

# HARRELL 30th Spring BULL ROUNDUP

Monday **MARCH 2** 2009  
12:30 PM PST • AT THE RANCH

- **115 EPD PERFORMANCE BULLS**  
75 Powerful Yearlings • 40 Big Country Twos
- **20 REG. HEIFERS** ...Herd Builders!
- **15 COMMERCIAL HEIFERS**  
Standout Replacements ...info. on page 25

Special  
Feature

- **24 QUARTER HORSES**  
3 Bred Broodmares • 2 Yrlg. Fillies  
19 Performance Prospect Two Year Olds  
Geldings and broodmare caliber fillies  
from the Harrell-Mackenzie performance  
Quarter Horse program!

**HORSE PREVIEW - Sun., Mar. 1 @ 1 pm**  
Mackenzie Ranch Hdqtrs. ...I-84, Exit 298  
6 miles north of Baker City, 1 mile west

**HORSES SELL - Mon., Mar. 2 @ 2:30 pm**  
Harrell Hereford Ranch Hdqtrs.  
(upon completion of the bull sale)

**AUCTIONEER • C.D. "Butch" Booker**  
Colfax, WA - 509/989-2855

• **SALE REPRESENTATIVES •**  
**MARK HOLT, American Hereford Assn.**  
509/840-2468

**WILLARD WOLF, Special Representative**  
509/994-8051

**JERRY YORK, Western Livestock Journal**  
208/863-1172

**MATT MACFARLANE, California Cattleman**  
916/803-3113



**UNITED LIVESTOCK BROKERS, INC.**  
Jay George • 605/391-6230  
1025 28th Rd. NW  
Lebo, Kansas 66856

Photography by Beth Mackenzie, Becky Harrell, Jay George

## PHONE - A - BULL

When buyers can't attend ...ask about the Harrell Hereford Ranch's satisfaction guaranteed bid program. We'll select bulls right for your needs.

Call **Bob Harrell Jr.** 541/523-4322,  
**Don Schafer** 541/403-0008,  
or Ranch 541/523-4401

**Bulls are fertility tested and backed by the Harrell Hereford Ranch guarantee!**

**SALE DAY PHONES**  
541/523-4401  
541/403-2210

[www.harrellherefordranch.com](http://www.harrellherefordranch.com)

**HARRELL**   
**HEREFORD RANCH**

**Bob Jr.** 541/523-4322  
**Don Schafer** 541/403-0008  
Ranch 541/523-4401  
42590 Salmon Creek Rd.  
**BAKER CITY, OREGON 97814**



(Left) Wannie & Beth, Duncan and Maggie Mackenzie;  
(Middle) Bob & Becky, Lexie and Edna Harrell;  
(Right): Reg & Linda Madsen and twins

## WELCOME TO HARRELL HEREFORD RANCH...

Welcome to our 30th Annual Spring Bull Roundup. We are proud to present this offering of Hereford cattle and Quarter Horses that bear our brands as a trademark of performance, quality and proven genetics.

Driven by bottom-line economics of the beef cattle industry, our business is "rancher" herd bulls. In challenging times, there are always opportunities to better position ourselves for the future. HHR is working hard for our customers to take advantage of every genetic, breeding, and marketing opportunity that will benefit them now and in years to come. In addition, Northwest Premium Genetic Rancher/Partners are doing what it takes to improve the quality, consistency and uniformity of their product, which adds value for themselves as well as the feedlot.

Last year with production costs being at an all-time high, we have seen the benefits of using quality, efficient Hereford cattle. In addition to fertility and longevity, there is tremendous savings in feeding and breeding cattle with Hereford influence. Time after time, the data has supported the reasons for crossbreeding. Maximizing your black cowherd with a Hereford bull is one of the most economically beneficial decisions that you will make this year.

Please join the Harrell, Thomas and Mackenzie families for our big, 3-day Western Ranchers Event. It begins Sun., March 1st at the Mackenzie Ranch Headquarters with our Quarter Horse Preview, our 30th annual Spring Bull Roundup held at Harrell Hereford Ranch on Monday, March 2nd, and concluding Tues., March 3rd with the Thomas Angus Ranch Annual Spring Bull Sale.

We extend a special invitation for "The Cowboy Gathering" on Monday evening, 6:30 p.m. following our sale. Join us at the Geiser Grand Hotel for an evening of western fellowship with fellow cattlemen and industry leaders hosted by Harrell Hereford Ranch, Thomas Angus Ranch, and Pfizer Animal Health.

Plan on three big days of good cattle, good horses and good western hospitality. Please call with questions and we'll look forward to seeing you!

**Bob Harrell Jr.**  
and The Harrell & Mackenzie Families



Tracy Lehman Family



Charles & Joyce Bornstedt



Filiberto Rosales Family



Bid live via the Internet...

**LiveAuctions.TV**

[www.LiveAuctions.tv](http://www.LiveAuctions.tv)  
Call **Brad Fahrmeier** for details 816/392-9241

New buyers be prepared to fax a bank reference to 541/523-5502. Please contact Harrell Hereford Ranch about your cattle of interest the week prior to the sale.



# NORTHWEST PREMIUM GENETIC PARTNERS

*Formula Pricing with Premiums for  
Carcass Quality • Age and Source Verification • Sourced Genetics*

The NPGP is a *partnership* of Oregon's largest Angus and Hereford seedstock programs, along with Oregon's largest feedlot operator...*and you our valued and trusted customer!*

- Flexible and Competitive Customized Formula Pricing
- Market Consultation to Fit Your Program
- Genetic Feedback for Feedlot Performance and Carcass Data
- Premiums Paid for Age Verification and Quality Grade

**For Northwest Premium Genetic Partnership Information Contact Any Of The Partners**

**HARRELL**   
HEREFORD RANCH  
Bob, Jr. 541/523-4322 • Don Schafer 541/403-0008  
Ranch 541/523-4401  
42580 Salmon Creek Rd. • Baker City, OR 97814

  
**BEEF NORTHWEST  
FEEDERS**  
P.O. Box 209 • North Powder, OR 97867  
(541) 898-2288 • www.beefnw.com

**Thomas** **ANGUS RANCH**  
The performance brand of quality Angus  
Rob & Lori Thomas • (541) 523-7958 • 42734 Old Trail Rd. • Baker City, OR 97814  
Office: (541) 524-9322 • Fax: (541) 523-4271

**Ironside Associates is very fortunate to be located in an area of what we feel are premier seed stock producers.**



**Jeff and Edie Palmer, mgrs.**

We have used Thomas Angus and Harrell Hereford genetics over the years. As Ironside Associates retains our calves through to harvest, it is important to continue to work at overall improvement. Because we finish our cattle at Beef Northwest Feeders, it was only natural for Ironside Associates to participate in the Genetic Partnership Program. Last year 65% of our bull battery was Thomas and Harrell bulls. These genetics form the core of our cow herd. As this percentage has increased, our overall performance has also increased, from calf crop percentage to grid performance at harvest.

We constantly use all the information we can gather to make performance comparisons. This has been a great tool to justify our cost and choice of genetics.

Thomas Angus and Harrell Herefords have been a major influence in the success of our cattle performance.

## **IRONSIDE ASSOCIATES**

### **2008 Feedlot / Harvest Summary**

594 Steers fed and marketed by Beef Northwest  
...sired by Harrell Hereford and Thomas Angus bulls

#### **CARCASS DATA**

Yield Grade 1 & 2 .....	<b>46%</b>	Prime & Choice.....	<b>71.5%</b>
Yield Grade 3 .....	<b>49.5%</b>	Compared to Nat'l Avg.	
Yield Grade 4 .....	<b>4.5%</b>	All Regions...56.3%	

**Certified Angus Beef Qualifying Cattle 25.4%**

#### **FEEDLOT PERFORMANCE**

Avg. Daily Gain **3.89** • Avg. Feed/Gain **5.23** • Kill Wt. **1207**

**Marketed by Beef Northwest** June 10 – July 2, 2008

Carcass Price..... **\$101.88 cwt.**

Generic Beef Price (same period) **\$96.70 cwt.**

Base Premium Value / Carcass..... **\$38.90**

Age & Source verified Premium..... **\$20.00**

Over 70% Choice..... **\$7.00**

**Total Beef Northwest Premium Value / Carcass..... \$65.90**

*"Through Northwest Premium Genetic Partners, we have invested in people, genetics and a program we know, trust and have proven to perform."*

— Jeff Palmer, mgr.