

MILLAH MURRAH ANGUS

36TH ANNUAL BULL SALE

Thursday September 5th 2024 – 1pm

AT "GOONAMURRAH" BATHURST
135 BULLS SELL

OPEN DAY
FRIDAY 9th AUGUST
10am – 4pm



Lot 64, Rocketman son, 23 months



www.millahmurrah.com

AuctionsPlus

STOCKLIVE ELITE

THE BULLS THAT SELL

135 bulls are catalogued for sale on September 5th



PARATROOPER P15 (5 YEARS)

Paratrooper and his two brilliant sons, Rocketman and Rembrandt, feature heavily. The body shape, structure and overall quality of this bloodline is the best we have seen in 55 years of operation.



ROCKETMAN R38 (18 MONTHS)



REMBRANDT R48 (4 YEARS)



RICKY R45 & QUARTZ Q29

We have several bulls by the Spickler Powerpoint son Ricky R45. They display the tremendous mid-section volume and flank depth so evident in both sire and dam. The Ricky bulls are accompanied by a handful of Quartz Q29 sons, including a full brother to Trigger T308 who was the 2nd top-seller last year.



RECTOR R53 (18 MONTHS)

Rector R53 has a magnificent lineup of 20 sons in the sale. Generally, they have more power than last year's group due to our strategy of mating him with bigger framed females. They make a very impressive sire group.

NEW SIRES INTRODUCED FROM OUTSIDE THE HERD ARE MILWILLAH RAMJET R1029 AND TAIMATE ROY R38, FROM NEW ZEALAND.



TAIMATE ROY (4 YEARS)

I inspected Roy on farm at Taimate in 2022. Doing ease and flank depth is a feature. His dam is considered the best cow in the Taimate herd at the present time, while his sire has generated some of the best calf crops for Taimate over the past decade.



MILWILLAH RAMJET R1029 (2 YEARS)

Ramjet was retained by Milwillah. His pedigree carries the Spickler Powerpoint and Matauri Reality cross that has worked so well for them. His dam is considered one of the best in the herd.

The bull draft comprises high quality animals to the very last Lot in the sale. Catalogues will be mailed in the first week of August. If you have purchased a bull in the last 10 years you will automatically receive one. If you are not an existing customer and would like to receive a hard copy of the book, please contact us by one of the methods outlined on the back page.



Lot 102, Paratrooper son, 11 months



Lot 115, Paratrooper son, 11 months



Lot 127, Rembrandt son, 15 months



Lot 113, Rocketman son, 10 months



Lot 132, Rocketman son, 14 months



Lot 123, Paratrooper son, 16 months



Lot 119, Rector son, 16 months



Lot 131, Paratrooper son, 14 months



Lot 135, Sandstone S29 son, 15 months



Lot 27, Rocketman son, 16 months



Lot 129, Paratrooper son, 14 months



Lot 2, Rector son, 16 months



Lot 23, Rocketman son, 17 months



Lot 134, Ricky son, 14 months



Lot 22, Paratrooper son, 17 months



Lot 3, Rector son, 17 months



Lot 40, Paratrooper son, 16 months



Lot 39, Paratrooper son, 17 months



Lot 55, Rembrandt son, 16 months



Lot 48, Rembrandt son, 15 months



Lot 5, Rocketman son, 17 months



Lot 46, Rembrandt son, 17 months



Lot 50, Quartz son, 15 months



Lot 75, Quartz son, 23 months



Lot 62, Paratrooper son, 16 months



Lot 67, Rocketman son, 22 months



Lot 64, Rocketman son, 23 months



Lot 58, Quartz son, 16 months



Lot 57, Ricky son, 16 months



Lot 90, R249 son, 11 months



Lot 77, Rembrandt son, 22 months



Lot 85, Milwillah Ramjet son, 11 months



Lot 85, Milwillah Ramjet son, 11 months



Lot 95, Paratrooper son, 11 month



Lot 79, Rembrandt son, 22 months



Lot 94, Taimate Roy son, 11 months



Lot 135, Sandstone S29 son, 15 months



Lot 82, Taimate Roy son, 11 months



Lot 99, Milwillah Ramjet son, 11 months



Lot 69, Paratrooper son, 22 months



Lot 52, R127 son, 16 months



Lot 74, Rector son, 22 months

OUT AND ABOUT

It has been a rewarding experience, travelling to see several of our clients locally, and further afield, over the past 12 months. Common themes include:

- focus on farm and herd improvement
- willingness to adopt new on farm technologies (eg Farmbot, Optiweigh, Agriwebb)
- concern with input costs
- desire to harvest premiums for calf turnoff

We are working hard to help with the last point. Product quality and presentation are always the primary factors. After that, product description and branding verification is vital. To that end, we have developed a product endorsement system for users of Millah Murrah bulls as shown. Please get in touch if you need signage for physical yard sales. Alternatively, we have pdf files for attachment to online sale listings.



Steve Harris of Macada Rural with Ross at Black Springs.



Ross with John Clements, Whanregarwen, Vic.



Will Couch, Nullawarre, Vic, with Santiago S304, the 2023 sale topper.



VERIFICATION OF BLOODLINES AT POINT OF SALE

AuctionsPlus (A+) is in a discovery phase, developing a system of bloodline verification for animals sold through their online platform.

Millah Murrah (MM) is being used as a case study for this work.

From 2018 to early 2024, prices were extracted for all animals sold on A+ with MM bloodline claims. They were compared with all other Angus animals of the same description, sold on A+ the same day.

Analysis of the data showed that price premiums were very strong for all MM blood categories, especially for breeding stock.

During the study period 19,677 head of breeding stock were sold on A+, described as MM blood. This equated to just under 3.5% of the total 572,659 Angus breeding stock animals sold on A+ nationwide, during that 5½ year period.

On average the 19,677 breeding stock animals sold with MM blood claims achieved a price premium of \$255.

It is important to note that the data must be considered experimental in nature, for the very fact that currently there is no system in place to verify the bloodline claims.

Once such a system is established a myriad of benefits will ensue.

- Buyers should have more confidence of the product integrity, as genetically described.
- Premiums will accrue where they should - with users of registered bulls from branded seedstock programs.
- Trust will grow in the system and increased premiums should follow.
- Downstream, kill data will be more reliable for seedstock and commercial breeding direction.
- Improvement to the Australian beef herd in general.

On a micro level, the data is fantastic endorsement of Millah Murrah bulls as a value proposition for our customers. More broadly, it is great encouragement for all diligent seedstock breeders and their commercial customers, that genetic truth in labelling is coming, and opportunities to achieve higher price premiums will grow.

CLIENT HIGHLIGHTS

We have received a lot of strong feedback from clients over the past 12 months, including several kill sheets containing excellent MSA data.

Standing out was a line of 66 steers that sold into Woolworths Greenstock program last November. Aged 15 months, 100% grass raised, they achieved an average MSA index of 62.57. The cattle were bred by Anthony Skinner's Macada Rural, under the management of Steve Harris and his team at Black Springs. They stepped it up to 62.77 with another consignment of 69 head in March. Exceptional numbers, ranking in the top 6% of eating quality in Australia.



Julie, Leo and Jeremy Shaw (Injune), with their annual weaner heifer consignment at Roma Yards, which fetched over \$5/kg to repeat buyers in the depressed market of September 2023.



Allan Thompson with Colin & Richard Rice (Parkes), whose heifers were selected by John Murphy as the Best Pen from 2300 similar description cattle at the 1st CTLX Blue Ribbon Weaner sale in March.



Calves from Allan Thompson (Parkes), selected as the Best Pen from 4500 steers at the 1st CTLX Blue Ribbon Weaner sale in March.



Weaners from David White and family (Bathurst). \$1410 top price steers at the 1st CTLX Blue Ribbon sale in March.



Lot 39, 2023 sale, \$14,000 to Ian Phillips at Old Bonalbo.



Twiggy Calf weighing.

DAMS OF SALE BULLS



FLOWER J195



ABIGAIL M223



FLOWER M281



ABIGAIL M293



BEEAC M314



FLOWER N30



PRUE N112



PRUE N145



ABIGAIL N162



ABIGAIL P152



FLOWER R118



FLOWER S13

SALE DETAILS

REMOTE BIDDING:

We have already collected many still images of the bulls for the catalogue. Individual bull videos will be available by August 22nd. The sale will be interfaced with Stocklive and AuctionsPlus.



JBAS STATUS:

Millah Murrah has been rated MN3 or JBAS8 since 2001. Cattle are allowed entry to all states.



PRE-SALE VIDEO:

A comprehensive video of the bull team, taken July 11th, is available at our website

www.millahmurrah.com or via the QR code.



BRAND VIDEO:

A more general video about the Millah Murrah programme is available at our website

www.millahmurrah.com or via the QR code.



SEMEN TESTING:

Semen testing (including laboratory morphology examination) is conducted on all the bulls.

FREE FREIGHT:

Offered locally and to all major centres in NSW, QLD and Victoria.

CONTACT:

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SELLING AGENTS

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Ross Milne (Stud Stock – Vic) 0408 057 558
Brian Kennedy (NSW) 0427 844 047
Andrew Meara (QLD) 0427 210 634
Paul Jameson (Dubbo) 0428 667 998



Guest Auctioneer: Paul Dooley 0458 662 646