

See Super Sires at Wirruna

WIRRUNA HEREFORDS

THE Locke family of Wirruna Poll Herefords at Holbrook are well established as a supplier of Poll Hereford genetics to commercial beef producers, well known for their high level of performance recording and superior genetics with breed leading calving ease, fertility, muscle and carcass quality.

"We offer bulls that can significantly improve the economic returns of the beef producing client", Ian Locke said, "on the carcass side, this includes being the highest marbling Hereford herd in Australia".

An exciting feature of the line-up of sale bulls for Wirruna Autumn Sale is that there will be two Herefords Australia Ltd (HAL) Super Sires to be offered in the sale.

The HAL Super Sires program was established in 2018 with the first 'Super Sire' selected was Wirruna Matty M288. The aim of the program has been to profile young sire candidates that expressed a balance of favourable traits at the highest level to encourage and accelerate genetic progress in the



WIRRUNA: Lot 1-Wirruna Qantas Q036 (HAL SUPER SIRE) pictured. In conjunction with Rennylea Angus, Wirruna Poll Herefords are co-hosting a Holbrook Beef genetics update on February 16 and 17, 2022. **Photo:Supplied.**

Hereford breed and better engage with the commercial beef industry with industry relevant genetics. Matty has since gone on to have many thousands of commercial progeny, and over

1000 recorded progeny analysed with BREEDPLAN(c). He is a breed trait leader for short gestation length and marbling.

To be a Super Sire, Herefords Australia (HAL) have

set strict criteria of traits and recording standards that are inspirational for the breed (and breeders) and generate a list of candidate bulls twice yearly that meet these specifications - breeders of

candidate sires that meet those criteria can nominate one bull to be a "Super Sire" in each run. Wirruna nominated Wirruna Quarterback Q281 in June 2021 and more recently nominated Wirruna

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Managing Partner Ian Locke

Qantas Q036 in December. "These bulls represent the emphasis of traits I am trying to drive in our herd," Ian Locke said.

"High calving-ease bulls with curve bending growth, high fertility, and strong carcass traits, particularly marbling. Their Profit EBVs, the \$Index values, rank well within the top one percent of the breed."

These Super Sires will be available for inspection at the Beef Week Open Day on January 27, 2022, along with 70 other sale bulls and a selection of PTIC females for sale. It's a great opportunity to preview stock before the March 9 Autumn Sale.