

# MORE THAN A BULL

*10th Annual Bull Sale*

**Saturday, March 21, 2015**

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*Selling:*

**30 Red Angus Bulls**

**40 SimAngus™ Bulls**

**Red Hill Farms**

Swine Seedstock

Tobacco Enterprises

Red Angus and Simmental Cattle

Dear Friends,

We are pleased and excited to welcome you to our 10th Annual Bull Sale – More Than a Bull! Our goal is to offer each customer a complete genetic program along with support services. Our success is measured by the profitability of the commercial producers and purebred breeders who use Red Hill genetics. The cattle have been selected to improve economically relevant traits in order to optimize the practicality and profitability for our commercial customers.

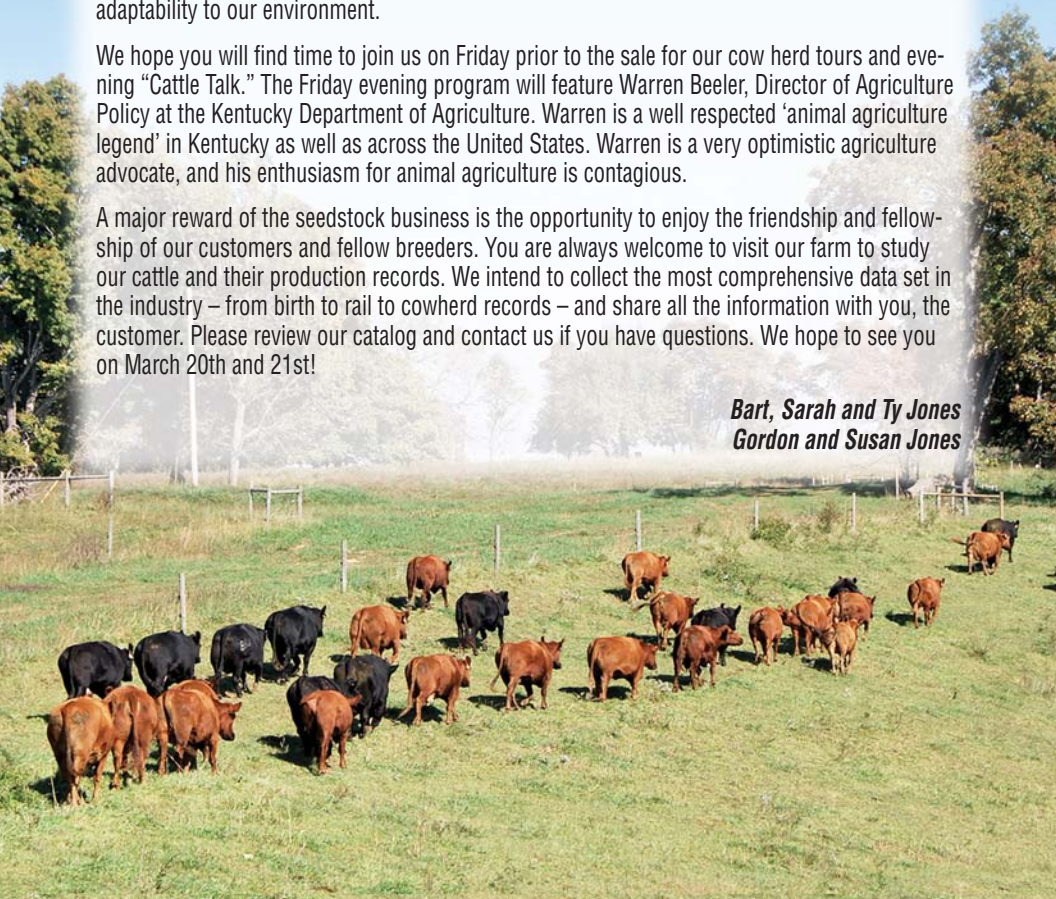
New for 2015 are economic selection indices for the Red Angus cattle. We commend the Red Angus Association of America for publishing the HerdBUILDER Index (a herd profitability index) and the GridMaster Index (a feedyard and carcass index). Our longtime selection emphasis on maternal traits and calving ease has contributed to our cattle consistently ranking at the top of the breed for the HerdBUILDER Index. Use these indices, along with the All-Purpose Index (API) and Terminal Index (TI) from the American Simmental Association, to simplify your bull buying decisions.

We continue to focus our program on 3 principles – 1) offering cattle documented as breed leaders for production traits, 2) offering cattle that are phenotypically pleasing to the customer, and 3) offering services to help our customers improve profitability. We manage our cattle like a commercial herd and ask our cows to perform with minimal inputs. We attempt to manage our cattle so they will thrive in their new environments. Environmental adaptability continues to be one of the most overlooked traits in beef cattle breeding, but this is not so at Red Hill. As you can see from studying our catalog, we use many of our own sires that are selected for their adaptability to our environment.

We hope you will find time to join us on Friday prior to the sale for our cow herd tours and evening “Cattle Talk.” The Friday evening program will feature Warren Beeler, Director of Agriculture Policy at the Kentucky Department of Agriculture. Warren is a well respected ‘animal agriculture legend’ in Kentucky as well as across the United States. Warren is a very optimistic agriculture advocate, and his enthusiasm for animal agriculture is contagious.

A major reward of the seedstock business is the opportunity to enjoy the friendship and fellowship of our customers and fellow breeders. You are always welcome to visit our farm to study our cattle and their production records. We intend to collect the most comprehensive data set in the industry – from birth to rail to cowherd records – and share all the information with you, the customer. Please review our catalog and contact us if you have questions. We hope to see you on March 20th and 21st!

***Bart, Sarah and Ty Jones  
Gordon and Susan Jones***





REDHILL  
U199  
LANCER 9B



REDHILL 132Y RIPPER 69B



REDHILL 225Z 60Z 150B



Bart & Sarah



Gordon &  
Susan



Ty



Jay & Ty





RedHill T189 Medal 176A



RedHill Ten X 312N 85B

*Please  
bring this  
catalog  
to the sale!*



**[www.RedHillFarms.net](http://www.RedHillFarms.net)**

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**Red Hill Farms**  
Swine Seedstock  
Tobacco Enterprises  
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