

HARRELL 31st Spring BULL ROUNDUP

Monday **MARCH 1** 2010
12:30 PM PST • AT THE RANCH

- **123 EPD PERFORMANCE BULLS**
74 Powerful Yearlings • 49 Big Country Twos
- **31 REG. HEIFERS** ...Herd Builders!
- **15 COMMERCIAL HEIFERS**
Standout Replacements ...info. on page 28

Special
Feature

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

HORSE PREVIEW - Sun., Feb. 28 @ 1 pm
Mackenzie Ranch Hdqtrs. ...I-84, Exit 298
6 miles north of Baker City, 1 mile west

HORSES SELL - Mon., Mar. 1 @ 2:30 pm
Harrell Hereford Ranch Hdqtrs.
(upon completion of the bull sale)

AUCTIONEER • C.D. "Butch" Booker
Colfax, WA - 509/397-6102

• **SALE REPRESENTATIVES •**

MARK HOLT, American Hereford Assn.
208/369-7425

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

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, Matt & Marti

Welcome to our 31st Annual Spring Bull Roundup...

We are proud to present this year's offering of Hereford cattle and Quarter Horses that bear our brands as a trademark of performance, quality and proven genetics.

This past spring, Harrell Hereford Ranch was honored with the BIF Seedstock Producer of the Year. It was very gratifying and humbling to receive this award for our operation. We have always felt that it was important to work hard for our customers to help take advantage of every genetic, breeding, and marketing opportunity that benefits them now and in years to come. We believe this recognition from the BIF validates our efforts to improve the bottom line for all of our customers. In addition, Northwest Premium Genetic Rancher/Partners are doing what it takes to improve the quality and consistency of their product, which adds value for themselves, the feedlot, and the packer, with the ultimate goal of providing a superior eating experience for the consumer.

Maximizing heterosis in your commercial cowherd with a Hereford bull is probably one of the most economically beneficial decisions that you will make this year. In addition to fertility and longevity, there is tremendous savings in feeding and breeding efficient Hereford and Hereford cross cattle. Time after time, the data has supported the reasons for crossbreeding. On March 1st, we will be offering large, uniform sire groups of trait-balanced bulls that have optimum total breeding value for maternal, calving ease, growth, and carcass traits.

As always, please join the Harrell, Thomas, and Mackenzie families for our big, 3-day Western Ranchers Event. It begins Sunday, Feb. 28th at the Mackenzie Ranch Headquarters with our Harrell-Mackenzie Quarter Horse Preview, our 31st annual Spring Bull Roundup held at Harrell Hereford Ranch on Monday, March 1st, and concluding on Tuesday, March 2nd 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 on sale day!

Bob Harrell Jr. and the Harrell & Mackenzie Families



Tracy Lehman Family



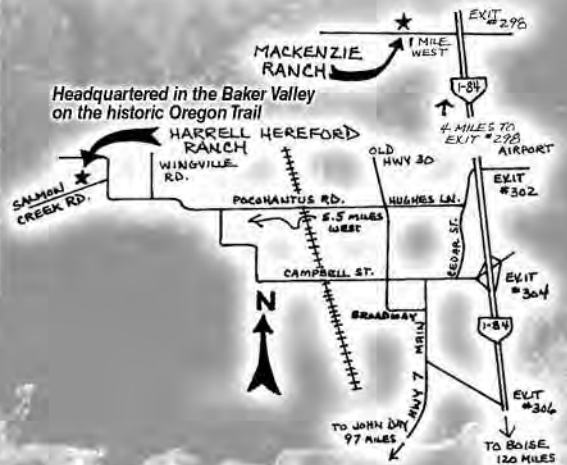
Charles & Joyce Bornstedt



Don Schafer



Filiberto Rosales Family



Headquartered in the Baker Valley
on the historic Oregon Trail

HARRELL HEREFORD RANCH

WINGVILLE RD.

POCHANTUS RD.

5.5 MILES WEST

CAMPBELL ST.

BROADWAY

HWY 7

TO JOHN DAY 97 MILES

TO BOISE 120 MILES

EXIT #302

EXIT #304

EXIT #306

4 MILES TO AIRPORT

EXIT #298

MILE WEST

MACKENZIE RANCH

SALMON CREEK RD.

HUGHES LN.

LEOPR. ST.

OLD HWY 30

EXIT #302

EXIT #304

EXIT #306

EXIT #298

EXIT #302

EXIT #304

EXIT #306

EXIT #298

EXIT #302

EXIT #304

EXIT #306

EXIT #298

EXIT #302

EXIT #304

EXIT #306

Bid live via the Internet...

LiveAuctions.TV

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. 1

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
42590 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, Ironside, OR... A NORTHWEST PREMIUM GENETIC PARTNER



Jeff and Edie Palmer, mgrs.

"We have used Thomas Angus and Harrell Hereford bulls over the years ...and retain our calves through harvest, so it was only natural to participate in the Genetic Partnership Program. 65% of our bull battery is Thomas and Harrell bulls with their genetics forming the core of our cowherd. As that percentage increased, so has our overall performance from calf crop percent to grid performance. All information gathered has been a great tool for making performance comparisons and to justify our investment and choice of genetics.

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

From cowherd to carcass and marketing the end product, the NWPG Partnership with Harrell Herefords, Thomas Angus and Beef Northwest pays dividends!

IRONSIDE ASSOCIATES 2008 Feedlot / Harvest Summary

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

CARCASS DATA

Yield Grade 1 & 2	39%	} 92%	Prime & Choice.....	84%
Yield Grade 3	53%		Compared to CAB	
Yield Grade 4	8%		Program Nat'l Avg.	
Compared to CAB Program			Prime & Choice...66%	
Nat'l Avg. YG 1, 2, 3 ...	84%			

Certified Angus Beef Qualifying Cattle 25.4%

National Avg. 14.1%

FEEDLOT PERFORMANCE

Avg. Daily Gain **3.43** • Avg. Feed/Gain **5.34** • Kill Wt. **1171**

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 who have proven to perform." — Jeff Palmer, mgr.