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## Passion Performance Profit

Supporting your success.

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[Mawarra 47th Annual Sale & our 2nd Ladies Day Sale](#)

**Monday, 23 March 2020 - 81 Whiteface bulls & 13 Angus  
bulls**

Sale starts at 1 pm, inspections from 9 am

The sale will be interfaced with [AuctionsPlus!](#)

JBS Australia will present an MSA grading demonstration after the sale and then join us for dinner, generously sponsored by JBS Australia.

For catering purposes RSVP by 16 March

Deanne 0408 018 315 or email [deanne@mawarragenetics.com.au](mailto:deanne@mawarragenetics.com.au)

**Tuesday, 24 March 2020 - 145 Registered Whiteface females**

Sale starts at 11 am, inspections from 8 am

The sale will be interfaced with [AuctionsPlus!](#)

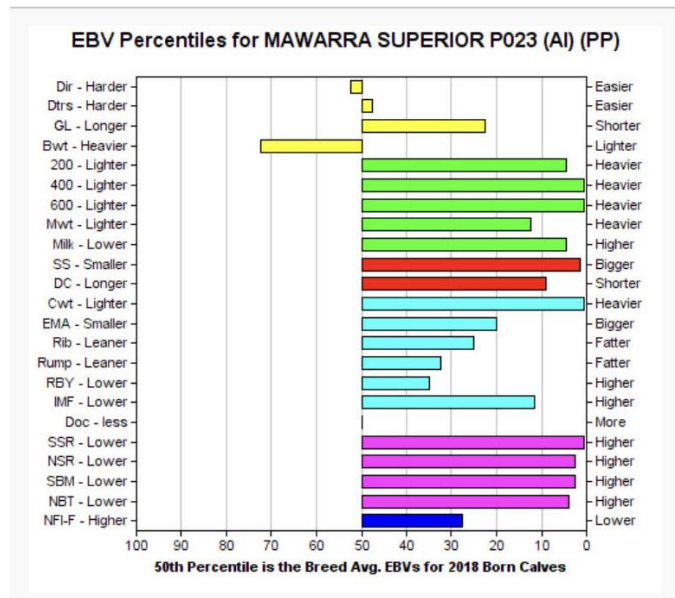
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This group of young sires has been bred with the profitability of the commercial cattle producer in mind. Performance, weight-for-age, carcass, EMA, IMF, and maternal traits combine with phenotype and cosmetics to appease the most discerning cattle breeder. Talk to us before investing in your new herd-improving sire and allow us to assist you in making the best selection for your program.



[Lot 17 Mawarra Superior \(AI\) \(PP\)](#) Sire: Koanui Techno 3062 (IMP NZL) (PP)

An exciting future sire. Superior is homozygous poll, and boasts an elite maternal pedigree, and phenotype supported by an impressive EBV spread.









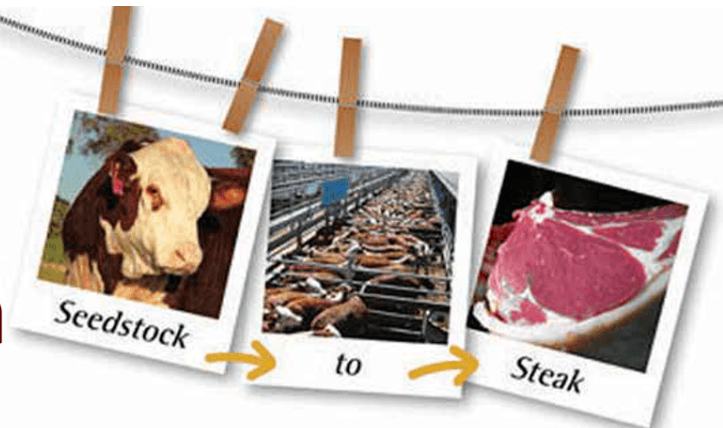






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Your investment in #mawarragenetics improves the eating quality of the meat that you produce.

Join us at the conclusion of our 2020 bull Sale for an interactive MSA grading demonstration conducted by Mark Inglis, JBS Australia, with dinner to follow\*



(RSVP Monday, 16 March 2020 - email [deanne@mawarragenetics.com.au](mailto:deanne@mawarragenetics.com.au) or call 0408 018 315).

## Passion Performance Profit

Supporting your success

#mawarragenetics performance is undeniable. We're working to improve your bottom line.

Australian Hereford Group Breedplan January 2019 #mawarragenetics achieved\*\*

- **Top 10** highest ranked 2018 born horned bulls for **IMF**
- **Top 6** highest ranked 2018 born horned bulls for **EMA**
- **10** of the top 14 highest ranked 2018 born horned bulls for **Rib**

#mawarragenetics have increased the fats, EMA and IMF in our cattle whilst maintaining the maternal traits and weight-for-age that you have come to expect.

#mawarragenetics will increase...

- weight-for-age - profit - more dollars in your pocket
- fats, EMA & IMF - attract repeat buyers - improve eating quality
- maternal strength - replacement females - improve your breeding herd



And #mawarragenetics satisfied customers provide further proof:

*'...Mawarra Genetics are well and truly on the right track. Their cattle are remaining true to type, present well and hold their own when penned up at any of the major selling centres across the southern states...they have a strong focus on IMF which will only continue to improve.'*

Steve Chapman, Southern Livestock Manager, JBS Australia

\*Meat generously supplied by JBS Australia.

\*\*Animals included either have a Mawarra prefix or are sired by a bull with a Mawarra prefix.

[www.mawarragenetics.com.au](http://www.mawarragenetics.com.au) | 1

## Mawarra Genetics Catalogue

To request a catalogue be posted to you, please provide your full name, email and postal address to

[deanne@mawarragenetics.com.au](mailto:deanne@mawarragenetics.com.au)



[Click here to view catalogue.](#)

We look forward to seeing you at Mawarra on Monday, 23 & 24 March. Accommodation options are listed in the catalogue for your convenience. Cattle inspections can be arranged prior to sale. Logan (0433 625 925) and Peter (0427 497 036) are available to discuss your breeding requirements and are only too happy to assist you with your selection.

[www.mawarragenetics.com.au](http://www.mawarragenetics.com.au)





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Our mailing address is:  
103 Kellys Road, Longford, VIC 3851

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