



2008 Bull Sale Preview



Booroomooka Angus Stud, KEERA, Bingara, NSW

180 Bulls to Sell on Friday 15th August, 2008 at 12.00 Noon

Booroomooka Angus - A long term commitment to breed advancement

The Booroomooka Angus Stud has been owned and managed by the Munro Family at Bingara, NSW since 1926. Today the cow base of over 700 HBR stud females and 1300 joined commercial Angus Females is run under strict commercial conditions. This provides a strong foundation upon which you, our customer can build upon.

The Annual Sale this year includes the VERY BEST of Booroomooka's Bulls - enabling you to pick from the leading genetics in the breed and what is right for you. Bulls sold at the Annual Booroomooka Bull Sale have bred on with outstanding success - Theo, Warwick, Whitlow, Future X433, Undertaken Y145, Design Y152, Design Y120 and Yogi Z27, are just some of the extensive list of bulls who have made their mark in seedstock and commercial herds in the Australian Angus Industry to which Booroomooka has been committed for 83 years.

Quality and Value at this year's Sale

The Booroomooka Angus breeding program is focussed on breeding bulls for YOU - our Customer. Our breeding principles emphasise economically important genetic traits that help our customers increase their operating margins - price and cost of production are both important.

Leading breeders continue to build quality herds through astute genetic selection and effective management. While there are significant challenges ahead, quality and efficiency remain of prime importance for seedstock and commercial breeders alike.

There are a large number of bulls that enable breeders to make informed choices to meet their market requirements. The choice of improved growth, fertility, carcass quality, calving ease, doing ability, finishing ability and muscling is available to all.

Booroomooka Bulls represent High Quality at Value with an emphasis on consistency of production rather than short term hype. When you purchase a bull from us it is an investment in your herd and in the future of your business.

Yearling bulls featured

This year we will also be selling a great line of yearling Bulls whose dams are ET donor cows. Donor dams include Volition V125, Regalia R133, Voracious X274, Uaaise U101 and Volition X199. These young bulls are of outstanding quality and provide breeders with a real opportunity.

Bull Buyers Check List

- 83 years of breeding - focusing on Customer needs
- Wide selection base
- Honesty, Integrity never compromised
- Bull Breeding Soundness Evaluation by Vet
- Strategic Use of AI and ET Technology
- Cow Herd operates in tough environment
- Assiduous data collection and Full Pedigree Records
- Assessed for structure and temperament
- Angus Quality Assured Catalogue
- Guaranteed
- Ready to Work
- Johnes MN2 accredited
- Focused on economically relevant traits
- Progeny recognised in the market placed

A strong foundation to build your herd!

Relevant Information to Make Genetic Change!

It is vitally important for cattle producers to remain focused on the building blocks of success that are important in your environment and production system. These include, fertility, growth, carcass, calving ease, maturity patterns, foraging ability, the ability to lay down reserves for survival later on, structural soundness, temperament and longevity.

We are conscious of the trust cattle producers put in our breeding programme and the information we supply. We aim to supply to you the best available and relevant information that help describes the genetic differences between animals for the economically important traits that affect your financial bottom-line.

We believe that Angus Group Breedplan EBV's are an extremely useful guide to explain genetic differences in the recorded traits within the Angus population. They have been proven to successfully move herds genetically in the direction that is chosen. Assiduous field data collection and accurate pedigree records are vital in the success of the reliability in the Breedplan System – Heritability of the traits is heavily influenced by data quality.

The future of genetic evaluation is exciting and always evolving. There are no certainties of the outcome of a specific mating as genes are very complex in how they interact and are expressed. Gene Marker Research is currently mainly targeting the economically important traits that are difficult and/or expensive to measure. At

this stage we use DNA technology for parent verification, red gene markers and have used it for testing for undesirable genes such as mannosidosis. We currently do not use Gene Marker technology for genetic selections within the Angus Breed Population for marbling and feed efficiency. As yet, within the Angus Population, we have not seen sufficient evidence of improvement in actual marbling or actual feed efficiency when the *current* stars are increased. In the future, with further research, this may become a successful selection tool that we can use when it is validated and shown to identify genetically superior animals.

When looking to make a genetic selection remember:

- (1) Be careful of antagonistic traits (ie if you increase one trait it may have a negative impact on another economically important trait). Indexes can help you prioritize important traits.
- (2) When looking at information (eg raw weight data) or visual appraisal of a bull, make sure, the differences you see are attributable to genetic differences rather than the environment.
- (3) You still have to use a visual selection process to assess the non-measurable traits such as maturity type/temperament/structural soundness etc.

It is a continual challenge to achieve significant genetic change. At Booroomooka Angus, our breeding program meets this challenge, with the use of large contemporary groups, meticulously kept pedigree records, assiduous data collection (birth weights through to carcass) and analysis through Group Breedplan. We rigorously visually select our cattle for structure, maturity type and temperament. This helps build longevity and ease of handling in our customer's herds.

We welcome any feedback and are happy to discuss with you our breeding program and your needs.

- Sinclair Munro

Your
INVITATION
to attend
The Booroomooka Angus
OPEN DAY
at
Keera
Thursday, 31st July 2008 at 10.00am
A relaxed informative morning with our sale
bulls on display.
It's a good time to take a close look prior to
Sale Day

It's Your Pick !

Growth - 130 bulls above breed average

Calving Ease - 92 below breed average for birth weight

Fertility - 133 above breed average

Muscle - 157 above breed average

Finishing Ability - 127 above breed average for rib fat

Marbling - 170 above breed average

* Breed average of all registered calves born in 2006

Where are we?

Booroomooka Angus Stud is 28km from Bingara, on the Bundarra Road - 2 hours by car north of Tamworth - 1 1/2 hours north west of Armidale - 45 minutes west of Inverell - 2 hours south of Goondiwindi

By Air

- **Qantas Link** to Armidale, Tamworth, Moree
www.qantas.com.au or phone 131313

- **Aero Pelican** to Inverell www.aeropelican.com.au
Small private planes can land at Bingara

Accommodation available at -

Imperial Hotel Motel, Bingara, 02 6724 1629

Fossickers Way Motel, Bingara, 02 6724 1373

See also www.bingara.com.au

Top of The Town, Inverell, 02 6722 4044

Twin Swans, Inverell, 02 6722 2622

Country Comfort, Armidale, 02 6772 8511

Powerhouse Motor Inn, Tamworth, 1300 724 366



Contact details

Selling Agents

Lehman & Frame - 02 6722 2283

Ben Lehman - 0427 211 327

Phil Frame - 0427 221 610

Richard Adams - 0437 254 777

Guest Auctioneer

Luke Scicluna - 0428 421 828

Sale Contact

Eric Crowe - 02 6765 9907

Booroomooka Angus Stud

Hugh Munro 02 6724 7151

Sinclair Munro 02 6723 6622
email keera@activ8.net.au

Reminder!

1. Mark your diary - **Friday, 15th August** and plan to be at the Booroomooka Angus Bull Sale.
2. If you would like to view the Bulls prior to the Sale please contact us at any time.
3. If you do not receive your Sale Catalogue by Friday, 25th July please let us know.
4. Save time on Sale Day and Pre Register for the Sale - see Sale Catalogue.

High Quality Sons of Industry Leading Sires



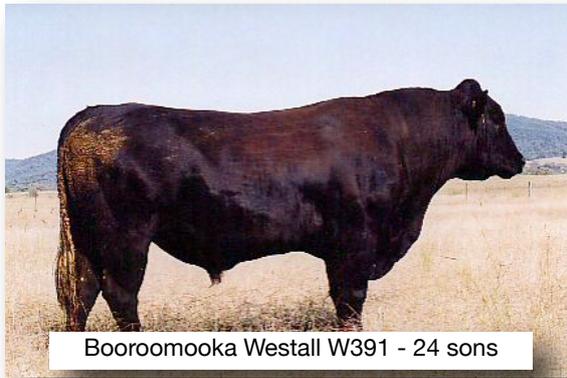
Hyline Right Time 338 - 33 sons

BW	600D	SS	EMA	FAT	IMF%	\$B3
5.7	127	4.0	3.6	-0.2	1.5	118



Booroomooka Undertaken Y145 - 8 sons
(plus 10 sons of U170)

BW	600D	SS	EMA	FAT	IMF%	\$B3
2.9	74	2.7	3.5	3.1	3.4	101



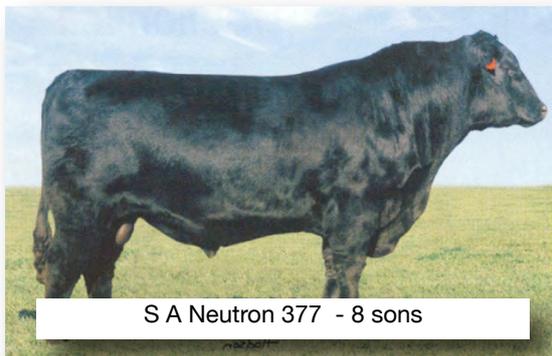
Booroomooka Westall W391 - 24 sons

BW	600D	SS	EMA	FAT	IMF%	\$B3
5.5	86	1.6	5.7	-1.2	1.4	90



Booroomooka Yogi Z27 - 11 sons

BW	600D	SS	EMA	FAT	IMF%	\$B3
5.4	115	2.0	1.5	0.7	2.3	104



S A Neutron 377 - 8 sons

BW	600D	SS	EMA	FAT	IMF%	\$B3
7.0	129	3.3	3.4	0.4	0.3	87



Bon View New Design 1407 - 17 sons

BW	600D	SS	EMA	FAT	IMF%	\$B3
1.6	101	0.7	3.3	0.3	2.4	131

Also sons of Booroomooka Warwick, Midland, NGM Z250, 9074 and W109 will sell!
Catalogue and further information can be downloaded from www.booroomooka.com.au