

ROCK-END HEREFORDS



ANNUAL SALE
27th MAY 12 noon
912 Ngatarawa Rd, Mahoenui



bidr



@rockendherefords

ROCK-END HEREFORDS



King Country's Hill Country Polled Hereford Specialists

- 250+ cows mated
- All progeny carcass scanned
 - Semen and service tested
 - 100k SNP tested
- Farmed on hard hill country under sheep
- 5 Star Breedplan recording



ROCK-END HEREFORDS

Welcome to the 2026 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

Josh & Karen

McCormick

McCormick

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rockendherefords

bidr[®]

ROCK-END HEREFORDS

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. With 220 registered females calved 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. Bulls are wintered in two mobs of 50-60 bulls then refined down to 45 bulls in early summer for the bull 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 program they come from.

2026 FOREWORD

Welcome to the 2026 sale catalogue. This year we are proud to present 32 R2yr bulls for sale.

We are really pleased with the 2026 draft. They are very consistent from lot 1-32 and as you will see from the comments are all backed by cows that have performed for generations on our hard hill country.

What a year we've had with record pricing in both sheep and beef schedules. It has been pleasing to see beef cow producers being rewarded with excellent prices to date in weaner sales. It is always hard to predict the future but most indicators seem to be pointing towards these strong returns hanging around in the medium term.

On farm we are significantly better placed than this time last year in terms of feed. We suffered through a very wet winter and early spring on the back of last years summer/autumn drought. A big part of our breeding philosophy is placing our females under pressure through the winter under ewe rotations on our hard hill country and culling those who don't perform (light condition, poor calves, late calvers etc). This is an area we have made huge progress in in the last 20 years and it really showed in the year we've just come through. November through to now has been good going enabling us to put an extra kilo on our lambs this season and chuck a bit more condition on both cows and ewes.

We currently hold a 5 star Breedplan completeness

of recording status. This is used to show what level of recording individual stud programs are doing and is the highest level achievable. We are currently one of only two Hereford studs in NZ with this level of recording. This along with genotyping (DNA profiling) should improve the predictability of our data.

All sale bulls have once again 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 11th 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.

NZ HEREFORDS Breed Average for 2024 Born Calves

CALVING EASE EBVs			
CE DIR	CE DTRS	GEST	BWT
+4.7	+5.0	-1.1	+3.6

GROWTH & MILK EBVs				
200	400	600	MAT	MILK
+35	+60	+83	+67	+19

FERTILITY	
SS	DTC
+2.4	-3.7

CARCASE EBVs					
CW	EMA	RIB	RUMP	RBY	IMF
+56	+4.5	+0.9	+1.3	+0.9	+0.9

\$ INDEX VALUES		
HPrime	Beef Heifer	Dairy Beef
+128	+149	+117

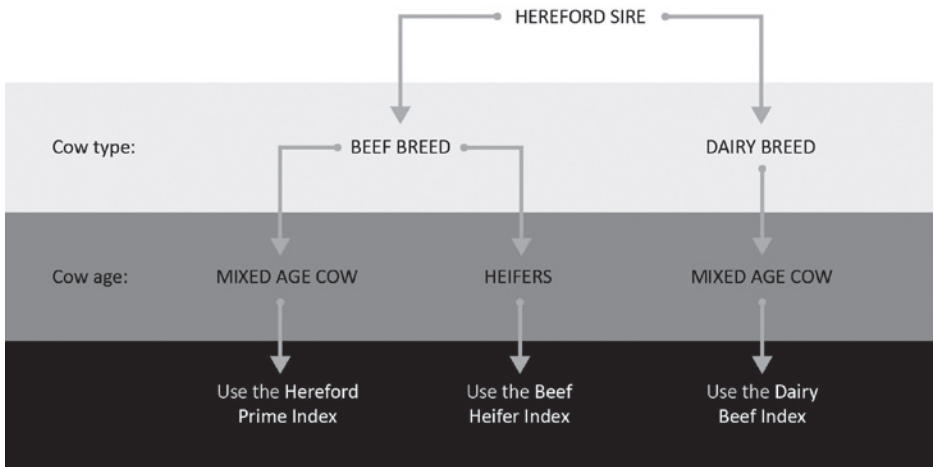
HEREFORD NZ EBV's Explained

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 or at Pivot Design: 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 carcase 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 carcase 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) RBV 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.

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

Booking Agents: PGG Wrightsons

Cam Heggie	Ph: 07 824 9011	Mob: 027 501 8182
Bill Harrison	Ph: 07 877 7778	Mob: 027 473 5860
Kevin Mortensen	Ph: 07 877 8205	Mob: 027 473 7858

Auctioneers: NZ Farmers Livestock

Brent Bougen	Ph: 07 848 2544	Mob: 027 210 4698
Brett Wallbank		Mob: 027 488 1299
Will Maxwell (Redshaw)		Mob: 0275394140

INVEST IN YOUR HERD'S FUTURE

Unlock the Power of Genomics

Get the genetic insights you need to make smarter breeding decisions, reduce risk, and maximise herd potential with the genomic profiling options available through PBB.



Look for this logo on sale lots— it shows that the animal has been DNA profiled using a SNP-based test and has been included in a genomic evaluation. You will also see “Genomics” listed under its “Traits Analysed”.

VERIFIED GENETICS, CONFIDENT DECISIONS, STRONGER HERDS

- 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 reference population.
- High-density SNP profiling — for targeted genetic analysis.
- Trusted parent verification — conducted in-house by the PBB DNA team.

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PBB, PO Box 503, 75 South Street, Feilding 4740
P: 06 323 4484 E: dna@pbbnz.com | pbbnz.com

Scan the QR code to find out more



BUYING ONLINE?

- This sale will be held as a HYBRID ON-FARM auction on bidr (bidr.co.nz).
- There will be online bidding and a livestream of the sale for bidders.
- All online purchasers must register with bidr through an account with a bidr partner agency before sale day.
- For help with signing up or registering, contact the bidr team on 0800 TO BIDR (0800 86 2437) or email enquiries@bidr.co.nz

Alternatively, contact your local bidr® representative:

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Limehills Belter at 2yrs

RS	<u>LIMEHILLS BELTER 210473</u>	Born 15/09/21	S No.210473
	<p>LIMEHILLS BELTER 190088 (P) { GRASSMERE GALLANT 244 (P) LIMEHILLS BEAUTY 140225 (P)</p> <p>LIMEHILLS JENNY 180086 (P) { MONYMUSK GALLANT 110089 (BM) (P) LIMEHILLS JENNY 100489 (P)</p>		

		<p>MONYMUSK GALLANT 110089 (BM) (P) GRASSMERE PRINCESS 813 (P) OKAWA ELECTRA 1117 (BM) (P) LIMEHILLS BEAUTY 110483 (SBM) (P)</p>		
		<p>MATARIKI DUNSTAN (P) MONYMUSK DOROTHY 070083 (SBM) (P) LIMEHILLS ELECTRA 07 927 (P) LIMEHILLS JENNY 07 848 (P)</p>		

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+11.1	+4.8	-2.4	+2.0	+33	+66	+87	+52	+22	+3.4	-5.4
ACC	75%	59%	96%	97%	95%	95%	94%	84%	70%	94%	53%
Perc	30	55	25	30	60	30	40	75	25	15	20

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+66	+8.6	+1.6	+2.7	+1.8	+1.3
ACC	82%	74%	76%	82%	72%	82%
Perc	20	1	20	15	15	25

\$ INDEX VALUES		
HP	BH	DB
+\$179	+\$206	+\$135
4	20	15



Traits Observed: BWT 200WT 400WT 600WT SS FAT EMA IMF Genomics

NOTES: Feature sire of the sale. He is a moderate framed meat machine with an incredible data spread. He was the top priced bull at the Limehills 2023 sale. Initially purchased by Matariki Herefords and this crop of sons was bred by AI, we were fortunate to purchase him in the flesh last year. Has been used in 6 herds throughout Australasia to date with a number more expecting calves this spring. He ran with 60 cows this spring/summer with 95% in calf in just over 2 cycles. 10 sons in sale.



RS	INJEMIRA ROBERT REDFORD Q287 (IMP AUS)	Born 03/09/19	S No.Q287
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INJEMIRA REDFORD J006 (P)	}	REDGATE REDFORD D935 (P) INJEMIRA CAVALIER F201 (P)	}	KOANUI ROCKET Q219 (BM) (P) REDGATE ROYAL B81 (P) PINE HILL CAVALIER C568 (P) INJEMIRA MISCHIEF D127 (P)
INJEMIRA FIRST DAY N063 (P)	}	DAYS EXECUTIVE K168 (P) INJEMIRA FIRST DAY H004 (P)	}	ALLENDALE WATERHOUSE D1 (P) DAYS SILVIA G13 (P) ALLENDALE ANZAC E114 (P) (P) INJEMIRA FIRST DAY E016 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+24.7	+19.6	-7.1	-2.3	+40	+66	+91	+70	+26	+2.2	-0.1
ACC	85%	71%	99%	99%	99%	98%	98%	94%	92%	98%	58%
Perc	1	1	1	1	25	30	30	45	7	55	98

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+90	+9.0	+0.3	+1.2	+2.3	+2.1
ACC	90%	82%	85%	89%	82%	89%
Perc	1	1	75	55	4	5

\$ INDEX VALUES		
HP	BH	DB
+\$147	+\$281	+\$168
25	1	1



Traits Observed: BWT 200WT 400WT SS FAT EMA IMF Genomics

NOTES: Australian AI sire with an exceptional data set that is highly proven with 1600 progeny recorded. Breeds early maturing, moderate framed cattle that are thick and very muscular. We have retained a top son and keep semen from lot 4. 5 Sons catalogued.

RS	ROCK-END HOLY GRAIL 1104	Born 04/09/21	S No.211104

OKAWA HOLY SMOKE 140085 (P)	{	MATARIKI HOLY-SMOKE (BM) (P)	{	CAPETHORNE HOT SHOT 03 22 (P)
		OKAWA LYDIA 7047 (SBM) (P)		MATARIKI GIRLIE 00323 (P)
ROCK-END DORA 9078 (P)	{	CRAIGMORE IDOL 170325 (P)	{	OKAWA COMMODORE 020076 (BM) (P)
		ROCK-END DORA 9071 (P)		OKAWA LYDIA 01097 (P)
				CRAIGMORE IKE 140260 (P)
				CRAIGMORE LEONORA 140118 (P)
				ROCK-END IDEA 02 0026 (P)
				ROCK-END DORA 6061 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+13.3	+4.6	-2.5	+1.3	+35	+65	+91	+91	+15	+2.0	-6.6
ACC	67%	57%	80%	94%	90%	90%	90%	81%	70%	90%	52%
Perc	20	55	25	20	50	30	30	15	75	65	6

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+70	+3.5	+1.4	+1.8	+1.1	+0.2
ACC	77%	69%	72%	77%	68%	77%
Perc	15	75	25	35	40	85

\$ INDEX VALUES		
HP	BH	DB
+\$146	+\$198	+\$129
25	25	25



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

NOTES: Keeper bull in 2023. Was a standout as a yearling. Cosmetically appealing with big panda eyes, he grew into a big framed sire. A top cow family we used 3 bulls from his grandam and his dam has another meaty bull in this sale. 7 sons in sale.

RS	ROCK-END STREAKER 2145	Born 10/09/22	S No.222145

LIMEHILLS STREAKER 150368 (BM) (P)	{	LIMEHILLS STARTER 131040 (BM) (P)	{	LIMEHILLS STAMPER 110429 (BM) (P)
		LIMEHILLS INA 130909 (SBM) (P)		LIMEHILLS TREND 110503 (P)
ROCK-END BELLA 3041 (P)	{	ROCK-END GLOBAL 1041 (P)	{	WIRRUNA ECHUCA E99 (IMP AUS) (BM) (P)
		ROCK-END BELLA 1051 (P)		LIMEHILLS INA 110473 (P)
				WLB GLOBAL 72M 50S (IMP CAN) (P)
				ROCK-END BELLA 5035 (P)
				ROCK-END GANGSTER 8013 (P)
				ROCK-END BELLA 7017 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+13.4	+15.8	+0.4	-0.1	+23	+55	+70	+46	+17	+2.7	-5.3
ACC	72%	61%	80%	91%	88%	87%	86%	79%	74%	87%	54%
Perc	20	2	75	5	91	65	75	80	60	35	20

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+49	+2.7	+1.6	+3.0	-0.3	+1.0
ACC	75%	69%	72%	76%	67%	76%
Perc	70	90	20	8	94	40

\$ INDEX VALUES		
HP	BH	DB
+\$147	+\$213	+\$123
25	15	40



Traits Observed: GL CE BWT 200WT 400WT 600WT SS FAT EMA IMF Genomics

NOTES: Used as a yearling then sold at our 2024 sale. A real powerhouse that was the heaviest bull of his year at 400 days. Has bred very well along with the 5 sons catalogued he has 12 quality heifers to calf in the spring. 2nd bull used from this cow; she is currently the oldest cow in the herd with 5 daughters currently active.

RS	<u>ROCK-END NIBBS 9025</u>	Born 13/09/19	S No.199025

OKAWA NIBBS 8097 (P)	{	GRASSMERE NIBBS 991 (P)	{	JSF 23 NIBBS 60G (IMP CAN) (P)
		OKAWA AMETHYST 0041 (SBM) (P)		GRASSMERE BONNIE S268 (P)
ROCK-END PRINCESS 4025 (P)	{	MATARIKI HOLY-SMOKE (BM) (P)	{	OKAWA WENTWORTH T71 (BM) (P)
		ROCK-END PRINCESS 7043 (P)		OKAWA AMETHYST T90 (P)
				CAPETHORNE HOT SHOT Q3 22 (P)
				MATARIKI GIRLIE 00323 (P)
				KOANUI JABIRU 1024 (P)
				ROCK-END PRINCESS 01 23 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+6.5	-0.1	+0.9	+2.4	+29	+55	+72	+55	+19	+0.5	-3.7
ACC	70%	63%	85%	96%	94%	94%	94%	87%	81%	93%	55%
Perc	50	85	85	35	80	65	75	70	45	99	50

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+49	+4.8	+2.7	+3.7	-0.1	+1.9
ACC	82%	73%	76%	81%	73%	81%
Perc	70	40	2	3	90	8

\$ INDEX VALUES		
HP	BH	DB
+\$126	+\$114	+\$120
55	75	50



Traits Observed: GL CE BWT 200WT(x2) 400WT SS FAT EMA IMF Genomics

NOTES: 9025 has been used heavily here at Rock-End. Moderate framed but stacked full of meat. His dam is one of our easiest doing females, still active producing 10/10 with 5 daughters retained. A top son was retained last year. 2 sons in sale.

RS	<u>ROCK-END STREAKER 2023</u>	Born 17/09/22	S No.222023

LIMEHILLS STREAKER 150368 (BM) (P)	{	LIMEHILLS STARTER 131040 (BM) (P)	{	LIMEHILLS STAMPER 110429 (BM) (P)
		LIMEHILLS INA 130909 (SBM) (P)		LIMEHILLS TREND 110503 (P)
				WIRRUNA ECHUCA E99 (IMP AUS) (BM) (P)
ROCK-END BELL 5100 (P)	{	ROCK-END ONLINE 2058 (P)	{	LIMEHILLS INA 110473 (P)
		ROCK-END BELL 1057 (P)		REMITALL ONLINE 122L (IMP CAN) (BM) (P)
				ROCK-END LEONORA 5089 (P)
				MAUNGAHINA IGUACU 050154 (P)
				ROCK-END BELL T32 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+0.1	+7.5	+2.5	+4.5	+38	+62	+87	+61	+18	+0.8	-4.3
ACC	73%	61%	81%	93%	90%	87%	86%	79%	73%	85%	54%
Perc	70	40	97	70	35	40	40	60	55	94	40

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+59	+5.6	+1.3	+1.9	+1.0	+0.8
ACC	75%	68%	71%	74%	66%	73%
Perc	40	25	30	30	45	50

\$ INDEX VALUES		
HP	BH	DB
+\$145	+\$122	+\$103
30	70	80



Traits Observed: GL CE BWT 200WT 400WT 600WT SS FAT EMA IMF Genomics

NOTES: Used as a yearling then sold to Matapouri Herefords in 2024. Viewed this autumn at Matapouri and has grown in to an impressive sire. 2 sons in sale.

LOT 1	<u>ROCK-END ROBERT REDFORD 4165</u>	Born 02/09/24	HB No. 1243244165P
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INJEMIRA ROBERT REDFORD Q287 (IMP AUS) (P)

- { INJEMIRA REDFORD J006 (P)
- { INJEMIRA FIRST DAY N063 (P)

- { REDGATE REDFORD D935 (P)
- { INJEMIRA CAVALIER F201 (P)
- { DAYS EXECUTIVE K168 (P)
- { INJEMIRA FIRST DAY H004 (P)

ROCK-END PEARL 7135 (P)

- { ROCK-END LEGO 4032 (P)
- { ROCK-END PEARL 15090 (SBM) (P)

- { WLB LEGO 83T 90X (IMP CAN) (P)
- { ROCK-END 9022 (P)
- { ROCK-END UPPER 2053 (P)
- { WANDO PEARL 1002 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+20.7	+17.1	-6.0	+0.6	+46	+71	+98	+81	+15	+1.4	-2.1
ACC	64%	52%	79%	81%	80%	79%	80%	72%	71%	80%	41%
Perc	2	1	2	15	6	15	20	25	75	85	80

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+78	+7.2	-0.1	-0.1	+2.5	+1.5
ACC	65%	59%	62%	66%	56%	65%
Perc	4	6	90	90	2	20

\$ INDEX VALUES		
HP	BH	DB
+\$175	+\$293	+\$158
5	1	1



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

NOTES: Used over heifers and 1st calvers. Pedigree stacked with top cows, dam 7/7 all in the 1st cycle (2 bulls to sale), grand dam 9/9 all in the 1st cycle (4 bulls to sale- Lot 6 in this sale). Super data spread- calving ease, growth and carcass. Homozygous polled.

Purchaser: Price:

LOT 2	<u>ROCK-END BELTER 4175</u>	Born 12/09/24	HB No. 1243244175P
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LIMEHILLS BELTER 210473 (P)

- { LIMEHILLS BELTER 190088 (P)
- { LIMEHILLS JENNY 180086 (P)

- { GRASSMERE GALLANT 244 (P)
- { LIMEHILLS BEAUTY 140225 (P)
- { MONYMUSK GALLANT 110089 (BM) (P)
- { LIMEHILLS JENNY 100489 (P)

ROCK-END BELLA 6069 (P)

- { ROCK-END NETWORK 4003 (P)
- { ROCK-END BELLA 3025 (P)

- { ROCK-END ONLINE 2058 (P)
- { ROCK-END PEARL 2078 (P)
- { PLATFORM FORESHORE (P)
- { ROCK-END BELLA 6084 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+3.2	+8.1	-1.2	+4.5	+42	+68	+91	+70	+22	+2.5	-5.1
ACC	60%	48%	78%	81%	79%	78%	79%	70%	65%	80%	40%
Perc	60	35	45	70	15	25	30	45	25	40	25

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+62	+5.9	+1.2	+2.1	+0.8	+0.8
ACC	64%	58%	60%	64%	54%	64%
Perc	30	20	35	25	55	50

\$ INDEX VALUES		
HP	BH	DB
+\$142	+\$148	+\$112
30	55	65



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

NOTES: Top bull- Extra grunt, strong head, bone and great back-end. No holes in his numbers. 2nd bull from dam to be used in herd, 2 daughters retained. She is very productive- has weaned the heaviest calf on a number of occasions. Used over 30 1st and 2nd calvers, 100% in calf. Homozygous polled.

Purchaser: Price:



LOT 3	ROCK-END PHANTOM 4189	Born 20/10/24	HB No. 1243244189P
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ROCK-END HOLY GRAIL 1104 (P)	}	OKAWA HOLY SMOKE 140085 (P)	}	MATARIKI HOLY-SMOKE (BM) (P)
		ROCK-END DORA 9078 (P)		OKAWA LYDIA 7047 (SBM) (P)
				CRAIGMORE IDOL 170325 (P)
				ROCK-END DORA 9071 (P)
ROCK-END PEARL 0009 (P)	}	LIMEHILLS STARTER 160062 (P)	}	LIMEHILLS STAMPER 140064 (P)
		ROCK-END PEARL 7094 (P)		LIMEHILLS BEAUTY 140225 (P)
				MATARIKI 140255 (P)
				ROCK-END PEARL 4080 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+7.7	+2.1	-3.7	+3.6	+39	+64	+94	+104	+14	+1.1	-4.2
ACC	59%	50%	74%	80%	78%	77%	78%	70%	65%	78%	42%
Perc	45	70	10	55	30	35	25	4	80	90	40

	CARCASS EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+70	+4.4	+0.6	+0.6	+1.1	+0.8
ACC	62%	56%	59%	63%	53%	62%
Perc	15	50	65	75	40	50

\$ INDEX VALUES		
HP	BH	DB
+\$122	+\$145	+\$122
60	60	45



Traits Observed: BWT 200WT 400WT SS FAT EMA IMF Genomics

NOTES: A thick, meaty bull with a strong head and great outlook. Late October born, gives up over 6 weeks in age on the oldest bulls in the sale. Dam weaned a full sister this year, looks the goods. Dam 4/4, GD 6/6 and GGD 10/10. Semen retained for within herd use. Homozygous polled.

Purchaser: Price:

LOT 4	<u>ROCK-END ROBERT REDFORD 4026</u>	Born 06/09/24	HB No. 1243244026P
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INJEMIRA ROBERT REDFORD Q287 (IMP AUS) (P)

- { INJEMIRA REDFORD J006 (P)
- { INJEMIRA CAVALIER F201 (P)
- { INJEMIRA FIRST DAY N063 (P)

- { REDGATE REDFORD D935 (P)
- { DAYS EXECUTIVE K168 (P)
- { INJEMIRA FIRST DAY H004 (P)

ROCK-END PEARL 2006 (P)

- { OKAWA HOLY SMOKE 140085 (P)
- { ROCK-END PEARL 8160 (P)

- { MATARIKI HOLY-SMOKE (BM) (P)
- { OKAWA LYDIA 7047 (SBM) (P)
- { GRASSMERE GALLANT 998 (P)
- { ROCK-END PEARL 4044 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+17.8	+9.8	-3.2	+0.7	+44	+82	+117	+97	+30	+2.8	-3.4
ACC	65%	54%	79%	82%	80%	79%	80%	72%	70%	80%	42%
Perc	7	25	15	15	9	3	3	8	2	30	55

	CARCASS EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+92	+7.3	+0.8	+2.4	+1.4	+1.8
ACC	65%	59%	62%	66%	56%	65%
Perc	1	5	55	20	25	10

\$ INDEX VALUES		
HP	BH	DB
+\$167	+\$272	+\$164
8	2	1



Traits Observed: GL CE BWT 200WT 400WT SS FAT EMA IMF Genomics **NOTES:** Used over heifers and 1st calvers. Classically marked with great rein. Worked hard with 34 females but has stacked weight back on in the last couple of months. Hard to imagine a much better data package Calving ease (Top 7%), growth (top 3%), milk (top 2%), carcass weight (top 1%), ema (top 5%), marbling and all three indexes well inside the top 10%. A heifers calf, his mother is one to watch, held condition through a tough summer/winter last year calved in the first week of natural mating, weaned a thumping heifer calf then preg tested to calve in the first week of natural mating this year. Grand dam 6/6 still active with one bull used in herd. Rock-End to retain semen. To be collected for use in the dairy industry prior to delivery. Homozygous polled.

Purchaser: Price:

LOT 5	<u>ROCK-END PHANTOM 4116</u>	Born 12/10/24	HB No. 1243244116P
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ROCK-END HOLY GRAIL 1104 (P)

- { OKAWA HOLY SMOKE 140085 (P)
- { ROCK-END DORA 9078 (P)

- { MATARIKI HOLY-SMOKE (BM) (P)
- { OKAWA LYDIA 7047 (SBM) (P)
- { CRAIGMORE IDOL 170325 (P)
- { ROCK-END DORA 9071 (P)

ROCK-END GRACEFUL 1169 (P)

- { ROCK-END NIBBS 9025 (P)
- { ROCK-END GRACEFUL 7116 (P)

- { OKAWA NIBBS 8097 (P)
- { ROCK-END PRINCESS 4025 (P)
- { ROCK-END UPPER 4048 (P)
- { ROCK-END GRACEFUL 3044 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+9.2	+7.2	+1.7	+3.4	+36	+69	+94	+83	+18	+3.0	-5.7
ACC	58%	46%	73%	80%	78%	77%	78%	69%	64%	79%	39%
Perc	40	40	93	50	45	20	25	25	55	25	15

	CARCASS EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+60	+3.6	+1.4	+2.3	+0.7	+0.2
ACC	62%	55%	58%	63%	52%	61%
Perc	40	70	25	20	60	85

\$ INDEX VALUES		
HP	BH	DB
+\$146	+\$184	+\$120
25	35	50



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

NOTES: Soggy bull, deep through to his flank and a dark coat. Strong EBV spread through the key traits- Calving ease, growth and fertility. Dam 3/3 first son topped the sale last year to Matapouri Herefords, GD 6/6. Homozygous Polled.

Purchaser: Price:

LOT 6	<u>ROCK-END BELTER 4059</u>	Born 06/09/24	HB No. 1243244059S
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LIMEHILLS BELTER 210473 (P)	}	LIMEHILLS BELTER 190088 (P)	}	GRASSMERE GALLANT 244 (P)
		LIMEHILLS JENNY 180086 (P)		LIMEHILLS BEAUTY 140225 (P)
ROCK-END PEARL 15090 (SBM) (P)	}	ROCK-END UPPER 2053 (P)	}	MONYMUSK GALLANT 110089 (BM) (P)
		WANDO PEARL 1002 (P)		LIMEHILLS JENNY 100489 (P)
				KOANUI UPPER 9102 (P)
				ROCK-END PRINCESS 7067 (P)
				OTAPAWA SPARK 3060 (BM) (ET) (P)
				WANDO PEARL 03 10 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+12.9	+7.4	-2.8	+3.5	+42	+79	+106	+99	+20	+4.2	-4.7
ACC	61%	50%	78%	81%	79%	79%	79%	71%	67%	80%	42%
Perc	25	40	20	50	15	5	8	7	40	3	30

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+69	+5.5	+0.7	+0.9	+0.5	+1.5
ACC	65%	59%	61%	65%	54%	65%
Perc	15	25	60	65	70	20

\$ INDEX VALUES		
HP	BH	DB
+\$156	+\$223	+\$144
20	15	4



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

NOTES: Top bull. 4059 is dark coated and cleanly built. He has length with a thick top and good shape in behind. Heaviest bull at cataloguing. Backed by one of our most consistent females she is 9/9 with 3 daughters retained and 4 top end sale bulls with one bull sold to stud (Koanui). Two of her daughters have bulls in this sale (lots 1 & 17). Strong all round data set. Heterozygous scurred.

Purchaser: Price:

LOT 7	<u>ROCK-END ROBERT REDFORD 4080</u>	Born 07/09/24	HB No. 1243244080P
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INJEMIRA ROBERT REDFORD Q287 (IMP AUS) (P)	}	INJEMIRA REDFORD J006 (P)	}	REDGATE REDFORD D935 (P)
		INJEMIRA FIRST DAY N063 (P)		INJEMIRA CAVALIER F201 (P)
ROCK-END PRINCESS 0141 (P)	}	GRASSMERE SPARK 555 (P)	}	DAYS EXECUTIVE K168 (P)
		ROCK-END PRINCESS 4025 (P)		INJEMIRA FIRST DAY H004 (P)
				GRASSMERE SPARK 330 (P)
				GRASSMERE PRINCESS 245 (P)
				MATARIKI HOLY-SMOKE (BM) (P)
				ROCK-END PRINCESS 7043 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+17.9	+13.3	-4.1	+1.9	+44	+68	+91	+83	+20	+0.1	-2.0
ACC	65%	55%	79%	82%	80%	79%	80%	73%	71%	81%	44%
Perc	6	7	8	25	9	25	30	25	40	99	80

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+75	+5.9	+0.9	+1.4	+1.3	+1.8
ACC	66%	61%	63%	67%	57%	66%
Perc	7	20	50	50	30	10

\$ INDEX VALUES		
HP	BH	DB
+\$137	+\$239	+\$151
40	6	1



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

NOTES: A big, dark Redford son that stood out as a calf. Dam 4/4 2 sons to sale, one daughter retained. GD 10/10, one of our best cows. Mother of senior herd sire RE Nibbs 9025 who has sons in this sale. Another 'all rounder' in his numbers. Homozygous Polled.

Purchaser: Price:

LOT 8	<u>ROCK-END STATUS 4114</u>	Born 21/09/24	HB No. 1243244114P
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ROCK-END STREAKER 2145 (P)	{	LIMEHILLS STREAKER 150368 (BM) (P)	{	LIMEHILLS STARTER 131040 (BM) (P)
		ROCK-END BELLA 3041 (P)		LIMEHILLS INA 130909 (SBM) (P)
ROCK-END LEONORA 1016 (P)	{	KOANUI XCEL P358 (P)	{	ROCK-END GLOBAL 1041 (P)
		ROCK-END LEONORA 7087 (P)		ROCK-END BELLA 1051 (P)
				KOANUI XCELERATOR 5088 (BM) (P)
				KOANUI PRINCESS 5198 (SBM) (P)
				MATARIKI 140255 (P)
				ROCK-END LEONORA 4073 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	-2.7	+6.9	+1.8	+4.2	+37	+65	+83	+57	+19	+3.5	-6.6
ACC	59%	47%	72%	79%	77%	76%	77%	69%	64%	77%	40%
Perc	80	40	93	65	40	30	50	65	45	10	6

	CARCASS EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+51	+2.7	+2.0	+2.9	-0.5	+1.3
ACC	61%	55%	59%	63%	52%	61%
Perc	65	90	8	9	96	25

\$ INDEX VALUES		
HP	BH	DB
+\$147	+\$106	+\$96
25	80	90



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

NOTES: Big powerful bull with presence. Handy numbers- highlights being fertility, fat covers and marbling. Young dam 3/3. Homozygous polled.

Purchaser: Price:

LOT 9	<u>ROCK-END BELTER 4177</u>	Born 06/09/24	HB No. 1243244177S
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LIMEHILLS BELTER 210473 (P)	{	LIMEHILLS BELTER 190088 (P)	{	GRASSMERE GALLANT 244 (P)
		LIMEHILLS JENNY 180086 (P)		LIMEHILLS BEAUTY 140225 (P)
ROCK-END PEARL 0088 (BM) (P)	{	REMITALL ONLINE 122L (IMP CAN) (BM) (P)	{	MONYMUSK GALLANT 110089 (BM) (P)
		ROCK-END PEARL 2109 (P)		LIMEHILLS JENNY 100489 (P)
				REMITALL EMBRACER 8E (P)
				REMITALL CATALINA 24H (P)
				PREMIER 12R CAJUN 804 (P)
				ROCK-END PEARL 7020 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+10.6	+8.8	-3.8	+2.9	+38	+70	+94	+60	+21	+4.5	-9.1
ACC	59%	48%	78%	81%	78%	78%	78%	70%	64%	79%	40%
Perc	30	30	10	40	35	20	25	60	30	2	1

	CARCASS EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+69	+7.9	+1.9	+2.7	+1.2	+1.3
ACC	63%	58%	60%	65%	54%	63%
Perc	15	3	10	15	35	25

\$ INDEX VALUES		
HP	BH	DB
+\$207	+\$248	+\$135
1	5	15



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

NOTES: Used over heifers and 1st calvers. A quality bull. Thick and deep, a real scale crusher- Heaviest bull at muscle scanning in late November. Outstanding data set. Unfortunately we lost his mum over the winter 3/3 GD 7/7. Heterozygous scurred.

Purchaser: Price:



LOT 10	<u>ROCK-END BELTER 4097</u>	Born 09/09/24	HB No. 1243244097P
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LIMEHILLS BELTER 210473 (P)	{ LIMEHILLS BELTER 190088 (P) LIMEHILLS JENNY 180086 (P)	{ GRASSMERE GALLANT 244 (P) LIMEHILLS BEAUTY 140225 (P) MONYMUSK GALLANT 110089 (BM) (P) LIMEHILLS JENNY 100489 (P)
ROCK-END PRINCESS 5067 (P)		

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+12.0	+9.2	-2.1	+1.1	+27	+50	+70	+51	+20	+2.6	-2.3
ACC	62%	52%	78%	82%	80%	79%	80%	72%	67%	81%	45%
Perc	25	25	30	20	85	80	75	75	40	35	75

	CARCASS EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+54	+5.6	+0.8	+1.3	+1.7	+0.6
ACC	66%	61%	62%	66%	56%	66%
Perc	55	25	55	50	15	65

\$ INDEX VALUES		
HP	BH	DB
+\$116	+\$161	+\$121
70	50	45



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

NOTES: An absolute powerhouse to start the second mob. Strong head and heavy bone with grunt and muscle packed on a moderate frame. Dam 9/9 is built like a brick, another of our elite cows. 3 bulls to sale, 4 heifers retained. Homozygous polled.

Purchaser: Price:

LOT 11	<u>ROCK-END ROBERT REDFORD 4100</u>	Born 07/09/24	HB No. 1243244100P
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INJEMIRA ROBERT REDFORD Q287 (IMP AUS) (P)

{ INJEMIRA REDFORD J006 (P)
INJEMIRA FIRST DAY N063 (P)

{ REDGATE REDFORD D935 (P)
INJEMIRA CAVALIER F201 (P)
DAYS EXECUTIVE K168 (P)
INJEMIRA FIRST DAY H004 (P)

ROCK-END PRINCESS 2135 (P)

{ LIMEHILLS STREAKER 150368 (BM) (P)
ROCK-END PRINCESS 4025 (P)

{ LIMEHILLS STARTER 131040 (BM) (P)
LIMEHILLS INA 130909 (SBM) (P)
MATARIKI HOLY-SMOKE (BM) (P)
ROCK-END PRINCESS 7043 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+15.0	+14.7	-1.4	+3.7	+51	+75	+113	+88	+24	+2.1	-0.4
ACC	65%	55%	79%	82%	80%	79%	80%	72%	70%	80%	44%
Perc	15	4	40	55	2	8	4	15	15	60	97

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+87	+7.7	+0.8	+2.0	+1.5	+2.4
ACC	66%	61%	62%	66%	57%	66%
Perc	1	3	55	30	20	3

\$ INDEX VALUES		
HP	BH	DB
+\$172	+\$269	+\$162
6	2	1



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

NOTES: Heifers calf. A balanced bull with a heavily hooded eye and extra shape in behind. One of the heavier bulls at cataloguing. Same granddam as lot 7, his mother is a clone of her. Dam 2/2 GD 10/10. Rock-End to retain semen. Homozygous polled.

Purchaser: Price:



LOT 12	<u>ROCK-END BELTER 4060</u>	Born 13/09/24	HB No. 1243244060S
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LIMEHILLS BELTER 210473 (P)	{ LIMEHILLS BELTER 190088 (P) LIMEHILLS JENNY 180086 (P)	{ GRASSMERE GALLANT 244 (P) LIMEHILLS BEAUTY 140225 (P) MONYMUSK GALLANT 110089 (BM) (P) LIMEHILLS JENNY 100489 (P)
ROCK-END PEARL 9071 (P)		

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+5.3	+11.3	-0.5	+4.1	+33	+62	+87	+77	+19	+3.4	-7.5
ACC	63%	52%	79%	82%	80%	80%	80%	73%	67%	81%	44%
Perc	55	15	60	60	60	40	40	35	45	15	3

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+63	+7.9	+1.9	+2.6	+0.7	+1.7
ACC	66%	60%	62%	66%	55%	66%
Perc	30	3	10	15	60	15

\$ INDEX VALUES		
HP	BH	DB
+\$165	+\$191	+\$122
10	30	45



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

NOTES: Top bull. Thick, deep and wide with a strong head with great outlook. Very efficient data set. Dam 5/5 weaned another ripper this year. GD 7/7. Heterozygous scurred.

Purchaser: Price:

LOT 13	<u>ROCK-END BELTER 4001</u>	Born 08/09/24	HB No. 1243244001P
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- LIMEHILLS BELTER 210473 (P) { LIMEHILLS BELTER 190088 (P)
LIMEHILLS JENNY 180086 (P)
- ROCK-END PEARL 5050 (P) { PREMIER 12R CAJUN 804 (P)
ROCK-END PEARL 1095 (P)
- { GRASSMERE GALLANT 244 (P)
LIMEHILLS BEAUTY 140225 (P)
MONYMUSK GALLANT 110089 (BM) (P)
LIMEHILLS JENNY 100489 (P)
- { GHC CANUCK 12R (IMP CAN) (P)
PREMIER BLUSH 153 (ET) (P)
ROCK-END ULYSSES 6088 (P)
ROCK-END PEARL 6080 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+12.2	+0.6	-1.2	+2.4	+33	+64	+91	+83	+21	+3.0	-6.1
ACC	59%	48%	76%	81%	78%	78%	78%	70%	66%	78%	39%
Perc	25	80	45	35	60	35	30	25	30	25	10

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+70	+8.7	+0.6	+1.3	+2.6	+0.5
ACC	64%	58%	60%	65%	53%	64%
Perc	15	1	65	50	2	70

\$ INDEX VALUES		
HP	BH	DB
+\$150	+\$187	+\$132
25	30	20



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

NOTES: Dark coated with a strong spine and shape in behind, moves well. Last calf from a big old Cajun cow 8/8. Homozygous polled.

Purchaser: Price:

LOT 14	<u>ROCK-END ROBERT REDFORD 4106</u>	Born 04/09/24	HB No. 1243244106P
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- INJEMIRA ROBERT REDFORD Q287 (IMP AUS) (P) { INJEMIRA REDFORD J006 (P)
INJEMIRA FIRST DAY N063 (P)
- ROCK-END BELLA 2037 (P) { MATARIKI 140255 (P)
ROCK-END BELLA 6130 (P)
- { REDGATE REDFORD D935 (P)
INJEMIRA CAVALIER F201 (P)
DAYS EXECUTIVE K168 (P)
INJEMIRA FIRST DAY H004 (P)
- { MATARIKI 110637 (P)
MATARIKI BRACELET 110662 (P)
ROCK-END STOCKMASTER 2095 (P)
ROCK-END BELLA 2070 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+18.2	+7.3	-4.7	+1.9	+36	+59	+90	+84	+25	+2.2	-2.9
ACC	64%	53%	78%	81%	79%	78%	79%	71%	69%	79%	42%
Perc	6	40	5	25	45	50	35	20	9	55	65

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+67	+4.9	+1.5	+2.6	+0.8	+1.5
ACC	64%	58%	61%	65%	56%	65%
Perc	20	40	20	15	55	20

\$ INDEX VALUES		
HP	BH	DB
+\$115	+\$204	+\$145
70	20	3



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

NOTES: Heifers Calf. Extra length in this Redford son. Dam 2/2 GD 6/6. Homozygous polled.

Purchaser: Price:



LOT 15	<u>ROCK-END PHANTOM 4134</u>	Born 08/10/24	HB No. 1243244134P
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ROCK-END HOLY GRAIL 1104 (P)	} OKAWA HOLY SMOKE 140085 (P) } ROCK-END DORA 9078 (P)	} MATARIKI HOLY-SMOKE (BM) (P) } OKAWA LYDIA 7047 (SBM) (P) } CRAIGMORE IDOL 170325 (P) } ROCK-END DORA 9071 (P)
ROCK-END BELLA 1076 (P)		

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	-11.5	-8.1	+2.1	+7.5	+48	+79	+115	+116	+15	+1.7	-3.6
ACC	58%	47%	74%	79%	77%	76%	77%	69%	64%	78%	40%
Perc	95	99	95	97	3	5	3	2	75	75	50

	CARCASS EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+67	+3.1	+1.2	+1.3	+0.8	+0.6
ACC	61%	55%	58%	62%	52%	61%
Perc	20	85	35	50	55	65

\$ INDEX VALUES		
HP	BH	DB
+\$110	+\$8	+\$80
75	97	96



Traits Observed: CE 200WT 400WT SS FAT EMA IMF Genomics

NOTES: A bit more frame with plenty of barrel and a good shoulder set. Promising young dam 3/3, GD 5/5 one son used in herd, GGD 10/10 still active with 2 sons used in herd Homozygous polled.

Purchaser: Price:

LOT 16	<u>ROCK-END BELTER 4076</u>	Born 10/09/24	HB No. 1243244076P
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LIMEHILLS BELTER 210473 (P) { LIMEHILLS BELTER 190088 (P)
LIMEHILLS JENNY 180086 (P)

ROCK-END BELLA 5042 (P) { KOANUI UPPER 9102 (P)
ROCK-END BELLA 1015 (P)

{ GRASSMERE GALLANT 244 (P)
LIMEHILLS BEAUTY 140225 (P)
MONYMUSK GALLANT 110089 (BM) (P)
LIMEHILLS JENNY 100489 (P)

{ KOANUI UNANIMOUS 3152 (BM) (P)
KOANUI ANGEL 14252 (SBM) (P)
FREELANCE RHOMBUS (P)
ROCK-END BELLA 7017 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+2.0	+1.8	-0.7	+4.4	+37	+70	+94	+76	+25	+3.4	-4.7
ACC	62%	51%	78%	82%	80%	79%	80%	71%	67%	80%	42%
Perc	65	75	55	65	40	20	25	35	9	15	30

	CARCASE EBVs						\$ INDEX VALUES		
	CW	EMA	RIB	RUMP	RBY	IMF	HP	BH	DB
EBV	+63	+7.0	+1.9	+2.5	+1.9	+0.4			
ACC	65%	59%	61%	65%	54%	65%			
Perc	30	7	10	15	9	75			

HP	BH	DB
+\$138	+\$126	+\$111
40	70	70



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

NOTES: A big powerful Belter son. 2nd heaviest at cataloguing. Dam is a ripper 9/9 4 sons through the sale (sale topper in 2021) with one son used in herd. 2/2 heifers retained. Homozygous polled.

Purchaser: Price:

LOT 17	<u>ROCK-END BELTER 4025</u>	Born 07/09/24	HB No. 1243244025S
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LIMEHILLS BELTER 210473 (P) { LIMEHILLS BELTER 190088 (P)
LIMEHILLS JENNY 180086 (P)

ROCK-END PEARL 1134 (P) { OKAWA HOLY SMOKE 140085 (P)
ROCK-END PEARL 15090 (SBM) (P)

{ GRASSMERE GALLANT 244 (P)
LIMEHILLS BEAUTY 140225 (P)
MONYMUSK GALLANT 110089 (BM) (P)
LIMEHILLS JENNY 100489 (P)

{ MATARIKI HOLY-SMOKE (BM) (P)
OKAWA LYDIA 7047 (SBM) (P)
ROCK-END UPPER 2053 (P)
WANDO PEARL 1002 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+15.5	+3.6	-2.8	+0.1	+24	+44	+56	+48	+21	+2.0	-7.2
ACC	61%	49%	78%	82%	80%	79%	80%	71%	66%	80%	42%
Perc	15	65	20	6	90	90	92	80	30	65	3

	CARCASE EBVs						\$ INDEX VALUES		
	CW	EMA	RIB	RUMP	RBY	IMF	HP	BH	DB
EBV	+41	+4.4	+1.8	+2.9	+1.0	+0.5			
ACC	65%	59%	61%	66%	54%	65%			
Perc	90	50	15	9	45	70			

HP	BH	DB
+\$112	+\$156	+\$119
75	50	50



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

NOTES: Smoothly made with a dark coat and deep body. Would expect him to out perform his growth figures. Young dam 3/3, 3 good ones. Granddam is the mother of lot 6, 9/9. Heterozygous scurred.

Purchaser: Price:



LOT 18	<u>ROCK-END EVOLUTION 4085</u>	Born 30/09/24	HB No. 1243244085P
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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 BEATRICE 8120 (P)	}	ROCK-END PRINCESS 7043 (P)	}	MATARIKI HOLY-SMOKE (BM) (P)
		ROCK-END MARSHALL 6047 (P)		ROCK-END PRINCESS 7043 (P)
	}	ROCK-END BEATRICE 6079 (P)	}	OKAWA MARSHALL 9178 (BM) (P)
				ROCK-END DORA 9071 (P)
				ROCK-END NETWORK 4003 (P)
				ROCK-END BEATRICE 4098 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+8.3	+4.5	-0.2	+2.6	+31	+51	+75	+61	+28	+1.2	-4.3
ACC	59%	49%	74%	81%	78%	78%	79%	71%	67%	79%	40%
Perc	40	60	65	40	70	75	70	60	4	90	40

	CARCASS EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+51	+5.1	+1.5	+1.6	+1.1	+1.1
ACC	64%	57%	60%	64%	55%	63%
Perc	65	35	20	40	40	35

\$ INDEX VALUES		
HP	BH	DB
+\$104	+\$130	+\$118
80	70	55



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

NOTES: Good head carriage with depth and spring of rib and a muscular backend. A top quality bull. Dam 6/6 2 daughters retained, GD 8/8 with 2/2 sons used in herd. Heterozygous polled.

Purchaser: Price:

LOT 19	<u>ROCK-END EVOLUTION 4064</u>	Born 30/09/24	HB No. 1243244064P
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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 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	-8.2	-0.5	-0.4	+6.4	+44	+73	+103	+98	+20	+2.6	-4.0
ACC	58%	49%	74%	80%	78%	77%	78%	70%	66%	79%	40%
Perc	91	85	60	90	9	15	15	7	40	35	45

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+64	+4.6	+1.5	+1.9	+0.4	+0.5
ACC	63%	56%	59%	63%	53%	62%
Perc	25	45	20	30	70	70

\$ INDEX VALUES		
HP	BH	DB
+\$105	+\$38	+\$84
80	94	95



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

NOTES: A bit more frame than the last bull. Dark coated with good rein. A full brother sold in the sale last year. Out of a big bodied cow 4/4. GD 8/8. Homozygous polled

Purchaser: Price:

LOT 20	<u>ROCK-END BELTER 4139</u>	Born 10/09/24	HB No. 1243244139S
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LIMEHILLS BELTER 210473 (P)	{	LIMEHILLS BELTER 190088 (P)	{	GRASSMERE GALLANT 244 (P)
		LIMEHILLS JENNY 180086 (P)		LIMEHILLS BEAUTY 140225 (P)
ROCK-END BELLA 1140 (P)	{	KOANUI XCEL P358 (P)	{	MONYMUSS GALLANT 110089 (BM) (P)
		ROCK-END BELLA 7101 (P)		LIMEHILLS JENNY 100489 (P)
				KOANUI XCELORATOR 5088 (BM) (P)
				KOANUI PRINCESS 5198 (SBM) (P)
				GRASSMERE GALLANT 998 (P)
				ROCK-END BELLA 2079 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+3.8	+3.6	+1.4	+3.8	+35	+62	+83	+51	+26	+3.0	-6.3
ACC	60%	48%	77%	80%	78%	78%	79%	70%	64%	79%	40%
Perc	60	65	90	55	50	40	50	75	7	25	8

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+55	+6.3	+1.3	+2.1	+1.3	+1.2
ACC	63%	58%	60%	64%	53%	63%
Perc	55	15	30	25	30	30

\$ INDEX VALUES		
HP	BH	DB
+\$153	+\$143	+\$114
20	60	65



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

NOTES: Long with a strong spine. Good all round numbers, highlights being milk, fertility and carcass. 3rd heaviest bull at cataloguing. Young dam 3/3 first bull also made the sale, weaned another ripper this year. GD 7/7. Heterozygous scurred

Purchaser: Price:

LOT 21	<u>ROCK-END PHANTOM 4131</u>	Born 30/09/24	HB No. 1243244131P
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ROCK-END HOLY GRAIL 1104 (P)

- OKAWA HOLY SMOKE 140085 (P)
- ROCK-END DORA 9078 (P)

- MATARIKI HOLY-SMOKE (BM) (P)
- OKAWA LYDIA 7047 (SBM) (P)
- CRAIGMORE IDOL 170325 (P)
- ROCK-END DORA 9071 (P)

ROCK-END ADVANCE 21026 (P)

- ROCK-END NIBBS 9047 (P)
- ROCK-END ADVANCE 2072 (P)

- OKAWA NIBBS 8097 (P)
- ROCK-END PEARL 2021 (P)
- PREMIER 12R CAJUN 804 (P)
- ROCK-END ADVANCE 6036 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+13.4	+10.5	-2.3	+0.6	+30	+55	+73	+60	+19	+2.1	-5.1
ACC	57%	46%	72%	80%	77%	76%	77%	68%	63%	78%	38%
Perc	20	20	25	15	75	65	70	60	45	60	25

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+55	+4.6	+1.1	+1.2	+1.2	+0.3
ACC	61%	55%	58%	62%	51%	60%
Perc	55	45	40	55	35	80

\$ INDEX VALUES		
HP	BH	DB
+\$127	+\$187	+\$121
55	30	45



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

NOTES: Dark with big panda eyes and very stylish. Younger cow showing promise 3/3 GD 9/8. Homozygous polled.

Purchaser: Price:

LOT 22	<u>ROCK-END MYSTIC 4074</u>	Born 30/09/24	HB No. 1243244074P
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ROCK-END HOLY GRAIL 2044 (P)

- OKAWA HOLY SMOKE 140085 (P)
- ROCK-END MINERVA 5036 (P)

- MATARIKI HOLY-SMOKE (BM) (P)
- OKAWA LYDIA 7047 (SBM) (P)
- ROCK-END UPPER 2053 (P)
- ROCK-END MINERVA 2118 (P)

ROCK-END DORA 9078 (P)

- CRAIGMORE IDOL 170325 (P)
- ROCK-END DORA 9071 (P)

- CRAIGMORE IKE 140260 (P)
- CRAIGMORE LEONORA 140118 (P)
- ROCK-END IDEA 02 0026 (P)
- ROCK-END DORA 6061 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+10.0	+7.6	-0.7	+2.5	+36	+67	+94	+82	+19	+3.0	-4.2
ACC	58%	47%	74%	80%	77%	76%	77%	68%	65%	78%	39%
Perc	35	35	55	35	45	25	25	25	45	25	40

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+71	+7.2	+0.6	+0.6	+1.8	+1.1
ACC	61%	55%	57%	62%	51%	60%
Perc	15	6	65	75	15	35

\$ INDEX VALUES		
HP	BH	DB
+\$153	+\$197	+\$133
20	25	20



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

NOTES: An early maturing bull. Thick set with round muscle in his hind quarter. His sire injured himself so 4074 is the only bull we got by him. Top quality dam 5/5. She is also the mother of RE Holygrail 1104 who is the sire of the Phantom bulls in this catalogue. We used 3 bulls out of GD 9071 as well. Homozygous polled.

Purchaser: Price:

LOT 23	<u>ROCK-END SYMBOL 4017</u>	Born 05/10/24	HB No. 1243244017P
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ROCK-END STREAKER 2023 (P)	{	LIMEHILLS STREAKER 150368 (BM) (P)	{	LIMEHILLS STARTER 131040 (BM) (P)
		ROCK-END BELL 5100 (P)		LIMEHILLS INA 130909 (SBM) (P)
ROCK-END LEONORA 4081 (P)	{	MATARIKI HOLY-SMOKE (BM) (P)	{	ROCK-END ONLINE 2058 (P)
		GLEN'COE LEONORA 08 8 (P)		ROCK-END BELL 1057 (P)
				CAPETHORNE HOT SHOT 03 22 (P)
				MATARIKI GIRLIE 00323 (P)
				CRAIGMORE BOW 06277 (P)
				GLEN'COE LEONORA 04 14 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	-3.3	+7.2	+2.6	+6.0	+37	+73	+98	+87	+15	+1.9	-4.1
ACC	60%	52%	74%	80%	77%	77%	78%	70%	67%	78%	44%
Perc	85	40	97	90	40	15	20	20	75	65	40

	CARCASS EBVs						\$ INDEX VALUES		
	CW	EMA	RIB	RUMP	RBY	IMF	HP	BH	DB
EBV	+66	+5.2	+0.7	+1.1	+0.9	+1.4			
ACC	63%	57%	60%	63%	52%	62%			
Perc	20	30	60	60	50	25			

	HP	BH	DB
	+\$142	+\$110	+\$102
	30	75	85



Traits Observed: CE BWT 400WT SS FAT EMA IMF Genomics

NOTES: A bit more frame with top 20% 600d growth, will grow into a big bull. Last calf from a good old cow 9/9, GD 10/9. Homozygous polled.

Purchaser: Price:

LOT 24	<u>ROCK-END SYMBOL 4187</u>	Born 23/09/24	HB No. 1243244187P
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ROCK-END STREAKER 2023 (P)	{	LIMEHILLS STREAKER 150368 (BM) (P)	{	LIMEHILLS STARTER 131040 (BM) (P)
		ROCK-END BELL 5100 (P)		LIMEHILLS INA 130909 (SBM) (P)
ROCK-END AMETHYST 6077 (P)	{	KAIRAUMATI KOHEKOHE 1427 (P)	{	ROCK-END ONLINE 2058 (P)
		ROCK-END AMETHYST 1063 (P)		ROCK-END BELL 1057 (P)
				TLELL 29F RED CEDAR 8N (IMP CAN) (P)
				KAIRAUMATI LADY GRACEFUL 937 (P)
				PREMIER 12R CAJUN 804 (P)
				ROCK-END AMETHYST 01 5 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+0.0	-0.9	-3.3	+5.0	+41	+66	+99	+93	+18	+0.7	-3.0
ACC	59%	49%	74%	80%	77%	76%	77%	69%	66%	78%	40%
Perc	75	85	15	75	20	30	15	10	55	95	65

	CARCASS EBVs						\$ INDEX VALUES		
	CW	EMA	RIB	RUMP	RBY	IMF	HP	BH	DB
EBV	+72	+4.8	+0.0	+0.1	+2.0	+0.1			
ACC	62%	56%	59%	63%	52%	61%			
Perc	10	40	85	85	8	90			

	HP	BH	DB
	+\$118	+\$90	+\$103
	65	85	80



Traits Observed: BWT 200WT 400WT SS FAT EMA IMF Genomics

NOTES: Similar type to the last lot, growthy bull. Dam is a cracking type 8/8 with 3 sale bulls (1 used in herd) and 3 daughters retained. Homozygous polled

Purchaser: Price:

LOT 25	<u>ROCK-END STATUS 4179</u>	Born 01/10/24	HB No. 1243244179P
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ROCK-END STREAKER 2145 (P) { LIMEHILLS STREAKER 150368 (BM) (P)
 ROCK-END BELLA 3041 (P)
 ROCK-END AMETHYST 0005 (P) { MATARIKI 110637 (P)
 ROCK-END AMETHYST 8099 (P)

{ LIMEHILLS STARTER 131040 (BM) (P)
 LIMEHILLS INA 130909 (SBM) (P)
 ROCK-END GLOBAL 1041 (P)
 ROCK-END BELLA 1051 (P)
 MATARIKI JAULIN 080665 (S)
 MATARIKI VICTORIA 070351 (P)
 OKAWA HOLY SMOKE 140085 (P)
 ROCK-END AMETHYST 6077 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+3.8	+1.1	-3.0	+1.9	+24	+46	+60	+60	+13	+3.0	-4.8
ACC	60%	49%	73%	79%	77%	76%	77%	68%	65%	78%	41%
Perc	60	75	20	25	90	85	90	60	85	25	30

	CARCASS EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+48	+6.6	+2.1	+3.1	+1.1	+1.2
ACC	61%	56%	58%	62%	51%	61%
Perc	75	10	7	7	40	30

\$ INDEX VALUES		
HP	BH	DB
+\$118	+\$92	+\$104
65	85	80



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

NOTES: A great grandson of the previous lots mother. More moderate but with a tonne of muscle. Younger dam 4/4 weaned a top heifer this year. Homozygous polled.

Purchaser: Price:

LOT 26	<u>ROCK-END PHANTOM 4146</u>	Born 30/09/24	HB No. 1243244146P
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ROCK-END HOLY GRAIL 1104 (P) { OKAWA HOLY SMOKE 140085 (P)
 ROCK-END DORA 9078 (P)
 ROCK-END BELLA 1148 (P) { ROCK-END TECHNO 8047 (P)
 ROCK-END BELLA 2070 (P)

{ MATARIKI HOLY-SMOKE (BM) (P)
 OKAWA LYDIA 7047 (SBM) (P)
 CRAIGMORE IDOL 170325 (P)
 ROCK-END DORA 9071 (P)
 KOANUI TECHNO 3062 (BM) (P)
 ROCK-END BELL 5100 (P)
 KOANUI UPPER 9102 (P)
 ROCK-END BELLA 6084 (P)

APRIL 2026 HEREFORD BREEDPLAN

	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+15.7	+1.8	-0.4	+0.0	+22	+47	+57	+59	+10	+2.7	-6.7
ACC	56%	46%	73%	80%	77%	76%	77%	68%	63%	77%	39%
Perc	15	75	60	6	92	85	90	65	94	35	5

	CARCASS EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+40	+2.9	+1.9	+2.7	+0.0	+0.7
ACC	61%	54%	58%	62%	51%	60%
Perc	90	85	10	15	90	60

\$ INDEX VALUES		
HP	BH	DB
+\$114	+\$146	+\$118
70	60	55



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

NOTES: A grunty early maturing bull. As thick as they come will extra extra shape in behind. Dam 3/3 GD 10/10. Homozygous polled

Purchaser: Price:

LOT 27	ROCK-END BELTER 4155	Born 07/09/24	HB No. 1243244155P
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LIMEHILLS BELTER 210473 (P) { LIMEHILLS BELTER 190088 (P)
LIMEHILLS JENNY 180086 (P)


ROCK-END PRINCESS 5022 (P) { PREMIER 12R CAJUN 804 (P)
ROCK-END PRINCESS 7043 (P)

{ GRASSMERE GALLANT 244 (P)
LIMEHILLS BEAUTY 140225 (P)
MONYMUSK GALLANT 110089 (BM) (P)
LIMEHILLS JENNY 100489 (P)

{ GHC CANUCK 12R (IMP CAN) (P)
PREMIER BLUSH 153 (ET) (P)
KOANUI JABIRU 1024 (P)
ROCK-END PRINCESS 01 23 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+10.6	+0.2	-2.6	+3.7	+38	+63	+87	+75	+16	+1.9	-4.0
ACC	60%	50%	78%	82%	79%	79%	79%	71%	67%	80%	41%
Perc	30	80	20	55	35	40	40	35	70	65	45

	CARCASE EBVs						\$ INDEX VALUES		
	CW	EMA	RIB	RUMP	RBY	IMF	HP	BH	DB
EBV	+59	+4.8	+0.6	+1.2	+0.8	+1.0			
ACC	65%	59%	61%	65%	55%	65%	+\$132	+\$150	+\$126
Perc	40	40	65	55	55	40	45	55	35



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

NOTES: Dark coated with loads of volume. Heaviest weaner last year and equal heaviest as a yearling. Reliable old dam 9/9. Homozygous polled.

Purchaser: Price:

LOT 28	ROCK-END STATUS 4152	Born 27/09/24	HB No. 1243244152P
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ROCK-END STREAKER 2145 (P) { LIMEHILLS STREAKER 150368 (BM) (P)
ROCK-END BELLA 3041 (P)


ROCK-END BELL 1022 (P) { ROCK-END JIMMY 9045 (P)
ROCK-END BELL 2076 (P)

{ LIMEHILLS STARTER 131040 (BM) (P)
LIMEHILLS INA 130909 (SBM) (P)
ROCK-END GLOBAL 1041 (P)
ROCK-END BELLA 1051 (P)

{ MATARIKI 140255 (P)
ROCK-END BELLA 6069 (P)
KOANUI UPPER 9102 (P)
ROCK-END BELL 9011 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+2.8	+9.7	+0.9	+1.5	+22	+45	+56	+50	+15	+1.9	-5.0
ACC	57%	47%	71%	78%	76%	75%	76%	67%	63%	76%	38%
Perc	65	25	85	20	92	90	92	75	75	65	25

	CARCASE EBVs						\$ INDEX VALUES		
	CW	EMA	RIB	RUMP	RBY	IMF	HP	BH	DB
EBV	+39	+2.6	+1.4	+2.7	-0.4	+0.2			
ACC	60%	54%	57%	62%	51%	60%	+\$92	+\$83	+\$87
Perc	90	90	25	15	95	85	90	85	93



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

NOTES: Stylish, dark coated bull. He made the shortlist to be used as a yearling. Young dam showing promise 3/3, all top end. GD 11//11 Homozygous polled.

Purchaser: Price:

LOT 29	<u>ROCK-END STATUS 4149</u>	Born 02/10/24	HB No. 1243244149P
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ROCK-END STREAKER 2145 (P)	}	LIMEHILLS STREAKER 150368 (BM) (P)	}	LIMEHILLS STARTER 131040 (BM) (P)
		ROCK-END BELLA 3041 (P)		LIMEHILLS INA 130909 (SBM) (P)
ROCK-END BELL 0131 (P)	}	ROCK-END IGNITE 6052 (P)	}	ROCK-END GLOBAL 1041 (P)
		ROCK-END BELL 2076 (P)		ROCK-END BELLA 1051 (P)
				ROCK-END HOLY-SMOKE 4026 (P)
				ROCK-END MINERVA 3004 (P)
				KOANUI UPPER 9102 (P)
				ROCK-END BELL 9011 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	-4.5	+6.3	+0.8	+4.5	+37	+68	+88	+74	+20	+1.8	-2.1
ACC	58%	47%	72%	79%	76%	76%	76%	68%	64%	77%	39%
Perc	85	45	80	70	40	25	40	40	40	70	80

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+54	+2.9	+1.0	+1.6	+0.3	+0.3
ACC	61%	55%	58%	62%	51%	61%
Perc	55	85	45	40	75	80

\$ INDEX VALUES		
HP	BH	DB
+\$93	+\$52	+\$85
90	92	95



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

NOTES: Same maternal granddam as the previous lot. Big long bull with a powerful head. Unfortunately we lost his dam to misadventure over the winter (always the good ones) 3/3 with 2/2 bulls to sale. GD 11/11 Homozygous polled.

Purchaser: Price:

LOT 30	<u>ROCK-END PHANTOM 4182</u>	Born 29/09/24	HB No. 1243244182P
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ROCK-END HOLY GRAIL 1104 (P)	}	OKAWA HOLY SMOKE 140085 (P)	}	MATARIKI HOLY-SMOKE (BM) (P)
		ROCK-END DORA 9078 (P)		OKAWA LYDIA 7047 (SBM) (P)
ROCK-END PEARL 0036 (P)	}	ROCK-END HOLY GRAIL 8012 (P)	}	CRAIGMORE IDOL 170325 (P)
		ROCK-END PEARL 8160 (P)		ROCK-END DORA 9071 (P)
				OKAWA HOLY SMOKE 140085 (P)
				ROCK-END BELLA 6081 (P)
				GRASSMERE GALLANT 998 (P)
				ROCK-END PEARL 4044 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+10.1	+6.0	-3.8	+2.7	+34	+64	+90	+102	+19	+0.9	-4.8
ACC	59%	48%	74%	81%	78%	78%	79%	70%	65%	80%	41%
Perc	35	50	10	40	55	35	35	5	45	92	30

	CARCASE EBVs					
	CW	EMA	RIB	RUMP	RBY	IMF
EBV	+66	+2.6	+0.2	+0.1	+1.0	-0.2
ACC	63%	57%	59%	63%	52%	62%
Perc	20	90	80	85	45	95

\$ INDEX VALUES		
HP	BH	DB
+\$98	+\$151	+\$116
90	55	60



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

NOTES: Deep ribbed and extremely quiet. Same cow line as lot 4. Dam 2/2, 2 bulls to sale GD 6/6 Homozygous polled.

Purchaser: Price:

LOT 31	ROCK-END PHANTOM 4178	Born 01/11/24	HB No. 1243244178P
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ROCK-END HOLY GRAIL 1104 (P)

- { OKAWA HOLY SMOKE 140085 (P)
- { ROCK-END DORA 9078 (P)

- { MATARIKI HOLY-SMOKE (BM) (P)
- { OKAWA LYDIA 7047 (SBM) (P)
- { CRAIGMORE IDOL 170325 (P)
- { ROCK-END DORA 9071 (P)

ROCK-END MINERVA 0016 (P)

- { REMITALL ONLINE 122L (IMP CAN) (BM) (P)
- { ROCK-END MINERVA 7149 (P)

- { REMITALL EMBRACER 8E (P)
- { REMITALL CATALINA 24H (P)
- { MATARIKI 140255 (P)
- { ROCK-END MINERVA 9003 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+9.2	+2.4	-3.6	+3.3	+42	+69	+99	+74	+23	+2.1	-4.2
ACC	58%	49%	74%	80%	77%	76%	77%	69%	64%	78%	41%
Perc	40	70	15	50	15	20	15	40	20	60	40

	CARCASE EBVs						\$ INDEX VALUES		
	CW	EMA	RIB	RUMP	RBY	IMF	HP	BH	DB
EBV	+72	+5.0	+0.7	+0.8	+1.9	-0.1			
ACC	62%	56%	59%	63%	51%	62%	+\$144	+\$168	+\$123
Perc	10	35	60	70	9	93	30	45	40



Traits Observed: BWT 200WT 400WT SS FAT EMA IMF Genomics

NOTES: Youngest bull in the catalogue. Growthy sire out of a nice young cow she weaned a full broker this year 4/4 with 2/2 bulls in sale and only daughter retained. GD 7/7 still active. Homozygous polled.

Purchaser: Price:

LOT 32	ROCK-END STATUS 4135	Born 17/10/24	HB No. 1243244135P
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ROCK-END STREAKER 2145 (P)

- { LIMEHILLS STREAKER 150368 (BM) (P)
- { ROCK-END BELLA 3041 (P)

- { LIMEHILLS STARTER 131040 (BM) (P)
- { LIMEHILLS INA 130909 (SBM) (P)
- { ROCK-END GLOBAL 1041 (P)
- { ROCK-END BELLA 1051 (P)

ROCK-END AMETHYST 1111 (P)

- { KOANUI XCEL P358 (P)
- { ROCK-END AMETHYST 2086 (P)

- { KOANUI XCELORATOR 5088 (BM) (P)
- { KOANUI PRINCESS 5198 (SBM) (P)
- { PREMIER 12R CAJUN 804 (P)
- { ROCK-END AMETHYST 01 5 (P)

APRIL 2026 HEREFORD BREEDPLAN											
	CALVING EASE EBVs				GROWTH & MILK EBVs					FERTILITY EBVs	
	CE DIR	CE DTRS	GEST	BWT	200	400	600	MAT	MILK	SS	DTC
EBV	+11.5	+8.0	+0.8	+0.5	+24	+51	+69	+46	+19	+1.1	-6.8
ACC	59%	48%	74%	80%	77%	76%	77%	69%	65%	78%	40%
Perc	30	35	80	15	90	75	80	80	45	90	5

	CARCASE EBVs						\$ INDEX VALUES		
	CW	EMA	RIB	RUMP	RBY	IMF	HP	BH	DB
EBV	+50	+1.7	+1.2	+1.7	+0.7	+0.3			
ACC	62%	56%	59%	63%	52%	62%	+\$137	+\$172	+\$114
Perc	70	97	35	40	60	80	40	40	65



Traits Observed: BWT 200WT 400WT SS FAT EMA IMF Genomics

NOTES: Attractive bull- deep ribbed with a strong head. Young dam 3/3 GD 9/9 Homozygous polled.

Purchaser: Price:



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NOTES



ROCKEND PURCHASERS SLIP INSTRUCTIONS

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

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AddressNait No#

Email address:.....

PURCHASES

Lot Number Price

Lot Number Price

Lot Number Price

Lot Number Price

Lot Number Price

Lot Number Price

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/.....
and/or the relevant livestock agency, for the purpose of offering you insurance.

Insurance Company FMG AON Other

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

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Signature

Date

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