull. Many premium carcass bulls are viewed as terminal sires. Lot 20 offers considerably more. His fertility package suggests he can also contribute to building productive commercial breeding females.

- R LEADER 6964 (IMP USA) (PP)
- S: BOYD 31Z BLUEPRINT 6153 (IMP USA) (PP)
- NJW 91H 100W RITA 31Z ET (P)
- MOUNT DIFFICULT HEPBURN H114 (TW) (PP)
- D: WINTER MARANDA P009 (P)
- WINTER MARINDA J031 (HP) (H)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★★
- HEIFER JOININGS ★★★★★★
- GROWTH & WEIGHT GAIN ★★★★★★
- CARCASE PERFORMANCE ★★★★★★
- ALL-ROUND HERD BULL ★★★★★★

SELECTION INDEX (\$) VALUES																PER	AVG
SUSTAINABILITY PROD																25	+\$152
MSA PROD																+ \$187	20 +\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+7.6	+6.3	-1.9	+2.3	+31	+54	+71	+41	+18	+4.7	-7.7	+47	+6.4	+2.0	+2.6	+0.1	+1.9	+16
ACC	59%	48%	76%	80%	78%	77%	79%	70%	68%	79%	44%	64%	58%	59%	63%	50%	62%	48%
PER	45	50	35	30	75	70	80	90	55	1	2	80	15	9	15	85	8	90
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

21 WINTER VIRTUE V015 (PP)

IDENT: WWWV015

DOB: 30/06/2024

SIRE: VERIFIED, DAM: VERIFIED

One of the genuine female-makers in the sale, combining elite calving ease with fertility and maternal performance. A bull bred to leave productive daughters and profitable commercial progeny, making him an outstanding investment.

WHY BUY

Female Maker. Every breeding program benefits from more live calves, easier calving and cows that return to calf quickly. Lot 21 combines those traits in one outstanding commercial package while still producing steers with genuine market appeal.

- TOBRUK MAVERICK (AI) (PP)
- S: QUAMBY PLAINS RIVAL R629 (AI) (PP)
- QUAMBY PLAINS JULIET P220 (AI) (P)
- VP ENDURE Q033 (AI) (PP)
- D: WINTER HILARITY T021 (PP)
- WINTER HILARITY P021 (TW) (P)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★
- HEIFER JOININGS ★★★★★
- GROWTH & WEIGHT GAIN ★★★★★☆
- CARCASE PERFORMANCE ★★★★★
- ALL-ROUND HERD BULL ★★★★★

SELECTION INDEX (\$)	VALUES	PER	AVG
SUSTAINABILITY PROD	+\$194	15	+\$152
MSA PROD	+\$195	15	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+19.7	+16.5	-3.0	-1.1	+31	+54	+66	+35	+24	+2.5	-7.0	+64	+5.3	+0.8	+0.8	+1.7	+0.9	+22
ACC	60%	48%	76%	80%	79%	78%	80%	73%	69%	80%	46%	64%	58%	60%	64%	51%	64%	52%
PER	4	2	20	2	75	70	85	93	15	45	5	30	30	55	65	15	50	75
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

22 WINTER VOLT V033 (PP)

IDENT: WWWV033

DOB: 17/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A balanced, practical bull combining fertility, growth, muscle and excellent temperament. His even genetic profile makes him an outstanding all-round herd bull capable of delivering dependable, profitable improvement.

WHY BUY

Complete Herd Bull. Profitability builds by eliminating weaknesses. Lot 22 provides dependable improvement across the economically important traits while maintaining excellent breeding traits

- WIRRUNA PAGE P070 (AI) (PP)
- S: WINTER TREASURE T022 (PP)
- WINTER CORA K034 (P)
- MOUNT DIFFICULT QUAYER Q032 (AI) (P)
- D: WINTER CLOTILDA S014 (P)
- WINTER CLOTILDA Q017 (P)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★
- HEIFER JOININGS ★★★★★
- GROWTH & WEIGHT GAIN ★★★★★
- CARCASE PERFORMANCE ★★★★★
- ALL-ROUND HERD BULL ★★★★★

SELECTION INDEX (\$)	VALUES	PER	AVG
SUSTAINABILITY PROD	+\$212	7	+\$152
MSA PROD	+\$209	7	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+15.5	+14.5	-4.6	+3.1	+38	+66	+86	+65	+19	+3.1	-7.9	+67	+7.0	+1.4	+2.2	+1.2	+1.3	+38
ACC	56%	45%	73%	79%	77%	76%	78%	69%	67%	78%	39%	61%	54%	56%	60%	46%	60%	39%
PER	15	6	6	45	35	30	45	55	45	20	2	20	8	25	25	35	30	20
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

23 WINTER VALKYRIE V077 (PP)

IDENT: WWWV077

DOB: 20/08/2024

SIRE: VERIFIED, DAM: VERIFIED

A calving-ease specialist combining elite birth traits with outstanding fertility and excellent IMF. An outstanding sire for producers wanting trouble-free calving together with quality sale cattle.

WHY BUY

Calving-Ease Specialist. Reducing calving losses is one of the quickest ways to improve profitability. Lot 23 helps achieve that objective while still producing calves capable of meeting market specifications.

WIRRUNA PAGE P070 (AI) (PP)

S: WINTER TREASURE T022 (PP)

WINTER CORA K034 (P)

MOUNT DIFFICULT HEPBURN H114 (TW) (PP)

D: WINTER MARANDA P009 (P)

WINTER MARINDA J031 (HP) (H)

BEST SUITED FOR

REPLACEMENT FEMALES ★★★★★

HEIFER JOININGS ★★★★★

GROWTH & WEIGHT GAIN ★★★★★☆

CARCASE PERFORMANCE ★★★★★

ALL-ROUND HERD BULL ★★★★★

SELECTION INDEX (\$) VALUES

PER

AVG

SUSTAINABILITY PROD

8

+\$152

MSA PROD

+\$209

7

+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+22.5	+18.3	-6.7	+0.2	+34	+62	+75	+46	+19	+4.7	-8.2	+57	+4.5	+0.6	+1.0	-0.3	+2.5	+19
ACC	57%	46%	74%	79%	78%	77%	79%	69%	69%	78%	39%	62%	55%	57%	61%	47%	61%	45%
PER	1	1	2	7	55	45	70	85	45	1	2	50	50	65	60	93	2	85
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

24 WINTER VALEN V045 (AI) (ET) (PP)

IDENT: WWWV045

DOB: 02/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A versatile sire combining calving ease, balanced growth and excellent fertility. His practical breeding profile provides the flexibility to suit a wide range of commercial beef operations.

WHY BUY

Flexible Performer. His versatility provides management flexibility. Whether used across heifers, mature cows or mixed herds, Lot 24 offers dependable performance in turn off cattle and retained females

SHF YORK 19H Y02 (P)

S: CHURCHILL BROADWAY 858F (IMP USA) (PP)

CHURCHILL LADY 640D (P)

MOUNT DIFFICULT HEPBURN H114 (TW) (PP)

D: WINTER TWILIGHT L033 (P) (P)

WINTER TWILIGHT H032 (H)

BEST SUITED FOR

REPLACEMENT FEMALES ★★★★★☆

HEIFER JOININGS ★★★★★☆

GROWTH & WEIGHT GAIN ★★★★★☆

CARCASE PERFORMANCE ★★★★★☆

ALL-ROUND HERD BULL ★★★★★

SELECTION INDEX (\$) VALUES

PER

AVG

SUSTAINABILITY PROD

8

+\$152

MSA PROD

+\$194

15

+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+15.0	+12.8	-3.8	+2.5	+38	+72	+97	+67	+22	+2.8	-4.1	+66	+5.0	+0.5	+0.3	+0.7	+1.5	+22
ACC	61%	49%	77%	81%	80%	79%	81%	73%	72%	80%	40%	68%	63%	64%	66%	54%	67%	49%
PER	15	15	10	35	35	15	20	50	25	30	45	25	40	65	80	60	20	75
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

25 WINTER VAIL V029 (AI) (PP)

IDENT: WWWV029

DOB: 13/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A genuine all-round bull combining fertility, structural integrity, growth and excellent carcase performance. One of the catalogue's best examples of balanced genetics designed to improve long-term commercial profitability.

WHY BUY

Consistent Performer. Beef production is about consistency. Lot 25 offers balanced genetic improvement that reduces risk while steadily increasing whole-herd productivity

- LIMEHILLS STARTER 160062 (IMP NZL) (PP)
- S: WIRRUNA SHEA S222 (AI) (PP)
- WIRRUNA MADAM P336 (P)
- TALBALBA ANZAC L058 (AI) (P)
- D: WINTER LIONESS P017 (P)
- WINTER LIONESS K033 (P)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★☆
- HEIFER JOININGS ★★★★★☆
- GROWTH & WEIGHT GAIN ★★★★★☆
- CARCASE PERFORMANCE ★★★★★☆
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES														PER	AVG
SUSTAINABILITY PROD														45	+\$152
MSA PROD														50	+\$141

TRAITS ANALYSED: GL,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+10.3	+12.7	-3.5	+2.6	+37	+62	+93	+98	+23	+2.4	-4.6	+68	+5.8	+0.0	+0.6	+1.0	+0.9	+41
ACC	57%	47%	76%	80%	78%	77%	78%	69%	67%	79%	42%	61%	55%	57%	61%	49%	61%	45%
PER	35	15	15	35	40	45	30	8	20	50	35	20	25	85	75	45	50	9
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

26 WINTER VICTORY V065 (P)

IDENT: WWWV065

DOB: 17/08/2024

SIRE: VERIFIED, DAM: VERIFIED

A powerful performance sire combining excellent growth, strong carcase performance and dependable fertility. An outstanding option for producers seeking heavier, higher-value commercial cattle without compromising long-term herd productivity.

WHY BUY

Performance Specialist. Extra kilograms only become valuable when they are produced efficiently. Lot 26 combines growth with the fertility and functionality needed to convert performance into long-term profitability.

- WIRRUNA PAGE P070 (AI) (PP)
- S: WINTER STANLEY S017 (PP)
- WINTER TWILIGHT L033 (P) (P)
- ELITE 4110 F88 (AI) (S)
- D: WINTER VANITY M003 (H#) (H)
- WINTER VANITY G007 (H)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★★★★☆
- HEIFER JOININGS ★☆☆☆☆☆
- GROWTH & WEIGHT GAIN ★★★★★☆
- CARCASE PERFORMANCE ★★★★★☆
- ALL-ROUND HERD BULL ★★★★★☆

SELECTION INDEX (\$) VALUES														PER	AVG
SUSTAINABILITY PROD														25	+\$152
MSA PROD														40	+\$141

TRAITS ANALYSED: 200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	+3.6	+2.0	-3.8	+5.0	+42	+79	+112	+106	+24	+4.0	-6.2	+74	+4.7	-0.3	-0.5	+1.3	+1.6	+19
ACC	55%	44%	72%	78%	77%	76%	77%	67%	67%	77%	37%	60%	53%	55%	59%	45%	58%	43%
PER	60	75	10	75	15	5	5	4	15	4	10	8	45	91	93	30	20	85
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

27 WINTER VOLVO V034 (AI) (P)

IDENT: WWWV034

DOB: 15/07/2024

SIRE: VERIFIED, DAM: VERIFIED

A balanced bull combining fertility, growth and carcase performance in one practical package. An ideal herd bull for producers seeking dependable, long-term genetic improvement and whole-herd profitability.

WHY BUY

Finishing Bull. Reliable, balanced herd sires remain the backbone of profitable beef production. Lot 27 offers that dependability together with the flexibility to suit a wide range of breeding objectives.

- KCF BENNETT STRATEGY Z303 ET (P)
- S: TH MASTERPLAN 183F (IMP USA) (PP)
- TH 512X 145Y DOMINETTE 57B (P)
- NJW 73S W18 HOMETOWN 10Y (IMP USA) (P)
- D: TOBRUK ROSE Q12 (AI) (ET) (P)
- TOBRUK ROSE J6 (ET) (PP)

- BEST SUITED FOR
- REPLACEMENT FEMALES ★★☆☆☆
- HEIFER JOININGS ★☆☆☆☆
- GROWTH & WEIGHT GAIN ★★★★★
- CARCASE PERFORMANCE ★★★★★
- ALL-ROUND HERD BULL ★★☆☆☆

TOBRUK ROSE J6 (E1) (PP)		SELECTION INDEX (\$) VALUES		PER	AVG
		SUSTAINABILITY PROD	+\$170	35	+\$152
TRAITS ANALYSED: GL,200WT,400WT,600WT(X2),SS,FAT,EMA,IMF,DOC,GENOMICS		MSA PROD	+\$155	40	+\$141

JULY 2026 HEREFORD BREEDPLAN																		
	CED	CEM	GL	BWT	200	400	600	MCW	MILK	SS	DTC	CWT	EMA	RIB	P8	RBY	IMF	DOC
EBV	-9.9	+7.2	-0.6	+4.0	+40	+78	+110	+107	+14	+3.7	-5.1	+73	+6.1	+1.1	+0.0	+1.1	+2.2	+39
ACC	69%	58%	80%	83%	82%	81%	82%	76%	74%	82%	48%	71%	67%	68%	69%	59%	71%	52%
PER	93	45	60	60	25	6	6	4	80	7	25	9	20	40	85	40	4	15
AVG	+4.8	+5.5	-1.1	+3.6	+35	+60	+83	+67	+19	+2.4	-3.8	+56	+4.5	+0.9	+1.3	+0.9	+0.9	+28

PURCHASER:

PRICE:

Photos and videos of the bulls will be available on our website: www.wintergenetics.com.au, AuctionsPlus and the Herefords Australia Sale Catalogue from mid-August.

NOTES

BUYERS INSTRUCTION SLIP



BID CARD NO.

POLL HEREFORD BULL SALE
10^{AM} TUESDAY 8TH SEPTEMBER 2026
NO VERBAL INSTRUCTIONS CAN BE ACCEPTED

Trading Name: _____

Postal Address: _____

Email: _____

Phone: _____

Account To (Agent): _____

Lot Number/s Purchased: _____

Total Lots: _____

Destination Address (For Permit): _____

Destination PIC:

--	--	--	--	--	--	--	--

Name Of Carrier: _____

Date/Time Leaving Yards: _____

Feeding Required: YES ☐ NO ☐

Registration Transfer Required: YES ☐ NO ☐

Prefix or Identifier For Transfer: _____

Signature: _____ Date: 08/09/2026

HELMSMAN SELECTIONS

The Helmsman system creates a relaxed and straightforward buying environment while ensuring every buyer has a fair opportunity to secure the bulls best suited to their operation. It allows you to better select the right bull at the right price.

After inspecting the bulls, you can use this page to assist you to rank them and use it as a reference as the sale progresses. It can become very useful if your first picks exceed your price limits.

1ST CHOICE: _____ COMMENTS: _____

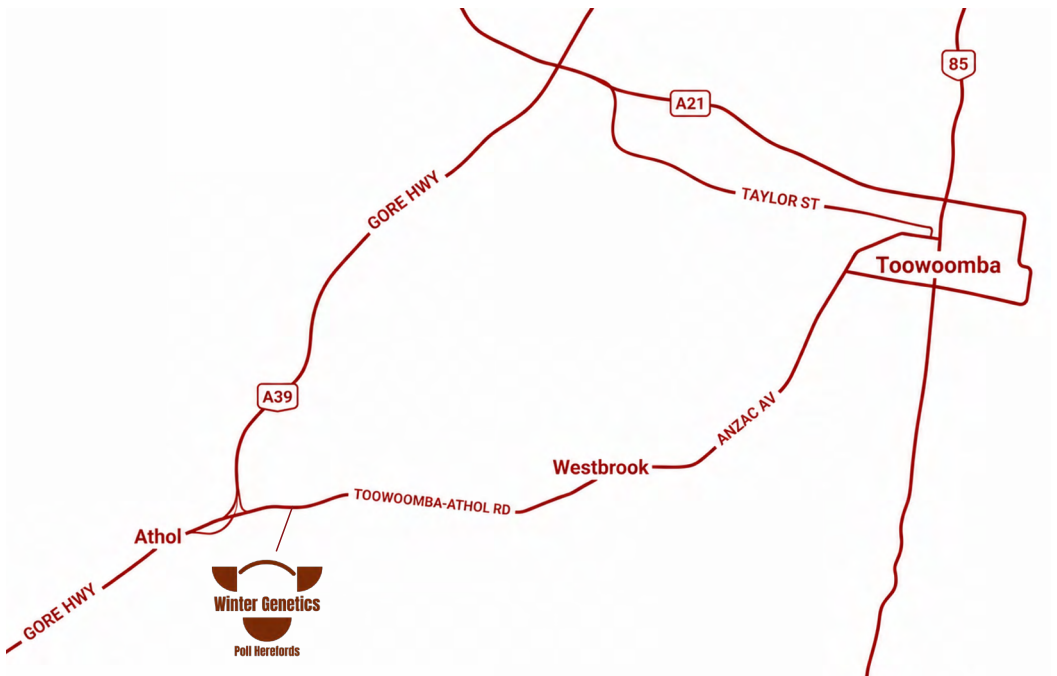
2ND CHOICE: _____ COMMENTS: _____

3RD CHOICE: _____ COMMENTS: _____

4TH CHOICE: _____ COMMENTS: _____

5TH CHOICE: _____ COMMENTS: _____

MUD MAP





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