

GeneticChoice

New Zealand Ltd



2025 HEREFORD
SIRE DIRECTORY

FERTILITY STRUCTURE DOCILITY
PERFORMANCE LONGEVITY ADAPTABILITY
INTEGRITY CUSTOMER SATISFACTION

GeneticChoice

New Zealand Ltd

Contact the Genetic Choice Team for more details

Ben Jakschik
General Manager
Mobile: 027 426 2364
ben.j@geneticchoice.co.nz

www.geneticchoice.co.nz
PO BOX 1122,
TAUPO 3351 NEW ZEALAND

Robyn Jakschik - Administrator



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with all our specials and new release sires.

GLOSSARY

All EPD's quoted in Lbs. All EBV's quoted in Kilos

Easy to read EPD's Note where they fit in the population.



Rank in top 10% of breed



Rank in top 30% of breed

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INJEMIRA NORTHAM U339



B BALANCED

 CALVING EASE

 GROWTH

 FINISHING

A New Frontier - Exciting new young gun of the Injemira program, purchased by Keelan Pastoral Co, NSW, at the 2025 Autumn Injemira sale. An incredibly unique pedigree to hit Australian soil featuring renowned New Zealand's Elite Herefords N314 R123 and Matariki King Pin. Elite R123 has not been used in Australia outside the Injemira herd.

Structurally flawless, Northam is as smooth as a cat, exhibiting a strong head a neck carriage, awesome top line strength and is square and wide over the hips and from behind. The sheer muscle and grunt in this young sire is complemented with an abundance of bulging soft flesh, depth of flank and just oozes doing ability. Now consider his data; low GL (top 15%) makes him ideal for heifers, combined with explosive top 25% 200D, 10% 400D and 15% 600D growth figures! His whopping +7.8 (top 1%) EMA, positive rib and rump fat and +1.9 (top 6%) IMF combo is just the cherry on the cake!

EBVs as of 01/04/2025

	CED	CE DTRS	GL	BW	200	400	600	MCW	MILK	SCR	DTC	CW	EMA	RIB FAT	RF	RBY	IMF	DOC	NFI
EBV	12.6	10.3	-2.7	2.8	40	71	97	73	15	2.2	-4.7	79	7.7	1.1	1.7	1.7	1.9	-	-
RANK	25	20	20	35	25	15	20	40	75	55	30	4	3	40	35	15	7	-	-

Wirruna Northam N314
SIRE: Elite N314 R123
 Elite Regina 4300 M323
 Matariki King Pin
DAM: Injemira Cherry Ripe R257
 Injemira Cherry Ripe H114

DOB: 18/09/2023

ID: IHSU339

PRICE: \$75

	\$VALUES	RANK
SUSTAINABILITY	\$225	5
MSA PRODUCTION INDEX	\$226	5

BCC SUNRISE 243K



B BALANCED

 CALVING EASE

 GROWTH

 FINISHING

The next step in high maternal calving ease genetics who was the standout individual in the 2023 Baumgarten Cattle Company bull sale.

His dam, D81, was a workhorse bull-making machine at Stand Hill and is already doing the same at her new home. Plus, she has 12 daughters in production. Signifying her maternal longevity. A balanced curve bending calving ease and growth sire without sacrificing true beef bull look and quality.

Extremely deep, soft-sided bull who excels for muscle and structural quality, he is short marked, dark red and goggle-eyed. DNA tested homozygous polled, 100% pigment both eyes.

Sunrise optimises the Hereford breed with beautiful soft skin, well rounded muscle pattern and noted to have a great placid temperament.

EBVs as of 01/04/2025

	CED	CE DTRS	GL	BW	200	400	600	MCW	MILK	SCR	DTC	CW	EMA	RIB FAT	RF	RBY	IMF	DOC	NFI
EBV	20.4	17.3	-8.9	0.1	41	66	85	51	23	4	-6.5	59	5.4	1.1	0.2	1.4	1	-	-
RANK	3	1	1	6	20	30	45	80	15	4	6	40	25	40	80	25	40	-	-

SHF York 19H Y02

DOB: 06/02/2022

SIRE: SHF Daybreak Y02 D287

SHF Miss M326 T08

ID: 44362272

Gerber Anodyne 001A

PRICE: \$70

DAM: SHF Time 001A D81

SHF Time 42X A140

	\$VALUES	RANK
SUSTAINABILITY	\$215	5
MSA PRODUCTION INDEX	\$210	5

INJEMIRA ROBERT REDFORD Q287



B BALANCED

 CALVING EASE

 GROWTH

 FINISHING

Robert Redford entered a league of his own in 2023! He is unmatched for combination of phenotype, pedigree and data. He is the game changer of the breed and the must use, proven sire.

Sold at the Injemira 2021 auction to the syndicate formed by ABS Australia for a new Australian record price of \$160,000.

Extremely rare phenotypic and EBV combination perfectly suited to any seedstock or commercial production system.

Phenotypically exquisite, packed with red meat and offering incredible thickness, length, bone and muscle capacity.

EBVs as of 01/04/2025

	CED	CE DTRS	GL	BW	200	400	600	MCW	MILK	SCR	DTC	CW	EMA	RIB FAT	RF	RBY	IMF	DOC	NFI
EBV	26.3	19.1	-7.4	-2.5	43	69	92	69	27	2.1	-0.2	95	8.8	0.6	1.5	2.1	2.2	47	-
RANK	1	1	1	1	15	20	30	50	4	60	98	1	1	65	40	6	4	2	-

Redgate Redford D935

DOB: 03/09/2019

SIRE: Injemira Redford J006

Injemira Cavalier F201

ID: IHSQ287

Days Executive K168

DAM: Injemira First Day N063

Injemira First Day H004

PRICE: \$60

	\$VALUES	RANK
SUSTAINABILITY	\$203	10
MSA PRODUCTION INDEX	\$217	5

TARCOMBE MCLAREN Q203



B BALANCED

 CALVING EASE

 GROWTH

 FINISHING

Phase 1 Herefords Australia Super Sire!

This homozygous polled sire comes from the elite female Tarcombe Last Day M174 who has already produced maternal brother P117 selling for \$15,000 at the Wodonga National Show and Sale in 2020.

McLaren Q203 offers a well-rounded phenotypic package that exudes sire appeal. His natural thickness, muscling, body depth, length and skin type makes him a must-have sire option for any breeding program.

Low birth, short gestation, easy calving and carcass data to burn. Q203 offers 8 traits in the top 10% of the breed.

EBVs as of 01/04/2025

	CED	CE DTRS	GL	BW	200	400	600	MCW	MILK	SCR	DTC	CW	EMA	RIB FAT	RF	RBY	IMF	DOC	NFI
EBV	20.6	19.8	-6.9	-0.3	41	75	93	57	22	2.8	-5.4	78	7.1	1	1.5	1.2	2.4	36	-0.03
RANK	3	1	1	4	20	8	25	70	20	30	20	4	5	45	40	35	2	25	30

SIRE: Wurruna Justin J13
Wurruna McLaren M175
 Wurruna Lorna J413
 Mount Difficult Cadbury

DAM: **Tarcombe Last Day M174**
 Wurruna Last Day B16

DOB: 17/08/2019

ID: THSQ203

PRICE: \$60

	\$VALUES	RANK
SUSTAINABILITY	\$241	1
MSA PRODUCTION INDEX	\$245	1

Bar Star Magnitude 737 **\$20**

Mohican Bar Star Revved Up 78A **\$20**

EFBEEF BR Validated B413 **\$15**

Please Note: All prices are GST exclusive and reflect price per straw of semen.

