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MARK CLARKSON, ANZCO

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2015 has been a busy and successful year for Angus. With the high beef prices prevailing, bull sales were strong through the winter and store cattle prices continued at high levels from autumn calf sales right through the year. The 2016 calf sales look like they will be equally as strong as last year, which is just reward for the hill country farmer running beef cows.

The highlights for Angus have been the Wilding family winning the PGG Wrightson Champion of Champions at Beef Expo and Rangatira Angus selling a \$100,000 bull at auction in Gisborne. The Bull Unit, which is run on Dave Wright's property at Milson Line in Palmerston North, had a great line up of bulls for Expo last year, which sold well. This year another very good line of bulls will be going to Beef Expo. Thanks to the support of breeders from throughout New Zealand.

I was fortunate to attend the World Angus Secretariat meeting in Mexico in October, along with Alan Cook and Tim Brittain. It was interesting to see the challenges facing the Mexican beef industry, both climatically and politically. It makes one appreciate what we have in New Zealand. While there are improvements we need to make within our industry, we are certainly a lot better off than many other countries. Delegates from seventeen countries were in attendance, with issues being collaboratively worked on including the transition from using micro-satellite DNA to SNP DNA technology. This move has been actioned in New Zealand in 2016 and Angus NZ will assist breeders with this transition. Presentations were made by delegates from the UK about the next World Forum, being held in Edinburgh in late June 2017, which promises to be a wonderful event. I'm sure many people will want to attend this forum in the ancestral home of Angus cattle.

Generation Angus has this year organised a ward tour to Australia and, although not as well supported as was hoped, it lived up to its promises to be an informative and educational tour with visits to ABRI, which runs the Breedplan recording programme, and also to several feedlots involved in the Australian Sire Benchmarking Progeny Test Program, in which numerous New Zealand bulls are entered.

I have just attended a very informative and motivating four-day Cattleman Weekend in the Wairarapa run by Generation Angus which and focussed on younger people in the beef industry. Australian Bob Dent and several New Zealand cattle judges provided informative sessions covering what to look for when judging cattle and how to tell the difference between muscle and

fat when viewing live animals. The calibre of young people engaged in the industry bodes well for our future.

The Board has renewed the strategic plan for Angus through to 2018. It has as its mission: "To enhance the profitability and commercial opportunities for producers and breeders of Angus cattle." Much of the work the Board does, revolves around achieving this goal.

It was pleasing to see the first shipment of 3050 live Angus breeding heifers leave Napier bound for China. This is something that has been worked on for some time, and provides a financially worthwhile outlet for many commercial farmers and stud breeders.

The Angus NZ website has undergone a complete rebuild and update and it is now much easier for people to navigate, as well as being accessible on smartphones and tablets.

Elections this year will see the Board size down to seven, with three members from the South Island and four from the North Island. My thanks to fellow Board members for their dedication to advancing the Angus breed. Your commitment and enthusiasm is appreciated by all members. All going well, a new General Manager will have been appointed by the time you read this magazine. In the interim, our thanks go to Guy Sargent who has stepped in as acting General Manager on a part-time basis and also to Sarah Ivey, our Communications Manager, who is assisting Guy.

This year's magazine has been a joint effort headed by Sarah Ivey, with assistance from Anna Mackenzie and Adele Gray at Pivot Design. I'm sure you will find some interesting and informative articles for both commercial and stud farmers.

As Angus breeders we must continue to adopt new technologies that are scientifically proven to increase our genetic gain and to improve the quality of the eating experience enjoyed by the end customer. We are in the food business and it must be our aim to ensure that our customers who consume AngusPure are wholly satisfied with every meal. The challenge for us all is to achieve this while still producing sound, functional and productive cattle that thrive in New Zealand hill country.

Wishing you all a productive and rewarding season.

Joe Fouhy

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Hardcore carnivore and AngusPure Ambassador Jess Pryles talks the low 'n' slow barbeque revolution.

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# Trends and Traceability

BY MARK CLARKSON,  
ANZCO FOODS MANAGING DIRECTOR



They say imitation is the highest form of flattery.

And when it comes to high-end or designer products there's no shortage of people wanting to "flatter" the originals – for their own advantage.

We've probably all seen the designer handbag knock-offs. What you might not have seen, but we have, is cartons of New Zealand meat in emerging markets with branding almost identical to the original but filled with products like Indian buffalo beef. And did you know that in one year, Manuka honey sales world-wide were three times the level of honey actually produced that year?

These types of imitation we can definitely do without because they come at a cost. In our industry those costs range from reputational risk to food safety.

Angus beef is one of the world's most recognisable high quality beef brands, and we can't have knock-off products undermining this image.

Consumers are prepared to recognise Angus as a premium product, enabling this to be reflected at the farm gate. We need to ensure we protect that. When people are paying a premium for a product they need to have confidence that it is what it says it is.

A lot of time and money is being invested to safeguard farmers, processing companies, the end consumer and wider New Zealand from these potentially costly risks. The investment is in technology to provide traceability, help protect food safety and enhance the consumer experience.

To be clear, traceability by itself doesn't guarantee food is safe. To do that we need to maintain the high food safety, animal welfare and quality assurance programmes that support this technology.

## Traceability

New Zealand is a high performer in the area of traceability.

Standard traceability technology enables businesses and organisations to improve effectiveness and efficiency of their supply and demand chains.

ANZCO is on the GS1 NZ Board, represented by ICT Manager, Mark Rance. GS1 is committed to developing open global standards and adopting best practice in the sectors within which they operate.

Effective traceability systems will enable New Zealand to meet the information demands of regulators and consumers to promote food quality and safety, and to maintain and grow export markets.

Full supply chain visibility comes only with the capturing and sharing of information at every relevant step in the chain – and that requires technology that can capture data at each point, and allow the sharing of that data, by all involved.

Fonterra – the world's biggest dairy exporter – is growing its capabilities to track and trace along complex supply chains into international markets. ANZCO has become a global leader in trialling traceability on chilled meat products from farm to retail outlets.

Last year one of our cattle suppliers on an ANZCO tour in Japan was able to identify their product at the storage facility of a customer with a chain of restaurants, and was served it for dinner the following night. That was pretty special for the couple, and a good example of traceability working throughout the supply chain.

Traceability from farm to plate will become critical in the New Zealand red meat industry as time goes on. We are committed to moving ANZCO in that direction as and when supply chain partners become ready, and to helping farmers take up the right technologies so they can contribute the traceability information needed, and secure on-farm productivity gains.

## Angus in ANZCO

Through our processing business we export grass-fed Angus beef to the Middle East, Singapore, Europe and USA, and we also sell domestically.

Less well-known is that ANZCO is New Zealand's largest Angus farmer – through our Five Star Beef feedlot near Ashburton. The main market for the feedlot since its inception in 1991 has been Japan but this is now expanding with increasing amount of product going into Europe, China, Middle East, Hong Kong and Singapore.

New Zealand has a competitive advantage when it comes to grain-finished product – through the Angus cow's ability to survive and breed on less productive hill country while producing progeny that can be finished to the highest standard on grain.

An area of traceability that needs further development is on-farm, to track productivity with a view to improving profitability. A large calf finisher supplying Five Star Beef routinely purchases calves from 35 different breeders. A comparison in growth rate between these 35 lines showed a \$100-\$120 per head difference in return between the top and bottom quartile.

Inefficiencies in production will impact detrimentally on our ability to participate in the competitive world-wide market.

## Consumer trends

At the consumer end, technology can give people confidence in the source of their purchase and can also have a practical application in helping them get the best out of the products they buy.

More and more consumers want to know the source of their



## ANGUS BEEF IS ONE OF THE WORLD'S MOST RECOGNISABLE HIGH QUALITY BEEF BRANDS, AND WE CAN'T HAVE KNOCK-OFF PRODUCTS UNDERMINING THIS IMAGE.

purchases – from what happens on-farm to animal welfare in transit, at processing sites and throughout the supply chain. Technology like traceability and Quick Response (QR) codes is providing this. We have a QR code on a product in Sweden that lets people watch a short video of the North Island farmers on-farm talking about their approach to farming and their farming operation.

Globally consumers are less trusting of government, industry, science and food not sourced locally.

We've all seen or heard about food scandals. As a consequence, shoppers want much more information about where their food comes from. Traceability and transparency in the supply chain underpins building trust with all stakeholders.

QR codes have a practical use and can enhance buying decisions and user-experience, for example, by linking to a recipe or cooking instructions. This could be important for consumers who make a decision to spend more on a premium product – like Angus beef – but spoil it in the cooking process. Not only is this a potential repeat customer lost, but they could potentially put off other new customers too.

And lastly, where two products are the same price, more and more consumers will buy the one that supports their values and

is seen as ethical. It's about food with integrity. At ANZCO we're on this journey, for all these reasons but essentially because it's the right thing to do, for our communities, environment, business and resources.

How do we prove it? Increasingly people throughout the supply chain are looking for source of truth labelling. They have choice – lots of it. Today the power is in the consumers' hands and they are using it.

### About ANZCO Foods

ANZCO Foods is New Zealand's fifth largest exporter with a turnover of \$1.5b. It employs 3000 people worldwide with the majority at our seven processing sites and three food manufacturing sites in New Zealand. ANZCO also operates New Zealand's largest commercial beef feedlot. ANZCO processes high quality red meat – mainly for export markets – and is also involved in designing and creating sophisticated healthcare and food solutions. ■



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# Finding the ULTIMATE BULL for your operation

BY GRAHAM ALDER,  
BEEF + LAMB NEW ZEALAND GENETICS GENERAL MANAGER



As a breed, Angus has done an excellent job of positioning itself as a high-quality, consistent product. The average supermarket shopper recognises that Angus equals quality – they buy, confident that a good dining experience will follow.

As an Angus farmer, your role is critical to the success of the breed and its 'brand'. That comes down to two factors: management and genetics. Genetics can feel like the mysterious part of the equation – the part that is more difficult to link to outcomes.

## Beef progeny test

Beef + Lamb New Zealand Genetics gets that. It's the reason we moved so quickly to establish a beef progeny test, now in its second season. The test will do exactly that – test progeny performance against what the genetic data predicts.

On-farm progeny testing is an example of B+LNZ Genetics' commitment to directing more genetic trialling into real farm environments, complementing the activity in research centres. Commercial monitoring and measuring systems have progressed significantly in recent years and it is now possible to assess and compare animals accurately in this true-to-life context.

Angus is well represented. Of the 104 pedigree and performance-recorded bulls being used, nearly half (47 animals) are Angus – a mix of New Zealand bred and international. There are also Hereford, Stabilizer, Simmental and Charolais bulls in the mix. All progeny are tracked, with their parentage verified. Steers and cull heifers are being assessed on their carcase traits, while replacement heifers will be tracked for their maternal characteristics.

With weaners now on the ground, the first significant wave of progeny results are only months away. Field days are being held on the five properties involved from March through to May. The latest results will be shared and people can inspect the calves for themselves. What will 200-day weight results look like? And – most importantly – how will they compare to the genetic data for that bull? (The B+LNZ e-diary will include field day details, as they are finalised. Results will also be made available on the B+LNZ Genetics website.)

Lone Star Farms' Caberfeidh in the Hukataramea Valley is one of the properties involved in the test. Farm manager Andrew Harding is excited about the impending results. He believes it's important for people to see how EBVs work, and that by selecting high EBV bulls, you produce productive, economic cows.

Caberfeidh is using heifers that have been bred from near identical genetics, allowing it to more accurately compare the

various bulls' progeny for growth, yield and temperament.

With regard to its performance within the Silver Fern Farms Beef EQ programme, Caberfeidh is noteworthy. While the programme's national average is about 30% success rate – i.e. animals accepted as Beef EQ quality – Caberfeidh achieves double that. Andrew himself is curious to see what the beef progeny test reveals about this success rate, specifically the role of genetics.

## The four cornerstones

When it comes to choosing a bull it's tempting to be disproportionately swayed by a bull's physical appearance. And it's understandable. No one wants an ugly bull in the paddock. But it's worth taking the time to find a bull that is both easy on the eye and has the genetic data to deliver you more valuable progeny, both as replacement heifers and as finishing animals.

B+LNZ Genetics talks about the 'four cornerstones' for commercial farmers – the four steps that are a shortcut to being able to say: "My new bull has the genetics to help me reach my farming goals more quickly."

First, differentiate the effect of environment versus genetics. A well-grown bull may look fantastic, but that's no guarantee of the potential of its offspring. How do you know what is a result of the bull's environment and what is a result of his genetics? Answer: Estimated Breeding Values. It's as simple as that. They tell you what you can't see.

Of course, your bull still needs to be structurally sound so that he is capable of serving many cows in a short period of time without suffering injury. The Beef Class Structural Assessment (BCSA) system is a good place to start.

Second step: Only consider breeders that use Breedplan or a similar genetic evaluation. The breeder's genetic trend needs to be tracking upwards.

So, what are your operational goals? Knowing these will help you identify the right breeder and then the right bull. For instance, if you're a finisher, you'll want to see a good 600 Day Weight breeding value. But if you're looking to reduce the mature weight of your cows, you'll be looking at the Mature Cow Weight breeding value.

Assuming you are on board with using breeding values, the third step is to target a bull breeder who focuses on the traits that line up with your operational goals. No two farming operations are the same. Each has different strengths and weaknesses, be they land, management or climate. This is exactly why genetics are so valuable. It's a case of 'horses for courses'.





Andrew Harding manages Lone Star Farms' Caberfeidh in the Hakataramea Valley. He selects high EBV bulls with the goal of producing highly productive, economic cows.

Fourth, and finally, the ball falls in your court. You've bought a bull that's a good fit for your operational goals. Now it's time to monitor and measure its impact. Be critical and set targets.

Keep your foot to the floor, whether that be through better feeding, an earlier calving date, or a tweak in genetic direction. You're in the driver's seat. It's your call if you're driving a classic car, family wagon or high-performance sports car.

#### What's on the radar?

B+LNZ Genetics is working on a large number of projects that will ultimately help commercial farmers increase their profitability. How? By selecting the best genetics possible for their individual operation. The following are examples of what's in the pipeline.

Introducing new traits related to farm profit: Work is underway evaluating traits that are strongly linked to farm profitability – such as cow longevity and body condition score – and gauging their relevance to commercial cattle systems.

**Increasing the accuracy of genetic information:** This is a breeder-focused project whereby we are clarifying best practice in the collection of performance data. This will result in breeding values being even more robust.

**Using genomic technology to fast-track progress:** As part of the beef progeny test, DNA on cows and their progeny is being collected and stored, and bulls have been genotyped through Zoetis' 50k test. The 50k results will be compared against progeny performance as data becomes available in order to evaluate and give confidence in the use of genomic technology within a New Zealand beef farming context.

**International links:** There is some great work happening internationally in the beef genetics space. B+LNZ Genetics strategically pursues international relationships that save any reinvention of the wheel. For instance, we are collaborating with Australian beef researchers so that B+LNZ Genetics' outcomes can be implemented into BREEDPLAN. Furthermore, within the beef progeny test, 20 international bulls (including 11 Angus) are included in the line up of 104 of bulls.

#### Key point

B+LNZ Genetics is owned and funded by New Zealand farmers. It exists to serve their needs.

Taking the time to choose the most profitable bull for your operation has the potential to add serious income to your bottom line. At the end of the day, our job is to make the selection process as simple as possible, so more farmers take advantage of the money to be made by smart bull (and ram) selection.

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THE PHILOSOPHY AT KING COUNTRY ANGUS STUD  
STORTH OAKS IS STRAIGHTFORWARD:

TIM AND KELLY BRITTAIN'S GOAL IS TO IMPROVE THE  
PROFITABILITY OF THEIR CUSTOMERS.



# Pure Partnership

WRITTEN BY ANNA MACKENZIE  
PHOTOGRAPHS BY SARAH IVEY



Tim and Kelly Brittain –  
Storth Oaks





The philosophy at King Country Angus stud Storth Oaks is straightforward: Tim and Kelly Brittain's goal is to improve the profitability of their customers.

"We believe we can achieve that through using the best technologies available."

Kelly and Tim are leaders in the new wave of farming that combines a passion for agriculture with an innovative and forward-looking approach that doesn't shy from leveraging every advantage.

"It's not enough to do things the way they've always been done," says Tim. "We need only look to other meat industries to see that there is real opportunity for beef to improve – but it involves grasping the technologies now available and setting our goals high."

Storth Oaks is a North Island hill country property on free-draining Mairoa Ash soil with an elevation up to 315m and annual rainfall of 1650mm. When the family purchased the original 218ha farm, back in the days of Queen St Farmers and livestock incentive schemes, it was three-quarters covered in scrub. Six years into a development programme, Tim purchased a more established and easier-contoured neighbouring property, and the two farms were run jointly for a decade. From 1995, when Tim and his brother Chris divided the family property operations between them, Tim and Kelly have run Storth Oaks in their own right, whilst also retaining Auckland business interests with Brittain Wynyard & Co Ltd.

"When we began the money was in bull beef," Tim recalls, "but they weren't good at tidying up the regrowth in the development area, so we decided to get some cows."

In 1991 Tim bought 37 in-calf stud cows at a local Angus dispersal sale, prompting long-time Angus breeder Dick Jolly to nominate him as a member of NZ Angus.

Tim found himself 'captured'. "Things went full steam ahead. I was immediately interested in recording weights and growth rates; testing whether there was an effect from using selenium, cobalt, etc."

The approach was tailor-made to sit well with Tim's business background and enthusiasm for computers. "I had started down the path of farm computing in the mid 1980s, doing primitive feed budgets and all sorts of on-farm recording. When not only financial programmes but studstock recording packs came out, I thought 'wow!' Right from the start, we began using Herd Magic."

By the mid 1990s, the couple's focus was clearly defined. Initially they sold a few bulls at the Te Kuiti Bull Sale then, in 2002, launched an on-farm sale.

From the outset the Brittains have been early adoptors of technology – 'at the bleeding edge', Tim quips – mating yearlings, investing in genetic technologies, aiming for improved growth rates and carcass merit, long before carcass EBVs.

"In order to get the fastest gain, we used AI right from the start. We bought another 20 stud cows, a few at every dispersal that came up, and ten Te Mania heifers that had come up to the North Island be flushed for Te Mania Australia."

The policy saw them build numbers quickly. "We did a lot of ET work, reflushing the Te Mania heifers and a couple of cows from Totara Hills dispersal, growing the numbers very fast."

Tim had always been interested in recording, and it was seeing the progress, seeing the results coming through, that drove him initially.

"These days it's about being able to develop returning customers and seeing their satisfaction with our bulls. It's the belief, right or wrong, that our programme is going in a direction that is assisting the industry in meeting customer satisfaction. We want to ensure our commercial customers are profitable so they can continue to run commercial beef cows."

And that means taking advantage of every opportunity to maximise profit for farmers. "To do that we have to maximise all the efficiency gains: feed efficiency, growth carcass attributes – all the attributes that ensure customer satisfaction with eating quality."





New Zealand lags behind other countries on technology uptake, Tim says.

"It's clear from the research that Generation X consumers are prepared to pay more for quality, and are loyal to brands when the product is good. In the USA there is a widening gap between what people are prepared to pay for prime and for lower quality. Farmers have to make a choice about whether they are in the prime industry or in lower cuts production. If it's the latter, go for dairy beef. If you're in prime, marbling is the number one indicator of quality eating experience. Why wouldn't you build that into your breeding programme?"

The Britains calve between 300 and 315 cows, including 70-80 R2 heifers. "We're aiming to shorten the turnover of cows, to shorten the generation interval and make quicker genetic progress. And with the beef schedule high you can get out of older cows quite profitably."

They sell 60-65 R2 bulls at their sale, which sees a strong presence from Otorohanga, Taumarunui, Taihape, Coromandel, Gisborne – with few breeding cow herds left in the northern King Country, they rely on bringing people from all over the North Island.

"You don't want to breed by fashion but by programme," Tim says. "People can go too far if they go for the latest trend. But if you have a breeding objective to improve efficiencies and carcass attributes, you'll keep moving forward. You might still make mistakes; buy the wrong bull then a few years on realise it's been a mistake. In that situation you just have to be ruthless. Quit them or use them as embryo carriers."

The Storth Oaks breeding programme is very much AI dominated: three cycles of fixed-time AI on MA cows and two cycles on yearling heifers, with yearling bulls as a third cycle follow-up on heifers.

"It gives us the best and biggest genetic pool. We can use a dozen or more bulls instead of one or two," Kelly says.

They tend to favour Australian genetics; often the sons of US bulls. "It means we can test out those genetics in Australia, plus it gets them into BREEDPLAN, which is more predictable for us; there are always surprises when EPDs are converted to EBVs. It

also makes it feasible to go and look at the dams and herds they're coming from."

To assist with mating selections they use TGRM (Total Genetics Resource Management) – a computer model that looks at each animal's genetic make-up and aims to maximise gains based on your stated objectives; put a lot of emphasis on the AP index – "We don't follow it slavishly; it's a tool in the box," Kelly says; and use an Australian geneticist who works with a lot of Australian herds.

"Pig, dairy and chicken breeders take a similar approach, with demonstrably outstanding results," Tim adds. "Why wouldn't beef farmers do the same?"

### Intensive programme for top results

Storth Oaks aims to have product to finish through the winter, when demand is strongest. To ensure they can meet the brief, they look for feedback from their processor.

"We target the programme that provides an instant read on where our cattle sit at that time of year, in those conditions and feeding regimes." The new SFF grading system is an attraction, Tim says, allowing them to gauge how their cull heifers and steers are going, and to assess whether they're making progress on their specific goals. "We're also working with AngusPure and Wilson Hellaby to provide the same grading and feedback."

Based on anecdotal evidence that South Island Angus farmers were getting good results from fodder beet, the Britains trialled the crop last year, using it not for finishing cattle but for wintering bulls. Though land for cropping is limited, with increasing summer dries over the last decade, they've also increased their acreage of kale and rape.

"The farm is run incredibly intensively," Tim says. "We run a very high stocking rate which forces us to use break feeding, crops and supplementary feeding. All heifers run in one contemporary group; bulls the same – typically 140 yearlings in each mob. That way they have to compete, and it improves the accuracy of the 400 Day weight observations and measurements."

"We really test the cows on the hills; they're run under commercial conditions. It's genuine hill country, and young country."

Before being put up for sale, bulls are rigorously tested. Kelly is a qualified Beef Class assessor but they use an independent



assessor, Simmental and Angus breeder John Hammond, to class all cattle going up for sale.

"The aim is to ensure the customer is getting what they expect: a top class, high performing bull," Kelly says.

They semen test rather than Blocky test. "We measure that they can mount, but it's not about frequency – we check semen quality and morphology; check the penis. Scanning is standard, undertaken by Bill and Judy Austin. For the last four years we have DNA sire verified all calves so that we can give assurance to customers."

Starting with DNA sire verification, Storth Oaks uses HD50K DNA sequencing to help select the yearling bulls they will use across the heifers in the third cycle. They are currently using the new i50K, which Tim describes as more affordable. "It measures a fraction fewer markers but the software can extrapolate at 99% accuracy across the traits and from the 2015 calf drop on every calf born at Storth Oaks and DNA sequenced using i50K."

Alongside his involvement in the wider agricultural industry, Tim has been a key figure in the development of AngusPure, of which he is chairman.

"AngusPure is the official brand of Angus NZ, and has been a catalyst in helping change the way we market and buy beef. Consumers now buy a brand. There have been quite a few 'me too's who have come along on the coat-tails, and that's positive. Providing we can work with our processing partners to improve the consistency and quality through good grading systems, and reward the farmers who are producing the marbled product, AngusPure can continue to provide the major reason for New Zealand farmers to be buying Angus bulls."

The future for Angus is bright, Tim believes, "provided we take advantage of all the new technologies. We need to continue to push the boundaries. There's a window of opportunity for Angus to accelerate, to hit it out of the ballpark. It's up to each of us to take it."

## Operations Manager

Tim may be the visionary, but the person responsible for day-to-day operations on the farm is Kelly. Around a decade ago she went from being a part-time weekend overseer to the full-time manager, and takes a daily, hands-on role in stock work, weed-spraying, AI-ing – "Whatever's going on, I'm doing it," says Kelly.

Kelly is assisted by a stock manager, shepherd and part-time casual hand. They're a tight team, and staff training and morale are responsibilities she takes seriously. "Because our farming structure is so intensive it takes time to settle someone new in. There are critical jobs that you only do once a year. We've currently got a great team, but there are challenges for staff, especially for our young shepherds."

"One of Kelly's real strengths lies in building the team and mentoring staff," Tim says.

Initially by chance but now as a preference, they tend to employ female shepherds. "They might not be as physically strong at jobs like fencing, but they tend to be more observant and to work very quietly with the stock. The last three we've had have been exceptional with cattle. Better record keepers too," Kelly says.

"We aim for low stress stock handling, and put a lot of emphasis on temperament. I want to be able to go in the yards, work with the cattle and feel totally secure, and I want the same for our customers."

Kelly believes achieving that starts with the cows and calves. "We yard wean, wandering through three or four times a day, talking to them, trying to socialise them as much as possible. Our AI programme helps too, because every time we want to AI we have to take the calves off the cows. It all starts with calves."

Storth Oaks was the first New Zealand stud to record for the recently introduced docility EBV. "We have a couple of customers who buy mainly for the docility of our animals."

Kelly is also responsible for sheep work, though the ewes – 'ragwort eaters', Tim calls them – are now down from 2000 to 700.

Kelly's background was not in farming and she has learned on the job. "Most of it is commonsense. I've always worked with horses so had ability with animals. Keeping things quiet makes sense."

They use bikes rather than horses because they better suit the terrain and layout of the farm. Kelly runs three kelpies, but while she is hands-on, hers is the key management role.

"She does all co-ordinating with vets, AI people, Farmlands, cropping, contractors, and the rest," Tim says.

The roles are the reverse of the traditional, Kelly agrees. "I joke that Tim is 'the office lady'. He does the accounts, matings, tells me to stop spending money. Tim has always been politically active, sitting on the NZ Deer Farmers Council and Meat & Wool Electoral committee in the early '90s, the NZ Meat Board for the subsequent decade, and NZ Angus Council and AngusPure Board thereafter. All that takes time."

Tim reports he now utilises his time in his on-going commitments to AngusPure and Brittain Wynyard & Co Ltd, and in progressing his BBQ obsession.

As to the perfect day, for Kelly it's going out on the calving beat and "seeing that my old girl has produced another perfect heifer that's up and running around and that I have to catch and tag. Or when you're able to save a calf that's had a rough start," she says, and reflects. "A good day is just being out there."



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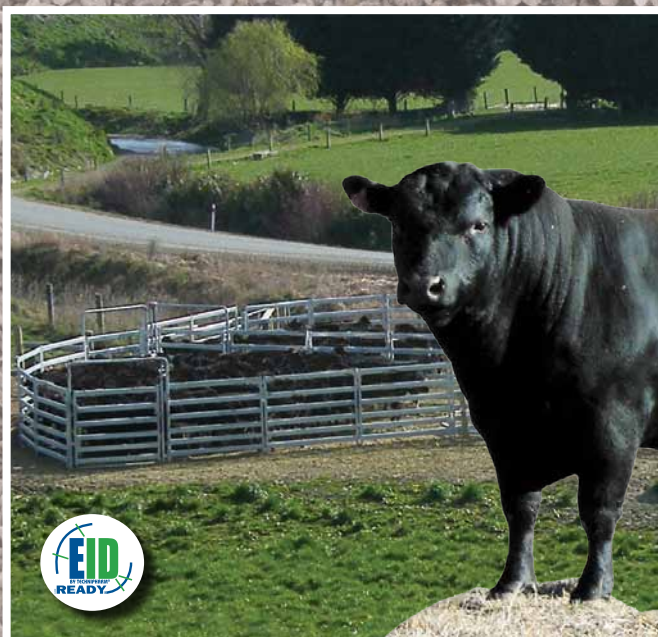


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# Will Wilding — TE MANIA'S

## Unassuming Cowboy

BY SARAH IVEY

Have you ever seen your life flash before your eyes? When you're being thrown back and forth, pulling more Gs than a fighter pilot, it's hard to keep your head up and your eyes on the prize. For a young Will Wilding, rodeo was his dream, bucking horses were the challenge, and coming home to Te Mania was the most unlikely outcome.

Brought up at the 1100ha family farm on the Conway Flats in North Canterbury, Will was your average kid doing average stuff. Educated at Christ's College, he left school with dreams of becoming a marine biologist. "I wanted to go scuba diving every day for a living," Will says.

That changed after a planned three month stint at Muller Station turned into six dogs, a horse and three years of good fun and hard work.

While at the Muller, Will one day joined his mates when they headed off to a local rodeo at Tuamarina, entering the steer riding for fun. "I quite enjoyed it," he says.

And that was it. He had the rodeo bug. Angry bulls, bucking broncos and (no doubt) good looking women, were a temptation Will couldn't look past. Soon after, he packed his bags, farmed out his hounds and flew to Alberta with a group of mates. They were off chasing the rodeo dream.

Bareback horses were his main focus in Canada and, much to his mother Katie's horror, his helmet became too problematic and was discarded. Will was one of the lucky ones, however, and never had a bad accident – though that was perhaps down to good luck rather than good management.

He and his mates worked as fencers and for cropping contractors to pay their way, but one of his luckiest breaks came when the six of them were offered jobs in Norman Wells, working in oil field services.

"Norman Wells is seen by most as an absolute s\*\*\*hole," he says. Situated only 60km from the Arctic Circle in north-west Canada, it's the coldest, iciest place he's ever known. "During winter you only get three hours of daylight per day. The sun barely lifts above the horizon." By contrast, in summer you can go fishing in broad daylight at 2am.

He was in Canada for 18 months over 2014/15 and it wasn't until his grandfather fell ill that he made a 'quick' trip home. "Pop was pretty crook; so much so that Dad and his sisters built him a coffin," he says. That coffin is still sitting in the garage at Te Mania, as Pop has made a full recovery.

Will's plan had been to visit his Pop, attend the yearling bull sale, then head back to Norman Wells, "my favourite bloody spot in the world," he adds.

A curve ball was thrown in when farm manager Johnny took leave and Will was coerced into taking on some of the farm work – until such time as he realised he was now home to stay.

Will's official title at Te Mania is 'stock manager', while his father Tim still oversees a lot of the operation and runs the business side of things. "The fresh injection of blood has redirected things," says Tim. Will has introduced a lot of new processes and has upgraded a lot of the old technology. "The next generation think better than we did," he adds.



A KEY BREEDING FOCUS HAS ALWAYS BEEN CARCASS, WITH THE BEEF EATING CONSUMER IN MIND. "PUTTING FORWARD BULLS FOR THE ANGUS BULL UNIT GIVES US THE OPPORTUNITY TO SHOWCASE OUR BULLS ALONGSIDE BULLS FROM OTHER STUDS, WHEN THEY'RE ALL ON A LEVEL PLAYING FIELD," WILL SAYS.

That first year was a steep learning curve for Will, particularly as he was launched straight into the yearling sale. By the June bull sale, however, he had things under control and the stock at the coming 2016 bull sale have all been under Will's management since birth.

Changes are being made. "We're trying to use technology better, especially with our recording. We should all be taking advantage of the tools available to stud stock farmers," Will says.

Te Mania DNA tests every calf born, not just those they're obliged to test.

Mature cow weights got a bit high in the past, after the heavy use of a couple of bulls. Through Will's management these weights are now coming back down and, with the use of EBVs, the fats are coming up.

Young stock are now fed earlier, which has seen a 100kg increase on the heifers that were mated the previous year. Will feels this early feeding gives all the heifers an equal opportunity to get in calf, adding "The cream still rises to the top." The policy also makes their fertility cull more justifiable.

Cow numbers are currently sitting at roughly 500 following a heavy cull a few years back. The cull has been positive as it has meant they can go forward with a better group of cattle. Cow

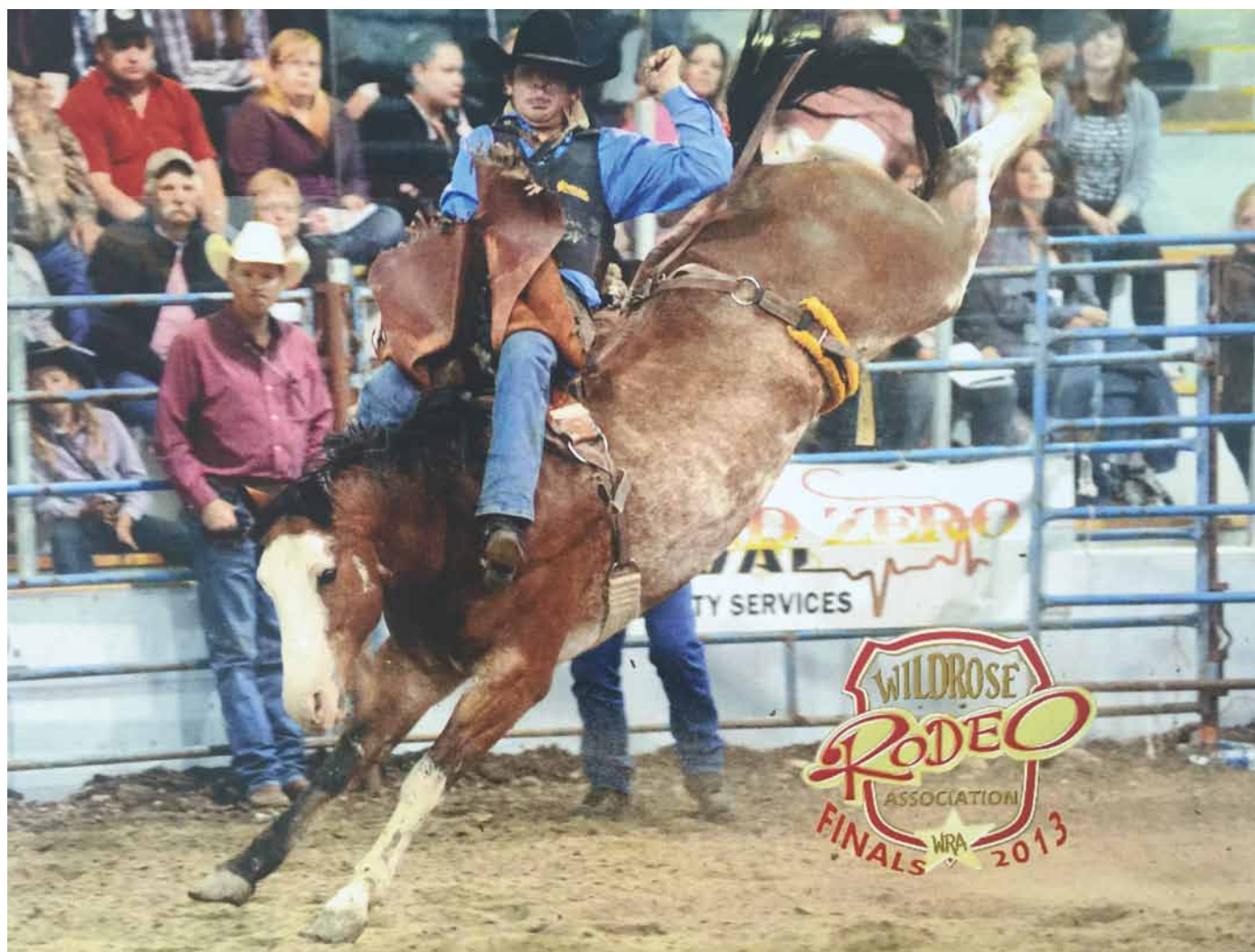
numbers will ideally rise back up to a mob of 750-800 in coming years.

A key breeding focus has always been carcass, with the beef eating consumer in mind. When Will sent Te Mania Jonah to the 2015 Angus Bull Unit, the scientific proof was in the pudding. Jonah looked good, both on paper and in the flesh. He had the highest daily weight gain of all yearling bulls at the Unit and was not only crowned Champion Angus Bull but also PGG Wrightson Champion of Champions. He went on to sell for \$35,000 in the auction ring.

"Putting forward bulls for the Angus Bull Unit gives us the opportunity to showcase our bulls alongside bulls from other studs, when they're all on a level playing field," says Will.

Breeding bulls suitable for commercial farming is seen as paramount. Will is keen to buy back steers from some of his clients and finish them himself on excess pasture – though at the moment he thinks he's the one on good pasture: "Since I came back from Canada I've gone from 74 to over 90kg. I'm far too fat for rodeo now," he jokes.

Content to be home, Will has big plans for the future at Te Mania, and is committed to ensuring the stud continues to thrive for the benefit of generations to come.





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# Integrity: Quality and Traceability

BY JOHN BRACKENRIDGE,  
CEO OF THE NEW ZEALAND MERINO COMPANY

Nowhere to hide. Front footing integrity to create value.

"As history has shown us, we need to think about the impossible today, in order to meet the needs of the normal tomorrow." (KPMG Agribusiness Agenda 2015, Volume 2, Emerging Leaders Edition).

Twenty years ago the idea of knowing where your fibre came from was intriguing. Ten years ago it was a novel differentiator and an opportunity to lead. Today it's a 'must have' for the ethically conscious. Tomorrow it will be a pre-requisite for doing business.

In the case of The New Zealand Merino Company (NZM) it has been a key pillar of our value proposition, helping us maintain our relevance with existing brand partners and attract new partners for our fibre, and returning more than \$30 million in additional revenue to growers over the past three years.

As the speed and sophistication of markets change, so too must our idea of what constitutes real value.

We're too small to be a big producer. We don't have an environment that can sustain that strategy and live up to the clean, green brand so much of our economy relies on.

It's not easy to move our primary sector from being price-takers to market-makers. To free ourselves from the commodity price basket, primary sector businesses need to front the market as premium players in categories in which people will pay good money to participate. The AngusPure initiative is a smart approach. As with us all, success will be measured by how well the initiative is implemented, given the complexity of current market dynamics.

Recently a Danish wool-man told me New Zealanders were lazy. "You've had it easy for far too long," he grumbled.

Provocative as it was, he was right. Players in the rather lengthy wool 'value' chain have become accustomed to a plethora of traders squabbling over cents and doing little to advance the fortunes of wool producers other than slapping "New Zealand" on their offering.

Twenty years ago, when NZM stuck its neck out and championed a value play for Merino growers, 'New Zealand' and its associated imagery proved a strong differentiator in our brand partners' marketing. It captured the imaginations of global brands and served as an indicator of quality and integrity.

Our strategy was to align with market leaders, developing a deep understanding of those brands' aspirations, opportunities and challenges, and to design a value proposition that operated as an extension of their business.

Our national identity still benefits our activity. Every country has its own unique perceptions. When a brand is in sync with



its country's perceptions, that brand has a possibility of spring-boarding off that globally. Simon Anholt's Good Country Index rates New Zealand fifth globally in factors influencing how desirable we are as a nation to do business with. That's not a bad position to be in.

Today, however, to rely on brand New Zealand, or even the positive sentiment Merino evokes globally, would see us come up short. Why?

Sophistication. High end consumer preferences are changing. Yes, it's about the experience a product delivers functionally – the rational reasons for buying a product – however, more than ever it's what's behind the product that influences emotional purchase drivers. As consumers become increasingly engaged and knowledgeable about what goes into products they become less and less trusting. This is no more evident than in the food industry with the proliferation of artificial colours and flavours, pesticides, preservatives, growth hormones, antibiotics...

The flip side? Whole foods market have just predicted the biggest food trends of 2016, among them, grass-fed everything. The grass-fed craze is moving beyond meat to include milk, eggs, yogurt, butter, cheese and even protein powders. Grass-fed beef sales have grown twenty-five plus percent each year over the past ten years. Opportunity abounds.

Since 2009 the top 25 food and beverage companies in USA have lost \$18 billion in market share. Who's picked up the slack? Emerging brands that have built trust with consumers at a phenomenal rate. Through transparency they've built brands and products that are perceived as quality and, importantly, safe.





TRACEABILITY IS A 'MUST HAVE' FOR THE ETHICALLY CONSCIOUS. TOMORROW IT WILL BE A PRE-REQUISITE FOR DOING BUSINESS.

When it comes to what's behind the product, there's nowhere to hide. Why not?

Speed. Every second, one million minutes of YouTube footage is shared. The evolution of the digital world has changed the way we receive and share information. With agriculture increasingly being scrutinised for its animal welfare, environmental and social practices, one false move can have catastrophic consequences in a matter of hours.

By way of example: Premium fashion brand Stella McCartney and leading active-outdoors brand Patagonia decided to drop their South American wool supplier Ovis 21 following an expose by PETA (People for the Ethical Treatment of Animals).

- **24 hours:** notice Patagonia and Ovis 21 were given by PETA before video launch
- **6 hours:** for Stella McCartney to end all supply relationships with Ovis 21
- **72 hours:** for Patagonia to end all supply relationships with Ovis 21
- **35,000:** the number of views on the PETA Facebook page within the first 4 hours
- **300,000:** the number of views on the PETA Facebook page within 5 days (once 'shares' of that page are included, viewership will be in the millions).

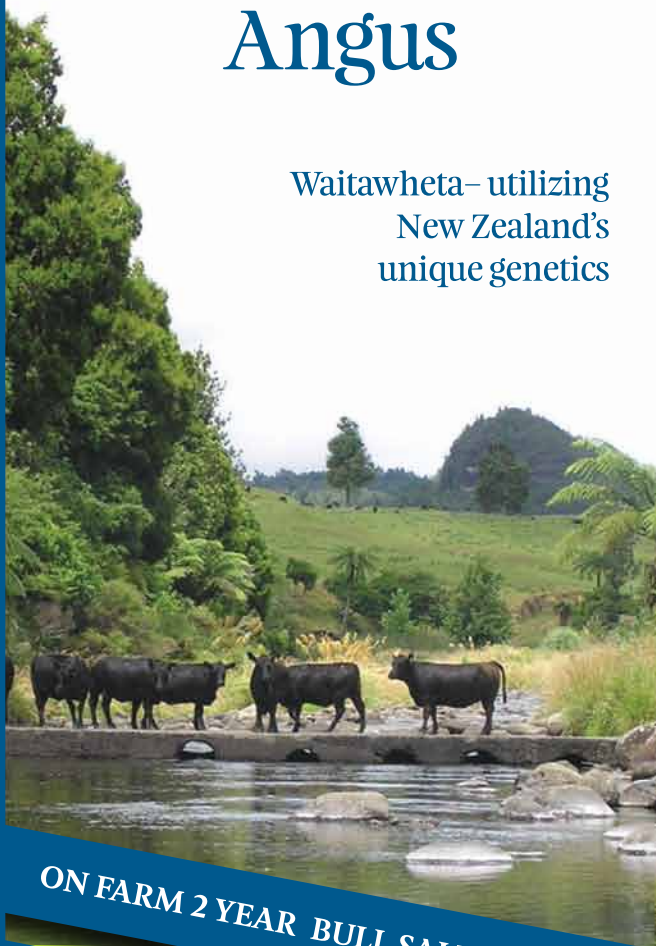
If we fail to manage our reputation, we will fail our brand partners in market, we'll fail New Zealand agriculture and we'll fail fellow growers/producers. As a primary sector we're only as good as our weakest link.

Eight years ago, when we saw a 'green' wave coming over the horizon, we developed the ZQ integrity brand and accreditation programme to validate best practice around animal welfare, environmental care, social sustainability and traceability. We hadn't anticipated how business-critical this would be to building and maintaining reputation. The need for ZQ is the new normal. There is nowhere to hide. If we are to shape premium markets for our products we have a collective responsibility to lead on integrity. It will be a prerequisite for doing business in the future. ■



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**MOTERE**  
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**ELGIN** 15th June, 2.30pm  
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# AngusPure *partners with* GREEN MEADOWS BEEF

BY SAM TENNENT

An exciting new relationship between Green Meadows Beef and AngusPure will handle website sales and distribution of meat.

Green Meadows Beef is a family operation run by the Carey Family in Taranaki, and includes a butchery business based in New Plymouth, as well as the family farm around the coast in Opunake. Third generation farmer Michael (Joe) Carey converted the dairy operation to a beef finishing block roughly eight years ago. Joe runs various breeds of beef animal, with the pick of the Angus being sent Green Meadows' way.

Joe's plan was to add more value to his farming operation, and building a boutique brand to showcase his beef seemed like a natural fit.

His sons took the idea and ran with it. "Dad wouldn't have been able to do the internet and marketing side of things without us, and we wouldn't have the product to sell if Dad wasn't farming it," Nick Carey explains.

Green Meadows Beef has now been operating for three and a half years and has grown so rapidly that lawyer Nick left his job to focus on the business full time. In addition to the support provided by his parents Joe and Margy, the plant employs five staff. Nick's two brothers are based elsewhere and work in different industries but enjoy being a part of the family business.

"We sell mixed meat packs in order to utilise the carcass as much as possible, packing and shipping the fresh meat all over the country. It goes overnight to urban addresses and we work with rural delivery customers to find a delivery spot, so there isn't any chance of meat being left out in the heat."

Their clientele are mostly regulars, some buying weekly and some buying large quantities annually. The company does a lot of marketing on social media and has stalls at trade and food shows. At field days they partner with a pie maker and sell an abundance of hot pies.





“OUR BUSINESS IS AT A VERY EXCITING STAGE. WE’RE AIMING TO DOUBLE OUR PRODUCTION IN THE NEXT COUPLE OF YEARS. WORKING WITH ANGUSPURE WILL ADD A NEW DIMENSION AND WE’RE EXCITED BY WHAT THAT WILL MEAN FOR ALL PARTIES INVOLVED,” NICK SAYS.

In the early days they aimed to sell large quantities of frozen meat, but quickly realised that buyers prefer to buy smaller amounts more frequently. Once they adjusted their offerings to suit the market, sales rocketed and have continued to climb with Green Meadows Beef at times sending out up to 100 meat packs a day.

The Careys pride themselves on their communication and good service, which links back to being a family business.

Meeting with Guy Sargent of AngusPure led to some encouraging conversations around what Green Meadows Beef does and the value that could be added for AngusPure by utilising the company’s existing expertise.

“Our business is at a very exciting stage. We’re aiming to double our production in the next couple of years. Working with AngusPure will add a new dimension and we’re excited by what that will mean for all parties involved,” Nick says.

Nick is impressed with the development of the new AngusPure website. The ‘Butchery’ store on the website allows customers

to register in the members club and gain access to special offers and discounts when purchasing their meat through the online store. That allows customers to choose the meat they want in the quantities they want it, rather than being limited to what’s sitting on the shelf in stores.

Land Meats will continue to process AngusPure beef but Green Meadows will source and distribute the internet orders throughout New Zealand, streamlining the process and ensuring that clients get the best possible product available, and at the same time receive the best eating experience from the AngusPure brand.

AngusPure will also continue its current relationship with Chef’s Choice for restaurant distribution throughout the central North Island.

It’s an exciting time for AngusPure, with the new website and this relationship with Green Meadows Beef. The combination is expected to push consumer sales to a new high, ultimately putting more money in the pockets of the growers. ■

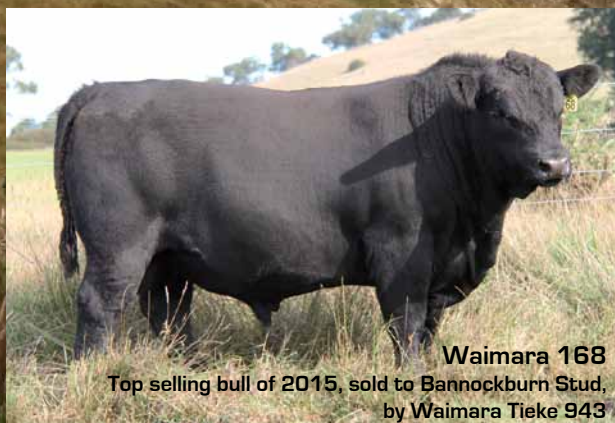


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A

# THE *Low'n'Slow* REVOLUTION





## OFFICIAL AMBASSADOR OF ANGUSPURE NZ



## JESS PRYLES

I'm constantly surprised that American style barbecue has taken so long to catch on in Australia and New Zealand – but less surprised to see that now that people are finding out more about it, it's spreading like wildfire.

For the last seven or so years I lived a double life, splitting my time between Melbourne and Texas before finally relocating to Austin in 2015. My job is a little unusual, and generally evokes feelings of envy from fellow carnivores, because I'm a professional barbecue aficionado and beef advocate. I write about barbecue on my website, judge professional barbecue competitions, constantly sample the offerings of the Texas barbecue scene to create guides, produce barbecue themed dinners and also help run the Australasian Barbecue Alliance – Australia's first sanctioning body for competition barbecue, and a general resource and education centre for this style of cooking.

So, what exactly is Low'n'Slow? Well, this type of barbecue involves no gas, and definitely eclipses the ol' charred snag. Wood, fire, and long slow cooks are the key. The meats are hot smoked for hours at a time (anywhere between 6 and 16 depending on the cut) over low temperatures and indirect wood fired heat, resulting in an intensely rich and sensationally tender product.

Without doubt, the hottest genre within the cuisines of barbecue is that of the great state of Texas, which has sparked an explosion of new barbecue joints all over the world, all trying to emulate the smokey goodness of the Lone Star state.

The roots of Texas barbecue are traced back to the 1830s and the old butcher shops and meat markets founded and run by German migrants who brought traditional sausage making and smoking techniques with them from their homelands. Like all diligent businesspeople, these traders didn't take kindly to wasted stock, and thus started to smoke and cure the unsold meat (often the 'secondary' or less popular cuts), offering the cooked version

for sale the next day. The meat was sold by the pound, just like the raw version, rather than by a specific serving size, and this tradition continues today. A rich history of cowboys, ranches and beef farming is directly responsible for making Texas barbecue the most beef-centric of all regional styles in America.

The low'n'slow trend is particularly relevant to the beef industry thanks to the value it adds to secondary cuts. Without doubt, the king of Texas BBQ is the brisket, closely followed by mammoth beef ribs, sometimes using chuck ribs, but more often cut from the 6th, 7th and 8th ribs.

Initially, it was thought that cuts like bolar, chuck and brisket were inferior, needing long cooking to achieve tenderness. Now we understand just how flavourful these cuts can be thanks to the heavy amount of collagen within the meat, which is converted to tender gelatin during the cooking process.

While the old Texas meat markets may have been trying to find ways to stretch meat of questionable quality, we've now learned that marbling and quality of beef has enormous impact on the final cooked product, particularly in secondary cuts.

The desired brisket cut is known in the United States as a Packer Cut brisket. It's similar to the 'point' brisket in Australia, although most of the navel portion is cut away, being too lean for the smoking process. Most significantly, the majority of the fat cap is left intact, in contrast to the Antipodean consumer preference, in which meat is presented as lean as possible.

The brisket (with American specs) is also one of the most challenging muscles for both professional chefs and home enthusiasts to cook.

With the point end roughly twice as thick as the flat, the challenge lies in cooking it to perfection without either drying out the flat or leaving the point end tough and underdone. But who knows, perhaps this very challenge is part of the attraction?



"BRANDS LIKE ANGUSPURE ARE ASSERTING THEIR IMPORTANCE BY TAKING CARE WITH HERD GENETICS AND REARING, RESULTING IN PHYSICALLY LARGER YIELD AND SIGNIFICANTLY IMPROVED PRODUCT QUALITY."

The fat is important on a brisket as it acts as a shield, protecting the muscle during the cook, but also because eating barbecue is all about the taste, and the most intense flavour can be found within fat, not muscle. Many 'pitmasters' prefer to have a hefty fat cap left on so they can customise and trim down to their preferred thickness – usually half a centimetre or so – which is enough to protect the flesh but will also render down during cooking to create a perfect bite.

Australian low'n'slow barbecue enthusiasts had an exceedingly hard time finding these briskets just a few years ago. The carcasses were either too lean or the briskets were over-trimmed because of that traditional mindset that the customer only wants to see extremely lean cuts. In addition, butchers weren't familiar with the exact type of cut these smokin' folk wanted, and often the competition guys would walk out with a navel brisket that would get so dry during cooking you may as well have used it as a chamois.

Over time, education and demand saw an increased availability in large sized, good quality briskets available to the barbecue enthusiast market. This is where brands like AngusPure are asserting their importance by taking care with herd genetics and rearing, resulting in physically larger yield and significantly improved product quality, which is what the barbecue crowd is demanding.

Demand is the key phrase here. Aside from the phenomenon of the rise in popularity of beef cheek thanks to reality TV series

MasterChef, it's been a long time since we've seen the consumer dictate to the industry what they are looking for, while also being educated enough to explain exactly what they need. We're not talking about a small club of folks who enjoy smoking meats, we're talking tens of thousands of consumers nationwide, with the trend set to grow even larger.

The Australasian Barbecue Alliance has seen its membership and social media numbers grow from a few hundred in its first year to well over ten thousand by the start of 2016. Buying a wood-fired smoker just a few years ago was near impossible – not only was it difficult to find, but you were lucky if you had a choice of more than two or three brands or models. Today barbecue restaurants have sprung from a mere handful to a near-invasion of the culinary scene in all the major cities, and brisket has begun to appear on menus at eateries not even connected to barbecue, but which just know it's the hot must-have item.

There's no end in sight to this craze, nor do I think it's going to slow any time soon, and it's definitely only a matter of time before it jumps the Tasman and hits New Zealand with its full smokey impact. Think about it: meat, fire, mates and beer, for 12-16 hour periods at a time? Heck, I'm surprised it hasn't caught on already! Most significantly, a trend that worships secondary cuts, and therefore adds value to the beef industry, is something we can all get behind.

# PINE PARK ANGUS

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## Ingredients

- 1 700gram/24oz jar of passata, or smooth/plain tomato sauce (not ketchup)
- 1 small can chipotle peppers in adobo
- 1 cup apple cider vinegar (again, if you only have white vinegar, you can substitute it. It's a very forgiving recipe!)
- ½ cup white vinegar
- 1 large onion
- Juice of a lemon or lime
- 2-4 tablespoons tomato paste
- 1 teaspoon chipotle powder (can sub with cayenne, but then be cautious with the portion)
- 1 cup brown sugar
- 8 good dashes of Worcestershire sauce
- 2 teaspoons mustard powder
- 4-6 dashes Louisiana hot sauce (much more flavourful than Tabasco) 2 tablespoons achiote sauce (this may be hard for some to find, it's certainly not essential, I like it because it lends an interesting flavour and bright colour to the sauce)
- salt and white pepper to taste

## Instructions

1. Start by mincing the onion and chipotle peppers (which come whole in the can) in a small blender. You can use a stick blender if you have one. Make sure you get this mix pretty fine, any chunks will end up visible in your finished sauce.
2. Put a large saucepan on a stove with a bit of cooking/olive/canola oil in the bottom, and cook off the onion paste mix for a few minutes on medium heat.
3. Add all the other ingredients, starting with the passata which will stop the paste from burning. Stir ingredients and taste, adjusting as necessary.
4. Add salt and pepper.
5. The sauce will be a bright red hue to start. Reduce to a low simmer and allow to simmer for a minimum of 30 mins. You can simmer for over an hour if you want, the simmering thickens the sauce and intensifies the flavours. Taste as you go; you can adjust again at this late stage, just allow the additions to have some simmer time.
6. The sauce is best made a day or two in advance, and will last for ages in your fridge. Best served at room temp, but you can warm it if you want.



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# THE BEST STEAK IN TOWN

BY SASKIA VAN RIJK



**REX MORGAN IS A FAN OF TRACEABILITY:** “AT THE END OF THE DAY YOU KNOW THE SUPPLIER BUT, IN A WAY, YOU ALSO KNOW THE FARMER.”

Wellington restaurant, Boulcott Street Bistro, has been serving great food and arguably the best steak in town for almost 25 years. Tucked away in a cosy Victorian-Gothic cottage on Boulcott Street, it's hard to believe you are in the heart of New Zealand's capital when dining at this award-winning modern bistro.

Head chef and partner, Rex Morgan, serves up over 60 kilos of AngusPure beef fillet a week. We caught up to find out what makes this little restaurant so great and the steak so darn popular.

The restaurant nears its quarter century in October, and is widely considered a Wellington institution, although Morgan and his team don't rest on their laurels. Constantly making subtle changes, they strive to keep the restaurant fresh and friendly to all. The bistro doesn't take dinner bookings so you have to take a chance, but their cool little bar and talented bartenders provide banter and cocktails for those obliged to wait.

“At the end of the day, the whole institution thing is not just about the food. We try to create quality and service, food and beverage, and atmosphere... that's how you run a great restaurant. Get all those right, without one overpowering the other, and then maintain consistency,” Morgan says.

And how about that famous steak? The restaurant ran a competition asking guests to name their favourite dish. An overwhelming two out of three named the steak.

“Beef and béarnaise has always been here. We do it the same way,

we just tweak little things here and there – maybe the béarnaise, maybe the jus. But the hard thing about that is there's nowhere to hide: it's steak, sauce and béarnaise...”

With good quality beef, there's no need to hide. Under his watchful eye, Morgan's staff learn to prepare the jus and béarnaise and to cook a steak to perfection. And, of course, there's always someone on potato duty, preparing the 20kg of double-cooked, hand-cut fries that they go through every day.

“We have other dishes that are more involved – pork dishes with smokey butter and cabbage, pancetta – the chefs learn to do the other stuff too. But they learn to cook steaks really, really well, because that's our biggest mover.”

Morgan has been using AngusPure since the late nineties when it first came on the market. Regularly taking the time to compare it to other products on the market, he strives to keep the product honest. Compared to other products in the same price range, he says AngusPure defines itself as consistent and flavoursome, and has staked its claim on the menu.

“It's already 21 day aged, and that's another thing: the traceability. I know how the meat has been looked after; I know they age it to settle it; I know it's cold boned. I know the history of the stuff and where it comes from. The supplier is important; a good supplier understanding is important. At the end of the day you know the supplier but, in a way, you also know the farmer.”





The pathway from farm to table is an important one. Boulcott Street Bistro's AngusPure comes all the way from Wanganui supplier, Chef's Choice. If there's ever a problem, says Morgan, it's taken care of, remembering an incident when the meat almost didn't make it.

"One time a courier had an accident – it wasn't their fault but I needed the meat! You have to work two days ahead with ordering. So they rang a wholesaler here and had it replaced straight away... they went to a lot of effort, which means

a lot to me. The relationship is really good. It's just a mutual respect. My AngusPure product turns up in a nice box, it's consistent, it's chilled. That's what it's about."

With the constant pressure of a fantastic reputation to maintain, consistency and simplicity are both key at Boulcott Street Bistro. The team works hard to create the perfect balance of superior service and beautiful food.

"It's just a simple modern bistro. We like eating here too." ■

At home the chef claims his wife does the cooking – but he does love a good old-fashioned kiwi barbeque. No tomato sauce in sight. Here are a couple of hints for preparing your steak at home:

- Bring the steak to room temperature. It shouldn't come straight out of the fridge.
- Make sure the temperature of the pan is just right. It should be singing.
- Don't dive in straight away, rest the meat before serving.
- If you've got a great piece of meat, don't muck around with it. *Let it speak for itself.*

# Wairere Angus

Est 1936



A Wairere heifer and her calf

## Wairere Sale 7.6.2016

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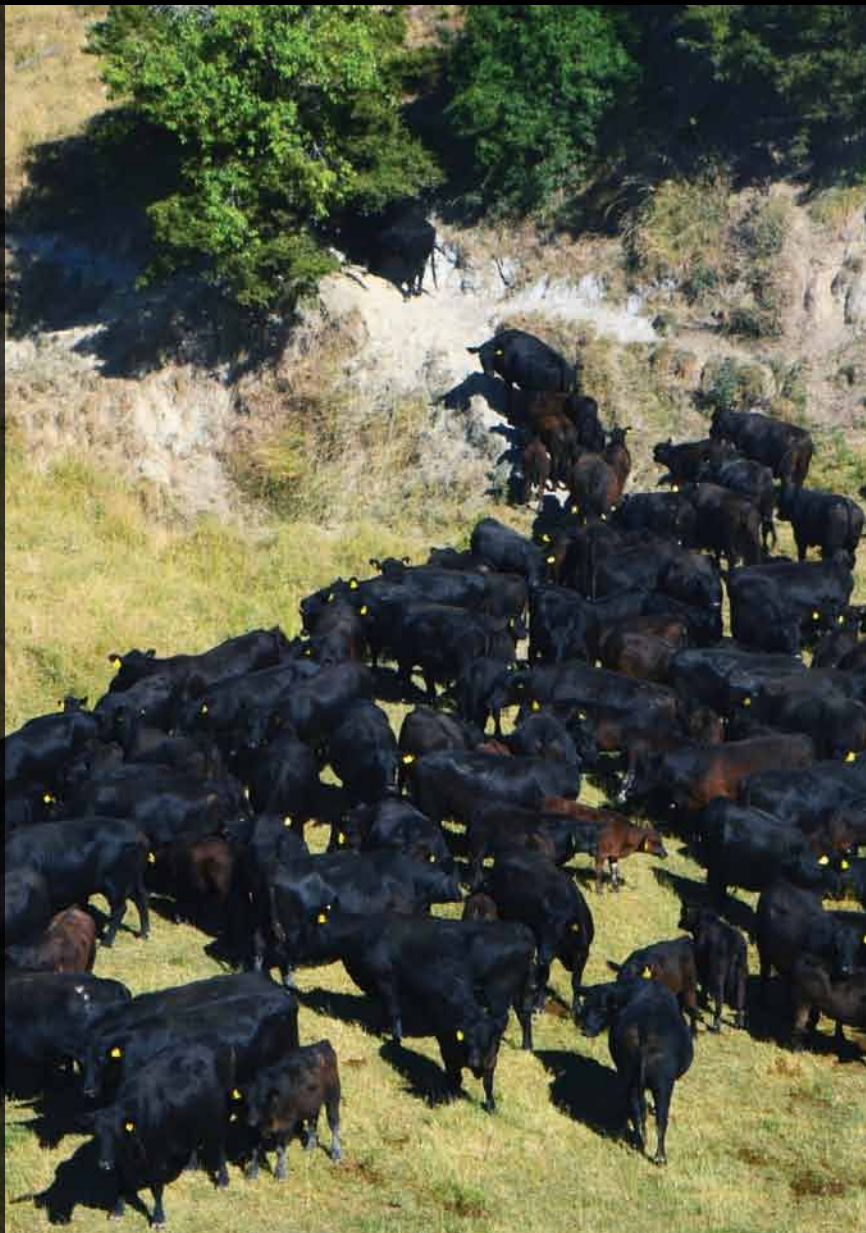
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A

# Whangara ANGUS





# Commercial gain through carcass trait selection

BY SARAH IVEY



IN KEEPING WITH ANGUSPURE'S REWARD PROGRAMMES, ANGUS SOURCE & TRACE TAGS ARE PUT IN THE EARS OF EVERY CALF BORN. ROBBIE SEES THESE AS A STAMP OF APPROVAL; AN ANGUS PASSPORT TO PROVE THE ORIGIN AND INTEGRITY OF THE ANIMAL.

Things are run a little differently at Whangara Angus. Nestled in steep hill country just north of Gisborne, at Whangara the Angus cow is queen and the few sheep they have are pushed to the back blocks.

Although most know Lane Bros. Whangara Angus as Patrick Lane's Angus stud, farm manager Robbie Kirkpatrick pours just as much of his heart and soul into the commercial herd, which is run separately to the stud herd.

For years, the 220 head commercial herd had been put to spare bulls without too much attention being paid to data collection or bull selection. This all changed as profitability was realised and technology developed.

"The stud herd is breeding bulls that will generate profitability for our clients and the commercial herd is now generating progeny that will grow big, finish quickly and generate a separate income stream. We're basically replicating the model of success we want for our clients, but on farm here at Whangara," says Robbie.

Last year fifty of the commercial cows were Aled with American genetics, a process that Patrick has been following in the stud herd for many years.

"AI was implemented in the commercial herd because it means we can make improvements and get the results faster. Grabbing a spare bull that hadn't sold in the sale wasn't getting top quality carcass traits into the herd fast enough, but with AI we can do that."

Carcass data is their core focus, the foremost being IMF followed closely by carcass weight.

Patrick believes that American genetics are the best in the world for carcass data. Robbie plays a part in the selection process, often sitting up half the night on his computer researching bulls with the right carcass data.

Single trait selection may get results faster, however it has downfalls if you don't also factor in phenotype and other EBVs.

"We focus on EMA, IMF, AP Index, the whole eating experience, and we don't compromise on phenotype," says Robbie.

He is very aware that once AngusPure's IMF rewards programme gets on its feet – and he feels confident that it will – those who



have put the effort into carcass quality will be rewarded. "From conception to consumption takes three years, so it's a slow process to collect the data. Therefore, the sooner we can get started the better."

In keeping with AngusPure's reward programmes, Angus Source & Trace tags are put in the ears of every calf born. Robbie sees these as a stamp of approval; an Angus passport to prove the origin and integrity of the animal.

Robbie's wife Kristin has a lot more to do with the administration and marketing that she'd planned when the couple moved to Whangara with their children seven years ago, but says she soon realised that she couldn't not get involved, as Robbie lives and breathes Angus. She too, is now heavily invested in the Angus brand.

"AngusPure has marketed itself incredibly well in comparison to other beef breed brands. We want to show our integrity and stand behind our product. The Source & Trace tags prove where the cattle have come from and remove any doubt that they're not authentic Angus cattle. As a farmer, I feel you'd be mad not to capitalise on that brand power and on the premiums paid," says Kristin.

Carcass quality and consistency throughout the herd is paramount in order to achieve a consistent eating quality for the beef eating consumer. "Where we've focussed on specific carcass traits in the stud herd we can already see the results in the weaner





Farm manager Robbie Kirkpatrick, pictured with a mob of Whangara's commercial cows with calves at foot, has been at Whangara for seven years.

THEY KNOW THAT THE FIGURES DON'T LIE,  
AND THAT IT'S ONLY A MATTER OF TIME  
BEFORE ANGUS BEEF GROWERS ARE  
REWARDED ON QUALITY RATHER THAN  
QUANTITY.

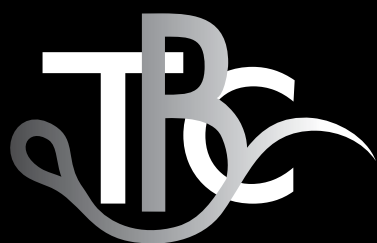
calves coming in this year. Calves by Black Pearl and Intensity have more muscle through their backs, which makes it hard to argue against the data," says Kristin.

All bull calves in the commercial herd are steered. The top twenty are kept and finished on-farm before being sold into the AngusPure programme. The rest are sold as weaners by private sale, and are in high demand.

Profitability and future proofing the operation are seen as key factors as Whangara pushes its way to the front of the carcass data pack.

They know that the figures don't lie, and that it's only a matter of time before Angus beef growers are rewarded on quality rather than quantity. Robbie and Kristin are keen to stick around and watch as the progeny from recent bull selections hit the ground, and then to follow them through the supply chain.

"Every time Patrick brings back a bull that I wanted, I'm here for another three years to get those results," says Robbie. Which makes it look like they just might be there to stay. ■



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# Whangara Angus Stud **LANE BROS.**

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**THINKING AHEAD WITH CAREFULLY SELECTED GENETICS SO THAT OUR CUSTOMERS  
DON'T HAVE TO COMPROMISE ON PHENOTYPE FOR GENETIC GAIN AND PROFITABILITY.**



**Sydney Black Pearl 2006**



**HPCA Intensity 7102**



**VAR Generation 2100**

**50**  
*Years of  
breeding  
quality  
Angus*



**WMR Timeless 458**



**Kakahu Tommy 170**



**Te Mania Jonah 588 - Champion of  
Champions Bull, Beef Expo 2015**

## **ANNUAL BULL SALE**

**Tuesday, 28th June 2016, 11.30am on the property**

**Patrick Lane**

P: 06 862 2865

M: 021 272 2865

E: [lanebros.angus@xtra.co.nz](mailto:lanebros.angus@xtra.co.nz)

**Robbie Kirkpatrick**

Farm Manager

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Post: PO Box 308, Gisborne 4040 . [www.facebook.com/whangaraangus](http://www.facebook.com/whangaraangus)





# New Zealand **ANGUSPURE®** *increasing* **Brand Power**

While everything may appear to be the same at AngusPure, in reality, nothing is! After a busy year working on a number of initiatives, several exciting new developments are set to be rolled out in 2016.

Along with the AngusPure Special Reserve programme, which will be covered later in this article, we looked at refreshing the brand 'AngusPure' with some tweaking of the brand device designs. After lots of discussion we came to the conclusion that what we already have is a great brand with a strong presence. The 'A' is well recognised, so we decided it didn't make sense to change our current devices. The branding iron 'A' will be staying.

A review of our marketing programme, including the way we leverage our story through the AngusPure website, social media and direct to consumer e-sales, has led to a new website which will be live by the time you read this. A strong website is critical to assisting sales in all consumer channels. The young, affluent, discerning consumer today relies on instant website affirmation and detailed information about the products they are pursuing. Our new site will fit that criteria and help extend our brand story.

In addition, our social media presence will help drive people to the website. Some of you may have seen the very successful Facebook promotion we ran over summer, which called for entries in an AngusPure Babe and Bloke of the Year competition. The two winners each took home a lovely Weber BabyQ BBQ, while the campaign attracted huge attention to the AngusPure Facebook page.

We have also extended our working relationship with both our American (CAB) and Australian (CAG) partners. Certified Angus

Beef (CAB) has provided us with some wonderful new photographs of AngusPure in both burger and steak forms. These images will appear on our new website, in social media content and on new billboards promoting AngusPure around the country. In addition, the burger imagery will be used in packaging for a new AngusPure burger, which will be on offer in 2016.

On the burger front, we've come up with a great grind that enhances the juiciness and flavour and is an absolute standout. The billboards are being done in partnership with a professional roadside signage company and will grace the main highways from top to bottom of New Zealand. This initiative is an excellent advertising opportunity for the studs involved and, most importantly, for AngusPure beef.

Discussions with Certified Angus Group Australia (CAG) have focussed on the ongoing breed verification programme that we conduct collectively across Australia and New Zealand for MAC, as well as how we can collectively position AngusPure NZ and Angus Pure Australia within our respective markets, to both companies' advantage. Exciting possibilities are on the drawing board. For those who were at the World Angus Forum in Rotorua in 2013, think back to Brian Richards' presentation.

The AngusPure Special Reserve (APSR) brand has been somewhat frustrating due to its drawn-out development phase, however we have put much work and effort into getting this right on a number of fronts and can now be encouraged by the progress made. We are nearing the end of our testing phase.

Part of the APSR work has been registering this new brand





extension (APSR) in selected off-shore markets through the Madrid Protocol, which provides the most cost-effective registration in countries that sign up to the protocol.

Another major factor has been getting all our processing plants to implement a common grading system, allowing for carcass quality measurement. Marble scoring will not only be carried out but will be reported back to suppliers. This information will ultimately allow qualifying carcasses to be rewarded.

We have been trialling this through Wilson Hellaby, with product shipped to Chef's Choice for distribution to Aberdeen on Broadway, a top restaurant in Palmerston North. Customers who have been served the Special Reserve product have subsequently been asked for their opinion, with responses very positive.

In March, product aged for an extra 7 days (28 days in total) was tested in a leading Auckland restaurant. One of the initial limiting factors is building up enough critical mass of marbled product to meet demand. This may be a challenge going forward, especially as we go into winter in what is likely to be a year of beef shortage generally.

AngusPure is part-owned by all registered Angus breeders and was established for the benefit of all Angus farmers, so we need your support. There are many 'me too' Angus programmes out there, but only one is owned by growers and is the official brand of Angus New Zealand. We encourage you to tag your Angus stud animals and help roll out Angus Source and Trace tags to commercial buyers. Help others to become part of the AngusPure family; it is a key element of the Angus advantage. ■

## New Zealand **ANGUSPURE®**

## - Our Story

*On a pair of islands at the bottom of the Pacific Ocean, New Zealand's natural beauty is distilled into a beef so pure, so tender, and so tasty, it simply melts in the mouth. This unique location, with its green rolling pastures bound by clear blue oceans, captures the essence of our beef, harbouring rich nutrients, low fats and fine marbling, to deliver extraordinary flavour.*

*Our Angus cattle are animals of calm and quiet nature, at ease in their surroundings. They roam the pastures of the vast open landscapes for all twelve months of the year, grazing and foraging on some of the finest grasses known to man.*

*Our story begins with our farmers, the guardians of the cattle. Traceability is paramount and so from the paddock, under the watch of inflexible quality control, AngusPure beef travels through the supply chain until it reaches the plate. This is where the magic is delivered, bite upon bite.*

*AngusPure beef is a rare delicacy of unique origin, matured gently over time and brought to you. An unmatched ingredient for the inquisitive mind. An unmatched experience for the captivated palate.*

**THE PUREST TASTE, FROM THE PUREST PLACE...**

# THE ALL NEW TOYOTA FORTUNER. CONQUERS MOUNTAIN SLOPES AND MEAN STREETS.



FROM  
**\$60,990** RSP  
+ORC\*

Meet the Toyota Fortuner, our brand new 2.8 litre diesel family SUV. Combining power with fuel efficiency, this impressive 7-seater is influenced and inspired by the iconic Hilux. And with four hardworking models available, you could say it takes SUV versatility to a whole new peak.

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**UNLEASH THE FAMILY**



**TOYOTA**  
*Believe*

\*Price advertised of \$60,990 is the recommended selling price for the Fortuner GX Manual. RSP's are GST inclusive and exclude on road costs.



# Earnscleugh

HIGH COUNTRY GENETICS

ANGUS, POLLED  
HEREFORD &  
ECC COMPOSITES

**ANNUAL BULL SALE** NEW DATE: Friday 17th June, 1.00pm

Earnscleugh bulls are renowned for their shifting ability.

Our environment prevents our sale bulls being overgrown and this converts to very low breakdown rates. Come to the deep south for affordable bulls.



**AYRVALE BARTEL E7 (IMP AUS)(ET)**

DIR	DTRS	GEST	BW	MILK	200	400	600	SS	DTC
+5.4	+5.9	-5.0	+1.6	+26	+49	+89	+113	+2.4	-8.3
CW	EMA	RIB	RUMP	RBV	IMF	SR INDEX \$		AP INDEX \$	
+82	+9.6	+1.8	+0.0	-1.1	+3.8	+\$182		+\$217	



**STORTH OAKS BEYOND INFINITY E3**

DIR	DTRS	GEST	BW	MILK	200	400	600	SS	DTC
+3.2	-0.9	-6.7	+0.5	+10	+34	+73	+88	+1.6	-6.9
CW	EMA	RIB	RUMP	RBV	IMF	SR INDEX \$		AP INDEX \$	
+40	+9.5	+1.4	+1.8	-0.6	+2.2	+\$147		+\$167	



## SALE BULLS SIRES:

Ayrvale Bartel E7  
Storth Oaks Beyond Infinity E3  
Stokman Right Time H93  
Stern Anzac 0945  
Stokman Dash G89  
Earnscleugh Cowboy 111361

## NEW VENUE:

382 Conroys Road,  
Sheepshead Woolshed,  
Earnscleugh Station

## ENQUIRIES TO:

Top Photo:  
On Farm Panorama

## DUNCAN CAMPBELL

P: 03 426 2455 or  
M: 027 659 6713  
email: duncancampbell77@gmail.com

## ALISTAIR CAMPBELL

P: 03 449 2031 or  
M: 0274 892 820  
email: ecgenetics@farmside.co.nz



# Five minutes with ... Henry Bergfeld

INTERVIEWED  
BY SARAH IVEY

## **Where did you spend most of your career, and how did this time shape your view of the Angus breed?**

I spent most of my time at Summitcrest, in Summitville Ohio, overseeing the growth of Summitcrest from a small operation to one with headquarters in Ohio as well as units in Iowa and Nebraska. I was at Summitcrest 39 years. From the outset I viewed the breed as very interesting and very strong. As time went on, I started to see there was a lot more strength to it than I had previously realised. The biggest thing I did during my time there was to pursue carcass evaluation, which subsequently proved very important to the Angus breed's success.

While there I had the privilege of working for Mr Fred Johnson, who at that time was a businessman, but who was very involved with the cattle. He stimulated me in a lot of things, giving me good insights on business, and also allowing me to pursue carcass work and carcass information.

## **Fred Johnson of Summitcrest masterminded Certified Angus Beef in America. Tell us about this time and how you feel CAB has impacted on the Angus breed in America.**

That in itself is a really interesting story and would take a lot more time to complete than we have today... The original idea came from a good friend of Fred's by the name of Harold Etling. Fred was a good communicator and was able to pull together the threads of the idea. We had started doing a little bit of carcass work and that really showed up the value of the Angus breed. In the initial stages of the program it was quite a struggle. The Angus Association was losing money and going downhill along with cow numbers. Larger cattle from England, specifically Simmental and Charolais, were taking away a big chunk of Angus' market. I was very involved, as Fred and I were very close at the time and everything was discussed between us before things progressed. I can remember in one conversation a past president of the Association saying, 'Johnson, how long are we gonna feed this dead horse of yours?'. The President called a recess to the Board meeting, with a vote in the morning. It came

out 8-7 in favour of continuing to support CAB.

The progress of CAB was very slow in its infancy, starting from 1978, but it wasn't long before there was a thousand pounds sold, and it just starting growing from there. Of course, once the momentum started, everyone starting claiming it as their idea. It did, however, take quite a while for the breeders to start seeing the benefit for them at the other end.

## **What are the most significant changes you've seen in the beef industry, in particular Angus, over your career?**

In my early days Angus was not the number one breed in America; that was Hereford, by a long way. Today, Angus is the number one breed by a significant margin. The overall number of black-hided, black cattle in America today is nearly 70% of the total cattle population. We've got other breeds turning their cattle black to get some advantage in the marketplace from having a black hide. When I started out in the state of Nebraska, there would've only been two bull sales that had over 100 head of cattle for sale annually. Today, that number is around 35-40 sales, which gives you an idea of the major change in the breed, not only in Nebraska but across the country.

## **There are tools available to breeders today, such as EBVs (or the US equivalent, EPDs) and genomics. How important are these tools?**

There's no figure for the overall value of it, but that database at the American Angus Association is the most important asset the breeders own. It levels the playing field so that a smaller breeder can compete against a larger breeder. In the past, when cattle were recorded by weaning weights and yearling weights, the larger breeder's accuracy level increased rapidly due to the volume of cattle they were recording. Today, the small breeder, with just his data on his animals, can get an EPD based on genomics, and he can consequently put himself up next to the bigger breeders on a competitive level. I see this continuing as time goes on, as we learn more about it.



**What do you feel was your biggest achievement while on the Board at American Angus?**

Keeping CAB in-house. There were discussions about selling it. I fought against that and to keep it in its present location in Ohio, separate from the Angus Association office in Missouri. As far as I'm concerned, that's the biggest thing for me. The reality is that the breeders and CAB march to two different drummers. Breeders have a completely different mind-set and background from packers and purveyors, who market our product to consumers. The CAB people deal with consumers on a daily basis.

CAB has been a phenomenal success. It's gone beyond the initial vision, becoming increasingly influential as it has grown. ■

Henry Bergfeld took the time to speak with Sarah Ivey while visiting New Zealand with his wife Dona and daughter Ellen in January this year. Some of you may remember Henry as the judge of the 1999 Beef Expo here in NZ.

On his return to America in January 2016, Henry Bergfeld of Pine Hill Farm in southern Columbiana County was awarded the Ohio Cattleman's Association Industry Excellence award. Bergfeld has been an active leader within Ohio's cattle community, and was instrumental in starting the Ohio Beef Expo.

# Stokman Angus

## First and Foremost...the Female

*Stokman bulls are backed by generations of highly productive females that have stood the test of time. And great cows that produce great bulls.*



## 7<sup>th</sup> Annual Yearling Bull Sale

**Fri. 16<sup>th</sup> Sept., 2016 • 1:00 pm • Taupo Saleyards**

**80 Head Sell!**

Bulls sired by these breed leading sires: Deer Valley All In, EF Compliment, Koupals Dante, Conneally Earnan, Hoover Emperor and SAV Thunderbird.

*Enquiries & visitors always welcome!*

**Mark & Sherrie Stokman**

**161 Hossack Road Ext. RD 1 Rotorua**

**07 3332446 0276404028**

**mtkiwi@farmside.co.nz**



# TURIROA ANGUS

EST. 1944

## FEMALES LIKE THIS...

DIR	DTRS	GL	BW	200W	400W	600W	MtC
<b>+0.2</b>	<b>+0.8</b>	<b>-3.3</b>	<b>+5.0</b>	<b>+49</b>	<b>+92</b>	<b>+117</b>	<b>+94</b>
48%	37%	53%	73%	69%	70%	73%	66%
Milk	SS	CWt	EMA	RIB	FAT	RBY	IMF
<b>+17</b>	<b>+2.5</b>	<b>+67</b>	<b>+4.4</b>	<b>+1.0</b>	<b>+1.1</b>	<b>+0.4</b>	<b>+0.1</b>
53%	55%	59%	49%	50%	49%	46%	46%



**TURIROA 14019**

## AND SIRES LIKE THIS...

DIR	DTRS	GL	BW	200W	400W	600W	MtC
<b>-2.5</b>	<b>-5.2</b>	<b>-2.4</b>	<b>+6.0</b>	<b>+45</b>	<b>+92</b>	<b>+118</b>	<b>+109</b>
89%	79%	97%	98%	97%	97%	97%	94%
Milk	SS	CWt	EMA	RIB	FAT	RBY	IMF
<b>+17</b>	<b>+4.0</b>	<b>+61</b>	<b>+1.5</b>	<b>-1.3</b>	<b>+0.5</b>	<b>-0.2</b>	<b>+1.5</b>
94%	96%	93%	92%	90%	89%	88%	90%



**MERCHISTON INFINITY 774**

## BREED BULLS LIKE THIS...

DIR	DTRS	GL	BW	200W	400W	600W	MtC
<b>-1.5</b>	<b>-1.7</b>	<b>-4.3</b>	<b>+5.9</b>	<b>+36</b>	<b>+68</b>	<b>+93</b>	<b>+93</b>
43%	31%	49%	72%	67%	68%	70%	63%
Milk	SS	CWt	EMA	RIB	FAT	RBY	IMF
<b>+10</b>	<b>+1.3</b>	<b>+41</b>	<b>+3.6</b>	<b>+0.5</b>	<b>+0.3</b>	<b>+0.2</b>	<b>+0.1</b>
49%	55%	56%	55%	54%	56%	49%	47%



**TURIROA 14830**

# WE HAVE GOT IT COVERED!

## ANNUAL TWILIGHT BULL SALE:

WEDNESDAY 29TH JUNE 2016, 4.00 PM

ON THE PROPERTY, TURIROA, STATE HIGHWAY 2, WAIROA

### ENQUIRIES WELCOME:

RICK POWDRELL, PHONE (06) 838 7204 EMAIL [orpowdrell@turiroa.co.nz](mailto:orpowdrell@turiroa.co.nz)

ANDREW POWDRELL, PHONE (06) 838 8805 EMAIL [arpowdrell@turiroa.co.nz](mailto:arpowdrell@turiroa.co.nz)

or visit us on [www.turiroaangus.co.nz](http://www.turiroaangus.co.nz)



# Brookwood Angus



## TOP FEMALES PURCHASED FROM:

OTOKA - Peter Matthews

GOLDWYN - Bruce Alexander

LYNMAR - Kerry Nankervis

## SIRES OF 2016 BULLS INCLUDE:

**IRELANDS GALAXY G43**

WAITANGI D213

STOKMAN DASH G89

## 2nd Annual Auction

## CASHBAC SALE

## DANNEVIRKE

## TUESDAY 14<sup>th</sup> JUNE 2016



**BULLS ALSO AVAILABLE BY PRIVATE TREATY**

FOR MORE INFORMATION PLEASE CONTACT:

JUSTIN & MEG KING, BROOKWOOD STATION

34 PAULSEN ROAD, RD 2, TAKAPAU 4287, CENTRAL HAWKES BAY

P: (06) 855 8288 | M: 027 248 8400 | E: [justin@brookwood.co.nz](mailto:justin@brookwood.co.nz)

[www.brookwood.co.nz](http://www.brookwood.co.nz)

# Eating quality underpins BRANDED BEEF

BY DR JASON ARCHER, CONSULTANT, ABACUSBIO LTD



Branded beef programmes are an essential element in differentiating superior beef products and lifting New Zealand's beef above a straight commodity price.

There are several branded beef programmes operating in New Zealand, and there is room for them all. Having New Zealand beef being sold into multiple niche markets underpinned by brands with different attributes is a good strategy across the industry, and fits with the strategies of large successful companies such as Nestlé. Provided each niche has sufficient scale and premium to support the market development required and still reward the farmers producing the branded product, the growth of branded beef (both through market growth of existing brands and development of new brands) is a positive step.

Brands can be built around many different attributes, and commonly include those in which New Zealand is strong. The green story, encompassing the natural environment animals are produced in, the welfare of animals, and sustainability (in all its facets) is a common thread behind many brands. Our strength in grass-fed production and the health attributes of our beef is another story that we are starting to tell. Other attributes used in specific branding programmes include low chemical use (enhancing the 'natural' story) and specific stories around water quality and protecting our lakes. These stories have a positive impact with many higher end consumers, and have the advantage that they can be used to underpin sales from the whole animal including the low grade cuts and mince, as well as the high end cuts which are often the primary focus of brands.

In saying all this, premium eating quality must underpin all these brands. If a consumer pays a premium based on a good brand story (with all the attributes to underpin the story), but then has a poor eating experience, will they repeat purchase beef from this brand? I know that as a consumer I wouldn't. So eating quality is a basic underpinning element to branding into premium markets. In fact, I would argue that a positive eating experience is essential to underpin the generic "New Zealand beef" brand, even without a specific branding programme wrapped around it.

New Zealand beef is a great product, and has a great story behind it, but its achilles heel is its variable eating experience. We

have all had the occasional poor eating experience from beef, and it can be very disappointing. Sometimes the blame lies with the chef, but often the raw product that the chef is working with is not truly premium quality.

The good news is that there is a lot that we can do to avoid giving our customers a disappointing eating experience.

Beef eating quality was the focus of a large amount of Australian R&D in the 1990s, after the Australian industry identified variable eating quality as a major issue. The focus on eating quality, and the actions to improve it, have arguably been a major contributor to reaching premium markets, particularly in Asia. This research eventually led to the development of the Meat Standards Australia grading system, which has been successful in underpinning a guaranteed eating quality in beef.

While we can debate the commercial aspects of grading systems, the fact remains that the principles and practices which underpin grading systems can be used very successfully to improve eating quality, whether graded or not.

Many of the things that we need to do to underpin eating quality are simple, inexpensive and easy to

implement. There are a mix of short-term and long-term solutions – and many of them will help productivity on-farm at the same time as improving eating quality.

There is a lot of practical detail behind on-farm practices to improve eating quality but, put simply, the principles boil down to:

- Breed animals well
- Feed animals well
- Handle animals well.

Breeding for optimal eating quality needs to focus on animals which grow well (and so are killed at a young age when meat is more tender), animals with good temperament (to avoid pH issues), and animals with potential to marble (which is known to improve eating quality).

Feeding animals well means allowing them to achieve their potential weights optimally (after the breeding job is done well). From an eating quality perspective, feeding is also associated with growth rates (both over the lifetime of the animal, the finishing period, and particularly in the weeks just prior to slaughter), and is important to address tenderness, marbling, pH and fat colour

MANY OF THE THINGS THAT WE NEED TO  
DO TO UNDERPIN EATING QUALITY ARE  
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FOCUS ON EATING QUALITY, AND THE ACTIONS TO IMPROVE IT, HAVE ARGUABLY BEEN A MAJOR CONTRIBUTOR TO REACHING PREMIUM MARKETS, PARTICULARLY IN ASIA.



(not strictly eating quality, but a strong consumer acceptance issue). Feeding systems can also influence the healthfulness of meat, making use of optimum forages, and this is an area which we should be further exploring.

Handling animals well is about minimising stress in animals and consequently avoiding pH issues. This is particularly important in the two weeks leading up to slaughter, but temperament is a big part of it and is influenced by handling much earlier in life.

Experience suggests that even on well managed operations there are often simple, inexpensive and very practical changes that can be made to improve eating quality quickly. Longer-term changes to genetics and feeding systems can also have a positive impact. These often serve to positively reinforce the stories underpinning the brand (eg, animal welfare), as well as having a positive impact on farm profitability.

New Zealand has historically under-invested in beef, typically

regarding it as a bi-product of lamb production and a tool for pasture control. While the role of the beef cow in our farming systems is definitely around pasture control, we need to regard our beef (and beef x dairy) finishing animals as the premium product that they can be, and put greater emphasis on doing the best that we can with what undoubtedly can be a premium product. This goes for the focus that we put on the animals on-farm, but also extends to the investment that we put into the wider beef chain, including R&D to support and develop our brands.

To lift New Zealand's beef game we need to invest at three levels to improve eating quality: do a better job of implementing practices known to improve quality on-farm, continue to quantify and underpin our brand stories (including eating quality and healthfulness) with evidence, and communicate our eating quality story, along with the other brand attributes, to our premium niche markets.

# Te Atarangi angus

## Need an Angus bull?

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### CONSIDER THIS . . .

- ✓ Fully Registered 300 cow herd
- ✓ Specialising in ease of calving and heifer mating
- ✓ All our best bulls offered at our annual yearling sale
- ✓ Full EBVs on all animals
- ✓ Excellent Temperament
- ✓ Our complete program (all 300 cows) is focused on ease of calving and heifer mating

- ✓ Good selection of bulls with growth and carcass attributes without compromising ease of calving
- ✓ FERTILITY
  - Calve as 2 yr old
  - Only 43 day mating
  - Cull everything that doesn't rear a calf

### WHO ELSE IN NZ TICKS ALL THOSE BOXES?

**Chris & Karren Biddles,**  
RD1, Te Kopuru, Northland  
P: 09 439 1589 m: 021 795 929  
e: [chris@teatarangi.co.nz](mailto:chris@teatarangi.co.nz)

**100 Yearling Angus bulls at  
our Annual sale, on farm  
7th Sept 2016, 12.30pm**

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**BULLS WITH SCALE - TEMPERAMENT -  
SOUNDNESS - CONSTITUTION - FERTILITY**



*First progeny for sale by **Kaharau 11-831***

*Son of Kaharau Lancer 699*

## **Sires of Sale Bulls**

Kaharau 11-831

Kaharau Winston 10-625

Kaharau Clamp 09-350

Turiroa 11-510

Springdale Braveheart 184

Performance Recorded

Carcass scanned

B.V.D Antigen tested clear  
and vaccinated

TB Status C10

Fully guaranteed

Free delivery in North Island



***Kaharau Winston 10-625***

**On Farm Sale  
46 2YR BULLS  
Thursday 2nd  
June 2016  
Ngakonui  
- 12 noon**

**ENQUIRIES AND INSPECTION ALWAYS WELCOME**

**Ian & Karenne Borck** - Ph / Fax: **07 895 3452** RD4 Taumarunui 3994 or your local agent

# Angus Sire Benchmarking Program - *Update*

The Angus Sire Benchmarking Program (ASBP) is a major initiative of Angus Australia, supported by Meat & Livestock Australia (MLA) and industry partners such as Vetoquinol, Rangers Valley Feedlot and John Dee Abattoir.

The objectives of the ASBP are:

1. Generate progeny test data on modern Angus bulls, particularly for hard to measure traits such as feed efficiency, abattoir carcass measurement, meat quality attributes and female reproduction.
2. Generate data for the validation and refinement of Angus Breedplan.
3. Build a comprehensive phenotype and genotype database on Australian Angus for genomic technology validation, research and development.

To meet the project objectives Angus Australia aims to join an average of 40 sires a year to approximately 2000 Angus cows to achieve a minimum of 25 progeny (50:50 steers and heifers) per sire using the fixed time AI program supported by Vetoquinol and using the Cue-Mate devices. The Angus cows are located across several commercial focussed co-operator herds spanning Northern to Southern New South Wales and Victoria.

The Angus sires that enter the ASBP are nominated by Angus Australia or New Zealand Angus members. A list of all 230 bulls that have entered the ASBP so far can be viewed in the catalogues listing page on the Angus Australia website ([www.angusaustralia.com.au](http://www.angusaustralia.com.au)). New Zealand Angus is represented directly with 27 sires entering the program thus far.

The progeny are comprehensively performance recorded for calving ease, growth, temperament, heifer reproduction, structure, feed efficiency, abattoir carcass and beef quality attributes.

The first joining of the ASBP occurred in the spring of 2010 (known as Cohort 1) with the project now planning for the joining of Cohort 7 in the spring of 2016.

Following is an update on each of the active, in-progress cohorts of the ASBP. The data collection and analysis phases of Cohorts 1 to 3 have been completed. The results are available from the ASBP section on the Angus Australia website by way of the Progeny Performance reports for each cohort. This report includes Breedplan EBVs and, for an indication of sire progeny performance within the ASBP, progeny averages and rankings.

## Cohort 1 (Completed)

- Joining occurred in 2010 involving 35 Angus sires to 1640 Angus cows across five co-operator herds. This cohort produced approximately 900 progeny from fixed time AI. The full data collection phase for this cohort was completed in early 2014.

## Cohort 2 (Completed)

- Joining occurred in 2011 involving 47 Angus sires to 2336 Angus cows across five co-operator herds. This cohort produced approximately 1250 progeny from fixed time AI. The full data collection phase for this cohort was completed in early 2015.

## Cohort 3 (Completed)

- Joining occurred in 2012 involving 40 Angus sires to 2306 Angus cows across five co-operator herds. This cohort produced approximately 1200 progeny from fixed time AI. The data collection phase for this cohort was completed in early 2016.

## Cohort 4 (In Progress)

- Joining occurred in 2013 involving 21 Angus sires to 1209 Angus cows across three co-operator herds. This cohort produced approximately 600 progeny from fixed time AI.
- The steers are currently progressing through Tullimba feedlot for feed efficiency testing. Two mobs (of approximately 100 steers each) have completed their testing and have been transferred to Rangers Valley for the completion of their 270 day feeding program. The third and final mob for this cohort (of 81 steers) is currently in Tullimba and due to complete testing in mid-May 2016. The Net Feed Intake (NFI) results for this cohort will be included in the June 2016 Breedplan analysis.
- All steers are carcass ultrasound scanned on induction and exit from Tullimba. They are also muscle scored and structurally assessed at this time.
- The Cohort 4 heifers were joined naturally in spring 2015 as yearlings. The pregnancy scanning of all three mobs (of approximately 100 heifers each) have revealed an 86%, 92% and 88% conception rates based on a 7, 8 and 9 week joining respectively. Full reproductive performance will be known when the heifers calve down at two years of age this spring.
- All Cohort 4 heifers have also been recently carcass ultrasound scanned on-farm.



**Cohort 5 (In Progress)**

- Joining occurred in 2014 involving 46 Angus sires to 2634 Angus cows across seven co-operator herds. This cohort produced approximately 1300 progeny from fixed time AI.
- Five of the seven mobs in this cohort have been weaned and the relevant data collected including weights, docility scores and a vial of blood (10mm) for high volume and quality DNA.
- The final two mobs are scheduled to be weaned in April.
- The steers are scheduled to start entering Tullimba feedlot from late winter 2016, with the heifers being joined this spring.

**Cohort 6 (In Progress)**

- Joining occurred in 2015 involving 41 new Angus sires joined to 2556 females (including 202 yearling heifers) across seven co-operator herds.

- The overall conception rate to AI (utilising the Cue-mates and the Vetoquinol three event fixed time AI protocol with one round of insemination) was 53.1% across the seven co-operator herds.
- As expected, there was a wide range in conception outcomes when comparing herds and mobs within herds. The highest conception rate for an individual co-operator herd was 62% with several others achieving rates close to 60%.
- It is predicted that Cohort 6 will produce approximately 1300 progeny with calving to commence in June 2016.

**Cohort 7 (Planning In Progress)**

- Sire nominations for Cohort 7 are currently open.
- The fixed time AI program is scheduled to commence in September 2016.

	ASBP Cohort						
	1	2	3	4	5	6	7
Sire Nominations	✓	✓	✓	✓	✓	✓	In progress
Joining (FTAI)	✓	✓	✓	✓	✓	✓	
Birth (Bwt, GL, CE)	✓	✓	✓	✓	✓		
Weaning (wt, Docility, DNA)	✓	✓	✓	✓	In progress		
Ultrasound Scan (Steers and heifers)	✓	✓	✓	In progress			
Net Feed Intake	✓	✓	✓	In progress			
Abattoir Carcase (Kill and MSA Grade data)	✓	✓	✓				
Meat Science (Shear Force, IMF)	✓	✓	✓				
Heifer Fertility	✓	✓	✓	In progress			
Structure, muscle and Coat Scores	✓	✓	✓	In progress			

**Progression Summary of the ASBP  
(as at 10th March 2016)**

For further details on the ASBP visit the Angus Australia website [www.angusaustralia.com.au](http://www.angusaustralia.com.au)

For all ASBP related questions please contact Christian Duff, Angus Australia Strategic Projects Manager M: 0457 457 141 or email: [christian@angusaustralia.com.au](mailto:christian@angusaustralia.com.au)



ASBP Cohort 5 Weaners at co-operator Herd "Pearsby Hall", Delungra, NSW.



# Oregon Angus



**3pm Tuesday 7<sup>th</sup> June 2016**

*Seventh on-farm bull sale at Morland – 30 Bulls*

*352 Oregon Angus females scanned in-calf in 2014/15 including yearling heifers.*

*346 live calves tagged and weighed at birth.*

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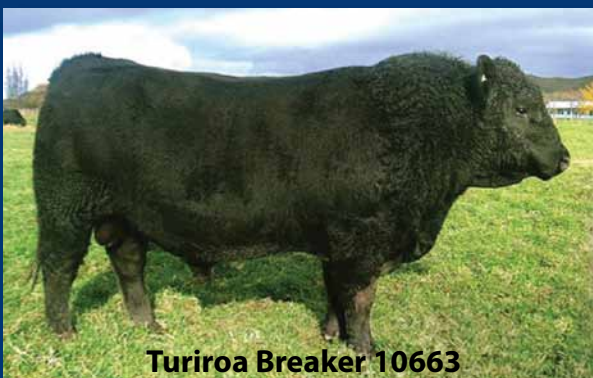
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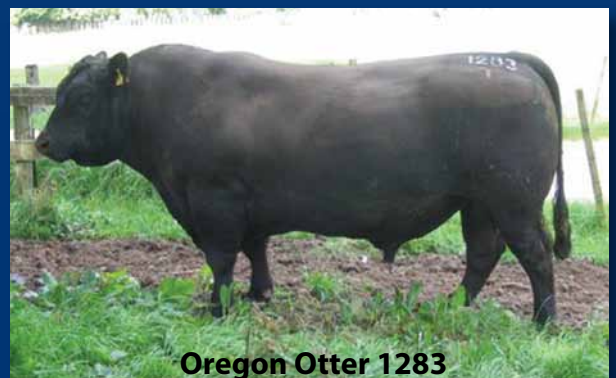
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**Oregon Otter 1283**



# *Martin Farming* - Brothers in



For most, two young fellas hosting a herd tour when they had only a small group of cattle that they didn't know a great deal about, might seem a little ridiculous. For Craig and Richard Martin, it was the beginning of a family farming venture; a venture which would see them transform into two of our industry leaders.

Richard, his late brother Craig, who passed away in 2015, and their three siblings grew up in Wakefield, just south of Nelson. The family owned a meat company and associated abattoir, and the boys learned their stockman skills through working with the finishing stock on the small grazing blocks at the back of the abattoir.

Both tried their hands at university but called it quits before finishing and ended up back in Wakefield.

During the 1960s the enforcement of new health regulations

saw the abattoir's doors forced closed, and in 1977 the boys bought twenty stud cows and a bull, all Stern Angus genetics. They didn't really have a farm to put them on, just a bunch of forty acre paddocks, and Richard clearly remembers his father sitting them down one day. "My father said to us, 'look if you boys want to go farming, you've got to buy a proper farm, these small blocks are hopeless,'" says Richard.

So in 1979 the two brothers bought a 240ha farm in Redwood Valley, not far from Wakefield. The stud stock they'd bought two years previously, which were farmed under the Moneymore Angus prefix, now had room to move – but Richard and Craig felt they needed more cattle, having acquired only sheep with the land.

"We went back to the guys who sold us the block and told them

# Arms

BY SARAH IVEY



that we'd come along to their clearance sale and buy cattle if they gave us a good deal. So we did, and bought the Simmental operation in one fell swoop. We got in-calf heifers, young bulls and MA cows, which we put across our Angus bulls to generate progeny for the meat company. Simmental cattle were popular at the time – and they were great cattle," he adds.

Craig took over the day-to-day running of the Simmental operation while Richard looked after the Angus. When people started ringing to buy Simmental bulls they realised there was a dollar to be made, and so began reading and recording all the existing markings on the cattle to create another stud, Moneymore Simmentals.

In 1981 the brothers, working together in a family trust, bought a

200ha block in rural Wakefield that was covered in gorse. "Everyone thought we were mad, and we probably were," says Richard.

All the young stock were kept up in the hills and they slowly removed all the gorse, which was no easy feat.

The first on-farm sale was in 1984 and came about after Neil Sanderson, George Shuttleworth and the two Martin brothers formed Enterprise Cattle Company, grouping together to pool their resources but maintaining their individual herds.

Later, after Neil moved further south and George retired, Richard and Craig were left on their own and changed the stud name from Enterprise-M to Martin Farming, as it is today.

Richard and his wife Denise, along with their four daughters, lived on the home block at Wakefield while Craig lived in Redwood





Pictured from left are Richard Martin, Craig's wife Rosanna, Richard's wife Denise and Craig Martin.

Valley with his wife Rosanna and their two children. "We went through the late '80s and early '90s with a lot of debt, and trust me, it wasn't easy," says Richard.

They had a bit of a financial break in 1995 when the Council re-zoned Redwood Valley, creating the opportunity for the brothers to 'carve it up and sell it off'.

Having freed up some cash they were able to purchase Rosedale, a 280ha property in Moutere Hills. Craig and his family moved up there, taking all the Simmental cattle with them.

By the late 1990s further re-zoning allowed redevelopment of the once gorse-ridden Wakefield Hills block into what some now refer to as 'the Hollywood Hills'. For the last fifteen years, Richard and Craig have been subdividing and developing half hectare allotments, and it now boasts established trees, immaculate roading and elaborate landscaping. Roughly one third of the total land they had there has now been redeveloped.

A steeper hill country property of 160ha was also purchased around eight years ago as an ideal roaming ground for the older Angus and Hereford cows.

Buying, selling and trading land: it seems like it's been years of chopping and changing, but when you start with nothing, it sometimes takes a winding route to get to where you want to be, as proved the case for Craig and Richard.

When asked about his farming operation, Richard Martin would far rather talk about his life story and the Martin Farming philosophy than bore you with facts and figures. "When you're a breeder, your philosophy evolves. Because of our upbringing in the meat business, we've always been consumer focussed. We've bred to the quality end, trying to create quality beef," he says.

Richard realises that you can't focus solely on carcass quality, and his key point has always been balance. "You've got to have structural soundness; it's paramount. You've got to have fertility and calving ease, because there's no money without a live calf on the ground. That's just the basics."

Across all breeds, economically functional cattle that will grow quality beef has been the main goal for Richard and Craig.

Two years ago, in October, the Martin Farming dream hit a serious bump in the road for the brothers and their families. Craig







RICHARD REALISES THAT YOU CAN'T FOCUS SOLELY ON CARCASS QUALITY, AND HIS KEY POINT HAS ALWAYS BEEN BALANCE. "YOU'VE GOT TO HAVE STRUCTURAL SOUNDNESS; IT'S PARAMOUNT. YOU'VE GOT TO HAVE FERTILITY AND CALVING EASE, BECAUSE THERE'S NO MONEY WITHOUT A LIVE CALF ON THE GROUND. THAT'S JUST THE BASICS."

was diagnosed with lung cancer and fell ill. "He decided that he was ready to sell the Simmental cattle, so that's what we did the following autumn."

Richard continued on with 160 Angus and 90 Hereford registered breeding cows. The home farm, where he is based, has grown from 10 to 80ha over the years and all the bulls are grazed there.

Whilst having a soft spot for Hereford cattle, Richard is quick to note his preferred choice. "The Angus have always done well and the demand for the brand, both nationally and globally, is far greater than the demand for any other breed."

He believes that whatever happens in world economics, there will always be people who will pay a premium for a more satisfying eating experience, and Angus delivers that. "Angus breeders need to be conscious of the end product when growing their beef. Retailers can only market the product that's given to them by farmers."

The Martins believe that marbling is becoming very relevant at the carcass quality end, and in order to grow consistent, high quality beef for the consumer, you need to consider the marbling trait.

"If the industry is to survive, it will need to embrace science,"

says Richard. "A black hide is no longer good enough. Quality and traceability are essential factors."

When taking into account the marbling traits, Richard is careful not to single trait select, as this can perch you on the top of a slippery slope. Martin Farming has an ideal criteria when selecting bulls; the same for both Angus and Hereford studs. "We need to remember that the perfect bull doesn't exist, and that there needs to be some give and take."

When looking at bulls, if they're not structurally sound, Richard isn't interested. "All the matings are planned. It's about matching up a bull and a cow on their strengths and weaknesses, with the end goal of improving the herd," he says.

They're looking for moderate, functional cattle with positive calving ease, average birth weights, optimum growth and good scrotal measurements. "Acceptable carcass is important too of course, because that's what we're paid for."

Eye muscle area, positive fats and IMF are all becoming increasingly important as carcass analysis technology improves.

Richard and Craig have done a lot of embryo transplanting over





## ON FARM WITH ANGUS

the years and developed a policy of using just two AI sires per year, and for a maximum of two years each. All the heifers and two year olds are mated naturally to yearling bulls.

The on-farm bull sale had been selling around 25 Angus bulls annually over the past few years, however this year Richard is lifting this number to 35, which he feels may be a bit of a gamble because of low cow numbers in the area.

Sadly, on August 15th this past year, Phillip Craig Martin lost his battle to cancer.

"Craig had always shown an equivocal alliance to the Simmental

breed, but was very aware that its growth and survival depended on an Angus and Hereford base," says Richard. "As Craig's career progressed, he channelled his energy into bettering the beef industry at large. He had the unique ability to be able to talk his way into, or out of any situation."

Richard and the late Craig always considered themselves industry people rather than farming people – and though Craig may be gone, the legacy he left behind in the beef industry will long remain, as will the work he started with his brother Richard at Martin Farming.

EYE MUSCLE AREA, POSITIVE FATS AND IMF ARE ALL BECOMING INCREASINGLY IMPORTANT AS CARCASS ANALYSIS TECHNOLOGY IMPROVES.

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# Commercial with Performance Recording

WRITTEN BY SAM TENNENT - PHOTOGRAPHY BY SARAH IVEY

On Ngaputahi Station, father and son Forbes and Angus Cameron pride themselves on breeding stock which are treated as commercial animals.

Situated in the Pohangina Valley near Ashhurst in the Manawatu, the 1950ha property includes roughly equal areas of flat to rolling, medium and steep hill country, creating plenty of options. The family, originally from Weber, purchased the first block in 1999, adding the easier country later.

Ngaputahi Angus stud was founded when they moved to the station. "Angus have a great genetic base worldwide so you can get where you want to go in a short time," Forbes says. "Improvement doesn't take as long as with smaller breeds."

The station is also home to two ram studs, Romney and Growbulk, and it was to assist buyers' efficiencies that the Camerons decided to expand into breeding Angus bulls.

Initially Forbes and Angus leased cows, as well as buying them from dispersal sales over a five or six year period. These days they will still buy the odd cow from a dispersal if she has exceptional figures. The herd currently consists of 220 breeding cows, 150 commercial cows (which are naturally mated) and 180 Saler cattle. The cows are run together for the majority of the year, except during mating and calving when the stud cattle are separated.

In the past the Camerons did a lot of embryo transfer work but now rely largely on AI, sourcing most of their semen from Australia, in particular Rennylea Angus. They invest a lot of time working out which sires they will use, and only consider bulls with reliable, above breed average figures, particularly for any ET work. Retained bulls are scanned for marbling and eye muscle and the premium performers are put over either the recorded or commercial cows.

"Our primary goal is getting a live calf on the ground, with

temperament and structural soundness our next biggest focus. We look at these before any carcass traits."

The Camerons believe that by running the stud cattle with the commercial herd they can ensure the cattle truly represent their genetics. Their philosophy is that bull buyers are looking for bulls to improve their commercial herds, so they want a true representation of each bull's genetic potential.

"Genetically our bulls are great, but because we run the herd on the hills and treat them as commercial animals, they don't grow as fast, though they certainly have the potential to be big. We are trying to achieve a strong, long lasting bull."

Cows on Ngaputahi are calved as two year olds and are expected to get in-calf every year and rear acceptable calves. The Camerons don't cull on age; cows keep going as long as they are structurally sound until they lose the ability to hold condition or are slow to put it on after a hard winter.

Forbes and Angus are pedantic about temperament within the herd and will cull for bad behaviour. Stud cows are expected to be calm while their calves are handled during weighing and tagging. If they are not, they are transferred to the commercial herd.

This emphasis on temperament has seen the herd becoming increasingly quiet. One cow, 361, has what the Camerons consider a 'perfect temperament' but her figures are only average, so she has been flushed twice and very good bulls are used to lift the figures in her progeny.

"If there is a trait a cow is lacking we concentrate on it and enhance it to get quality offspring that are strong in all areas."

The Camerons focus on reducing workload and costs for their clients. They don't dip or drench sheep; lambs are docked then aren't seen again till weaning. If there is any sign of dags they are





culled. This hands-off management style was adopted after the summer of 1983 when drench resistance developed in their flock.

"We'd followed what the vets said, it was a beautiful summer, but our lambs were shocking. We knew we needed to do something."

The same goes for cattle, with the Camerons aiming to achieve the best results from the least input. They describe their operation as 'commercial with performance recording'. Cows aren't dipped or drenched; if they require it they are culled from the stud herd.

"We're trying to do the work to keep things simple for our clients. People are going out of sheep due to the work involved. We don't put the physical work into either sheep or cattle, but we do a lot of monitoring and keep thorough records, and nothing gets a second chance."

The Camerons have been entering the Steak of Origin since it began 13 years ago, and in 2015 won the prestigious title, making

them the first to win both this and the NZ Golden Lamb Awards, the Glammies (which they won in 2008).

"The Steak of Origin contest puts the beef industry in front of the public. It's good promotion, and it's good to let the townies know we're out there."


They claim there is nothing scientific behind their selection process for the competition; they enter cull heifers that aren't good enough to be in either stud or commercial herd. "Nothing fancy at all!"

Forbes and Angus have a shared vision of where the studs are heading. Decisions are made jointly and, minor disagreements aside, they work well together, enjoying the progress they are making towards the productive traits they are pursuing, and towards their goal of offering their clients easy to manage, long lasting and structurally sound sheep and cattle.

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## 1. TAG



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 ORANGE TAG



Must be tagged within 6 months or before being moved off farm.

**Exceptions:** Impractical to tag stock, bobby calves, fallow deer and trophy stags.

## 2. REGISTER



Registration activates animals' tags in the NAIT system so they are enabled for lifetime traceability.



Register your animals in the NAIT system within 7 days of being tagged.

[animaltrace.nait.co.nz](https://animaltrace.nait.co.nz)



Registration of your animals is NOT automatic.

## 3. RECORD & CONFIRM



Stock movements must be recorded by both the sending and receiving parties – including private sales, grazing, mating movements and Gypsy Day.

**Remember to complete your ASD form.**



Movements must be recorded within 2 days.



**If you send animals** to a NAIT accredited sale yard or meat processor, they will record the movement on your behalf.

**If you receive animals** from a NAIT accredited sale yard, you will need to confirm the movement.

# Traceable Future

BY PROFESSOR STEVE MORRIS, INSTITUTE VETERINARY,  
ANIMAL AND BIOMEDICAL SCIENCES, MASSEY UNIVERSITY



Beef production in the future is about a high quality, safe and traceable product.

Every farmer knows that healthy animals living in good conditions are at the heart of their farming business. Internationally we are seeing that pasture-fed and naturally raised beef has a unique and internationally sought after flavour.

It is widely acknowledged that there will be a growing demand for protein over the next 30 years as the world's population grows towards nine billion and as the proportion of the population moving into the wealthy bracket increases, giving them more discretionary income to spend on premium foods.

I have no doubt that the future of the New Zealand red meat industry is to supply these wealthy consumers. Included in this will be the ingredient and processing industry, which will also demand a quality product, fully traceable and with high standards of food safety.

The prime beef market will be even more discerning, as wealthy consumers will insist on traceability, animals raised in a welfare-friendly environment, cattle causing no damage to the environment and of the highest standards of food safety. They will want to verify the story of the beef production system that we use on our farms, and will want the production system and entire value chain regularly audited. Simply producing black cattle and putting them under the AngusPure brand will not be enough. Some argue that the story behind the food is now the most influential factor in the globally affluent modern consumer's purchase decisions.

We do have a reliable farm traceability system in New Zealand through the National Animal Livestock Identification and Traceability System (NAIT). For New Zealand, and for the beef industry in particular, product safety and authenticity might be just the beginning. Traceability can also be used to demonstrate the quality and provenance of food products by linking data from the supply chain with product brands (AngusPure for example) and with consumer demand for detailed product information. Wealthy consumers of New Zealand beef in cities such as Hanoi, Beijing, Shanghai and Dubai will base their purchase decisions on the quality and provenance of New Zealand beef and then, if they like the experience, they will consistently repeat purchase.

This also applies to our more discerning domestic consumers. Forget the supermarket mass marketing advertising for meat where price is the only message delivered (ie, 'Rump steak: buy now at only \$10.99 per kilo!'). Think more of retailers like Moore Wilson in Wellington where they are starting to tell a story about the product

(eg, Levin Potatoes, Rangiahia asparagus). For lamb there is the excellent example of North Island Coastal Spring lamb.

So being just AngusPure and black may not be enough in the future. We will need to tell the story behind Angus cattle, such as where the animal was born, who sired the calf, how was it raised, what animal health treatments were given and whether it was treated humanely in transport and at slaughter.

At present the primary reason for traceability is to allay consumer concerns over unsafe practice and to quickly isolate, contain and recall product when a health issue is identified. Control of animal health is a second reason for individual animal traceability. This might be due to animal welfare concerns, productivity or market access issues, or because the disease is transmissible to humans. All the above is about managing risk and ensuring our product (beef in this case) gets through to the market both now and in the future, and to ensure that consumers have sufficient confidence in the reliability and safeness of the product to continue to purchase it in the future.

In addition to managing risk, positive actions can occur with a traceable product. These include improving animal health and environmental sustainability as well as food safety, and these can all become part of the brand's

value and be part of the marketing of that brand.

Traceability also offers the opportunity for feedback of individual product information from the market to the processor and then to the farmer, including the bull breeder. Imagine receiving carcass information on the progeny of every bull that a bull breeder sells to a commercial farmer. This would indeed be a high value and information rich value chain.

Can AngusPure be that, and are the breeders and commercial farmers of Angus cattle willing to do that?

I maintain they should be if they want to be in the cattle business in ten to twenty years' time, and certainly the next generation of Angus cattle farmers will need to be entirely focussed on this.

My last comment would be that, although prices for lamb have been under pressure this season, it is noticeable that beef is actually holding up. We seem to be in the range of \$4.50-\$5.50/kg of carcass weight, and prospects in the medium term look good as herd numbers decline in Australia and rebuilding of herd numbers occurs in the USA.

The challenge, both immediate and in the future is to ensure we are producing a high value, traceable, safe product that the discerning local and international consumer demands, now and in the future.

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**John Murray, 'Woodbank' Angus,**  
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**E** [woodbank@xtra.co.nz](mailto:woodbank@xtra.co.nz)

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# Thinking outside the SQUARE

BY SANDRA TAYLOR

Appearances can be deceiving. With its historic building and multi-generational farming history, Te Waimate looks like a traditional South Canterbury sheep and beef hill country property. But the stock policies on the Studholme family's farm are anything but traditional, as the family seeks to maximise productivity and profitability off their land resource.

Running a cattle to sheep ratio of 75:25, the inverse of most sheep and beef farms, the Studholmes operate a once-bred heifer system which means there is no mixed-age cow herd, and all females are either sold as finished, or for breeding once they have reared a calf.

It is a system that works well for them, although Henry Studholme stresses that they have the flexibility to change stock policies in response to market conditions.

Henry returned home four years ago to farm alongside his parents Mike and Jan. It was Mike who put the once-bred heifer system in place seven years ago, driven by his fondness for cattle, a need to distribute the work-load and a desire to see a return on his investment in irrigation development. But most importantly the system means every cattle beast on the farm is growing either itself (in the case of steers) or itself and a calf.

Covering 980ha on the outskirts of Waimate, the farm is

two-thirds hill country and one-third flat to rolling land, of which 120ha is irrigated by K-line irrigation. The irrigation augments their 650mm annual rainfall.

Alongside 770 cattle, the Studholmes winter 1450 Perendale ewes, and all progeny are finished. Last winter the cattle numbers were made up of 200 R3 heifers, 230 R2 heifers, 160 R1 heifers and 160 R1 steers.

There is clear differentiation between the hill, which is deceptively steep, and finishing country. Henry says the hill, with its mix of improved pastures and native vegetation, is very much store country, while the irrigated flats are farmed intensively for much of the year.

The cattle system makes full use of this balance of country, with the breeding cattle being run on the hill from mid-January through to July before they are put on a winter feed crop in August. From early September they are run onto irrigated pastures – where they calve behind a wire – and stay on the irrigated country until they are sold from January onwards.

As the majority of females going to the bull are maidens, Henry says they need to be very selective when it comes to genetics. They research the catalogues well before the bull sales, looking for yearling bulls that will best suit their system. They buy bulls





from Te Mania, Kakahu (and in the past Goldwyn) studs, selecting for short gestation and good calving ease, as well as high 400 and 600-day growth rates.

The bulls go out in early November for a September 1 calving. Typically, around 10% of the heifers are dry after mating and these are just carried through and finished as prime. Henry admits the calving period requires some intensive management, although typically only a small number require assistance.

This year they weaned a proportion of the calves in late January, with the mothers, which had been mated again, going straight onto the truck having been sold through a local stock agent. At an average 180kg weaning weight, the early-weaned calves had done well on their mothers and, along with all the other calves, will be grown out for either mating or finishing, depending on their sex.

Henry acknowledges that the downfall of the system is that they don't breed enough replacements and have been buying-in around 100 heifer calves from the Temuka calf sales every year.

Ideally, they would like to source calves from a breeder who is following a similar genetic pathway to their own. But if calf prices get out of whack with market returns, the Studholmes have the flexibility to simply change their stock policy and, for example, buy in old ewes or any alternative stock class that will generate a profit.

All the calves are wintered on kale crops and, while the heifer calves are put to the bull, the steers are grown out and sold to ANZCO's Five Star Beef feedlot.

Henry says they aim to have the heifer calves weighing 300-350kg LW before mating, while all the steers were off-loaded to Five Star before Christmas weighing an average 430kg LW. Last year the first of these steers left the farm at the end of November, thanks to good quality, irrigated spring pasture supplemented with baleage. Average growth rates in the steers from start to finish was 0.9kg/day.

With an eye on the figures, Henry says they strive to sell the steers for \$1000/head, rather than at a particular weight, and anything above this is a bonus.

He says the use of winter feed crops is something new as in the past they had run an all-grass wintering system. The feed crops facilitate a pasture renewal programme that Henry is putting in place.

Under irrigation, their ryegrass and clover pastures perform well, and Henry says that with the feed crops they are now growing feed all year round.

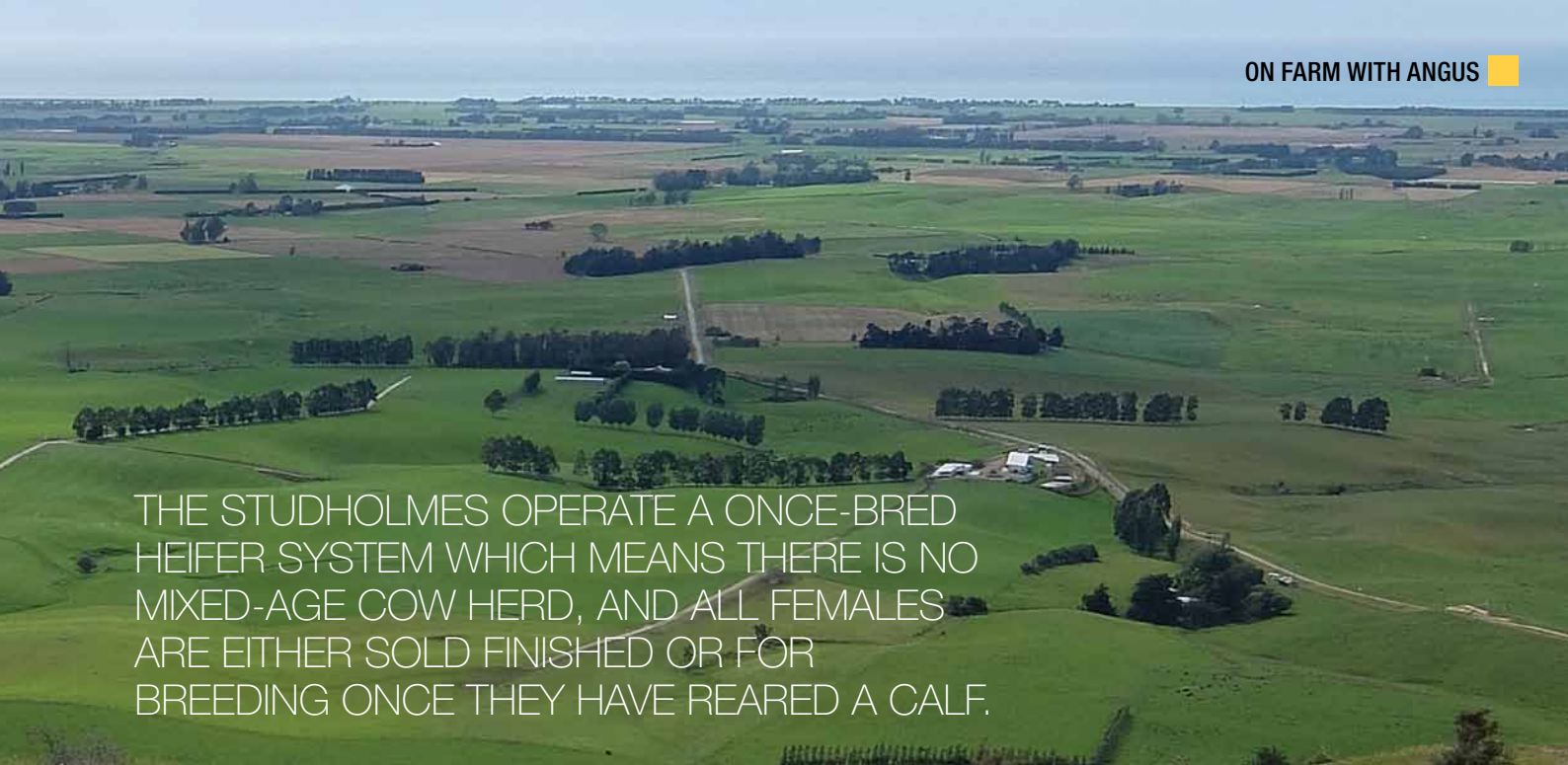
Drawing water from the Waitaki river, their irrigation system is reliable, although Henry has calculated that the labour-intensive K-line system costs around \$20,000/year to operate.

Set up in 2004, the K-lines suit the rolling topography of the farm and require less of capital investment than other systems.

Last spring and summer the family adopted a pasture management system which saw them split paddocks in two with an electric wire, giving the cattle two days in each half. The pasture







THE STUDHOLMES OPERATE A ONCE-BRED HEIFER SYSTEM WHICH MEANS THERE IS NO MIXED-AGE COW HERD, AND ALL FEMALES ARE EITHER SOLD FINISHED OR FOR BREEDING ONCE THEY HAVE REARED A CALF.

was supplemented with baleage, and Henry says the cattle thrived under the regime.

As they are selling the once-mated heifers either finished or for breeding, they can't afford to allow their body condition to drop. "It's a balancing act. Everything is a priority as everything is being grown out all the time," says Henry.

The family aims to sell the heifers at an average of 500kg LW, with the bulk going to Alliance while others go to local trade or for breeding. Ideally they like to have all the heifers gone before the end of February to allow room for finishing lambs and for the replacement calves they buy in.

Animal health costs are kept to a minimum, with the calves receiving two pour-on drenches and a lice treatment before winter and the R2s getting a pour-on drench pre-calving.

From a stock health perspective, the cattle complement the sheep operation nicely.

The free-moving Perendale ewes spend most of their time on the hill and their lambs are finished on the irrigated pasture. Scanning at 164% and lambing an average of 140% (unshepherded), the ewes are a valuable part of the farm operation. Henry says the system works well with the cattle cleaning up behind the lambs, which drives pasture quality and removes parasite larvae burdens from the sward.

The lambs are finished to an average 18kg CW.

Around 250 one-year ewes are put to a black-face terminal sire

and the Studholmes aim to have both ewes and lambs gone before Christmas. The balance go to a Perendale ram, with drafting of these lambs beginning in January. All replacement ewe lambs are mated.

The ewes are set-stocked in hill blocks for most of winter, while the cattle are rotationally grazed around the hill. Henry says they are fortunate in that snow is rarely a problem, so the winters are not too hard on stock.

They don't use a lot of supplementary feed in their system and will only make baleage when there are true surpluses. With so many cattle on the farm in spring, Henry says pasture quality is never a problem.

A recent investment in a new set of scales offers the opportunity for the Studholmes to monitor and measure growth rates in their cattle. The family is also looking to lift drymatter production by sowing new pastures on the cultivable areas of their hill country.

Henry is particularly enthusiastic about carrying out more recording and increasing productivity but, like his parents, he is keeping an open mind about the livestock policies on the farm. The once-bred heifer system has served them very well in terms of production, profit and use of labour resources, but it is not cast in stone.

The family are continually evaluating their enterprise mix according to market returns, but the fondness they share for Angus cattle ensures they will in the future remain a significant part of the family's farming business.



Historic buildings are a feature on the Studholmes' farm.









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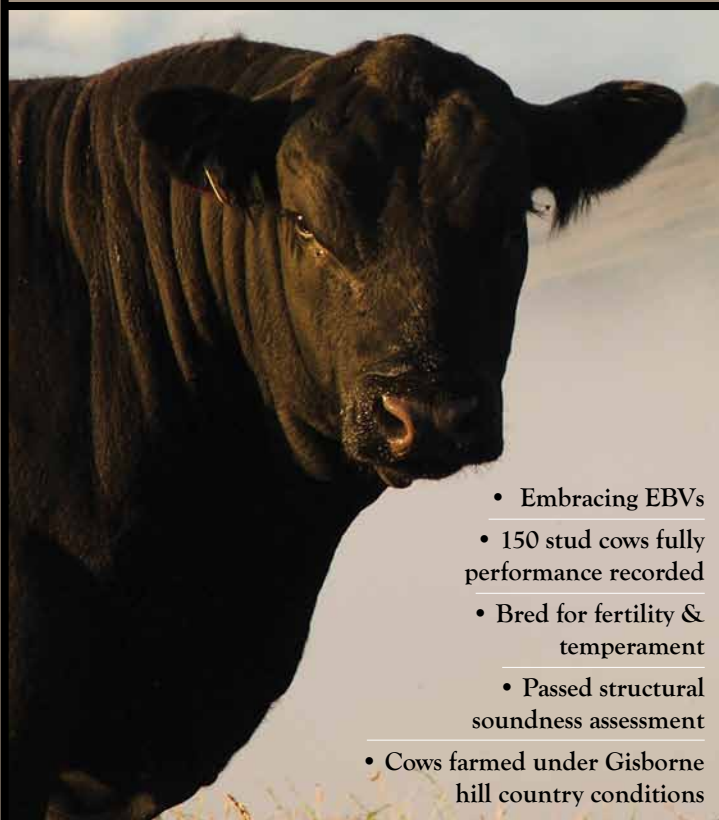
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# Nicholas Herries & Stacey Hill

## *Hawke's Bay Show* Handling the show circuit

BY SARAH IVEY

It's 5.30am on a typical Hawke's Bay day in October. It's already 18 degrees and there's a westerly howling through the cattle grooming area.

Handlers are buzzing around with oils, blow dryers, black nugget and all sorts of other potions and tools, all used to ready their prized black Angus beasts for the show ring.

Two handlers in particular stand out at the East Coast Angus pens. For Nick Herries and Stacey Hill the Hawke's Bay Royal Show is the grand finale of five gruelling weeks of training cattle in every spare moment. "It's hectic, enjoyable chaos," says Nick.

The pair – who are, to be clear, 'just mates' – have both had a long standing interest in cattle handling.

"Showing cattle is about carrying on from what we're learned at Future Beef," says Nick. "There are a lot of guys around Gisborne and Hawke's Bay who do Future Beef, and it's a way of progressing, especially for the younger kids."

"It's great that the younger ones can now take a heifer to Future Beef. Heifers are judged on the hoof only, so kids don't have to watch their animal go off on the truck to be judged on the hook," Stacey adds.

When it was announced that Hawke's Bay Show was to be a

'royal', the pair decided that something needed to be done. "I went to the breeders and said, 'look we've got the handlers here to do it, we just need the cattle', and the response was positive," says Nick.

Four East Coast Angus studs offered cattle: Kaharau, Kenhardt, Whangara and Alpine.

"Lots of other studs have also supported us in some way," Nick says. For example Hains loaned all their clipping and grooming gear, and the cattle were transported down on the Turihaua truck.

"Some studs may not have had the cattle for us to show at the time," Stacey adds. "We appreciate that it's a busy time of year."

Once it was decided that East Coast Angus would have a major presence at the show, all the heifers were trucked to Kaharau stud, where they were grazed together for two months. This made life really easy for Nick and Stacey, as all the handlers (about a dozen of them) could meet in one place.

"We've been there every weekend since," says Stacey. "Leading them around, blow drying them, playing music and even rattling the odd empty beer can around to get them used to the noise."

Now that the heifers are broken, it's simple to keep them current, says Nick, as they never forget – and they'll be easier to bring back to the show next year with calves at foot.



"FOR ME, IT'S NOT SO MUCH ABOUT THE SHOWING. IT'S MORE ABOUT TAKING A WILD ANIMAL THROUGH THE BREAKING PROCESS UNTIL IT'LL STAND SQUARE BESIDE YOU. IT'S VERY REWARDING"

"The public exposure gained for those studs with cattle entered may well encourage others to offer cattle next year. Some studs wanted to see results first, and we've really had to prove ourselves," says Nick. And prove themselves they have.

"For me, it's not so much about the showing. It's more about taking a wild animal through the breaking process until it'll stand square beside you. It's very rewarding," says Stacey, who learned to break cattle with Peter McWilliam of Maungaraki Cattle Company, founder of Gladstone Angus stud. "My favourite part is when the stud owner gives you a pat on the back and says you've done a good job. That's what makes it all worth it."

The results naturally contribute to the feel good factor for the handlers, but Nick knows it's recognition for the breeders that's key. "Without the cattle we can't do any of this. It's a fine balance," he says

The accolades were spread throughout the young heifers at this year's show, but the standout was a Hawke's Bay bred animal. Whenuapapa Kawa, bred by the Stewart family, took out Supreme Champion Angus, and Nick is hopeful that more Hawke's Bay breeders will enter cattle next year.

"Perhaps we can get a bit of Hawke's Bay versus Gisborne rivalry going," he says.

After the official duties were done there was plenty of celebration for the handlers, with camaraderie still in full swing at 4am. "The handlers have a ball at these events," adds Stacey.

Looking forward, the pair are keen to keep the momentum going. Gisborne is pushing for more led bulls at the 2016 Beef Expo in Feilding.

"Instead of having cattle in pens out the back we should be leading them around the ring and really showing them off. Clients should be able to get a really good look at what's on offer," says Stacey.

Exposure from their efforts last year has already had a flow on effect, with other stud owners asking Stacey and Nick to break cattle to lead at Future Beef and Beef Expo 2016.

"We'd love to do the full show circuit," says Nick, "but it's not really up to us as handlers."

Together they will be running training sessions for a keen group of young handlers around Wairoa, and hope to have the group helping out at the next Hawke's Bay Royal Show. It would be a surprise if this impressive duo don't manage to pull it off. They know cattle, bring passion to the game, and are sure to be regulars on the circuit for years to come.

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*E pluribus unum – Out of many, one.*



BY SARAH IVEY

# MEADOWSLEA

## - *Life in the tussocks*



The South Island high country is an unyielding, at times almost uninhabitable, environment. It takes a special sort of person to farm there, and a special sort of animal to survive.

David Giddings of Meadowslea Angus believes he's created just that animal. A tough, moderate framed, black Angus cow that can survive on tussocks and yield a good calf, year upon year.

It all started back in 1985, when David met Hamish Williams of Turihaua. Hamish wanted Romney ewes, of which David had plenty, and David wanted Angus cows. They struck a deal. For the next three years David got the pick of Turihaua's in-calf two year old heifers and, in return, Hamish took the top off David's two-tooth Romney ewes.

Meadowslea took 22 head of capital stock from Turihaua, and David believes he struck it lucky. "Turihaua were almost pure New Zealand bloodlines then, and suited the operation we were planning to run in the hill country."

His first Angus bull sale, run by PGG, was held in 1994 at Temuka saleyards. Peter Walsh was a livestock manager at PGG at that time. "Peter rounded up all the high country farmers. There was Glen Lyon, Glentanner, Braemar, to name a few. Peter had told them they all had to come down to Temuka and buy a Meadowslea bull. So they did. And they have all continued to buy them ever since."

The following year David launched an on-farm sale which saw all 22 bulls offered sold.



George, Celia and David Giddings.



The stud has since grown to 350 cows, run alongside the 2000 Romney stud ewes.

Meadowslea, which is situated just west of Fairlie in South Canterbury, can be as tough as an old boot. Dry summers coupled with cold, wet winters mean David has to stay focussed on the type of cattle he's breeding for the environment.

"Initially we were unsure of where we were going, but once we established the type that we had, and saw how well they did for our clients in the high country, our focus became clear. We knew exactly what type of cattle we were trying to breed."

All females are mated as yearlings. If they can't get in-calf and then rear that calf and hold their weight in the conditions, they're culled. David started ultrasound scanning when the technology first became available, which rapidly confirmed that his natural selection process had led to Meadowslea cattle having exceptionally good fat cover.

"We've been fussy about it ever since, to ensure we're continuing along that path of breeding cattle with positive fats."

David sees fat cover as a fertility trait rather than just a carcass quality trait, believing it has a direct correlation to whether a cow will get in-calf and be a good mother.

Observations have suggested that cattle with a bigger spring-of-rib, or motor room, seem to have a bigger capacity to digest the rougher pastures, making it another key focus for David. "They can chew on anything they see and, because their throughput is that much slower, they can digest more, meaning they get more energy out of lower quality grasses."

He believes that focussing on basic Angus traits has developed naturally tougher animals. "To be able to live at Glentanner or Braemar Station in Mount Cook, an animal has to be able to turn rough feed into a calf," he says.

He sees larger framed, genetically high powered Angus cattle as less efficient in the hill country environment so does not focus on carcass EBVs.

Having grown the stud substantially over the years, David is now selling 170 bulls a year through his June and October sales. His clients are predominantly South Island commercial farmers, however he does sell the odd bull to the North Island, and also sells bulls into the dairy sector.



The cattle are run across 750ha in four blocks, which range from irrigated flats to rolling downs and then steep, tussock-laden hill country. Annual rainfall is around 800-1000mm, and snow can linger for six weeks at a time in the hills.

"I think it's important to realise that there's wide variance in environmental conditions across New Zealand. We should expect an equal variance in the genetics needed in our cattle, in order to cope with that changing environment," he says.

Balance is a key factor in all farming operations and having a sustainable, environmentally friendly operation is important to the Giddings family.

David's wife Celia and son George are both doctors and have a keen interest in the genetic side of the cattle operation. George and David have even developed their own High Country Index and visual selection criteria, to try to determine which animals best suit the high country conditions.

The Meadowslea cattle certainly do. That they survive in such a challenging environment is testament to David's success at breeding tough black cattle in a practical way. And when natural selection rears its ugly head, David insists it only makes his black cattle stronger.



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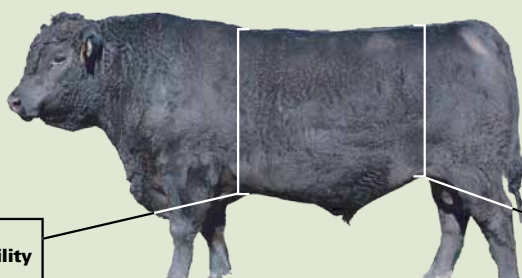
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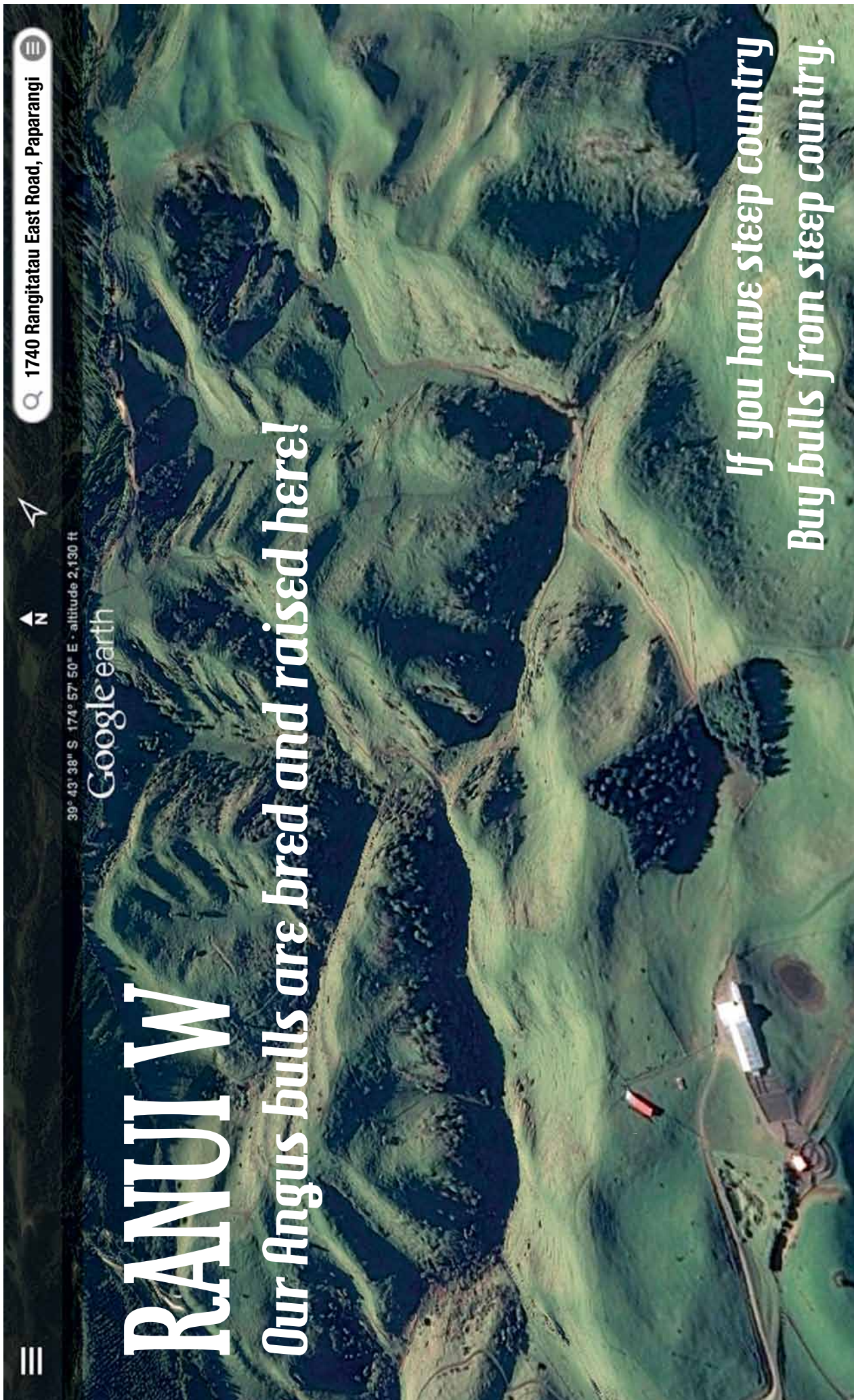
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# North Island BIG COUNTRY

BY ANNA MACKENZIE

Timahanga Station lies in the heart of the North Island, sitting atop the Central Plateau on the backcountry road between Hawke's Bay and Taihape.

Originally part of Ngamatea, Jack Roberts became freeholder in 1972, undertaking a significant programme of development through the SMP years of the 1980s.

"Dad developed it, fenced it, put it into pasture," says Jack's son, current proprietor, Alan Roberts.

Of a total 10,110ha, 5260ha is fenced and in grass, 2000ha is grassland with potential for development, currently free-range grazed by cows through the winter months, and 2000ha is in native bush protected under the QEII Trust, with the remainder being steep hills and scrub.

It's summer-safe country with a growing season that extends from late August, early September through to early June. Winter brings a guaranteed seven or eight snowfalls, but the snow tends to last only a few days. The farm stretches the length of a valley, 716m above sea level at the top end running down to 411m; the steep surrounding hills guaranteeing plenty of frosts. Rainfall varies from 1140mm to 1520mm a year, the lower end being wetter but tending to dry out quicker in summer's hot nor-westers.

Corriedales suit the climate and terrain. Alan runs 13,500 straight Corriedale breeding ewes. With the first lamb pick a month away there are 14,500 lambs as well.

From the outset the Roberts have run Angus cattle, currently carrying 735 straight Angus and 315 Angus x Hereford cross breeding cows. Around 750-800 go to an Angus bull, 200 to a Hereford and 70-80 to a South Devon Bull.

"The Angus do well for us here. We get harsh winters; they survive well and grow well," Alan says. "They have to work – they're a vital part of preparing the pasture for the sheep."

The aim is to fatten everything on the farm, with steers and heifers going into the AngusPure and SFF Reserve programmes.

Prime heifers go at 250-270kg from the end of February, steers at 320kg from May, aiming for a monthly pick through into August, depending on feed.

"Anything that qualifies for the AngusPure programme goes into that. I'm very happy with the premiums."

Temperament and constitution are key for Alan. "All stockwork is done on horseback and we draft by hand in the yards. The Angus are very quiet, and that matters. If you can't work with them, get in the pen with them, they're not worth having."

Timahanga has 26 senior sire Angus bulls, 6 Herefords and 2-3 South Devon sires. At nine years old, cows go to a South Devon bull before being culled.

Calving starts with the 3yr heifers around 1 September with the MA cows a few weeks later. Bulls go out for 45 days with heifers and 55 days with MA cows at a ratio of 1:35 from 25 November for earlies through to 11 December for MA cows.

Alongside sheep and cattle Timahanga has a deer farm running 300 breeding hinds. Cattle are run solely on grass and saved pasture but they grow swedes for the deer.

Every year they sow 20-30ha into 2-3yr Italian ryegrass then re-cultivate back into permanent pasture, but major development is on hold – "It's too expensive and there are resource consent issues."

The station has five full-time staff and one casual – "It's a good team," says Alan, though he concedes that the isolation doesn't suit everyone.

StockX agent Digby Phillip arrives to look at a line of hoggets going up on the new stock trading website. The check takes a few minutes, the 'paperwork' another five. "Natural condition, shorn, lambed as hoggets," says Alan. "Solid mouths," adds Digby. Pricing, weights, timing, extra notes... and boom, the info is up on the site.

"I heard about StockX a year ago," Alan says. "It's starting to change the way livestock is being sold. It simplifies the whole process plus it's less stressful and saves you money."



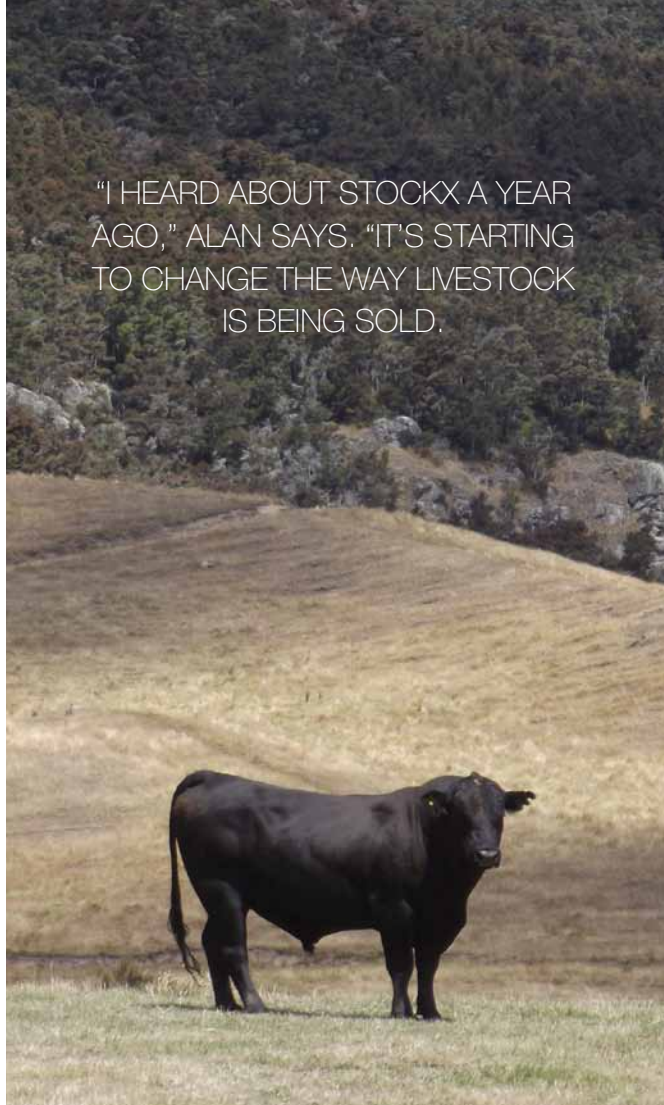


Digby Philip (left) of StockX and Alan Roberts upload the data on a line of Timahanga ewes.

Late last year he put more than a thousand ewe hoggets through the site; one of the first sellers to use it after its launch. Today he's putting up a line of 200 ewes.

With a commission rate of just 2.5%, complete control of the process, no on-going obligation, and financial security for both buyer and seller (transactions are similar to the process with PayPal), it's easy to see why StockX is gaining traction. "I've found it very good. I'll certainly use it again."

Alan's performance targets are within reach – to drop to 26micron with 4.5-5kg fleece weights, add an extra kg to lamb weight, lift lambing and calving percentages a few notches – but the real goal is overarching: "to pass on the farm to the kids in better shape than I inherited it."



"I HEARD ABOUT STOCKX A YEAR AGO," ALAN SAYS. "IT'S STARTING TO CHANGE THE WAY LIVESTOCK IS BEING SOLD."

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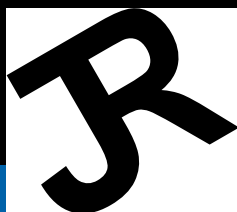
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BY SANDRA TAYLOR

# Fast Finishers

In a district dominated by dairy cattle it makes a change to see black beef cattle grazing under centre pivot irrigators.

But Ben and Renee Dampier-Crossley's fast-finishing beef system is proving to be competitive with other land uses, returning around 26c/kg DM consumed.

The couple, along with their manager Mat Bailey and his wife Kiley, have transformed their cattle operation with the irrigation development they've carried out on Cranford Downs, the family's 1000ha North Canterbury farm.

Over the past three years they've taken out their old border-dyke irrigation, replacing it with centre pivots. They've also been growing fodder beet under irrigation, using it to grow out home-bred and bought-in Angus and Angus cross steers. Coupled with high quality pastures, this feed is enabling cattle to be finished from just 15 months, with the majority gone by February.

It's a system that is efficient, profitable and complementary to the farm's sheep operation, in that the cattle manage pasture quality for ewes and lambs and are gone before the summer dry.

Cranford Downs boasts an even balance of hill country and irrigated flats, running 2700 Coopworth ewes, 1100 hoggets, 160 Angus breeding cows and 400 trading cattle. The family also winters 1000 dairy cows over June and July.

Ben explains they've been reducing ewe numbers as they undergo a change in genetics with the introduction of Turanganui Romneys. At the same time they've been lifting breeding cow numbers by buying surplus Angus heifers from the Murray family's Woodbank operation, as well as retaining their own replacements.

The cow herd on Cranford Downs has undergone something of a make-over over the past three years as Ben, Renee and Mat have sought to even up cow size to improve the herd's efficiency.

In the past the family bought their breeding cows from Hanmer



Spring's St James Station, once owned by Ben's grandfather. Ben says these cows were small-framed and, while they did well in the high country environment of St James, their productivity was questionable in the much more benign environment of Cranford Downs.

Ben, Renee and Mat have been ruthless in culling these smaller St James-types, many of which had been running on Cranford Downs for many years – a testament to their longevity in itself.

While the policy is to fast-track change in genetics by buying in heifers, they are also selecting Angus bulls with EBVs for low calving weights and high 400-day growth rates. They are also looking for positive EBVs for internal fat.

Because they're finishing everything they breed they put little store on the weaning weights of their own cattle, although the weights of all the finishing cattle are monitored closely after weaning.

It's a different story when it comes to trading cattle. Because of their fast finishing system they need to buy forward weaners





Mat Bailey and Ben Dampier-Crossley have transformed the beef operation on Cranford Downs.



## HAVING MADE SUCH A SIGNIFICANT INVESTMENT IN IRRIGATION INFRASTRUCTURE AND ASSOCIATED PASTURE DEVELOPMENT, BEN HAS TO HAVE STOCK THAT PERFORM.

at a minimum weight of 200kg. Ben buys around 250 weaners from David Mackenzie at Mt Montrose, which he knows will finish well for them. Others are sourced from Woodbank and other local commercial breeders.

In a new initiative, all steers and heifers have their electronic ear-tag scanned upon arrival which allows Ben, Renee and Mat to monitor individual performance. By regular weighing and recording they see which lines and genetics are performing best in their system – and the cattle are given every opportunity to thrive.

Hunger is a foreign concept to the cattle on Cranford Downs. Weaners are put behind a break on irrigated pasture over March and April, then in May go onto fodder beet with unlimited access to baleage and a grass run-off block. It's a matter of giving them whatever they want whenever they want it.

Ben first grew fodder beet two years ago as a trial, wintering half the steers on fodder beet, the other half on the usual kale crop, and comparing weight gains. The cattle on the fodder beet grew an average of 900gm/day compared with a 600gm average daily weight gain in the steers on kale.

Growing fodder beet under irrigation means they can grow an impressive crop: last year the yields on 15ha of fodder beet were measured at 28-32t/ha.

Such yields allow them to feed 400 cattle on 15ha for five months, freeing up feed for other enterprises. This year they have 20ha in rive fodder beet which was precision drilled on November 1.

The weaners stay on fodder beet until October when they are put to work managing pasture quality for lambs.

Coming off the fodder beet onto spring grass sees growth rates really ramp up. Last spring the steers were growing at an average of 2.2kg/day. Ben notes that there is a noticeable difference in the way the cattle that have wintered on fodder beet respond to

spring grass, and this has allowed them to get the first steers away in early December.

Mat admits that at that time of year they're not the heaviest cattle, but there is no economic advantage to growing them to heavier weights, especially at a time when pasture quality is declining. He says getting those first few steers away frees up pasture for the other cattle and for lambs.

Last year all the finished steers, which were sold to ANZCO, weighed an average 540kg LW and 270kg CW.

### Working cows

While the breeding cows spend much of their time on the hill country – and have to winter off their own backs – they are not in a climatically harsh environment. The hill country on Cranford Downs is not too high or steep and snow is not an issue.

Water supply has been a limiting factor on the hills and has restricted the area where the cows can be run. Ben is in the throes of installing an articulated water system which will allow further subdivision of the hill country blocks and make pasture management easier. As part of the hill country development he has been trying to establish rape and red clover, but the drought has meant neither crop has produced much. Ben plans to try sowing again in autumn when there is greater chance of moisture.

Over winter the cows are rotated around the hill blocks grazing autumn-saved pasture and calving on the hill before being brought down to the flats in spring to control pasture. Mating begins on the flat from December 1, but the cows, calves and bulls are run back onto the hill in the last mating cycle.

While Ben, Renee and Mat use Angus bulls over the majority of their cows, B-line cows are put to a Charolais terminal sire. They had been using a Hereford bull over their heifers to inject some





hybrid vigour into the herd, with progeny mated back to Angus.

Replacement heifer calves are grown out on greenfeed oats and Italian ryegrass before spending a month on fodder beet.

The yearling heifers go to bull on November 15 weighing an average of 370kg, but Ben adds they must be a minimum of 320kg before they are mated.

Over the winter, the heifers are spread out on the hill ahead of the cows but are run behind a wire close to the cattle yards for calving.

While the Dampier-Crossleys are driving performance in their beef operation, animal health inputs are very standard. The calves get a 10-in-one vaccination at calf marking, and selenium, a copper bullet and a top-up vaccination at weaning.

The cows are not drenched. Trading cattle are quarantine drenched when they arrive on Cranford Downs.

Ben admits the emphasis has thus far been on cattle, reflecting where his interests lie.

Despite their outstanding reproductive performance – scanning 204% and lambing 167%, with hoggets scanning 130% and tailing 88% – Ben is looking to improve the performance of his ewe flock. Despite good quality feed, pre-weaning growth rates are poor and typically only around 15% of lambs are finished at weaning, hence the recent change in genetics.

Having made such a significant investment in irrigation, infrastructure and associated pasture development, Ben has to have stock that perform.

He is still trying different pasture mixes under the irrigation including cocksfoot, red and white clover, chicory and novel ryegrasses. These are established after the area has gone through a cropping regime to deal with weeds. Over the past four years the Dampier-Crossleys have grown between 50 and 100ha of barley as part of their pasture renewal programme.

With new pastures, new genetics in both sheep and beef, and a new management regime in place, Cranford Downs is cranking up production to another level.

Mat says they are aiming to draw a distinct line between the hill and the intensity of the irrigated flats.

Drought aside, it is an exciting time for the family as they strive to realise the full genetic potential of their sheep and Angus cattle. ■

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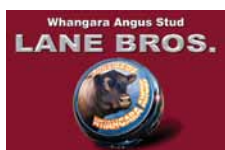


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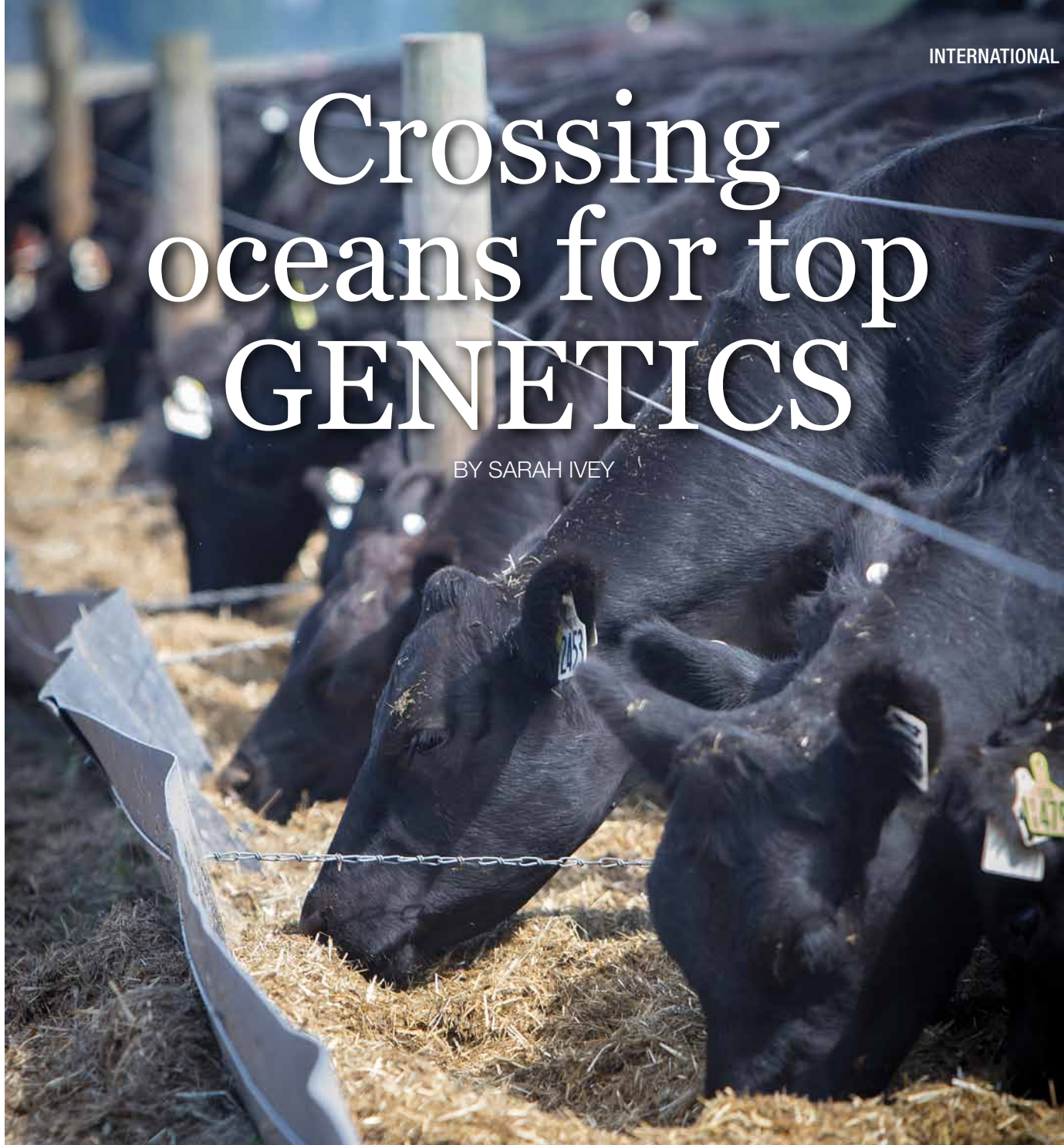
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# Crossing oceans for top GENETICS

BY SARAH IVEY



Australian Rural Exports Pty Ltd, more commonly known as AUSTREX, is one of the largest livestock export businesses in the world, with operations in Russia, China, USA, Uruguay, Turkey, Indonesia and New Zealand. For over forty years, AUSTREX has been exporting quality livestock around the globe. This year was a little different as AUSTREX took on a new challenge; the first ever shipment of live beef cattle exported from New Zealand to China.

In February 3200 promising young cattle beasts went out of Napier on the boat. The shipment included 3050 Angus and 150 Simmental heifers sourced from farms across the country, with a 50/50 split between the North and South Islands.

Interest in exporting New Zealand's Angus cattle came about after AUSTREX toured a Chinese buyer around our finest operations. Thoroughly impressed with what he saw, the buyer, a private landowner in Mongolia, decided the cattle were exactly what he wanted, both on phenotype and genetic composition, for his large-scale breeding operation.

Regulations are tight for exporting live animals out of New Zealand, and this shipment was no exception. Once the heifers had been selected on-farm they were all tested for TB, Johnes, IBR and BVD, with 400 animals rejected after this phase.

All the approved heifers were then transported to Paul King's property in Hawke's Bay, where they underwent a minimum thirty day quarantine period, a protocol that is strictly adhered to.

The average weight of the heifers on arrival at quarantine was 342kg. The cattle were maintained on a diet of silage and straw to ensure the average weight didn't lift above 350kg – space on the 4650m<sup>3</sup> vessel is dictated by animal weight rather than head numbers.

For the fourteen day trip to China the heifers travelled in pens of twelve to thirteen. Conditions on the ship are far from 'roughing it'. The pens are floored with thick blankets of sawdust for the heifers to sleep on, replaced every second day after the pens are hosed out and cleaned.



Pellets and hay are fed twice daily by hand. Automated feeding systems have been used in the past, but proved unreliable with mechanical failures.

AUSTREX New Zealand General Manager Paul Tippet was on-site overseeing the pre-export quarantine in Hawke's Bay and also travelled to China for their arrival off the ship.

When asked how many he expected to lose during the trip he had one very short answer: "None."

Two years ago AUSTREX moved 25,000 dairy animals out of New Zealand and only lost four. This extremely low mortality rate sits well with Angus New Zealand, who prepared the registration documents for all 3050 Angus heifers involved.

As well as the heifers, ten Hillcroft Angus yearling bulls travelled to China. "The buyer was absolutely over the moon when he saw the bulls on his last visit. He said that if he'd known they'd be so good, he would've bought ten more," Paul says.

Once in China another 45-day quarantine period applied, during which time the AI programme commenced. Genetics were sought from America for this round of AI, however, with buyers now demanding New Zealand heifers, it is likely only a matter of time before semen is sourced here as well.

"The world is obsessed with black Angus cattle," Paul says. "It's hands down the most in-demand breed on a global scale. Buyers can't get enough of them."

International demand is so high that Paul says that if AUSTREX were able to source sufficient cattle of suitable quality, they'd have them on a boat tomorrow – proving just how sought after our New Zealand bred Angus cattle are.



AUSTREX New Zealand General Manager Paul Tippet at the pre-export quarantine area in Hawke's Bay.

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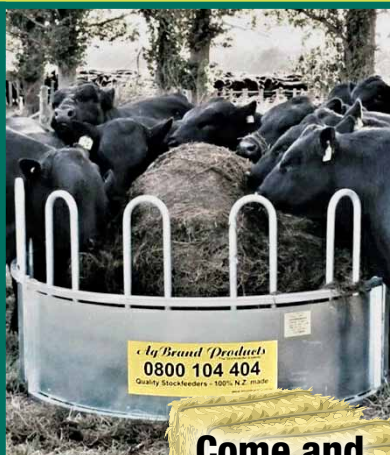
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## *Tylee - Pahiatua*

# Hard work to maximise hard working Angus

BY SARAH IVEY

Lochy Tylee's father David reckons his son is a lucky man. He says he's more than your average hard working Kiwi bloke and that he's lucky he has such a supportive wife... But that hard work has paid off, ensuring the family farm in Pahiatua runs so successfully.

The original farm block in Makuri, which sits roughly half way between Palmerston North and the east coast, was purchased by Lochy's great grandfather in 1898. Significantly extended since, the operation now has 1780ha across three blocks between Makuri and Pahiatua. Lochy and his eldest son Tom run the farm, while younger son Sam is off travelling the world. Lochy's wife Ruth supports her hard working family, doing considerably more than just holding down the domestic side.

The mix of flats, hill country and original native bush has allowed the family to try their hand at a few different ventures over the years.

Breeding cattle, finishing Friesian bulls and even dairy milking have all been tried in the past, however they've settled for wintering 8000 Perindale X breeding ewes and finishing 500 straight black Angus steers annually.

The cattle come on farm at 430-475kg LW and go off 14-15 months later, topping the scales at 400kg CW. The Angus steers are a key part of the operation and have a dual purpose, aiding in the clean up of the hill country as well as packing on the pounds.

Unlike many finishing farmers, Lochy is predominantly driven by type, drafting all his cattle by eye. Dave Wright of Wright Livestock Ltd is both his buyer and seller, and Lochy sees him as a key part of the operation.

Steers start arriving on-farm in August, with the first coming from the Taumarunui cattle fair then from the Wairoa sale. All are





Dave Wright working in the Tylee's yards at Pahiatua.

purchased as R2s and they "definitely want straight blacks", Lochy says. The last few years they've also bought cattle up from Cheviot, however, Lochy says the drought has dwindled away the cattle numbers down that way.

Straight black Angus are the preferred choice for Lochy because "we find they weigh out a lot quicker than other breeds, which can tend to grow, grow, grow and never finish," Lochy says.

They've also found them to be the hardiest breed over the winter months and up in the hills. "They just hang in there," he adds.

The early R2s from August go to the home block in Pahiatua and are fed goliath rape and greenfeed oats behind a wire for a couple of months to calm them down. The cattle coming in slightly later are taken straight to the Makuri block and set stocked on the hill country. "It's a very easy care system down there. The cattle simply maintain the grazing quality for the sheep."

Three hundred steers stay at Makuri until July the following year, when they are moved to the home block and grazed behind a wire till the spring growth comes in, the winter trade lambs go and the ground firms up. Around the middle of September they're all set stocked on the flats and finished; the first going at the end of November with the remainder ideally gone by the end of January.

"Beef is having such a good year that we've tried to look after them a bit better and bring them forward more. They're just so valuable at the moment," Lochy says.

"Our main push is to beat the cull cow kill, which takes the shine off prime and makes it hard for the beef finishers," Tom adds.

Once the cattle go off farm they're replaced by weaned lambs from the hill country. January sees the land start to dry off a bit, however the area doesn't typically get very dry. The annual rainfall is around 1000mm and "there's no irrigation except for the odd leaky trough," Tom jokes.

Steers go weekly by the load full and are all picked by eye.

Lochy likes them coming in as medium framed animals that are a bit back rather than forward. "The idea is to have the big frame

so that Lochy can put the weight on them," says agent Dave Wright.

Buying correctly is crucial. For Dave this means doing the research, asking the right questions and ensuring the R2s have bloodlines from a reputable stud. He doesn't look at EBVs, "which some may say is old school, but it works."

"Cricklewood, Atahua, Merchiston, Tangihau... When you go to Wairoa and you buy John Bayly's cattle, you just know you're going to be able to get the weight on them and get the job done. Conformation and length is important, but if I know the steers have come from a reputable stud, then that's a big tick in the right direction to start with," Dave says.

The aim is to find cattle that will achieve high weights while still maintaining high grading standards. They concentrate on P1 and P2 and get the odd animal falling to T1 and T2. Nothing lower is acceptable for the Tylees' operation.

"Knowing when to sell is important, because they can get too fat and the meat companies don't want 420-430kg CW. They'll just be grading fat," Dave says.

The current beef market is very strong but, because of the even higher market in 2014, this year the Tylees have been paying around \$100 more per head to buy as well as getting almost \$100 less at the other end.

"The margin has come down a lot," Tom says.

All the cattle are sold through Riverlands Angus, McAngus and receive the Angus premiums. Their cattle also qualify for AngusPure, given they're straight black steers by registered Angus bulls.

The operation relies on a lot of hard work and sacrifice. Lochy's father David tells me he has one last thing he wants to add before we chuck the last of our brew in the sink and head out to look at some fat black cattle...

"I feel proud to say that I could hand over the reigns at a young age and take a back seat. From here I can watch and see that all the hard work, both Lochy's and mine, has paid off. And because of it, I know that my grandson can go farming," he says. ■



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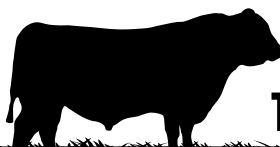
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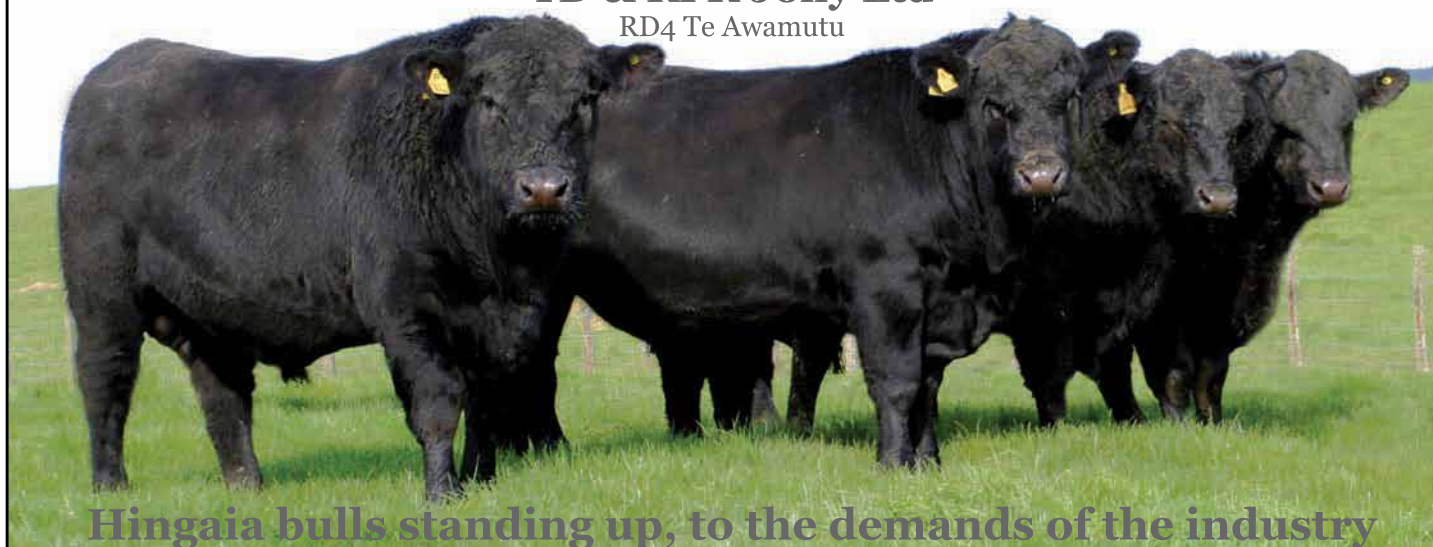
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# Product integrity and consumer assurance

BY KATE BRABIN, CEO OF CERTIFIED ANGUS GROUP AUSTRALIA

Product integrity and consumer assurance are key to the success of any product – and beef is no an exception.

Product integrity includes validation of quality specifications and further claims, including those of breed. Consumer assurance about where the product comes from and how it was raised is increasingly important to the discerning consumer.

Consumers identify with price, and their initial purchasing decision may be based on how much they are willing to pay. However, if a consumer buys at a higher price and then has a bad experience they will be left completely dissatisfied and will be unlikely to return to the product. Conversely, when a consumer pays a higher price and enjoys a superior experience, paying more for the item is justified and they will generally return to the product, even if only for a special occasion.

Angus Beef in Australia has been established as being synonymous with quality, and generally attracts a premium price at point of sale. Whether the beef is destined for the domestic or export market, substantial premiums have been established around Angus beef, and, as per the rule of supply and demand, premiums for Angus cattle have also increased.

The rise in popularity of Angus beef in the Australian domestic

and overseas markets has seen the development of many 'Angus' brands. Not all Angus is created equal and, like many beef breeds, there is a high end and a low end to the spectrum. Angus brands generally focus on the high end of the consumer market with an emphasis on meat quality and consumer satisfaction, utilising the lesser quality cuts and carcasses for value-added Angus branded products, which in turn supports greater carcass utilisation and hence makes the Angus carcass more valuable.

Through value adding to the lesser quality cuts or carcasses, the eating experience for the consumer can be improved, ensuring the experience of eating Angus beef remains consistent with the message that Angus beef delivers on quality expectations.

To be clear however, Angus beef products in Australia are deriving from a fantastic quality base due to the breed society, Angus Australia having worked tirelessly to assist Australian Angus producers to improve herd genetics and profitability without compromising on meat quality. Meat quality is not something producers in Australia are paid for, however it is widely understood by producers that in order for a consumer to demand their product, they must provide a quality experience.

For a period, many brands in Australia claimed 'Angus' but not



Kate Brabin, CEO of Certified Angus Group Australia.

all brands substantiated their claims. In Australia, through the work of Certified Angus Group Pty Ltd (CAG), the company wholly owned by the members of Angus Australia, a breed content benchmark standard for Angus beef has been set to assure that beef branded as Angus contains a minimum of 75-100% Angus parentage. This definition is supported by AusMeat Pty Ltd, the body responsible for approving claims made on beef products in Australia.

The breed content benchmark standard for Angus beef in Australia set by CAG Pty Ltd is underpinned by an ISO Accredited Quality Assurance System to the 9001: 2008 Standard.

Certified Australian Angus Beef® (CAAB), Australia's first and original Angus beef brand, Angus Pure (Australian) and Natural Beef® are Angus Australia member-owned brands produced to exacting specifications, and utilise Meats Standards Australia grading for quality assurance, Zoetis DNA sampling and testing for traceability, and CAG's Independent Third Party Independent Verification services for verifying Angus breed.

Meat Standards Australia predicts the eating quality of an animal per cut and recommends cooking methods for the individual cuts assuring juiciness, tenderness and flavour in every portion. CAAB and Angus Pure utilise MSA grading technology to ensure that the animal processed for the brand eats to a predicted quality, assuring the consumer a consistent beef meal.

In addition to MSA minimum requirements for grading, CAAB and Angus Pure add additional quality specifications on their branded products to ensure the best possible outcome for the consumer. These specifications include minimum marbling requirements of MSA 400, ossification of below 300 and maximum dentition of two teeth, ensuring cattle are no older than 30 months.

DNA samples are taken from each and every body of beef processed for CAAB and Angus Pure and stored with Zoetis for later testing, be it for traceability or breed testing to verify Angus content. Zoetis DNA technology provides a solid foundation to product integrity and consumer assurance by underpinning the quality systems in place at processor level to determine both breed and quality. DNA provides an avenue to check the checker, where necessary, and to ensure the quality system is working.

Certified Australian Angus Beef®, Angus Pure and Natural Beef® are the Angus Australia member-owned brands and were the first brands in Australia to utilise the Independent Third Party Verification. McDonalds Australia New Zealand soon followed, utilising the quality systems developed by CAG for their Angus burger range, commencing with the Mighty Angus and Grand Angus burgers.

The quality systems for underpinning breed claims in New Zealand are also provided by CAG and delivered under agreement by New Zealand's very own AngusPure Ltd.

With the rise of popularity of Angus beef in Australia, resulting from the early and thought leading work by Angus Australia, Certified Australian Angus Beef and McDonalds restaurants, many new Angus brands came to the fore as result of the demand. While many brands claiming Angus did little to substantiate their claims or to ensure that all Angus entering Angus programs were in fact of Angus parentage, consumer demand has created the necessity for substantiating such claims.

CAG is currently the only independent third party provider of breed verification in Australia, owned directly by the members of Angus Australia. CAG Pty Ltd not only provides verification services for member-owned brands Certified Australian Angus Beef and Angus Pure, but also provides verification of other Angus brands including; McDonalds Australia New Zealand, Thomas Foods International, Rangers Valley, Jacks Creek, Bindaree Beef, Argyle Prestige Meats, Manildra Meats and other processing companies on a customer requirement basis.

The very fact that brands such as CAAB, Angus Pure and McDonalds need to take up services to verify quality and breed is testament to the fact that product integrity is paramount to the consumer.

New Zealand Angus Beef, notably AngusPure NZ, is a remarkable product with exceptional quality. It would only be to the advantage of Angus cattle and beef in New Zealand, and their affiliations, to define quality to meet consumer expectations and further assure that beef labelled as Angus is in fact coming from Angus cattle to an accepted definition. ■



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*Mt Mable Thor 660 – sire of Rangatira 13-38*





# AngusPure barbeque scotch fillet

SERVES 6



THIS BARBEQUE RECIPE USES INDIRECT HEAT TO COOK THE MEAT SLOWLY. THE RED WINE AND APPLE SYRUP SPRAY GIVES THE MEAT A LOVELY TART YET SWEET OUTER CRUST WHICH CONTRASTS WELL WITH THE SUCCULENT MEAT WHEN SLICED.

## Ingredients

- 1.2 kg scotch fillet, trimmed
- 3 tbsp rice bran oil
- salt
- freshly ground pepper
- 3 tbsp fresh rosemary coarsely chopped
- ¼ cup dry red wine
- ¼ cup tart apple syrup

## Preferred doneness Internal meat temperature

Bleu 45°C  
Rare 51°C  
Medium rare 55°C  
Medium 60°C  
Well done 70°C

## Instructions

1. Preheat the barbeque with the lid down to approximately 140-150°C. Brush the meat with oil and season with salt and pepper, sprinkle with rosemary. Sear the meat for 3-4 minutes on each side over a direct high heat and then place on a wire rack with a drip tray underneath. This method of barbequing uses indirect heat, so you must keep the lid on your barbeque down to maintain a constant temperature.
2. Mix together the apple syrup and red wine in a small spray bottle. Turn and spray the meat every 15-20 minutes until the meat is cooked to your liking, approximately 75-90 minutes. See temperature chart page.

## Cooking temperatures

The easiest way to determine if the meat is cooked to your liking is by using a cooking thermometer to measure the internal temperature. For an accurate measurement, insert the thermometer into the meat away from any bone or fat.

Recipe sourced from 'A Cut Above, cooking with AngusPure'  
[www.angusbeefcookbook.com](http://www.angusbeefcookbook.com)





BY KARLA NESS,  
CANADIAN ANGUS  
ASSOCIATION

# One Angus event *to rule them all*

The Mankota Stockmen's Weigh Company started in 1956 with a group of ranchers from Mankota and District who thought it would be easier to gather buyers in one central location rather than shipping cattle by rail to a small number of potential buyers. With this in mind, they went west to the Cypress Hills and cut 900 rails that they would use to construct pens, alleys and an open air sale ring. After a lot of sweat and planning, the sales began.

In the first year, 2000 head were sold at three sales for more than \$150,000.

In the 1970s, a carload scale was purchased and a new scale house was built. Another change was the new heated sale ring. Over time, the old rail pens were converted into strong steel pens and a computer system was put in place in the early 2000s. While the sale has attracted many local buyers and some who have travelled great distances, today they are set up with internet broadcasting as well.

During the late 1980s, Bob Switzer, John Frank and the Gross

family developed the idea of an Angus sale that would feature only black-hided, Angus-influenced cattle. The sales started out strong with about 2200 cattle, and have continued to grow. In 2015, just under 5000 Angus-tagged calves went through the sale ring. Every calf sold at the 2015 Mankota Canadian Angus Rancher Endorsed calf sale was tagged with an Angus RFID tag.

John Williamson, manager of the Mankota Stockmen's Weigh Co., plays a large role in this sale. John stated, "This Angus tagged sale is one of the largest sales we have and it gets better yearly. We have a great crew and group of cattlemen from the area."

On October 16th, I had the pleasure of attending the Mankota Canadian Angus Rancher Endorsed Calf Sale. My friend and fellow Angus producer Cassie Davidson and I started the day by driving down to Sandy Bar Angus and the Switzer residence after spending the night in Swift Current. If you have no idea where Mankota is, don't worry: I didn't either before asking Google.





THIS SALE IS THE ONLY ONE OF ITS KIND IN CANADA.

Mankota is located in the deep south, wide open grasslands of Saskatchewan. You can literally see for miles, with many black and red cows roaming the pastures. Bob took us on a tour of his operation and we looked at the heifer and bull calves and saw a few cows that were around the home place. Then we followed Bob across the slightly dusty gravel roads to the little town of Mankota.

Home to approximately 300 people, Mankota reminded me a bit of Lougheed, the small community where I grew up. We walked over to the auction market and I was amazed by the number of calves: 4913, all tagged Angus and mainly all black. That was something to see for sure. Cassie and I walked around checking out what the producers had brought to town. Every pen was full with superior Angus genetics.

After taking a look around we'd worked up a hunger – and I'd been told by a few wise men that we had to have a burger and pie while in Mankota. Let me tell you that neither of those dishes disappointed!

The sale was extremely strong throughout the afternoon. They ran 4900 calves through the ring in less than four hours, but even more impressive was the quality of those calves. Pen after pen were sound Angus calves. If only I'd had the truck and trailer there to load up some heifer calves to take home with me!

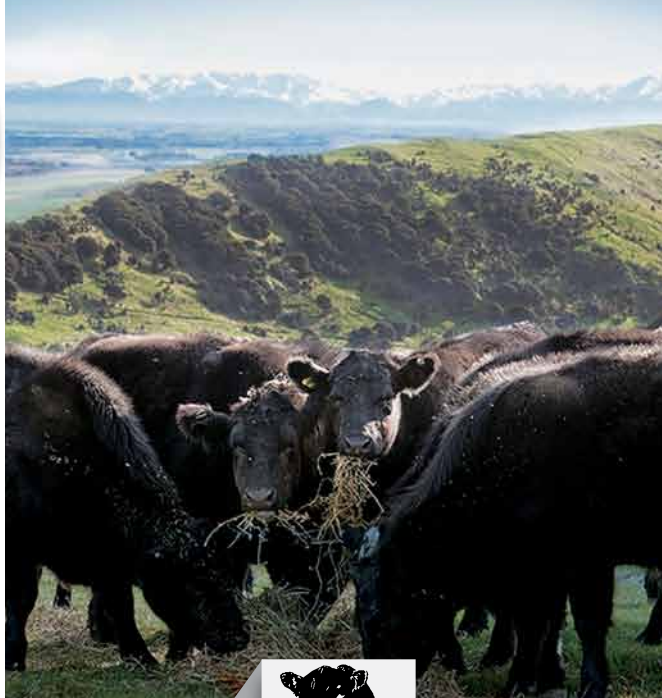
After the sale finished we visited with some of the producers. I asked them why they chose to sell at this particular sale. Marvin Moore from Trossachs, SK (160 miles east of Mankota) told me it was their fourth year at the sale, and that they come back for a few different reasons: the Mankota staff and community members treat them like family, they are proud to raise Angus, and the overall quality of the calves.

This sale is the only one of its kind in Canada. It's a very good sale where branded beef programs can source top quality Angus calves that are a guaranteed minimum 50% Angus genetics. The Mankota sale is a leading example of what the Angus tags can do for your program. Mankota Stockmen's Weigh Co. Ltd continues to bring buyers and sellers together in "the land where the deer and the antelope play."



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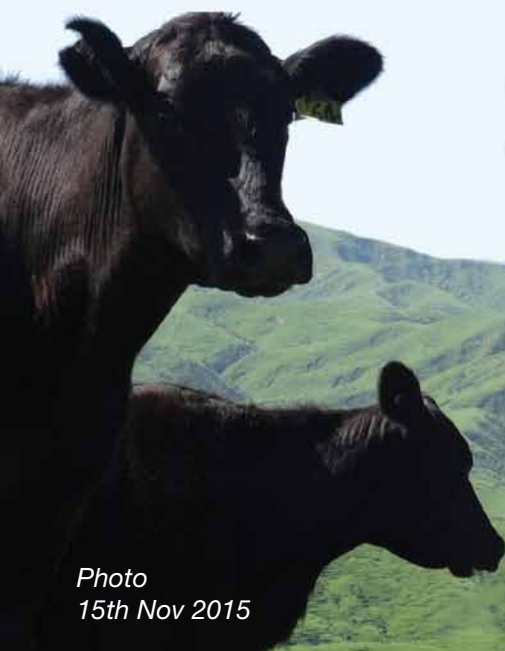


Photo  
15th Nov 2015

**SEVENHILLS**  
ANGUS  
HERD EST 1956



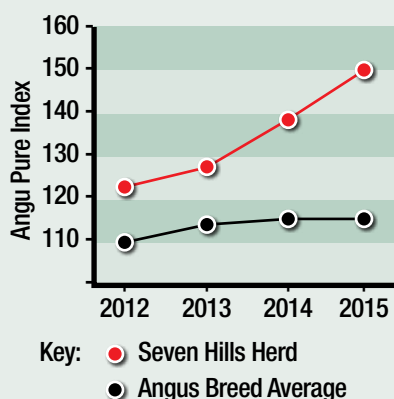
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Thursday 30th June 2016

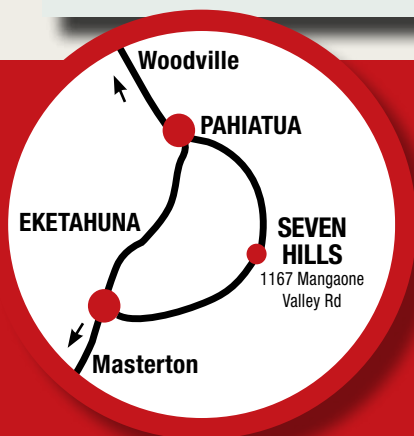
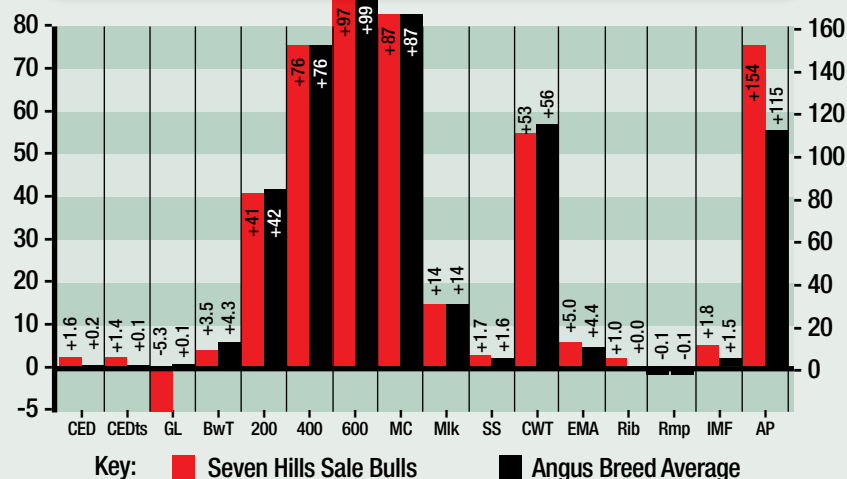
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# Angus Means Business

## American Angus Convention

American Angus is leading a change in the Angus world. Up till 2014, akin to many breed societies around the world, AA staged an annual cattle show with an accompanying trade show and a few conference topics alongside the Association's AGM. The last few years have seen that format turned on its head, with the focus now firmly on the Convention and trade show.

The 2015 American Angus Convention was held in Kansas City last November, soon after the World Angus Secretariat in Mexico, and NZAA immediate past-president Tim Brittain took the opportunity to attend.

They have the new focus about right, Tim believes. "There was a one-day farm tour attended by 200 people, while the subsequent two-day Convention, with its focus on Angus Genomix and breeding cattle to better meet market specifications, drew in 2200 people."

The Convention kicked off with a high profile International Angus Genomics Symposium, followed by workshops on animal health, animal management, 21st century cattle production and other topics. Sessions on branding and marketing, led by a keynote address from Ken Schmidt, the CEO who turned Harley-Davidson around to make it into the iconic brand we know today, offered fascinating insights.

Another key speaker was Dr Mitch Abrahamsen from poultry company Cobb-Vantress, a company that holds a 50 percent share of world market. "His message was that more data is better, that DNA genotypes are just more data, and that genomic selection really does work," Tim says.

The poultry industry measures more than forty traits in chickens, recording a range of simple and complex factors, and has achieved an annual 50g growth rate improvement, with feed conversion efficiency significantly lifted. Every seven weeks 25 percent of the chicken population is replaced, leveraging innovation.

"They are constantly looking to select for new traits," Tim says. "The DNA sequence allows them to predict phenotypic

characteristics, and only 0.03 percent of male birds are good enough to be sires."

The key take-home message from the convention was that genomics is the new paradigm – and Tim believes that on this the New Zealand industry is still lagging behind the eight-ball.

"Over the last couple of decades we've created the Angus Advantage. Genomics has the ability to lock that in over the next decade. In the past we've seen the impact of AI, EBVs, box beef, branded marketing – those have all been paradigm shifts; each has changed the way we farm and what we can achieve through farming.

"This is the next paradigm shift; it has the potential to allow us to breed better beef, and to do it faster and cheaper. Associated technologies, such as the cloud and data, will feed into that as well. But this shift will impact faster. Because Angus has such a head start over other breeds, we have an opportunity to secure another decade of 'Angus Advantage'. We have to take it."

As someone at the AA Convention said, 'If you're not at the table, you're probably going to be on the menu'.







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TANGIHAU





CARPACCIO IS THE NAME OF AN ITALIAN DISH, MADE WITH EITHER RAW MEAT OR FISH WHICH HAS BEEN SLICED OR POUNDED VERY THINLY AND SERVED DRIZZLED WITH OLIVE OIL AND PARMESAN SHAVINGS. THIS RECIPE DIFFERS FROM THE TRADITIONAL ONE AS IT USES SHITAKE POWDER.

#### Ingredients

- 160g beef fillet, all fat and sinew removed
- 1 tbsp shitake powder (optional)
- ½ tbsp flaky sea salt
- 20 black peppercorns
- 20 toasted coriander seeds
- 2 cups curly endive
- 4 tbsp extra virgin olive oil
- 2 tbsp raspberry vinegar
- ½ cup Parmesan cheese shavings

#### Instructions

1. Place the shitake powder, salt, pepper and coriander seeds in a mortar and pound finely. Season the meat with the powder and wrap up tightly in cling film—refrigerate for 4-5 hours. Approximately ½ an hour before serving, place the meat in the deepfreeze to make it easier to slice.
2. To assemble; slice the fillet very thinly—if it is too thick, place between two sheets of cling film and with the flat side of a knife, gently thin it out. Place the endive on a platter, arrange the sliced meat on top, drizzle with olive oil and raspberry vinegar and sprinkle with parmesan shavings.

#### Raspberry vinegar

- 2 cups raspberries
- 1 cup red wine vinegar, of good quality

Place the raspberries in a clean jar and cover with vinegar, ensuring the fruit is well covered. Add more vinegar if required. Cover the jar and allow to macerate at room temperature for 6-7 days. Line a strainer with muslin and place over a bowl. Pour the raspberry vinegar into the lined strainer, gathering the corners of the cloth and twisting tightly until all the vinegar has been strained into the bowl. Store in the fridge.

Recipe sourced from 'A Cut Above, cooking with AngusPure'  
[www.angusbeefcookbook.com](http://www.angusbeefcookbook.com)



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ALL THE INFORMATION REGARDING THE ANGUS SHOW & SALE AVAILABLE ON:

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# Tru-Test Angus Bull Unit

BY SARAH IVEY

Watching twenty-nine Angus sires wandering through the green pastures of the Rangitikei, it's not hard to see why they were selected to compete against each other. The yearling bulls travelled from around New Zealand last November for the opportunity to showcase their owners' studs.

Run together under identical conditions, the results are there for all to see. They're judged against one another in May at the Angus Association Championships, and subsequently auctioned at Beef Expo.

Eating grass and growing fast is the aim of the game, whilst

maintaining good form and phenotype to boot. All the Bull Unit sires have the technical data and look good on paper, some even better than others.

Dave Wright is responsible for ensuring all the bulls are well fed and cared for, maximizing their chances to thrive.

An open day held at the property in March saw over 160 turned out to take in the spectacle. "They're unbelievably even and just so well conditioned," one interested commercial buyer commented.

That said, there are always the standouts. We'll leave it for you to decide which those are... See you at Tru-Test Beef Expo!



**BLACK RIDGE**  
ANGUS STUD

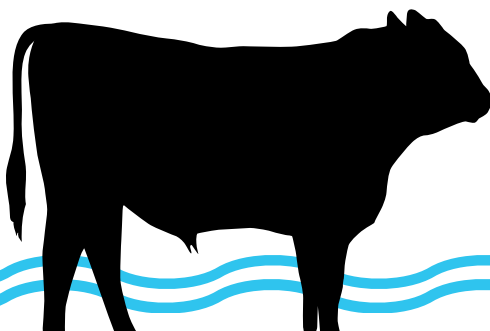
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# Cattle and community at Wairoa

BY TAMSYN MORUNGA

The best of black cattle, laced with a good dose of community spirit give Wairoa's renowned sale days a unique edge, with some of the profits going towards keeping an isolated school community on the road.

Among the standouts at the August sale last year was a line of cattle brandishing the eartag 'Ohuka School'.

A true example of rural community spirit at its best, the sole-charge school nestled deep in the district's hinterland set up a cattle scheme four years ago in the face of a funding shortage for the school bus.

Ohuka's Board of Trustees Chair, Jefferson Powdrell, says the Ministry of Education cut funding for the bus, which is vital for transporting students to school from their widely-dispersed farming homes. The decision posed a difficult problem for the isolated community.

The answer was to set up the cattle scheme, which sees thirteen farms playing host to a few Angus cattle each, with numbers depending on the size of the property. The well-known Bayly-owned Te Tiki and Okare Stations are among the supporters, along with Shannon Station.

"We have farms involved that may not have any other involvement with the school, which is a great indication of the strength of our community," Mr Powdrell says.

Around 38 to 40 cattle are finished each year, selling out as R2s. With an R2 price range of \$3.30-\$3.60/kg at this year's sale, the cattle provide a healthy profit which maintains the small bus, with enough left over to set aside for a replacement when the time comes.

Community generosity doesn't end with hosting the cattle. The bus service itself is reliant on families to drive the bus on a voluntary basis. Each family takes a two-week shift to ferry students around the winding gravel roads of the Ohuka hill country. This



commitment can take a large chunk of time from a day, particularly when road conditions are rougher than usual.

Mr Powdrell, who manages Shannon Station, describes it as a hefty task, but says spreading the load works. "Although the ideal would be to have the Ministry again funding our bus, it is heartening that the community was able to find a way to solve the problem."

He says the school was pleased with the prices gained at the most recent Wairoa sale, which reflected buoyant market conditions.

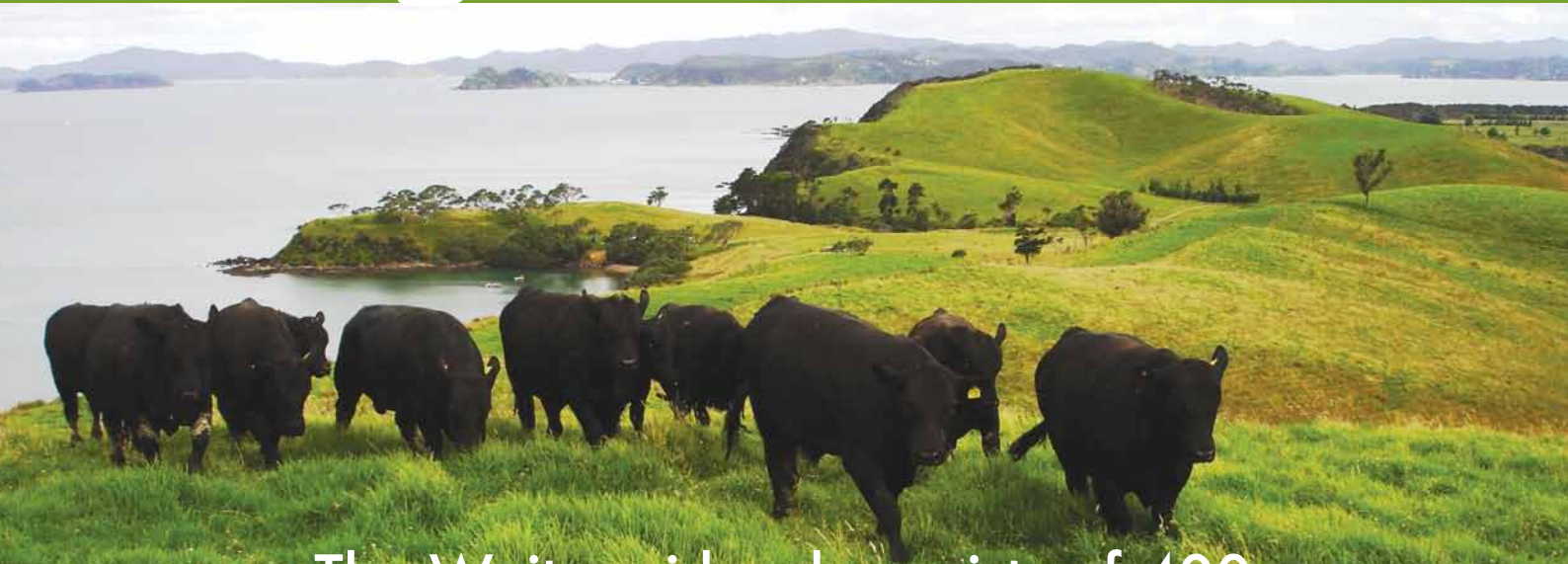
"We run Angus cattle in the scheme because we find they are more popular once they get to market."

Top price for R2s went to Bayly-owned Mahurangi Station with a pen of 44 steers selling to a Manawatu buyer for \$1450 a head, while Mangatawhiti Station gained top price for yearlings with a pen of 37 jet blacks going for \$1170 a head.

There is no doubt that 2015 was a difficult year for growing cattle, but Angus continued to command strong prices with keen buyers from around the North Island descending on the northern Hawke's Bay saleyards confident that they'd find the very best in Angus cattle.



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# TRANS - TASMAN

## *Learning experience*

BY GEORGIA DAVIES

The past few weeks of the Trans-Tasman exchange have seen me visiting some incredible properties run by smart, savvy business people who show an unrivalled passion for their cattle.

My whirlwind journey began at the Angus Australia Youth Roundup, where 220 competitors participated in a range of events. I was lucky enough to be balloted with Ben Nevis Angus and Erica and Stu Halliday. Seeing a youth event of this size and scale devoted to one breed was exceptional. The stand out activity for me was a visit to the Tullimba Research Feedlot, run by UNE. Presentations

At Gilmour Pastoral, we spent the morning weaning calves; earlier than usual, however, given the dry season, it is the most efficient way to keep feed consumption to a minimum. Brad Gilmour is a fantastic example of a commercial farmer utilising technology to improve farm efficiency. Running a herd of 1000 commercial Angus cows, Brad has been a part of the Sire Benchmarking Programme since its inception, mating around 200 cows with the semen from these sires. He has found this an effective way of making gains in his cattle and has adopted a fixed time artificial insemination (FTAI)

RUNNING A HERD OF 1000 COMMERCIAL ANGUS COWS, BRAD GILMOUR HAS BEEN A PART OF THE SIRE BENCHMARKING PROGRAMME SINCE ITS INCEPTION, MATING AROUND 200 COWS WITH THE SEMEN FROM THESE SIRES. HE HAS FOUND THIS AN EFFECTIVE WAY OF MAKING GAINS IN HIS CATTLE AND HAS ADOPTED A FIXED TIME ARTIFICIAL INSEMINATION (FTAI) PROGRAMME OVER HIS WHOLE HERD.

from Meat and Livestock Australia on the state of consumer expectations together with the relevance of carcass grading and assessment, and from Angus Australia on the Sire Benchmarking Group, were supported by a tour of the feedlot looking at the technology measuring feed efficiency and methane release, and viewing a selection of steers from the Angus Sire Benchmarking Cohort Four group.

From Roundup in Armidale, NSW, I headed to southern Victoria with the Branson family of Banquet Angus. Based at their home in Mortlake, day trips to Coolana Angus and Gilmour Pastoral Company were on the cards, and I thoroughly enjoyed learning about the farming systems of each operation.

programme over his whole herd. This has been combined with the use of a panel reader and recording software in the cattleyards to make animal management a breeze. I was impressed and thoroughly enjoyed the chance to work hands-on with the system.

Coolana Angus offered insights into a very different operation and I appreciated checking out their sale bulls, heifers and weaner calves. I spent the morning in the yards helping pregnancy test heifers using foetal aging technology. This has been a particular highlight, providing the opportunity to look at fetuses at different ages and to discuss how this technology can be used to aid cattle management over calving periods.

My hosts, Banquet Angus, gave me the full tour of all their





THEY HAVE USED NEW ZEALAND ANGUS GENETICS EXTENSIVELY OVER TIME AND HAVE A STRONG FOCUS ON BUILDING ON FAMILY LINES, WHICH HAS PRODUCED A LARGER FRAMED BUT VERY SOUND LINE OF CATTLE.

properties and showed that a sound base of genetics will produce quality cattle. They have used New Zealand Angus genetics extensively over time and have a strong focus on building on family lines, which has produced a larger framed but very sound line of cattle. I enjoyed my time here, getting an insight into their breeding system and operation as well as learning a lot about life on an Australian Angus stud.

Beef Week Field Days came next, with a chance to look at sale bulls and stud females through Southern NSW and Victoria in a short space of time.

Over four days I visited Reiland, The Glen, Dunoon, Alpine,

Pinnacle, Anvil and Adameluca Angus. At Adameluca we saw Irelands Galaxy, the record breaking bull that sold for \$117,000, together with the first of his offspring to be offered for sale – many of which look to offer the same soundness and thickness as their sire.

Visits to Hereford, Limousin, Simmental, Charolais, Speckle Park and Wagyu studs were also thrown in, and it was interesting to speak to a range of breeders about their cattle and farming systems, if only briefly. Many were in high spirits, with a decent summer rainfall having settled the dust and given the landscape a very welcome green tinge.

# PUKE-NUI ANGUS

**3rd Annual Bull Sale**

**Wednesday 1st June 2016**

**At 3pm**

**Viewing from 1pm**

**Bull Sale Venue: 303 River Road, SH 43, Taumarunui**

**25 Bulls**

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# ANGUS ON-FARM SALE CALENDAR 2016

information that you can rely on [www.angusnz.com](http://www.angusnz.com)

## NORTH ISLAND

MAY			
Thur 12th/Fri 13th		Focus Genetics Online Auction	Hawkes Bay
Sat/Sun 14th-15th	Tru-Test Beef Expo	Future Beef NZ Competition	Feilding
Mon/Tues 16th-17th	Tru-Test Beef Expo	National Angus Sale	Feilding
Thur 19th	J & H Hammond	Ruaview Angus Bull Sale	Ohakune
JUNE			
Wed 1st	T & K Brittain	Storth Oaks Angus Bull Sale	Otorohanga
Wed 1st	A & C Donaldson	Puke-Nui Angus Bull Sale	Taumarunui
Thur 2nd	ID & KI Borck	Springdale Angus Bull Sale	Taumarunui
Thur 2nd	B & S Sherson	Shian Angus Bull Sale	Taumarunui
Thur 2nd	D & T Sherson	Blackridge Angus Bull Sale	Taumarunui
Fri 3rd	N & J Kjestrup	Kayjay Angus Bull Sale	Masterton
Fri 3rd	R & N Purdie	Tarangower Angus Bull Sale	Mahoenui
Tues 7th	K & G Higgins	Oregon Angus Bull Sale	Masterton
Tues 7th	S & G Hain	Hains Angus Bull Sale	Gisborne
Tues 7th	M & F Crawford	Hillcroft Angus Bull Sale	Ohinewai
Tues 7th	C Lander	Wairere Angus Bull Sale	Hawera
Wed 8th	R Rowe	Merchiston Angus Bull Sale	Rata
Wed 8th	A & T Thomson, R & J McLachlan	Dandaloo & Tapiri Angus Bull Sale	Masterton
Thur 9th	P & E Sherriff	Pine Park Angus Bull Sale	Marton
Thur 9th	L & L Johnstone	Ranui Angus Bull Sale	Kai-iwi
Thur 9th	B Bevege	Iona Angus Bull Sale	Te Kuiti
Fri 10th	R & R Borthwick	Te Whanga Angus Bull Sale	Masterton
Fri 10th	D Reynolds & T Jackson	Totaranui Angus Bull Sale	Pahiatua
Fri 10th	R & S Hayward	Twin Oaks Angus Bull Sale	Te Akau
Mon 13th	A & C Dalziell	Atahua Angus Bull Sale	Kimbolton
Mon 13th	K & M Friel	Mt Mable Angus Bull Sale	Norsewood
Tues 14th		Cashbac Angus Bull Sale	Dannevirke
Tues 14th	J & I Pharazyn	Motere Angus Bull Sale	Omakere
Wed 15th	C Pattison	Waiwhero Angus Bull Sale	Waipukurau
Wed 15th	M Duncan	Elgin Angus Bull Sale	Elsthorpe
Thur 16th	A & P Sharpe	Waitawheta Angus Bull Sale	Paeroa
Thur 16th	M Tweedie	Hallmark Angus Inaugural Bull Sale	Hastings
Fri 17th	W & V MacFarlane	Waiterenui Angus Bull Sale	Raukawa
Fri 24th		Taranaki Beef Breeders Sale	Stratford
Mon 27th	M & N Story	Ratanui Angus Bull Sale	Matawhero
Mon 27th	P Hoogerbrug & C Williams	Kaharau Angus Bull Sale	Gisborne
Tues 28th	P Lane	Whangara Angus Bull Sale	Whangara
Tues 28th	H & A Williams & Family	Turihaua Angus Bull Sale	Gisborne
Wed 29th	C & S Dowding	Rangatira Angus Bull Sale	Gisborne
Wed 29th	R & A Powdrell	Turiroa Angus Bull Sale	Wairoa
Wed 29th		Gisborne Combined Angus Bull Sale	Gisborne
Thur 30th	B Bendall	Seven Hills Angus Bull Sale	Mangatainoka
JULY			
Thur 7th	J Scott & Sons	Mangapapa Angus Bull Sale	Oparau
Mon 11th	J & J Bayly	Waitangi Angus Bull Sale	Waitangi
Tues 12th	C Maxwell	Matauri Angus Bull Sale	Matauri Bay



## SEPTEMBER

Wed 7th	C & K Biddles	Te Atarangi Angus Yearling Bull Sale	Te Kopuru
Tues 13th	L & L Johnstone	Ranui Angus Yearling Bull & Heifer Sale	Kai-iwi
Thur 15th	PJ Morrese	Paddyvale Angus Yearling Bull Sale	Dargaville
Thur 15th	R & J Blackwell	Mangaotea Angus Bull Sale	Taranaki
Fri 16th	N & J Kjestrup	Kayjay Angus Spring Yearling Bull & Heifer Sale	Masterton
Fri 16th	M & S Stokman	Sitz Stokman Angus Yearling Bull Sale	Taupo
Fri 16th	B & N Heather	Heather Dell Angus Bull Sale	Rotorua
Mon 19th	M & F Crawford	Hillcroft Angus Yearling Bull Sale	Ohinewai
Mon 19th	R & R Borthwick	Te Whanga Angus Yearling Bull Sale	Masterton
Tues 20th	J & J Bayly	Waitangi Angus Yearling Bull Sale	Waitangi
Tues 20th	D Reynolds & T Jackson	Totaranui Angus Yearling Bull Sale	Masterton
Wed 21st	H & A Williams & Family	Turihau Angus Yearling Sale	Gisborne
Wed 21st	A & P Sharpe	Waitawheta Angus Yearling Bull Sale	Paeroa
Thur 22nd	J & I Pharazyn	Motere Angus Yearling Sale	Omakere
Fri 23rd	W & V MacFarlane	Waiterenui Angus Yearling Bull Sale	Raukawa

## SOUTH ISLAND

### MAY

Fri 20th	Duncan Family	Penrose 2yr Angus Bull Sale	Wedderburn
Fri 20th	Focus Genetics	Duncraig Angus Bull Sale	Manapouri
Mon 23rd	G Crutchley	Puketoi Angus Bull Sale	Patearoa
Tues 24th	D & G Stringer	Kowai Angus Bull Sale	Wendon Valley
Tues 24th	J & T Cochrane	Delmont Angus Bull Sale	Clinton
Fri 27th	T & M Law	Waimara 2yr Angus Bull Sale	Palmerston
Sat 28th	D Scott	Bannock Burn Angus Bull Sale	Bruce Bay
Tues 31st	R & M Kane	Blue Mountain Angus Bull Sale	Tapanui

### JUNE

Wed 1st	A & I Devery	Pikoburn Angus Bull Sale	Tuatapere
Tues 7th	L Carruthers	Nethertown Angus Bull Sale	Middlemarch
Thur 9th	C & A Jeffries	Riverlands Angus Bull Sale	Cheviot
Fri 10th	B Johns	Kaiwara Angus Bull Sale	Culverden
Mon 13th	R Martin	Martin Farming Angus Bull Sale	Wakefield
Tues 14th	A & A Laing	Sudeley Angus Bull Sale	Irwell
Thur 16th	N & R Sanderson	Fossil Creek Angus Bull Sale	Oamaru
Thur 16th	B Pickering	Blue Duck Angus Online Bull Sale	Kaikoura
Fri 17th	A Campbell	Earnsleugh Angus Bull Sale	Alexandra
Fri 17th	Jono Reed	Grampians Angus Bull Sale	Culverden
Fri 17th	R & D Orr	Red Oak Angus Bull Sale	Weka Pass
Mon 20th		Blenheim Angus Bull Sale	Blenheim
Mon 20th	O & P Hickman	Taimate Angus Bull Sale	Ward
Mon 20th	G Hargreaves	Kakahu Angus Bull Sale	Geraldine
Tues 21st	J & R Murray	Woodbank Angus Bull Sale	Clarence Bridge
Wed 22nd	T Wilding	Te Mania Angus Bull Sale	Conway Flat
Thur 23rd	J Fraser	Stern Angus Bull Sale	Pleasant Point
Fri 24th	D Giddings	Meadowslea Angus Bull Sale	Fairlie

### SEPTEMBER

Thur 1st	C Davie-Martin	Puketoi Angus Private Treaty Yearling Bull Sale	Waiotira
Fri 2nd	J Allen	Mahuta Angus Yearling Bull Sale	Drury
Fri 30th	T & K Peters	Peters Farms Ltd Angus Bull Sale	Millers Flat

### OCTOBER

Mon 3rd	P & H Heddell	Glen R Angus Bull Sale	Darfield
Tues 4th	J & R Murray	Woodbank Angus Yearling Bull Sale	Clarence Bridge
Wed 5th	T Wilding	Te Mania Angus Yearling Bull Sale	Conway Flat
Thur 6th	G Hargreaves	Kakahu Angus Yearling Bull Sale	Geraldine
Thur 6th	R Orr	Red Oak Angus Yearling Bull Sale	Weka Pass
Fri 7th	D Giddings	Meadowslea 2yr & Yearling Angus Bull Sale	Fairlie
Wed 12th	J Fraser	Stern Angus Yearling Bull Sale	Pleasant Point
Fri 14th		Focus Genetics Angus Yearling Bull Sale	Te Anau



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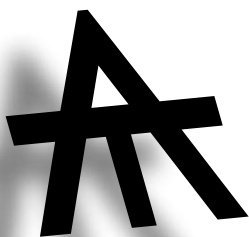
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# ANGUS

NEW ZEALAND

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**Board Member: Mrs Daphne Graham [09 401 9584]**

Lomond, 2048 State Highway 1, RD 1, OKAIHAU, 0475

Bayly, J & J, PO Box 304, PAIHIA 0247

Biddles, CH, 112 Schick Road, RD 1, TE KOPURU 0391

Edwards, B & K, 10 Galbraith St, Matapouri, RD 3, WHANGAREI 0173

Egerton, N, PO Box 911156, Victoria Street West, AUCKLAND 1142

Lawson, DR & IL, 4927 Kaipara Coast HW, RD2, WELLSFORD 0972

Maxwell, BC, 341B Matauri Bay Road, RD 1, KAEO 0478

Morresey Ltd, PJ, RD 2, DARGAVILLE 0372

Pita, T, 121 Guy Road, RD 1, WARKWORTH 0981

Quinn & Sons, RJ, C/- R J Quinn, RD 1, KAIKOHE 0474

Taylor, S & F, 503 Waiteitei Road, RD 4, WELLSFORD 0974

Toohill, MJ, 347 Punakitere Road, RD 3, KAIKOHE 0473

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Glasson, SB & ST, 200 Sheffield Road, RD 2, HELENSVILLE 0875

Lovell, GJ, 213 Lovell Road, RD 6, WHANGAREI 0176

Otto, L & M, 142 Mahoenui Valley Road, COATESVILLE 0793

Radd, J, 1311 State Highway 12, MAUNGATUROTO 0583

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**Board Member: Dwayne Harnett [07 543 3295]**

Range View, 521 McLaren Falls Road, RD1, TAURANGA 3171

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Brown, C, 2291 Maungatautari Road, RD 2, CAMBRIDGE 3494

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Field, RD, 450 Waikite Valley Road, RD 3, ROTORUA 3073

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Frischknecht, R & H, 328 Ngutumanga Road, RD 3, TE AROHA 3393

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Short, RJ, 357 Maungarangi Road, RD 9, TE PUKE 3189

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Shuker, DS, 1496 Kaiaua Road, RD 3, POKENO 2473

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**Board Member: Cedric Lander [06 272 2899]**

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Crawshaw, CG & S, PO BOX 29, NUHAKA 4165

Hain, S & G, Private Bag 7123, GISBORNE 4040

Herries, S & J, Private Bag 7112, GISBORNE 4040

McHardy, DJ, Private Bag 7631, GISBORNE 4040  
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Kyle, JP, 2549 State Highway 2, RD 8, NUHAKA 4198  
Pollitt, EL, 113 Fox Street, Gisborne 4010

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**Board Member: Stephen Herries [06 863 7000]**

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Duncan, MG, RD 14, HAVELOCK NORTH 4295

**Focus Genetics LP**, Absolom, D, PO Box 12075, Ahuriri, NAPIER 4144

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Pharazyn, J & J, RD 1, WAIPAWA 4271

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MacKay, VL, 335 Glenbrook Road, RD 1, Putorino, HAWKES BAY 4188

Matthews, A Clemens &, RD 2, WAIPUKURAU 4282

Maxwell, G & S, PO Box 23, TUTIRA 4162

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Waipuna NZ Ltd, 664 Kairakau Rd, RD14, HAVELOCK NORTH 4295

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### **Ward 6 - Wairarapa**

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**Board Member: Joe Fouhy [06 376 7324]**

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McLachlan, RS & JM, Rangitumau, RD 11, MASTERTON 5871

McWilliam, W & L, 503 Admiral Rd, Gladstone, RD 3, MASTERTON 5883

Reynolds & Jackson, D & T, State Highway 2, RD 4, PAHIATUA 4984

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McLeod, S, 911 White Rock Rd RD2, MARTINBOROUGH 5782

Richardson, GC & LJ, Private Bag 901, EKETAHUNA 4940

Thomson, DK & B, 1925 State Highway 2, RD 1, GREYTOWN 5794

Wagh, AL & SA, 557 Surreydale Road, RD 2, PAHIATUA 4982

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Merchiston, 318 Putorino Road, RD 1, MARTON 4787

**Board Member: Cedric Lander [06 272 2899]**

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Atahua Farm Ltd, 283 McBeth Road, RD 7, FEILDING 4777

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Cameron, A & F, 2207 Pohangina Road, RD 14, ASHHURST 4884

Carpenter, A, 5602 Ruanui Road, RD 1, TAIHAPE 4791

Hammond, JD & HD, 801 Raetihi Ohakune Road, RD 1, OHAKUNE 4691

Johnstone, L, 662 Rangitatau East Road, RD 8, WANGANUI 4578

Johnstone, LC & MC, 1530 Rangitatau East Rd, RD 8, WANGANUI 4578

Sherriff, PLS, 312 Tutaenui Road, RD 2, MARTON 4788

Stuart, D & N, 1912 Pohangina Valley East Rd, RD 14, ASHHURST 4884

Williamson, J, Private Bag, KAITAIA 0441

Williamson, MD & ES, 342 Long Range Road, RD 1, WAIPAWA 4271

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Falkner, W & D, 326 Creek Road, RD 16, WANGANUI 4586

Kellick, LAR, Tokorangi Farm, RD 7, WANGANUI 4577

Rogers, H, 333 Pohonui Road, RD 2, HUNTERVILLE 4782

Story, RJ, 92 Pharazyn Street, FEILDING 4702

Tanupara Station, P O Box 54, HUNTERVILLE 4745

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Taimate, P O BOX 8, WARD 7248

**Board Member: Richard Martin [03 541 8559]**

Martin Farming, 46 Main Road South, RD1, Wakefield, NELSON 7095

Maisey, BC & NS, 1010 Opouri Road, , RD 1, RAI VALLEY 7194

Marris, B & R, P O Box 1, Renwick, MARLBOROUGH 7243

Murray, AJ & RE, RD 1, KAIKOURA 7371

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Peter, AJ, RD 4, BLENHEIM 7274

Pickering, B, Farming Ltd, 1071 Blue Duck Rd, RD 1, KAIKOURA 7371

Waddy, CCR, Waterfalls Road, RD 1, SEDDON 7285

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Meadowbank Station Ltd, PO Box 90, BLENHEIM 7240

Roberts, M, 9 Sequoia Place, Springlands, BLENHEIM 7201

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Sinai, 503 Carleton Road, RD 1, OXFORD 7495

**Board Member: Clarence Timperley [03 323 8423]**

Timperlea, 383 Coutts Island Road, RD1, BELFAST 7670

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Bristow, L, 256 Riverside Road, RD 3, RANGIORA 7495



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 Davies, G, 873 Wolffs Road, R D 6, RANGIORA 7476  
 Fraser, JH, , 963 Cleland Road, R D 12, PLEASANT POINT 7982  
 Gardner, P & N, 166 Amberley Beach Road, RD 1, AMBERLEY 7481  
 Giddings, DS & CJ, Mt Cook Road, RD 17, FAIRLIE 7987  
 Gordon, J, PO Box 24, ASHBURTON 7740  
 Hargreaves, GAH, Elstree, 669 Goodwin Road, RD 25, TEMUKA 7985  
 Haugh, H, 470 Sisters Road, RD 4, CHEVIOT 7384  
 Hayward, RB & SC, 207 Mt Nessing Road, RD 14, CAVE 7984  
 Heddell, PG & HM, 1592 Tram Road, RD 5, RANGIORA 7475  
 Howie, MJ & CJ, 423 Rockford Road, RD 1, OXFORD 7495  
 Jeffries, C & A, Benmore, 1412 Domett Road, RD 2, CHEVIOT 7382  
 Jenkins, JE, PO Box 43025, DARFIELD 7541  
 Johns, BJ, 165 Kaiwara Homestead Road, RD 1, CULVERDEN 7391  
 Laing, AP & AE, Irwell, RD 3, LEESTON 7683  
 Luporini, F & G, Glenroy, RD 2, DARFIELD 7572  
 Orr, R, Weka Pass, RD 3, AMBERLEY 7483  
 Reed, JW, 512 Karaka Road, RD 1, HAWARDEN 7385  
 Scott, DM & RP, PO Box 26, FOX GLACIER 7859  
 Sobrino, M, Blue Grey Ltd, Palmers Rd End, SPRINGS JUNCTION 7847  
 Timperley, CR & LJM, 383 Coutts Island Road, RD 1, BELFAST 7670  
 Todhunter BJ & DM Field, 29 Double Hill Run Rd, RD12, RAKAIA 7782  
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Cox, A, PO Box 8669, Riccarton, CHRISTCHURCH 8440  
 Fisher, RW & SR, Shenley Station, RD 17, FAIRLIE 7987  
 Gordon, J, 231 Seaside Road, RD 7, ASHBURTON 7710  
 Haylock, AB & JK, 17 Branthwaite Drive, RD 8, CHRISTCHURCH 7678  
 McKeown, ID & HJ, 1093 Arundel Rakaia Gorge Rd, ASHBURTON 7775  
 Moynihan, PJ & JH, Braeval, 126 McPhersons Road, RD14, CAVE 7984

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**Board Member: Trevor Peters [03 446 6030]**

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Beattie, L, Mahinerangi Road, RD 2, OUTRAM 9074

Campbell, AK, RD 1, ALEXANDRA 9391

Carruthers, LW & CJ, RD 1, MIDDLEMARCH 9596

Cochrane, JS, 11 Willowburn Road, RD 1, CLINTON 9583

Crutchley, GR, 1838 Puketoi-Highfield Road, RD 4, RANFURLY 9398

Devery, AJA & WJ, 2690 Otatau Tuatapere Rd, RD1, TUATAPERE 9691

Drain, J & K, PO Box 1725, INVERCARGILL 9840

Duncan, GL, PO Box 15, WEDDERBURN 9355

Familton, AW & HM, 21 Patterson Road, RD 1, PALMERSTON 9481

Grimm, H & G, PO Box 67, RIVERSDALE 9744

Gunton, MK, Piano Flat Road, RD 1, WAIKAIA 9745

Hall, RW, RD 5, GORE 9775

Hammond, LR & SJ, 57 Barber Rd, Dacre, RD 2, INVERCARGILL 9872

Kane, RM & MA, Westholm, RD 1, GORE 9771

Law, T & SA, PO Box 4, WAIKOUAITI 9541

Marshall, D, 532 Taramoa Road, RD 4, INVERCARGILL 9874

McCallum, P & K, 932 Josephville Glenure Road, RD 1, BALFOUR 9779

Minty, JR, Feldwick, RD 2, Otatau 9682

Mount Linton Station Ltd, RD 1, OTAUTAU 9689

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Smith, A, 19 Oregon Drive, Kelvin Heights, QUEENSTOWN 9300

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