

# NO BULL sale



**SULL Traveler 9807**  
2011 National Champion Bull, NWSS  
Congratulations Terry & Alex Stade



**SULL Mystic Myrtle 0504**  
2011 Reserve National Champion Female, NWSS  
Sold in our 2011 No Bull Sale through our  
Sight Unseen Program  
Congratulations Rockin G Land & Cattle



**SULL Crystal's Lucy**  
Grand Champion Female, 2012 NWSS Junior Show



# BUILDING A PROGRAM

**SULL Roan Rose Mary**  
Grand Champion Female, 2011 NAILE  
Congratulations Joseph O'Sullivan

## Denver Observations

- Optimistic 2012 for cow/calf producers. We saw record prices for beef in 2011.
- The average price of beef was up 15% in 2011 compared to 2010. Fed and feeder cattle prices were up 21%
- Looks as though the year of 2012 will break the 2011 record for best prices ... Why? The US beef cow herd has been shrinking every year since 2007. The US cowherd numbers are the lowest since 1958.
- US beef producers are poised for an historic market run.
- For the first time in 40 years, the US is now a net exporter of beef in 2011.
- Yes we are importing less beef and exporting more beef.
- Shorthorn breeders Fall Production sales were hot. 15% increase over 2010.
- Females averaged 17% more in 2011 over 2010. Bulls decreased 1%.
- The ShorthornPlus market has exploded; demand is higher than supply.
- The bull that won the Hill Show is an incredible beast. He will see heavy usage here at Sullivan Farms
- The volume of quality females in the Hill Show is remarkable.
- The Yards Shorthorn Show is large and meaningful. With a large diverse set of genetic choices.
- We need more performance in our Shorthorn Yard cattle to compete with Angus, Simmental, Charolais and Hereford.
- Check out [www.angus.org](http://www.angus.org) - Champion Carload of 10 Angus Bulls - January bulls averaged 1,420 lbs.; frame 6.5 bulls. Reserve Champion Carload of 10 Bulls - January 20th to February 13th averaged 1,310 lbs. Both Angus Carloads WDA higher than any Shorthorn Pen.
- Sullivan Farms February Grand Champion Pen of 5 Shorthorn bulls WDA was 3.66 - 1,192 lbs. average weight. Average weight for the Angus February Pen Bulls in a class of five entries was 1,315 lbs., 1,298 lbs., 1,270 lbs., 1,187 lbs., and 1,143 lbs.
- The Angus yard bulls averaged almost a full frame score over the Shorthorn yard bulls.
- Shorthorn breeders is it possible? Are we raising our bulls too small framed to sire profitable feeder cattle?
- The moderate English bred cow herds dominating our countryside would prosper with the injection of a stout 6+ framed Shorthorn bull, in the feedlot, replacement pen or on the plate.
- The Continental cows in commercial herds would benefit from the maternal traits and marbling a Shorthorn bull would inject.
- Breeder focused on balanced multiple traits selection, with eye appeal always have a demand for their product. Balance never goes out of style.
- Frame 5 and 7 purebred cattle can be used as breeding tools but that is because generally you are not in the ideal situation.
- Breeders that keep an open mind, take in the big picture, and treat their customers right will prosper in this positive cattle market.
- The Shorthorn breed has the ability to compete in all segments of the beef industry. The packer and house wife need tenderness and flavor; the feedlot operator needs feed efficiencies and carcass; the cow/calf man as a terminal or maternal cross with outstanding fertility; in the show ring with soundness and eye appeal.
- March 17th & 18th is our Designer Genes and No Bull Sales in Martell, Nebraska with our good friends Craig Gana and Brent Nisley. We would love to have you as our guest and enjoy a great Shorthorn weekend.
- As always, we stand behind the cattle we sell with a solid guarantee and we are here to help you any way we can.



**SULLIVAN** farms

John, Dede, Sara & Sage • James • Nick  
712.263.0263 • Dunlap, Iowa 51529  
[www.maternallegends.com](http://www.maternallegends.com)  
John Elder, 402.650.1385  
Josh Elder, 402.650.1380

*John Elder* John Elder



SULL Right Direction x  
SULL Lady Crystal 434P-1 (c)

**35 FALL BORN  
& 15 SPRING BORN**



SULL Red Rock x 503Q



SULL Right  
Direction x Mona  
Lisa 35L (cl)



Trump x 004



SULL Red Rock x  
9176

SULL Right Direction x 5151, ShorthornPlus



SULL Right Direction  
x 458N2

SULL Right Direction x 7152, ShorthornPlus



SULL Asset x P321

**Catalog and videos will be  
on-line after March 1st.**



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Martell, NE 68404  
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Craig cell: 402-430-2526  
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[www.ganansiley.com](http://www.ganansiley.com)



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# 35 BREDS ...



SULL Cinnamon Sable, a CF Solution daughter bred to two-time National Champion Bull, SULL Traveler

**SELLING  
20 Bred Heifers  
& 15 Donor  
Females ...**

SULL Right Mirage 0134, a SULL Right Direction daughter bred to Alta Cedar Storm Front.



SULL Tina Fey 9021, a Sonny daughter bred to CF Solution



CF SULL Queen's Stone, a HD Bloodstone daughter bred to SULL Right Direction

# Designer embryo auction Genes

the evening of  
**Saturday, March 17, 2012**

at the Gana Farm "Herd Bull Headquarters" Sale Facility, Martell, Nebraska

**Embryos, Semen, Flushs and Pregnancies**

**Selling an elite offering of over 100 embryos**

**Shorthorn, ShorthornPlus, MaineTainer and Black Club Calf genetics  
full sibs to many of our past Champions.**

# ***SULL ... Acceptance from All Segments of the Beef Industry.***



**Judge ... Craig Uden**

Large commercial feedlot operator with a cow/calf background



**Judge ... Chris Polzin**

Respected Red Angus and Charolais breeder with success in commercial bull sales and purebred breeding stock



**Judge ... Dave Weise**

Reputable supplier of Hereford bulls to the commercial cattlemen



**Judge ... Dr. Steve Meyers**

University background and a highly successful nutritionist



SULL Red Stallion  
SULL Red Reward x 5N35  
BW: 3.7; WW: 17; YW: 30; Milk: 3

*Darla*



SULL Power House 1082  
SULL GNCC Asset x 343  
BW: 3.6; WW: 17; YW: 32; Milk: 2

*Darla*



SULL Red Alert 1356  
SULL Red Demand 9329 x 718  
BW: 2.1; WW: 21; YW: 32; Milk: 4

*Darla*

**Diversified  
Gene Pool  
with the Quality  
You Demand!**

# **BULLS ...**

We will be putting together semen package opportunities on a few of the top end bulls. Possession opportunities available as well. If you are interested and want more information, call Jeff Aegerter, 402.641.4696; Josh Elder, 402.650.1380; or John Sullivan, 712.263.0263



SULL Flat Good, ShorthornPlus  
SULL Blue x 588  
BW: 1.9; WW: 9; YW: 15; Milk: 2



SULL Red Revive 1073  
TEGM Red Advantage 100T x 511  
BW: 1.1; WW: 14; YW: 26; Milk: 0



SULL Payday 1507  
KL Prime Time Paymaster x 9228  
BW: 0.1; WW: 14; YW: 24; Milk: 3



SULL Red Captain  
A&T Captain Obvious 606S x 13S  
BW: 0.6; WW: 13; YW: 23; Milk: 2

Video clips, catalog  
& up-dated photos  
will be at  
[www.maternallegends.com](http://www.maternallegends.com)

**Sullivan Farms**  
701 Iowa Ave.  
Dunlap, IA 51529

**FIRST CLASS  
PRE-SORTED  
PAID**

Montezuma, Iowa  
Permit No. 30

Designed by   
designs by  
*arin*  
[www.designsbyarin.com](http://www.designsbyarin.com)

Sullivan Farms/Gana-Nisley  
**NO BULL**  
Martell, Nebraska **sale**



**Sunday, March 18, 2012 at 1:00 p.m.**

at the Gana Farm "Herd Bull Headquarters" Sale Facility  
Martell, Nebraska (15 minutes from Lincoln, Nebraska)

Oklahoma City, OK 6 hours away; Dallas/Fort Worth, 10 hours away;  
Indianapolis, IN, 10 hours away; Sioux Falls, SD, 3 hours away;  
Des Moines, IA, 3 hours away



SULL Demand Function  
SULL Red Demand x 718  
BW: 2.1; WW: 21; YW: 32; Milk 4

SULL GNCC Asset x 6118

**Come experience the power of genetic commitment.**