



POLL HEREFORD PRIVATE TREATY BULL SALE

Please contact us to arrange an inspection



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WINTER ULYSSES U003 (AI)(PP)

IDENT: WWWU003

DOB: 1/7/2023

SIRE: VERIFIED, DAM: VERIFIED

TOBRUK MAVERICK (AI)(PP)

WIRRUNA PAGE P070 (AI)(PP)

S: QUAMBY PLAINS RIVAL R629 (AI)(PP)

D: WINTER SATISFACTION S033 (P)

QUAMBY PLAINS JULIET P220 (AI)(P)

WINTER SATISFACTION L003 (P)



Eye-catching, homozygous polled bull with outstanding weight, carcass, and fertility traits. Displays excellent growth, strong structure, and rich colouring. Ranked in the top 1% for all weight and carcass traits - a high-performance sire ready to add value to any herd.



SELECTION INDEX (\$) VALUES	RANK
SUSTAINABILITY PROD	+\$209 6
MSA PROD	+\$186 15


JULY 2025 HEREFORD BREEDPLAN																	
	CEDIR	CEDTR	GL	BWT	200WT	400WT	600WT	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBV	IMF
EBV	-0.9	+7.9	-6.0	+6.4	+58	+104	+132	+108	+29	+4.3	-3.5	+97	+6.0	+0.8	+1.1	+1.3	+1.1
ACC	60%	46%	76%	80%	78%	77%	78%	70%	65%	78%	40%	62%	56%	58%	62%	49%	62%
RANK	75	35	2	90	1	1	1	3	2	3	55	1	15	55	55	30	35

TRAITS ANALYSED: GL,BWT,200WT,400WT,GENOMICS

WINTER UPSIZE U005 (AI)(S)

IDENT: WWWU005 DOB: 5/7/2023 SIRE: VERIFIED, DAM: VERIFIED

TOBRUK MAVERICK (AI) (PP) WIRRUNA PAGE P070 (AI) (PP)
S: QUAMBY PLAINS RIVAL R629 (AI) (PP) D: WINTER HILARITY S027 (P)
QUAMBY PLAINS JULIET P220 (AI) (P) WINTER HILERITYK032 (P)

 A powerful, well-muscled sire with impressive depth and classic colouring. Heterozygous polled, this bull offers strong growth and top 5% rankings for EMA and carcass weight, while maintaining moderate mature cow weight. Excellent fertility and scrotal traits make him a balanced option for performance-focused herds.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$178	25
MSA PROD	+\$166	30



JULY 2025 HEREFORD BREEDPLAN																	
	CEDIR	CEDTR	GL	BWT	200WT	400WT	600WT	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	-5.7	+1.2	-0.3	+4.6	+44	+74	+100	+59	+31	+4.5	-2.3	+77	+7.1	+1.0	+1.8	+1.9	+1.8
ACC	60%	45%	76%	79%	78%	77%	78%	69%	64%	78%	39%	63%	56%	58%	62%	48%	62%
RANK	85	75	65	65	9	9	15	65	1	2	80	5	5	45	30	9	9

TRAITS ANALYSED: GL,BWT,200WT,400WT,GENOMICS

WINTER UPWARD U008 (AI)(PP)

IDENT: WWWU008 DOB: 11/7/2023 SIRE: VERIFIED, DAM: VERIFIED

TOBRUK MAVERICK (AI)(PP) WIRRUNA PAGE P070 (AI)(PP)
S: QUAMBY PLAINS RIVAL R629 (AI)(PP) D: WINTER MELLOW S025 (PP)
QUAMBY PLAINS JULIET P220 (AI)(P) WINTER MELLOW N020 (P)

 A deep, structurally sound bull combining growth, carcass weight, EMA and IMF - all without excess birth weight. With a quiet temperament and balanced performance, he's an ideal all-rounder for mature herds.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$200	10
MSA PROD	+\$192	15




JULY 2025 HEREFORD BREEDPLAN																	
	CEDIR	CEDTR	GL	BWT	200WT	400WT	600WT	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	-6.0	+0.7	-2.3	+5.3	+51	+85	+112	+79	+21	+5.5	-6.1	+84	+5.7	+2.1	+3.1	+0.6	+1.7
ACC	60%	46%	76%	79%	78%	77%	78%	69%	64%	78%	39%	62%	56%	58%	62%	48%	62%
RANK	90	80	25	75	2	2	4	30	25	1	10	2	20	8	7	65	10

TRAITS ANALYSED: GL,BWT,200WT,400WT,GENOMICS

WINTER USHER U018 (S)

IDENT: WWWU018 DOB: 6/8/2023 SIRE: VERIFIED, DAM: VERIFIED

NJW 79Z Z311 ENDURE 173D (ET)(PP) MOUNT DIFFICULT QUAYER Q032 (P)
S: VP ENDURE Q033 (AI)(PP) D: WINTER LADY BIRD S007 (P)
VP BORONIA M001 (P) WINTER LADY BIRD P038 (P)

 Usher is a quiet, easily handled bull ideal for heifer joinings, offering excellent calving ease, short gestation, strong scrotal development, and impressive fertility with top-ranking days to calving. He also brings added value with top 15% EMA, making him a versatile choice for breeders seeking low-risk calving without compromising carcass quality.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$197	15
MSA PROD	+\$203	7




JULY 2025 HEREFORD BREEDPLAN																	
	CEDIR	CEDTR	GL	BWT	200WT	400WT	600WT	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	+15.0	+13.2	-1.3	+1.0	+28	+52	+68	+47	+7	+3.2	-6.8	+58	+6.1	+1.6	+1.5	+1.4	+0.6
ACC	59%	47%	74%	79%	78%	77%	78%	70%	67%	77%	39%	62%	56%	57%	61%	47%	61%
RANK	15	8	40	15	85	75	80	85	99	15	5	45	15	20	40	25	60

TRAITS ANALYSED: BWT,200WT,400WT,GENOMICS

WINTER ULTIMATE U020 (P)

IDENT: WWWU020 DOB: 1/9/2023 SIRE: VERIFIED, DAM: VERIFIED

MOUNT DIFFICULT QUAYER Q032 (P) MOUNT DIFFICULT HEPBURN H114 (PP)
S: WINTER SANTOS S008 (P) D: WINTER TWILIGHT M017 (P)
WINTER HILARITY P021 (TW)(P) WINTER TWILIGHT HP H015 (H)

 One of the younger bulls in the draft, he displays sound structure and excellent calving ease and gestation traits, while still maintaining solid weight and carcass performance. An ideal heifer bull, offering a balance of ease and efficiency for breeding programs.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$178	25
MSA PROD	+\$174	25



JULY 2025 HEREFORD BREEDPLAN																	
	CEDIR	CEDTR	GL	BWT	200WT	400WT	600WT	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	+5.5	+8.6	-1.9	+3.2	+40	+71	+90	+76	+10	+2.7	-1.3	+70	+5.6	-0.2	-0.9	+1.6	+1.3
ACC	54%	43%	70%	77%	76%	75%	76%	66%	65%	75%	35%	60%	51%	53%	57%	42%	57%
RANK	50	30	30	40	25	15	35	35	94	35	90	15	20	90	96	20	25

TRAITS ANALYSED: BWT,200WT,400WT,GENOMICS

WINTER ULTRA U025 (AI)(P)

IDENT: WWWU025 DOB: 8/6/2023 SIRE: VERIFIED, DAM: VERIFIED

WIRRUNA KALIMNA K326 (PP) TOBRUK LARRY (ET)(PP)
S: WIRRUNA QANTAS Q036 (AI)(PP) D: TOBRUK ROSE P14 (P)
WIRRUNA LETITIA M367 (P) TOBRUK ROSE M006 (AI)(TW)(P)

Ultra is a stylish, well-muscled bull with excellent structure and smooth coat type, complemented by standout colouring. Suited to extensive herd conditions, his strong calving ease figures make him an ideal choice for crossbreeding programs, particularly over heifers. While not overly docile, Ultra is alert and responsive - well-suited to extensive operations where a bit of go is an asset.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$178	25
MSA PROD	+\$182	20



JULY 2025 HEREFORD BREEDPLAN																	
	CEDIR	CEDTR	GL	BWT	200WT	400WT	600WT	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	+7.2	+10.4	-1.1	+2.3	+36	+52	+70	+27	+20	+3.2	-1.1	+54	+4.2	+1.0	+1.5	+1.3	+1.4
ACC	63%	53%	76%	80%	78%	78%	78%	72%	69%	78%	48%	65%	60%	61%	65%	52%	65%
RANK	45	20	45	30	45	75	80	97	35	15	92	60	50	45	40	30	20

TRAITS ANALYSED: 200WT,400WT,GENOMICS

WINTER UNTOUCHABLE U029 (S)

IDENT: WWWU029 DOB: 10/7/2023 SIRE: VERIFIED, DAM: VERIFIED

MOUNT DIFFICULT QUAVER Q032 (P) MOUNT DIFFICULT HEPBURN H114 (PP)
S: WINTER SANTOS S008 (P) D: WINTER CORA K034 (P)
WINTER HILARITY P021 (TW)(P) WINTER CORA G052 (H)

Heterozygous polled, this structurally sound and docile bull combines strong calving ease with impressive performance data. He ranks in the top 10% for gestation length and an outstanding top 3% for retail beef yield. One of the heaviest bulls in the draft, he brings both weight and quality to the table

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$161	40
MSA PROD	+\$158	35



JULY 2025 HEREFORD BREEDPLAN																	
	CEDIR	CEDTR	GL	BWT	200WT	400WT	600WT	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	+10.4	+9.4	-3.7	+3.2	+30	+56	+69	+54	+13	+0.6	-1.4	+50	+5.4	-0.4	-0.8	+2.4	+0.7
ACC	55%	43%	70%	77%	77%	75%	76%	66%	64%	75%	35%	60%	51%	53%	57%	42%	57%
RANK	30	25	10	40	75	60	80	75	85	98	90	70	25	92	95	3	55

TRAITS ANALYSED: 200WT,400WT,GENOMICS

WINTER UPBEAT U030 (S)

IDENT: WWWU030 DOB: 27/7/2023 SIRE: VERIFIED, DAM: VERIFIED

MOUNT DIFFICULT QUAVER Q032 (P) MOUNT DIFFICULT HEPBURN H114 (PP)
S: WINTER SANTOS S008 (P) D: WINTER LADY BIRD L009 (P)
WINTER HILARITY P021 (TW)(P) WINTER LADY BIRD J020 (H)

Upbeat is a thickset, heavy-bodied bull and the heaviest in the draft, with weight EBVs that back his impressive phenotype. Heterozygous polled and displaying a quiet temperament, he combines excellent calving ease with top-end growth. Ranking in the top 3% for retail beef yield, he's a versatile all-rounder that will add value and performance to any herd.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$186	20
MSA PROD	+\$170	25



JULY 2025 HEREFORD BREEDPLAN																	
	CEDIR	CEDTR	GL	BWT	200WT	400WT	600WT	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	+5.4	+6.4	-3.2	+1.9	+39	+76	+100	+81	+19	+1.0	-2.0	+80	+4.8	-0.5	-0.8	+2.0	+0.7
ACC	54%	42%	69%	76%	76%	75%	76%	65%	64%	74%	34%	59%	50%	52%	56%	41%	56%
RANK	50	45	15	25	30	7	15	25	40	94	85	3	35	94	95	7	55

TRAITS ANALYSED: CE,200WT,400WT,GENOMICS

WINTER UPTICK U034 (P)

IDENT: WWWU034 DOB: 17/7/2023 SIRE: VERIFIED, DAM: VERIFIED

NJW 79Z Z311 ENDURE 173D (ET)(PP) ELITE 4110 F88 (AI)(S)
S: VP ENDURE Q033 (AI)(PP) D: WINTER VANITY M003 (H)
VP BORONIA M001 (P) WINTER VANITY G007 (H)

A striking individual with a smooth deep cherry red coat. This bull pairs his standout looks with a quiet easy-going temperament making him a stylish addition to any paddock.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$148	50
MSA PROD	+\$140	50



JULY 2025 HEREFORD BREEDPLAN																	
	CEDIR	CEDTR	GL	BWT	200WT	400WT	600WT	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	+1.1	+6.8	+0.5	+3.8	+30	+56	+74	+72	+10	+3.2	-6.2	+54	+4.1	+0.5	+0.3	+1.2	+0.7
ACC	58%	46%	72%	78%	77%	76%	77%	68%	67%	76%	38%	62%	55%	56%	60%	46%	60%
RANK	65	40	80	50	75	60	70	45	94	15	9	60	55	65	80	35	55

TRAITS ANALYSED: 200WT,400WT,GENOMICS

WINTER UNLEASH U056 (PP)

IDENT: WWWU056 DOB: 8/8/2023 SIRE: VERIFIED, DAM: VERIFIED

WIRRUNA LEDGER L285 (AI)(PP) ELITE G031 K113 (AI)(PP)
S: WIRRUNA PAGE P070 (AI)(PP) D: WINTER MELLOW N020 (P)

WIRRUNA MADAM L441 (ET)(PP) WINTER MELLOW HP H004 (H)



If you're chasing IMF and EMA without compromising fertility, Unleash ticks all the boxes. He ranks in the top 5% for calving ease daughters, top 4% for gestation length, top 8% for service size, top 3% for IMF, and top 5% for EMA. With an easy-going temperament and class Hereford markings, he's a well-balanced bull homozygous polled bull with figures and temperament to back him up.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$181	25
MSA PROD	+\$179	20



WINTER USDA PRIME U062 (PP)

IDENT: WWWU062 DOB: 21/8/2023 SIRE: VERIFIED, DAM: VERIFIED

NJW 79Z Z311 ENDURE 173D (ET)(PP) WIRRUNA LARKIN L105 (ET)(P)
S: VP ENDURE Q033 (AI)(PP) D: WINTER TWILIGHT P019 (P)
VP BORONIA M001 (P) WINTER TWILIGHT K051 (P)



A well-proportioned, deep red homozygous polled bull with a sound, balanced type. He offers solid calving ease, birthweight, and days to calving figures, making him a reliable option for heifer joinings.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$169	35
MSA PROD	+\$175	25



WINTER UNIQUE U063 (PP)

IDENT: WWWU063 DOB: 1/8/2023 SIRE: VERIFIED, DAM: VERIFIED

MOUNT DIFFICULT QUAYER Q032 (P) TALBALBA ANZAC L058 (AI)(P)
S: WINTER SANTOS S008 (P) D: WINTER CLOTILDA P024 (P)
WINTER HILARITY P021 (TW)(P) WINTER CLOTILDA M008 (P)



A well-presented, homozygous polled all-rounder combining fertility, growth, and versatility. With strong weight figures and suitability for both heifers and mature cows, Unique will deliver performance without compromise. He ranks in the top 7% for carcass weight, top 25% for EMA, and top 15% for retail beef yield - making him an ideal choice for boosting carcass value across the herd.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$187	20
MSA PROD	+\$180	20



WINTER UPSHOT U070 (PP)

IDENT: WWWU070 DOB: 9/8/2023 SIRE: VERIFIED, DAM: VERIFIED

NJW 79Z Z311 ENDURE 173D (ET)(PP) TALBALBA ANZAC L058 (AI)(P)
S: VP ENDURE Q033 (AI)(PP) D: WINTER LADYBIRD R009 (PP)
VP BORONIA M001 (P) WINTER LADY BIRD M010 (P)



Upshot is a well-structured, homozygous polled bull with strong eye and foot structure and an ideal coat type. For those chasing both looks and performance, he delivers on all fronts. He combines excellent weight and carcass traits with fertility and calving ease, making him a versatile herd sire. Ranking in the top 4% for calving ease daughters, top 9% for carcass weight and EMA, and top 3% for retail beef yield, Upshot is built for both functionality and impact.

SELECTION INDEX (\$) VALUES		RANK
SUSTAINABILITY PROD	+\$215	4
MSA PROD	+\$208	6



JULY 2025 HEREFORD BREEDPLAN																	
	CEDIR	CEDTR	GL	BWT	200WT	400WT	600WT	MCW	MILK	SS	DTC	CWT	EMA	RIB	RUMP	RBY	IMF
EBV	+8.8	+14.4	-0.2	+4.5	+45	+78	+96	+80	+7	+2.9	-5.4	+73	+6.6	+0.2	-0.5	+2.4	+0.3
ACC	60%	47%	74%	79%	78%	77%	78%	70%	67%	77%	38%	62%	56%	57%	61%	46%	61%
RANK	35	4	65	65	7	5	20	30	99	25	20	9	9	80	92	3	80
TRAITS ANALYSED: CE,200WT,400WT,GENOMICS																	