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FERTILITY    STRUCTURE    DOCILITY  
PERFORMANCE    LONGEVITY    ADAPTABILITY  
INTEGRITY    CUSTOMER SATISFACTION

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# GeneticChoice

## New Zealand Ltd

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Make sure you like us on FACEBOOK to keep up to date  
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 01/04/2026

	CED	CE DTRS	GL	BW	200	400	600	MCW	MILK	SCR	DTC	CW	EMA	RIB FAT	RF	RBY	IMF	DOC	NFI
EBV	13.8	9.7	-3.0	2.7	38	67	92	71	15	2.1	-5.4	75	7.6	0.9	1.5	1.9	1.9	-	0.17
RANK	20	25	20	35	35	25	30	45	75	60	20	7	4	50	45	10	8	-	85

Wirruna Northam N314

DOB: 18/09/2023

**SIRE:** Elite N314 R123

Elite Regina 4300 M323

ID: IHSU339

Matariki King Pin

**DAM:** Injemira Cherry Ripe R257

Injemira Cherry Ripe H114

**PRICE: \$75**

**VOLUME DISCOUNT**  
\$70 for orders of  
50 straws or more.

	\$VALUES	RANK
SUSTAINABILITY	\$219	5%
MSA PRODUCTION INDEX	\$220	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 01/04/2026

	CED	CE DTRS	GL	BW	200	400	600	MCW	MILK	SCR	DTC	CW	EMA	RIB FAT	RF	RBY	IMF	DOC	NFI
EBV	16.4	17.3	-7.7	0.1	41	67	86	51	24	4.2	-7.0	58	5.4	1.1	0.3	1.4	1.2	30	-
RANK	15	2	1	6	20	25	45	75	15	3	4	45	30	40	80	25	30	6	-

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	\$220	5%
MSA PRODUCTION INDEX	\$215	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 01/04/2026

	CED	CE DTRS	GL	BW	200	400	600	MCW	MILK	SCR	DTC	CW	EMA	RIB FAT	RF	RBY	IMF	DOC	NFI
EBV	19.9	19.1	-6.6	0.2	40	74	92	67	24	2.8	-4.6	73	8.6	1.3	1.66	1.1	2.4	36	-0.10
RANK	3	1	2	7	25	10	30	50	15	30	35	9	1	30	40	40	3	25	20

**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: \$50**

	\$VALUES	RANK
SUSTAINABILITY	\$222	5
MSA PRODUCTION INDEX	\$225	5

# HOOBEES STAND OUT 2510



**B** BALANCED

 CALVING EASE

 GROWTH

 FINISHING

Stand Out is a true phenotypic standout combining powerful sire appeal with commercially relevant performance. Dark red, exceptionally well marked, he impressed with his natural thickness, softness, structural correctness, carcass shape and genuine stud sire presence.

Sired by Wirruna Steakout S457 and backed by a productive Lucy female, Stand Out 2510 offers a balanced and modern Hereford package with strength across calving ease, growth, docility and carcass merit. His BREEDPLAN figures combine moderate birth weight with strong growth through to 600 days, alongside excellent carcass weight, EMA, IMF and retail yield data, making him well suited to both seedstock and commercial operations.

He represents the type of practical, high-performance Hereford sire capable of adding value throughout the supply chain while maintaining the phenotype demanded by progressive breeders.

EBVs as of 01/04/2026

	CED	CE DTRS	GL	BW	200	400	600	MCW	MILK	SCR	DTC	CW	EMA	RIB FAT	RF	RBY	IMF	DOC	NFI
EBV	13.0	15.9	-1.5	2.4	38	71	96	75	17	2.0	-5.3	70	4.5	0.8	0.9	0.7	2.2	37	-
RANK	25	3	40	30	35	15	25	35	60	65	25	15	50	55	65	60	4	20	-

**SIRE:** Wirruna Querido 0266  
**Wirruna Steakout S457**  
 Wirruna Golden Vanity 0304  
 Hoobees Campbell 1803

**DAM:** Hoobees Lucy 2023  
 Hoobees Crystal 1812

DOB: 17/07/2025

ID: 1839252510

**PRICE: \$60**

	\$VALUES
HEREFORD PRIME INDEX \$	\$185
BEEF HEIFER INDEX \$	\$267
DAIRY BEEF INDEX \$	\$147

**Bar Star Magnitude 737                      \$20**

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

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

