



5TH ANNUAL ONLINE
BULL SALE
8 SEPTEMBER 2025 - 6PM



**19 YOUNG POLL HEREFORD BULLS
6 YOUNG POLL HEREFORD FEMALES**

WILLACK POLL HEREFORDS - MUNDOOK HEREFORDS
CHARELLEN POLL HEREFORDS - TARWIN POLL HEREFORDS

www.performanceherefords.com.au



HAL SUPER SIRE MUNDOOK TURBO T231 (AI) (PP) TOP PRICED BULL @ 2023 GIPPSLAND PERFORMANCE HEREFORDS ONLINE BULL SALE, SELLING FOR \$13000 TO TARCOMBE HEREFORDS, VIC AND QUAMBY PLAINS HEREFORDS, TAS.

GIPPSLAND PERFORMANCE HEREFORDS 5TH ANNUAL ONLINE BULL SALE

8 SEPTEMBER 2025 - 6PM ONLINE SALE ONLY



19 Young Poll Hereford Bulls & 6 Young Poll Hereford Females

- All Herdbook Registered, Sire Verified, Poll Status, DNA tested free of all known adverse genetic condition and Pestivirus
- All have full Hereford BREEDPLAN EBV's and Market Selection Index Values
- All have satisfied the strict performance driven Selection Criteria
- All the Bulls have passed an independent structural assessment and fertility/semen test conducted by Qualified Assessor. Assessments are available upon request to the Vendor

Many of the Sale Bulls have low birth weight, high calving ease and short gestation length genetics and EBV's.

Photos and videos will be available for each lot in early August on AuctionsPlus and our website.

A rebate of 2% will be paid to outside Agents introducing buyers to the sale in writing, NO later than 24 hours prior, by email to tim.woodham@nutrien.com.au

Delivery of purchases can be arranged by contacting a vendor prior to sale

Open Day between 10 am – 3pm Sunday 7th September, or from 10 am on Sale Day or by appointment with individual vendor.

VENDORS:

Charellen Poll Herefords - Stan Walker - 0428 919 691

Mundook Herefords - Gary Mc Ainch - 0418 514 440

Tarwin Poll Herefords - David Meikle - 0429 800 756

Willack Poll Herefords - Bill Lack - 0459 777 474



Ross Milne 0408057558
Ryan Bajada 0435411536



Peter Godbolt 0457591929
Tim Woodham 0436015115

BULLS

Lot 1

TARWIN VICTOR V004 (PP)

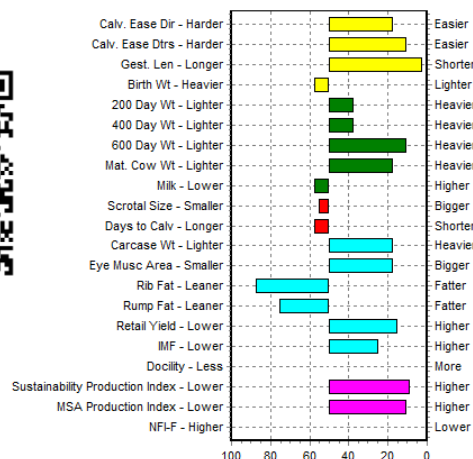
Ident: JMSV004

Born: 23/03/2024

A/C: Tarwin Poll Herefords

DAYS ROBIN HOOD H38 (AI) (ET) (PP)
HUNTER LAKES LANCELOT L103 (AI) (ET) (PP)
HUNTER LAKES FANCY F7 (AI) (P)
Sire: HUNTER LAKES REGAL R017 (AI) (PP)
GRASSMERE SPARK 555 (IMP NZL) (PP)
HUNTER LAKES JOYBELLE M24 (AI) (P)
EBBX XAL 'S JOYBELLE D12 (P)

KERLSON PINES DYNAMIC D38 (AI) (PP)
TARWIN MILLHOUSE M056 (PP)
TARWIN BEAUTY F020 (P)
Dam: TARWIN DOROTHY Q035 (PP)
ALLENDALE ROBIN HOOD D194 (PP)
TARWIN DOROTHY G031 (AI) (P)
TARWIN DOROTHY C051 (AI) (P)



July 2025 Hereford BREEDPLAN																	
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBV%	IMF%
EBV	+13.2	+11.8	-5.7	+4.2	+37	+63	+100	+85	+17	+2.2	-3.3	+67	+5.9	-0.1	+0.4	+1.7	+1.3
Accuracy %	55%	43%	71%	77%	76%	75%	76%	65%	63%	75%	34%	59%	52%	54%	58%	44%	57%
Ranking %	20	15	3	60	40	35	15	20	55	55	60	20	20	90	75	15	25
\$Index Values			Sustainability: +\$202									MSA: +\$188					

Traits Observed: 200WT,400WT,Genomics Parent Verification: Sire: Verified, Dam: Verified Pigment: /

Notes: Tarwin Victor V004 (PP) is a Homozygous poll bull, 100% pigment with performance figures which place him in the top 3% for gestation length, top 15% Calving Ease Dtrs, 600 day weight, top 20% for calving ease, mature cow weight, carcass weight and eye muscle area for Hereford cattle. His balanced set of performance figures places him in the top 10% for his Sustainable Production Index for his breed. His sire has been a reliable producer of attractive deep bodied cattle for Tarwin.

Purchaser: Price: \$.....

Lot 2 TARWIN VANGARD V014 (AI) (PP)

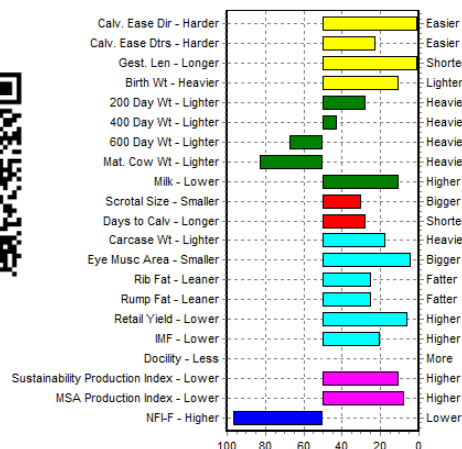
Ident: JMSV014

Born: 30/03/2024

A/C: Tarwin Poll Herefords

WIRRUNA KALIMNA K326 (PP)
WIRRUNA QANTAS Q036 (AI) (PP)
WIRRUNA LETITIA M367 (P)
Sire: WIRRUNA SMOKIN JOE S010 (AI) (PP)
WIRRUNA HERNANDO H47 (AI) (P)
WIRRUNA GOLDEN VANITY L124 (AI) (PP)
WIRRUNA GOLDEN VANITY J41 (AI) (P)

MOUNT DIFFICULT HAYES H80 (P)
MOUNT DIFFICULT KENNETH K76 (S)
MOUNT DIFFICULT LAST DAY H19 (AI) (P)
Dam: TARWIN DELUSION N078 (P)
TARWIN FAROMIR F078 (PP)
TARWIN DELUSION K041 (P)
TARWIN DELUSION G044 (AI) (P)




July 2025 Hereford BREEDPLAN																	
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBV%	IMF%
EBV	+22.1	+9.9	-7.1	+0.9	+39	+61	+75	+46	+24	+2.8	-4.8	+68	+7.3	+1.4	+2.0	+2.1	+1.4
Accuracy %	59%	46%	76%	79%	78%	77%	77%	68%	66%	77%	39%	62%	55%	57%	61%	46%	60%
Ranking %	1	25	1	15	30	45	70	85	15	30	30	20	4	25	25	6	20
\$Index Values			Sustainability: +\$192									MSA: +\$200					

Traits Observed: GL,200WT,400WT,Genomics Parent Verification: Sire: Verified, Dam: Verified Pigment: 100/100

Notes: Tarwin Vanguard V014 (AI)(PP) is a homozygous poll bull, 100% eye pigment, with performance figures which place him in the top 1% for calving ease direct, and gestation length, top 4% for eye muscle area, top 15% for birth weight and milk, top 20 % for carcass weight and intra muscular fat. Overall his balance of figures place him in the top 15% for his Sustainable Production Index and top 10% for the MSA Production Index. His dam has been a reliable producer for Tarwin.

Purchaser: Price: \$.....

	Breed Avg. EBVs for 2023 Born Calves																
	CE (DIR)	CE (DTRS)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBV%	IMF%
	+4.2	+5.0	-1.0	+3.7	+35	+59	+82	+67	+18	+2.3	-3.7	+56	+4.4	+0.9	+1.2	+0.9	+0.8
	\$Index Values				Sustainability: +\$148							MSA: +\$136					

BULLS

Lot 3

TARWIN VERNON V036 (AI) (PP)

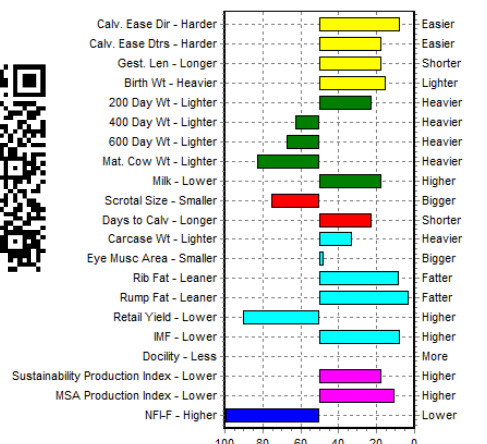
Ident: JMSV036

Born: 06/04/2024

A/C: Tarwin Poll Herefords

ALLENDAL E ANZAC E114 (PP)
WIRRUNA MATTY M288 (AI) (ET) (PP)
WIRRUNA CIRCLE H13 (AI) (PP)
Sire: **WIRRUNA QUAMBY Q090 (AI) (ET) (PP)**
WIRRUNA DAFFY D1 (P)
WIRRUNA VICTORIA G7 (AI) (P)
WIRRUNA VICTORIA E112 (AI) (ET) (P)

WIRRUNA KALIMNA K326 (PP)
WIRRUNA NOLAN N146 (AI) (PP)
WIRRUNA MIDGE K499 (P)
Dam: **TARWIN CLOE R063 (PP)**
DAYS BRIGADIER G101 (PP)
TARWIN CLOE N031 (AI) (P)
TARWIN CLOE J057 (AI) (P)



July 2025 Hereford BREEDPLAN																	
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
EBV	+17.1	+10.4	-2.8	+1.3	+40	+55	+75	+47	+23	+1.7	-5.1	+62	+4.3	+2.1	+3.7	-0.1	+1.9
Accuracy %	62%	52%	76%	79%	78%	77%	78%	70%	68%	78%	45%	64%	58%	60%	63%	50%	63%
Ranking %	8	20	20	15	25	65	70	85	15	75	25	35	50	8	3	90	7
\$Index Values			Sustainability: +\$184									MSA: +\$190					

Traits Observed: GL,200WT,400WT,Genomics **Parent Verification:** Sire: Verified, Dam: Verified **Pigment:** 100/100

Notes: Tarwin Vernon V036 (AI)(PP) is a homozygous poll bull, 100% eye pigment with performance figures which place him in the top 1% for milk, top 8% for calving ease direct, rib and rump fat and intra muscular fat, top 7% for birth weight, top 15% for calving ease direct, calving ease daughters, gestation length and days to calving. He has a Sustainable Production Index in the top 25% for the breed. He is out of a Wirruna Nolan daughter who has bred very well at Tarwin. Although maybe not as relaxed as his team mates, this bull should be a safe heifer calving bull.

Purchaser: Price: \$.....

Lot 4 TARWIN VERDICT V050 (PP)

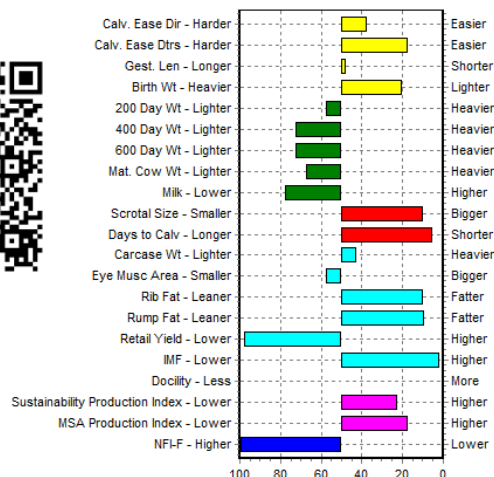
Ident: JMSV050

Born: 09/04/2024

A/C: Tarwin Poll Herefords

WIRRUNA HARTWIG H297 (P)
WIRRUNA KALIMNA K326 (PP)
WIRRUNA CORA H303 (AI) (ET) (P)
Sire: **WIRRUNA NOLAN N146 (AI) (PP)**
WIRRUNA HERNANDO H47 (AI) (P)
WIRRUNA MIDGE K499 (P)
WIRRUNA MIDGE H296 (P)

ALLENDAL E ANZAC E114 (PP)
RAVENSDALE KING PIN L72 (AI) (PP)
PINE HILL MARITANA D527 (P)
Dam: **TARWIN CONSORT P010 (P)**
TARWIN FAROMIR F078 (PP)
TARWIN CONSORT J093 (P)
TARWIN CONSORT A040 (P)



July 2025 Hereford BREEDPLAN																	
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
EBV	+8.4	+10.2	-1.0	+1.8	+34	+53	+73	+57	+14	+3.5	-6.7	+59	+4.0	+2.0	+2.9	-0.7	+2.4
Accuracy %	60%	50%	74%	78%	77%	76%	77%	68%	67%	76%	43%	64%	58%	59%	63%	49%	62%
Ranking %	40	20	50	20	55	70	75	70	80	9	5	40	60	9	9	98	2
\$Index Values			Sustainability: +\$177									MSA: +\$182					

Traits Observed: 200WT,400WT,Genomics **Parent Verification:** Sire: Verified, Dam: Not Tested **Pigment:** 100/100

Notes: Tarwin Verdict V050 (PP) is a homozygous poll bull, 100% eye pigment with performance figures which place him in the top 2% for intramuscular fat, top 5% for days to calving, top 9% for scrotal size, rib and rump fat, top 20% for calving ease daughters and birth weight. He has a Sustainable Production Index in the top 25% for the breed. His sire, Wirruna Nolan, has been a remarkably safe calving bull and has bred successfully at Tarwin for a number of years.

Purchaser: Price: \$.....



Breed Avg. EBVs for 2023 Born Calves																	
CE (DIR)	CE (DTRS)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%	
+4.2	+5.0	-1.0	+3.7	+35	+59	+82	+67	+18	+2.3	-3.7	+56	+4.4	+0.9	+1.2	+0.9	+0.8	
\$Index Values			Sustainability: +\$148									MSA: +\$136					

BULLS

Lot 13

CHARELLEN VENTURER V009 (AI) (PP)

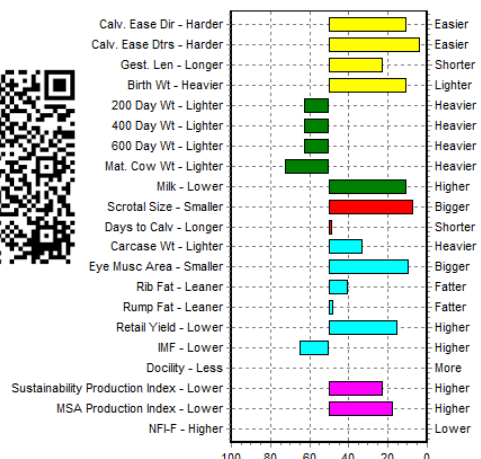
Ident: DMWV009

Born: 09/04/2024

A/C: SL & DM Walker

R LEADER 6964 (IMP USA) (PP)
KOANUI LAYER 6278 (P)
KOANUI CYNTHIA 6099 (P)
Sire: **KOANUI LAYER P028 (IMP NZL) (PP)**
KOANUI BARITONE 3600 (P)
KOANUI REGAL 6629 (P)
KOANUI REGAL 3111 (S)

TOBRUK MAVERICK (AI) (PP)
YAVENVALE POWERHOUSE P499 (PP)
YAVENVALE LOCHIEL LADY M385 (AI) (S)
Dam: **CHARELLEN SAPHIRE (AI) (P)**
CHARELLEN LACHLAN L443 (PP)
CHARELLEN PAMELA (P)
CHARELLEN LARISSA L431 (P)



	July 2025 Hereford BREEDPLAN																
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
EBV	+15.0	+14.7	-2.3	+1.2	+33	+56	+77	+52	+24	+3.7	-3.8	+61	+6.5	+1.1	+1.3	+1.7	+0.5
Accuracy %	61%	47%	76%	79%	77%	76%	77%	67%	64%	76%	40%	60%	53%	55%	60%	47%	59%
Ranking %	15	4	25	15	60	60	65	75	15	7	50	35	9	40	50	15	65
\$Index Values			Sustainability: +\$182									MSA: +\$178					

Traits Observed: GL,BWT,200WT,400WT,Genomics **Parent Verification:** Sire: Verified, Dam: Not Tested **Pigment:** 70/30

Notes: Venturer is Homozygous Polled with 95/40 eye pigment. He is sired by Koanui Layer P028 (IMP NZ). He is an appealing young bull who is very docile. He is in the top 4% for Calving Ease DTRS, top 7% for Scrotal and top 9% for Eye Muscle. He has a balanced set of EBV's and with low birth weight is suited to heifer or cow mating. With his New Zealand genetics he has potential as an out-cross sire.

Purchaser: **Price:** \$.....

Lot 14

CHARELLEN ULMAN (AI) (TW) (P)

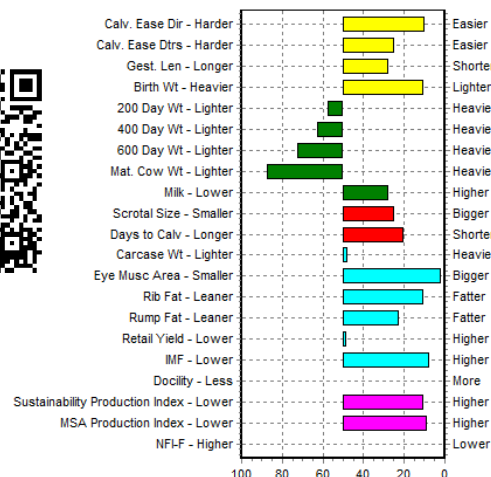
Ident: DMWU053

Born: 12/08/2023

A/C: SL & DM Walker

LCX PERFECTO 11B (S)
DM ALL AROUND 904G (P)
DM L1 DOMINETTE 301 (P)
Sire: **CHURCHILL RED THUNDER 133J (IMP USA) (PP)**
EFBEEF BR VALIDATED B413 (IMP USA) (PP)
BR VALIDATED B413 6035 7098 (P)
BR BENNETT 4R Y428 2101 6035 (P)

OTAPAWA SPARK 3060 (IMP NZL) (AI) (ET) (P)
RAVENSDALE SPARK M016 (ET) (P)
RAVENSDALE URSULA G132 (PP)
Dam: **CHARELLEN QWERTY (P)**
CHARNOCK DIZZY (AI) (P)
CHARELLEN MYFANWY M500 (P)
RIVER PERRY HARMONY D18 (P)



	July 2025 Hereford BREEDPLAN																
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
EBV	+16.4	+9.1	-2.0	+1.2	+34	+56	+73	+41	+21	+2.9	-5.3	+57	+8.0	+1.8	+2.1	+0.9	+1.9
Accuracy %	53%	38%	64%	68%	67%	66%	67%	59%	52%	64%	33%	55%	48%	53%	55%	45%	54%
Ranking %	10	25	30	15	55	60	75	90	25	25	20	50	2	15	25	50	7
\$Index Values			Sustainability: +\$194								MSA: +\$198						

Traits Observed: BWT **Parent Verification:** Sire: Not Tested, Dam: Not Tested **Pigment:** 95/70

Notes: Uلمان is Homozygous Polled with 95/70 eye pigment. Sired by Churchill Red Thunder 133J (IMP USA) {Twin}. He has eye appeal with a moderate frame and is docile. He is in the top 2% for Eye Muscle and top 7% for IMF with positive fat. He is in the top 10% for calving Ease Direct and top 20% for Days to Calving. We see this fellow as being very suitable for heifer mating. His EBV's for Sustainability & MSA Indexes are above the top 10%.

Purchaser: **Price:** \$.....



Breed Avg. EBVs for 2023 Born Calves																
CE (DIR)	CE (DTRS)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
+4.2	+5.0	-1.0	+3.7	+35	+59	+82	+67	+18	+2.3	-3.7	+56	+4.4	+0.9	+1.2	+0.9	+0.8
\$Index Values			Sustainability: +\$148									MSA: +\$136				

BULLS

Lot 17

WILLACK UNANIMOUS U710 (AI) (PP)

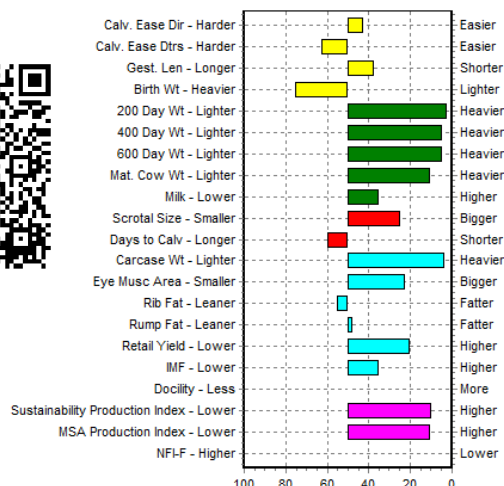
Ident: WHLU710

Born: 07/08/2023

A/C: WH Lack

EFBEEF U208 FORTUNE Y848 (IMP USA) (P)
INJEMIRA FORTUNE M152 AI ET (AI) (ET) (PP)
INJEMIRA HAPPY DAY J042 (P)
Sire: **INJEMIRA FORTUNE M152 P239 (AI) (PP)**
INJEMIRA REDFORD J006 (PP)
INJEMIRA BEGONIA M137 (P)
INJEMIRA BEGONIA K162 (P)

YAVENVALE KAHUNA K115 (AI) (PP)
CHESTER KAHUNA N062 (AI) (PP)
CHESTER QUEEN G37 (P)
Dam: **WILLACK ORANGE S654 (PP)**
WILLACK LEONARDO (AI) (PP)
WILLACK OPHELIA P556 (PP)
FREEWAY ORCHID K60 (P)



	July 2025 Hereford BREEDPLAN																
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
EBV	+7.0	+3.3	-1.4	+5.4	+49	+78	+111	+90	+20	+2.9	-3.2	+80	+5.4	+0.8	+1.3	+1.5	+1.1
Accuracy %	60%	46%	74%	78%	75%	75%	76%	65%	62%	76%	33%	59%	52%	55%	59%	48%	58%
Ranking %	45	65	40	75	3	5	5	15	35	25	60	3	25	55	50	20	35
\$Index Values			Sustainability: +\$200									MSA: +\$187					

Traits Observed: GL,CE,BWT,200WT(x2),400WT(x2),600WT,SS,FAT,EMA,IMF,Genomics **Parent Verification:** Sire: Verified, Dam: Verified **Pigment:** 100/100

Notes: Unanimous is in the top 10% for Sustainability Production Index and excellent growth EBV's (top 3% for 200 day wt and top 5% for 400 and 600 day wts). He is also in the top 3% for carcase wt). He is a heifer's first calf. Homozygous polled with 100% pigment in both eyes.

Purchaser: **Price:** \$.....

Lot 18

WILLACK ULINGI U718 (S)

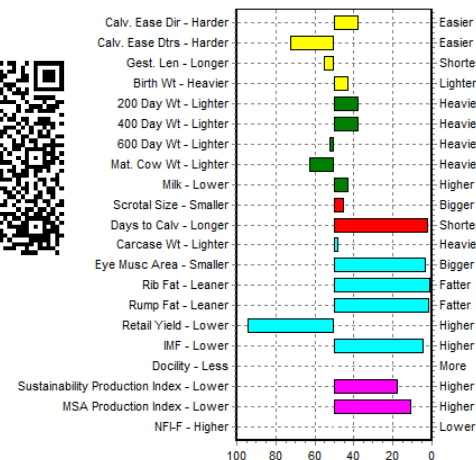
Ident: WHLU718

Born: 19/08/2023

A/C: WH Lack

KCF BENNETT REVOLUTION X51 (IMP USA) (P)
WIRRUNA LEAP FORWARD L95 (ET) (PP)
WIRRUNA MIDGE F322 (P)
Sire: **WILLACK STRACHAN S635 (AI) (S)**
WILLACK LAURENT (AI) (PP)
WILLACK JAIMIE N502 (P)
WILLACK JAMILLA L419 (AI) (P)

ALLENDALE JI FREEWAY K28 (AI) (PP)
ALLENDALE HEIDELBERG M061 (PP)
ALLENDALE MARLINE K45 (AI) (P)
Dam: **WILLACK EDIE S637 (AI) (TW) (P)**
ALLENDALE ANZAC E114 (PP)
WILLACK JEMMA J351 (AI) (P)
RIVER PERRY EMMA C64 (P)



	July 2025 Hereford BREEDPLAN																
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
EBV	+7.4	+1.5	-0.6	+3.3	+37	+63	+81	+60	+19	+2.4	-7.6	+57	+7.6	+3.2	+4.3	-0.4	+2.2
Accuracy %	60%	48%	72%	77%	75%	74%	76%	66%	63%	76%	37%	58%	53%	54%	58%	46%	58%
Ranking %	40	75	55	45	40	35	55	65	40	45	2	50	3	1	1	94	4
\$Index Values			Sustainability: +\$184									MSA: +\$186					

Traits Observed: CE,BWT,200WT(x2),400WT(x2),600WT,SS,FAT,EMA,IMF,Genomics **Parent Verification:** Sire: Verified, Dam: Verified **Pigment:** 100/100

Notes: Ulingi is a bull with a great carcase (top 3% EMA, top 4% IMF and top 1% for rib and rump fat). He is a heifer's first calf and would be well suited for dairy cross females in vealer production. 100% Eye pigment. Heterozygous polled.

Purchaser: **Price:** \$.....



Breed Avg. EBVs for 2023 Born Calves																	
CE (DIR)	CE (DTRS)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%	
+4.2	+5.0	-1.0	+3.7	+35	+59	+82	+67	+18	+2.3	-3.7	+56	+4.4	+0.9	+1.2	+0.9	+0.8	
\$Index Values			Sustainability: +\$148									MSA: +\$136					

FEMALES

Lot 20

WILLACK JOEY V738 (AI) (PP)

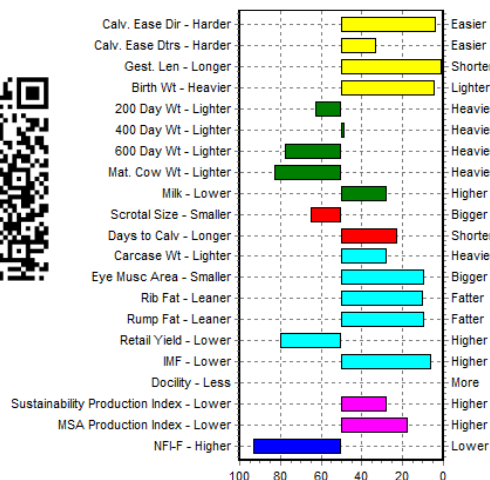
Ident: WHLV738

Born: 02/08/2024

A/C: WH Lack

WIRRUNA KALIMNA K326 (PP)
WIRRUNA QANTAS Q036 (AI) (PP)
WIRRUNA LETITIA M367 (P)
Sire: **WIRRUNA SMOKIN JOE S010 (AI) (PP)**
WIRRUNA HERNANDO H47 (AI) (P)
WIRRUNA GOLDEN VANITY L124 (AI) (PP)
WIRRUNA GOLDEN VANITY J41 (AI) (P)

WLB GLOBAL 72M 50S (IMP CAN) (PP)
WILLACK LEONARDO (AI) (PP)
WILLACK DONATELLA D211 (AI) (P)
Dam: **WILLACK JAYNE P549 (PP)**
RIVER PERRY FERGUS (AI) (PP)
WILLACK KATRINA (AI) (P)
WILLACK GRETA (AI) (P)



	July 2025 Hereford BREEDPLAN																
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
EBV	+19.4	+8.2	-8.1	-0.3	+33	+59	+68	+47	+21	+2.0	-5.1	+64	+6.5	+2.0	+2.9	+0.2	+2.0
Accuracy %	58%	46%	75%	79%	77%	76%	76%	68%	64%	76%	38%	61%	54%	56%	60%	47%	60%
Ranking %	4	35	1	4	60	50	80	85	25	65	25	25	9	9	9	80	6
\$Index Values			Sustainability: +\$173								MSA: +\$182						

Traits Observed: GL,CE,BWT,200WT,Genomics **Parent Verification:** Sire: Verified, Dam: Verified **Pigment:** 100/100

Notes: This is an opportunity to get a top Smokin Joe female. Top 4% for Calving Ease with top 1% Gestation Length and top 4% Birth Weight. She was born two weeks early and her mother was keeping couple of wild dogs at bay when I first noticed her. Also has top carcass figures (Top 9% EMA, Top 6% IMF, Top 9% for rib and rump fat, Top 25% Carcass wt). Dam has another Smokin Joe heifer calf at foot this year.

Purchaser: **Price:** \$.....

Lot 21

WILLACK MAID V740 (AI) (PP)

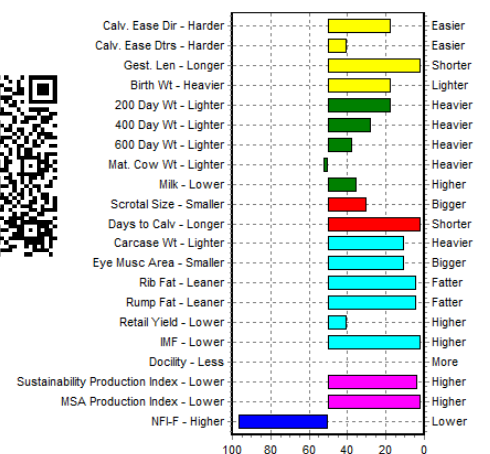
Ident: WHLV740

Born: 05/08/2024

A/C: WH Lack

WIRRUNA KALIMNA K326 (PP)
WIRRUNA QANTAS Q036 (AI) (PP)
WIRRUNA LETITIA M367 (P)
Sire: **WIRRUNA SMOKIN JOE S010 (AI) (PP)**
WIRRUNA HERNANDO H47 (AI) (P)
WIRRUNA GOLDEN VANITY L124 (AI) (PP)
WIRRUNA GOLDEN VANITY J41 (AI) (P)

KCF BENNETT REVOLUTION X51 (IMP USA) (P)
WIRRUNA LEAP FORWARD L95 (ET) (PP)
WIRRUNA MIDGE F322 (P)
Dam: **WILLACK MIRIAM S634 (AI) (PP)**
WILLACK MONOGRAM (AI) (PP)
WILLACK MICHAELA P540 (PP)
WILLACK MIRA M465 (PP)



	July 2025 Hereford BREEDPLAN																
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
EBV	+13.5	+6.7	-6.8	+1.5	+41	+66	+87	+65	+20	+2.8	-7.9	+72	+6.2	+2.4	+3.5	+1.1	+2.4
Accuracy %	61%	50%	76%	80%	78%	77%	77%	70%	65%	77%	42%	62%	56%	58%	62%	49%	62%
Ranking %	20	40	2	20	20	30	40	55	35	30	2	10	15	4	4	40	2
\$Index Values			Sustainability: +\$217									MSA: +\$226					

Traits Observed: GL,CE,BWT,200WT,Genomics **Parent Verification:** Sire: Verified, Dam: Verified **Pigment:** 100/100

Notes: Another top Smokin Joe heifer. Just have a look at her percentile graph to see why she is in the top 4% for Sustainability Production Index and top 2% MSA Production Index. I am only selling these females as I want someone to get the most out of them as I approach retirement. This heifer has a dam line of excellent breeders who have all done a great job in my herd and hopefully can do the same for the purchasers.

Purchaser: **Price:** \$.....



Breed Avg. EBVs for 2023 Born Calves																
CE (DIR)	CE (DTRS)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
+4.2	+5.0	-1.0	+3.7	+35	+59	+82	+67	+18	+2.3	-3.7	+56	+4.4	+0.9	+1.2	+0.9	+0.8
Index Values			Sustainability: +\$148							MSA: +\$136						

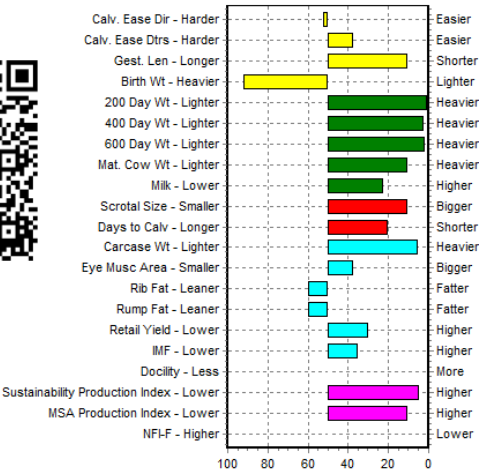
FEMALES

Lot 22 WILLACK MINX V748 (AI) (PP)

Ident: WHLV748 Born: 14/08/2024 A/C: WH Lack

CHURCHILL KICKSTART 501C (IMP USA) (AI) (ET) (P)
INJEMIRA KICKSTART P093 (AI) (PP)
INJEMIRA LIONESS L221 (P)
Sire: INJEMIRA KICKSTART P093 R153 (AI) (PP)
INJEMIRA FORTUNE M152 AI ET (AI) (ET) (PP)
INJEMIRA HAPPY DAY P235 (AI) (P)
INJEMIRA HAPPY DAY M056 (P)

MOUNT DIFFICULT HAYES H80 (P)
MOUNT DIFFICULT KENNETH K76 (S)
MOUNT DIFFICULT LAST DAY H19 (AI) (P)
Dam: WILLACK MIRA M465 (PP)
ALLENDALDE ANZAC E114 (PP)
WILLACK JEMIRA J341 (AI) (P)
WILLACK MINERVA E229 (P)



	July 2025 Hereford BREEDPLAN																
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
EBV	+4.6	+7.2	-3.5	+6.8	+53	+83	+118	+91	+22	+3.4	-5.3	+77	+4.7	+0.7	+0.9	+1.3	+1.1
Accuracy %	60%	46%	75%	79%	77%	76%	76%	67%	64%	76%	34%	60%	53%	55%	60%	47%	58%
Ranking %	55	40	15	92	1	3	2	15	20	15	20	5	40	60	60	30	35
\$Index Values			Sustainability: +\$215									MSA: +\$192					

Traits Observed: GL,CE,BWT,200WT,Genomics Parent Verification: Sire: Verified, Dam: Verified Pigment: 100/100

Notes: From the same family as the previous heifer, this is a daughter of Injemira Kickstart P093 R153 who was a top seller at Injemira to Emigrace. The dam is by Mount Difficult Kenneth who I purchased at the Mount Difficult Dispersal and then sold him to Tarwin where he did an excellent job over a number of years. A half sister sold in last year's sale to Moorville Poll Hereford stud. This heifer has a great set of EBV's and has a Sustainability Index in top 4% with growth EBV's all in top 3%.

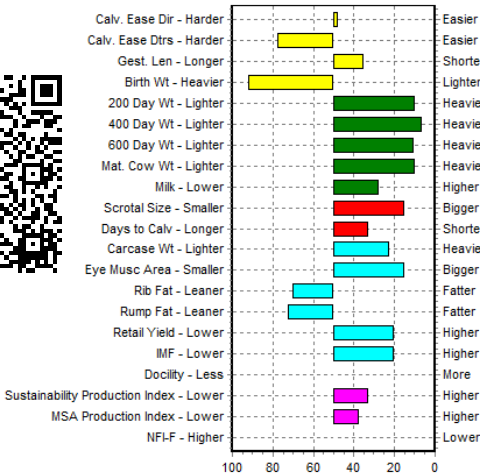
Purchaser: Price: \$.

Lot 23 WILLACK OONA V752 (PP)

Ident: WHLV752 Born: 29/08/2024 A/C: WH Lack

KCF BENNETT REVOLUTION X51 (IMP USA) (P)
WIRRUNA LEAP FORWARD L95 (ET) (PP)
WIRRUNA MIDGE F322 (P)
Sire: WILLACK THERMAL T674 (AI) (PP)
DAYS FAHRENHEIT K103 (AI) (PP)
WILLACK JEWEL Q571 (AI) (PP)
WILLACK KATRINA (AI) (P)

KOANUI TECHNO 3062 (IMP NZL) (PP)
WIRRUNA PAPA P149 (AI) (PP)
WIRRUNA LAST DAY L417 (PP)
Dam: WILLACK OMA T664 (AI) (TW) (PP)
WILLACK LAURENT (AI) (PP)
WILLACK OLGA N498 (PP)
WILLACK OLIVIA L405 (AI) (P)



	July 2025 Hereford BREEDPLAN																
	CE (DIR)	CE (DTR)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
EBV	+5.1	+0.9	-1.6	+6.8	+44	+76	+100	+95	+21	+3.2	-4.6	+66	+6.0	+0.4	+0.5	+1.5	+1.4
Accuracy %	58%	47%	72%	77%	75%	74%	75%	66%	63%	75%	37%	58%	52%	54%	58%	44%	58%
Ranking %	50	80	35	92	9	7	15	9	25	15	35	20	15	70	75	20	20
\$Index Values			Sustainability: +\$169									MSA: +\$152					

Traits Observed: CE,BWT,200WT,Genomics Parent Verification: Sire: Verified, Dam: Verified Pigment: 100/100

Notes: This heifer is by Willack Thermal who was used over heifers before selling to Robert Dowel (Leongatha Sth). Her mother is a very quiet Papa daughter and this heifer has the same characteristics. Top 10% for 200, 400 and Mature cow weights. Top 15% for EMA and top 20% for IMF and carcase weight.

Purchaser: Price: \$.

	Breed Avg. EBVs for 2023 Born Calves																
	CE (DIR)	CE (DTRS)	GL	BW	200	400	600	MCW	Milk	SS	DC	Cwt	EMA	Rib	RUMP	RBY%	IMF%
	+4.2	+5.0	-1.0	+3.7	+35	+59	+82	+67	+18	+2.3	-3.7	+56	+4.4	+0.9	+1.2	+0.9	+0.8
\$Index Values			Sustainability: +\$148									MSA: +\$136					

Vision

'To sell young Hereford bulls with structural soundness and above average genetic merit.'

The concept for a Performance Based Bull Sale was the brainchild of five like minded Gippsland Hereford Breeders, all long time supporters of BREEDPLAN and adopters of the various technologies and science, as it has become available to the stud cattle industry, to support them in their breeding and management decisions and pursuing their breeding objectives.

They believed it was important to have a point of difference. They agreed on the concept of having a Performance Based Online Bull Sale selling young bulls who met strict selection criteria including being Herdbook Registered, structurally sound, fertile, DNA tested free of all know adverse genetic conditions and Pestivirus, sire verified and above average for various BREEDPLAN EBV's, Indexes and Traits which they consider are the profit drivers for the beef industry.

Mission

GIPPSLAND PERFORMANCE HEREFORDS was formed and sought advice from experts in the beef industry about their concept to sell young structurally sound performance based cattle. The concept was widely embraced by the experts who recommended they proceed with an Online Sale in Spring and ensure the entries were young bulls that met all of the strict selection criteria.

Selection Criteria

- Herdbook registered and BREEDPLAN recorded
- Age appropriate measurements submitted to BREEDPLAN for all entries
- DNA tested, Sire verified, Poll Status, free of all known genetic conditions included in Herefords Australia sale bundle
- Independent structural assessment and fertility/semen test conducted by an independent qualified assessor
- Each entry must be in the top 30% of the Hereford Breed for either of the Sustainability Production Index (\$) or MSA Production Index (\$)
- Each entry shall have a picture and video which will be placed online when available
- Each entry shall be guaranteed by the Vendor in the same terms and conditions as the current Herefords Australia Wodonga National Show and Sale Guarantee

www.perfomanceherefords.com.au



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