



**912 Ngatarawa Road, Mahoenui**  
**Wednesday 28th May 2025, 12:00 noon**



## **King Country's Hill Country Polled Hereford Specialists**

- TB C10 Herd
  - BVD tested and twice vaccinated
  - Fertility tested and semen evaluated
- Ultrasound scanned for Eye Muscle Area and Fat
  - Heifers calve at 2 years old
  - Farmed on steep hill country

# Rock-End Poll Herefords

Welcome to the 2025 sale.

Our aims have never changed, to breed fertile, well fleshed cattle that perform in a commercial environment with temperament and constitution being paramount.

Thank you for your attendance and support.

Pete & Kirsty McCormick

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rockendherefords

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# Rock-End Poll Herefords

## “PERFORMANCE UNDER PRESSURE”

Rock-End Herefords is farmed on Te Matai, a 630ha eff hard hill country property in the Paraheka Valley near Aria in the King Country. In 2024 we will calve 210 registered females alongside 2500 Romdale ewes and 600 Hoggets at 9.5SU/ha.

Cows are wintered in rotation with ewes, coming forward to calve behind a wire for birth weight and calf recording starting in September. They are then rotated through initially ewes with lambs at foot then finishing lambs and ewe lambs to maintain feed quality throughout spring and early summer. Lambing at 140-150% and aiming to finish all lambs and mate hoggets on a grass only system requires high quality feed, cows are an integral part to achieving high lamb growth through this period.

Mating starts in December, we mate heifers as yearlings for 2 cycles and cows for 3 cycles and inseminate 100 females under a fixed time AI program every year.

Calves are weaned late March/ early April with cows being pushed back out with the ewes

cleaning up until calving starting early September. Heifers are wintered in one mob of 100 and cut down to 55 for mating. The top 60 bull calves are wintered together until muscle scanning in late November and cut back to 30 up until the sale.

A key feature of the Rock-End breeding program is the pressure that we apply on our cows throughout the year. For at least 11 months of the year they are farmed with sheep underneath them eating the best quality feed. This requires our females to have constitution with any who don't perform with poor calves, constitution or fertility culled. Not only is this beneficial for our farming system but it emulates what the progeny of our bulls will be required to do for many of our clients so they can buy with confidence.

Each year we travel the length and breadth of the country to source sires that will add value to our and our clients breeding program(s). When looking for potential sires we assess at their pedigree, phenotype, performance and the breeding program they come from.

# 2025 FOREWORD

Welcome to the 2025 sale catalogue. This year we are proud to present 25 R2yr bulls for sale.

The sale features sons of AI sires Okawa Saracen 200175, Kanimbla Powerquest and Limehills Starter along with natural sires RE Nibbs 9025, Craigmores 210348 and a selection Rock-End yearlings.

On the whole the last 12 months have been a lot more positive than the previous from a farming point of view. Its great to see lamb, mutton and beef schedules at near record levels, coupled with interest rates dropping. This trend has been speculated to continue into the later half of 2025 and 2026, which is great news.

Its also great to see a number of meat companies removing breed specific premiums and base premiums on carcase quality. This makes cross breeding no brainer financially. Studies have shown first cross cattle will give you production gains of 8.5% over purebred animals. Keeping crossbred females will see these production gains rise to 20%.

In terms of on farm we have just come through a really challenging summer/ early autumn period which has put a lot of pressure on our females. We do not supplementary feed our females so they get what they get and are expected to perform. Years like this whilst challenging are a great chance to see the constitution and fertility we have bred into these cattle. We achieved a 95.3% 6 week in calf rate which is really pleasing, weaning weights are in the ball park of previous seasons as well.


All sale bulls have been 100k SNP tested (DNA profiled) through Neogen. This enhances the accuracy of their EBV's and also allows us to test for the polled gene. The result of the poll test is in the comments for each lot. Using homozygous polled bulls removes the chance of their progeny having horns.

We will be holding an **open day** to view the bulls before the sale on **Monday the 12th May from 10am-3pm at 603 Paraheka road, Aria**. We highly recommend attending if possible. It's a great chance to see the bulls and the country they come from and for us to answer any questions you have. Alternatively get in contact with us, we are more than happy to show you the cattle and farm on a day that suits you.

We will once again be utilising the Bidr platform, so if you can't make the sale you can bid online. We will also have videos of all the lots uploaded approximately a week before the sale.

Thank you for showing interest in our breeding program, we look forward to seeing you

**The McCormick Family**

**NOTE:**  = EBV tables in this catalogue represent the top 20% for each trait except where Mature cow weight is shaded it indicates that it is less than 600 Day weight which is deemed desirable and efficient.

2025 HEREFORD AVG. EBVS FOR 2023 BORN CALVES																			
Calv-Ease		Birth		Growth					Fert		Carcase						Indexes		
DIR	DTRS	GL	BW	200D	400D	600D	Mct	Milk	SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF	HP	BH	DB
+4.8	+5.0	-1.0	+3.7	+35	+59	+82	+67	+18	+2.3	-3.7	+56	+4.4	+0.9	+1.2	+0.9	+0.8	+\$124	+\$142	+\$114

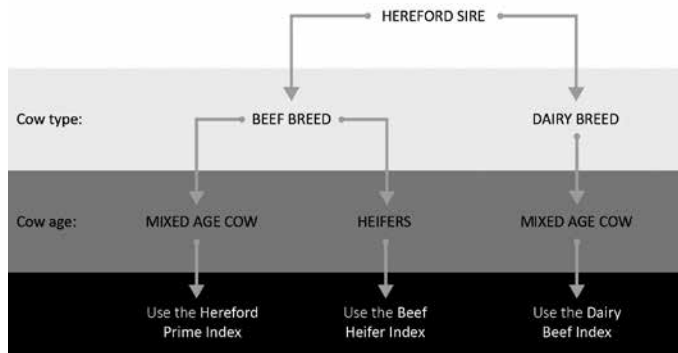
## HEREFORD NZ EBV's Explained

BREEDPLAN EBVs and selection indexes remove the effects of non-genetic factors (e.g. feeding regimes, animal age) from what is seen and measured to provide the best measure of an animal's genetic merit. BREEDPLAN information should always be used in conjunction with other selection criteria, including visual assessment.

### A BEST PRACTICE GUIDE TO SELECTING YOUR NEXT NEW ZEALAND HEREFORD SIRE

A BREEDPLAN Guide to Animal Selection allows you to select the best genetics for your herd in four easy steps:

Which New Zealand Hereford Selection Index should you use?



1. Identify the New Zealand Hereford selection index of most relevance to you.
2. Rank animals using the chosen selection index.
3. Consider the individual EBVs of importance.
4. Consider other traits of importance (e.g. visual assessment).

The majority of these steps can be undertaken online, allowing you to generate a shortlist of bulls for potential purchase ahead of sale day. The searchable version of this catalogue can be found online at the Hereford NZ website:

[www.herefords.co.nz](http://www.herefords.co.nz) or at Pivot Design:  
[www.pivotdesign.co.nz/catalogues](http://www.pivotdesign.co.nz/catalogues)

### NEW ZEALAND HEREFORD BREEDPLAN

A BREEDPLAN Guide to Interpreting EBVs outlines how to assess and compare the genetic merit of animals. Please note that only EBVs from the same BREEDPLAN analysis can be directly compared. New Zealand Herefords publishes the following BREEDPLAN EBVs:

**Calving Ease Direct (%):** Higher (or more positive) CEDir EBVs indicate that two year old heifers will have less difficulty when calving this sire's progeny.

**Calving Ease Daughters (%):** Higher (or more positive) CEDtr EBVs indicate easier calving of this sire's daughters at two years of age.

**Gestation Length (days):** Bulls with lower (or more negative) GL EBVs are expected to produce progeny with shorter gestation lengths. Such progeny are also expected to be easier calving.

**Birth Weight (kg):** Bulls with lower, less positive BWt EBVs are expected to produce progeny that are lighter at birth, with an associated lower risk of calving difficulty. This EBV is particularly important when selecting sires where there is an increased risk of calving difficulty (e.g. heifers, cross-breeding).

**200, 400 & 600 Day Weight EBVs (kg):** Bulls with larger (or more positive) Weight EBVs are expected to produce progeny that grow faster to 200, 400 & 600 days of age, respectively. The Weight EBV of particular importance will depend on the target market e.g. vealer (200 D), yearling (400 D) or heavy steer (600 D).

**Mature Cow Weight (kg):** Bulls with larger (or more positive) MCW EBVs are expected to produce daughters with higher mature cow weights and increased feed requirements. More moderate MCW EBVs are generally more favourable in self replacing or maternal production systems.

**Milk (kg):** Bulls with higher (or more positive) Milk EBVs are expected to produce daughters with more maternal ability leading to higher 200 day weights in their progeny. Selection for moderate Milk EBVs may be preferable in harsher environments as cows with higher Milk EBVs can have impaired fertility and decreased survival under such conditions.

**Maternal Value (kg):** Bulls with larger (or more positive) Maternal Value EBVs are expected to produce daughters whose progeny will grow faster to 200 days of age.

**Scrotal Size (cm):** Bulls with larger (or more positive) SS EBVs indicate better semen quality and quantity. Daughters are expected to be more fertile and reach puberty at an earlier age.

**Days to Calving (days):** Bulls with lower (or more negative) DTC EBVs are expected to produce daughters that are more fertile and have a shorter interval from bull-in date to calving.

**Carcase Weight (kg):** Bulls with larger (or more positive) CWt EBVs are expected to produce progeny with heavier carcass weights.

**Eye Muscle Area (sq. cm):** Bulls with a higher (or more positive) EMA EBV are expected to produce progeny with better muscling.

**Rib and Rump Fat EBVs (mm):** Bulls with higher (or more positive) Rib & Rump Fat EBVs are expected to produce fatter progeny, relative to carcass weight. The desire for more or less fat will depend on the finishing ability of your animals.

**Retail Beef Yield (%):** Bulls with higher (or more positive) RBY EBVs are expected to produce progeny with higher yielding carcasses.

**Intramuscular Fat (%):** Bulls with higher (or more positive) IMF EBVs are expected to produce progeny with more marbling and better grading scores (e.g. MSA).

**Docility (%):** Bulls with higher (or more positive) DOC EBVs are expected to produce more progeny with acceptable temperament.



For more information on using and understanding BREEDPLAN information, including the BREEDPLAN Guides, scan the QR code.

<https://breedplan.une.edu.au/media/dtqpdm34/using-and-understanding-breedplan-ebvs.pdf>

## SELECTION INDEXES

New Zealand Herefords currently reports three different selection indexes. These are the: **Hereford Prime Index, Beef Heifer Index, & the Dairy Beef Index**

Each selection index is reported in units of net profitability per cow mated (\$), and relates to a commercial herd using Hereford bulls. Each selection index is focused on efficient beef production, including maternal traits where appropriate. Scan the QR code for more details.



<https://breedplan.une.edu.au/media/f1bh1b4n/using-new-zealand-hereford-selection-indexes.pdf>

# CONDITIONS OF SALE

1. All lots sold EXCLUSIVE OF GST
2. Each lot becomes the property of the purchaser at the fall of the hammer.
3. Although all care has been taken to ensure accuracy of the information contained in this catalogue, no responsibility is accepted for an error or omission that might be contained herein.
4. We reserve the right to change the catalogue order at any time.
5. Purchasing Rebate – all intending purchasers MUST register at the sales office prior to the sale. A purchasing rebate of 5% will be paid to the non-participating livestock companies and recognised independent livestock agents with approved credit facilities introducing and/or accompanying new buyers to the sale. Arrangements must be made with the Auctioneer prior to the sale and settlement made on the buyers behalf within 14 days of sale.
6. Reserve price of \$4,500 and minimum transfer price of \$6,000.

**Disclaimer:** The BREEDPLAN Estimated Breeding Values (EBVs) contained within this sale catalogue were compiled by the Agricultural Business Research Institute (ABRI) from the data supplied by breeders. Neither the NZ Hereford nor ABRI oversee or audit the collection of this data.

## LIVESTOCK AGENTS

### Auctioneers: PGG Wrightsons

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### Booking Agents: NZ Farmers Livestock

Brent Bougen	Ph: 07 848 2544	Mob: 027 210 4698
Brett Wallbank		Mob: 027 488 1299



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out more



## Unlock the Power of Genomics with the GGP 100K Test.

Get the genetic insights you need to make smarter breeding decisions, reduce risk, and maximise herd potential.

GGP 100K is the ultimate genomic profiler.

Look for the GGP 100K logo on sale lots—it shows that the animal has undergone SNP testing (via Neogen & PBB) and has been included in a Genomic Evaluation, with “Genomics” listed under Traits Analysed.

## THE VALUE OF GGP 100K

- Make smarter selection decisions—gain genetic insights earlier in an animal's life.
- Market with confidence—provide buyers with verified genomic data.
- Strengthen herd linkages—enhance connections within the Hereford reference population.
- High-density SNP profiling—approx 100,000 SNPs for deeper genetic analysis.
- Trusted parent verification—conducted in-house by the PBB DNA team.

**Power your breeding  
program with GGP 100K —  
because better data leads  
to better cattle.**



This sale will be hosted by bidr® (bidr.co.nz) as a HYBRID ON-FARM auction, with online bidding and a live-stream available for online purchasers.

All intending online purchasers must register with bidr® using an account held with one of the bidr® partner agencies in advance of the sale date.

The bidr® team is available to assist intending purchasers with signing up and registering – please call 0800 TO BIDR (0800 86 2437), or email [enquiries@bidr.co.nz](mailto:enquiries@bidr.co.nz) for assistance at any point.

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Lower North Island Territory Manager  
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**Sam Murphy**

Lower South Island Territory Manager  
027 243 2736

REFERENCE SIRE	OKAWA SARACEN 200175 (ET)	S.No. 200175
		BORN: 19/09/20

GRASSMERE GALLANT 9 (P)	MONYMUSK GALLANT 110089 (BM) (P)	MATARIKI DUNSTAN (P)
	GRASSMERE PRINCESS 626 (P)	MONYMUSK DOROTHY 070083 (SBM) (P)
OKAWA AMETHYST 140180 (P)	OKAWA DAVIS 7046 (BM) (P)	NITHDALE EMPIRE 040049 (P)
	OKAWA AMETHYST 4008 (GBM) (P)	GRASSMERE PRINCESS 01 812 (P)
		OKAWA LAIDLAW 5184 (BM) (P)
		OKAWA BELL 5041 (SBM) (P)
		OKAWA COMMODORE 020076 (BM) (P)
		OKAWA AMETHYST 020043 (SBM) (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+5.0	+2.7	+0.5	+3.0	+39	+74	+107	+83	+24
79%	65%	92%	95%	93%	92%	92%	83%	72%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+3.3	-6.7	+77	+6.1	+1.0	+0.5	+2.4	+0.5
92%	53%	80%	72%	75%	79%	71%	80%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$177	+\$184	+\$125

Traits Analysed: BWT 200WT 400WT 600WT SS FAT EMA IMF Genomics
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**NOTES:** Main AI sire for this drop of bulls. Adds width and muscle shape, his progeny will yield! No holes in his data with top 10% growth, high milk, muscle and fertility. 10 sons in sale.

REFERENCE SIRE	ROCK-END NIBBS 9025	S.No. 199025
		BORN: 13/09/19

OKAWA NIBBS 8097 (P)	GRASSMERE NIBBS 991 (P)	JSF 23 NIBBS 60G (IMP CAN) (P) GRASSMERE BONNIE S268 (P)
	OKAWA AMETHYST 0041 (SBM) (P)	OKAWA WENTWORTH T71 (BM) (P) OKAWA AMETHYST T90 (P)
ROCK-END PRINCESS 4025 (P)	MATARIKI HOLY-SMOKE (BM) (P)	CAPETHORNE HOT SHOT 03 22 (P) MATARIKI GIRLIE 00323 (P)
	ROCK-END PRINCESS 7043 (P)	KOANUI JABIRU 1024 (P) ROCK-END PRINCESS 01 23 (P)

### APRIL 2025 HERFORD BREEDPLAN


Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+3.9	+0.2	+0.9	+2.9	+31	+58	+78	+61	+22
69%	60%	84%	95%	92%	91%	92%	84%	74%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+0.7	-4.9	+55	+4.1	+2.7	+3.8	-0.2	+1.7
91%	52%	79%	70%	73%	78%	70%	78%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$127	+\$109	+\$114

<b>Traits Analysed:</b> GL CE BWT 200WT(x2) 400WT SS FAT EMA IMF Genomics
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**NOTES:** 9025 has been used heavily here at Rock-End over the last 5 matings. Moderate framed but stacked full of meat with sound structure. His dam is one of our easiest doing females, still active producing 9/9 with 3 top daughters in the herd and one of the standout heifer calves weaned this year. We have had two groups of daughters calve, they are very productive females. Lot 4 being out of one, they will feature in this catalogue for a number of years to come. 9025 boasts a balanced data set. Highlights being top 20% milk, top 3% fat covers and top 15% marbling. 4 sons in sale





**ROCK-END NIBBS 9025**

REFERENCE SIRE	KANIMBLA POWER QUEST Q006 (AI) (PP) (IMP AUS)	S.No. Q006
		BORN: 15/03/19

REFERENCE SIRE	ROCK-END XCELL 1040	S.No. 211040
		BORN: 17/09/21

KOANUI XCEL P358 (P)	KOANUI XCELORATOR 5088 (BM) (P)	TRIARA XCELORATOR 594X (IMP CAN) (P)
	KOANUI PRINCESS 5198 (SBM) (P)	KOANUI GLORY 0303 (P)
ROCK-END CYNTHIA 8127 (P)	OKAWA HOLY SMOKE 140085 (P)	KOANUI NANO 3167 (P)
	ROCK-END CYNTHIA 2100 (P)	KOANUI PRINCESS 3467 (P)
		MATARIKI HOLY-SMOKE (BM) (P)
		OKAWA LYDIA 7047 (SBM) (P)
		KOANUI UPPER 9102 (P)
		ROCK-END CYNTHIA 9049 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
-2.5	+2.2	+4.6	+4.3	+36	+67	+86	+57	+23
62%	50%	77%	86%	82%	82%	81%	74%	65%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+2.2	-4.7	+59	+4.1	+1.9	+2.7	+0.2	+1.0
84%	45%	67%	60%	64%	69%	59%	66%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$131	+\$83	+\$97

<b>Traits Analysed:</b> GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Used as a yearling and sold in our 2023 sale. Adds width and softness to his progeny. Dam is still active 5/5, weaned a top heifer calf this year. Once again a balanced data set, strong milk, fat covers and marbling. 2 sons in sale

REFERENCE SIRE	<b>CRAIGMORE 21348</b>	S.No. 210348
		BORN: 06/08/21

CRAIGMORE EXPLORER 190206 (P) | TH 529B 145Y EXPLORER 44D (IMP USA) (P)  
 | CRAIGMORE PEARL 170040 (P)

CRAIGMORE PEARL 170180 (SBM) (P) | KOANUI UNANIMOUS 0408 (BM) (P)  
 | CRAIGMORE PEARL 10095 (PBM) (P)

FTF PROSPECTOR 145Y (P)  
 TH 60W 17Y MS DOM 529B ET (P)

INJEMIRA ANZAC K220 (IMP AUS) (P)  
 CRAIGMORE PEARL 07002 (P)

KOANUI UNANIMOUS 7174 (P)  
 KOANUI GIRLIE 3048 (SBM) (P)

ARDO WAIROA 5218 (BM) (P)  
 CRAIGMORE PEARL 05050 (P)

#### APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+18.3	+14.8	-0.4	+1.6	+33	+61	+78	+35	+26
64%	47%	74%	88%	84%	83%	81%	72%	63%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+2.9	-5.5	+54	+4.1	+2.3	+3.4	+0.5	+0.7
86%	43%	67%	61%	65%	70%	60%	67%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$154	+\$242	+\$132

**Traits Analysed:** BWT 200WT 400WT  
 SS FAT EMA IMF Genomics

**NOTES:** Top priced bull at the 2022 Craigmore sale. A powerful sire who moves well. High calving ease, milk and fat covers. All three dollar indexes in the top 10%. 2 sons in sale





<b>LOT. 1</b>	<b>ROCK-END SARACEN 3180</b>	S.No. 233180
		BORN: 19/09/23

OKAWA SARACEN 200175 (ET) (P)

GRASSMERE GALLANT 9 (P)  
OKAWA AMETHYST 140180 (P)

ROCK-END ADVANCE 0144 (P)

MATARIKI HOLY-SMOKE (BM) (P)  
ROCK-END ADVANCE 6110 (P)

MONYMUSK GALLANT 110089 (BM) (P)  
GRASSMERE PRINCESS 626 (P)

OKAWA DAVIS 7046 (BM) (P)  
OKAWA AMETHYST 4008 (GBM) (P)

CAPETHORNE HOT SHOT 03 22 (P)  
MATARIKI GIRLIE 00323 (P)

KAIRAUMATI KOHEKOHE 1427 (P)  
ROCK-END ADVANCE 1011 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
-1.2	-3.7	+0.4	+4.7	+42	+79	+110	+88	+22
62%	52%	76%	79%	77%	76%	77%	69%	63%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+2.2	-5.2	+78	+6.4	+1.6	+2.0	+1.8	+0.7
77%	42%	62%	56%	58%	63%	53%	62%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$161	+\$119	+\$112

Traits Analysed: GL CE BWT 200WT  
400WT SS FAT EMA IMF Genomics

**NOTES:** Great bull to kick off the 2025 sale. 3180 is deep and thick with great shape in behind. Serious do-ability, he has charged through a challenging summer/ early autumn. Heaviest bull in December and scanned with the biggest EMA. Heterozygous Polled



Purchaser: \_\_\_\_\_ Price: \_\_\_\_\_

<b>LOT. 2</b>	<b>ROCK-END CHAMP 3120</b>	S.No. 233120
		BORN: 16/10/23

ROCK-END XCELL 1040 (P)	KOANUI XCEL P358 (P)	KOANUI XCELORATOR 5088 (BM) (P)
	ROCK-END CYNTHIA 8127 (P)	KOANUI PRINCESS 5198 (SBM) (P)
ROCK-END LEONORA 7145 (BM) (P)	ROCK-END LEGO 4032 (P)	OKAWA HOLY SMOKE 140085 (P)
	ROCK-END LEONORA 5009 (P)	ROCK-END CYNTHIA 2100 (P)
		WLB LEGO 83T 90X (IMP CAN) (P)
		ROCK-END 9022 (P)
		ROCK-END UPPER 2053 (P)
		ROCK-END LEONORA 2071 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
-12.9	+10.9	+4.5	+5.8	+39	+69	+89	+65	+21
56%	44%	71%	78%	75%	74%	75%	65%	61%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+4.8	-6.7	+53	+3.2	+1.6	+2.3	+0.4	+0.0
77%	35%	57%	51%	54%	59%	49%	57%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$118	+\$34	+\$60

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Slightly lighter in coat colour but some real quality here. Plenty of softness with length on very sound structure. Dam is a cracker producing 6/6, 3120 is her 4th bull (of 4) to sale, only daughter is in herd and she weaned a cracker bull calf again this year that I'm sure we will see here this time next year. Homozygous polled



<b>LOT. 3</b>	<b>ROCK-END EVOLUTION 3102</b>	S.No. 233102
		BORN: 04/10/23

ROCK-END NIBBS 9025 (P)	OKAWA NIBBS 8097 (P)	GRASSMERE NIBBS 991 (P)
	ROCK-END PRINCESS 4025 (P)	OKAWA AMETHYST 0041 (SBM) (P)
ROCK-END LEONORA 9075 (P)	ROCK-END MARSHALL 6047 (P)	MATARIKI HOLY-SMOKE (BM) (P)
	ROCK-END LEONORA 5009 (P)	ROCK-END PRINCESS 7043 (P)
		OKAWA MARSHALL 9178 (BM) (P)
		ROCK-END DORA 9071 (P)
		ROCK-END UPPER 2053 (P)
		ROCK-END LEONORA 2071 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+11.2	+0.7	+0.0	+3.0	+28	+58	+78	+63	+18
56%	46%	70%	78%	75%	75%	75%	67%	61%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+1.5	-3.6	+46	+2.7	+1.3	+1.8	+0.1	+1.2
77%	37%	60%	53%	56%	61%	52%	59%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$116	+\$134	+\$122

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Good and he knows it, has that `look at me` presence. Extra softness despite the dry season. One of the highest IMF scans back in December, if you're trying to push carcass quality this fella is a herd improver. Homozygous polled

<b>LOT. 4</b>	<b>ROCK-END MONARCH 3013</b>	S.No. 233013
		BORN: 23/09/23

ROCK-END LAIRD 1115 (P)	ROCK-END NIBBS 9047 (P)	OKAWA NIBBS 8097 (P)
	ROCK-END PEARL 2021 (P)	
	ROCK-END PRINCESS 9002 (P)	ROCK-END IDEA 02 0026 (P)
		ROCK-END PRINCESS 0026 (P)
ROCK-END GRACEFUL 1169 (P)	ROCK-END NIBBS 9025 (P)	OKAWA NIBBS 8097 (P)
		ROCK-END PRINCESS 4025 (P)
	ROCK-END GRACEFUL 7116 (P)	ROCK-END UPPER 4048 (P)
		ROCK-END GRACEFUL 3044 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+6.7	+7.3	+2.0	+3.2	+37	+74	+93	+65	+20
57%	43%	69%	78%	75%	75%	75%	65%	59%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+3.3	-6.5	+66	+4.1	+2.0	+2.7	+0.6	+0.8
77%	34%	58%	51%	55%	60%	50%	58%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$172	+\$187	+\$121

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** 2yr heifers calf. A dark attractive panda eyed bull with extra bone and natural thickness, he hits the scales hard. His sire was used over yearlings then sold at our 2023 sale; he has some standout heifers to calve this spring. Homozygous polled

<b>LOT. 5</b>	<b>ROCK-END STARTER 3111</b>	S.No. 233111
		BORN: 07/09/23

LIMEHILLS STARTER 160062 (P)	LIMEHILLS STAMPER 140064 (P)	LIMEHILLS STAMPER 110429 (BM) (P)
	LIMEHILLS BEAUTY 140225 (P)	LIMEHILLS LEONORA 749 (P)
ROCK-END PEARL 15090 (SBM) (P)	ROCK-END UPPER 2053 (P)	OKAWA ELECTRA 1117 (BM) (P)
	WANDO PEARL 1002 (P)	LIMEHILLS BEAUTY 110483 (SBM) (P)
		KOANUI UPPER 9102 (P)
		ROCK-END PRINCESS 7067 (P)
		OTAPAWA SPARK 3060 (BM) (ET) (P)
		WANDO PEARL 03 10 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
-1.8	+9.0	-3.7	+5.4	+43	+81	+113	+120	+22
68%	59%	79%	81%	80%	79%	80%	74%	72%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+2.6	-5.3	+75	+5.0	+1.4	+1.9	+0.2	+1.5
80%	49%	66%	60%	62%	66%	58%	66%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$133	+\$140	+\$115

<b>Traits Analysed:</b> GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics
--

**NOTES:**
Theres an old saying `length weighs and weight pays` which couldn't be truer with this sire. He has predictable pedigree for growth and carcase quality. A full brother, 9054 sold in our 2021 sale to Koanui Herefords who rate him highly. His dam is top shelf 8/8 all in the first cycle and due to calve early again this spring. 3/3 sons to sale with another cracking `Belter` bull weaned this year. Homozygous polled

<b>LOT. 6</b>	<b>ROCK-END EXPLORER 3031</b>	S.No. 233031
		BORN: 11/10/23

CRAIGMORE 21348 (P)

| CRAIGMORE EXPLORER 190206 (P)

TH 529B 145Y EXPLORER 44D (IMP USA) (P)  
CRAIGMORE PEARL 170040 (P)

| CRAIGMORE PEARL 170180 (SBM) (P)

KOANUI UNANIMOUS 0408 (BM) (P)  
CRAIGMORE PEARL 10095 (PBM) (P)

ROCK-END LEONORA 0056 (P)

| ROCK-END ELEVATE 8029 (P)

ROCK-END UPPER 2053 (P)  
ROCK-END MINERVA 2118 (P)

| ROCK-END LEONORA 7147 (P)

ROCK-END LEGO 4032 (P)  
ROCK-END LEONORA 5001 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+8.5	+8.7	-0.2	+3.9	+37	+63	+82	+46	+22
46%	35%	55%	71%	65%	65%	63%	57%	48%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBV	IMF
+5.0	-6.7	+50	+3.8	+2.2	+3.2	+0.2	+0.8
76%	30%	51%	46%	49%	54%	46%	48%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$161	+\$183	+\$117

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF
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**NOTES:** Extra grunt with a strong head, hard not to like.  
Homozygous polled



Purchaser: \_\_\_\_\_ Price: \_\_\_\_\_

<b>LOT. 7</b>	<b>ROCK-END POWER QUEST 3146</b>	S.No. 233146
		BORN: 18/09/23

## ROCK-END POWER QUEST 3146

S.No. 233146

KANIMBLA POWER QUEST Q006 (AI) (PP) (IMP AUS) (P)  
NJW 79Z Z311 ENDURE 173D (IMP USA) (ET) (P)  
KANIMBLA CHILLIE WOMAN M009 (P)

KANIMBLA POWER PLAY J066 (AI) (P)  
KANIMBLA HOT CHILLI WOMAN G95 (P)

ROCK-END PRINCESS 5067 (P)	MATARIKI HOLY-SMOKE (BM) (P)
	ROCK-END PRINCESS 2057 (P)

PREMIER 12R CAJUN 804 (P)  
ROCK-END PRINCESS 5057 (P)

## APRIL 2025 HEREFORD BREEDPLAN

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+2.8	-4.4	+51	+3.7	+1.6	+1.8	+0.6	+0.7
79%	42%	67%	63%	64%	64%	55%	67%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$147	+\$148	+\$107

**Traits Analysed:** GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics

**NOTES:** 3146 is a beautifully balanced bull. Good shoulder structure which gives him plenty of rein. He has good depth and length with a fantastic temperament. Matariki smoke females feature prominently in this catalogue being dams to reference sire 9025, lots 1, 7 and 16 and those are just the direct progeny. They are such easy keeping females with big engine rooms to handle the tough times, they're hard to break. This fellas mum is no different 8/8 with one son used in herd. Homozygous polled



Purchaser: \_\_\_\_\_ Price: \_\_\_\_\_

<b>LOT. 8</b>	<b>ROCK-END SARACEN 3128</b>	S.No. 233128
		BORN: 16/09/23

OKAWA SARACEN 200175 (ET) (P)	GRASSMERE GALLANT 9 (P)	MONYMUSK GALLANT 110089 (BM) (P)
	OKAWA AMETHYST 140180 (P)	GRASSMERE PRINCESS 626 (P)
ROCK-END BEATRICE 6079 (P)	ROCK-END NETWORK 4003 (P)	OKAWA DAVIS 7046 (BM) (P)
	ROCK-END BEATRICE 4098 (P)	OKAWA AMETHYST 4008 (GBM) (P)
		ROCK-END ONLINE 2058 (P)
		ROCK-END PEARL 2078 (P)
		PREMIER 12R CAJUN 804 (P)
		ROCK-END BEATRICE 1008 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+6.9	+4.8	-0.6	+3.4	+41	+65	+100	+81	+24
61%	49%	76%	79%	77%	76%	77%	68%	63%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBV	IMF
+3.0	-6.6	+71	+4.7	+0.6	+0.1	+1.7	+0.5
77%	37%	61%	54%	58%	62%	53%	61%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$155	+\$179	+\$123

<b>Traits Analysed:</b> GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** First of the used bulls. Used over heifers. Like the previous lot smooth shoulders with great head carriage. He has a big mid-section with cosmetic appeal and a typical `Saracen` back-end. Top dam 7/7, all in the first cycle. Only other bull was also used then sold at lot 1 in the sale last year and a daughter produced the top priced bull last year. She is a consistent performer. Top data. Just on average for birthweight to top 15% 600d. Strong milk and fertility. Heterozygous polled



<b>LOT. 9</b>	<b>ROCK-END EVOLUTION 3124</b>	S.No. 233124
		BORN: 09/10/23

ROCK-END NIBBS 9025 (P)	OKAWA NIBBS 8097 (P)	GRASSMERE NIBBS 991 (P)
	ROCK-END PRINCESS 4025 (P)	OKAWA AMETHYST 0041 (SBM) (P)
ROCK-END BELLA 9124 (P)	MATARIKI 140255 (P)	MATARIKI HOLY-SMOKE (BM) (P)
	ROCK-END BELLA 3041 (P)	ROCK-END PRINCESS 7043 (P)
		MATARIKI 110637 (P)
		MATARIKI BRACELET 110662 (P)
		ROCK-END GLOBAL 1041 (P)
		ROCK-END BELLA 1051 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+8.2	+1.7	-1.5	+3.9	+42	+70	+101	+85	+17
57%	48%	72%	78%	76%	75%	76%	67%	62%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBV	IMF
+0.5	-3.8	+71	+3.6	+1.9	+2.6	+0.3	+1.3
76%	37%	60%	53%	57%	61%	53%	60%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$151	+\$166	+\$130

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Used over 1st and 2nd calvers. 3124 is deep ribbed and is very quiet. Worked hard with 38 females. Dam is one of our very best Matariki 255 females. 4/4 with 2/2 heifers in herd. Strong growth, fat covers and marbling. Homozygous polled

<b>LOT. 10</b>	<b>ROCK-END SARACEN 3142</b>	S.No. 233142
		BORN: 18/09/23

OKAWA SARACEN 200175 (ET) (P)

- GRASSMERE GALLANT 9 (P)
- OKAWA AMETHYST 140180 (P)

ROCK-END BELLA 5042 (P)

- KOANUI UPPER 9102 (P)
- ROCK-END BELLA 1015 (P)

MONYMUSK GALLANT 110089 (BM) (P)  
GRASSMERE PRINCESS 626 (P)

OKAWA DAVIS 7046 (BM) (P)  
OKAWA AMETHYST 4008 (GBM) (P)

KOANUI UNANIMOUS 3152 (BM) (P)  
KOANUI ANGEL 14252 (SBM) (P)

FREELANCE RHOMBUS (P)  
ROCK-END BELLA 7017 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
-8.2	-6.5	+4.8	+6.2	+35	+65	+89	+67	+23
61%	51%	75%	79%	77%	76%	77%	68%	64%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+3.5	-5.7	+50	+5.9	+2.2	+2.9	+0.7	+1.4
77%	40%	61%	54%	57%	62%	53%	61%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$126	+\$31	+\$86

<b>Traits Analysed:</b> GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Used over 1st and 2nd calvers. Very dark and loads of eye pigment. Heaviest calf weaned and in the top couple of bulls through to when he was pulled out for the cows. Fantastic temperament. Dam 8/8 all in the first cycle. Another son topped our sale in 2021. Homozygous polled.



Purchaser: \_\_\_\_\_ Price: \_\_\_\_\_

<b>LOT. 11</b>	<b>ROCK-END SARACEN 3141</b>	S.No. 233141
		BORN: 14/09/23

OKAWA SARACEN 200175 (ET) (P)	GRASSMERE GALLANT 9 (P)	MONYMUSK GALLANT 110089 (BM) (P)
	OKAWA AMETHYST 140180 (P)	GRASSMERE PRINCESS 626 (P)
ROCK-END PEARL 8160 (P)	GRASSMERE GALLANT 998 (P)	OKAWA DAVIS 7046 (BM) (P)
	ROCK-END PEARL 4044 (P)	OKAWA AMETHYST 4008 (GBM) (P)
		MONYMUSK GALLANT 110089 (BM) (P)
		GRASSMERE DAHLIA 726 (P)
		PLATFORM FORESHORE (P)
		ROCK-END PEARL 5025 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+6.4	+3.4	-0.3	+3.5	+38	+69	+102	+100	+20
62%	52%	75%	80%	78%	77%	78%	70%	65%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBV	IMF
+1.1	-3.8	+73	+4.9	-0.1	-0.9	+2.5	+0.1
78%	39%	63%	56%	59%	64%	53%	62%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$129	+\$152	+\$120

<b>Traits Analysed:</b> GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics
--

**NOTES:** Used over MA cows. Extra depth on a moderate frame with big panda eyes. First bull from dam 5/5, always weans a good one. Homozygous polled.



Purchaser: \_\_\_\_\_

Price: \_\_\_\_\_

<b>LOT. 12</b>	<b>ROCK-END SARACEN 3095</b>	S.No. 233095
		BORN: 11/09/23

OKAWA SARACEN 200175 (ET) (P)

GRASSMERE GALLANT 9 (P)

OKAWA AMETHYST 140180 (P)

ROCK-END BELLA 5134 (P)

ROCK-END ONLINE 2054 (P)

ROCK-END BELLA 3083 (P)

MONYMUSK GALLANT 110089 (BM) (P)

GRASSMERE PRINCESS 626 (P)

OKAWA DAVIS 7046 (BM) (P)

OKAWA AMETHYST 4008 (GBM) (P)

REMITALL ONLINE 122L (IMP CAN) (BM) (P)

ROCK-END LEONORA 03 0003 (P)

PREMIER 12R CAJUN 804 (P)

ROCK-END BELLA 5014 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+10.7	+4.9	-0.9	+0.1	+21	+43	+57	+14	+19
59%	48%	73%	79%	76%	75%	76%	67%	62%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+2.3	-7.5	+47	+5.2	+1.7	+2.3	+1.4	+0.4
77%	37%	60%	53%	57%	61%	52%	60%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$160	+\$162	+\$111

<b>Traits Analysed:</b> GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics
--

**NOTES:** A smaller frame bull but extremely thick with fantastic carcase shape, will add yield. Sleep easy heifer bull- Light birthweight, high calving ease with strong dollar indexes. 2nd bull from dam to sale. Homozygous polled.



Purchaser: \_\_\_\_\_

Price: \_\_\_\_\_

<b>LOT. 13</b>	<b>ROCK-END SARACEN 3104</b>	S.No. 233104
		BORN: 15/09/23

OKAWA SARACEN 200175 (ET) (P)

| GRASSMERE GALLANT 9 (P)

| OKAWA AMETHYST 140180 (P)

ROCK-END AMETHYST 8099 (P)

| OKAWA HOLY SMOKE 140085 (P)

| ROCK-END AMETHYST 6077 (P)

MONYMUSK GALLANT 110089 (BM) (P)  
GRASSMERE PRINCESS 626 (P)

OKAWA DAVIS 7046 (BM) (P)  
OKAWA AMETHYST 4008 (GBM) (P)

MATARIKI HOLY-SMOKE (BM) (P)  
OKAWA LYDIA 7047 (SBM) (P)

KAIRAUMATI KOHEKOHE 1427 (P)  
ROCK-END AMETHYST 1063 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+9.7	-0.5	-2.2	+2.4	+42	+67	+97	+86	+24
61%	50%	76%	80%	77%	76%	77%	68%	63%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+3.6	-5.6	+75	+5.0	+0.4	+0.2	+2.0	+1.0
78%	39%	61%	55%	58%	62%	53%	61%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$146	+\$171	+\$134

Traits Analysed: GL CE BWT 200WT  
400WT SS FAT EMA IMF Genomics

NOTES: Heavy bone in this grunty Saracen bull. 2nd bull to sale for dam with 2 daughters active. Heterozygous polled.



Purchaser: \_\_\_\_\_ Price: \_\_\_\_\_



<b>LOT. 15</b>	<b>ROCK-END EVOLUTION 3135</b>	S.No. 233135
		BORN: 09/10/23

ROCK-END NIBBS 9025 (P)	OKAWA NIBBS 8097 (P)	GRASSMERE NIBBS 991 (P)
	ROCK-END PRINCESS 4025 (P)	OKAWA AMETHYST 0041 (SBM) (P)
ROCK-END LEONORA 9091 (P)	CRAIGMORE IDOL 170325 (P)	MATARIKI HOLY-SMOKE (BM) (P)
	ROCK-END LEONORA 2071 (P)	ROCK-END PRINCESS 7043 (P)
		CRAIGMORE IKE 140260 (P)
		CRAIGMORE LEONORA 140118 (P)
		PREMIER 12R CAJUN 804 (P)
		ROCK-END LEONORA 6032 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+6.0	+11.0	+0.1	+4.5	+38	+69	+94	+104	+21
56%	46%	71%	78%	75%	75%	75%	67%	62%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBV	IMF
+1.6	-4.1	+64	+3.5	+1.4	+1.7	-0.1	+1.7
76%	37%	60%	52%	56%	60%	51%	58%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$112	+\$158	+\$123

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Good rein and exceptional width in behind.  
Homozygous polled



Purchaser: \_\_\_\_\_

Price: \_\_\_\_\_

<b>LOT. 16</b>	<b>ROCK-END SARACEN 3127</b>	S.No. 233127
		BORN: 14/09/23

OKAWA SARACEN 200175 (ET) (P)	GRASSMERE GALLANT 9 (P)	MONYMUSK GALLANT 110089 (BM) (P)
	OKAWA AMETHYST 140180 (P)	GRASSMERE PRINCESS 626 (P)
ROCK-END PRINCESS 5018 (P)	MATARIKI HOLY-SMOKE (BM) (P)	OKAWA DAVIS 7046 (BM) (P)
	ROCK-END PRINCESS 9073 (P)	OKAWA AMETHYST 4008 (GBM) (P)
		CAPETHORNE HOT SHOT 03 22 (P)
		MATARIKI GIRLIE 00323 (P)
		ROCK-END ULYSSES 6088 (P)
		ROCK-END PRINCESS 7067 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+9.1	+5.9	-1.4	+3.2	+40	+75	+108	+94	+21
64%	54%	77%	80%	78%	78%	79%	70%	66%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+2.5	-7.6	+77	+4.2	+1.1	+1.2	+1.6	+0.9
79%	43%	63%	58%	60%	64%	54%	63%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$182	+\$222	+\$135

<b>Traits Analysed:</b> GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Another smoke dam, another classy bull. Loads of capacity with presence. No holes in his data either- Top 10% growth Dam 8/8 2nd bull to sale, huge volume female. Heterozygous polled



Purchaser: \_\_\_\_\_

Price: \_\_\_\_\_



<b>LOT. 17</b>	<b>ROCK-END XCELL 3182</b>	S.No. 233182
		BORN: 22/09/23

KOANUI XCEL P358 (P)

| KOANUI XCELORATOR 5088 (BM) (P)

| KOANUI PRINCESS 5198 (SBM) (P)

TRIARA XCELORATOR 594X (IMP CAN) (P)  
KOANUI GLORY 0303 (P)

KOANUI NANO 3167 (P)  
KOANUI PRINCESS 3467 (P)

ROCK-END PEARL 0036 (P)

| ROCK-END HOLY GRAIL 8012 (P)

| ROCK-END PEARL 8160 (P)

OKAWA HOLY SMOKE 140085 (P)  
ROCK-END BELLA 6081 (P)

GRASSMERE GALLANT 998 (P)  
ROCK-END PEARL 4044 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+2.6	+9.0	-0.6	+5.1	+38	+60	+86	+86	+22
59%	47%	73%	79%	76%	75%	76%	69%	62%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBV	IMF
+0.8	-6.0	+57	+3.5	-0.1	-0.4	+1.4	+0.3
77%	39%	59%	53%	55%	60%	50%	59%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$111	+\$126	+\$103

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Extra frame in this fella with great length and a clean shoulder set. Weaned heavy, granddam has lot 11 in this sale. Homozygous polled



Purchaser: \_\_\_\_\_ Price: \_\_\_\_\_

<b>LOT. 18</b>	<b>ROCK-END EXPLORER 3105</b>	S.No. 233105
		BORN: 28/09/23

CRAIGMORE 21348 (P)

| CRAIGMORE EXPLORER 190206 (P)

TH 529B 145Y EXPLORER 44D (IMP USA) (P)  
CRAIGMORE PEARL 170040 (P)

| CRAIGMORE PEARL 170180 (SBM) (P)

KOANUI UNANIMOUS 0408 (BM) (P)  
CRAIGMORE PEARL 10095 (PBM) (P)

ROCK-END AMETHYST 2086 (P)

| PREMIER 12R CAJUN 804 (P)

GHC CANUCK 12R (IMP CAN) (P)  
PREMIER BLUSH 153 (ET) (P)

| ROCK-END AMETHYST 01 5 (P)

DOONBIDDIE HUSTLER R51 (IMP AUS) (BM) (P)  
GLENBRAE AMETHYST 24 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+7.2	+11.0	-2.2	+4.8	+41	+73	+99	+80	+18
56%	44%	71%	78%	75%	74%	75%	65%	62%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+2.9	-5.0	+71	+7.1	+0.5	+0.9	+2.4	+0.5
77%	37%	58%	52%	55%	59%	50%	58%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$171	+\$205	+\$124

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** A real powerhouse here. Strong head with extra frame, a big mid section and heavy visual muscle. Last calf from dam, 10/10 4 bulls to sale with a number of daughters, grand daughters and great grand daughters in herd...  
Homozygous polled



Purchaser: \_\_\_\_\_ Price: \_\_\_\_\_

<b>LOT. 19</b>	<b>ROCK-END SARACEN 3033</b>	S.No. 233033
		BORN: 11/09/23

OKAWA SARACEN 200175 (ET) (P)	GRASSMERE GALLANT 9 (P)	MONYMUSK GALLANT 110089 (BM) (P)
	OKAWA AMETHYST 140180 (P)	GRASSMERE PRINCESS 626 (P)
ROCK-END PEARL 0049 (P)	CRAIGMORE BATON 180269 (P)	OKAWA DAVIS 7046 (BM) (P)
	ROCK-END PEARL 8119 (P)	OKAWA AMETHYST 4008 (GBM) (P)
		CRAIGMORE BATON 120250 (P)
		CRAIGMORE CYNTHIA 07116 (P)
		ROCK-END NEXUS 6011 (P)
		ROCK-END PEARL 6128 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
-1.2	+8.3	-0.7	+6.4	+49	+88	+126	+102	+23
59%	47%	73%	78%	75%	74%	75%	66%	60%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBV	IMF
+4.1	-6.0	+78	+4.0	+0.4	-0.3	+1.9	+0.0
76%	36%	59%	52%	56%	60%	51%	59%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$174	+\$172	+\$112

<b>Traits Analysed:</b> GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Growthy sire. Dark coated with more frame again.  
Has always weighed in the top few. Young dam 3/3.  
Heterozygous polled



Purchaser: \_\_\_\_\_

Price: \_\_\_\_\_

<b>LOT. 20</b>	<b>ROCK-END SARACEN 3082</b>	S.No. 233082
		BORN: 16/09/23

OKAWA SARACEN 200175 (ET) (P)	GRASSMERE GALLANT 9 (P)	MONYMUSK GALLANT 110089 (BM) (P)
	OKAWA AMETHYST 140180 (P)	GRASSMERE PRINCESS 626 (P)
ROCK-END MINERVA 7103 (P)	ROCK-END UPPER 2053 (P)	OKAWA DAVIS 7046 (BM) (P)
	ROCK-END MINERVA 2118 (P)	OKAWA AMETHYST 4008 (GBM) (P)
		KOANUI UPPER 9102 (P)
		ROCK-END PRINCESS 7067 (P)
		WLB GLOBAL 72M 50S (IMP CAN) (P)
		ROCK-END MINERVA 5043 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
-2.6	+3.4	+0.0	+5.2	+45	+84	+123	+103	+20
61%	50%	75%	79%	76%	76%	77%	68%	63%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+4.2	-5.8	+79	+5.7	+1.2	+1.1	+1.4	+1.3
77%	38%	61%	54%	57%	61%	52%	61%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$185	+\$159	+\$119

<b>Traits Analysed:</b> GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics
--

**NOTES:** Another growth sire. Dark coated with extra length, thickness and muscle shape. Hard to fault his numbers, top 1% growth, strong fertility and carcase. 2nd bull from dam to make the sale 6/6. Heterozygous polled



Purchaser:
Price:

<b>LOT. 21</b>	<b>ROCK-END ELECTRA 3175</b>	S.No. 233175
		BORN: 05/10/23

ROCK-END ELECTRO 1119 (P)	ROCK-END TECHNO 8047 (P)	KOANUI TECHNO 3062 (BM) (P)
	ROCK-END AMETHYST 6077 (P)	ROCK-END BELL 5100 (P)
ROCK-END PEARL 0127 (P)	MATARIKI 110637 (P)	KAIRAUMATI KOHEKOHE 1427 (P)
	ROCK-END PEARL 2021 (P)	ROCK-END AMETHYST 1063 (P)
		MATARIKI JAULIN 080665 (S)
		MATARIKI VICTORIA 070351 (P)
		REMITALL ONLINE 122L (IMP CAN) (BM) (P)
		STREAMLANDS PEARL 793 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
-2.9	+2.6	-0.4	+6.9	+40	+70	+104	+118	+12
55%	44%	71%	77%	74%	73%	74%	64%	60%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBV	IMF
+4.8	-4.0	+67	+4.6	-0.4	-0.5	+1.7	+0.0
76%	36%	56%	50%	53%	57%	47%	56%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$114	+\$87	+\$95

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** More frame again, cleanly made with some serious width on top. Promising young dam, weaned a really good heifer calf this year. We used 2 sons from his granddam in herd. Homozygous polled



LOT. 22	ROCK-END POWER QUEST 3168	S.No. 233168
		BORN: 17/09/23

KANIMBLA POWER QUEST Q006 (AI) (PP) (IMP AUS) (P)  
NJW 79Z Z311 ENDURE 173D (IMP USA) (ET) (P)  
KANIMBLA CHILLIE WOMAN M009 (P)

KCF BENNETT ENCORE Z311 ET (P)  
BW 91H 100W RITA 79Z (ET) (P)

KANIMBLA POWER PLAY J066 (AI) (P)  
KANIMBLA HOT CHILLI WOMAN G95 (P)

KOANUI XCELORATOR 5088 (BM) (P)  
KOANUI PRINCESS 5198 (SBM) (P)

GRASSMERE GALLANT 998 (P)  
ROCK-END BELLA 2079 (P)

## APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+7.1	+10.4	+3.3	+3.6	+38	+63	+82	+45	+25
61%	47%	77%	79%	77%	76%	77%	69%	62%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+1.8	-7.9	+59	+3.6	+2.1	+2.4	-0.2	+0.9
77%	38%	65%	60%	62%	63%	52%	64%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$157	+\$180	+\$114

**Traits Analysed:** GL CE BWT 200WT  
400WT SS FAT EMA IMF Genomics

**NOTES:** Heifers calf. Long with a top female pedigree. Dam is an ideal type, weaned another very good bull calf this year. Granddam 6/6 still active. Heterozygous polled



Purchaser: \_\_\_\_\_ Price: \_\_\_\_\_

<b>LOT. 23</b>	<b>ROCK-END CHAMP 3145</b>	S.No. 233145
		BORN: 05/10/23

ROCK-END XCELL 1040 (P)	KOANUI XCEL P358 (P)	KOANUI XCELORATOR 5088 (BM) (P)
	ROCK-END CYNTHIA 8127 (P)	KOANUI PRINCESS 5198 (SBM) (P)
ROCK-END BELLA 5068 (P)	ROCK-END UPPER 2053 (P)	OKAWA HOLY SMOKE 140085 (P)
	ROCK-END BELLA 9043 (P)	ROCK-END CYNTHIA 2100 (P)
		KOANUI UPPER 9102 (P)
		ROCK-END PRINCESS 7067 (P)
		ROCK-END IDEA 02 0026 (P)
		ROCK-END BELLA 5014 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+1.2	-0.3	+3.9	+3.4	+27	+57	+81	+57	+23
56%	45%	69%	78%	75%	74%	75%	65%	61%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+3.1	-4.5	+46	+1.9	+2.2	+3.6	-1.3	+1.4
76%	35%	57%	50%	54%	59%	49%	57%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$113	+\$80	+\$103

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Cosmetically appealing. A moderate bull with thickness. Dam is a consistent performer 8/8 and still going. Homozygous polled



Purchaser:
Price:

<b>LOT. 24</b>	<b>ROCK-END SARACEN 3163</b>	S.No. 233163
		BORN: 15/09/23

OKAWA SARACEN 200175 (ET) (P)	GRASSMERE GALLANT 9 (P)	MONYMUSK GALLANT 110089 (BM) (P)
	OKAWA AMETHYST 140180 (P)	GRASSMERE PRINCESS 626 (P)
ROCK-END MINERVA 7149 (P)	MATARIKI 140255 (P)	OKAWA DAVIS 7046 (BM) (P)
	ROCK-END MINERVA 9003 (P)	OKAWA AMETHYST 4008 (GBM) (P)
		MATARIKI 110637 (P)
		MATARIKI BRACELET 110662 (P)
		ROCK-END ULYSSES 6088 (P)
		ROCK-END MINERVA 5043 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
+13.0	+1.0	-0.4	+1.2	+33	+56	+82	+52	+27
62%	52%	76%	80%	77%	76%	77%	68%	64%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+2.0	-5.9	+66	+4.7	+0.8	+0.8	+1.9	+0.0
78%	39%	61%	55%	58%	62%	53%	61%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$133	+\$164	+\$123

<b>Traits Analysed:</b> GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics
--

**NOTES:** Another moderate Saracen son, a powerful carcase with plenty of back-end. Dam 6/6 3 /3 bulls to sale, 2/2 heifers retained. Heterozygous polled



Purchaser: \_\_\_\_\_

Price: \_\_\_\_\_



<b>LOT. 25</b>	<b>ROCK-END EVOLUTION 3093</b>	S.No. 233093
		BORN: 08/10/23

ROCK-END NIBBS 9025 (P)	OKAWA NIBBS 8097 (P)	GRASSMERE NIBBS 991 (P)
	ROCK-END PRINCESS 4025 (P)	OKAWA AMETHYST 0041 (SBM) (P)
ROCK-END BELLA 9097 (P)	CRAIGMORE IDOL 170325 (P)	MATARIKI HOLY-SMOKE (BM) (P)
	ROCK-END BELLA 7101 (P)	ROCK-END PRINCESS 7043 (P)
		CRAIGMORE IKE 140260 (P)
		CRAIGMORE LEONORA 140118 (P)
		GRASSMERE GALLANT 998 (P)
		ROCK-END BELLA 2079 (P)

APRIL 2025 HEREFORD BREEDPLAN

Calv-Ease		Birth		Growth				
DIR	DTRS	GL	BW	200D	400D	600D	MCt	Milk
-12.0	-10.5	+0.6	+6.4	+38	+71	+94	+101	+10
58%	46%	71%	79%	76%	75%	76%	68%	62%

Fert		Carcase					
SS	DTC	Cwt	EMA	Rib	Rump	RBY	IMF
+1.7	-4.7	+59	+3.6	+2.1	+2.9	-0.7	+1.4
77%	37%	60%	53%	57%	61%	52%	59%

Indexes		
HP	Beef Heifer	Dairy Beef
+\$102	-\$21	+\$75

<b>Traits Analysed:</b> CE BWT 200WT 400WT SS FAT EMA IMF Genomics
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**NOTES:** Same 9025/Idol cross as lot 15, similar result. Full of meat. Young dam breeding well. Homozygous polled



## ROCKEND PURCHASERS SLIP INSTRUCTIONS

to be filled in and handed to the Auctioneers before leaving the sale

Name ..... Telephone ..... Buyer No# .....

Address ..... Nait No# .....

Email address:.....

### PURCHASES

Lot Number ..... Price .....

Lot Number ..... Price .....

Lot Number ..... Price .....

Lot Number ..... Price .....

Lot Number ..... Price .....

Lot Number ..... Price .....

☐ Please tick this box if you consent to your information being shared between .....  
and/or the relevant livestock agency, for the purpose of offering you insurance. insurer name vendor or organising body

Insurance Company ☐ FMG ☐ AON ☐ Other .....

Transit Insurance: Yes /No or Term Company to be debited .....

Address .....

Signature ..... Date .....

**NO VERBAL INSTRUCTIONS WILL BE ACCEPTED.**



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