

UPS Neon 0324

2024 Nebraska Hereford Bull Hall of Fame

The 2024 Bull Hall of Fame honoree was UPS Neon 0324, bred by Upstream Ranch at Taylor, Nebraska.

This bull was owned by Benj Fink of Elsmere in 2012. On the shores of Goose Creek in Cherry County, he was photographed and later became famous when nationally prominent artist Brandon Bailey painted his likeness. The painting then was featured on the cover of the New Mexico Stockman in October, 2023.

This collage, displayed for the first time at the Hereford Crossroads #10, relates the remarkable story of Neon's history; it is now on display at the Sandhills Heritage Museum.

