

HARRELL

**COMMERCIAL
BEEF INDUSTRY
DRIVEN ...NO COMPROMISE!**

**A TOTAL PROGRAM
FROM COWHERD TO CARCASS**



HHR and CNB

- ...validating H5 Genetics Real Performance Value!
- ✓ Evaluating their own HR Black Baldie cowherd
- ✓ HR commercial calf crop retained feedlot ownership through Country Natural Beef
- ✓ Tracking bull customers' programs

COUNTRY NATURAL BEEF DATA

2013-14 closeouts ...69 member ranches / 54,656 cattle
H5 Bull Customers ...5 of Top 10 CNB Herds for Net \$\$ Per Head ...#1, #3, #4, #5, #6!

Breed Building Genetics ...Real Beef Cattle ...Maximum Black Baldie Heterosis
...Our focus is objective, practical and economic!

THE RANCHERS and BREEDERS HERD BULL SOURCE!



577 Sire: H5 0011 Advance 3114
CED 3.1 BW 4.6 WW 62 YW 93 MILK 29 M&G 60
Carcass: REA .22 MARB .22



DAM...
H5 Ms 408
Domest 211
Harland x H5 501
Domino 001
• 2 clvs. / WR 110



5183 Sire: HH Advance 2029Z
CED 0.7 BW 2.7 WW 63 YW 87 MILK 29 M&G 60
Carcass: REA .17 MARB .24



DAM...
H5 Ms 8019
Advance 0199
"Dam of Distinction
(pic'd as 2 yr. old)
HH Advance 8019U x
HH Advance 255M,
HH Advance 767G
• 4 clvs. / WR 108



517 Sire: H5 9027 Advance 161
CED 1.8 BW 4.8 WW 67 YW 104 MILK 33 M&G 66
Carcass: REA .32 MARB .17



DAM...
H5 Ms 4055
Advance 3138
HH Advance 4055P x
H5 9126 Domino 465
...first calf heifer
• 1st Calf / WR 116



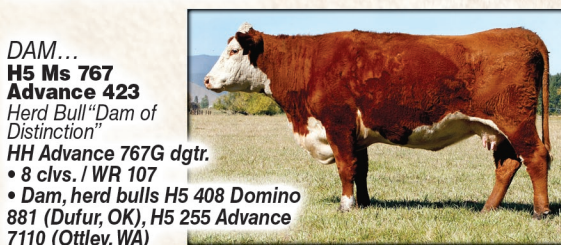
5190 Sire: H5 0011 Advance 3114
CED 2.1 BW 5.2 WW 75 YW 115 MILK 35 M&G 72
Carcass: REA .39 MARB .24



DAM...
H5 Ms 408
Domest 915
Dam of Distinction
"Herd Bull" cow
• Sire: Harland
• 5 clvs. / WR 112
• Dam, herdsires H5
9131 Domino 2185 (The 2185
Group), H5 0011 Advance 365 (Oleen, KS)



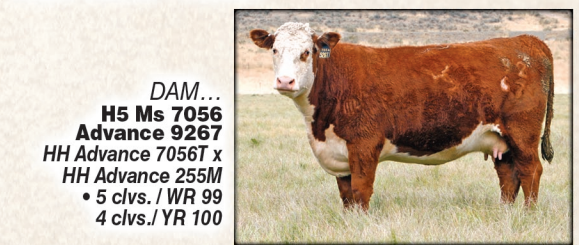
5199 Sire: HH Advance 2029Z
CED -1.1 BW 4.4 WW 64 YW 93 MILK 32 M&G 64
Carcass: REA .22 MARB .14



DAM...
H5 Ms 767
Advance 423
Herd Bull "Dam of
Distinction"
HH Advance 767G dgtr.
• 8 clvs. / WR 107
• Dam, herd bulls H5 408 Domino
881 (Dufur, OK), H5 255 Advance
7110 (Ottley, WA)



578 Sire: H5 9027 Advance 161
CED 4.0 BW 2.3 WW 58 YW 91 MILK 29 M&G 58
Carcass: REA .10 MARB .17



DAM...
H5 Ms 7056
Advance 9267
HH Advance 7056T x
HH Advance 255M
• 5 clvs. / WR 99
4 clvs. / YR 100

Real Performance ...Real Beef Cattle ...Building Cowherds ...More Grid Premium Value!
INVEST IN HARRELL HEREFORD SIRE POWER...