

Sullivan Farms/Gana-Nisley

NO BULL sale

Martell, NE

Sunday, March 17th

Offering 100 Head ...

25 Herd Sires, 15 Spring Born Heifers, 40 Fall Heifer Calves, 20 Bred Females, and Semen/Embryos

BUILDING A PROGRAM

10 Years



SULLIVAN

farms

John, Dede, Sara & Sage • James • Nick
712.263.0263 • Dunlap, Iowa 51529
www.maternallegends.com
John Elder, 402.650.1385
Josh Elder, 402.650.1380



SULL Dream Big

Grand Champion Female, '13 NWSS Jr & Open Show
Congratulations William O'Sullivan



SULL Jalynn Beauty

Grand Champion Prospect Heifer, '13 NWSS and Grand
Champion ShorthornPlus Female, '13 NWSS Open Show
Congratulations Kane Aegerter



SULL Red Knight 2013

Grand Champion Bull, '13 NWSS



SULL Master of Rose

Reserve Grand Champion Bull, '13 NWSS

Invest In Your Future

Welcome once again to the Annual 'No Bull' Sale offering. Agriculture is bullish. I can't say I know of any other time in American agriculture history where so many segments have been this strong for this extended period of time. It's time to invest in your genetic future and raise the bar. The beef industry continues to evolve as we do at Sullivan Farms. We are expanding our cattle operation with a genetic pool more diverse and powerful than ever. We focus on Shorthorn and ShorthornPlus genetics with form, function and profitability for our customers, marketing over 300 head in our annual sales each year.

We are happy to announce we recently purchased back SULL Payday 1507 (semen \$35) from Cannondale farms. We are sure excited about his first calves. Great vigor, light birth weight, outcross genetics with phenotype. Thank you Tom for allowing us to use him more extensively with his natural service.

Two more strong additions to our purebred Shorthorn operation was purchased from Stade Farms. Thank you Terry and Alex for allowing us to invest back-in SULL Dream Big 1126, the very popular two-time Denver Champion Female; and SS Dream Lady 161, Samantha Schrag and Stade's Reserve Champion Female at the NWSS Junior Show. We look forward to this genetic impact on our program.

We plan to offer even more diversity to our customers in the future starting with our Maternal Legends Sale, Sunday, October 20, 2013. We have built-up a small, but strong influence of Hereford, Red Angus, Black Angus and Charolais genetics and will be ready to share them with you this fall. Although this multi-breed influence will remain small, the genetics will be powerful as you have come to expect from Sullivan Farms.

Back on the 'No Bull' front. The bulls for 2013 are our most diverse set both genetically and phenotypically we have ever offered. The sons of SULL Red Demand are deep red, solid made, big nuted, rugged bulls with a balanced EPD profile. CF Solution, the breed leader for structure, testicles, flawless design and outstanding scan data. The outcross sensation Red Advantage offers calving ease, phenotype and muscle seldom seen combined. Their sons highlight this offering of future breed leaders.

It is sale season and everyone has a story line. I encourage you to study page 5. Sullivan Farms sires have proven to be profitable and genetics in demand for breeders spread all over the U.S. In the last seven years 86% of our bulls have sold for \$3,000 to \$7,500. If you are interested in a potential semen share in a couple of the top herd bull prospects, contact Josh Elder or Jeff Aegerter. At a reasonable investment, usually \$5,500 to \$6,500, you can have access to some of the popular and stoutest young herd sires in the entire breed.

Our fall and spring born heifers continue to be a source for proven success at all price points. Looking back at the past three to five years and I can humbly, but confidently say, no program has offered the volume of documented success at affordable price points from \$2,500 to \$7,500, as this operation. **Quality in volume is our motto and this offers opportunity to you.** We have a satisfaction sight unseen program for those of you who are unable to attend the sale. Video's and catalog will be available on-line February 22nd.

It is a great time to be in the Shorthorn breed. Our genetics continue to trend in a positive way. Shorthorn Junior Nationals is in Des Moines Iowa this June. We possess one of the strongest Junior programs in the country with a loyal group of Shorthorn breeders that believe in the future of this great breed. Please come join us March 16th & 17th for excellent hospitality with our good friends the Gana and Nisley Families and a breed leading genetic offering. We would be honored to be considered your genetic supplier. If we can help you in any way, please don't hesitate to call.

Josh Elder
Customer Service

John Elder
Cattle Manager



SULL Traveler x
SULL Rose Mary 636CL

Darby
**40 FALL BORN
& 15 SPRING BORN**



Darby

SULL Traveler x SULL 8408, ShorthornPlus

SULL Right Direction x 810U



Sonny x
SULL 18th
Fool 485CL



SULL Right Direction x SULL 6640, ShorthornPlus



Hard Line x
SULL Breathless Beauty,
ShorthornPlus



SULL Traveler x 503Q



SULL Right Direction x SULL Myrtle Bo 46P CL



SULL Right Direction x
SULL Rose Mary 636

**Catalog and videos will be
on-line after February 22nd.**



2200 West Panama Road
Martell, NE 68404
Brent cell: 402-440-0430
Craig cell: 402-430-2526
craigg@ganatrucking.com
www.ganansiley.com

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20 BREDS & DONOR FEMALES

SULL Dazzling Sable, a TM Dazzler daughter out of National Champion and producer of National Champions WF Evergreen Sable. th and pha free. Selling bred to SULL Roan Blast. This young donor prospect is a sale feature.



BRED HEIFER
SULL V8 Fool Me Right, a SULL Right Direction daughter bred to SULL Red Captain

BRED HEIFER
SULL Maggie's Right, a SULL Right Direction daughter bred to SULL Red Captain.

Designer Genes

embryo auction

6:30 pm
Saturday, March 16, 2013

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

Embryos, Semen, Flushs and Pregnancies

Selling an elite offering of over 230 embryos

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

Both Sales can be View/Bid
Live on the Internet ...

LIVE ON THE INTERNET. LIVE AUDIO. LIVE VIDEO. BIDDING

LiveAuctions.TV

<http://www.LiveAuctions.tv> - Bull Head Partnership For Sale - 818.888.8881

PROFITABULL



SULL GNCC Eldorado
Cates Farms herd sire & Eldorado Syndicate



SULL Demand Soundness
Ripberger, Norman & Demand Soundness Syndicate



SULL Red Stallion 1335
Rockin G Land & Cattle & Red Stallion Syndicate



SULL Traveler 9807
Stade Farms & Sullivan Farms herd sire



SULL Red Blood
Sullivan Farms herd sire



SULL Roan Blast 0301
Teets Farms & the Teague Family



SULL Copper Top 0274
Rod Shorthorns & Copper Top Syndicate



SULL Master of Rose
Sullivan Farms herd sire



SULL Payday 1507
Cannondale Farms & Sullivan Farms herd sire



SULL Red Demand
Jungles Shorthorn Farms & Sullivan Farms herd sire



SULL Stockman 0233
Ripberger, Norman and Stockman Syndicate



SULL GNCC Asset
Kerry Lawrence, Guyer Cattle Co & Waldock herd sire



SULL Red Reward
Red Reward Syndicate



SULL Cyclone 8242
Cyclone Trace Cattle Company & Sullivan Farms herd sire



SULL Red Savior 049L
Westridge Shorthorns & Red Savior Syndicate



SULL Primetime
Cannondale Farms & Primetime Syndicate

HERD BULL HEADQUARTERS

A Proven Source for Genetics in Demand!



SULL Pay Attention 2221

KL Prime Time Paymaster
x SULL Red Rosemary

BW: 1.3; WW: 15; YW: 26; Milk: 5

A new fresh pedigree in a faultless,
phenotype design. A balanced EPD profile.

Darla



SULL Demand It 2315

SULL Red Demand x K-Kim CJ

BW: 1.4; WW: 15; YW: 25; Milk: 4

A full sib to SULL Demand Soundness. Dark red,
outstanding outcross pedigree with balance.

Darla



SULL Master Made Rose

Master of Jazz x SULL Rose Mary 636CL

BW: 4.1; WW: 20; YW: 31; Milk: 2

A full sib to the popular SULL Master of Rose.
Extremely deep, sound herd bull prospect.

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



SULL Prime Made 2105
 CF Solution x Mona Lisa 34P
 BW: 5.1; WW: 18; YW: 33; Milk: 2
 Full sib to National Champions SULL Primetime and
 SULL Stockman. Great footed, big testicled,
 sharp featured herd sire.



SULL Outcross 2207
 SULL Red Demand x Kimilhill 129P
 BW: 0.7; WW: 11; YW: 21; Milk: 4
 Complete outcross genetics without sacrificing eye appeal, performance or structure.



SULL Legendary 2227
 CF Solution x Mona Lisa 35L
 BW: 4.9; WW: 23; YW: 38; Milk: 3
 A full sib to breed greats Asset,
 Grey Goose and Eldorado.
 Proven lineage of form and function.



SULL Blue Blast 2149
 SULL Roan Blast x 8409
 BW: 2.7; WW: 12; YW: 20; Milk: 1
 ShorthornPlus from the famed Sullivan Stockman Angus cow family.

Comprehensive, In-depth Data Package ... Performance Tested & Carcass Evaluated

Rib Eye Area
 Back Fat
 Semen Tested
 % Intermuscular Fat

Weaning Weight
 Yearling Weight
 Birth Weight
 Frame Score

WDA Weight
 TH & PHA Tested
 Flething Ability Score

Scrotal Measurements
 Dam's Udder Score
 Foot & Structure Score

Disposition Score
 Birth Head Circumference
 Diversified Gene Pool

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

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

Sunday, March 17, 2013 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



Darla

SULL Charger 2146
SULL Copper Top x SULL Miss Myrtle Beau
BW: 3.7; WW: 18; YW: 31; Milk 3

Tremendous herd sire prospect. Dam is a popular two-time
Denver champion for Moore Land & Cattle.



Darla

Aviator x SULL Lady Crystal 434PCL
Full sib to the 2012 Junior National Champion Female, SULL Lucy

Come experience the power of genetic commitment.