

HULA HEREFORDS

Private Treaty Bull Sale

MARCH 1, 2014



AT THE RANCH
CRESTON, NEBRASKA

HULA HEREFORDS

Private Treaty Bull Sale

Welcome!

Thank you everyone for taking an interest in our breeding program. There is no way we could have gotten to where we are today without support from all of you. While we have been selling bulls for several years now, our program has grown to a point where we feel we are in a position to hold an annual production sale. This is only fair to both you, our customers, and to us as a producer, to balance the supply and demand.

We are 3rd generation Hereford Breeders who predominantly retain our own females. This has allowed us to create a solid genetic base on which to build our herd. Using the latest genetics through AI and embryo transfer, in combination with using proven bloodlines, we are able to offer you high quality Hereford seed stock. We strive for high performing, balanced, efficient cattle that will work in the commercial cattleman's industry. We understand that pounds sold at weaning or grade & yield at slaughter are your top priority, while also retaining quality replacement heifers. These are our goals as well.

This is an exciting time in the Hereford Breed. We have made great strides in the past 10 years and all indications show that this trend will continue. Quality starts from the ground up. Functional correctness is our number one priority. We focus on balancing phenotypes and EPD's to provide a high quality offering. We are very stringent on the bulls we retain for sale to other producers. Our rule is if we wouldn't use the bull on our own cows, we won't sell it to another producer. Please call with any questions you might have about the bulls, our cow herd or our program in general. If you are in the area please stop by. We invite you to our Creston Location on March 1, 2014 to evaluate our offering and enjoy lunch on us!

The Hula's
Brian, Vawn, Bri and Timber
Ron and Vicky

SALE DAY CONTACTS:

Brian Hula.....	402-920-0571
Vicky Hula.....	402-719-9814
Vawn Hula.....	402-860-3041
Ron Hula.....	402-663-4339
Levi Landers, American Hereford Association.....	308-730-1396
Marc Hotchkiss, Hereford America.....	605-866-4495

LODGING:

Holiday Inn Express, Columbus, NE.....	402-564-2566
Midway Motel, Humphrey, NE.....	402-923-0522

For Online Bidding Sale Day &

Viewing Bull Videos, visit: www.dvauction.com

DVAuction
Broadcasting Real-Time Auctions

TERMS OF THE SALE:

BULL GUARANTEE - Bulls are fully guaranteed for one breeding season. All animals are sold as guaranteed breeders. Should a bull prove not to breed cows, the animal may be returned to Hula Herefords and a satisfactory replacement will be made or a credit on a future sale. Any deviations from the above statement will be worked out between the buyer and Hula Herefords.

TERMS - The terms of the sale are cash or check payable at Hula Herefords unless satisfactory credit arrangements have been made prior to the sale. The right of property shall not pass until after settlement is made. All settlements must be made with the clerks of the sale before any cattle will be released.

HEALTH - Health of the Hula Hereford herd is excellent. Individual health papers will be provided for shipment anywhere.

ACCIDENTS AND LIABILITIES - All persons attend the sale at their own risk.

The seller and sales management assume no liability, legal or otherwise, for any accidents occurring in, on, or about the premises. The buyers must look to the seller for fulfillment of all guarantees and representations made hereunder.

ABSENTEE BIDS - Anyone wishing to bid who cannot attend the sale may place phone or mail bids by contacting Brian Hula or any listed sale representative.

DELIVERY OPTIONS - The buyer can take home their purchases sale day and deduct \$50 per lot hauled. The buyer can take home their purchases between Mar. 2 and Mar. 9, 2014 and we'll deduct \$25 per bull. Hula Herefords will deliver your purchases after the sale at our convenience. Free delivery to 300 mile radius of Creston. If desired, Hula Herefords will feed your purchases for \$5.00 per day. With this option the buyer will pick up his purchases at his convenience. Insurance will be the responsibility of the buyer at time of purchase.

REGISTRATION & TRANSFER:

Registration certificates will be transferred to buyers at seller's expense. When making settlement, buyers must give complete name and address information.

DIRECTIONS:

17 miles North of Columbus on 175th Ave
(Monastery Rd)
or 2.5 Miles South of Hwy 91 on 175th Ave
(Monastery Rd) Near Creston, NE

Sale Day Schedule:

Customer Appreciation Meal - Noon
Private Treaty Bid Off Bulls: 1:00 - 4:00 PM

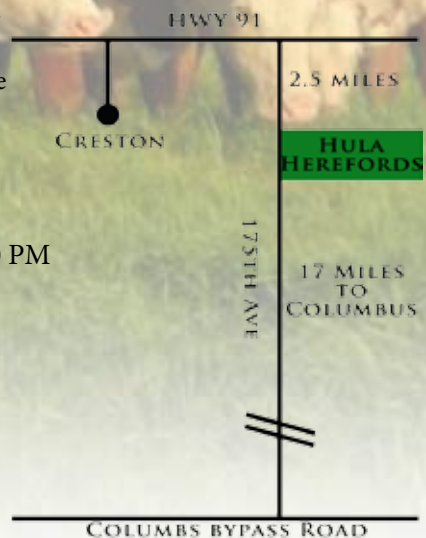
Brian & Wawn Hula

45478 175 Ave.

Creston, NE 68631

BHula@hotmail.com

www.hulaherefords.com



REFERENCE SIRES



UPS About Time 0138 - BD: 3-18-10

A truly amazing sire out of the popular About Time 743. Our top pick purchased from the Upstream Ranch. This bull puts a stamp of functional correctness, depth and eye appeal in every calf. There are several calves in the sale out of this bull.

BW	+3.7
WW	+48
YW	+82
MM	+25
MG	+49
CED	+0.7
REA	+0.53
MAR	+0.20
BMIS	+\$20
CEZ\$	+\$15
BIIS	+\$18
CHBS	+\$30

THM Durango 4037
CRR About Time 743
CRR DO3 Cassie 306

UPS Domino 2110
UPS Miss Domino 5614
UPS Miss Advance 2601



MH Rambo 0215 - BD: 4-17-10

Rambo is an up and coming herd sire for us, purchased from Mrnak Herefords in 2012. Depth of body, thickness of quarter, and total growth are the keys to take from this herd sire. His pedigree traces back to the great Dakota bull which had tremendous growth and feedlot performance when used in our cow herd. He sired the highest growth ratio bull in this sale. If pounds to sell at weaning is your primary goal his progeny are what you want.

BW	+4.4
WW	+57
YW	+86
MM	+18
MG	+46
CED	-1.3
REA	+0.38
MAR	+0.02
BMIS	+\$10
CEZ\$	+\$10
BIIS	+\$8
CHBS	+\$21

GH Rambo 279R
MH Rambo 757 1ET
WT 51 Dominet 4163

MH Monument 3147
MH Miss Monument 6105
MH Miss Starfire 0410

REFERENCE SIRES



HH Little Casino 1111 - BD: 2-14-11

Very proud of this own raised heifer bull sire. We looked far and wide to find a bull that would work on heifers and still hold the performance numbers together and determined the best out there was in our own pasture. Even more impressive than the bulls out of this sire are his daughters. He produced the top daughter in this calf crop and we've already sold other show heifers out of him. Dams of the future are his calling. Daughters out of his sire have been excellent in maternal traits, and he is proving to do the same.

BW	+3.4
WW	+52
YW	+85
MM	+29
MG	+55
CED	+3.3
REA	+0.39
MAR	+0.17
BMI\$	+\$17
CEZ\$	+\$16
BII\$	+\$14
CHBS	+\$27

UPS Odyssey 1ET
 UPS Odyssey 6018
 UPS Miss Domino 2754

JBN L1 Domino 508
 HH Miss Domino 842
 UPS Miss Domino 6427



CL 1 Domino 0145X - BD: 1-31-10

A bull we have used extensively in our AI and ET programs. This Cooper bred bull was one of their top sellers in 2011. He has been used in several programs and has proven to be a great sire already at a young age. Bulls sired by 0145 should improve both growth and milking ability in just about any cow herd.

BW	+5.5
WW	+63
YW	+115
MM	+36
MG	+68
CED	-4.3
REA	+0.30
MAR	-0.05
BMI\$	+\$13
CEZ\$	+\$8
BII\$	+\$11
CHBS	+\$26

CL 1 Domino 637S 1ET
 CL 1 Domino 860U
 CL 1 Dominette 5142R

CL 1 Domino 9126J 1ET
 CL 1 Dominette 440P 1ET
 CL 1 Dominette 974J

TWO YEAR OLD BULLS

Lot 1



HH MR DOM BEEF 1163 - BD: 9-11-11

Actual BW: 85 lbs

In 2011 we purchased all of the Jones Hereford Ranch cows to start a fall calving herd, to better accommodate our customers. This double bred Mr. Beef bull was born out of the acquisition. He is one of the two bulls we kept back this past summer as a replacement to our main herd sires should the need have arose.

BW	+4.4
WW	+44
YW	+78
MM	+18
MG	+41
CED	+1.5
REA	+0.18
MAR	+0.09
BMIS	+\$17
CEZ\$	+\$15
BIIS	+\$15
CHBS	+\$21

RMR MR Beef 318

JHR Dom Beef 813

DS Miss Beef 1631

DS Mr Beef 9244

JHR Miss Dom Beef 605

7462 Domette MR 5095

Lot 2



HH Knight Time 1233 - BD: 3-14-12

Actual BW: 85 lbs

A rare two year old sired by 0132. His progeny are consistently short marked and well pigmented. A chisel fronted, long sided bull. His great grand dam will appear several times in this sale and was a Nebraska Futurity Champion heifer. We also kept this bull back on purpose from last year's offering. His full brother also sells as Lot 14.

BW	+4.5
WW	+40
YW	+80
MM	+20
MG	+41
CED	+0.3
REA	+0.31
MAR	+0.15
BMIS	+\$19
CEZ\$	+\$15
BIIS	+\$17
CHBS	+\$23

CRR About Time 743

UPS About Time 0138

UPS Miss Domino 5614

UPS Knight 3172

HH Miss Diamond 811

HH Ester 0201

FALL YEARLING BULLS

Lot 3



HH Beef Time 1266 - BD: 9-10-12

Actual BW: 90 lbs

811J is one of the cows purchased in the Jones Hereford acquisition. She has been one of the top producers with all three of her calves. This bull has extra length of side and very smooth in his makeup.

BW	+5.1
WW	+51
YW	+88
MM	+19
MG	+45
CED	-0.4
REA	+0.43
MAR	+0.08
BMI\$	+\$18
CEZ\$	+\$14
BIIS	+\$16
CHBS	+\$26

CRR About Time 743

UPS About Time 0138

UPS Miss Domino 5614

RMR MR Beef 318

JHR Miss Dom Beef 811

JHR 552 L1 Domet 404

Lot 4



HH Beef Time 1272 - BD: 9-16-12

Actual BW: 80 lbs

My pick of the fall yearlings. 1272 has a great hip, deep sided, and fluent in his travel. Great heifer bull opportunity.

BW	+2.3
WW	+36
YW	+65
MM	+20
MG	+38
CED	+2.0
REA	+0.21
MAR	+0.18
BMI\$	+\$18
CEZ\$	+\$16
BIIS	+\$17
CHBS	+\$21

CRR About Time 743

UPS About Time 0138

UPS Miss Domino 5614

RMR MR Beef 318

JHR Miss Dom Beef 805

7462 Domette MR 5095

FALL YEARLING BULLS

Lot 5



HH Beef Time 1276 - BD: 9-17-12

Actual BW: 85 lbs

An About Time son who is strong topped and smooth in his makeup. Another heifer bull prospect here. His dam has a birth weight ratio of 86% with a weaning ratio of 109% on her progeny.

BW	+2.6
WW	+39
YW	+65
MM	+21
MG	+40
CED	+1.3
REA	+0.24
MAR	+0.13
BMIS	+\$18
CEZ\$	+\$16
BIIS	+\$17
CHBS	+\$21

CRR About Time 743

UPS About Time 0138

UPS Miss Domino 5614

RMR MR Beef 318

JHR Miss Dom Beef 703

DS 5019 MS ADV 8420

Lot 6



HH Sparty Navarro 1286 - BD: 11-4-12

Actual BW: 70 lbs

Deep ribbed, stout, and thick quartered. The first of Bri's herd to sell. Going back to 5216 and Spartan he is a heifer bull deluxe.

BW	+2.3
WW	+57
YW	+88
MM	+21
MG	+50
CED	+2.2
REA	+0.60
MAR	+0.26
BMIS	+\$24
CEZ\$	+\$17
BIIS	+\$20
CHBS	+\$33

MSU TCF Saginaw 5S

DS Spartan 8008

DS 3085 Domet 6123

UPS Navarro

UPS Miss Advance 0548

UPS Miss Odyssey 6330

YEARLING BULLS

Lot 7



HH Angler 1303 ET - BD: 2-1-13

Actual BW: 76 lbs

An 0145X son who is really coming on strong. Bold sprung rib shape that transitions into one of the best hipped bulls in our sale. Montana Miss 32X has proven to be an excellent donor cow.

BW	+3.9
WW	+57
YW	+102
MM	+29
MG	+58
CED	-0.5
REA	+0.23
MAR	+0.04
BMIS	+\$17
CEZ\$	+\$13
BII\$	+\$14
CHBS	+\$27

CL 1 Domino 860U
 CL 1 Domino 0145X 1ET
 CL 1 Dominette 440P 1ET

KB L1 Domino 826U
 Montana Miss 032X
 Montana Miss 829U

Lot 8



HH Harland 1305 - BD: 2-3-13

Actual BW: 85 lbs

Out of a first calf heifer and our own heifer bull Little Casino. We are really excited about this sire. Most of his first calf crop are heifers and are top notch. Don't let the BW epd scare you. I would use this bull on both cows and heifers with confidence.

BW	+4.6
WW	+54
YW	+89
MM	+27
MG	+54
CED	+2.4
REA	+0.42
MAR	+0.17
BMIS	+\$20
CEZ\$	+\$17
BII\$	+\$17
CHBS	+\$27

UPS Odyssey 6018
 HH Little Casino 1111
 HH Miss Domino 842

UPS Domino 5216
 HH Lady Harland 1138
 UPS Miss Harland 9015

YEARLING BULLS

Lot 9



HH Harland Time 1313 - BD: 2-6-13

Actual BW: 88 lbs

A strong pedigree here that includes About Time, Harland, and Neon just to name a few. This bull keeps getting better every day. He profiles as a spitting image of his sire.

BW	+3.6
WW	+51
YW	+86
MM	+24
MG	+49
CED	+1.2
REA	+0.43
MAR	+0.22
BMIS	+\$21
CEZ\$	+\$16
BIIS	+\$18
CHBS	+\$29

CRR About Time 743

UPS About Time 0138

UPS Miss Domino 5614

CJH Harland 408

UPS Miss Harland 9015

UPS Miss Neon 7719

Lot 10



HH Angler 1312ET - BD: 2-6-13

Actual BW: 91 lbs

A tremendous 0145X bull. Deep sided, bold sprung, wide topped, awesome hip. This bull puts it all together. These ET calves are better than breed average in 9 of the 13 breed comparative traits, exceptionally better in weaning weight, yearling weight, and milk.

BW	+3.9
WW	+57
YW	+102
MM	+29
MG	+58
CED	-0.5
REA	+0.23
MAR	+0.04
BMIS	+\$17
CEZ\$	+\$13
BIIS	+\$14
CHBS	+\$27

CL 1 Domino 860U

CL 1 Domino 0145X 1ET

CL 1 Dominette 440P 1ET

KB L1 Domino 826U

Montana Miss 032X

Montana Miss 829U

YEARLING BULLS

Lot 11



BW	+3.1
WW	+52
YW	+88
MM	+28
MG	+54
CED	+3.0
REA	+0.50
MAR	+0.13
BMIS	+\$20
CEZ\$	+\$17
BIIS	+\$16
CHBS	+\$29

HH Time Sentry 1320 - BD: 2-13-13

Actual BW: 85 lbs

1320 is a full brother to last years NCC and State Fair Reserve Calf Champion. He is another bull that spreads the numbers from birth to weaning.

A dual purpose bull to use on both cows and heifers.

CRR About Time 743

UPS About Time 0138

UPS Miss Domino 5614

UPS Domino 3027

K&B Lady Sentry 9088W

K&B Miss Excel 5133

Lot 12



BW	+3.6
WW	+54
YW	+81
MM	+21
MG	+48
CED	+0.4
REA	+0.40
MAR	+0.10
BMIS	+\$14
CEZ\$	+\$13
BIIS	+\$11
CHBS	+\$24

HH Rambo 1323 - BD: 2-15-13

Actual BW: 80 lbs

The commercial cattleman's kind right here.

A standout Rambo son with lots of power, big footed, and stout from front to back. His dam has a weaning ratio of 108.5% on 3 head and his ratio is 112.

MH Rambo 757 1ET

MH Rambo 0215

MH Miss Monument 6105

UPS Odyssey 6018

HH Miss Domino 919

HH Ester 0201

YEARLING BULLS

Lot 13



HH Domino Bandit - BD: 2-15-13

Actual BW: 73 lbs

A heifer bull deluxe here. He spreads the numbers from birth to weaning and hasn't slowed down.

One of the biggest topped About Time bulls in this offering. Don't miss this one.

BW	+1.2
WW	+42
YW	+69
MM	+28
MG	+49
CED	+3.7
REA	+0.31
MAR	+0.23
BMIS	+\$20
CEZ\$	+\$18
BII\$	+\$17
CHB\$	+\$26

CRR About Time 743

UPS About Time 0138

UPS Miss Domino 5614

UPS Domino 3027

K&B Lady Sentry 9040W

K&B Knockout Lady 7242T

Lot 14



HH Knight Bandit 1325 - BD: 2-15-13

Actual BW: 84 lbs

Another solid About Time son here. I would feel comfortable using this bull on cows or heifers.

His great grand dam was a Nebraska Champion Futurity heifer.

BW	+3.9
WW	+39
YW	+73
MM	+20
MG	+40
CED	+0.6
REA	+0.28
MAR	+0.15
BMIS	+\$19
CEZ\$	+\$16
BII\$	+\$18
CHB\$	+\$22

CRR About Time 743

UPS About Time 0138

UPS Miss Domino 5614

UPS Knight 3172

HH Miss Diamond 811

HH Ester 0201

YEARLING BULLS

Lot 15



HH Mischief Rambo 1340 - BD: 3-18-13

Actual BW: 80 lbs

His dam has produced several replacements in our herd. A dam of distinction with a weaning ratio of 102.3% on 10 head. 223 has the breed longevity and carries it to her calves.

BW	+3.1
WW	+45
YW	+72
MM	+18
MG	+41
CED	+0.5
REA	+0.19
MAR	+0.01
BMI\$	+\$13
CEZ\$	+\$14
BIIS	+\$12
CHBS	+\$18

MH Rambo 757 1ET

MH Rambo 0215

MH Miss Monument 6105

O 4033 STD DOM 807

TJ 929 Markette 223

TJ 888 Markette 929

Lot 16



HH Rambo Patriot 1350 - BD: 4-24-13

Actual BW 90 lbs

A high performance driven bull here out of Rambo. His dam is another of our consistently top producing cows with a 105.7% weaning ratio on 6 head.

BW	+4.5
WW	+50
YW	+76
MM	+20
MG	+45
CED	-0.6
REA	+0.22
MAR	+0.02
BMI\$	+\$12
CEZ\$	+\$12
BIIS	+\$11
CHBS	+\$20

MH Rambo 757 1ET

MH Rambo 0215

MH Miss Monument 6105

LS Standard 012

HH Miss Stacey ORE 527

HH Lady Patriot 007

NCC CONSIGNMENTS

NCC



HH Angler 1308ET - BD: 2-4-13

Actual BW 86 lbs

Just one of a handful of excellent bulls available from this flush. 0145X puts a great hip in his calves.

BW	+3.9
WW	+57
YW	+102
MM	+29
MG	+58
CED	-0.5
REA	+0.23
MAR	+0.04
BMIS	+\$17
CEZ\$	+\$13
BIIS	+\$14
CHBS	+\$27

CL 1 Domino 860U

CL 1 Domino 0145X 1ET

CL 1 Dominette 440P 1ET

KB L1 Domino 826U

Montana Miss 032X

Montana Miss 829U

NCC



HH Time Domino 1317 - BD: 2-11-13

Actual BW: 89 lbs

1317 aka "Freddy" has been an eye catcher from the day he was born. Double goggle eyed, deep sided, and high performance. His dam hasn't produced an average calf. They have all been exceptional.

Selling Feb 19th Kearney, NE.

BW	+4.3
WW	+52
YW	+94
MM	+25
MG	+51
CED	+0.4
REA	+0.40
MAR	+0.17
BMIS	+\$20
CEZ\$	+\$15
BIIS	+\$17
CHBS	+\$29

CRR About Time 743

UPS About Time 0138

UPS Miss Domino 5614

JA L1 Domino 2228M

UPS Miss Domino 6427

UPS Miss Mark Domino 3810

HEREFORD EPD BASICS

What is an EPD?

An Expected Progeny Difference (EPD) is a measure of the genetic merit of an animal using relevant performance and pedigree information in a process called Best Linear Unbiased Prediction. EPDs are expressed in the units of measure. For example, birth weight is expressed in lb. and ribeye area in square inches.

EPDs come from performance data that producers submit on their cattle. From this data, researchers look at the differences between animals raised in the same environment (contemporary groups) and ascertain the portion of that difference that is due to genetics (heritability). How the different traits relate to each other and interact together (correlations) is also accounted for in the analysis. They can then directly compare genetic differences among animals using the pedigree information contained in the registries of all PACE member countries. The result is a value that can be directly compared between animals and across environments, an EPD.

HEREFORD BREED AVERAGE EPDS

BW	WW	YW	MM	MG	CED	REA	MARB	BMI\$	CEZ\$	BIIS	CHBS
+3.5	+46	+75	+19	+42	+0.8	+.28	+0.05	+\$17	+\$15	+\$15	+\$21



Use Hula Hereford Bulls on your black cows, and get the best cross there is! There is only one way to make baldies!

The Hula's would like to sincerely thank all of our customers over the years for your interest in our breeding program!



HULLA HEREFORDS

Private Treaty Bull Sale

MARCH 1, 2014

CRESTON, NE

