

HARRELL

HEREFORD RANCH

42590 Salmon Creek Rd. • Baker City, OR 97814

ADDRESS SERVICE REQUESTED



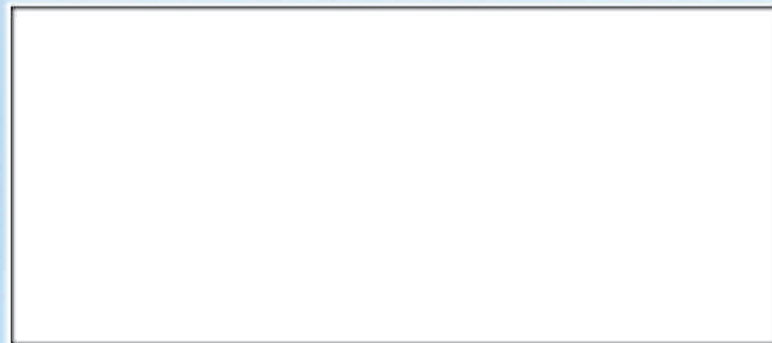
FIRST CLASS
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Permit No. 123

FIRST CLASS

COMMERCIAL BEEF INDUSTRY DRIVEN...
A Total Program from Cowherd to Carcass!



BILLY RED
BARON



HARRELL-MACKENZIE QUARTER HORSES Performance Bred For The Ranch and Arena



RR FRENCHMANS
BULLY



PAYIN DOC



STAR LIKE
FRECKLES



**POWERFUL HEREFORD GENETICS
FOR THE BREED AND THE
COMMERCIAL BEEF INDUSTRY!**

**PERFORMANCE CATTLE
FROM THE HIGH COUNTRY
OF EASTERN OREGON**




HARRELL
31st Spring
**BULL
ROUNDUP**

HARRELL - MACKENZIE

12th Performance Horse Prospect Sale

MARCH 1, 2010

BAKER CITY, OREGON

 UNITED LIVESTOCK BROKERS, INC.

HARRELL HEREFORD RANCH

**BIF 2009
SEEDSTOCK PRODUCER
OF THE YEAR**



Bob, Jr., Becky and Edna Harrell presented the award by past BIF President Tommy Brown, AL, and BEEF magazine Sr. Editor Burt Rutherford ... 41st BIF Annual Symposium and Meeting, Sacramento, CA, May 2009

"Congratulations on being named top seedstock producer in the nation. What an honor for you and Baker County. From my career working with ranchers in ag finance, I have seen the difference your genetics have made in herds that purchased your bulls ... the added economic value to Baker County is definitely there. ... Thank you for all you do ... and for your leadership to local and state cattlemen's associations."

Deryl Leggett
Old West Federal Credit Union
Baker City, OR

**HARRELL
H5**

**YOUR GENETICS
& MARKETING PARTNER**
Northwest Premium Genetics Partnership
Certified Hereford Beef • Country Natural Beef

**INVEST IN HARRELL HEREFORD BULLS
...THE RIGHT GENETICS WITH
PROFITABLE CHOICES!**



HEREFORDS THAT DELIVER!

Function ... Efficiency ... Balance

...Black Baldy Heterosis and More Market Value

...NO COMPROMISE, ALL BUSINESS!

**COMMERCIAL BEEF
INDUSTRY DRIVEN!**



**A TOTAL PROGRAM FROM
COWHERD TO CARCASS!**

**THE NO-NONSENSE
SEEDSTOCK PROGRAM**

- **Commercial Rancher's Breeding Philosophy**
- **High-Desert, Mountain-Country Bred**
- **The Northwest's #1 Maternal Cowherd**
An American Hereford Top 10 "Dams of Distinction" herd ... our reputation starts here!
- **Problem-Free, Low Cost Factory**
Cow efficiency, udders, feet, fertility ... our #1 priority!
- **Hi-Accuracy, Breed Impact Sires**
- **Performance Trait Balance**
Live calves, cowherd traits, lbs. of payweight in one complete program!
- **Carcass Tested & Proven**
Complete ultrasound, Country Natural Beef & Northwest Premium Genetic Partners
- **Full Customer Service ... Customer Premium Marketing** ... see pages 2 and 3.

The Western Ranchers' Event

Three Big Days ~ Feb. 28, March 1 & 2

Sunday, Feb. 28

Harrell-Mackenzie Quarter Horse Preview ... 1 PM

at Mackenzie Ranch Headquarters

Harrell Bulls On Display All Afternoon

Monday, March 1

Harrell Hereford Ranch Bull Sale ... 12:30 PM

Harrell-Mackenzie Quarter Horse Sale ... 2:30 PM

at Harrell Ranch Headquarters

4th Annual Cowboy Gathering ... 6:30 PM

Geiser Grand Hotel, Baker City (details page 3)

Tuesday, March 2

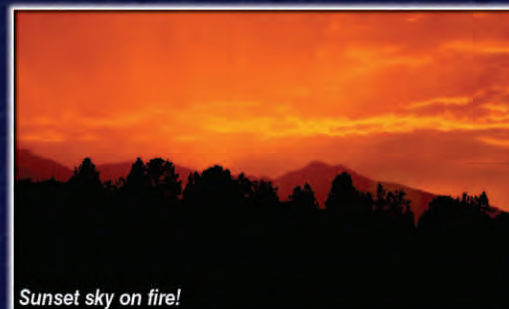
Thomas Angus Ranch Spring Bull Sale ... 12 NOON

HARRELL HEREFORD RANCH And HARRELL-MACKENZIE QUARTER HORSES

**GOOD RANCHING, GOOD CATTLE, GOOD HORSES,
GOOD NEIGHBORS ... and preserving our western
heritage and family values for future generations!**



The Snow-Capped Blue Mountains



Sunset sky on fire!



Becky Harrell and her #1 mount
"Major" ... full brother to Lot 11



H5 Mothers and their 2009 prospects



Bob Harrell mounted up on
"Fletcher" ... a Billy Red Baron
gelding out of Lot 24



YEARLING PROSPECTS
...classy, young athletes!



Maggie's first branding corral run!



Lexie and Baron are
a good team!



Becky and Ima Red Zan won a
Working Cowhorse buckle!



Don Schafer and
his favorite mount



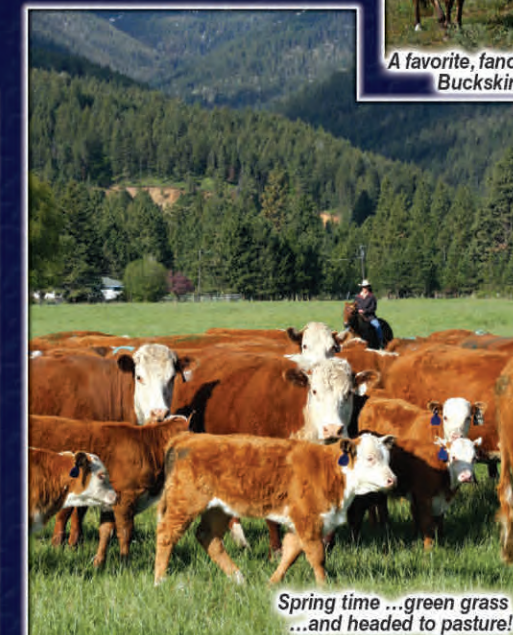
Duncan shares a fast one!



A favorite, fancy
Buckskin!



HARRELL REPLACEMENT HEIFERS
...backed by the Northwest's #1 Maternal Cowherd!



Spring time ... green grass
...and headed to pasture!